



**TOPIC: THE ROLE OF DIGITAL MARKETING AS A TOOL FOR CREATING AND SUSTAINING COMPETITIVE ADVANTAGE**

**COURSE: MSc DIGITAL MARKETING**

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# THE ROLE OF DIGITAL MARKETING AS A TOOL FOR CREATING AND SUSTAINING COMPETITIVE ADVANTAGE

## **Declaration**

I hereby, declare that the whole research has been conducted by me and the other researcher's work has been properly cited in the dissertation.

Date: 24/05/2021

Signature: Taiwo Oyekunle

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## Abstract

**Chapter 1** has designed to describe introductory part of this research based on digital marketing and background of canella pharmacy, Ireland. This chapter has identified several pharmaceutical challenges of Ireland which are very prominent. Lastly, significance of this study has been highlighted on customers, company and research. In order to sum up the findings, researches have presented a summary which gives a complete idea of this chapter in a nutshell.

**Chapter 2** is designed to explain literature reviews and conceptual framework of this topic. Research has gone through latest published articles and journals in order to get latest research findings with less manipulation of data. Moreover, years are filtered in this case. Literature reviews are done on digital marketing, its tools, implications in pharmaceutical industries and its advantages.

**Chapter 3** deals with the methodology chapter which is one of the crucial chapter to determine the direction of the study, based on this chapter the data collection and a data analysis are preceded. In this study which proceeded with interpretive research philosophy with a deductive approach. Both primary and secondary methodology has been preceded to conduct the whole study.

The **Chapter 4** of the study deals with the data analysis and interview. The data that has been collected through the interview and the survey has been analysed thoroughly and the market trend has been gathered. Additionally, a thematic analysis has also been done which is very helpful for analysing the data that has been collected.

**Chapter 5** has overall described the actual result and the detail of the gained factors of the implementation of the digital marketing tools in the Pharma industry. The objectives have been clearly proved on the basis of the primary and secondary analysis.

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**Chapter 6** deals with the recommendations and conclusions for this specific study. Different implications of findings have been retrieved in this segment. Besides this, there are some research limitations also has been discussed in a certain manner. Some of the future scopes of this study also get identified in an organized manner with having relevancy with the objectives.

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## CHAPTER 1: INTRODUCTION

### 1.1 Introduction

The function of digital marketing has become prominent in the pharmaceutical industry at present. This is undoubtedly the blessing of science and technology, which has improved quality of life and helped achieve corporate marketing advantages. In the first chapter of this research have presented a relevant background of the study with prominent problem statements. Based on this research, objectives and questions are formulated. Therefore, the study's findings can be significant in fields of further investigation, concerned company and its customers. Moreover, a well-mannered structure has been provided with intensive discussions in the summary section.

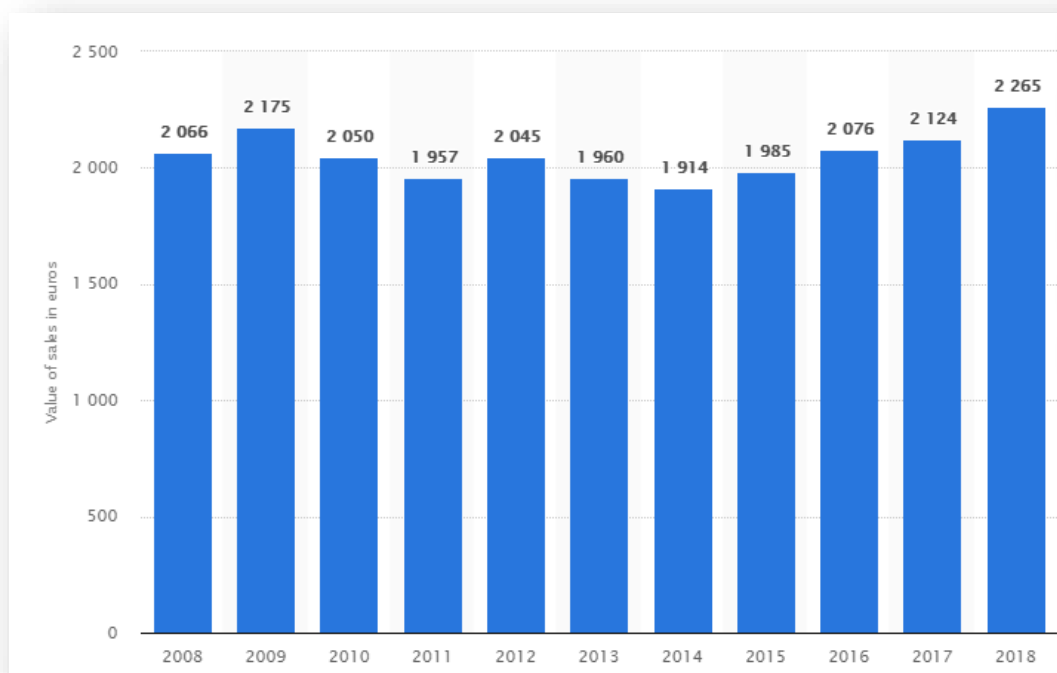
### 1.2 Background of the study

The pharmaceutical industry is most important to maintain the quality of life of a nation and arrest of mortality and morbidity rate. In Ireland, excellent manufacturing of biopharmaceuticals has been a hallmark for the success of this sector. The Government of Ireland has considerably pivoted on its development and continued to invest *€1 billion every year* for the last ten years. The life science and pharmacy sector has glorified over the previous decades in order to gain global significance. In that case, collaboration in *Biopharmaceutical, Medical Devices, and Biotechnology* is responsible for outstanding growth of this sector. Ireland achieved over *32% GDP* in *2019*. Consequently, Pharmaceutical sales in Ireland have increased by *2265 million Euros* in *2018*, which is an indicator of solid medical facilities.

*Digital marketing* has been emphasized in pharmaceutical industries as it helps to *reach an extended global customer base*. It provides *diverse opportunities* to an organization for improved *promotion and sustainability*. *E-mail, e-detailing, Augmented and Virtual Reality* acts as *practical tools in digital marketing*. It *reduces pharmacy wastages, manufactures environmentally medicines, improves treatments and minimizes duration*.

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Pharma industries are capable of using *social media platforms* for promotion and branding.



**Figure 1.1: the value of pharmaceutical sales in Ireland**

(Source: Amelia *et al.*2020)

### 1.3 Background of the company

'Chanelle Pharma' is the leading and one of largest pharmaceutical company in Ireland and it manufactures both veterinary and medical products. This indigenous pharma company has expanded its services both in national and international countries. Recent market trends reveal that this organization is linked with *96 countries* worldwide. It has become an essential partner of animal and human health generic research organizations (chanellepharma.com, 2021). This Irish pharmaceutical company has marked its legacy for the last *30 years* and registered more than *45000 licenses*. More than *500 employees* work here and have developed several research laboratories in Jordan, India, United

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Kingdom and Ireland. *Profit before tax* of Chanelle pharma is increased 79% or €4.89 million in 2019. The number of employees has also increased from 281 to 381 due to cost facilities better. Non-cash depreciation is € 1.75 million and € 1.99 millions for Research and Development (Yasmin *et al.*2018). Sales rate has started to increase sharply in each year of this company. The latest reports reveal that *earnings from sales* are € 135 million in 2020, and it is 11% higher than last year. As the latest news, this pharma company has announced *new sponsors* to *the Irish Champion hurdle*. CEO of this company has started to motivate employees to emphasize *digital marketing for virtual sales* in October 2019.

Brand recognition plays a vital role in customer's preferences, and as Chanelle pharma is renowned in its parent country, most of the customers rely on this brand. Chanelle pharma company has a vast international customer base across the globe. Brand recognition and equity with quality of products had increased the total number of customer countries from 80 to 100 in 2020. A global business development team has been established to strengthen international relationships with diverse countries. *Professionalism* has been considered as the vital attribute in the contribution of economic growth of *Chanelle Pharma*. Teamwork has become very essential in order to serve quality products to its customers by achieving *strategic business goals*.

### 1.4 Problem statement

#### ***Covid-19 factor***

Like the rest of the world, the pharmaceutical industry of Ireland has faced severe trouble due to the sudden outbreak of the Covid-19 pandemic. Ireland has been globally recognised for innovation and creation in the pharmaceutical fields. Unfortunately, at the beginning of the pandemic, a lockdown situation occurred, restricting the normal flow of the supply chain and logistics. Disruption in transportation facilities has impacted medicine manufacturing of pharmaceutical industries as this country has intended to support global nations in crisis situations (Amelia *et al.*2020). However, innovation has overcome all barriers, and Ireland confirmed continued medical facilities through digital marketing. Excessive dependency on digital marketing has forced its customers to

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purchase essentials through online modes, and hygiene factors have become the most definite challenge in reverse logistics.

### ***Adverse effects of Brexit***

Brexit is a legal confirmation of the withdrawal of the United Kingdom from European Unions (EU). As the United Kingdom has set to depart from EU, a severe effect has become prominent on Ireland's pharmaceutical business and manufacturing. The Republic of Ireland and Northern Ireland have faced a tremendous *shortage in medical resources* after Brexit with long term effects. Trading relations with EU nations have become complex and thus *minimises export facilities* of Iris pharmaceutical industries (de Ruyter, 2018). Moreover, Brexit has provided *challenges in international market expansion* in the EU. *Pharma shortages* have significantly *affected patients' health treatment* and manufacturing industries endure *havoc pressure to support ever-increasing demands*.

### **Data piracy and weaker copyright law**

Most of the pharmaceutical industries of Ireland have started to pivot on digital marketing and digital data storages. Copyrights, patents are most important in pharmaceutical industries as it is totally dependent on talent and creation. Excessive dependency on digital marketing has resulted in data piracy and thus complex indigenous pharma equations are started to be copied and pirated (Diez-Martin et al.2019). As a result, Human Resources of Irish pharmaceutical industry started to lose motivation and encouragement for unique discovery. Moreover, data protection and copyright legislation are weaker in Ireland which has made pharma creation cyber attract prone. Therefore, Irish Government's lack of interest to mitigate these issues has made Ireland pharmaceutical inventions vulnerable.

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## **1.5 Research aims, questions and Research objectives**

### **Primary Aim**

The primary aim of this research is to identify and evaluate the role digital marketing strategy in the pharma industry to increase the competitive advantages.

### **Secondary Aim**

The secondary aim of this research is to evaluate the relationship between business sustainability, competitive advantage with digital marketing tools.

### **1.5.1 Research question**

**RQ1:** Is digital marketing tool effective to promote sustainability of pharmaceutical industry?

**RQ2:** How does digital marketing strategies help in pharmaceutical industry promotion?

**RQ3:** Is digital marketing effective to attain competitive advantages of pharma industries at present?

**RQ4:** What is the inter-relationship between digital marketing tools and sustainable pharmaceutical industry?

### **1.5.2 Research objective**

## **1.6 Significance of study**

### **Secondary Objective**

The secondary objective of the research is to gather secondary data while analysing arithmetically to evaluate the relationships between sustainability, competitive advantage with digital marketing tools.

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### **Primary objective**

The primary objective of this research is to identify the marketing strategies of the companies by conductive interviews of the marketing managers.

### **1.6.1 Significance to research**

This research have used the latest relevant statistical data to analyze the background of the concerned company. Moreover, provided data are acceptable and authentic, which has made this study scientific one (Hällgren, 2016). Research findings can contribute a richness to resources. Therefore, it can be expected that this study can encourage other investigators for further research in future. This study can help to provide intensive knowledge to Irish pharmaceutical industries regarding its market trends, international relations and prevailing challenges of this industry. A large number of researchers, global citizens can acquire knowledge regarding the role of digital marketing to achieve competitive advantages in the present intensified global competitive market (Kingsnorth, 2019).

### **1.6.2 Significance to company**

This research would be helpful for Chanelle pharma as it provides in depth analysis of its present market trends and factors that influences the behaviour of customers. Besides, this study can be helpful for other Irish pharmaceutical companies to sell pharma medicines. Evaluation can be easier for standardisation of medical products further. Extended information can be essential to predict customer's preferences which are needed to develop digital marketing strategies for business (Leeflang *et al.*2017). On the contrary, this research provides essential knowledge for Irish citizens regarding the condition of the pharmaceutical industry in Ireland as well as international nations. Improved pharmaceutical business is expected as a definite consequence of this study.

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### 1.6.3 Significance to customer

Both Irish and international customers are able to understand the significance and condition in pharmaceutical industries along with its relation with digital marketing. This study can be effective to build trust in Irish citizens for medicinal quality despite Brexit legislation. This informative research is capable enough to increase knowledge on the pharma industry among Irish citizens (Mackey and Liang, 2017). Proper functions of digital marketing can increase the interest of customers for purchasement. Apart from this, this study is equally significant for society too. The importance and needs of medicines can improve research and development of pharmaceutical industries in Ireland (Masood *et al.*2019). Improved Research & Development is needful for betterment of society and can be attractive for foreign pharma groups for collaboration.

### 1.7 Structure

This research have fragmented this study into several chapters in order to prude scientific research findings in an structured way. There are six major chapters of this dissertation.

In *chapter 1* introduction has been described based on the background of digital marketing roles in pharmaceutical industries. Background of *Chanelle pharma* has been delilated with several problem identifications. Based on these research questions, objectives are presented. Lastly, the significance of this study is highlighted for customers, research and company.

*Chapter 2* is enriched with literature reviews regarding tools, implementation process and advantages of digital marketing for Irish pharmaceutical industries. *IV* and *DV* have been identified in this chapter for the development of hypotheses.

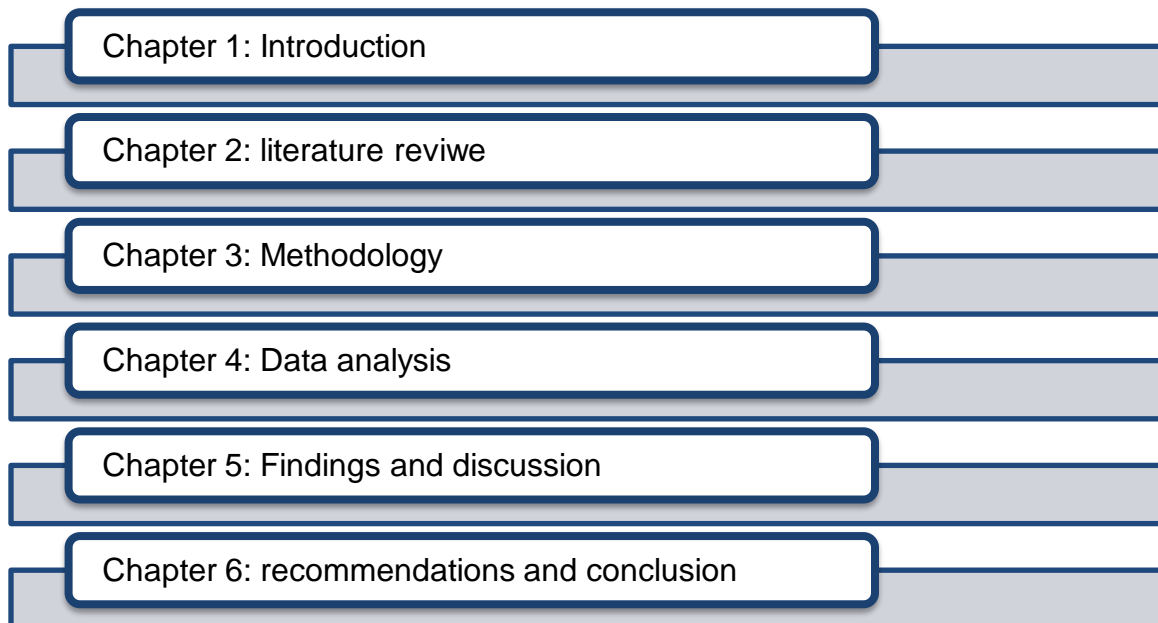
*Chapter 3* is designed for discussing research methodology. Both primary and secondary research techniques are included with qualitative and quantitative research design. Data collection, analysis methods are highlighted here.

