

#76 Marketing Club **21st** Cairo

Marketing Research

Types, Sources, Ways, Benefits.

Tuesday 31-1-2023

8 PM EGY 9 PM KSA 10 PM UAE

FOUNDER & HOST

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Pharmaceutical Marketing Research Principles

Dr. Mohamed Fathy

2023

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- BSC of Pharmacy, Cairo University (1997)
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- Group Product Manager, TAG Pharma, Egypt
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Topics

- Decision Making Ambiguity
- Marketing Research perspective
- Exploratory Research Design: Focus Group
- Exploratory Research Design: In-depth Expert' interview
- Exploratory Research Design: Secondary Data
- Descriptive Research Design: Observation
- Descriptive Research Design: Survey | Questionnaire



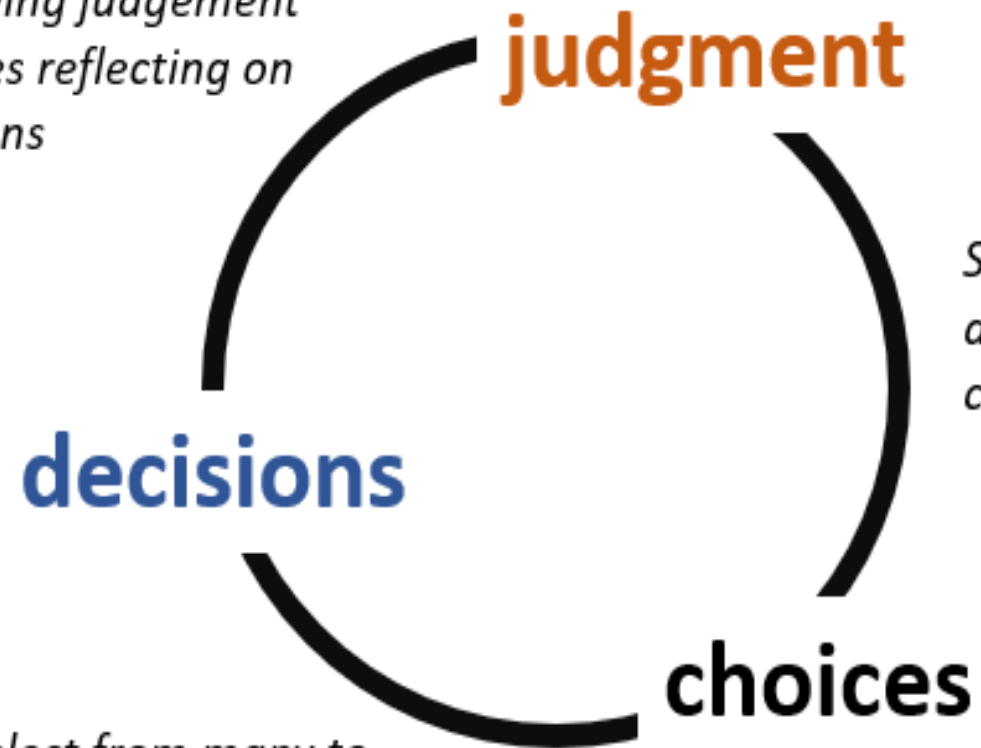
- Should a new product be introduced? and When ?
- Should the advertising campaign be changed?
- Should the price of the brand be increased?
- Why do our sales decline ?
- Why do we suffer from high rate of employee turnover?
- Should we create a new line ?



Pharmaceutical Marketers Critical Judgements & Decisions



*Improving judgement
requires reflecting on
decisions*



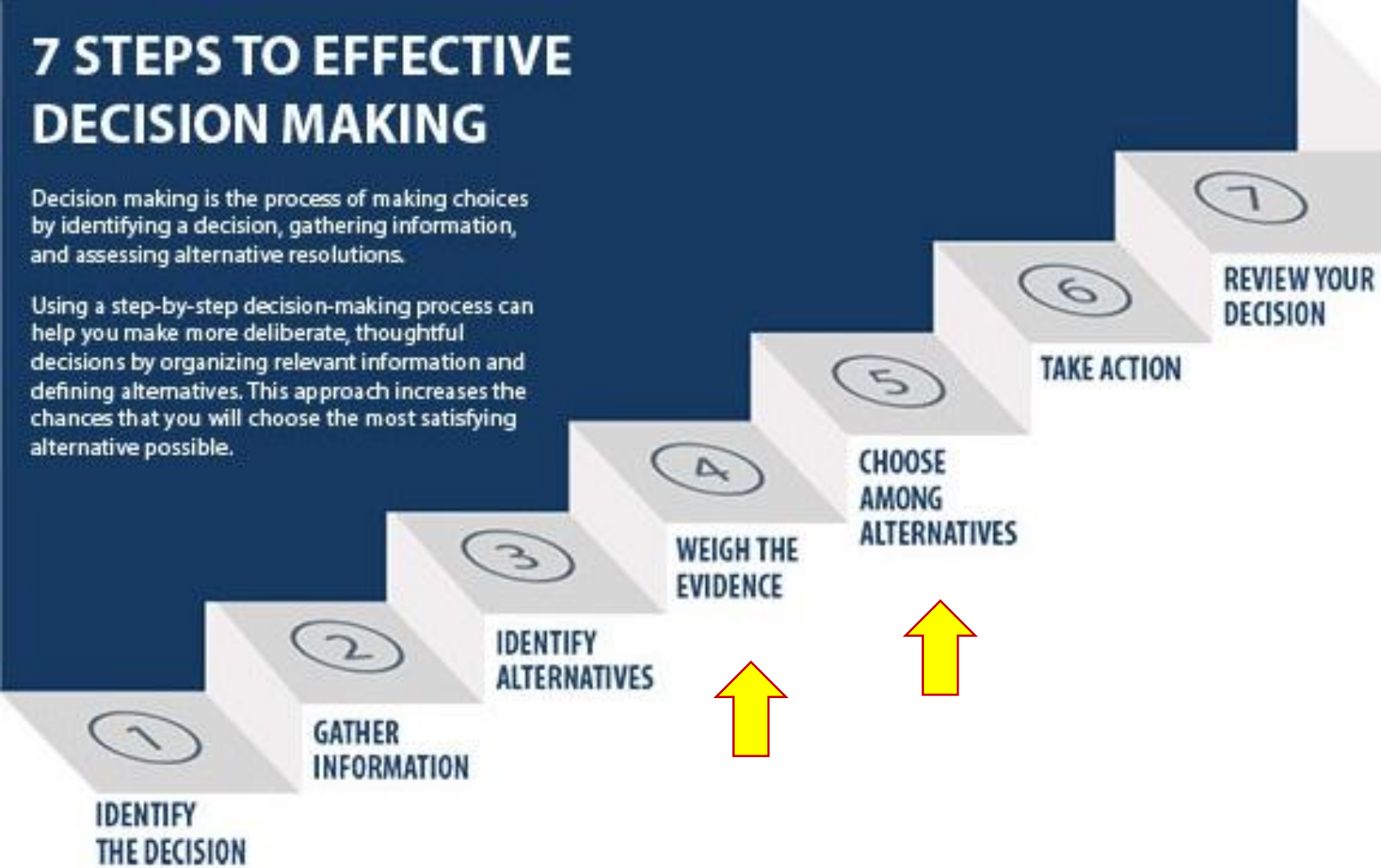
*Skills to Source
and find better
choices*

*Select from many to
decide best outcome*

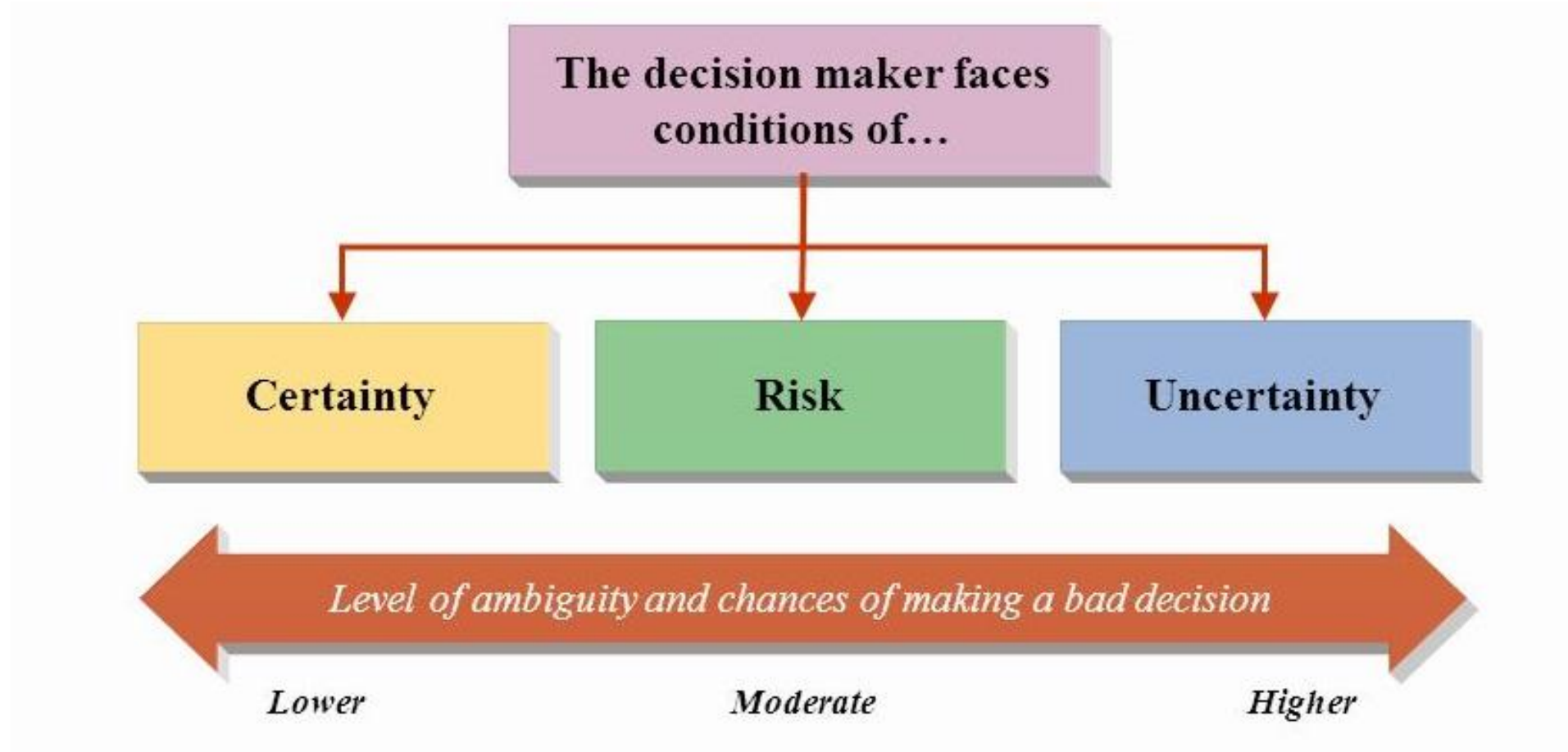
7 STEPS TO EFFECTIVE DECISION MAKING

Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions.

