

A STUDY ON PERCEPTION AND INFLUENCE OF SOCIAL MEDIA IN PHARMACEUTICAL INDUSTRIES – A SPECIAL REFERENCE TO SELECTED PHARMA COMPANIES IN HYDERABAD

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ABSTRACT

Disregarding the noticeable quality of social media is presently absurd. In Hyderabad, pharma organizations have utilized TV publicizing to showcase items straightforwardly to purchasers, and presently this pattern has all the earmarks of being moving into clients' virtual entertainment takes care of. Notwithstanding, virtual entertainment promoting accompanies its own standards, limitations and potential open doors. Throughout the course of recent years, social media has moved from being a specialty pursuit to a worldwide peculiarity. The greater part the total populace currently utilizes online entertainment, with client numbers edging towards four billion. The typical individual goes through two hours and 24 minutes on informal communication locales every day. While this shift has adjusted numerous parts of life - not least the way that we consume news media and interface with others - it has been out and out seismic for advertising divisions. As clients ran to Facebook, YouTube and Twitter, organizations started to comprehend how could affect promoting and internet business. Today, over 90% of showcasing leaders utilize social media and observing a brand without some type of web-based entertainment presence is interesting. The pharma business, be that as it may, may have appeared to be behind the curve. Given the severe guidelines around what can and can't be said - also what can and can't be publicized - drug organizations essentially haven't had a similar opportunity as, say, purchaser merchandise organizations to advance their items. This implies social media showcasing, or even data crusades, can at times be a non-starter. "The greater part of our clients, the pharma organizations, have approaches that intensely confine their utilization of online entertainment and breaking point their capacity to profit from the abundance of information that could go with it." Patients are frequently not permitted to be aware of or talk about the choices for treating their condition, in the event that they attempt to treat themselves and afterward sue the pharma organization supporting the media channel for the deteriorating of their quandary." This article describes the impact on social media on pharmaceutical companies randomly selected in Hyderabad city.

Keywords: Pharmaceutical companies, social media, medical industry, Facebook, Hyderabad

INTRODUCTION

The subject of social media is a high need of conversation in the business world (Kaplan and Haenlein, 2010). These creators express that individuals answerable for taking choices in organizations and furthermore specialists are attempting to track down ways of expanding organizations' benefit through social media (for example Wikipedia, YouTube, Facebook and Twitter). As per Aghaei, Nematbakhsh and Farsani (2012), preceding social media, the web previously permitted a restricted client collaboration. These creators express that the Web 1.0 (first web age) is viewed as the "read-just web". This web gave clients the chance of laying out restricted

cooperations and delivering content, however with it clients could look and understand data (Aghaei, Nematbakhsh and Farsani, 2012). For Rollins and Perri (2013), in the 90s, the rising individuals' consciousness of the web gave a better approach to them to control the data got. These creators express that with the Web 1.0 individuals began to approach the substance of innumerable assorted sites, as an option in contrast to the controlled data accessible, for model, in TV transmissions and books. A few of these sites have all the earmarks of being like basic pamphlets, though electronic business sites were like inventories (Rollins and Perri, 2013).

The Web 2.0 is viewed as the "read-compose web" (Aghaei, Nematbakhsh and Farsani, 2012; Rollins and Perri, 2013). As said by Aghaei, Nematbakhsh and Farsani (2012), the advancements related with the Web 2.0 allowed the production of gatherings of individuals who had similar interest for social associations. These creators express that with this Web, the web-based cooperation depended on a two-away correspondence. As per Rollins and Perri (2013), in the ascent of the Web 2.0, the most important data was not coming from a few media channels yet from online clients. These creators recommended that at the same time with the ascent of the Web 2.0, social organizations models began to show up, giving better approaches to working with associations between individuals. These models changed over, with time, into present day social media stages (for example Twitter and Facebook) (Rollins and Perri, 2013). Kotler and Keller (2011) thought about that "social media are a method for customers to share text, pictures, sound, and video data with one another and with organizations furthermore, the other way around, empowering brand commitment at a more profound and more extensive level than previously" Similarly, Kietzmann, Hermkens, McCarthy and Silvestre (2011) upheld that these social media which are made out of seven practical squares can, through portable and electronic innovations, permit collaboration between clients.

