

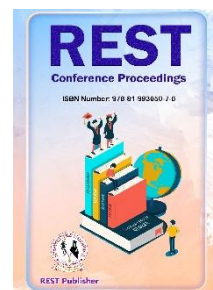


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# A study on Consumer Perception Towards Branded vs Generic Medicine Investigating the Impact of Marketing Mix Element Price

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**Abstract:** This research examines the effectiveness of pharmaceutical marketing strategies by comparing consumer perceptions of branded and generic medicines. It focuses on the influence of the marketing mix (product, price, place, and promotion) on consumer preferences. Survey data from the Amravati region and literature analysis form the basis of the study. Branded medicines are perceived as higher quality due to strong promotional efforts and brand recognition. Generic medicines, though equivalent in efficacy, are often viewed as inferior due to minimal advertising and plain packaging. Price alone does not guarantee preference for generics, as many associate higher cost with better quality. Availability in reputed pharmacies or hospitals enhances trust in the medicine. Consumers in Amravati show a clear preference for branded medicines. Concerns about the safety and efficacy of generics are prevalent. There is limited awareness and many misconceptions about generic medicines. Promotion and branding heavily influence consumer attitudes. Pricing and distribution also play key roles in shaping purchase decisions.

**Keywords:** Branded medicines, Generic medicines, Consumer perception, Marketing mix, pharmaceutical marketing strategies, Consumer behaviors.

## 1. INTRODUCTION

The pharmaceutical industry is comprised of two major categories of medications: branded and generic medicines. Branded medicines are developed by pharmaceutical companies and marketed under a proprietary or trademark-protected name. These drugs are typically introduced to the market after extensive research, development, and clinical trials, often backed by strong marketing and promotional strategies. Due to their brand name, consistent quality presentation, and widespread recognition, branded medicines are usually associated with superior efficacy and reliability in the eyes of consumers. On the other hand, generic medicines are introduced after the patent expiration of branded drugs. They contain the same active ingredients, dosage, strength, and method of administration as their branded counterparts. While generic medicines are considered bioequivalent and are approved by regulatory authorities, they are usually sold at a significantly lower price. Despite offering the same therapeutic benefits, generic drugs often face resistance in the market due to misconceptions about their quality, packaging, and effectiveness. In this context, the concept of the marketing mix—comprising four key elements: product, price, place, and promotion—plays a crucial role in shaping consumer perception and influencing their decision-making. The product element includes the physical attributes of the medicine, such as packaging, labelling and formulation. Branded medicines often have more appealing packaging, which influences trust. Price is a major differentiator, with generic medicines offering affordability, though many consumers associate lower cost with reduced quality. Place refers to the availability and distribution of medicines. Medicines found in reputed hospitals or pharmacies tend to gain more consumer trust. Promotion involves advertising, physician recommendations, and brand communication, which are more aggressively utilized by branded medicine manufacturers. Consumer perception, shaped by these marketing mix elements, is a powerful force in determining medication choice. Consumers often base their decisions on perceived value rather than just medical equivalence. Branded medicines enjoy stronger consumer loyalty and trust due to effective use of marketing tools, while generic medicines lag in visibility and awareness. This study aims to explore how the elements of the marketing mix influence consumer perception and preference for branded versus generic medicines. By conducting survey research in the Amravati region and reviewing existing literature, the study seeks to identify key behavioral trends and offer insights that could help promote the adoption of cost-effective and reliable generic medicines.

## 2. OBJECTIVES

- A Comprehensive Study of Branded Vs. Generic.
- To investigate consumer attitudes and preference towards Branded and Generic Medicine.
- To analyze the role of marketing mix elements in shaping consumer attitudes toward Branded Vs. Generic Medicine.

### Hypothesis Of the Study

- (H0): Marketing Mix element Price do not significantly impact Consumer Perception towards Branded Vs. Generic medicines.
- (H1): Marketing Mix element Price significantly impact Consumer Perception towards Branded Vs. Generic medicines

## 3. SCOPE OF THE STUDY

- This study focuses on understanding consumer perception towards branded and generic medicines.
- It analyzes the influence of the marketing mix elements—product, price, place, and promotion—on consumer preferences.
- The research is limited to the Amravati region of Maharashtra.
- A total of 100 respondents were surveyed, including individuals from various age groups, occupations.
- It aims to identify awareness levels, misconceptions, and decision-making behavior regarding generic and branded medicines.

### Limitations Of the Study

- Limited sample size: 100 respondents.
- Geographical limitations: Study focused on specific region.
- Data collection methods: Surveys.
- Marketing mix elements (Place, Price, Product features, Promotion) are major limitations of the study.

