Literature Review

Pharmaceutical marketing developing come only through pharmaceutical manufacturers. They realized in 1960 that our marketing strategy should be different form FMCG products because FMCG products directly hit the consumers. But in case of pharma products, customer (Medical Practitioners) is more important than consumers (patients). So, before the year 2000 more emphasis was given on the quality of product and their applications to the customers (Medical Practitioners). Even in case of OTC products, the purpose and price played important role. But after the year 2000 pharmaceutical manufacturers realized the importance of ‘packaging’ and more emphasis has been given from the year 2000 onwards for ethical products as well as OTC products. A lot of works by pharma manufacturer experts as well marketing experts stressed on pharma packaging.

In fact, these studies constitute the much valuable background for pharma packaging in the sales promotion. Mickey C. Smith, perhaps the first author of any book on “Pharmaceutical Marketing” gave supported ideas to pharma manufacturers in 1975. Though it was a text book named “Principals of Pharmaceutical Marketing”, but he wrote this book on the observations of American Pharmaceutical Market. He has focused on Pharmaceutical Marketing environment which further divided into Internal environment – which deals about marketing fix, further in another division i.e. External environment – a lot of factors like technological change, cultural and social factors, competitive factors, economic factors, government and legal factors has been stressed.

Van Gieson (1993) He has emphasized on the material of pack, so that sick children cannot break the liquid preparation medicines otherwise parents will reject that
type of brand whatever be the superior brand quality it may be. That reflects on the sales promotion of pharma product packaging.

Kevin Goldman (1993) an interesting paper presented by him with a question mark “advertising: knock, knock. Who’s there?” Sales promotion tools like coupons, contest, premiums which provide three benefits by communication incentive and invitation. These all communication can be written on every pack of product which will be beneficial for both customer and company.

Michael Kiely (1993) He has found very unique observations from his paper which was published in the marketing journal “word of mouth marketing”. In this situation a product is advertised from one consumer to another consumer on the basis of product quality, look, utility and even sales after service which is provided by the manufacturer or marketer of that product. The research concluded that the major player was “packaging”. Further, his market survey also reflects on the convenience of product handling by proper packaging.

France Leclerc, Bernard H Schmitt, Laurette Dube (1994) All the three have observed during their market survey and research that consumers have their perception and attitude towards the products which they have concluded as product perception and attitude. A product is known by the publicity specially highlighted on the product package and further the product package becomes motivational factors for the customer or consumer.
B. Jons (1994) According to his study E-marketing is very much helpful in product packaging display. Is a company does an e-mail campaign right, it can not only build customer relationships, but also reap additional profits. E-mail involves only a fraction of the cost of a “d-mail,” or direct-mail, campaign. This way the theme is to give the customer a reason to respond, personalize the content of your e-mails and offer something the customer could not get via direct mail.

Stuart J. Ages and Tony M. Dubitsky (1996) both of them found the changing need for brands which means a brand can be exposed in many ways like quantity, different forms, horizontal and vertical standings, color changing and the styles and fronts of the slogans as well as information on the pack.

M J Robertson (1996) Medicine Control Agency (MCA) licensing considerations regarding immediate packaging of pharmaceuticals of human use. Pharma packaging must be tested like visual inspection, identification of container material, dimensional test, physical test, chemical test, micro biological test for plastic, rubber, glass etc. is essential. This was the theory given by M J Robertson which we can consider as a first revolution on pharma packaging material.

A. Pelham and D. Wilson (1996) They have done a research on a longitudinal study of the impact of market structure, firm structure, strategy and market orientation, culture on dimensions of business performance. Both of them have focused on marketing aspects of a product where marketing not consist of only 4P (product, price, place and promotion) but added one of the P (product) has many dimensions, out of which packaging is one of them an further co related with another P (promotion) as a tool of sales promotion.

Brian Wansink (1996) by making an interesting research topic “can package size accelerate usage volume?” A comprehensive study on consumers taste in terms of
package size reflects that consumer purchase same brand time and again. This means consumer understand that by less investment we are getting smaller pack but Brian Wansink found that at the end of the month consumer pay more than the investment value. Thus small package is the best sales promotion tool rather than larger pack.