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*Chapter 4* is for findings and analysis of quantitative and qualitative data analysis. Graphical representations are done for quantitative data analysis, and three interviews are conducted for qualitative data discussions.

*Chapter 5* has highlighted major findings and discussions and links research objectives with the study.

Lastly, *chapter 6* has highlighted recommendations and conclusions by discussing the points of research limitations, implications and future scopes.



**Figure 1.2: Structure of dissertation**

(Source: Self-created)

### 1.8 Summary

This chapter is the first part which is designed to give a complete overview regarding the background of the chosen company and digital marketing roles in pharmaceutical industries in a general aspect. It has seen that digital marketing is useful for pharma industries for cost reduction during promotions. Apart from this, effective tools of digital

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marketing are e-detailings, e-mails, Augmented and Virtual reality which are undoubtedly beneficial for brand recognition and international market expansion (Miklosik, 2019). Chanelle Pharma is the leading pharma company in Ireland, and recently, it has focused on digital marketing to get maximum responses from its customers. Besides, Irish pharmaceutical industries have several challenges which are mostly derived from Brexit. This legislation has reduced exportation and pharma shortages. Moreover, immediate Governmental steps are required to ensure data protection and copyrights to motivate creative inventors for unique pharma discovery (Rosokhata *et al.*2019). This sector has been badly affected during pandemic too. Intensive uses of recent statistical data has supported researchers to set relational research questions and objectives. As a consequence, this data application has increased its significance for research domain, customers as well as company.

Findings of this research can add richness to resources which can be helpful for other investigators to conduct further research regarding this topic. Intensive reading of this research may give relevant information on Irish pharmaceutical industry conditions which are extremely important for every pharma company during its foreign market expansion (Thuan, 2019). Customers can have modified knowledge on medicinal conditions and manufacturing processes which may improve the business and profits of these industries (Wray, 2020). This study supports Research and development improvement which is needed for community better net in Ireland. Therefore, it can be hoped that this research can be an ultimate source of knowledge regarding marketing strategy development and enhancement of knowledge on pharmaceutical industry.

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## **Chapter 2: Literature Review**

### **2.1 Introduction**

This chapter is going to discuss the role of digital marketing tools in terms of creating sustainable competitive advantage in the Chanelle Pharmaceuticals of Ireland. Chanelle pharmaceutical is one of the famous pharmaceuticals for selling generic medicines in Ireland and also promotes the business according to the customer's needs and satisfaction. Chanelle pharmaceutical has owned more than 10 companies in their industry. This study is going to highlight the advantages of using digital marketing tools in the pharmaceuticals companies as in Chanelle as well and also going to mention about the areas of sustainable development and the application of digital marketing tools in the pharmaceutical industries and also about the outcomes or the impact of digital marketing tools.

### **2.2 Advantages of using digital marketing tools for creating competitive advantage in pharmaceutical industries**

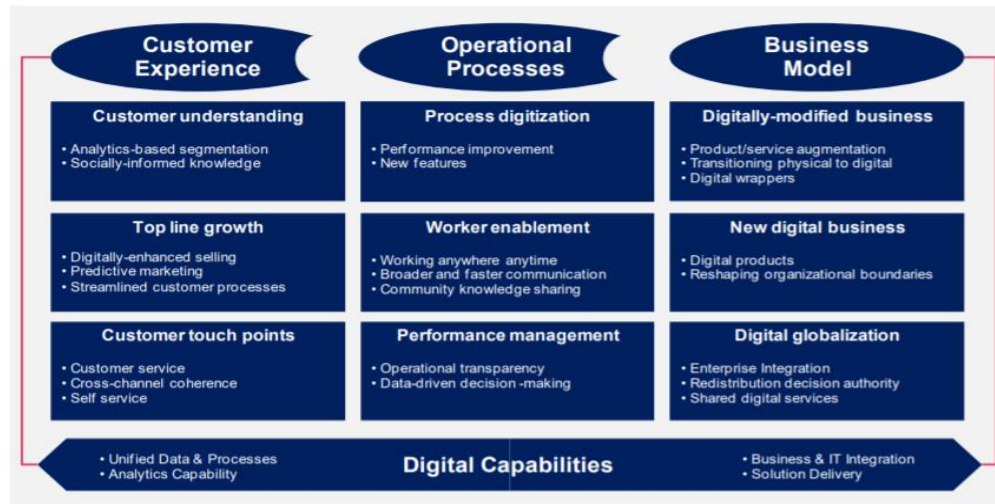
Digital media has emerged as an essential aspect of life and within the pharmaceutical industry, digital marketing is significantly replacing the conventional strategies of marketing. The ease of interaction through digital marketing with the end users have several benefits of which consumption of less time and cost effectiveness are the most remarkable benefits (Jawaid and Ahmed, 2018). Owing to the wide application of social media, people are able to establish better communication and the process of information sharing has become more rapid and convenient. The provision of acquiring easy access to information associated with health care for physicians as well as patients have remarkably justified the global value induced by digital marketing within the pharmaceutical industries (Jawaid and Ahmed, 2018). As opined by Balkanski and Getov (2020), pharmaceutical organisations are required to prioritise strategies of digital marketing to efficiently cope up with the intensely competitive environment of the

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business. Several pharmaceutical firms have designed and created their websites to attract and target more consumers.

The aspect of convenient accessibility to information is perceived as a major advantage of using digital marketing by the pharmaceutical companies. Timely and updated information on the digital media and web offers better information than the conventional print media (Chandra, Betancourt and Wyble, 2017). The application of digital marketing tools can help in improving the building blocks of the marketing strategies of the pharmaceutical companies. The pharmaceutical companies can enhance their competitive advantage through acquisition of information regarding customer experience, operational processes and business model (Landwehr, 2015). The understanding of customer's requirements can be enhanced by making use of analytics-based segmentation, and information derived from social media. Furthermore, the pharmaceutical companies can accelerate their growth process by incorporating digitally enhanced mode of selling to reach out to more consumers. Technology driven processes of streamlining customer services can help firms to make the customer processes more efficient. Digitisation of the operational processes can ensure potential transparency of operations and data-driven process of decision making to obtain greater accountability in the public domain, thereby supporting sustainable competitive advantage within the market (Landwehr, 2015). As discussed by Loonam *et al.* (2018), The SEO strategy can help the pharmaceutical organisations to rank their website effectively and attract high quality and relevant traffic. The PPC marketing can help the organisations to achieve optimum Return on Investment (ROI) and the content marketing process helps the organisation to promote a positive and effective brand message. Finally, the social media platforms can help the organisation to focus on the customer demands and requirements and develop a strong competitive advantage.

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**Figure 2.1: Application of digital marketing for improving business processes**

(Source: Landwehr, 2015)

**Johnson and Johnson** formulated a remarkable social media campaign with an organisation named RED to achieve the goal of delivering a generation that is free from AIDS (Olenski, 2013). This social media campaign involved the donation of \$1 to the Global Fund to combat AIDS (Olenski, 2013). This campaign helped the company gain media attention and widespread publicity and the marketing strategy of Johnson and Johnson was reflected through it (Olenski, 2013).

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**Figure 2.2: Social media campaign of Johnson and Johnson to combat AIDS**

(Source: Olenski, 2013)

The consistent engagement with patients through a two-way-communication by utilising digital media is considered to be a constructive strategy for the pharmaceutical marketers. The unvarnished feedback of patients on social media regarding the products and services can offer valuable insights to the pharmaceutical companies to sustain competitive advantage (Samples, 2020).

Digital marketing is the maximum favourable result of advanced science and technology. This tool acts to promote and sell products with the help of online platforms. This digital marketing has several ways to conduct business, especially in the pharmaceutical industry, including social media marketing, e-mail marketing and marketing through searching. Desktop computers, strong broadband connections are needed to continue the blessings of digital marketing. This latest trend of marketing has countless advantages

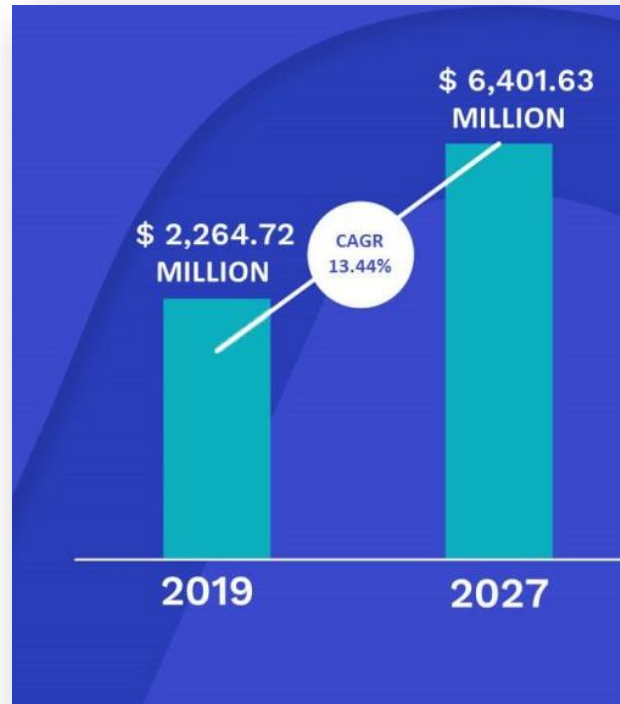
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to achieve competitive advantages. According to Al Shobaki and Abu-Naser (2017), targeted audiences can be easily reached cost-effectively and measurably. Moreover, this tool provides brand loyalty and increased online sales. Besides, this tool is advantageous for expanded global reach, lower cost, trackable activities, openness, personalization, improved rate of conversion and lastly, social currency.

For the pharmaceutical industry, digital marketing tools are undoubtedly helpful to attract vast global patients for medical tourism in Ireland. Digital marketing has provided an improved edge to stay ahead in the so-called competitive race in the pharmaceutical industry. Therefore, digital marketing benefit fits to Irish pharma are pretty noticeable in many aspects. In the opinion of Alyahya et al (2020), this outstanding tool ensures better exposures, cost reduction, reorientation of medical marketing strategies, brand development, brand recognition, effective management, a digital consultant with medical staff. More than 50% of the total budget spends on face-to-face interactions for pharma promotion, while this cost turns into 30-40% prospects by using digital marketing. Therefore, it reduces cost up to 20-50% with better result outcome. A little rigour is required as an initial investment of this tool for pharmaceuticals. However, once it is implemented, strategies are easily changeable at any time.

Branding and brand equity is a primary key to achieve competitive advantages as it attracts a vast potential customer base. In this case, attractive branding contents are easily spread in the market in order to revisit customers through the right websites and overarching goals. Effective engagement of medical clients can be reached about drugs, checking out facilities, the device uses, feedback along with rating by digital marketing. Drug recognition and visibility to the community is important for the pharma industry including doctors (Amelia et al.2020). Interestingly, it does not require a longer duration for branding or product publicity to *enhance market advantages* than face-to-face and traditional methods. Therefore, in a nutshell, it can be stated that digital marketing is indeed a helpful tool to *achieve competitive advantages* in the pharmaceutical industry.

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**Figure 2.3: Expected recognition of Irish pharmaceutical industry by digital marketing**

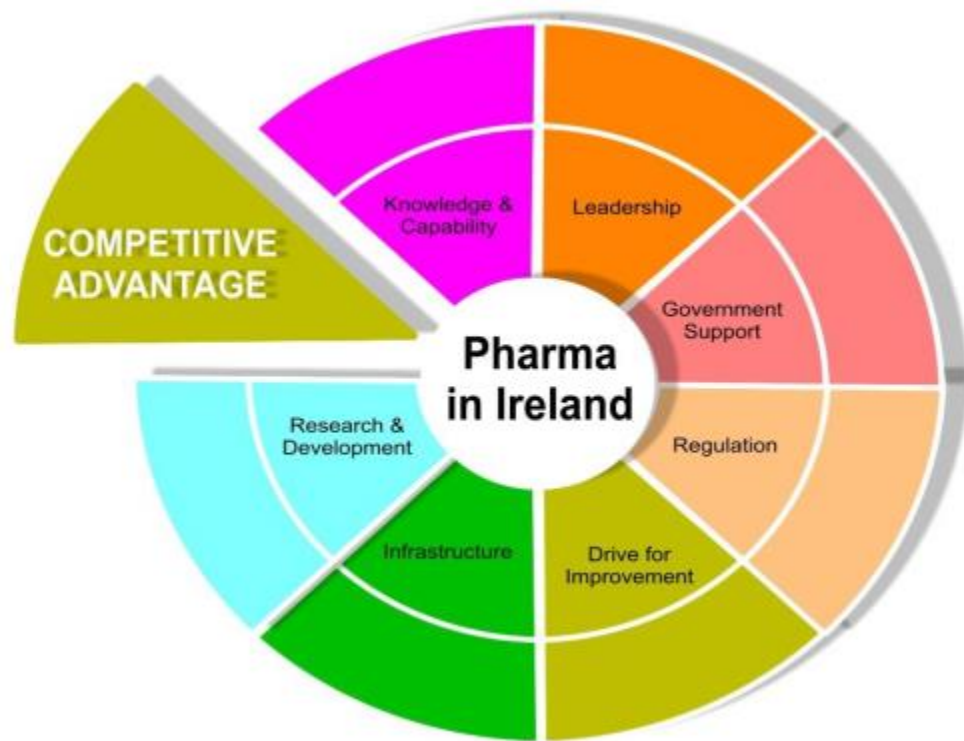
(Source:Amelia *et al.*2020 )

### **2.3 Areas of sustainable development advantages where digital marketing tools are used**

As per the opinion of Jovic and Korac (2016), the concept of sustainable development has gained wide momentum in the contemporary organisation for effective branding and marketing of the produced goods and services. The most crucial advantage of the application of the sustainable methodologies lies in the ability of the approach for catering to the needs and aspirations of the present generation as well as saves the resources without any compromises for the future times (Mensah, 2019). The sustainable advantage in the domain of digital marketing helps in reducing the overall cost involved in branding the goods and services of the company for yielding high fundamental growth of the

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organisation in the competitive market (Ingaldi and Ulewicz, 2019; Kannan and Li, 2017). According to Saura, Palos-Sanchez and Rodríguez Herráez (2020), the digital marketing strategies can deliver the message for a sustainable business process which is helpful for enhancing the brand reputation and developing a strong competitive advantage.



**Figure 2.4: Areas of sustainable development goals in Ireland**

(Source: Whelan, 2013)

According to the reports of Patel (2016), designing marketing strategies on green branding techniques helps in establishing high customer engagement from the population by catering to the dynamics of the environment and the global market context. It enables the organisation to obtain maximum competitive advantage for influencing the business investors and stakeholders by forecasting the sustainable image of the brand to enhance its productivity and profitability among its competitors.

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The concept of sustainable development has become crucial in the age of globalization and resource exploitation. This notion ensures the safety and prolonged business activity in a steady way. Pharmaceutical industries are blessed to continue business sustainability with the help of digital marketing. According to Bala and Verma (2018), in many ways, digital marketing makes this industry a sustainable one and more approachable to nature intended audiences. These are benefits of planets, draw the attention of younger customers, marketing communications and longibility of business. Incorporating digital marketing is undoubtedly advantageous for the betterment of the earth as it reduces waste.