THE LITERATURE REVIEW

The Cambridge Healthtech Institute (2008) expressed that over the course of the past years, pharmaceutical organizations have had colossal achievement, as never seen. Notwithstanding, this establishment expresses that the development and productivity of the pharmaceutical business before can't go on in a market exceptionally adjusted as the pharmaceutical market in XXI century. Obviously pharmaceutical organizations' chiefs need to figure out the progressions in this market and distinguish new systems to have a positive dynamic, prompting an effective future and proficient administration of difficulties (Cambridge Healthtech Establishment, 2008).

With the quick development of online social systems administration committed to medical services, the medical care frameworks are being submitted to a huge increment of intricacy (**Griffiths et al., 2012**).

As per **Fox and Jones (2009)** referred to in **Green and Kesselheim (2010)**, Facebook and Twitter, two of the greatest web-based social organizations, have around 350 million clients around the world. These creators express that some explores demonstrate that 60% of North Americans utilize the web as a first wellspring of medical care data and furthermore use these internet based stages to observe support

in medical care matters. In the in the meantime, pharmaceutical industry has been delayed in the reception of this sort of stages (Green and Kesselheim, 2010).

As expressed by **Masood, Ibrahim, Hassali and Ahmed (2009)**, pharmaceutical showcasing has been attempting to procure new techniques alongside the advancement of innovation (e.g., online journals, social organizations, and so forth) and these new techniques are being utilized autonomously or on the other hand as a help to customary advertising.

In this manner, social organizations address another way for pharmaceutical organizations to connect with purchasers and doctors (**Webb, 2010**). In any case, as per this creator, the progress to the web of the correspondence with the doctor and advertising crusades brings up a few administrative and legitimate issues.

SOCIAL MEDIA AND PHARMACEUTICAL INDUSTRY

As indicated by Shankar and Li (2014), the ascent of e-interchanges through social media is changing medical services and pharmaceutical industry. Liu and Fraser (2012) expressed that the strengthening among patients and suppliers is expanding and social media is permitting more prominent control to their clients. These engaged crowds will lay out associations with the pharmaceutical business through social media if pharmaceutical organizations are dependable through their eyes and bring something positive to the table (Liu & Fraser, 2012). As indicated by Rollins and Perri (2013), social media stages give superb open doors for pharmaceutical advertisers connect with their clients and obtain information on their business sectors. To pharmaceutical advertisers successfully deal with these stages, they need to comprehend how to pay attention to clients' voices and move toward these clients; they need to make streamlined messages for every situation and have an extraordinary capacity to adjust to administrative and innovative settings that are in consistent change (Rollins and Perri, 2013). Liu and Fraser (2012) recommended that pharmaceutical organizations can accumulate information through social media stages that are significant for brand observing and can likewise get basic data about purchasers.

As far as they might be concerned, these two assets empower pharmaceutical organizations to foster creative promoting procedures what's more, benefits that could increment brand mindfulness, client faithfulness, work on tolerant consistence, as well as answer immediately to data demands from patients and doctors. In any case, the information, for example, the client produced content made and gave by patients and doctors should be treated in a got climate, as indicated by guidelines (Liu and Fraser, 2012). By the by, a few pharmaceutical organizations are overlooking this social media adherence pattern because of moral and legitimate issues that encompass these stages (Rollins and Perri, 2013). Aitken, Altmann and Rosen (2014) saw that the worldwide reach of social media represents a few issues to pharmaceutical organizations as a result of the administrative errors among districts and nations.

