Impact of Perceived Quality on Brand Equity of Pharmaceutical Products as Perceived by Physicians

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ABSTRACT
The principle purpose of the research study was to observe the factors having an impact on the Brand Equity of Pharma Brands. In this research study we selected Brand Equity as our dependant variable whereas Effectiveness, Availability, Frequency of Visits by Medical Representatives and Physicians Samples were independent variables. Simple random sampling technique was used for the data collection from 350 respondents; general physicians were targeted from different hospitals private clinics and medical institutes of Karachi. In order to test the sample, Factor and Regression analysis was performed. This study was performed on Getz Pharma’s Brand Leader Products which are Risek, Nexum and Leflox. Findings from the study concluded that there exists a positive relationship between dependent variable (Brand Equity) and independent variables (Effectiveness, Availability, Frequency of Visits by Medical Representatives and Physicians Samples).

Keywords: brand equity, effectiveness, availability, frequency of visits by medical representatives, physician’s samples.