Pharmaceutical industries face tremendous challenges for non-biodegradable medicines and promotional wastages, and thus, this tool is helpful for this industry to achieve sustainability. In the opinion of Balkanski and Getov (2019), digital marketing reduces carbon footprint, saves energies and eliminates pollution by making the pharma industry into an eco-friendly business practice. The summary of sustainability supports the possibility of nature and natural resources; therefore, incorporating eco-friendly marketing strategies is achieved by digital marketing (Bala and Verma, 2018). Pharma industries can introduce eco-friendly actions on medicine packaging and resource allocations. Thus, immediate implementation is needed to make marketing strategies eco-friendly and sustainable.

Present 'millennials' and 'Zen x' are less approachable to the sustainability of resource allocation and its sound uses. Therefore, it is pharma industry's duty to build consciousness among the younger generation through environmental activism, philanthropic efforts and social responsibility (Behera et al.2020). On the contrary, most of the ecological scientists believed that a vast lack of sustainable approach could be noticeable in the prevailing pharmaceutical industry's marketing strategy, which is unacceptable and sadful. Younger generations are not only an enormous customer base, they form future generations, too (Ben Said et al.2020). Therefore, pharmaceutical

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industries are *required to choose actions attentively in order to establish sustainable concepts within millennials. Social responsibility makes pharma marketing strategies attractive and meaningful too, where digital marketing is the most effective way* (Ben Said *et al.*2020).



**Figure 2.5: advantages of digital marketing in the sustainability of the pharma industry**

(Source: Ben Said *et al.*2020)

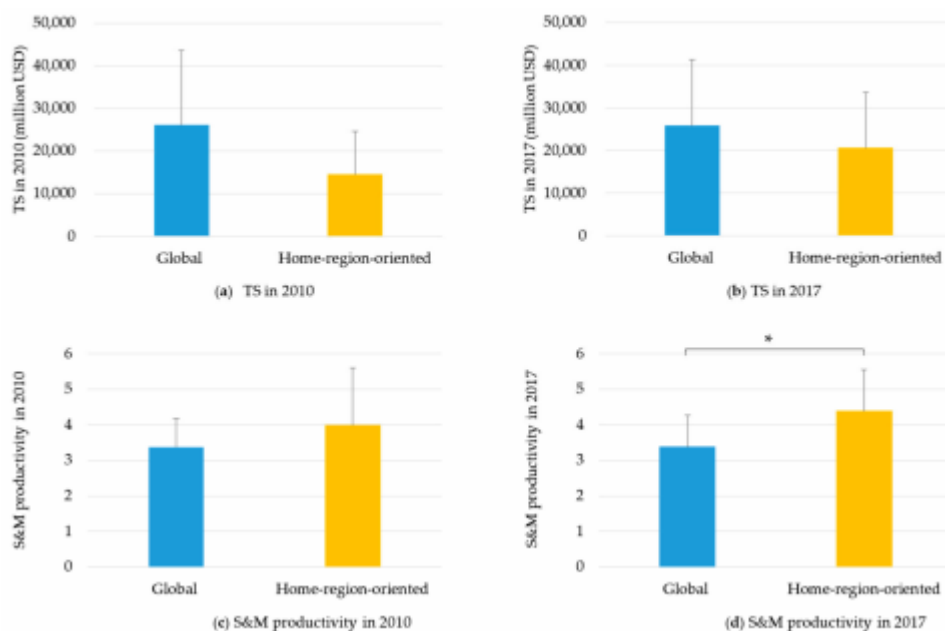
### 2.4 Application of digital marketing tools in pharmaceutical sectors for providing sustainable development advantages

As per the findings of Khan (2019), sustainable strategic planning of marketing and branding techniques have enabled the pharmaceutical companies to develop rapidly and massively in comparison to its competitors in the market. In addition to that, the sustainable strategies have emerged to be the useful medium for practicing effective integrated communication systems for attracting maximum stakeholders to the

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organisation in contrast to the traditional methods. In accordance with the insights of Teramae *et al.* (2020), sustainable strategies of marketing have aided the pharmaceutical industries to internalise the workforce of the organisation which have depicted an increase of 33% in the sales activities. In addition to that, the effectiveness of the sustainable approaches in the domain of digital marketing have helped the medical care centres to provide the needs of the customers at the earliest as well as with minimum costs. According to the perspective of Taylor (2015), sustainable marketing approaches have helped in yielding more awareness with regards to the offered products and services of the pharmaceutical companies which significantly increases the stakeholders of the company. This has enabled the companies to flourish as reputed brands in the competitive market. The digital marketing process helps to analyse the digital behaviour of the consumers of the pharmaceutical organisations and ensure a strong customer relationship management system for sustainable business processes. The digital marketing process is also helpful for neuromarketing which can analyse the digital behaviour of the users and focus on relevant techniques to enhance the business processes. The effective analysis process can help the organisation to improve the communication process with the customers and promote and support sustainable practices (Teo and Yazdanifard, 2014). Moreover, the platform of online marketing has increased the scope of crossing overseas and national borders for delivering services and products to the different parts of the world through the concept of telemedicine especially in the present situation of pandemic of Covid-19 (Kichloo et al., 2020). Therefore, it can be rightly said that the application of sustainable approaches in the marketing sector of the pharmaceutical industries has catered to the organisational needs by establishing high customer equity and loyalty which have opened new dimensions and scopes for the healthcare centres.

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**Figure 2.6: Implementation of digital marketing tools enhancing global pharmaceutical companies than local companies**

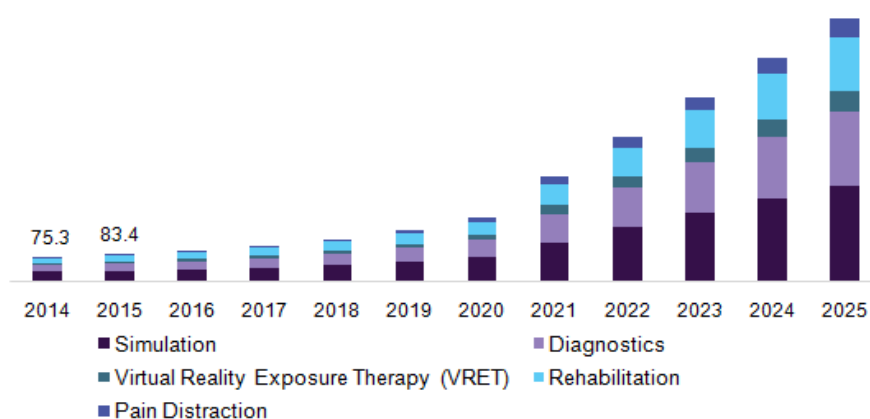
(Source: Teramae *et al.*, 2020)

Digital marketing has transformed pharmaceutical industries to attain sustainability in many ways, such as transparent communication, conducting social responsibility and waste management. Sustainable pharmaceutical development needs numerous tools of digital marketing that are cost-effective, meaningful and scientific. According to the viewpoint of da Silva (2017), value-driven *digital content creation* is the best tool to use. Digital communities can now access a wide range of medicines, drugs through the wealth of *web contents* and *mobile applications*. Value-driven digital contents are useful for significantly providing relevant information regarding patients to audiences. It ensures responses to the pains of patients along with giving answers to the patient's family with an excellent transparency. Globally renowned medical pharma company named '*Jonhson and Johnson*' has established an engaging *web content* for its customers. Prime most *effective tools of digital marketing* for the pharmaceutical industry can be identified as *blog contents, emotive messaging, eye-catching visuals* and *various informative posts on*

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*social media platforms* which are *cost-effective* and *maintain sustainable marketing strategies* in recent age (Ghotbifar *et al.*2017).

According to Grasselli (2020), another suitable marketing digital tool for the pharmaceutical industry is *virtual reality and augmentation*. With the help of augmented reality and virtual reality, pharmaceutical industries *can break walls between clients, patients and business*. *AR has become one of the best tools of digital marketing to visualize surgical activities, medicine manufacturing processes and improved medical education*. *AR and VR* both have *reduced the cost* and significantly have *developed the experiences of developers and users*. These tools are effective in developing *sustainable pharma marketing strategies* and social responsibilities (Inumula *et al.*2021).



**Figure 2.7: Role of Augmented and Virtual reality in pharma industry as digital marketing tool**

(Source: Grasselli, 2020)

Messaging applications and *AI-powered assistants* are undoubtedly effective tools of digital marketing in pharma, especially in the prevailing pandemic age. Kochand and

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Windsperger (2017) feels that *Chatbots* are the best strategy to achieve sustainability in the pharma industry. This technology can be *applied for treatment, medicine manufacturing and waste management*. Koch and Windsperger again believe that messaging apps are useful tools too for *prospect engagements*. '*Jonhsons and Jonhons*' has developed *AI-powered assistants like chatbots for better communications in marketing* which is *beneficial for market sustainability and efficiency*. Machine learning chatbots helps to provide *answers to queries by eliminating paper works and resources with minimal costs*. Moreover, Artificial Intelligence applications *increase productivity and enhance customer's experiences* which are needed for *successful survival* in a global competitive market (Krizanova *et al.*2019).

### **2.5 Impact of digital marketing tools for sustaining competitive advantage in pharmaceuticals industries**

Digital marketing is nowadays considered as the core of marketing for the pharmaceutical industry. It is about growing a platform for the awareness, information and solution about healthcare in the pharmaceutical industry (Parekh, Kapupara and Shah, 2016). Digital marketing is eventually replacing the traditional marketing strategies. Digital marketing tools are now offering a mechanism to the pharmaceutical to revise the business model as well as to improve the production process more efficiently to increase the customer loyalty and sustainable development in the industry (Dwivedi *et al.*, 2020). Moreover, the volume data of the pharmaceutical industry is achieving high position rather slowing down. It gradually makes the hospitals more convenient and accessible for the patient or the customers in the chemical pharmacy (Bhaskar and Siddheswar, 2020). Digital marketing even promotes the services of healthcare worldwide by different marketing tools through online mode. The most important impact of digital marketing tools is that it is more cost effective and also less time-consuming methods to communicate and provide service to the customers during emergencies (Jawaid and Ahmed, 2018).

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Eventually digital marketing allows the pharmaceutical marketers to use the data for the development of more strategic engagement through physicians and prescribers. Social media is the most preferred digital marketing tool for fulfilling any kind of digital marketing strategy. In the part of social media different modes are there to connect with the customers online for selling products more efficiently such as, Twitter, you tube, daily motion and many more out there (Khazzaka, 2019). The social media tools give the advertisement and promotion about the healthcare items and products for the selling through online whenever customers are in emergency (Parekh, Kapupara and Shah, 2016). Chanelle pharmaceutical also uses the same marketing strategy for the development of the company in the Irish industry as the digital marketing has efficiently developed in Ireland.

Chanelle pharma uses cookies for the marketing and advertising purposes and serves the digital ads which need more time to go for the long term. The digital marketing process in Ireland has developed in terms of social media tools as they prefer to sell the products both online and offline. Chanelle is considered to be the most famous for selling generic medicines for human beings. There are more than 10 companies in the industry of Chanelle pharma. It took place in the whole world by providing proper promotion and advertisement by third party cookies in digital marketing and need to develop the more social media tools for competitive advantage in the future and also for sustainable growth (Coyle, 2020).

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**Figure 2.8: Digital marketing tools for Business growth**

(Source: Smith, 2011)

Digital marketing has improved competencies in recent days of the pharmaceutical business. Effective marketing strategies, targeted delivery and well-planned content development have attracted countless customers into this industry. Given Kunle et al (2017), digital marketing has impacted pharmaceutical industries in numerous ways like transparent, efficient treatments, improved drug development, increased customer base, extended global reach and intensified competition. Nowadays, pharma industries can estimate expected results of certain business strategies and patients can access wider information about medicines. In fact, patients are provided information regarding their wellbeing and medicinal effects. Digital content tools improve the broader availability of medicines for patients.

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According to Levitt et al (2018), chatbots have impacted the pharma industries in both positive and negative ways. AR and VR have reduced cost and duration of manufacturing and intensified global competition in the market. A greater threat has faced by present Irish pharma companies as artificially powered assistants provides every industry scope in developed marketing strategies, improved sales, smoother cash flow and satisfied customer base (Miklosik et al.2020). As a result, customers get various alternatives which create pressure on pharma industries for conducting continuous development. On the other side, digital content spread by e-mails, websites is beneficial for extended global reach and application. This technology indeed enables competitive advantages of pharma industries (Miklosik et al.2020).

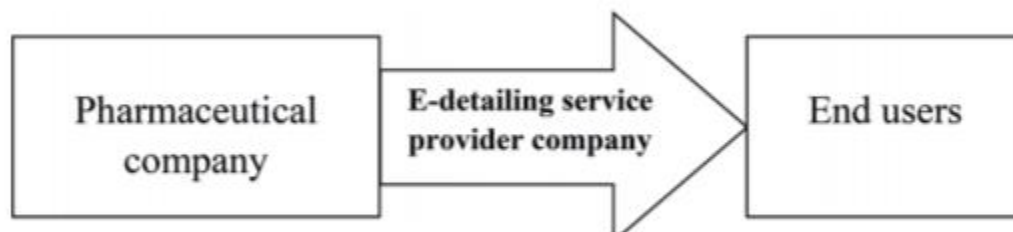
Quality maintenance is the foremost thing for global survival in a competitive market, and prolonged business with more tremendous success can be attained too. Needless to state that digital marketing has improved drug manufacturing development. Installation of AR and artificial intelligence improves optimisation of effective drug manufacturing with minimal side effects. Improved facilities in clinical trials and real-time information are needed to attract customers' notice (Moravcikova et al.2017). These facilities attract and forces to shift customers from other companies, which leads to competitive advantages.

### **2.6 Implementation of E-detailing in pharmaceutical companies**

As opined by Bhola (2015), E-detailing is considered as an IT-supported sale through the internet which is used broadly in the past five years. The E-detailing is quite applicable in case of push marketing. Additionally, many pharmaceutical companies in Europe enlarging their business by implanting conventional marketing through utilization of electronic mediums in order to communicate directly with the customers. The healthcare industry has undergone rapid changes in the last few decades to include more production of drugs. The process of E-detailing is used for carrying out interactive and virtual

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presentation of self-service products by physicians. This encompasses product diagnosis and information that can be availed by healthcare personnel and can further ask for samples, test reports, sales visits and many more (Getov, 2019). Generally, the pharmaceutical industries comply with acute regulations and promotional actions are highly scrutinised under strict legislation. However, campaigns making use of digital channels like e-detailing is more effective than the traditional field campaign of pharmaceutical products as it offers the companies to perform better than their competitors. Frequent interactions thorough e-detailing with the company's target physicians can offer greater leverage than other companies and the systematic use of real-time feedback of the users. However, it has also seen that there is an absence of sufficient platform providers, validate legal implications for which utmost use of E-detailing has not been exploited yet. Moreover, E-detailing is represented as a product promotion medium through which sales for the pharmacy products can be increased significantly (Getov, 2019). Face-to-face meeting with physicians lowers the chances of frequent meetings which adversely impacts the sales conducted by the medical representatives of various firms (Vijayabanuet *al.*, 2018). E-detailing offers minute details regarding the products that may be missed by the sales representatives during face-to-face meetings. Thus, e-detailing of pharmaceutical products can offer greater competitive advantage to the firms (Vijayabanuet *al.*, 2018).