The internet based data and the social media are coordinating the daily practice of patients who need to deal with their medical problems. (Shankar and Li, 2014; Davies, 2008). In 2008, the web has turned into the best option for recovering wellbeing data, outperforming the doctors as an essential source (Manhatan Research, 2008 referred to in Shankar and Li, 2014, p. 481). Shankar and Li (2014) announced that patients

are having enthusiastic intercessions in a few internet based networks. These creators express that they are sharing positive and negative suppositions (for example unfriendly impacts) of meds, and furthermore approach tributes of patients in comparative circumstances. As indicated by Shankar and Li (2014), the social organizing site named PatientsLikeMe advances the cooperation between patients in comparative ailments to impart their encounters to their infections and medicines. HealthChapter, IMedfix, Inspire, Disaboom and DiabeticConnect are other patients' web-based networks.

RESEARCH METHODOLOGY

Social media is turning into an incredible asset. Not just it assists clients with social affair data, it can likewise upgrade the correspondence of organizations with their clients. These days, a few organizations have showcasing procedures grown solely for social media correspondence, as they are beginning to see the advantages of its utilization. Notwithstanding, in the pharmaceutical industry, the social media topical is encircled by questions raised by the nonappearance of true principles and direction, prompting worries that are hard to oversee in the eyes of this industry. By and by, a few pharmaceutical organizations are still embracing social media even without a reasonable perspective on the most proficient method to continue. As per the writing survey, a few examinations report the action of pharmaceutical organizations on social media, particularly on Facebook, Twitter and YouTube. Be that as it may, most of these investigations don't assess the computerized procedure of pharmaceutical organizations on such social media stages. Besides, only one unpublished review from Aitken, Altmann, and Rosen (2014) attempts to describe the computerized commitment system of pharmaceutical organizations by laying out a coordinated commitment raking for Facebook and Twitter.

ANALYSIS

Pharma companies on Social Media

In this research, top 16 pharmaceutical companies, with no particular order in Hyderabad irrespective of the country. The following figure demonstrates the pharmaceutical landscape on social media platforms.

Figure 1: Pharmaceutical Landscape on Social Media

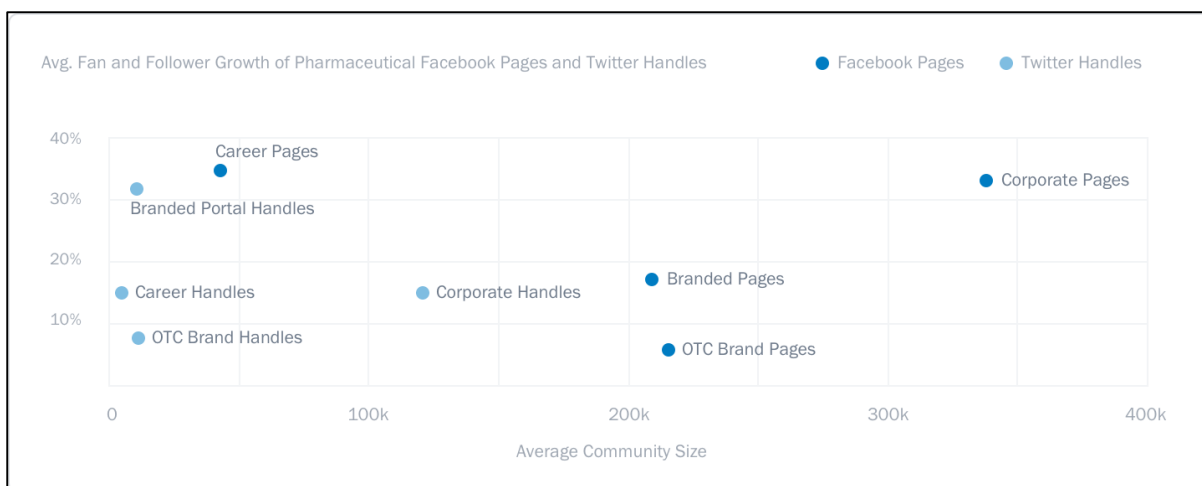
	Corporate Social Profiles	Careers in Pharma	OTC Brand Profiles	Branded Community Properties
Abbott	●	●		
AbbVie	●	●		●
Allergan	●			●
AstraZeneca	●	●	●	
Bayer	●		●	
Boehringer Ingelheim	●		●	
Bristol-Myers Squibb	●			
Eli Lilly & Company	●			
GSK	●	●	●	●
Johnson & Johnson	●	●	●	●
Merck	●	●		●
Novartis	●	●		
Novo Nordisk	●			●
Pfizer	●	●	●	●
Roche	●	●		
Sanofi	●		●	●