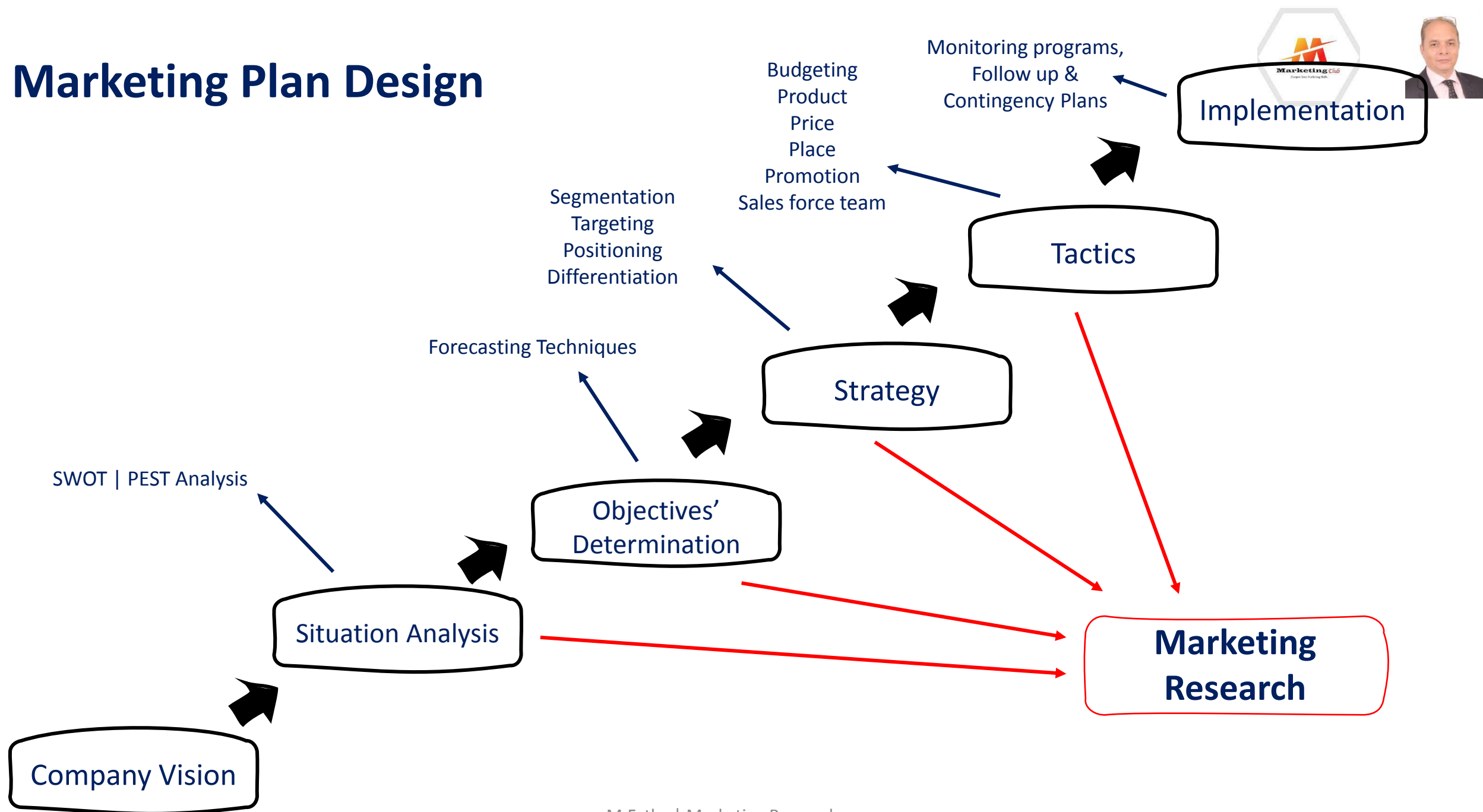
Using a step-by-step decision-making process can help you make more deliberate, thoughtful decisions by organizing relevant information and defining alternatives. This approach increases the chances that you will choose the most satisfying alternative possible.



Decision-Making Conditions



Marketing Plan Design



Benefits of Pharmaceutical Market Research Include

- Aid in Decision Making
- Identify Market Opportunities, Problems
- Evaluate marketing performance
- Customer segmentation
- Brand development
- Product positioning
- Product launch strategies
- Customer service measurement
- Marketing campaign evaluation
- Promotional program effectiveness
- Concept testing
- Ads. messaging
- Market landscape segmentation
- HCP (Healthcare professional) messaging
- Pricing studies

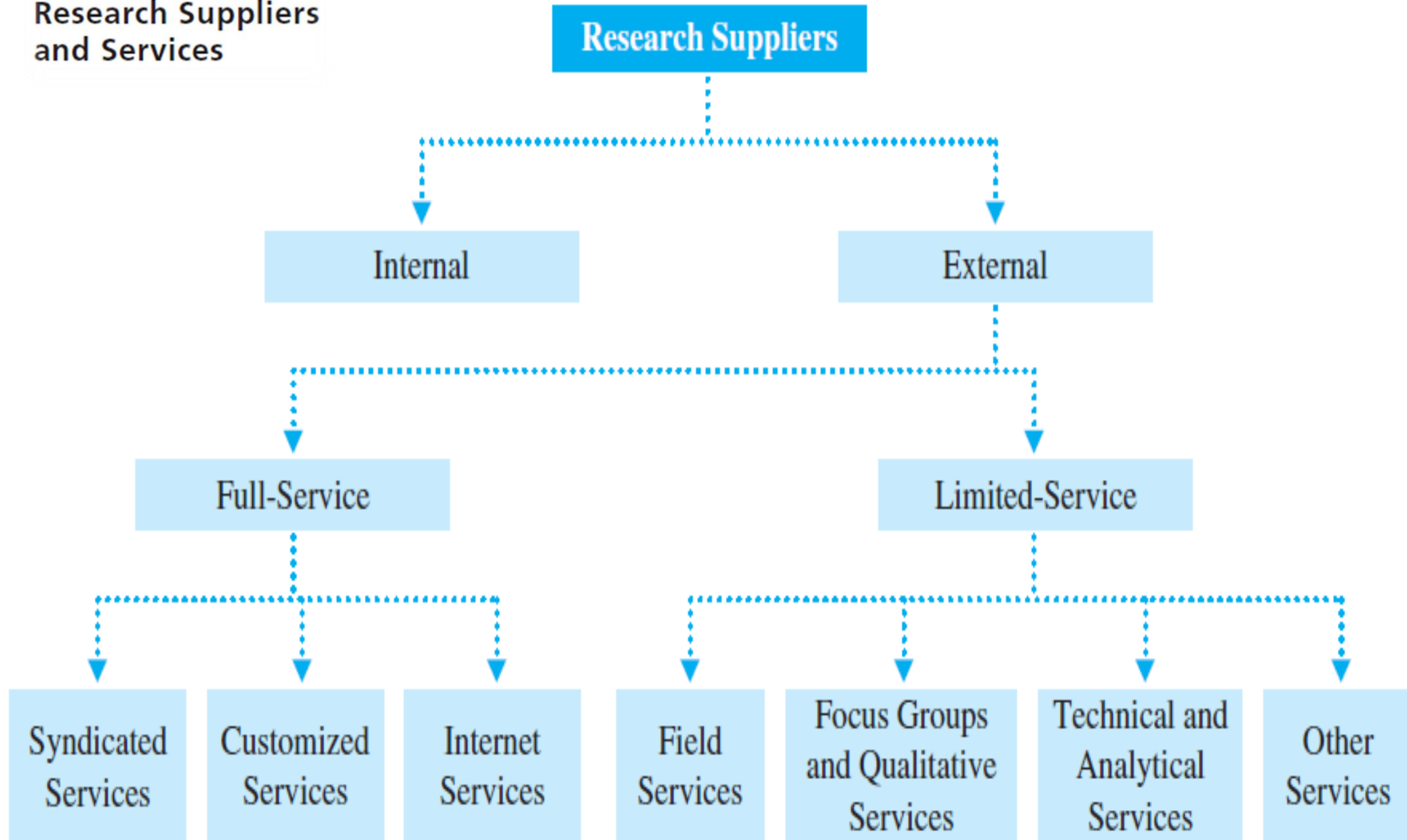


Definition of Marketing Research

The systematic and objective Identification, Collection, Analysis, Dissemination, Use of Information ..