**Figure 2.9: Communication route of e-detailing**

(Source: Balkanski, and Getov, I, 2020)

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E-detailings provides several tools for promotion and pricing, and it delivers essential information regarding pharmaceutical products to the health professionals, patients and medical representatives along with medical insurance companies. Electronic visits are mainly done by e-visits. Pharmaceutical industries are under strict legislation during promotional activities digitally as it is needed to maintain public attention and ethical considerations. According to Moser and Korstjen (2018), e-detailing makes accessibility of web contents to customers and patients. Conducting e-detailing is *beneficial for* pharmaceutical industries as it provides focused conversation structure, accessibility, promotes interactions and directs integrating approaches. With the help of e-detailing, patients can take advice and check the body with a doctor. As digital marketing does not promote face to face interactions, therefore, a sound structure is required to be maintained for digital interactions, and in this case, e-detailing helps.

In the view of Na et al (2019), structured interactions enable advanced digital conversation with clear goals and objectives.

There are several effective ways to implement e-detailing in the pharma industries. These may include video visit, telephone conversation, interactive voice replies and e-mails. Through video chat, doctors consult with medical representatives and patients. With the help of telephonic conversation stations, medical representatives have come to know the needs of doctors. It has made the system more efficient and smoother. Though e-detailing by telephones restricts visual communication, it has improved the activities of pharmaceutical industries more effectively and soundly.

According to Nandurkar and Jha (2020), through interactive voice reply, medical representatives can receive product detailing and presentation over the phone. *Voice commands* are required to *record by phone's button*. For this reason, however, Pilon and Hadjielias (2017) feel that this *implementation is not a useful tool* for performance

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as it *does not include visualization for presenting the information*. The most useful implementation tool for e-detailing is *E-mail*. *Personalised electronic messages* are helpful to visualise customer's needs and helps in *the separation of marketing tools* (Radu, 2017). It has been the other *part of marketing strategies* in the pharma industry. This *e-detailing uses E-mails to invite medical experts* in various *e-detailing programs*

### **2.7 Collaboration of digital marketing and E-detailing in Pharmaceutical sector**

As opined by Hoffman *et al.* (2020), the latest telehealth technologies have provided vast opportunities in the healthcare sector by connecting patients and healthcare providers digitally. Virtual healthcare has made the implication of heat policies simple and easy that has given access to the public health crisis dynamically. The virtual academic detailing or E-detailing has also been implemented by the U.S. Department of Veterans Affairs (VA) to ensure evidence-based healthcare practices through the virtual platforms. Additionally, during the COVID-19 pandemic E-detailing has become a useful platform to conduct virtual telehealth as visiting physically is quite difficult in the scenario of the pandemic (Hoffman et al., 2020). Moreover, it is easy to deliver direct care and consultation to each of the patients by attending them individually through e-detailing incorporating the digital platform as it reduces complexities. On the other hand, according to Patel, (2020), conventional marketing is more time consuming and physicians lose interest at times due to the traditional process of attending patients one by one. However, technology transformation has benefited the healthcare providers in better understanding the problems and issues of the patients. Therefore, social media application plays a vital role in the healthcare sector that enhances the flexibility in order to attend to patients having various diseases. For example, nearly \$17 billion Indian Pharmaceutical Industry has been benefited drastically by collaborating the digital mediums with the pharmaceutical sector (Patel, 2020). As expressed by Patil, Panigrahi and Aware (2018), the integrated marketing communication system assists to elaborate product and medical service description in-detailed manner as all clinical trials related information, sample test, advantages of drugs can be explained thoroughly. Moreover, it is feasible to keep track and records of the attaining times to the patients by the healthcare provider and easy to

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extract information whenever needed. E-detailing helps in reducing overlapping the detail of the customers and assists to maintain the data in a systematic manner which reduces the additional cost and timing significantly.

From the above-mentioned discussion, it can be said that the pharmaceutical industry is heavily blessed with digital marketing undoubtedly. It has been noticed that e-detailing is the crucial tool for digital market conduction and hence collaboration is meaningful for this concerned industry. According to a report, e-detailing has several factors that can help pharma industry expand in the near future. Collaboration of e-detailing with digital marketing is helpful to extract maximum value from marketing expenditures and sales. Rahi (2017) has mentioned that as pharmaceutical industries face complexities in competitive markets therefore, implementation of digital marketing is required for this industry to obtain segmented solutions.

In order to maintain a healthy Customer Relationship Management (CRM) both, digital marketing and e-detailing are needed for an organization. Collaboration of these two helps to regular marketing mix and increase efficiencies to deliver the required quality of products and measurable results (Reddy and Rao, 2017). E-detailing and digital marketing have started to impress medical staff for various advantages. Moreover, it provides several opportunities to develop professional skills. E-detailing has made pharmaceutical industrial activities more Swiffer by providing facilities like e-prescriptions, e-clinical trials, e-medical records and e-practise management. Recent pharmaceutical industries of Ireland enjoy digital marketing and e-detailing in countless ways. This digital collaboration identifies a competitive market through fragmented segments, tailoring drug messaging according to patient's requirements based on physicians' the prescriptions. Moreover, it helps to continue prolonged conversation between medical brands and doctors. It tracks individuals' information with proper privacy.

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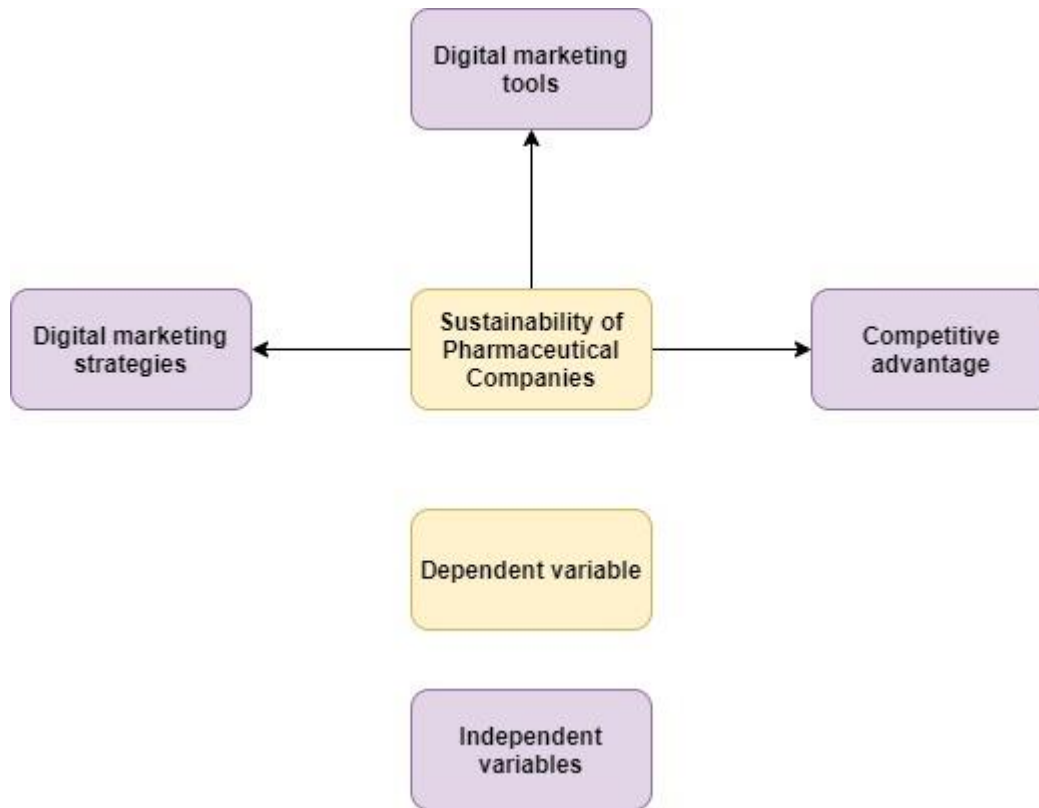
According to the viewpoint of Ritz *et al* (2017), collaboration of digital marketing and e-detailing is harmful to personal data protection. It is true that chances of data piracy are higher in digital platforms as it has been a market strategy to *pirate secret digital data* in order to survive successfully in the competitive market scenario of the pharmaceutical industry. However, several technical mitigation strategies are developed to protect pharmaceutical data from piracy, and thus it can signify advantages in the medical field compared to its limitation (Rosokhata *et al.*2020).

### **2.8 Literature gap**

Certain gaps related to the E-detailing have not been found in the previous literature. E-detailing has not been implemented broadly in all countries for which examples of different countries have not covered in the literature review part. From the above information there is a gap in data analysis of the companies which deal with Pharmacy and also lacks the important information of digital marketing in context of Chanelle pharmaceuticals.

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## 2.9 Conceptual framework



**Figure 7: Conceptual Framework**

From this above diagram, it can be noticed that sustainability is dependent on three factors such as digital marketing, competitive advantages and digital marketing tools. Thus, researchers have delineated these factors into main two categories such as independent variable and dependent variable. In this case, the sustainability of a pharmaceutical company is dependent on variables while others are independent. Tools like e-detailing, e-mails, chatbots are significant for increased chances of sustainability in the pharma industry. On the contrary, digital marketing strategies can provide both failure and success in an intensified market scenario of this industry. Lastly, targeted audiences, branding, blogging and social media uses are needful to make effective strategies for the achievement of competitive advantages.

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### **3.0 Summary**

From the above literature review it has been discussed that role of digital marketing strategy has been evolved in each business strategy for the development in competitive advantage and also the impact of digital marketing as well as implementation of e-detailing and collaboration of e-detailing with digital marketing and its outcomes in every Pharmaceutical sectors.

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## **3. Research Methodology**

### **3.1 Research philosophy**

This research have selected interpretivism methods to interpret the qualitative information regarding the role of digital marketing for competitive and sustainable business in Chanelle pharmaceuticals in Ireland. The research has chosen an interpretivist method to gather knowledge and true information to interpret based on individual experiences of the 4 sales managers of Chanelle pharmaceuticals. Interpretivism method helped this research to collect information to analyse qualitative data in terms of implication of digital marketing and its role for competitive advantage in Chanelle pharmaceuticals and its effective profitability in the market. Research Philosophy has been taken to interpret the disadvantages and advantages of digital marketing by Chanelle pharmaceuticals. As opined by Kovalainen and Eriksson (2019), Interpretivism method guides the detailed qualitative data in the field of case study analysis.

### **3.2 Research approach**

This Research have selected the abductive approach to give the detailed information as it includes both inductive and deductive approaches which specify the new change in the research with proper collection of data to test the hypothesis. The research has selected an abductive approach to indicate qualitative data for analysis and guided by evaluation objectives. The research has addressed the unidentified area that is the application and role of digital marketing to fulfil the needs of Chanelle pharmaceuticals as well as customers. Abductive approach which also includes deductive approach that analyse the hypothesis based on the qualitative data collection from respondents. As stated by Lipscomb (2012), Abductive approach consisting of both the inductive and deductive led to successive attempts to conduct proper enquiry.

### **3.3 Research strategy**

The researcher has selected both primary and secondary research strategies which include interview and thematic analysis. For the further process this research has taken

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4 sales managers of Chanelle Pharmaceuticals and thematic analysis for depicting the role of digital marketing to gain competitive advantage and sustainable business growth. The research has chosen the interview method with 4 sales managers to gather in-depth information about their marketing strategies and also about the role of digital marketing and its implication. The interview process in research strategy gives the detailed information about the subject matter for further research (Knapik, 2006). This research has also chosen thematic analysis for in-depth inquiry about the pharmacy and to meet up the causal links in real life invention. It also includes proposition data analysis for digital marketing strategy as well. As opined by Rashid *et al.* (2019), Case study gives authentic information about statistics as well as detailed explanation about the topic of research.

### **3.4 Research choice**

This research has selected qualitative multi-method as it includes both qualitative research strategy consisting of both primary and secondary data. The research has chosen a qualitative multi method because the interview strategy gives first-hand information from the sales manager of Chanelle pharmaceuticals. Secondly the Thematic study gives real life research context of Chanelle pharmaceuticals with proper qualitative statistical data. Qualitative multi method provides the complete information regarding implementation of digital marketing strategy followed by both interview and case study. According to (Collier and Elman, 2009) Qualitative multi-method has experienced a remarkable transformation in the field of research.

### **3.5 Research design**

Both the narrative and thematic comes under qualitative research design. This research has chosen narrative design to narrate the information gathered after interviewing the sales manager of Chanelle pharmaceuticals in detail. On the other hand, the thematic is going to define the news article reports of Chanelle pharmacy for collection of data.

This research is based on both qualitative and quantitative research design. Qualitative data are gathered from interviews with managers and perspectives from primary surveys.

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Numerical data are gathered from primary surveys, and later these are quantified with the help of several software. Graphical representations are done to visualise responses in a structured manner. Quantitative research designs are chosen to get statistical conclusions of the research (Ruggiano and Perry, 2019). Descriptive research design has been followed to analyze graphical representations and diverse individual perspectives of respondents. In that case, an experimental research design has been conducted to establish a cause-effect relationship to support its conclusion. This design helps to analyze core inter-relationships between independent and dependent variables (Turner and Cardinal, 2017). As surveys are critical for the study therefore this practical research design contribirtites solutions to research questions and complexities. As countless investigations are done properly, very few explorations are left. Thus, the research have rejected explanatory research design in this case

### **3.6 Sampling method**

This research has selected a non-probability sampling technique which will define the purposive sampling technique and snowball sampling technique. The research has chosen a purposive sampling technique to meet up the aim and objective of the study and selection of informants to elucidate a concept or phenomena of the research. The purposive sampling has been selected in terms of inclusion and exclusion criteria. According to (Berndt, 2020) Each sampling needs a purpose to occupy a position to the research endeavour. Along with this the informants should be eligible to give information and a proper experience focused on the empirical inquiry. This sampling helped the research to choose the purpose for collection of data by interviewing the sales manager who had gathered proper knowledge about the Digital marketing strategy of Chanelle pharmaceuticals. On the other hand, the research has also chosen a snowball sampling technique in which the subjects provide recommendation to recruit more samples for the particular research. As stated by Naderifar, Goli and Ghalyaie (2017), Snowball sampling is a purposeful method of qualitative data collection and to access susceptible

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populations. Snowball sampling helped this research to gather information about the digital marketing strategy of Chanelle pharmaceuticals through 4 sales managers.

### **3.7 Data collection method**

The data collection method is one of the most important factors in any research because it determines the success of the research based on how the data are collected. The data collection method enabled the research to deal with proper access to the collected data to evaluate the outcome of the study. Based on the outcomes, the research, results and conclusion could proceed. In this research, it has dealt with both secondary and primary data collection to proceed with this study. In fact, the research deals with primary survey and interview and secondary thematic analysis for this research. It is true that data collected from primary resources are one of the practical ways to proceed with proper accessing the real-life experience of people (Ko, 2020). It provides this research with the facilities to explore the matter in details and gathers important information by myself that is more authentic. In this respect, the research would proceed with the survey with educated people to gather their view about the role of digital marketing to enhance competitive advantages in any sector. The interviewing the managers of the organizations using digital marketing tools to know their experience over the business sustainability to proceed with proper information about the competitive advantages of the organization (Mohamad *et al.* 2018).

The secondary data collection enabled the research to gather information from secondary resources that enabled this research to proceed with thematic analysis. Both secondary and primary data collection would maintain the balance of the research by providing a theoretical approach as well as practical experience (Johnston, 2017). In this respect, the amalgamation of both data collection made the study enriched with proper practical and authentic information regarding the role of digital marketing to gather sustainable competitive advantage in any sector (Hawkins *et al.*, 2020). In this respect, this data collection method would enable the research to maintain a practical approach and authenticity in the whole study.

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### 3.8 Data collection tool

The data from both primary and secondary methodology has been proceeded with gathering information from survey and interview, and secondary sources. The survey is one of the practical ways to gather an overview of random participants regarding the role of digital marketing in proceeding with proper information gathering (Eastman *et al.* 2019). In this respect, to proceed with the survey, this research has created a set of close-ended questions to know the overview of people participating in the survey. This data collection tool is beneficial for the growth and development of the study by analysing the response of the participants regarding digital marketing and its impact on the business.