Source: <https://unmetric.com/resources/pharma-social-media-trends-report>

Growth of pages in social media on pharma companies.

On Facebook, pharmaceutical companies saw growth from both corporate pages and Career pages. The high growth of the Careers pages is perhaps an indicator of the low number of total Fans these pages have. As for the corporate pages, the high growth rate suggests that this silo was a very important channel for pharma brands. On Twitter, pharmaceutical companies struggled to increase Follower growth throughout the year.

Figure 2: Growth

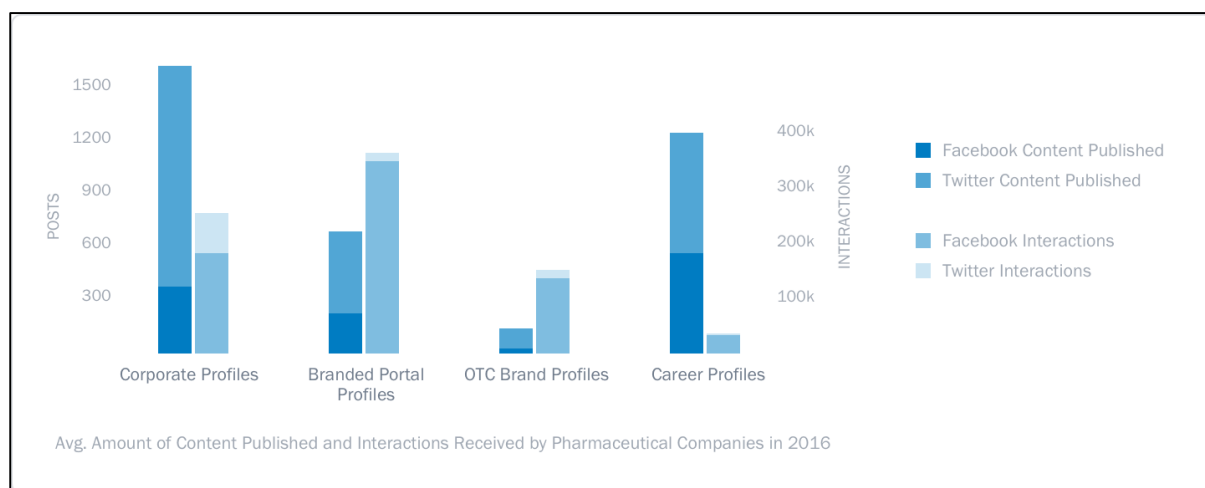


Source: <https://unmetric.com/resources/pharma-social-media-trends-report>

Effort and Return

On Unmetric Discover, a searchable database of over 500,000,000 pieces of brand content, the following topics surfaced as the most popular talking points for pharmaceutical companies.

Figure 3: Effort and Return



Source: <https://unmetric.com/resources/pharma-social-media-trends-report>

CONCLUSION

It gives a creative theoretical model and approach that can be duplicated in later examinations. The examination of the social media movement of pharmaceutical organizations on Facebook and Twitter gives a first isolated and point by point assessment of how these organizations act on social media. With this investigation, the writing will benefit of a broad outline of the subject of this examination, while the association's administration can check whether their organizations are having a remarkable presentation while contrasting with their contenders.

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