For the purpose of improving Decision Making related to the identification and solution of problems and opportunities in marketing





Marketing Research Process



- i. Problem Definition
- ii. Development of an Approach to the Problem
- iii. Research Design Formulation
- iv. Fieldwork / Data Collection
- v. Data Preparation and Analysis
- vi. Report Preparation

→ **Management Decision Problem /
Marketing Research Problem**

→ **Research Question, Hypotheses, Theory, Model, Specification of needed Information**

→ **Exploratory, Descriptive, Causal**

→ **Selection, Training, Supervision, Evaluation**

→ **Univariate & Multivariate Techniques**

→ **Presentation, Report, Research follow up**

Management Decision Problem	Marketing Research Problem
Should a new product be introduced?	To determine consumer preferences and purchase intentions for the proposed new product
Should the advertising campaign be changed?	To determine the effectiveness of the current advertising campaign
Should the price of the brand be increased?	To determine the price elasticity of demand and the impact on sales and profits of various levels of price changes

Market Research



Market Research Categories

Marketing Research	
Purpose	Method
<ul style="list-style-type: none">• Exploratory• Descriptive• Causal	<ul style="list-style-type: none">• Qualitative• Quantitative

Qualitative Vs. Quantitative Research

Characteristics	Qualitative (Exploratory)	Quantitative (Descriptive, Causal)
Question Nature	- “Why” the customer behavior ? - What if ... ?	How Many .. ?
Research Nature	Exploratory	Quantity-defining
Focus	Future	Historic
Finding Nature	In-depth, Subjective, Hard to measure -	Objective – Measurable
Findings	Opinions, Beliefs, Attitudes, Motivations	Numbers, %, Priorities
Sample Size	Small	Large

- Focus Group
- In-depth Interview
- 2nd Data
- Observation
- Survey (Questionnaire)



Different Features & Appropriate Usage

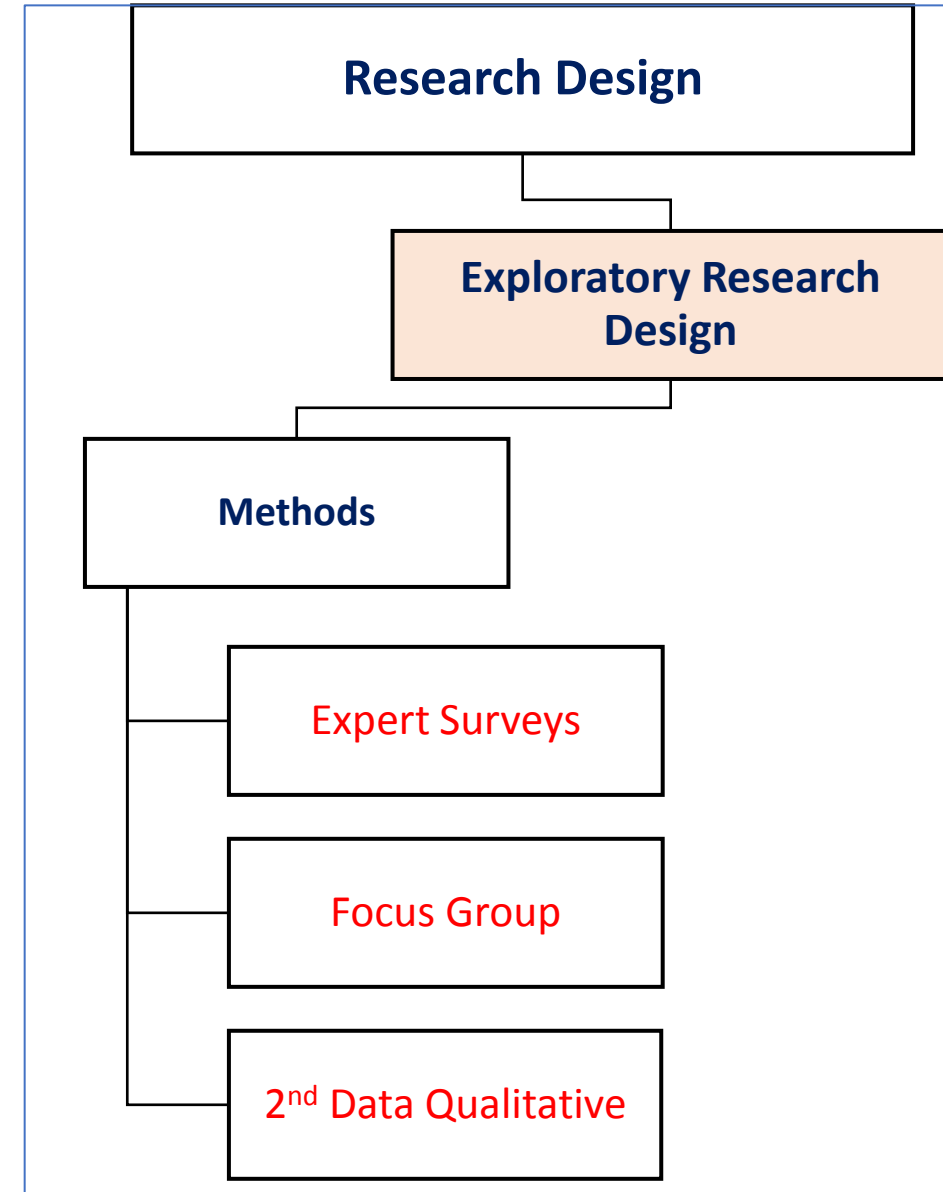
Key Criteria / Parameters	Qualitative		Quantitative		
	Focus Groups	In-Depth Interviews	Telephone	Mail	Online
Need in depth information	GOOD	EXCELLENT	POOR / NOT APPROPRIATE	EXCELLENT	GOOD
Need to measure or rate many variables	POOR / NOT APPROPRIATE	EXCELLENT	GOOD	EXCELLENT	EXCELLENT
Need to probe sensitive issues	POOR / NOT APPROPRIATE	EXCELLENT	POOR / NOT APPROPRIATE	POOR / NOT APPROPRIATE	POOR / NOT APPROPRIATE
Complex/technical issues	GOOD	EXCELLENT	POOR / NOT APPROPRIATE	GOOD	GOOD
Need to present visuals	EXCELLENT	EXCELLENT	POOR / NOT APPROPRIATE	GOOD	EXCELLENT
Need to generate ideas	EXCELLENT	GOOD	POOR / NOT APPROPRIATE	POOR / NOT APPROPRIATE	GOOD
Need a large response base for validity	POOR / NOT APPROPRIATE	POOR / NOT APPROPRIATE	GOOD	EXCELLENT	POOR / NOT APPROPRIATE
Small universe to sample from for research	EXCELLENT	EXCELLENT	EXCELLENT	POOR / NOT APPROPRIATE	GOOD
Need to ensure contact with right person	EXCELLENT	EXCELLENT	EXCELLENT	POOR / NOT APPROPRIATE	POOR / NOT APPROPRIATE
Fast turnaround required	GOOD	POOR / NOT APPROPRIATE	EXCELLENT	POOR / NOT APPROPRIATE	EXCELLENT
Limited budget	GOOD	GOOD	POOR / NOT APPROPRIATE	POOR / NOT APPROPRIATE	EXCELLENT

LEGEND

 **EXCELLENT**
 **GOOD**
 **POOR / NOT APPROPRIATE**

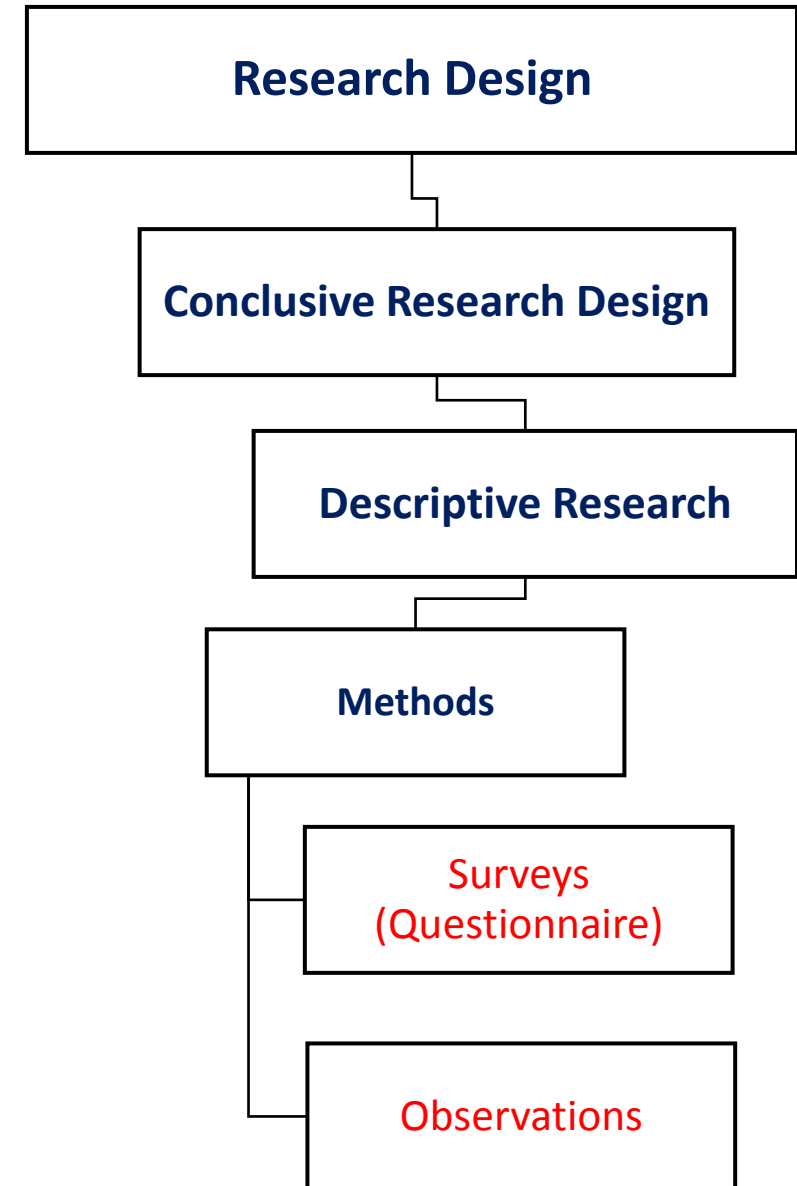
Uses of Exploratory Research

- To define a problem more precisely
- Establish priorities for further research



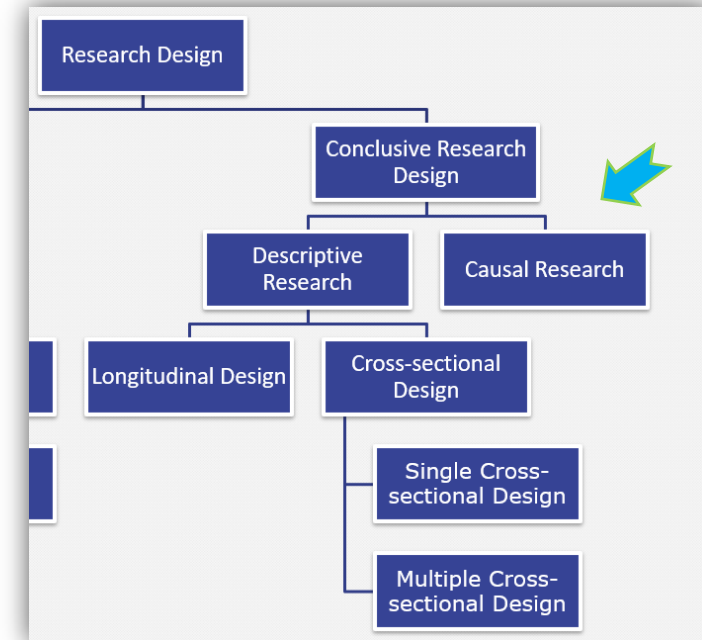
Uses of Descriptive Research

- To estimate the percentage of population (Physicians, Pharmacists, Patients) exhibiting a certain behavior
- To determine the Perceptions of Product Characteristics | Concept acceptance
- To make specific predictions