**Figure 3.1: Data collection tools**

(Source: Created by myself)

Another most important data collection tool is the interview of managers with open-ended questions. It has been found that proceeding with proper questions regarding the benefits of digital marketing tools and their implementation would be effective to know the practical experience of that interviewee (Engler *et al.* 2019). Thus the data collection tool like the interview is beneficial to proceed with the research with an authentic overview of that interviewee regarding the topic. In fact, it would enhance the quality of the study, which is beneficial for the success of the research.

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### **3.9 Ethics**

This research has also proceeded with proper ethical consideration of the study. Maintaining proper ethics in the study is important to proceed with proper quality maintenance of the study. It has been found that maintaining ethics in the study is beneficial for the authenticity of the research (Lee *et al.* 2021). It has been found that data collected by the research, especially from primary resources, are not manipulated at all. The research never compelled anybody to participate in the survey forcefully. With the consent of the participants, the data are collected. The details of the respondents are protected and would never be misused at any cost. In this respect, the survey and interview are proceeded with maintaining proper time schedule and protocols. With due permission of the authorities, the interviews are conducted. The data collected from the interview are also kept conserved to restrict them from being misused (Cammaerts, 2020). In this respect, maintaining proper authenticity in the study would be effective for the success of the research. In fact, the data that is collected through the survey is not manipulated at all and in the case of choosing the participant, the research has to proceed with an unbiased and impartial procedure. Thus, this ethical consideration of the study enabled the research to proceed with proper maintaining the authenticity and quality of the study.

### **3.10 Data analysis**

Data analysis is another major important factor in any study was based on the data analysis, the result of the study is found. It has been found that analysis of the collected data would generate the conclusion of the study, and based on the outcomes, the proper recommendations are provided by the research. In this respect, data analysis in this research has been done with the excel graph regarding the response of the participants in the survey. The interview of the research has been portraying in the study with proper analysis of the experience of the interviewee. In fact, the secondary thematic analysis has proceeded throughout the study. It is true that thematic analysis is one of the effective

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data analysis processes that enabled the research to provide information regarding digital marketing tools from a different perspective (Kiger and Varpio, 2020). Depending upon the research variables, themes are made the research to proceed with proper thematic analysis of the study.

### **3.11 Summary**

Research methodology is one of the major chapters to proceed with further data collection and data analysis of the study. It has been found that this chapter provides structure and shapes of the research by directing it towards the outcome. In this research, interpretivism research philosophy and abductive research approach involved the research to proceed with proper clarity in the study. Both primary and secondary data collection has enabled the research to maintain the authenticity of the study. The questionnaire design, interview set of questions, and secondary thematic analysis are the proper research tools of this study that made the study become enriched with proper quality. Research methodology is one of the major chapters to proceed with further data collection and data analysis of the study. It has been found that this chapter provides structure and shapes of the research by directing it towards the outcome. In this research, interpretivism research philosophy and abductive research approach involved the research to proceed with proper clarity in the study. Both primary and secondary data collection has enabled the researcher to maintain the authenticity of the study. The questionnaire design, interview set of questions, and secondary thematic analysis are the proper research tools of this study that made the study become enriched with proper quality.

## CHAPTER 4: DATA ANALYSIS

### 4.1 Introduction

The data analysis is an important part of a survey as it helps in understanding the views of the people and analysing them in a proper manner. It can be stated that the data analysis of the various data that has been collected from the interview and the survey would help the researcher in knowing the trends and the beliefs of the people. These would also help the companies to understand the usefulness of the various digital marketing tools and devices that would help in providing a competitive advantage to the companies. Additionally, it can be stated that from the analysis of the collected data it becomes easier to find the areas of improvements and suggest the recommendations accordingly.

### 4.2 Primary Quantitative Analysis

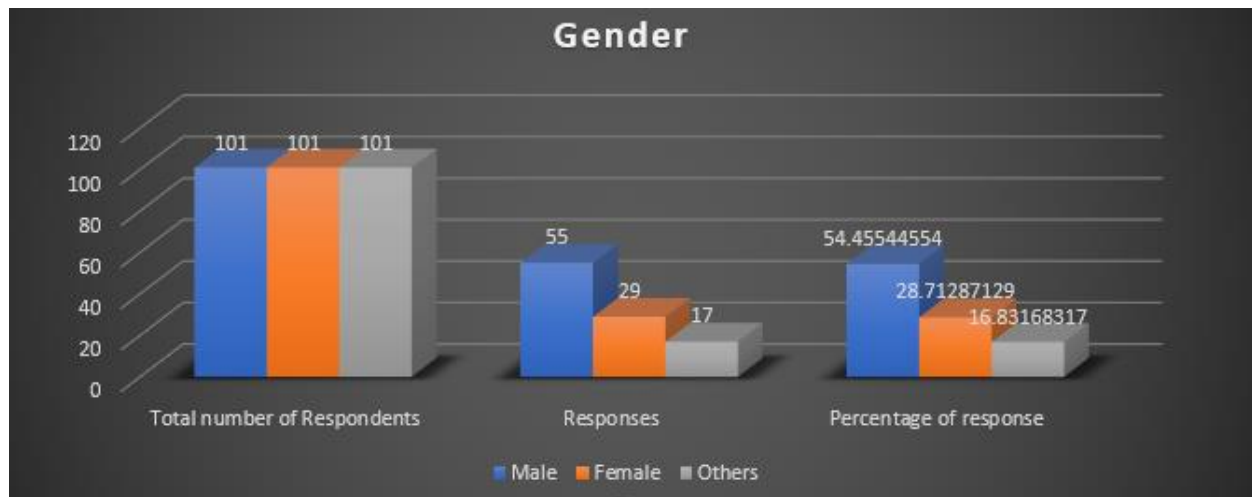
#### 4.2.1 Demographic Analysis

##### 4.2.1.1 Gender

Gender analysis is an important part of every survey as it helps in understanding the gender of the respondent (Ghotbifaret *al.* 2017). This is because it is believed that the genders play an important role in shaping the perspective of a person. For this survey a total of 101 respondents have been chosen and it has been observed that 55 responses were collected from males, 29 females responded and 17 people from other gender responded.

The percentage of responses that have been analyzed from the number of respondents are 54.46%, 28.71% and 16.83% respectively. **[Refer to Excel]**

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**Figure 4.1: Gender**

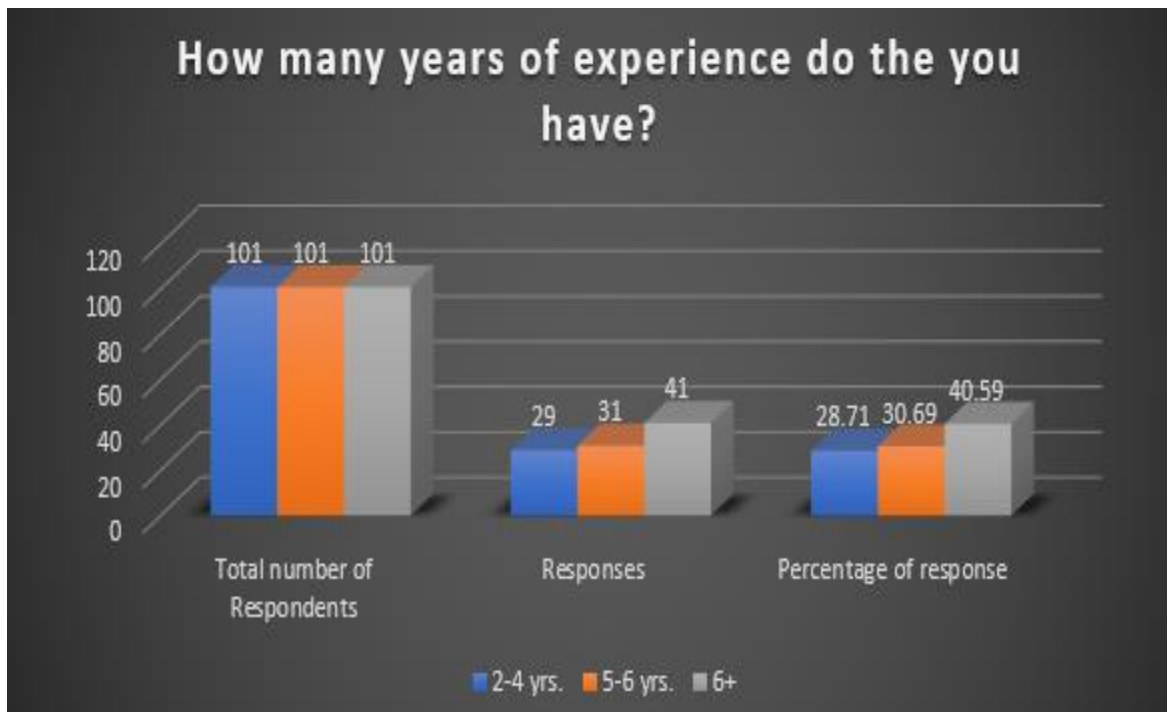
(Source: Acquired from excel)

### 4.2.1.2 Level of Experience

The level of experience a person holds is very important in deciding the responses of the person regarding a particular factor (Krizanova *et al.* 2019). For this survey, the years of experience have been divided into three parts 2-4 years, 4-6 years and more than 6 years. It can be stated that having more years of experience is very necessary to give proper views to the questions being asked as a part of the survey. Out of a total of 101 respondents it has been observed that 29 people have 2-4 years of experience, 3 people have 4-6 years of experience and 41 people have more than 6 years of experience. Hence the percentage of responses are seen to be 28.71%, 30.69% and 40.59% respectively.

**[Refer to Excel]**

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**Figure 4.2: Level of Experience**

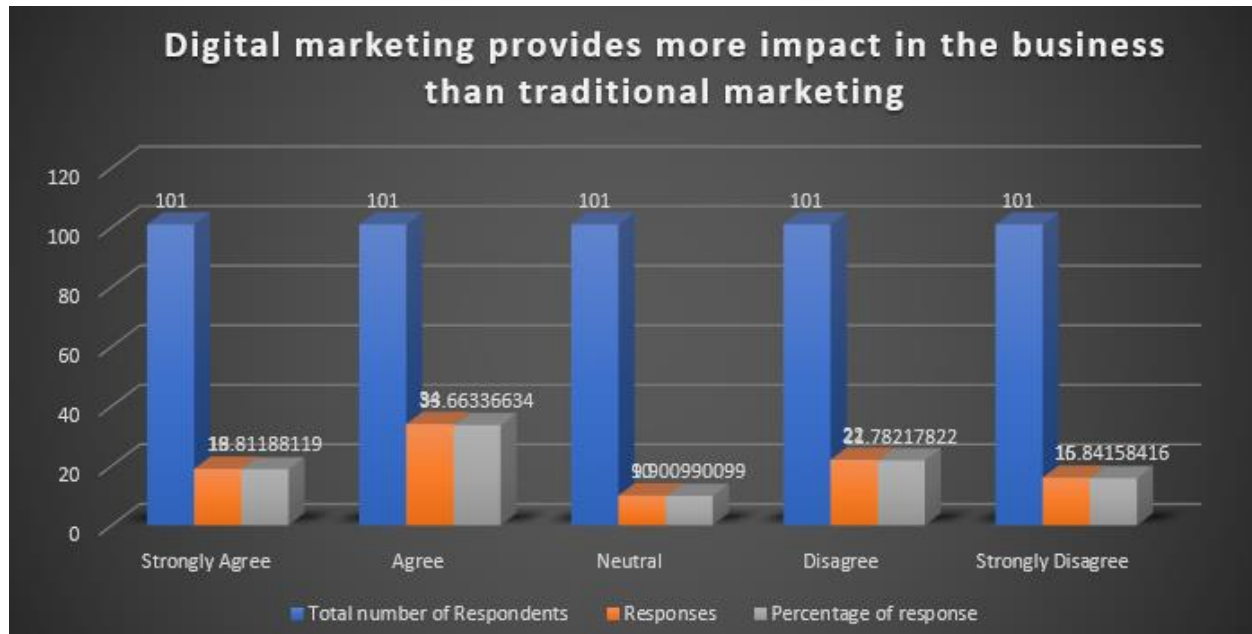
(Source: Acquired from excel)

### 4.2.2 Quantitative Data Analysis

#### 4.2.2.1 Digital marketing provides more impact in the business than traditional marketing

With the changes in technology it has been seen that the companies are shifting more towards digital marketing (Na *et al.* 2019). Out of a total of 101 responses it has been observed that a total of 19 people have strongly agreed to the given statement and 34 people have simply agreed to this statement. It has been observed that 10 people remained neutral, 22 disagreed and 16 people strongly disagreed. Thus the percentage of response for the people who have agreed to this are 52.47 on an accumulated basis. From this statement figure, it can be stated that the majority of the people have given their views in favour of the statement.

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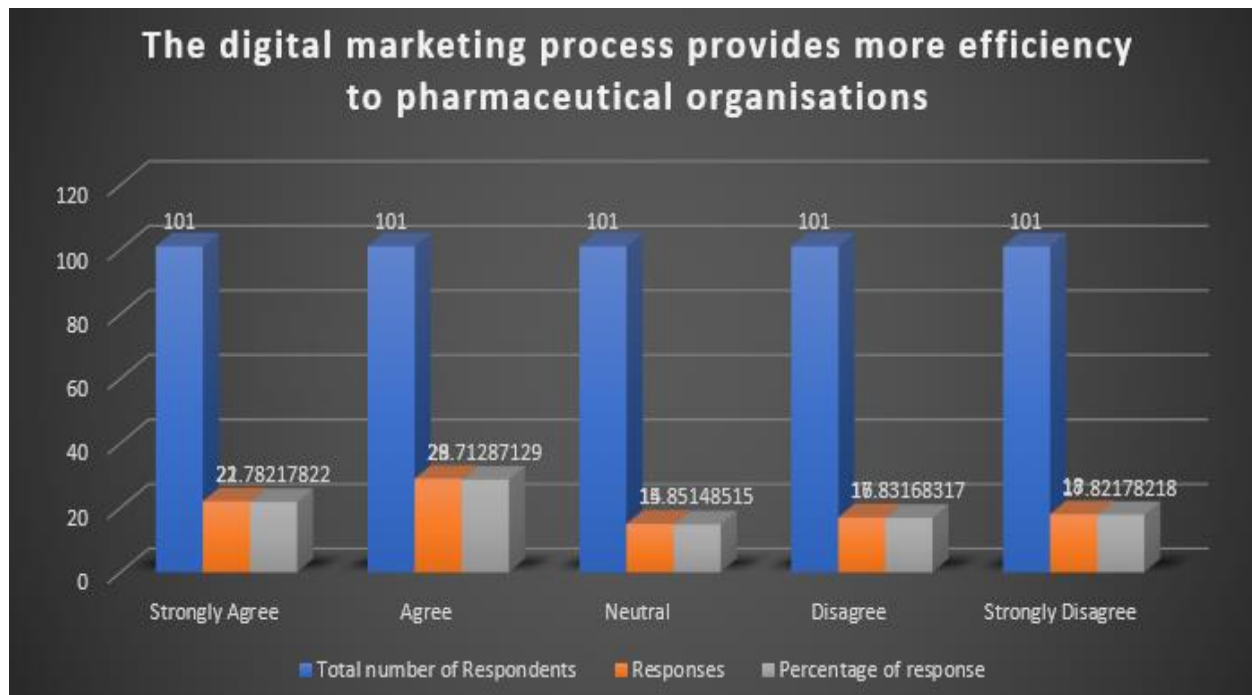
**Figure 4.3: Digital marketing provides more impact in the business than traditional marketing**

(Source: Acquired from excel)

### 4.2.2.2 The digital marketing process provides more efficiency to pharmaceutical organizations

A total of 101 people were chosen for the survey to understand the views of the people regarding the statement. It was seen that out of a total respondents 22 people strongly agreed to the given statement and 29 people just agreed to it. It has been further seen that 15 people remained neutral to the statement while 17 people disagreed with it and 18 people strongly disagreed with the statement. Thus the percentage of responses that has been collected are as 21.78%, 28.71%, 14.85%, 16.83% and 17.82% respectively. From this it can be stated that comparing the total number of people who agreed to the statement to the ones who disagreed are more implying that the digital marketing process is more efficient for the pharmaceutical industries (Qosasiet *al.* 2019).

