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SBPD7002 -QUALITATIVE RESEARCH

**DIRECT TO CONSUMER PHARMACEUTICAL ADVERTISING: A QUALITATIVE
STUDY OF CONSUMER'S RESPONSES TO DTCPA AND TRENDS IN DTCPA**

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INTRODUCTION

- DTCPA is the approach utilized by the pharmaceutical organization to promote specifically their drugs items straightforwardly to the consumer.
- Direct-To-Consumer Pharmaceutical Advertising (DTCPA) has developed speedy as compare to previous few years and recently very important kind of health information that consumer encounters.
- Pharmaceutical company targeted doctors and consumer base on different type of advertising media (tv, daily paper, magazine ,websites, display advertising).

LITERATURE

- DTCPA is both helpful and adverse to the consumer. It is essential to know the consumer observation regarding the information data gave in these advertisements. As the UK rules don't permit the promotions for prescription medications, the research focuses on dtcpa for over the counter medications. (Ncbi, 2011)
- Numerous advertisers are additionally starting to perceive the capability of online dtcpa, which achieves a large number of potential consumer globally. Though most by far of dtcpa spending plans are distributed to regular media (television, news paper, magazine, radio) and advertisers are starting to move a portion of their special spending to digital promotion, for example, websites, online mobile promoting and display advertising.

RESEARCH QUESTION

- Do you ever seen or heard of drug advertisement (DTCPA) on TV, magazines, radio or online?
- Do you think drug advertisement (DTCPA) are providing message regarding drugs effects and reactions to consumers?

AIM AND OBJECTIVE

AIM

- To know the effects of direct to consumer pharmaceutical advertising and trends from the consumer's perspective.

OBJECTIVE

- To understand explore the present pattern of direct to consumer pharmaceutical advertising (dtcpa) in UK and impact on patients, doctors and consumers.
- To understanding risks or benefits of the drugs advertisement from the consumer side.

RESEARCH METHOD

- This study of dtcpa response and based on 10 qualitative in-depth interviews with the consumers (ages 20-50) from the UK.
- Interview Time : 20 minutes per respondent.

FINDINGS

- DTCPA influenced doctor-patient bonding and patient fulfilment. Patients who taken drugs related to dtcpa showed higher satisfaction.
- Advantages of dtcpa incorporate improving proper medication usage and expanding awareness. DTCPA may cause hurt by inhibiting with the doctor's choices regarding medicine decision.

ANALYSIS AND LIMITATION

ANALYSIS

- The key goal of the pharma organizations is increasing their sales base on the advertisement. Pharmaceutical companies are an accurate way to match up the advertisements meet the regulatory criteria.
- During the investigation discovered that a larger part of the consumers knew about what drug advertisement (DTCPA) promotions and they watched them, they saw that these dtcpa gave sufficient effects and reaction information about the advertised drug, but 4 out of 10 not agree regarding dtcpa providing proper information..

LIMITATION

- Limitation includes restricted accessible data of dtcpa from pharmaceutical organizations and insufficient of qualitative information on the impact of dtcpa.
- The research must be done with the limitation of its effect must have inside the UK only.

DISCUSSION AND CONCLUSION

- The dtcpa of pharmaceutical organization demonstrated the mixed result of possible advantage and disadvantage.e.g.,dtcpa by pharmaceutical organization upgraded attention of the patient to an under analysed condition and increase the prescribed medication price by advertising research medicines.
- A boycott or serious abbreviation of dtcpa issues every where including UK. Treatment that will expand the advantages and reduce the dangers of dtcpa are regularly proposed.

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