



Brand Penetration of non-steroidal hormonal preparations in an Urban Market (A study conducted at Patna with special reference to Yamini from Lupin Ltd.)

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Non-steroidal hormonal preparations are a part of new product development within the domain of Pharma Marketing. Market penetration of such products, needs to be strategically plan and this study envisages the plans and modalities adopted by the pharma marketers for penetrating into urban markets with such preparations, exclusively within the segment concerning gynaecologist and clinicians specializing in treating infertility.

Key words: Brand Penetration, Non-steroidal hormonal preparation.

Introduction :Market conditions vis-a-vis Pharma Marketing have become synonymous over the years and today it presents a picture of dynamism coupled with competitive changes. This research has been an attempt in this direction. The facts and figures mentioned in this study is an endeavour towards addressing the intricacies concerning Brand Penetration, and should be able to picturize, the theme in the best possible manner.

Hypothesis of the Research :

The hypothesis of this research has been that Brands Penetrate on the basis of a definite direction, based upon the Brand Management Philosophies of the concerned corporate unit. Non-steroidal hormonal preparations have become a common product choice on the basis of the different advantages and merits which such products portray, and in this research the Level of Penetration has been assessed with a view to judge the extent of acceptability of the Brand, by the prescribing fraternity.

Objectives of the Research :

The main objectives of this research were-

1. To identify the prevailing market framework regarding non-steroidal hormonal preparations.
2. To explore the prevailing product/brand acceptance level concerning non-steroidal hormonal preparations.

3. To assess the viability of new brand within the prevailing competitive market arena.

Methodology Adopted :

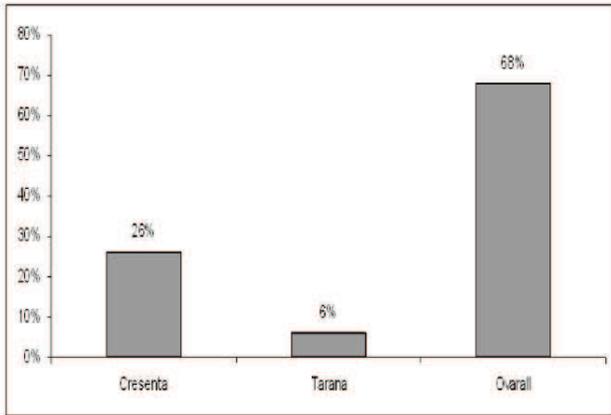
The entire research of ours was based upon a two tier level research concerning primary data and secondary data system.

The primary data was collected by using a structured schedule and the sample size was of 50 Gynaecologists and Fertility Specialists. Practicing in Patna the research instrument consisted of different types of questions in support of the Hypothesis and the objectives.

The secondary data was gathered from an archive at lupin ltd, consisting of journals, internal records and market information based reports.

Major findings of the Research

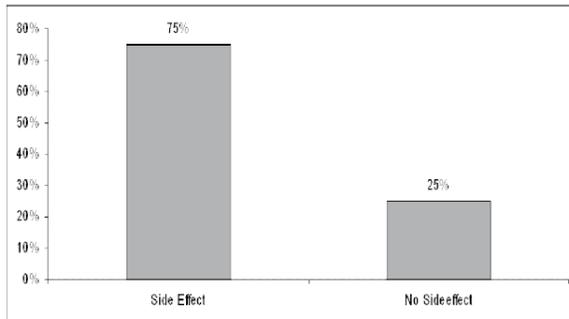
1. **Commonly prescribed oral contraceptives :** The first major finding relates to assessing the brands of contraceptives in the oral form, which are most commonly prescribed and the brands are Ovaral I, Tarana and Cresenta. Our research at the Chemist Outlet level revealed that it is one single brand from the organization called Iederle-Wyeth, which is more or less a monopoly product\Brand. While undertaking the research at the clinician level the same information was retrieved and affirmed.



2. Awareness level regarding yamini : The second observation which has come forth relates to the awareness level towards a new brand called Yamini. Lupin Ltd has been instrumental in manufacturing an unique Combined Oral Contraceptive and from the angle of Brand Penetration, we have a database which reveals that 42.85% of the respondents were aware of it and 57.15% were not aware of it.

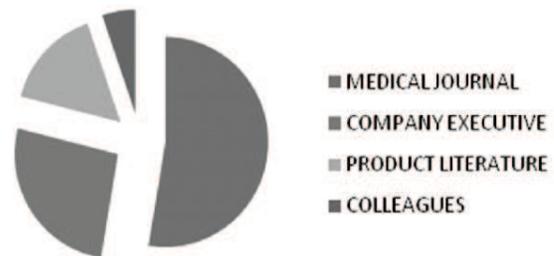


3. Availability of newer generation COCs with no side effects : The information and knowledge regarding the availability of newer generation COCs is something which is very positive and motivating. This means that 97.14% of the respondents were aware of the features of the newer generation COCs being free from side effects. The problem of side effects was also studied here and the older generation products were found to have side effects related to Obesity and Hyper-tension.



4. Sources of information pertaining to advantages of newer generation COCs : Yet another finding which was observed, relates to the sources of awareness in the content of this new Brand of Non steroidal Hormone. 37.14 % of the respondents mentioned that they had informations and appraisal about COCs from all the combined avenues concerning medical journals, product literature, company executives, colleagues and so on. 28.57% of the respondents felt that it was the medical journals, which were the best source of appraising the knowledge level of a clinicians irrespective of the speciality which they belonged to.

This finding could be interpreted through the following diagram.

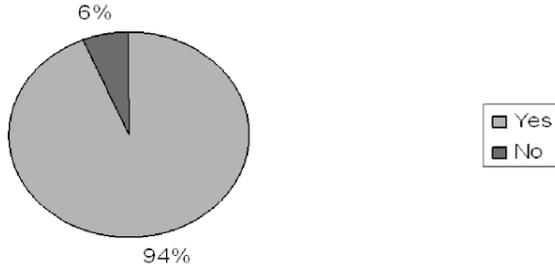


5. Effect of older generation COCs on human physiology : One of the interesting findings was that 94.28% of the respondents through the experience mentioned that the older generation COCs products affected human physiology, where as 5.72% of the respondents thought otherwise. This can be shown through the following diagram.



6. Brand penetration probability as per prescribing audience : This is a benchmark finding from our study, in which 84.5% of the respondents were of the opinion that in the years to come, Yamini would overtake Overall and this new brand of COCs would tend to dominate the NSH market. This means that the Brand Penetration scenario / level for yamini is bright and should affect

the market positively. The following diagram explains this finding.



Impressions : This research study therefore, assesses the possible/probable level of penetration formulation within given competitive market conditions and we could draw a conclusion that within the given market conditions today the probability of a non-steroidal hormonal preparation penetrating and consolidating itself within given conditions is very high. Pharma Marketing has become prone to challenges and presents a situation where the involvement of marketing professionals is all the more intricate and specialized. Brand Management supported by marketing information system based inputs have started creating

an environment where marketing decisions need to be made more scientific, specific and strategic; as this would help the overall situation in a positive manner. Lupin Ltd has been one of the most progressive organizations in this context and this overall study presents a differential picture in terms of new Brand Penetration.

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