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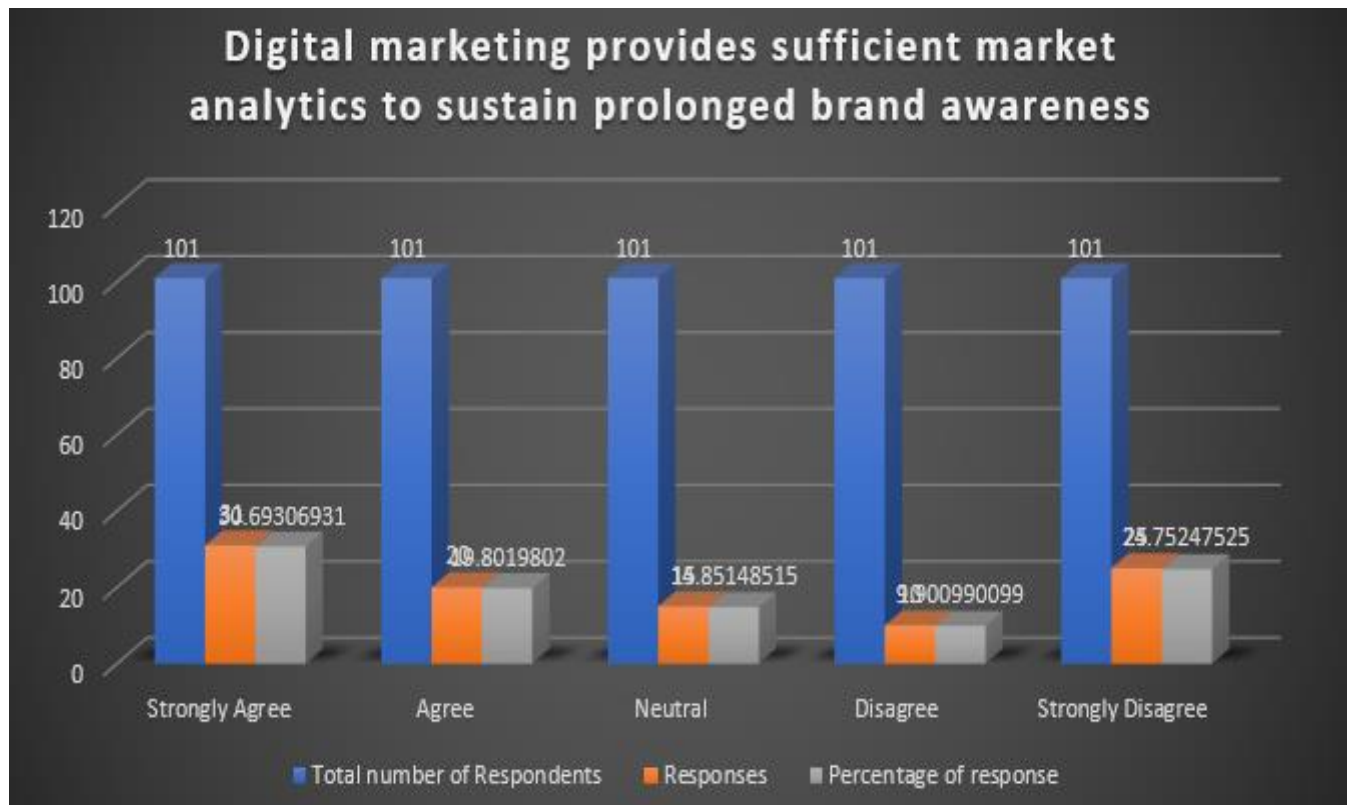
**Figure 4.4: The digital marketing process provides more efficiency to pharmaceutical organizations**

(Source: Acquired from excel)

### 4.2.2.3 Digital marketing provides sufficient market analytics to sustain prolonged brand awareness

Digital marketing helps in providing huge brand awareness as per theory (Rau *et al.* 2017). Hence, to verify it, it has been asked as a survey question for the people to give their views for or against the statement in order to understand the survey in a better manner (Quaye and Mensah, 2019). It has been seen that out of a total of 101 respondents, 30.69% people strongly agreed to this statement and 19.80% people just agreed to this statement which on accumulating has been seen to be 50.49%. Thus, it can be stated that according to the survey majority of the people have given their views for this statement.

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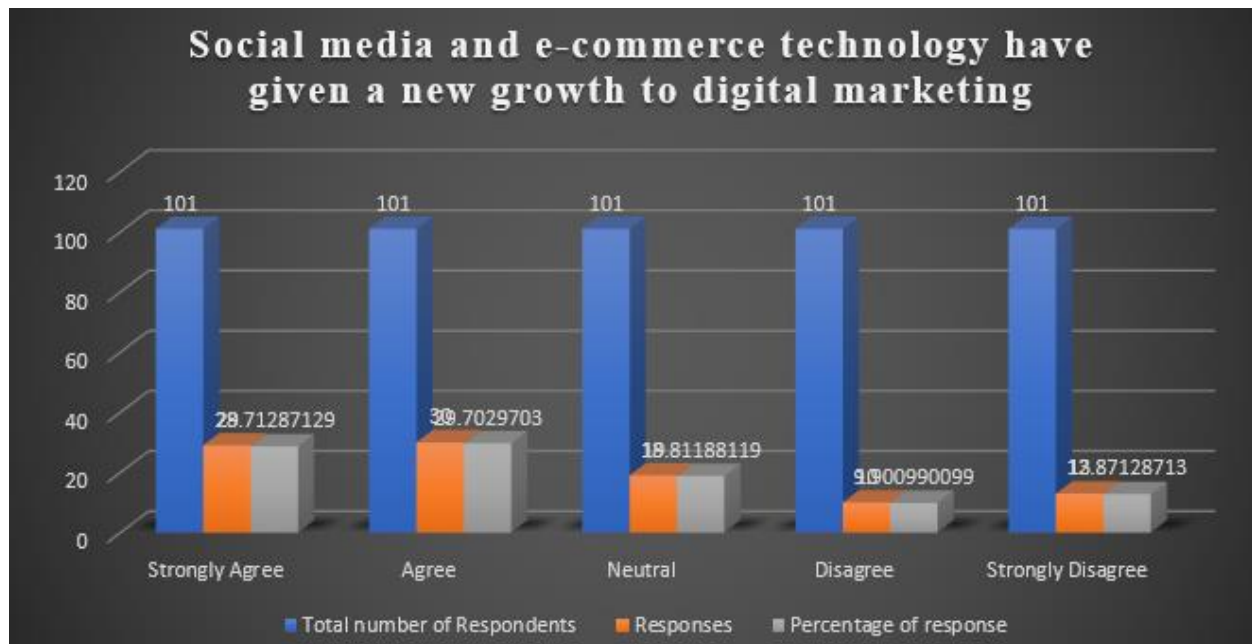
**Figure 4.5: Digital marketing provides sufficient market analytics to sustain prolonged brand awareness**

(Source: Acquired from excel)

### 4.2.2.4 Social media and e-commerce technology have given a new growth to digital marketing

Social media and the growth of e-commerce are seen to have a huge impact on the growth of digital marketing (Sousa and Rocha, 2019). Hence, the views of the people for this particular thing is highly important. From the survey it has been seen that out of a total of 101 respondents, the total percentage of people who have agreed to the statement is 58.41%. Thus, it can be stated that the majority of the people have given their views for the statement.

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**Figure 4.6: social media and e-commerce technology have given a new growth to digital marketing**

(Source: Acquired from excel)

### 4.2.2.5 Digital marketing is a significant tool for creating and sustaining competitive advantage

Out of a total of 101 respondents it has been seen that a total of 31 respondents have strongly agreed to the statement and 29 people have simply agreed to the given statement. However, it has been seen that 11 people have chosen to remain neutral and 12 people have disagreed. A total of 18 people has strongly disagreed with the given statement. After the percentages were calculated it was seen that the accumulated total percentage of people who have agreed to the statement are 59.40% which means that the majority of the respondents agree to the statement.

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Options	Total number of Respondents	Responses	Percentage of response
Strongly Agree	101	31	30.69
Agree	101	29	28.71
Neutral	101	11	10.89
Disagree	101	12	11.88
Strongly Disagree	101	18	17.82

**Table 4.7: Digital marketing is a significant tool for creating and sustaining competitive advantage**

(Source: Acquired from excel)



## THE ROLE OF DIGITAL MARKETING AS A TOOL FOR CREATING AND SUSTAINING COMPETITIVE ADVANTAGE

### Figure 4.7: Digital marketing is a significant tool for creating and sustaining competitive advantage

(Source: Acquired from excel)

#### 4.2.2.6 Digital marketing is supportive for pharmaceutical companies in order to gain competitive advantage

For the survey and analysis of the people's views a total of 101 respondents have been chosen. It has been seen that out of the total respondents the total number of respondents strongly agreed to the statement are 22 and the respondents who have simply agreed to the statements are 25. A total of 11 responses have been collected as neutral and a total of 17 responses have been disagreeing with the statement. On calculating the responses and accumulating the total number of respondents who have agreed to the statement it has been seen that 46.53% responses have been collected in favour of the statement.

Options	Total number of Respondents	Responses	Percentage of response
Strongly Agree	101	22	21.78
Agree	101	25	24.75
Neutral	101	11	10.89
Disagree	101	17	16.83
Strongly Disagree	101	26	25.74

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**Table 4.8: Digital marketing is supportive for pharmaceutical companies in order to gain competitive advantage**

(Source: Acquired from excel)



**Figure 4.8: Digital marketing is supportive for pharmaceutical companies in order to gain competitive advantage**

(Source: Acquired from excel)

**4.2.2.7 Digital marketing campaigns develop a strong and positive customer satisfaction for pharmaceutical organizations**

A total of 101 respondents have been chosen for the survey among which a total of 32.67% people has strongly agreed to the statement and 16.83% people have just agreed to the statement. It has been found from the analysis that 16.83% people have given neutral views on the statement. Percentage of responses for the people who disagreed and strongly disagreed to the statement are 15.84% and 17.82% respectively.

Options	Total number of Respondents	Responses	Percentage of response

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Strongly Agree	101	33	32.67
Agree	101	17	16.83
Neutral	101	17	16.83
Disagree	101	16	15.84
C	101	18	17.82

**Table 4.9: Digital marketing campaigns develop a strong and positive customer satisfaction for pharmaceutical organizations**

(Source: Acquired from excel)



**Figure 4.9: Digital marketing campaigns develop a strong and positive customer satisfaction for pharmaceutical organizations**

(Source: Acquired from excel)

## THE ROLE OF DIGITAL MARKETING AS A TOOL FOR CREATING AND SUSTAINING COMPETITIVE ADVANTAGE

### 4.2.2.8 Digital marketing offers new directions of competitive advantage to the company

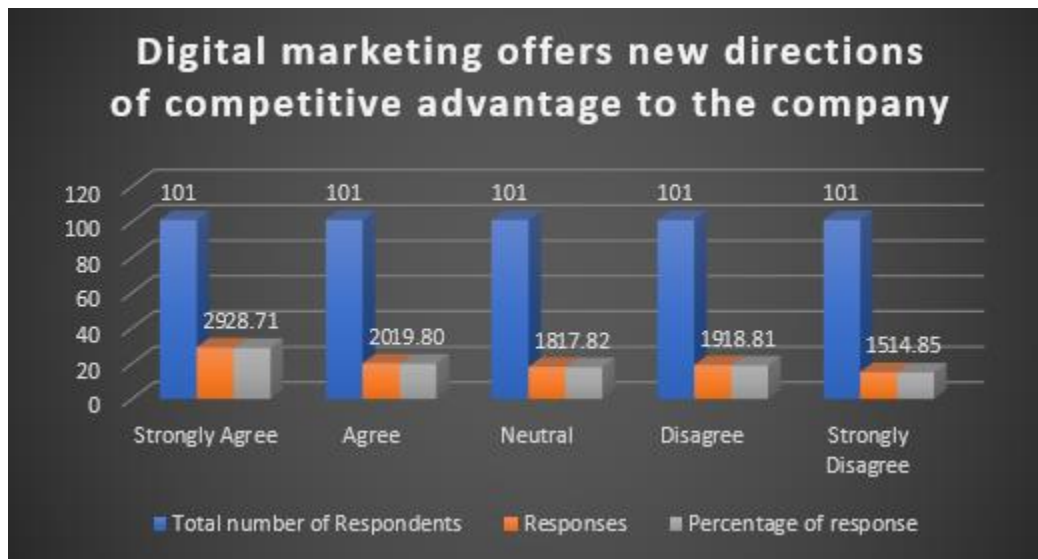
Out of a total of 101 respondents the total percentage of people who have given their view in favour of the statement are 28.71% and 19.80% respectively. Accumulating this percentage, 48.51% people have given their views in favour of this statement which means that the statement holds true.

Options	Total number of Respondents	Responses	Percentage of response
Strongly Agree	101	29	28.71
Agree	101	20	19.80
Neutral	101	18	17.82
Disagree	101	19	18.81
Strongly Disagree	101	15	14.85

**Table 4.10: Digital marketing offers new directions of competitive advantage to the company**

(Source: Acquired from excel)

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**Figure 4.10: Digital marketing offers new directions of competitive advantage to the company**

(Source: Acquired from excel)

### 4.2.2.9 Digital marketing can enhance the sustainability and competitive advantage to the company in near future

From the survey it has been seen that out of a total of 101 respondents 28.71% people have strongly agreed to the statement and 38.61% people have simply agreed to the statement. This proves that the majority of the people believe that digital marketing actually enhances the competitive advantage and the sustainable growth of the company. Generalizing this for a bigger population it can be stated that the views of the people will be nearly the same as the one that has been derived from this survey.

