



A Study of Digital marketing on Pharmaceutical Product Promotion

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Abstract –These days digital marketing is a tool that is changing the way pharmaceutical companies promote their products. In the past these companies used to rely on people who would visit doctors and hospitals to promote their products. They also used to advertise in newspapers and magazines and participate in conferences.. This approach was very time-consuming and did not reach a lot of people. It also did not allow for real-time interaction with customers and healthcare professionals. However with more people using the internet and smartphones pharmaceutical companies have started to use digital marketing to promote their products. Digital marketing is now very important for creating awareness engaging with customers and influencing their decisions. Platforms like media, search engines, websites, email marketing and mobile apps have made it easier for people to get information about pharmaceutical products. This information is also available faster. Is more interactive. This study is about the impact of marketing on pharmaceutical product promotion. It looks at how digital platforms affect healthcare professionals and customers in terms of awareness, perception and purchasing decisions. The study also compares marketing with traditional methods of promotion. The research is based on data collected from 100 people who answered a questionnaire, well as data from journals, research papers and online sources. The data was analyzed using percentage analysis and graphical tools. The results show that digital marketing has a positive impact on pharmaceutical promotion. It increases product awareness enhances engagement and influences decision-making. However there are still some issues like trust, data privacy and regulatory restrictions that need to be addressed. In conclusion digital marketing has become an important part of pharmaceutical promotion and offers many advantages over traditional methods.

Keywords: - Digital Marketing, Impact of Digital Marketing, Online Marketing, Internet Marketing, Digital Advertising, Social Media Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Email Marketing

I. INTRODUCTION

The pharmaceutical industry plays an important role in healthcare by providing medicines and treatments that improve peoples lives. Traditionally pharmaceutical marketing used to rely on methods like sending people to visit doctors and hospitals printing brochures, holding seminars and advertising in newspapers and magazines. These methods were effective. Had limitations in terms of reach, cost and speed of communication.

With the advancement of technology the way companies market their products has changed a lot. Digital marketing has introduced ways of communication through platforms like social media, websites, email campaigns and search engines. These platforms allow pharmaceutical companies to reach an audience and provide real-time information.

Digital marketing includes strategies like search engine optimization, content marketing, social media marketing and online advertising. These tools help companies create awareness educate patients and engage healthcare professionals.

When people decide to buy products they go through a process of awareness, information search, evaluation and final decision. Digital marketing plays an important role in each stage by providing relevant and timely information. This study focuses on analyzing how digital marketing influences pharmaceutical product promotion and evaluates its effectiveness compared to marketing methods.

II. LITERATURE REVIEW

- Previous studies have highlighted the growing role of marketing in the pharmaceutical sector.
- Kumar found in 2022 that digital marketing increases product awareness and improves communication between companies and customers.
- Sharma stated in 2023 that social media platforms are very effective in engaging patients and building brand awareness.
- Patel observed in 2024 that online content and digital advertisements influence consumer decision-making significantly.
- Radhakrishnan emphasized in 2020 that digital marketing is cost-effective and provides results compared to traditional methods.
- Iyer highlighted in 2026 that despite its advantages digital marketing faces challenges like restrictions and data privacy concerns.
- Overall the literature suggests that digital marketing is becoming an important tool in pharmaceutical promotion.

Objectives of the Study

- To understand the role of marketing in pharmaceutical promotion
- To analyze the impact of digital marketing on awareness and decision-making
- To examine the effectiveness of different digital platforms
- To compare digital marketing with traditional marketing methods



- To identify challenges in digital pharmaceutical marketing

Hypotheses

Hypothesis 1

- The null hypothesis is that digital marketing has no significant impact on pharmaceutical product promotion
- The alternative hypothesis is that digital marketing has a significant impact on pharmaceutical product promotion

Hypothesis 2

The null hypothesis is that digital marketing does not influence consumer decision-making. The alternative hypothesis is that digital marketing influences consumer decision-making.

III. RESEARCH METHODOLOGY

1. Research Design

This study uses a descriptive research design—basically, it's all about capturing the reality as it is, without tweaking anything. Descriptive research isn't about changing variables or running experiments; it's more about observing, gathering info, and seeing what patterns pop up.

It fits this study perfectly. The goal here is to find out how digital marketing affects the promotion of pharmaceutical products. There's no messing with external factors, just collecting data on how people think, what they notice, and how they make decisions about digital marketing in pharma.

Data Collection Primary Data

Here, first-hand data comes straight from the source: 100 respondents filled out a structured questionnaire created specifically for this research. The questions were mostly multiple choice or close-ended, so people could answer quickly—and their responses would be clear and easy to process. Topics ranged from how aware respondents are of digital marketing, to how much they use digital platforms, how effective they find them, and whether their decisions are influenced by what they see online.

Secondary Data

For a solid foundation, the study also taps into secondary data—information published by other researchers or reliable sources. This includes academic journals, research papers, marketing books, and credible websites. Secondary sources helped lay out the theory behind the research and backed up the findings.

Sampling Method

The research uses a non-probability method, specifically convenience sampling. Basically, participants were chosen because they were easy to reach and willing to take part—not random, but practical, especially when there's a limited timeframe. Sure, it means the results can't be

generalized to everyone, but for what this study aims to do, it works just fine.