Uses of Causal Research

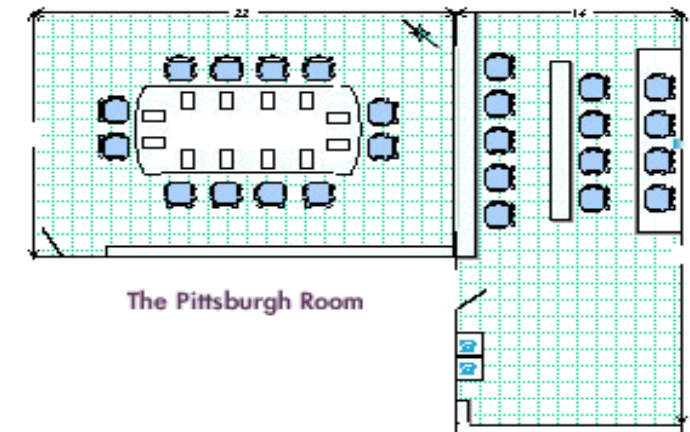
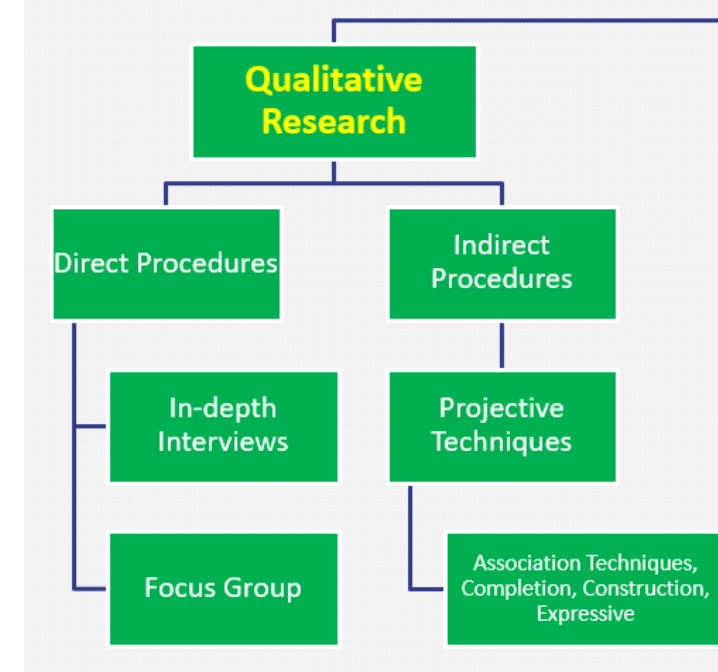
- To understand which variables are the cause (independent variables) and which variables are the effect (dependent variables) of a phenomenon
- What if we increase no. of sales force team | Marketing Budget ? .. Is that will reflect positively on Sales ?
- Taste test



Focus Group Characteristics

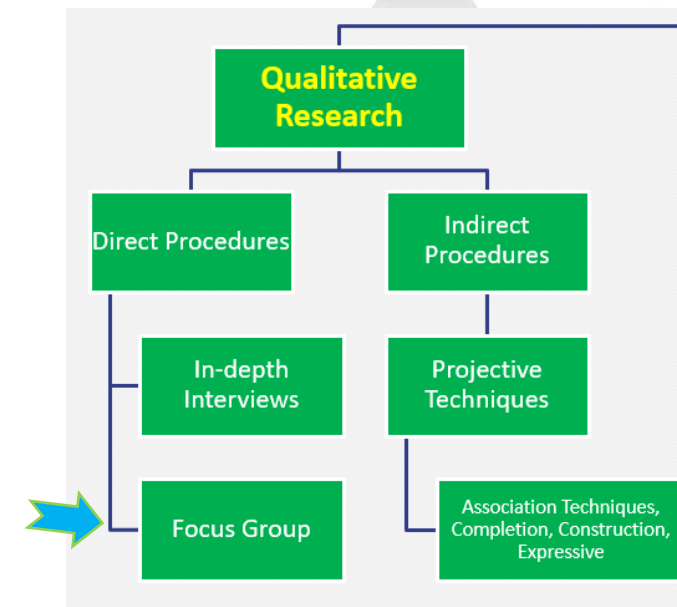
Group size	8 to 12
Group composition	Homogeneous; respondents prescreened
Physical setting	Relaxed, informal atmosphere
Time duration	1 to 3 hours
Recording	Use of audiocassettes and videotapes
Moderator	Observational, interpersonal, and communication skills of the moderator

Selection of Participants



Variations in Focus Groups

- Two-way Focus Group
- Dual-moderator Group
- Client-participant groups
- Mini groups.
- Telesession groups
- Online focus groups



In-Depth Expert Interview

- **Laddering Techniques**

In laddering, the line of questioning proceeds from product characteristics to user characteristics.

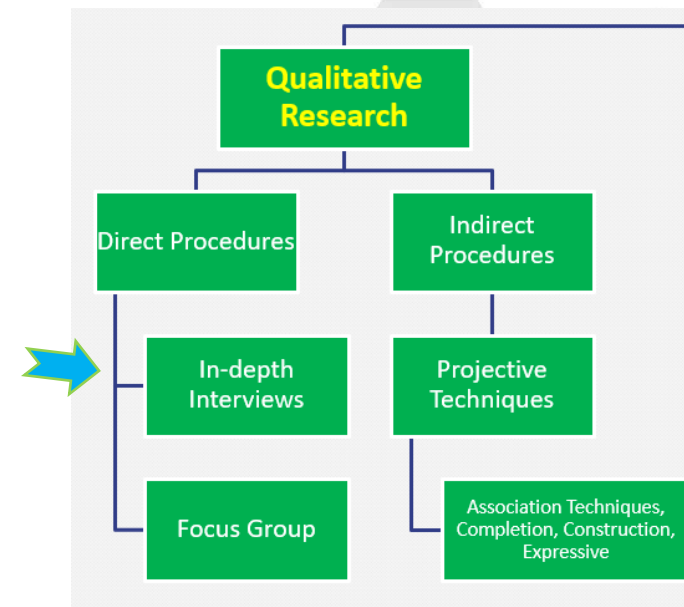
“Product Characteristic” → → → “User Characteristic”

- **Hidden Issue Questioning Techniques**

“Like & Dislike”

- **Symbolic Analysis Techniques**

Comparing them with their opposites



Secondary Data

Secondary data are data that have already been collected for purposes other than the problem at hand. These data can be located quickly and inexpensively

- CIA World Factbook (www.cia.gov)
- United Nations (www.un.org)
- Organization for Economic Cooperation and Development (www.oecd.org)
- International Monetary Fund (www.imf.org)
- World Bank (www.worldbank.org)
- International Chambers of Commerce (www.iccwbo.org)
- European Union (www.europa.eu)
- Gulf Cooperation Council (www.gcc-sg.org)

<https://www.capmas.gov.eg/>

<https://www.nielsen.com/us/en/>



Central Agencies for Statistics in Arab Countries

Country	Agency Name	Website
Algeria	Office National des Statistiques (ONS)	www.ons.dz
Bahrain	Central Bank of Bahrain	www.cbb.gov.bh
Djibouti	Ministère De L'Economie	www.ministere-finances.dj
Egypt	Central Agency for Public Mobilization and Statistics (CAPMAS)	www.capmas.gov.eg
Iraq	Central Organization for Statistics	www.cosit.gov.iq
Jordan	Department of Statistics (DOS)	www.dos.gov.jo
Kuwait	Central Statistical Office	www.cso.gov.kw
Lebanon	Central Administration for Statistics	www.cas.gov.lb
Libya	Central Bank of Libya	www.cbl.gov.ly
Morocco	Haut-Commissariat au Plan	www.hcp.ma
Oman	Ministry of National Economy	www.moneoman.gov.om
Palestine	Palestinian Central Bureau of Statistics (PCBS)	www.pcbs.gov.ps
Qatar	Qatar Statistics Authority	www.qsa.gov.qa
Saudi Arabia	Ministry of Economy and Planning	www.mep.gov.sa
Sudan	Central Bureau of Statistics (CBS)	www.cbs.gov.sd
Syria	Central Bureau of Statistics (CBS)	www.cbssyr.org
Tunisia	National Institute of Statistics (INS)	www.ins.nat.tn
United Arab Emirates	National Bureau of Statistics	www.uaestatistics.gov.ae
Yemen	Central Statistical Organization	www.cso-yemen.org

Challenges With Primary Research Are Many

- Time intensive
- Expensive
- Sample size
- Sample size coverage
- Quality of data collection
- Population selection
- Regulatory, Governance, Political & Economic scenario
- Uncontrolled factors
- Temporary Results (Changing Factors)



Observation

Observation Methods

Personal Observation



Mechanical Observation

- Audiometer
- Eye-tracking monitors.
- Pupilometers.
- Psychogalvanometers.
- Voice pitch analyzers.
- Devices measuring response latency

- Traffic Counters
- Web Traffic
- Scanners
- Physiological Measures

Audit

Content Analysis

The unit of analysis may be words, character, themes, space and time measures (length or duration of the message), or topics (subject of the message)

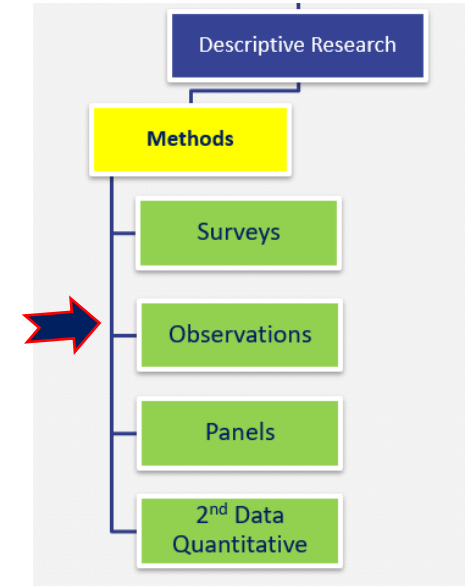
Trace Analysis

- Erosion of tiles in a museum
- Different fingerprints on magazine.
- Radio dials in cars
- The age and condition of cars in a Mall Bark