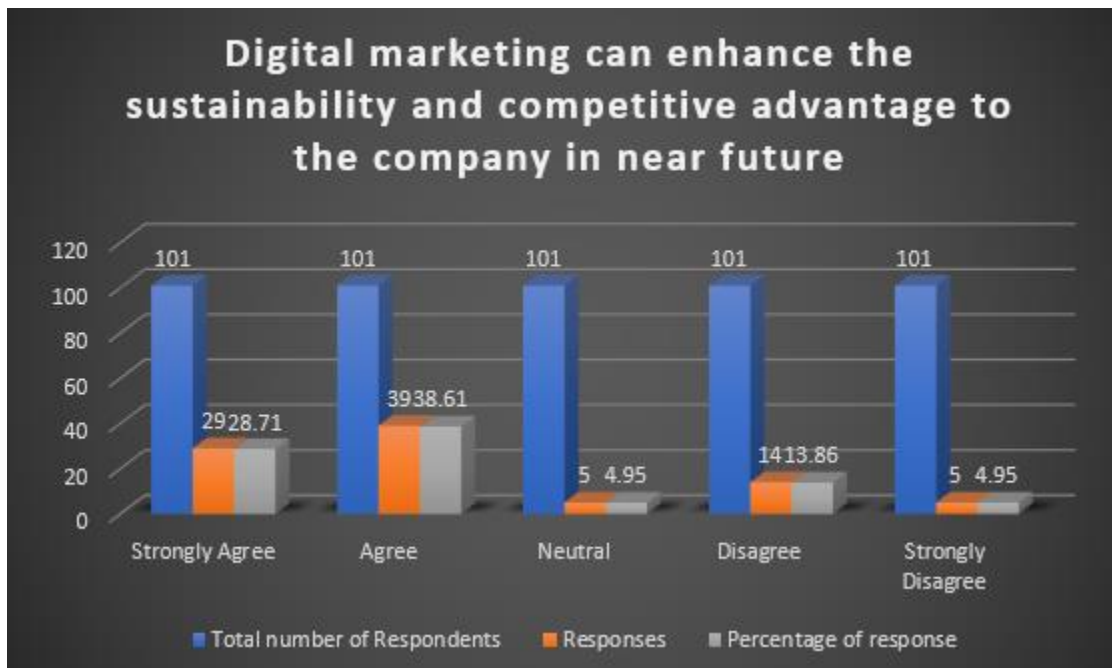
Options	Total number of Respondents	Responses	Percentage of response
Strongly Agree	101	29	28.71

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Agree	101	39	38.61
Neutral	101	5	4.95
Disagree	101	14	13.86
Strongly Disagree	101	5	4.95

**Table 4.11: Digital marketing can enhance the sustainability and competitive advantage to the company in near future**

(Source: Acquired from excel)



**Figure 4.11: Digital marketing can enhance the sustainability and competitive advantage to the company in near future**

(Source: Acquired from excel)

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## 4.3 Primary Qualitative Data Collection and Analysis

### *Interview 1*

<b>Q1: Do you think business ethics and Corporate Social Responsibility (CSR) is important for the long term for an organization?</b>	
<b>Manager 1</b>	<i>“Yes, I think that it is important as it imparts the brand image help to achieve good place to work with”</i>
<b>Manager 2</b>	<i>“Oh Yes! as social responsibility creates a positive contributes which leads sustainable development and welfare of society”</i>
<b>Manager 3</b>	<i>“Definitely. I believe that it is required as it increase customer loyalty and also increase the stakeholder”</i>

**Table 4.12: Interview question regarding CSR**

(Source: Self-created)

### **Analysis**

From the above interview, it's very clear that every company needs to take corporate social responsibility as a primary subject as it increases the brand visibility, image of any organization and finally, business ethics. This brand equity much aligned with contemporary organizational goals. It helps to retain good employees by maintaining a positive work environment. Besides this corporate responsibility can build better customer relations and customer retention will increase, and this will always be the key for any

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organization for becoming successful (Walsh and Dodds, 2017). Therefore, it should be prioritized in any organization for long term vision and development.

### **Interview 2**

<b>Q2: Do you think that e-mail and social media marketing can play an important role in the pharmacy sector?</b>	
<b>Manager 1</b>	<i>“Yes as its improve the brand values of pharmacy company that increase the customer trust”</i>
<b>Manager 2</b>	<i>“Yes as the doctors can treat maximum no of patient and resolving their queries by direct mail or in social media platform”</i>
<b>Manager 3</b>	<i>“Well, in my opinion, as by social media and internet maximum number of patient can be treated in minimum time”</i>

**Table 4.13: Interview question regarding Digital marketing**

(Source: Self-created)

### **Analysis**

It's very clear that the role of social media, e-mail marketing is very crucial nowadays for any pharmacy sector as it creates a brand image of any particular organization and it also promotes your own product advantages over competitors. Besides this organization can reach the maximum number of patients in a short duration (Yu *et al.*2017). It also helps

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to build patient trust as doctors can give maximum attention over mails and social media. Moreover, in this digital age, patients are much appreciated if their queries are resolved online. So every organization should develop this strategy as a priority basis.

### **Interview 3**

<b>Q3: Do you think that mobile apps and advertising can have a huge potential in the pharma industry?</b>	
<b>Manager 1</b>	<i>"In my opinion, it is a big Yes. mobile applications and advertisements improve brand awareness and create awareness among people for their health"</i>
<b>Manager 2</b>	<i>"Yes, as by automated reminders and advertising it introduces new innovation to targeted customers"</i>
<b>Manager 3</b>	<i>"I will say definitely. According to me with the help of mobile apps patient can take any medicines and can do any test at their doorstep"</i>

**Table 4.14: Interview question regarding Digital marketing tools**

(Source: Self-created)

### **Analysis**

The importance of mobile application and advertising plays a crucial role as by the help of an e-prescription, patient can get every medicine by a simple click, they can consult with doctors and do several tests at home. This helps to improve brand visibility and at

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the same time, health awareness also creates within patients that leads to improved business development (Nandurkar and Jha, 2020). By frequent advertising, any organization can showcase their new innovations, upcoming health care experimentation, the latest technology the world is adopting. All of these activities have a huge potential for growth in the pharmacy industry

### 4.4 Secondary Thematic Analysis

#### 4.4.1 Thematic Analysis

##### ***Theme 1: Digital marketing has a huge impact in promoting competitive advantage to the pharmaceutical industries***

It can be stated that the impact of digital marketing is huge in promoting a competitive advantage to the business. As stated by Suryawardani and Wiranatha, (2017), the methods of interactions using digital marketing and social media are very effective in interacting with the customers in a better and faster manner. It can be stated that with the development of digital marketing the pharmaceutical companies can communicate with the common people in an effective manner and can provide answers to their questions (Walsh. and Dodds, 2017). Additionally, it can be stated that this helps in maintaining transparency and thus helps in the growth of the audience of the pharmaceutical industry (Zhao *et al.* 2019). Hence, it can be stated that the methods of digital marketing are highly beneficial in providing a competitive advantage to the company.

Furthermore, it has been seen from data analysis that pharmaceutical companies benefit a lot from digital marketing. It has been seen that with the usage of digital marketing tools it becomes easier for the companies in increasing the customer base of the company (Ghotbifaret *al.* 2017). As stated, digital marketing helps in promoting transparency, it can be stated that this tool is quite effective for the company in providing increased exposure to the company (Qosasi *et al.* 2019). Thus, it can be stated that since it provides increased interaction and also since the marketing cost the company's profit margin has also increased to a great extent which is an added advantage of the company (Krizanovae *al.*

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2019). As stated by Na *et al.* (2019), with the implementation of digital marketing tools it is very helpful for the companies to understand the several problems of the customers and serve them in a better manner. Additionally, it can be stated that the survey and the interview analysis has shown that a majority of the respondents have given their views for the statement which proves that there is huge competitive advantage that is gained by the company.

### ***Theme 2: Digital marketing is beneficial for promoting brand awareness and comprehensive market analysis***

Digital marketing plays an important role in the promotion of brand awareness among the customers and helps in the complete analysis of the market trends in a comprehensive manner (Zhao *et al.* 2019). As stated by Quaye and Mensah, (2019), it can be stated that digital marketing is very beneficial in understanding the needs of the customers. Additionally, it can be stated that digital marketing is very beneficial in promoting brand awareness as communication becomes easier using the digital marketing tools (Rau *et al.* 2017). Thus, it can be stated that with increased ease of communication the customers would prefer to buy medicines or any pharmaceutical things from the companies they have priorly interacted with (Sousa and Rocha, 2019). Thus, it can be stated that with the help of digital marketing tools it becomes easy for the company to understand the demand of a pharmaceutical product and its effects on the people (Suryawardani and Wiranatha, 2017). Thus, it would be highly helpful for the people to get the products they want easily. Additionally, it can be stated that with the help of digital marketing it would be highly beneficial for the pharmaceutical companies to understand the various effects of the products being sold (Walsh and Dodds, 2017). Thus, promotion of brand and establishment of brand reputation becomes easy for the companies.

With the help of digital marketing it has been observed that the marketing strategies of the companies vary according to the market (Ghotbifa *et al.* 2017). It can be stated that with the different digital marketing tools it becomes easier for the company to understand the views of the company which would help the company to formulate and promote its

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products based on the current market needs which would help in uplifting the company's share and market price.

### **Theme 3: Digital marketing is beneficial for promoting a positive customer satisfaction**

Digital marketing is essential in developing a positive customer satisfaction among the consumers as it helps in the ease of communication among the customers. As stated by the digital marketing initiative it can be stated that digital marketing is highly beneficial for the growth of the customers (Krizanova *et al.* 2019). It can be stated that the digital marketing tool is very beneficial in interacting with the customers and knowing their reviews against or for a particular product (Na *et al.* 2019). It can be stated that with the digital marketing tool it becomes beneficial for the customer in interacting with the company about the problems they face for a particular product (Qosasi *et al.* 2019). It can also be stated that with the help of advanced digital marketing tools it becomes highly beneficial for the company in increasing the customer base of the company.

Additionally, it can be stated that with the help of these tools it becomes helpful for the company in understanding customer satisfaction. Furthermore, it can be stated that publishing the details of a particular medicine on the online platforms helps in promoting the products and its advantages (Quaye and Mensah, 2019). This helps the customers in knowing the benefits of the different products that are marketed by the company and helps in the development and growth of the market. Hence, it can be stated that the various digital marketing tools help in promoting a positive consumer development and helps in the promotion of the company (Rau *et al.* 2017). It can be stated that the promotion of the company helps in the growth of the customer base of the company and thus increases the annual revenue of the company. This has also been proved from the survey analysis which is very helpful for the growth of the company.

### ***Theme 4: Digital marketing helps the pharmaceutical companies in obtaining new directions for the growth and development of the company***

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With the advancement of the various digital marketing tools it has become easier for the company in developing and understanding various strategies for the sustainable growth of the company (Suryawardani and Wiranatha, 2017). Additionally, Sousa and Rocha, (2019) has stated that with the help of a comprehensive market survey using the various digital marketing tools the company will be able to get hold of the different marketing strategies that are utilized by the company. Additionally, it can be stated that by doing a comprehensive market analysis it will be easier for the company to find new promotional techniques that will help in the development of the company and also promote the products of this company (Zhao *et al.* 2019).

Furthermore, it can be stated that by devising the digital marketing tools in a proper manner it will help the company in suiting their products according to the needs of the customers which will help in the sustainable growth of the company (Walsh and Dodds, 2017). It can also be stated that with the development of advanced marketing strategies the company gets to understand the various ways of promotion which would help the company to grow and reach its success.

### **4.5 Summary**

From the above study it can be concluded that the reports that have been obtained from the survey are completely in favour of the digital marketing tool. Additionally, it can be stated that with the help of the interviews that have been conducted it has been found that the interviewees are mostly in favour of digital marketing tools. Furthermore, it can be concluded from the secondary thematic analysis that the various digital marketing tools are beneficial for the growth of the pharmaceutical company. This chapter helps in analysing the data that has been collected from the survey and the interviews. It can be stated that the survey analysis and the interview has been very helpful in understanding the uses of different digital marketing tools in the promotion of the pharmaceutical companies.

## CHAPTER 5: FINDINGS AND DISCUSSION

### 5.1 Introduction

The overall discussion of this chapter is based on the findings and the results that have been gained from the data analysis in chapter 4. This part of this report has proposed several essential factors and features for implementing digital marketing tools to create a sustainable advantage in the pharmaceutical companies with its overall influential factors to ensure the understanding of various strategies for the sustainable growth. With a primary and a secondary data analysis, some of the critical factors have been observed as an essential factor as a result.

Even this chapter has concluded the primary objective that has been fulfilled by the analysis with all its impactful research perspectives to ensure the main facts and findings through the responses that have been gained by interviews. With the primary and secondary data analysis, the understanding of implementing the digital marketing tools in this organization Chanelle Pharmaceuticals has been created with the positive contributions overall. The required factors have been increased with the significant outcomes through the calculation.

### 5.2 Findings from primary data analysis

Most importantly, the enhancement of the digital marketing tool in this industry would be able to understand through the data analysis processes that have been already done in Excel. The overall factors of gender specification have been done from the demographic analysis. The general responses have been divided into females, males and others. The reactions have been pointed out for the actual findings for the essential factors. Then a level of experiences has been importantly factorized on the basis of the necessary facts. There are 29 people with 2-4 years of experiences, then three people with 4-6 years and lastly, 41 people with more than six years experiences.

The quantitative data analysis of the overall view of this ***digital marketing with its impacts on business*** has been elaborated. As from the total 101 Responses, majorly

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the people had agreed with these facts, some of them have disagreed, even some of the people have firmly decided as the responses have figured. Then the next part was based on the digital marketing process with efficiency for the pharmaceutical organizations. The percentages have been gained from the factors to imply with the elements. It has been stated that, from the total number of people, some of them agreed with this as the statements to ensure the abilities of these tools in this pharmaceutical industry. The overall data analysis has analysed the generalized factors that have been gained from the surveys.

With each survey answer, it has been learned that the enhanced sustainability of the digitized tools in this industry is essential to be analysed. Majorly a large number of people have agreed with the positive motivation of this digitized industry. An enormous population has decided that with the help of this marketing aspect, a smooth health industry would be able to be formed. From the **qualitative data collection and analysis**, a three-part interview has been done among some of the educated managers of this company as the basic questions were based on the essential factors and the practical facts of the digitized pharmaceutical industry. So most of the managers have agreed with the positive attributes of this subject.

They have agreed that its impact would definitely assist in achieving a developed society as a primary subject. Then for the next question, it has been learned that managers have agreed that with the beneficial aspects of email and social media, the marketing of this digitized pharmaceutical industry (Gbadegeshin, 2019; Helsen, 2019). Even they have acknowledged that the perspectives are to be maintained to ensure the maximum treatment in a quick manner. A crucial factor has been processed with the overall view to innovatively fulfil the aspects of health issues.

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### 5.3 Findings from secondary data analysis

The secondary data analysis of the data analysis has severely proposed the significant findings on behalf of the positive factors of this digitized pharmaceutical industry. This **thematic analysis** has segmented into two ways to ensure the impacts of digital marketing in a huge way. It has been concluded from the overall data analysis that this implementation would definitely provide the effective ways of stating methods of effectively maintaining transparencies for the growth of the techniques additionally. (Reddy & Rao, 2017). It has been understood that this data analysis factorised some of the essential points to initiate the positive assurances in this industry. Furthermore, it can be seen this company would be able to increase its customer base with the assistance of digitized exposures.

An increased interaction has analysed the marketing cost-effectiveness as a company's profit margin, which needs to be added as an advantage. From several sources, it has been found that the customers and the companies have a close relationship on the basis of a profit margin (Ben Said *et al.* 2020). So the views and the statements have shown the significant responses to prove the valuable facts.

From the **second thematic analysis**, the beneficial parts of promoting the brand awareness and the comprehensive market analysis has been ensured, which plays an important role in this pharmaceutical industry (Amelia *et al.* 2020). It can be stated that these digital marketing tools would provide more valuable facts for the development of the health care products for a clinical organization. This analysis has proposed that this would ensure the demand of this organization among the customers. To understand the effectiveness, companies would need more interactive effects to understand the importance of these tools.