## 4. RESEARCH METHODOLOGY

A descriptive research design was employed using a structured questionnaire. The sample consisted of 100 respondents from diverse demographics. Data was analyzed using statistical tools such as regression analysis and factor analysis to identify the impact of marketing mix component

### Data Analysis and Interpretation

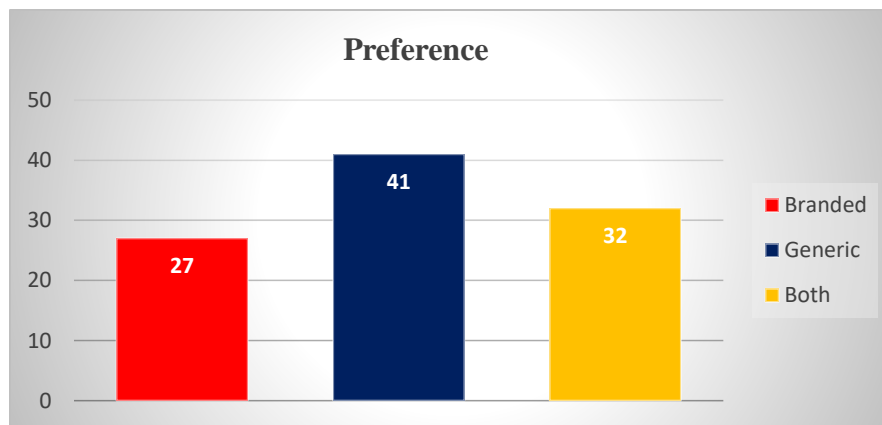


FIGURE 1. Choice of type of medicine preferred

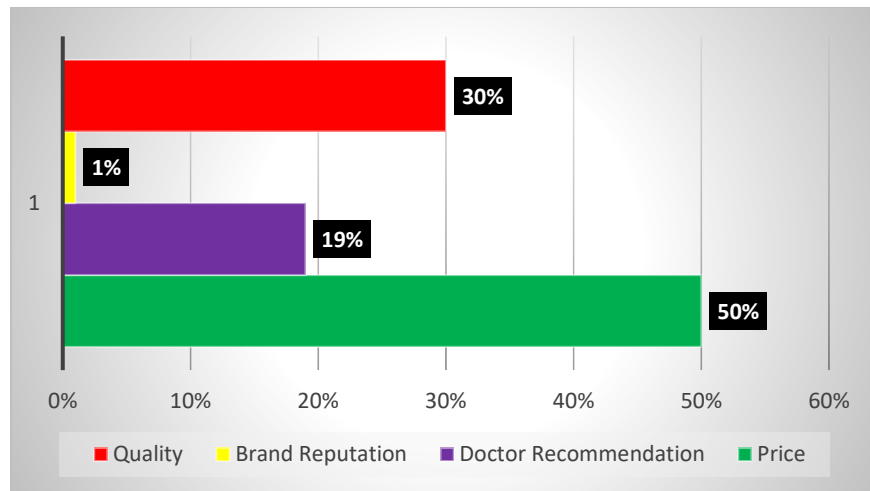


FIGURE 2. Purchase Decision of medicine is influenced by factors

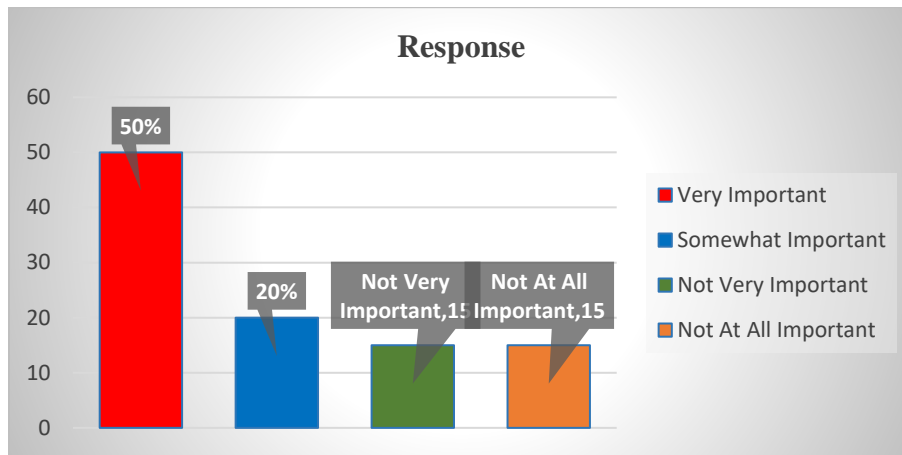


FIGURE 3. Choice Between Branded and Generic Medicines

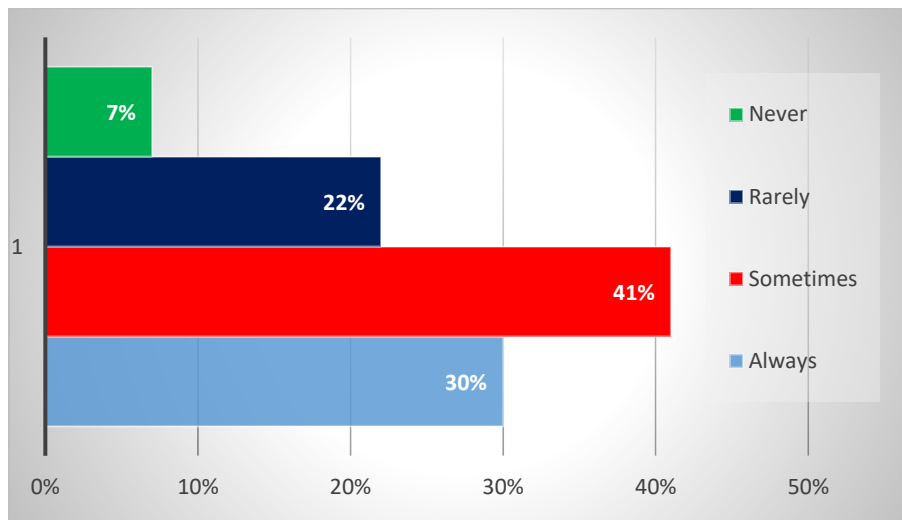
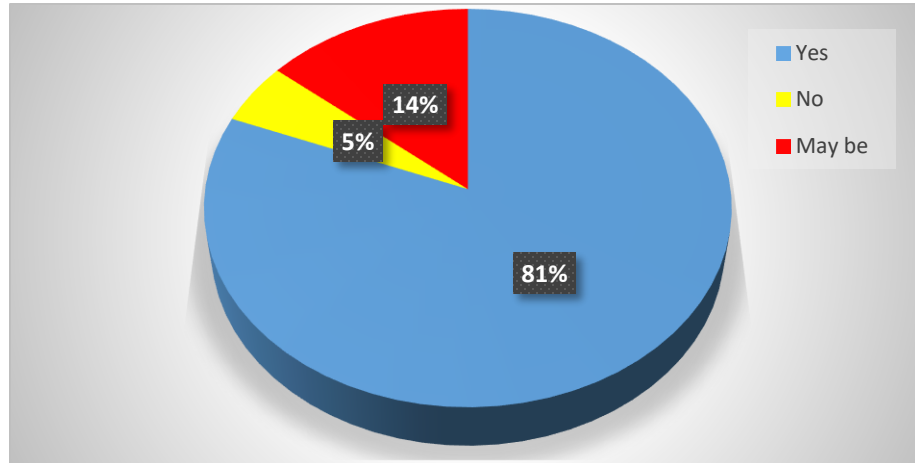


FIGURE 4. Compare prices when purchasing medicines



**FIGURE 5.** Generic medicines are cost-effective alternative to branded medicines

### Hypothesis Testing

- (H0): Marketing Mix element Price do not significantly impact Consumer Perception towards Branded Vs. Generic medicines.
- (H1): Marketing Mix element Price significantly impact Consumer Perception towards Branded Vs. Generic medicines.

### Test Results

- Chi-Square value ( $\chi^2$ ) = 14.457
- Degrees of freedom (df) =  $(4-1) \times (3-1) = 6$
- Critical value at  $\alpha = 0.05$  for  $df = 6 \approx 12.592$
- p-value  $\approx 0.025$

### Test Conclusion

Based on the test results, since  $\chi^2 = 14.457$  is greater than the critical value of 12.592 and the p-value of 0.025 is less than the significance level of 0.05, we reject the null hypothesis (H<sub>0</sub>). Final Interpretation: There is a statistically significant relationship between how important price is to a consumer and their preference for branded, generic, or both types of medicines. This supports the alternative hypothesis (H<sub>1</sub>) — indicating that Marketing Mix element like price do influence consumer perception toward branded vs. generic medicines.

## 5. RESULT AND DISCUSSION

The chi-square test showed that price significantly impacts consumer perception, with  $\chi^2 = 14.457 > 12.592$  and  $p = 0.025 < 0.05$ , leading to rejection of the null hypothesis. Consumers generally prefer branded medicines due to perceived higher quality and stronger brand trust. Although generic medicines offer cost benefits, lower prices often create doubts about their effectiveness. Lack of awareness and minimal promotion contribute to the weaker acceptance of generics. Survey findings revealed that branding, promotion, price, and availability shape consumer choices. Marketing strategies must focus on building trust and improving knowledge about generics. Price alone is not enough; overall perception strongly influences decision-making. Awareness campaigns are essential for promoting cost-effective generic medicines

## 6. CONCLUSIONS

The study concludes that the marketing mix heavily shapes consumer perception of branded and generic medicines. There is a need for targeted promotional campaigns to raise awareness about the efficacy and safety of generic medicines. Healthcare providers and policymakers should collaborate to enhance the visibility and accessibility of generics.

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