Observation Methods



Structured Observation the researcher specifies in detail what is to be observed, e.g. an auditor performing inventory analysis in a store	Unstructured Observation the observer monitors all aspects of the phenomenon that seem relevant, e.g., observing children playing with new toys.
Disguised Observation the respondents are unaware that they are being observed	Undisguised Observation the respondents are aware that they are under observation.
Natural observation involves observing behavior as it takes places in the real environment	Contrived Observation, respondents' behavior is observed in an artificial environment, such as a test kitchen





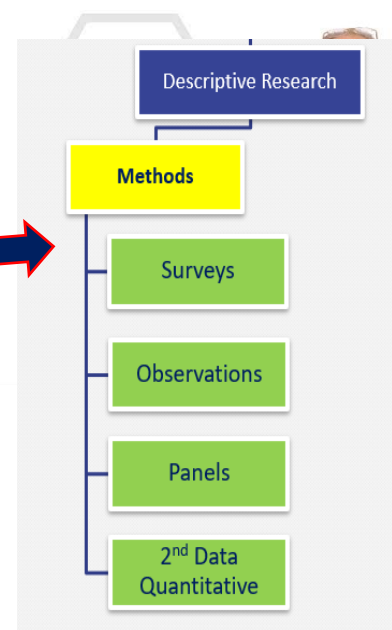
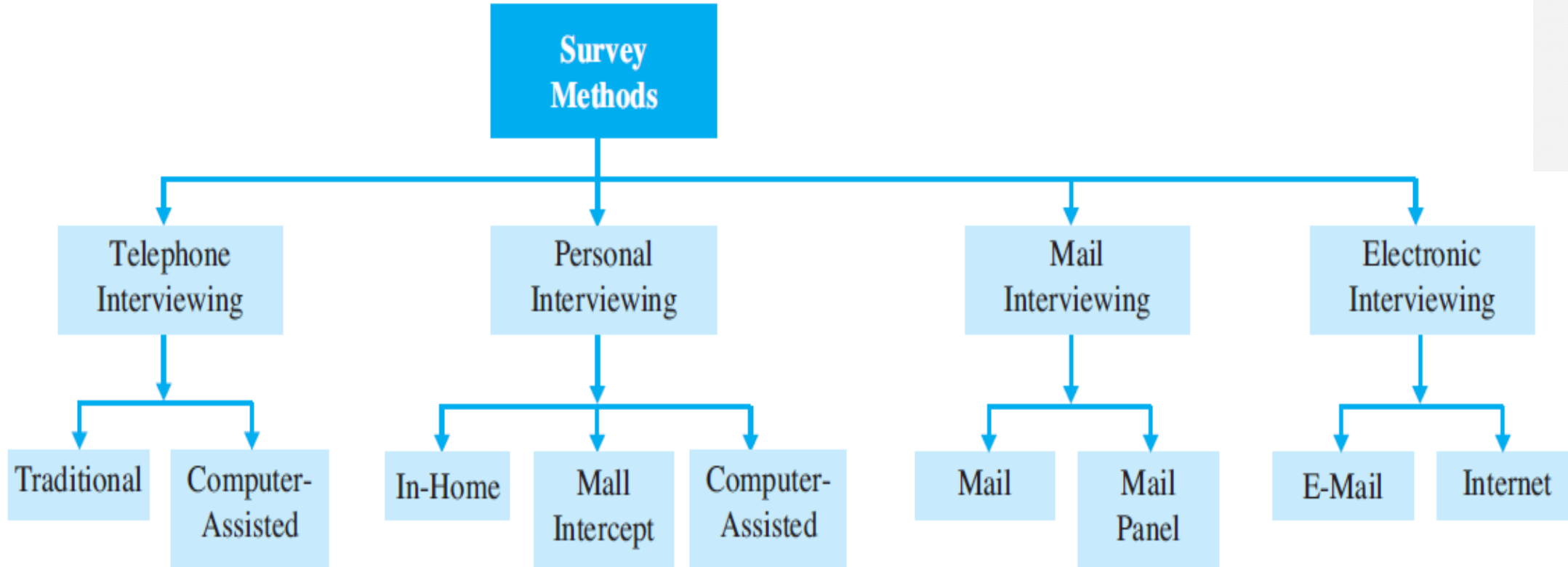
Survey & Questionnaire

Survey Vs. Questionnaire



Survey vs Questionnaire: Key Differences	
Survey	Questionnaire
A survey refers to the process of collecting and analyzing data for research purposes.	A questionnaire is not a survey itself, but part of a survey.
Conducting a survey is a time-consuming process.	Gathering information through a questionnaire is a fast process.
A survey is a process of conducting research on a particular subject.	A questionnaire is merely an instrument of data collection.
Surveys consist of both open-ended and closed-ended questions.	Individual questionnaires generally consist of close-ended questions.
The answers collected are both subjective and objective in nature.	The answers collected are objective in nature.

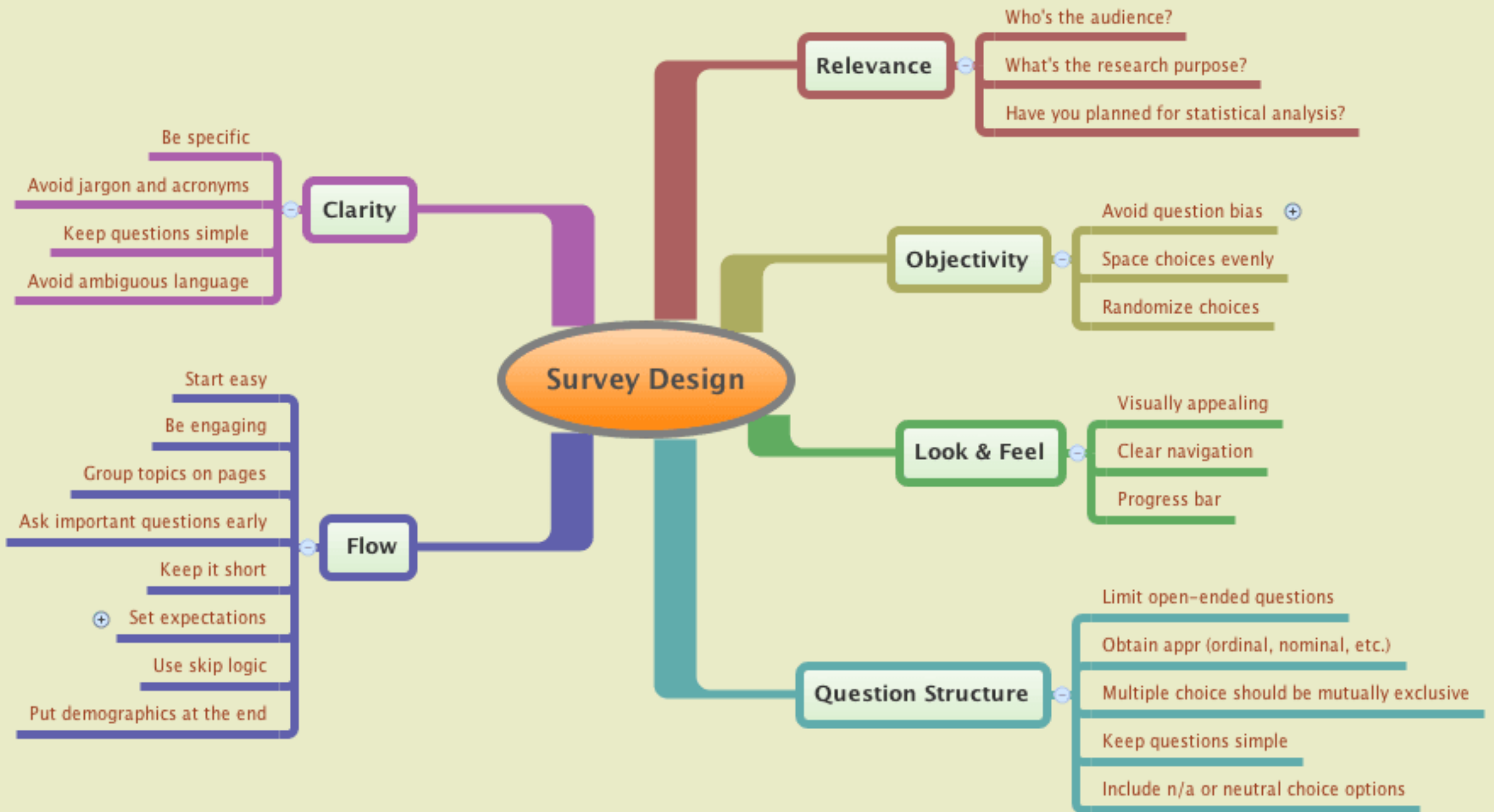
Survey Methods Classification



Questionnaire Design Checklist

- Step 1.** Confirm research Objective & Specify The Information Needed
- Step 2.** Determine Type of Interviewing Method & Data collection
- Step 3.** Develop Individual Question Content & Scaling
- Step 4.** Choose Question Structure, Wording, and the Order of Questions
- Step 5.** Form, Layout & Overcome Inability and Unwillingness to Answer
- Step 6.** Reproduce the Questionnaire
- Step 7.** Pretest & Revise (Obtain initial client approval)
- Step 8.** Implement the Survey