The promotions of brands would help to balance the brand's reputations in a company. An awareness would be able to be formed for the most factorized aspects. With the digital marketing tools, the communication between the doctors and patients would use the check-up procedure (Panigrahi *et al.* 2018). Majorly, it has been analysed that this would

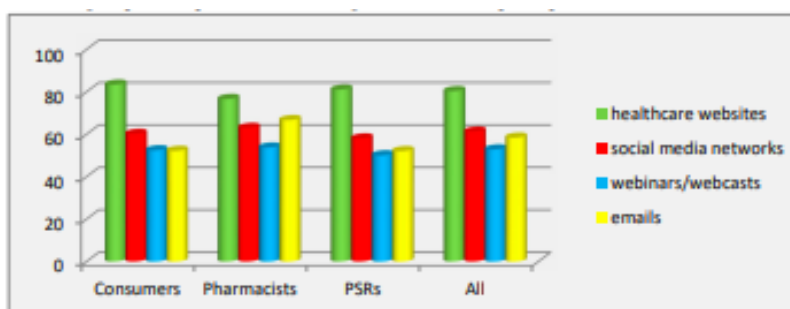
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be highly effective for this industry. From the **thematic analysis three**, the satisfaction of positive customers has been proposed here as a beneficial aspect. It can be stated that the smooth relationship of a customer would ensure the advanced digital elements in a more way. With the help of these tools, the growth of this pharmaceutical company would be objectified as to be benefitted (Ahmed *et al.* 2017).

Thematic analysis four has discussed the devised perspectives of the companies to obtain new directions for the growth of companies. With these advanced technologies, various understanding among the customers and the doctors would be noticed. Major factors would be able to get solved with the digitized solutions to reach success.

### 5.4 Discussion on the study

The comprehensive study on the impacts of digitized marketing tools for the development of the Pharmaceutical industry. Thus, this report has segmented into six chapters to discuss the significant findings and factors of the study. From the overall data analysis in both quantitative and qualitative ways, instead of with the help of the surveys and interviews, the significant advantages have been factored in by the managers. Hence, it can be said this digitized marketing would ensure the factors for a good business model in this pharmaceutical industry. A large amount of data would be able to be gained through the digital tools and would be utilised among the doctors quickly. Digital marketing has been promoted in many of the companies (Zaušková & Rezníčková, 2020).



**Figure 1: Pharmaceutical marketing tools in digital media**

(Source: Ben Said *et al.* 2019)

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The provided sources of digital tools would need to be further developed eventually with all its proper motivations. The developed aspects are based on the online perspective. In this report, the data analysis has shown the marketing aspects with its customer's relationship. In this industry, this marketing tool would definitely be utilized as there are several positives for development. Chanelle Pharma is a company in Ireland, so it has used cookies for its marketing and advertising purposes and served digital ads for the long term. They have already processed the digital marketing tools for the development of the selling of their pharmaceutical devices through the digitized way.

This digitized process has been already implemented in many of the companies, and even they have utilized the beneficial parts of this. The social media tools need to be competitively sustained to maintain the growth for the development. More than 10 companies are there who have already promoted their brands with the help of digital marketing. Various segments are there in this digital marketing tool like inbound marketing, marketing automation, websites, email marketing, and social media marketing. Hence, this report has concluded each of the essential factors to initiate the significant findings for a better perspective (Chircu *et al.*, 2017; Lopes *et al.*, 2020).

The effective marketing strategies have been targeted for a well-planned content to develop the industry with all its significant findings. Furthermore, it can be said that digital marketing has numerous effects on efficient treatment policies, a large number of consumers, a transparent and thus improved global reach for the benefits as a medicine rather than the other aspects (Hollen, 2017; Pesqueira *et al.* 2020). To initiate these marketing strategies into this industry, and the expected result has been merged with the medicinal effects overall. From the overall discussion, survey analysis, the concern of several people have been collected to implement this marketing tool for the development of the pharmaceutical industry. A digital tool would be able to improve the availability of medicines for the patients and, even on the contrary, for the increment of the business in a more positive way with all its extended factors and treatment aspects (Petrù *et al.* 2020; Castagna *et al.* 2020).

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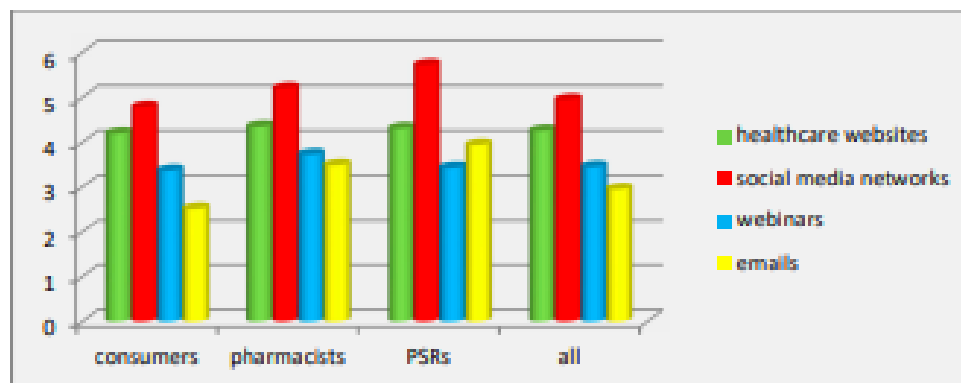
## 5.5 Linking with research objectives

### Objective 1

From the primary research perspective, it can be said that the people's concern would definitely increase the need for digital marketing tools in this pharmaceutical industry to ensure sustainability. Thus, the percentages of various people's problems have proved that more digital tools would provide business perspectives. The better assessments of the research would specifically involve the consumer's choice to ensure it.

### Objective 2

From the thematic analysis, it has been clear that the promotional activities would ensure any type of pharmaceutical company's brand name through the digital marketing tools. Thus, the beneficial parts would be able to point out the need for these digitized aspects in a competitive manner. Furthermore, the increased exposure would be benefited the transparency for the provided parts.



**Figure 1: Effectiveness of Pharmaceutical marketing tools in digital media**

(Source: Ben Said *et al.* 2019)

### Objective 3

The efficiencies of the e-detailing and the digital tools have been utilized in the Pharma industry as to effectively work with all its efficiencies, and thus it has been proved here

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with all the sustainable approaches for the sales activities and even to prospectively use them for the development of this industry. To provide the needs and the earliest aspects, the increased facts are to be utilized for the important terms.

### **Objective 4**

From the overall data analysis with quantitative and qualitative both ways, the significant factors of assumed percentages have ensured the statistical perspective of the digitalized marketing tools and the sustainability of the pharma industry. Hence, it can be said, the influential factors of these digitized pharmaceutical tools have been sustainably yielded with all its approaches.

### **5.6 summary**

This overall chapter of the report has proposed the significant outcomes and the perspectives of the result that has been gained from the data analysis with the surveys and interview among the people. The objectives and the hypothesis all have been effectively proved on the basis of the primary and the secondary research. Even with the better future development of the digital marketing tools, this pharma industry would get more benefits as an improvement among the whole industry. This company would also be able to maintain its brand name considering all the essential factors relevantly. The identified objectives thus assist in utilizing the beneficial aspects of the digitalized policies to get a proper business process with engaging perspectives on the basis of the customer choice for the better relationship.

## **CHAPTER 6: RECOMMENDATIONS AND CONCLUSION**

### **6.1 Introduction**

This segment has arrived with different innovative ways for future improvements with the digital marketing tool in the Irish pharmaceutical industry. There are different recommendations that have emerged as per the major topic. Recommendation part is the specific portion of any particular study that brings relevant predictions for the future improvisation. With the expectation, different steps with sufficient logicalities also can be taken for suitable conclusions as well. Different innovative ways also can be achieved for the purpose of better implication of the objective in an organized manner. Recommendations in this study will also enhance the possibility regarding self-regulation factor for the specified Irish pharmaceutical company.

### **6.2 Implications of the findings**

Chanelle pharmaceuticals is getting different effective steps for utilizing the concept of digital marketing in the Irish pharmaceutical industry. Different conventional strategies have been modified with the implementation of digital marketing.

This specified company also gets access towards the different applications to provide a more quality and determined service towards the customers in a specific manner. As stated by Ayodeji, and Kumar, (2019), different FAQs and surveys also can be established in a specific way from the customers as these will bring better ways for development in future as well. Besides this, this specified Irish pharmaceutical company also can get better competitive sustainability to cope with the different challenges as per the modern market requirements (Bhat, and Momaya, 2019). Along With this, this company also has taken some effective steps regarding involving some relevant stakeholders with the company as better sustainable growth can be achieved by Chanelle pharmaceuticals ([chanellepharma.com](http://chanellepharma.com)).

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Different steps also have been taken by this specified company for better promotions of their products. Different promotional marketing strategies also can bring different opportunities regarding accumulating optimum level of profitability from the market.

Some of the steps also have been taken by this specified company to get better assessment over the market behaviour as the future evolutions can be predicted in a productive manner. As opined by Byrne *et al.* (2019), better adaptation of technological advancement also can be possible with the usage of the digital marketing tool as per the policies and regulations of Irish pharmaceutical industry. Digital marketing can also accumulate some of the foreign market specifications as this can create a strong base for Chanelle pharmaceuticals ([chanellepharma.com](http://chanellepharma.com)) to expand over foreign markets as well.

Chanelle pharmaceuticals also get access to the future strategies regarding better marketing to produce a better influence in the pharmaceutical industry. This specified company also provides a better environment for the staff to get sustainable knowledge as their knowledge also can bring better quality service towards the customers (Dierks *et al.* 2018). Better utilization of the different social media platforms also can take place within the specified company as per the conception of the digital marketing tools.

Different strategies regarding monitoring upon the activities from the rivals also get an opportunity to be implied by this company to get a better understanding of the conclusions against the current steps. As stated by Fatin, and Rahman, (2020), better prediction of the future growth also can be identified in an scheduled manner as per the recommendations of the digital marketing concepts.

### **6.3 Recommendations**

Chanelle pharmaceuticals need to get different effective activities to involve different influencers with their company. The presence of the influencers over the social media platforms already has been proven very much effective regarding promoting any specific subject towards a wide region of population (Leal-Rodríguez *et al.* 2017). The advertising concern also can be rectified with better utilization of different influencers. Getting the

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attention of the followers of these influencers also can get easier and the promotion of the medicinal products of this specified company also gets better intensity. As said by Lee *et al.* (2018), with this specific strategy a possibility regarding better business growth also can be achieved by this specified Irish pharmaceutical company. Collaborative approach towards specific well known internet personalities also can give a positive trust to the brand presence in a certain manner.

Chanelle pharmaceuticals ([chanellepharma.com](http://chanellepharma.com)) also need to get a better approach towards the messaging applications as well. In this manner, without any physical presence people can get their sufficient source for help virtually. In this manner, the specified company also can attend to a better number of customers at a time. Besides this, in different outlets of this company, the traffic of the customers also can get minimized. Along with this, every individual among the customer will get an optimum level of service assistance. A better opportunity also will emerge regarding the factor of one on one conversation with the doctors and different patience (MOUSAVI *et al.* 2018). With this approach the potential customers also can turn out to be current customers as well. Better reliable contents with a certain value also can be delivered towards the customers in a specific manner.

Better engagement from the customers also can be achieved by this specified Irish pharmaceutical company with the factor of chatbots in a certain manner. Dealing with some specific enquiries from the customers also can get easier as the chatbots already have programmed automated scripts (Nirjar *et al.* 2018). Different FAQs, surveys also can be entertained with the factor of chatbots.

Steps regarding organizing the official website with more relevant and valuable information also need to be taken in a specific manner. This step will also bring major attention of a wide range of customers towards the company's products. Reliability upon the company also can get better establishment resources from the customers towards the specified company.

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### **6.4 Research limitation**

There are also some research limitations that have been identified during the whole research. The policies as per the application of the digital marketing may face some specific challenges as there will be a specific need for alignment of these policies with the organization's orthodox policies as well (Kamiike, 2020). The factors also can vary with the situations of the particular region where the specified company is actually based. Different adverse conclusions may be obtained as the proper usage of the digital marketing will not be approved by the locals in its full. Some of the challenges also can occur to adapt the modification of the digital marketing factors that need suitable circumstances as well to be utilized as per its conditions (Kovač, and Basić, 2020).

### **6.5 Future scope of the study**

This specific study can bring different business development models towards the Irish Pharmaceutical co companies in a certain manner. Different strategic thinking regarding better business processes also can be obtained by the companies with following some specific relevant policies as well. The study is also very comprehensive and therefore there are scope for future research and study.

In the future, different policies also can be introduced by the pharmaceutical companies as they can get the capability of dealing with the different challenges related to promotion of medicinal products. Better influence also can be attained by the specified company as from the search results they will get an excess advantage. With better advertisement, companies also can get an opportunity regarding fast extension. As stated by Nurbasari, and Harani, (2017), with extension activity they also can accumulate better profit from the pharmaceutical market as well. Over the digital network search results, better preference also can be attended by the Irish pharmaceutical companies in a specific manner. With the introduction of different applications related to different pharmaceutical companies, people can get better random care from these companies in a particular manner (Rezvani, and Fathollahzadeh, 2020). Better healthy competitive environment also can be conducted according to the usage of the digital marketing tool concept. In this manner,

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Ireland also can get a better contribution from the pharmaceutical industry to develop their whole economic condition in an organized manner.

Digital marketing also can bring different tactics to serve the customer with a quality service but also with less labour. Different advanced applications can bring a better utilization of the concept of artificial intelligence by which they also can meet the process order in a certain manner (Sataalkina, and Steiner, 2020). Services towards the customers also can get a better intensity with better processing of the customer's command. Different emergency situations at a particular time can be attended by the Irish pharmaceutical companies in an organized manner.

### **6.6 conclusion**

Digital marketing needs to be implemented by the pharmaceutical companies for better affiliation in the relevant industry. This can bring better client engagement in a specific manner as observed before in this study as well. Better sustainability opportunities also can be achieved by these different companies along with maintaining their respective policies in a specific manner. Survival purpose in the pharmaceutical industry also can get better resources as this will bring the capability to deal with different challenges in the industry as well. Better communication also can be established with this factor of digital marketing in a specific manner among the different pharmaceutical companies and their customers. More impact approaches also can be obtained by the Irish pharmaceutical companies regarding better advertisement of their all types of medicinal products.

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## Survey Questionnaire Section

### 1. Demographic Questions

1. Gender
  - A) Male
  - B) Female
  - C) Others
2. Level of experience
  - A) 2-4 Years
  - B) 5-6 Years
  - C) More than 6 years

### Section 2: Role of Digital Marketing in Business

3. Digital marketing provides more impact in the business than traditional marketing.
  - A) Strongly Disagree
  - B) Disagree
  - C) Neutral
  - D) Agree
  - E) Strongly Agree
4. The digital marketing process provides more efficiency to pharmaceutical organisations.
  - A) Strongly Disagree

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B) Disagree

C) Neutral

D) Agree

E) Strongly Agree

5. Digital marketing provides sufficient market analytics to sustain prolonged brand awareness.

A) Strongly Disagree

B) Disagree

C) Neutral

D) Agree

E) Strongly Agree

6. Social media and e-commerce technology have given a new growth to digital marketing.

A) Strongly Disagree

B) Disagree

C) Neutral

D) Agree

E) Strongly Agree

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### Section 3: Digital Marketing for Sustainable competitive Advantage

7. Digital marketing is a significant tool for creating and sustaining competitive advantage.

- A) Strongly Disagree
- B) Disagree
- C) Neutral
- D) Agree
- E) Strongly Agree

8. Digital marketing is supportive for pharmaceutical companies in order to gain competitive advantage.

- A) Strongly Disagree
- B) Disagree
- C) Neutral
- D) Agree
- E) Strongly Agree

9. Digital marketing campaigns develop a strong and positive customer satisfaction for pharmaceutical organisations.

- A) Strongly Disagree
- B) Disagree
- C) Neutral

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D) Agree

E) Strongly Agree

10. Digital marketing offers new directions of competitive advantage to the company.

A) Strongly Disagree

B) Disagree

C) Neutral

D) Agree

E) Strongly Agree

11. Digital marketing can enhance the sustainability and competitive advantage to the company in near future.

A) Strongly Disagree

B) Disagree

C) Neutral

D) Agree

E) Strongly Agree