Robert J. Fisher, Elliot Maltz and Bernard L. Jaworski (1997) All the three experts in marketing found that well communication by a marketing company is well beginning of the business. Further they have observed that packaging finally plays an important role in demonstration. They concluded by saying that “product plays itself”. They advise marketing companies to demonstrate their products by showing the package of the product. Even sometimes pharmaceutical products should be detailed to the medical practitioners by showing the product pack instead of visual aid.

David A. Aaker (1997) He fully accepts the definitions of American marketing associations regarding a brand that “brand as a name, term, sign, symbol or a design or a combination of the intended to identify the goods and services”. According to Aaker – ‘COMPLAN’ brand reflects as nutritional supporting health. A ‘COMPLAN’ loyal brand consumer identify by its packaging without reading the name of the brand.

Z. Gorhan, Candi and M Durairaj (1998) According to them brand is a complex symbol that can convey up to six levels of meaning – eg. – attributes, benefits, values, culture, personality, user. Their study on hundreds of consumer, found that sometimes brand loyal customers leave the brand when there is a change in packaging which does not match with their thought. It happens only when the company wants to reduce the packaging cost or greater quantity pack is launched in place of small pack.
Phillip Kotler (1999) Here Kotler has discussed a specific pack that is called tetra pack which he further adds tetra pack invented and “aseptic” package that enables milk, fruits, juice, medicines (liquids) and other perishable liquid foods to be distributed without refrigeration. Tetra pack packaged product save refrigeration space. Tetra moto is “the package should save more than its cost. Tetra pack advertises the benefits of its packaging to consumer directly and even initiates recycling programme to save the environment.” Thus the concept of green packaging started.

Matrik G. Dekimpe and Dominique M. Hanssens (1999) Both of them indirectly focused on packaging by knowing the customers taste, behavior, approach on product – a market survey. They found that consumers watches product look, get up, informations, designs etc. before purchasing a product. Further they have observed customers always need a fresh pack.

Kevin Lane Keller (2000) the brand excels at delivering the benefits, consumer timely desire. One of the vital roles of packaging is brand publicity. He has found in his study that after every packaging is designed, must be tested. Focused mainly on these tests – engineering test, visual test, dealers test, consumers test.

Rakesh Niraj, Mahendra Gupta and Chakrabarthy Narasimhan (2001) All of them made an exhaustive research on customers in various ways. One of the factor in customer is “customer want profit” for which companies provide schemes, bonus, installment plans, packaging as container etc. Customer must realize that they have benefited which means to get added value on their investment. This also plays a sales promotion tools for marketing companies.
Mike Reid (2005) He has found that the best way of advertisement is the unique demonstration of packaging. Since packaging is a silent advertisement so his research reflect that full information on the outer pack will boost the sales. This way packaging will be helpful for the sales promotion of drugs and health related products.

Jeremie Viguie, Pierre J J Dumont, Isabelle Desloges and Evelyne Mauret (2009). “Some experimental aspect of the compression behavior of boxes made up of G – Flue corrugated box” – all of them found that customer or consumer prefer light weight packaging, sometimes packaging material become heavier than the content. Folding and corrugated board are layers materials. A folding board is a simple assembly of several paper plies to form a laminated structure. A double faced corrugated board has a fluting medium, which is sandwiched between two lines board. Because of this particular structure, corrugated box have high stiffness – to – weight ratio and a reasonable shock resistance, cushioning and thermal insulation properties.

Massimo Manzotti (2010) has stressed on labeling – an important attraction for consumer. His market research reflects “one of the many frustrations for customer is the inventory of change part, cost and space that this evolves this is the first design area that we hoked at. One of the advantages of starting with a clean sheet of paper is that we can think outside of the box a cone of with innovations that do not constrain us and show real savings.

Sanjay Bhatia (2010) according to him a wide range of innovation package design are developed for consumer good covering process food, pharmaceuticals, cosmetics and toiletries to satisfy the consumer in order to meet the requirement. As per his study total packaging spend in 2006 exceeded $630 Billion which is a regularly 25 to 30% more than the global pharmaceutical industry.