Tips for Professional Questionnaire

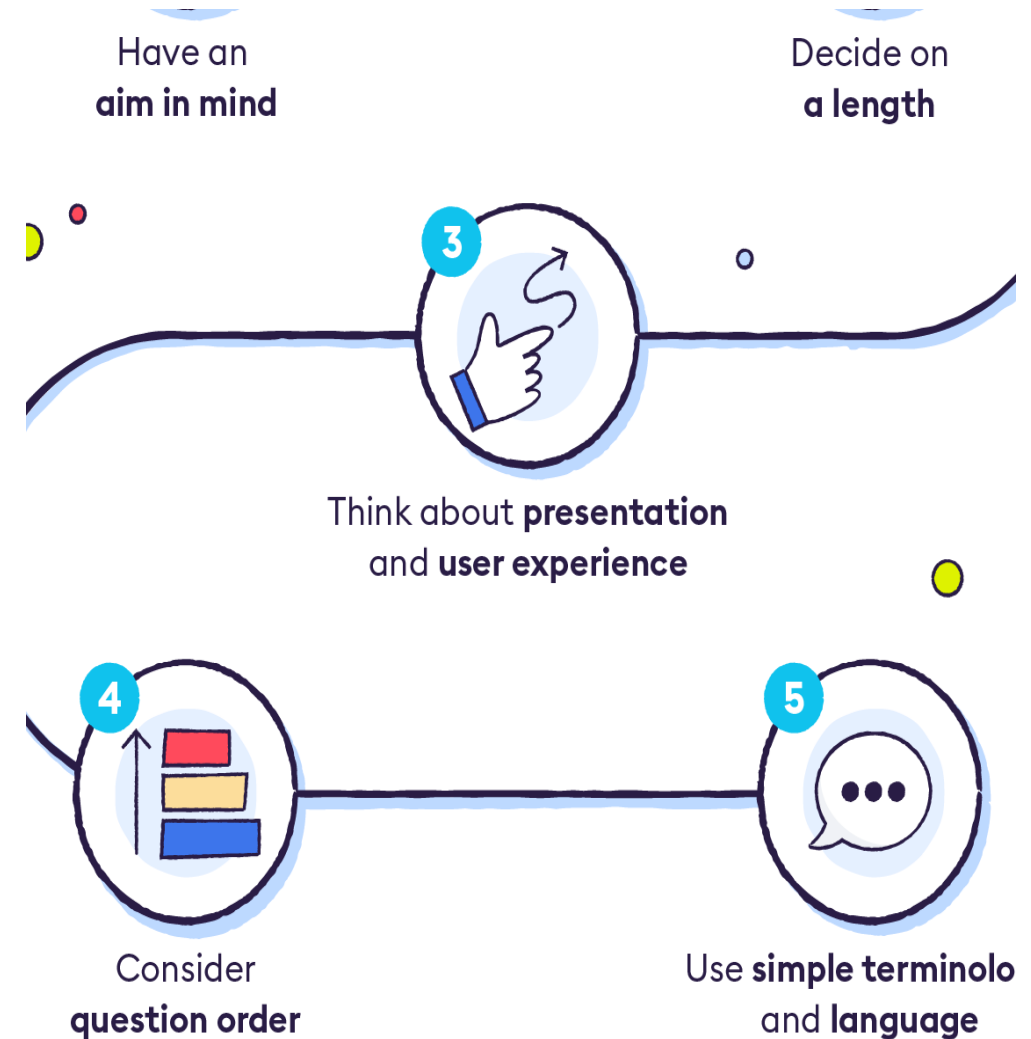
- the questionnaire is preferred to be self-administered by the respondent.
- If there is no satisfactory use for the data resulting from a question, that question should be eliminated
- In situations where not all respondents are likely to be informed about the topic of interest, Filter Questions that measure familiarity and past experience should be asked before questions about the topics themselves.
- A “don't know” option appears to reduce uninformed responses without reducing the response rate



Form and Layout



- Divide a questionnaire into several parts.
- The questions in each part **should be numbered**, particularly when branching questions are used
- Most respondents are unwilling to devote a lot of effort to provide information
- Questions ordering; as a general guideline, basic information should be obtained first, followed by classification, and, finally, identification information



Overcoming Unwillingness To Answer – Increasing the Willingness of Respondents

- Place sensitive topics at the end of the questionnaire.
- Preface the question with a statement that the behavior of interest is common
- Ask the question using the third-person technique, phrase the question as if it referred to other people.
- Hide the question in a group of other questions which respondents are willing to answer
- Provide response categories rather than asking for specific figures



Incorrect

- What is the annual per capita expenditure on the pharmacies in your household?
- “Do you think Coca-Cola is a tasty and refreshing soft drink?”
- Which brand of shampoo do you use?
- Do you think the distribution of soft drinks is adequate?”

Correct

- What is the monthly (or weekly) expenditure on the pharmacies products in your household?
- Do you think Coca-Cola is a tasty soft drink?” and another Question; “Do you think Coca-Cola is a refreshing soft drink?”
- Which brand or brands of shampoo have you personally used at home during the last month? In case of more than one brand, please list all the brands that apply
- Do you think soft drinks are readily available when you want to buy them

Use Unambiguous Words

In a typical Week, how often do you prescribe PPIs for your patients ?

- ☐ Never
- ☐ Occasionally
- ☐ Sometimes
- ☐ Often
- ☐ Regularly

(Incorrect)

- ☐ Never
- ☐ 1 -5 times
- ☐ 6-10 times
- ☐ More than 10 times

(Correct)

Avoid Leading or Biasing Questions

- A leading question is one that clues the respondent to what the answer should be, as in the following:

Do you think that patriotic Egyptians should buy imported products when that would put Egyptian labor out of work?

☐ Yes
☐ No
☐ Don't know
(Incorrect)

Do you think that Egyptians should buy imported products?

☐ Yes
☐ No
☐ Don't know
(Correct)

Likert Scale



Statement

Academic detailing is a useful form of education that aligns providers' prescribing behavior with evidence-based practice.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Do you intend to buy a new car within the next 6 months?

Definitely
will not buy
1

Probably
will not buy
2

Undecided
3

Probably
will buy
4

Definitely
will buy
5

Sampling Methods

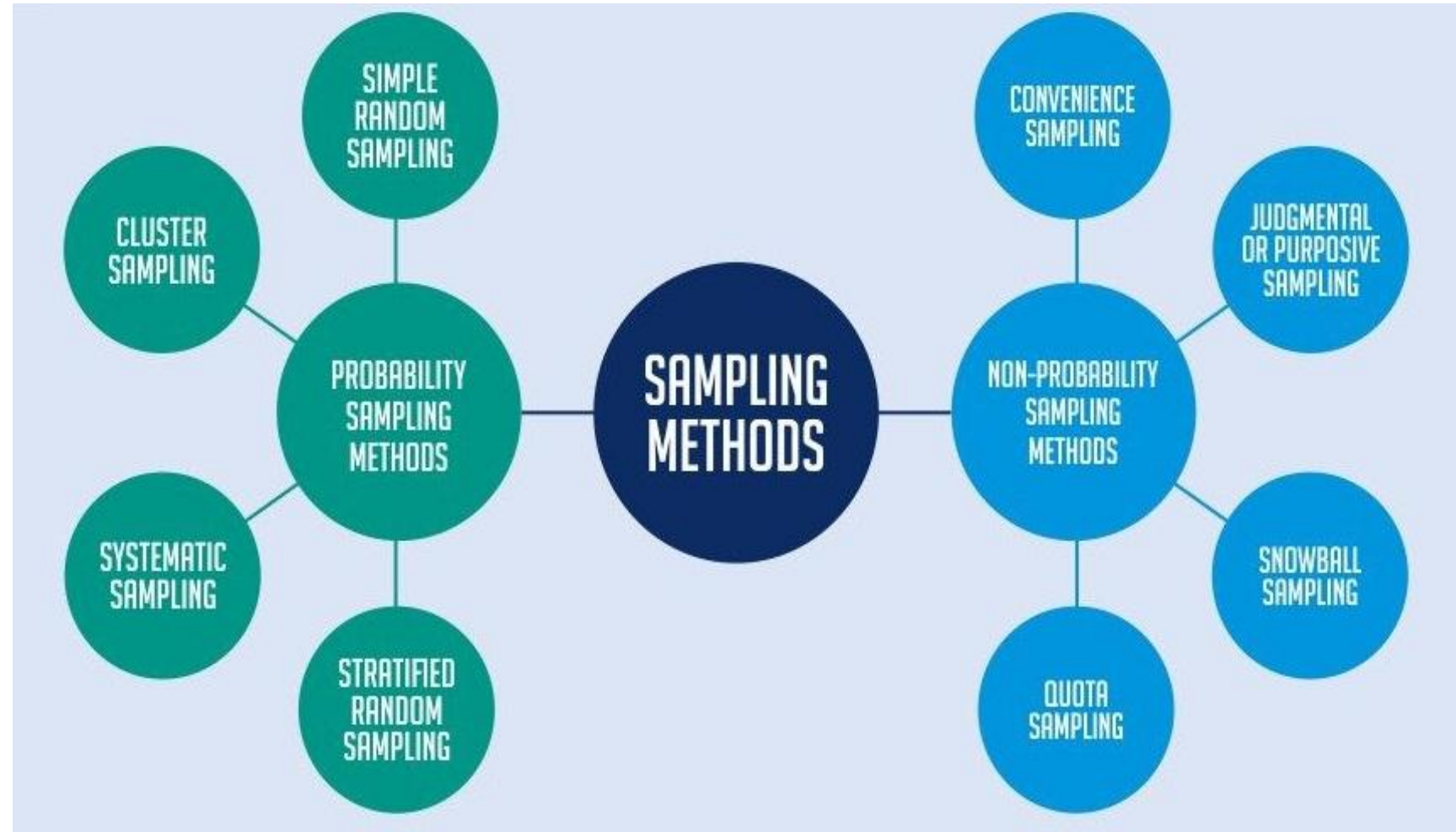


Probability Sampling

is a sampling technique where a researcher sets a selection of a few criteria and chooses members of a population randomly. All the members have an equal opportunity to be a part of the sample with this selection parameter

Non-Probability Sampling

is a sampling method that involves a collection of feedback based on a researcher or statistician's sample selection capabilities and not on a fixed selection process



<https://www.questionpro.com/blog/types-of-sampling-for-social-research/>

Criteria for Evaluating Survey Methods

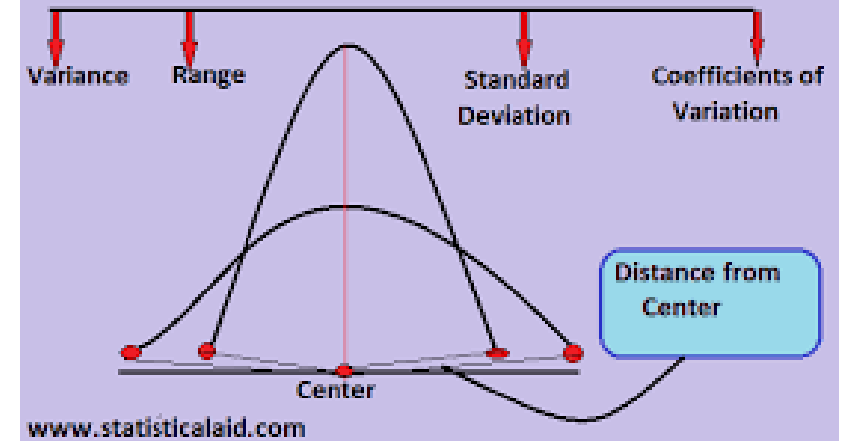
Task Factors	Situational Factors	Respondent Factors
<ul style="list-style-type: none"> • Diversity of Questions • Flexibility of Data Collection • Use of Physical Stimuli • Sample Control • Quantity of Data • Response Rate 	<ul style="list-style-type: none"> • Control of the Data Collection Environment • Control of Field Force • Potential for Interviewer Bias • Speed • Cost 	<ul style="list-style-type: none"> • Perceived Anonymity • Social Desirability / Sensitive Information • Low Incidence Rate • Respondent Control