Population Sampled

Respondents come from all corners of the pharmaceutical world. Doctors, pharmacies, medical salespeople, and consumers—everybody's included. This way, the study captures a wide range of views and gets a more complete picture of how digital marketing impacts different players in pharma.

Methods Used

Percentage Analysis

To make sense of the responses, the study breaks down the numbers into percentages. It's quick, straightforward, and helps spot which opinions are more common.

Graphs and Charts

The research uses pie and bar charts to show results visually. They make the data easy to digest—people can see trends and differences at a glance.

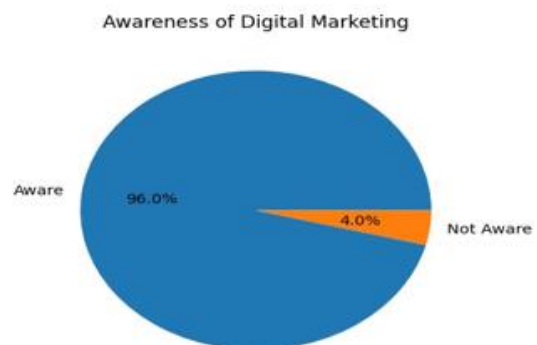
Comparative Analysis

Finally, there's comparison: digital marketing versus traditional approaches, plus different digital platforms pitted against each other. This uncovers which tactics seem to work best, what patterns stand out, and where the most influence happens.

IV, DATA ANALYSIS & INTERPRETATION

Question 1: Awareness of Digital Marketing

96% respondents are aware of digital pharmaceutical marketing.

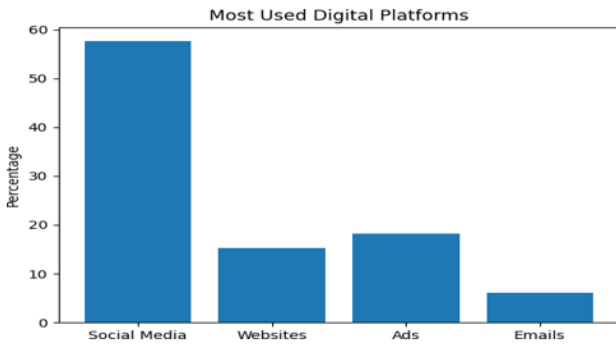


Interpretation:

This shows high penetration and awareness of digital platforms.

Question 2: Most Used Platform

57.6% respondents use social media.



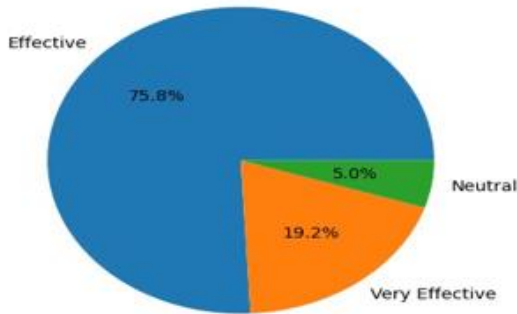
Interpretation:

Social media is the most effective platform for pharmaceutical promotion.

Question 3: Effectiveness of Digital Marketing

95% respondents believe digital marketing is effective.

Effectiveness of Digital Marketing



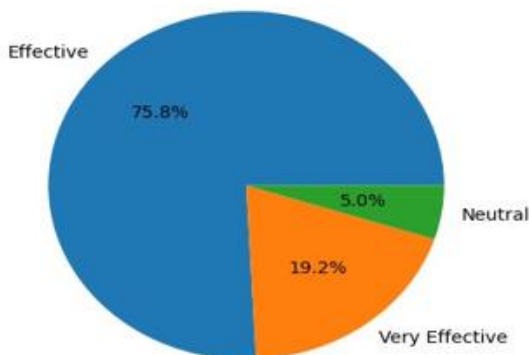
Interpretation:

Digital marketing is highly successful in creating awareness.

Question 4: Influence on Decision Making

98% respondents are influenced by digital marketing.

Effectiveness of Digital Marketing



Interpretation

Digital marketing plays a major role in purchasing decisions.

Findings

- Digital marketing really makes a difference—it’s got a powerful, positive impact.
- Out of all the options, social media stands out as the most effective platform.
- It does a great job boosting awareness and getting people involved.
- Plus, it plays a big role in shaping people’s decisions.
- That said, some users still don’t fully trust what they see online.
- Even with that, digital marketing outshines traditional methods by a wide margin.

Suggestions

- Share content that’s genuinely useful and educational.
- Be upfront and clear in digital communications.
- Put extra effort into connecting with people on social media.
- Make sure you protect user data and follow privacy rules.
- And work together with healthcare professionals to build credibility.

V. CONCLUSION

The study concludes that digital marketing has transformed pharmaceutical product promotion. It provides better reach, faster communication, and improved engagement compared to traditional methods.

Digital marketing plays a significant role in influencing awareness and decision-making. However, issues such as trust and regulatory compliance need to be addressed.

Pharmaceutical companies must adopt effective digital strategies to remain competitive and meet changing consumer expectations.

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- Research journals
- Healthcare websites

3, Objectives of the Study

- To Study the awareness of digital payment systems among customers
- To Examine the usage pattern of digital payments
- To Assess customer satisfaction level
- To Analyse the security perception of customers



- To Suggest improvements in digital payment services