Mark D. Strobel (2011) He looks at the different way of setting up a digital level printing operation, an argues that a solution involving “benchtop” digital print and
furnishing system provides a cost effective entry point. This was very much helpful for all pharmaceutical industries in the sales promotion of their products.

Bernard C. Fenner (2011), according to him diversified method of drug delivery, new products and increasingly stringent standards all impact on the variety and complexity of the packages. Further he has emphasized on sales promotion “availability is an absolute must in the pharmaceutical industry which necessitates the highest possible packaging speeds combined with minimum waste and high flexibility.

Michel Mikhail (2011) He has made a deep study on pharmaceutical packaging materials subject to various rules and regulations. He found that “the regulations on packaging materials are a must and should be compiled with in order to achieve the overall goal of pharmaceutical products to positively contribute to the public health.

N C Saha (2011), Director Indian Institute of Packaging, Mumbai. According to him graphic design and structural design of a package go hand – in hand. A highly structured designed package with good functional properties may be unable to attract a customer unless the graphic design is eye appealing. Helps both the aspects are equally important to develop an effective package design to cater the demands of market requirements and also to satisfy the modern consumer.

Bhuperdra Singh (2011) He has put emphasis on the printing matter in the packaging material. The most advanced Lenticular printing technology has come in very handy in making the 3D advertisement possible at the point of purchase (POP), thus assisting in the increased sales at an affordable advertising cost. The lenticular paint allows the consumer to halt, move from side to side to watch the display thus ensuring that the consumer spend more time with the product advertising for better impact.

Brennan Higgins (2011) focused on mass production, has waged a psychological war with in a world of cost and margins consumers are wondering if they can really expect a brand to hold the same quality standards. Package designs can let these consumers know a product is trustworthy by communicating the product authenticity.
Jim Morrison (Dec 2011 – Jan 2012) Morrison believes as medical device innovation demands even more advanced packaging, it will be critical that suppliers be in lock stock with the extensive development, testing and validation resources required to package product of the future. In addition to safety there is also financial risk due to the high cost of Drug Eluting Stant (DES). One DES cost approx $2000. If for some reason the packaging fails, the DES cannot be resterilized. It is therefore imperative that the packages be produced using the highest possible manufacturing standards.

Shyam Sunder (Dec 2011 – Jan 2012) His study on cost reduction packaging reflects price has marginal role in the sales of ethical products while OTC product is sold only on lucrative packaging with lowest price, where material cost, processing cost, handling cost has to be considered. His observation on general/ regular medicine of ethical in nature converts 80% to OTC subject to some restrictions.

Sucheta B (Jan 2012) as per her suvey India pharma consist of 8% of worlds pharma productions. It can be grown by improving the packaging strategy and system. Further she adds the Indian Packaging Industry displays a range of packaging varieties starting from loose packaging, strip packaging to alluminium (Alu – Alu) packaging. Modern packaging machineries have taken Indian packaging industry a step ahead because these machines play a key role in ensuring packaging of exact dosage and medicine specific to individual needs.

Kirti Sharda (2012) Here the changing trend in Indian pharma industry was focused, 14% growth in 2005 – 2012 which is overall 9% growth. The pharmaceutical market in India was highly competitive and fragmented with top ten players accounting for 36.1% of the total sales in 2008. A major factor that had contributed to the success of the Indian pharma industry was the patent regime that has excited prior to 2005.

Sunil Giri and Vishal Sharna (2012) Both of them taken nutraceutical – such product may be considered as food or pharmaceutical product. In their research, result shows the impact of different package aliments on consumers purchase decision can be
stronger. A package could be treated as one of the most valuable tool in today’s marketing communication, which necessitate more details analysis of its element and an impact of those elements on consumer buying behavior. The impact of packaging and its element on consumers purchase decision can be revealed by the help of detailed analysis.

Mehta Kunal C, D. Akhilesh and B. Shyam Kumar (2012) Packaging played a significant role in the pharmaceutical field as it maintains the integrity of product by many ways, like providing presentation, protection, identification, information. Containment, convenience and compliance for a product during storage, carriage, display and until the product is consumed. This article reviewing the various aspects of packaging like materials used for packaging, types of packaging as well as recent trends of pharmaceutical packaging in pharmaceutical market.