Scales of Measurement

Data	Nominal	Ordinal	Interval	Ratio
Labeled	✓	✓	✓	✓
Meaningful Order	✗	✓	✓	✓
Measurable Difference	✗	✗	✓	✓
True Zero Starting Point	✗	✗	✗	✓

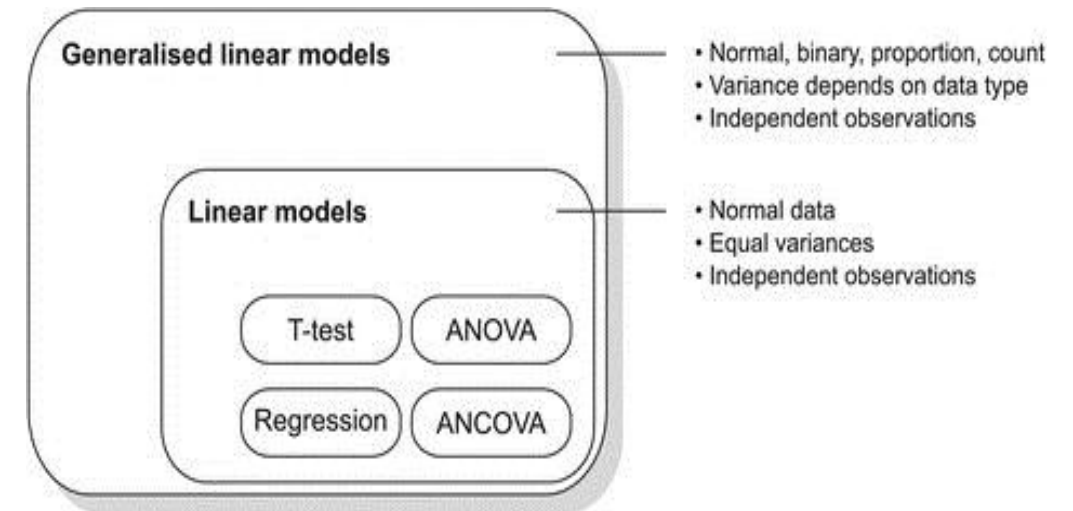
Measures of Dispersion

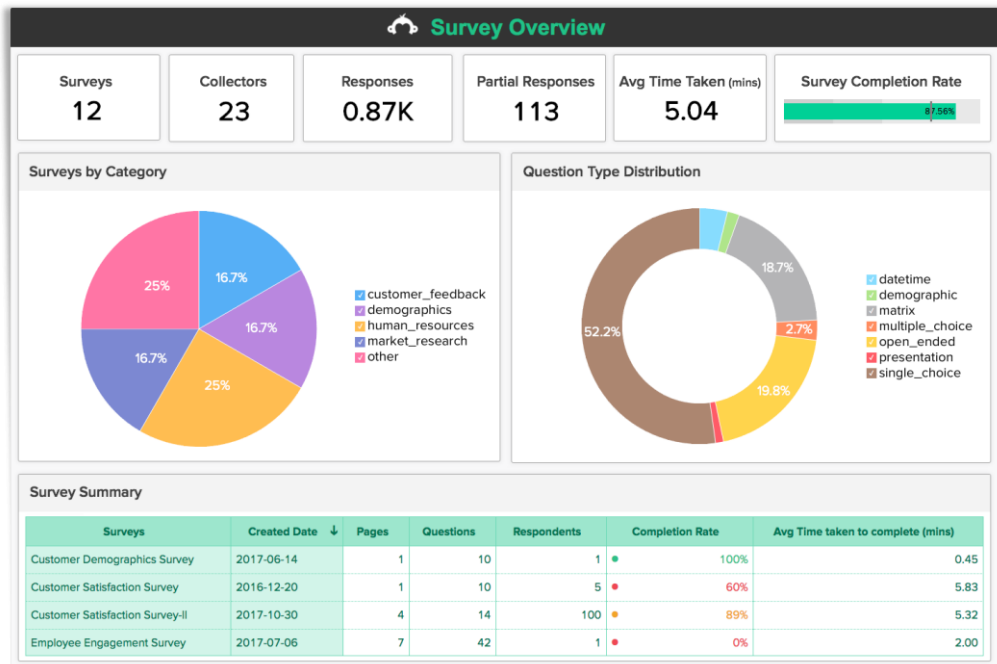


Reliability & Validity



Evaluating the validity and reliability of research data

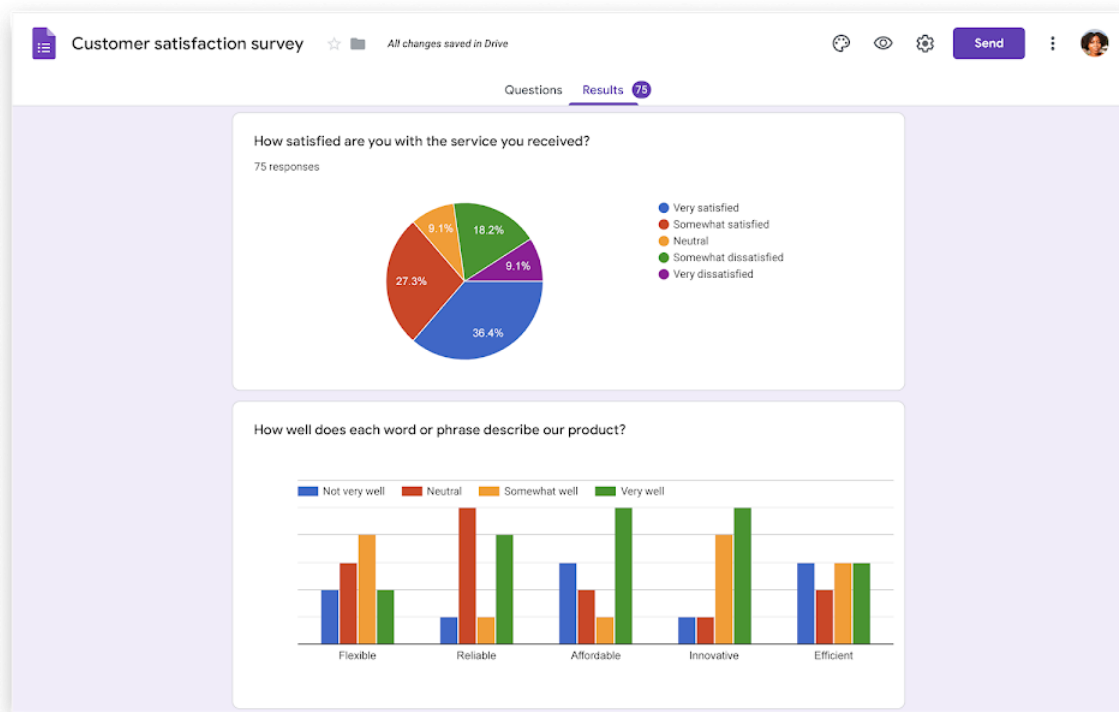




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Questionnaire – Case Study 1

Vit D Drops Potential Market Opportunity for Adults – Questionnaire

It was targeting Non-Pedia Physicians



1. How do you evaluate the vitamin D deficiency cases?
 - High frequent cases
 - Medium
 - Low
 - Other: Please specify
2. What challenges you're facing when you manage vitamin D deficiency with patients?
 - Lab Analysis
 - Supplements availability
 - Patient Adherence
 - Other: Please specify
3. What are the consequences of Vit D deficiency you observe with your patients?
 - Frequent illness or Fatigue
 - Bone and back pain
 - Depression
 - Other: Please specify
4. How many Rx per week, in average, you usually prescribe Vit D for your patients?
 - Less than 5 Rx
 - 6 - 20 Rx
 - More than 20 Rx
 - Non
5. What is the main segment of patients need Vit D. supplementation?
 - Mainly Children
 - Mainly Adults
 - Mixed
 - Non
6. What are the degree of vitamin D deficiency with your patients?
 - Sevier
 - Moderate
 - Mild
 - Other: Please specify
7. What is your preference in treatment options?
 - Caps or Tabs
 - Drops
 - Syrup
 - Other: Please specify
8. You can consider oral drops for Adults as
 - A flexible dosing option
 - Inappropriate dosing form
 - Most of patients will accept it
 - Other: Please specify

Case 2



Appendices A:

Questionnaire

Dear Doctor, the following is a questionnaire prepared to investigate the role of medical sales representatives (MSRs) on physician's attitude towards prescribing promoted pharmaceutical products, and examine other contributing factors

Answering the following questions will take 10-15 minutes, and your responses are confidential

No.	Statement					
	<i>Medical Representatives' Effectiveness - "Selling Skills"</i>	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
Q1	Medical Representatives provide detailed information about their drug					
Q2	Medical Representatives could convince you to prescribe his/her pharmaceutical brand					
Q3	Physicians change prescribing patterns by the influence of medical representatives					
Q4	Medical Representatives could offer their Physicians a range of alternatives of drug ^a usage					
Q5	Medical Representatives are important source of medical information regarding their products					

	<i>Medical Representatives' Effectiveness - "Frequency of Visits"</i>	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
Q6	Medical Representatives could visit my clinic at anytime					
Q7	High frequency rate of Medical Representatives' visits can influence positively my prescribing potential for their Products					
Q8	High number of visits can give me a clear information regarding the drug					
Q9	Repeated Medical Representatives' visits are important for my prescription rate					
Q10	Number of prescriptions for the promoted drug are declined by the absence of Medical Representatives for a long period of time					

	<i>Physicians' Attitude – "Acceptance"</i>	<i>(1) Strongly Disagree</i>	<i>(2) Disagree</i>	<i>(3) Neutral</i>	<i>(4) Agree</i>	<i>(5) Strongly Agree</i>
Q11	I can easily prescribe new pharmaceutical brands					
Q12	If there is a trust in the medical representative, you would prescribe the brand as soon as possible					
Q13	Physicians have the willingness to communicate with Medical Representatives					
Q14	I used to prescribe a wide variety of pharmaceutical brands for the same indication					
Q15	There is a cooperative relationship exist between Physicians and Medical Representatives					

	<i>Physicians Attitude – "Prescription Rate"</i>	<i>(1) Strongly Disagree</i>	<i>(2) Disagree</i>	<i>(3) Neutral</i>	<i>(4) Agree</i>	<i>(5) Strongly Agree</i>
Q16	Prescription rate of a given drug depends on my conviction of it					
Q17	Repeated medical representative' visits could motivate me to prescribe a given drug more frequently					
Q18	Patients' satisfaction could guide me to prescribe a given drug more frequently					
Q19	Drug' price could motivate me to prescribe a given drug more frequently					
Q20	Drug' availability could motivate me to prescribe a given drug more frequently					

	<i>Providing a Training Programs for Medical Representatives</i>	<i>(1) Strongly Disagree</i>	<i>(2) Disagree</i>	<i>(3) Neutral</i>	<i>(4) Agree</i>	<i>(5) Strongly Agree</i>
Q21	Providing training programs can improve Medical Representatives' performance					
Q22	Medical Representatives can handle the medical concerns and objections regarding their products					
Q23	Medical Representatives are aware of the side effects of their drugs					
Q24	Medical Representatives can easily pronounce medical terminologies in a right way					

Q25	Well-trained Medical Representatives are more persuasive than other untrained ones					
-----	--	--	--	--	--	--



	<i>Motivating Medical Representatives</i>	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
Q26	Well-paid Medical Representatives are more motivated for their work					
Q27	High Turn-over rate of Medical Representatives could alter negatively the image of the pharmaceutical company					
Q28	Having the opportunity to upgrade (e.g. promotion) can improve Medical Representatives' performance					
Q29	Good relation between Medical Representatives and their managers could influence positively their productivity					
Q30	Owing a car can improve Medical Representatives productivity of their work					

	<i>Company Image</i>	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
Q31	Company' image plays an important role in prescribing its brands (drugs)					
Q32	Brands, which are belonging to well-known pharmaceutical companies, are more frequently prescribed					
Q33	Using recent communication tools (e.g. Tablet or iPad), could be more effective in introducing pharmaceutical brands (drugs)					
Q34	Pharmaceutical companies are valuable source of medical data					
Q35	Medical Representatives play an important role in the success of their pharmaceutical companies					

	<i>Company Offering</i>	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
Q36	Offering free medical samples for a specific drug could positively influence my prescribing intension for it					

Q37	Providing simple gifts (e.g. pens, paper holders, block notes ...etc.) could influence positively the prescribing potentiality					
Q38	Offering to attend conferences could support intention towards prescribing the sponsoring brands					
Q39	When the company' organize a special events (e.g. audio-visual meetings and dinners) could support intention towards prescribing its brands					
Q40	Promotion in general could increases the prescription rate of drugs					

Demographic

a- Gender

☐ Male ☐ Female

b- Age

☐ Below 25 years ☐ 25-39 ☐ 40-49 ☐ 50-59 ☐ 60 years or more

c- Field of Specialty

☐ I.M ☐ GYN ☐ ENT ☐ SUR ☐ ORTHO ☐ NEURO ☐ URO
☐ G.P ☐ DENT ☐ PED ☐ PSY ☐ OPTH ☐ Other

d- Average number of observed patients per day

☐ Below 10 patients' ☐ 10-19 ☐ 20 – 39 ☐ 40 patients or more

e- Field of Work

☐ Hospital ☐ Private clinic ☐ Both Hospital & Private Clinic ☐ Other

Case - Conclusion



- Most participated physicians agreed that medical sales representatives has a significant impact on physicians' attitude, that can be influenced positively by providing training programs and prepare motivational' plans by the pharmaceutical companies for medical sales representatives
- Also the prevailing opinion for participated physicians agreed that company image and company offering has a significant impact on physicians' attitude
- This study shows medical sales representatives influence the prescription behavior of physicians, the effectiveness of medical reps. is affected by other factors, relationship between MSRs and physicians has positive and negative impacts also. As for concern; frequency of use of information provided by pharmaceutical representatives and the group practice

Top 10 Market Research Companies Worldwide



Company	Turnover (USD bn)
Nielsen	6.5
IQVIA	5.5
Kantar	3.4
Gartner	3.1
Ipsos	2.1
GfK	1.6
IRI	1.2
Dynata	0.509
Westat	0.506
Intage	0.489

Company	Core Services	Geographical Spread	Number of Clients	Revenue (USD bn)	#Employees
Nielsen	Measurement and data analytics - Consumer purchasing measurement & analytics; media audience measurement & analytics	100+ countries	20,000+	6.5	46000
IQVIA (formerly QuintilesIMS)	Advanced analytics, contract research services, and technology solutions to the life sciences industry	100+ countries	8000	4.5	58000
Kantar	Brand & marketing communications research through quantitative studies and qualitative research - social media monitoring, consumer and shopping behavior, advertising effectiveness, public opinion	90 countries	-	3	30000
Gartner	Research reports, proprietary tools, briefings, membership programs, and peer networking services	100+ countries	15600	3.4	15173
Ipsos	Survey-based research for companies, brands, and institutions	~90 countries	5,000+	2.2	18130

Effective Pharma Market Research – 5 Lessons

Lesson 1	Gather feedback from all your customers (Doctors, Phs., Distributors, Pts.)
Lesson 2	Monitor customer feedback at every touchpoint
Lesson 3	Accommodate the diversity of the customer base
Lesson 4	Leverage a strategic “Voice of the Customer – VoC” program to support compliance and regulatory requirements
Lesson 5	Internal communication and actions are the keys to success

Organizations Which Are Large And Have The Financial Muscle Can:

- Hire/ Outsource market research agencies for fixed objectives and budgets
- Hire market research agencies who have the wide customer reach and large sample spanning wider geographical coverage
- Conduct customized research only for a limited time period with limited budgets
- Utilize internal resources for doing surveys
- Utilize Digital survey techniques for data collection
- Increase reliance on secondary desk research data and information

Importance of Pharmaceutical Marketing Research

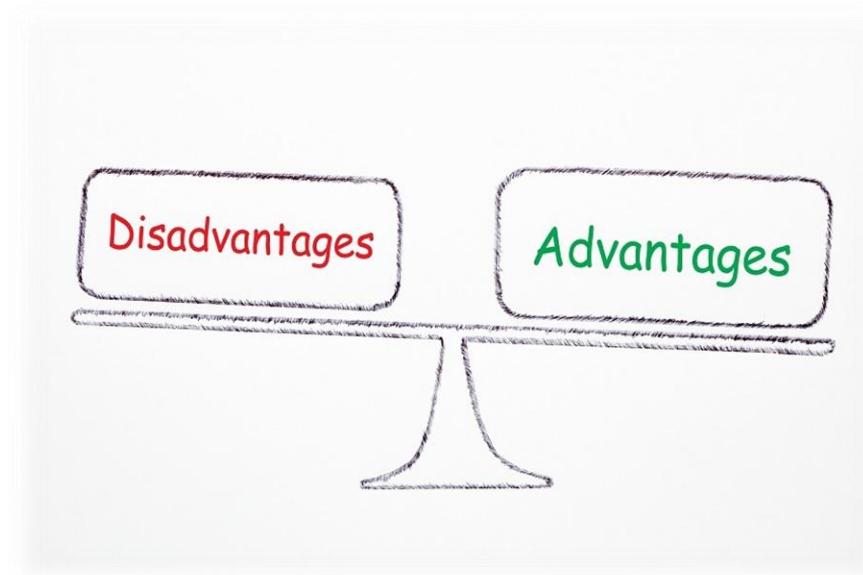
- Market Research is extremely critical for pharmaceutical companies to understand customer insights, competitive intelligence, behavioral tendencies and product positioning
- Market Research acts a key link between the R&D and Marketing functions.
- Market Research methods utilized by pharmaceutical companies vary, based on their product mix, their in-house capabilities, human resource and of course their budgets
- Market research can help identify ways to lower costs and improve revenues
- Hire a specialist market researcher in-house, should this be out of scope for your organization, look to organize a group of people internally that can analyze and make decisions about marketing investments
- Qualitative over quantitative, look at qualitative primary research methods such as focus groups, surveys or interviews and ensure that more than one person is in charge of interpreting the results of research to ensure that personal bias, for example, conduct physician satisfaction surveys as well as store/hospital and patient surveys. The key is integrating data from various sources to gain a big-picture perspective

Importance of Pharmaceutical Marketing Research

- Collect and share all available existing information inside your company
- Always be benchmarking, benchmarking, as a research tool, can give you an overview of where you sit against your competitors and where you need to improve
- **Elements for benchmark**
 - Sales team size
 - Historic sales numbers
 - Revenue
 - R&D - Clinical studies
 - Training and commercial excellence
 - Whatever you feel can help you make informed decisions, benchmark them

Tips Regarding Business Market Research

- Business research can be a high-cost affair
- Most of the time, business research is based on assumptions
- Business research can be time-consuming
- Business research can sometimes give you inaccurate information, because of a biased population or a small focus group.
- Business research results can quickly become obsolete because of the fast-changing markets



Beneficial Websites

- <https://pharmaphorum.com/views-and-analysis/five-lessons-effective-pharma-market-research/>
- <https://www.greenbook.org/market-research-firms/pharmaceutical-prescription#case-studies>
- <https://worldwidescience.org/topicpages/p/pharmaceutical+marketing+practices.html>
- <https://www.sortlist.com/s/marketing-research/egypt-eg>
- <https://www.market-research-companies.in/Egypt>
- <https://www.radiusinsights.com/>

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THANKS A LOT

Q & A



#76 Marketing Club 21st Cairo

Marketing Research

Types, Sources, Ways, Benefits.

Tuesday 31-1-2023

8 PM EGY 9PM KSA 10PM UAE

FOUNDER & HOST

Dr. Mahmoud Bahgat

The Marketing Club logo, featuring a stylized 'M' with a red and orange gradient, and the text 'Marketing Club' below it.

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