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## Effects of brand value commitment in health care industry

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### Abstract

This study examines the perception of super specialists about branding in health care sector. It also measures the factors which influence the brand loyalty. It explains how the branding strategies impact the buying behaviour of a particular consumer or a group of consumer. This paper highlights the concept of surreptitiousness marketing used by pharmaceutical companies which help them to create a brand image for their drugs. The particular branding strategy is not only used in the pharmaceutical companies but also in other sectors. Branding of drugs is essential as it creates wakefulness about the medicines that the pharmaceutical companies are manufacturing. It depicts the quality of the medicine which initially leads to more prescription of drugs from the doctors.

**Keywords:** Effects, brand value commitment, health care industry

### Introduction

Brands are reputations extended over time by means of investment in quality product as well as services. The promotion is employed to convey edges of the whole to targeted customers. Sturdy whole price will result in client loyalty and larger profit margins. Increase in brand value has led to increase in sales of a particular product. Sales promotions give emphasis to reduced prices which is the cause for augmented value in a specific purchase offer.

Branding in pharmaceutical companies takes part in a critical role in terms of selling its drugs. Many studies have shown that branding strategies are targeted towards doctors and medical students in order to achieve more recommendation of their medicines. The companies are keener to stealth marketing concept where a particular medicine or drug is promoted without the knowledge of the consumer. Branding will evolve from the exterior side. Today's focal point on projection will convert into a method of revelation. Brands will worry a smaller amount about positioning to counterpart audience and more regarding matching purpose towards actions. Authenticity will ultimately be what immense brands aspire to be.

### Review of Literature

Wang *et al.* (2018) <sup>[12]</sup> demonstrated that the sub brand congruence is brought about by intimacy as well as passion. This will improve the commitment towards sub brand. The end result will be the sub brand love. The study also concludes the significance of bringing the hotel sub brands into a straight line.

Coelho *et al.* (2018) <sup>[2]</sup> emphasized that social media is essential to build up brand loyalty. The study developed a model that highlights the necessity of the brand role in the relationship between social media and brand loyalty. A qualitative study was done through in-depth interviews and discussion with the target customers. The findings show that the customer brand identification have a major role in converting the consumer-brand interactions to consumer-brand relationships.

Das *et al.* (2018) <sup>[3]</sup> suggested that the definitive goal of businesses in this competitive environment is to build brand commitment. A conceptual model was developed by means of Structural Equation Modelling (SEM) and data was collected using questionnaire method. The findings show that the brand passion eliminates the perceived brand ethicality that has a moderating effect.

Foroudi *et al.* (2018) <sup>[5]</sup> explored the persuasion of brand perception resting on brand purchase intention along with brand loyalty. The brand equity comprises of the perceptual and behavioural components. The findings conclude that the product country image, brand awareness, perceived quality, brand association, brand image and brand fondness influences

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highly in the organization of brand perception. Hunt (2018) [6] used hunt – vitell theory to explore about the ethical controversy regarding branding. The study clearly explains the entire nature of branding. The study argues that the branding is ethically incorrect. It also elucidates about the marketing ethics, personal moral codes and the ethics involved in branding.

Liu and Minton (2018) [8] experimented the responses of the consumers towards the religious brands. In the first experiment, the perception of consumers regarding religious brands shows lower trust and inferior quality. The second and third experiment explains religiosity and the moderators of the firm size.

Foroudi (2018) [4] developed a multi-dimensional measure for brand signature. The brand name as well as logo is disseminated through the brand signature. Brand association and belief are recognized to be the components of brand attitude. The brand awareness components are given as brand familiarity in addition to brand recognisability. The study sheds light on the determinants of brand signature. It also explains how to manage the brand reputation and the performance.

Machado *et al.* (2018) [9] depicts the relationship connecting the brand equity based on consumer and brand gender. This is done based on the mediating role between the brand love and the brand engagement of the consumers. The study was conducted on facebook and had 9 hypotheses. The study concludes with the advantages obtained through gender positioning.

Kim *et al.* (2018) [7] Festival loyalty affects festival destinations attachment. The study shows how the celebrity endorsements influence the destination brand. The study also highlights about the efficiency of the endorsements.

Chaney *et al.* (2018) [1] examines the advertisement size and order in addition to absorption level of the consumer. The brand recall or the brand recognition is not influenced by the in-game advertisements order and the game absorption level. The brand recall or the brand recognition becomes higher when the in-game advertisements experiences larger size.

Mohan *et al.* (2018) [10] explored brand localness and brand globalness towards B2B context. Meanwhile, local brands are prone to lesser risks. But the role of the B2B brands at global levels needs more clarifications according to the study.

Lude and Prugl (2018) focuses on the branding strategies used by family firms. The study undertook two experimental online research and one field experiment. The customers have

stronger brand trust when communication from the firms' nature is better. This results in higher purchase intentions. Also brand authenticity is the major mediating factor for brand trust.

Osterle *et al.* (2018) [11] reveals B2B brand world that hold business cards of three dimensions. A visit is expected by the B2B visitors in order to support them. The co-created experience has affordances that are the core company contributions. Experiences play a dominant part in the co-creation of B2B business.

Zablah *et al.* (2010) [13] brings out the relationships among the brand consciousness, brand sensitivity, brand importance and brand preference. The given study follows a hierarchy specified model. The data was collected from 273 organizational buying centres. The study concludes the distinction between attitude-behaviour-intention and belief.

**Effects of Brand Value Commitment**

Data for measuring the perception of neurologist, psychiatrist and dermatologist related to brand commitments, efficiency, quality and loyalty collected using well drafted questionnaire. The details of above mentioned respondents are shown in Table 1.

**Table 1:** Profile of Health Care Super Specialists

Age	Frequency	Percent
< 40 Years	19	31.7
41 – 50 Years	24	40.0
> 50 Years	17	28.3
Total	60	100.0
Designation	Frequency	Percent
Neurologist	40	66.7
Psychiatrist	14	23.3
Dermatologist	6	10.0
Total	60	100.0

Table 1 shows that the majority of the specialists are in age group between 41 and 50 years and in the field of neuroscience. Their perception on brand organisational (familiarity, reliable, positive image and responsiveness), economic (price, cost effective and affordability) and relationship (representative and service) commitment is measured using Likert's five point scale. Here, analysis of variance tries to locate the difference between brand value commitments and demographic profile.

**Table 2:** Brand Value Commitment Vs Demographic Profile

S. No.	Brand Organisational Commitment	Age	Designation
1.	Are you familiar with your brands (Familiarity)	1.74	1.34
2.	All the brands are reliable (Reliable)	3.79**	3.17**
3.	All the brands have a positive image (Positive Image)	1.47	0.84
4.	Brand serves responsively (Responsiveness)	0.28	0.02
S. No.	Brand Economic Commitment	Age	Designation
1.	Our brands have a reasonable price (Price)	3.33**	2.39
2.	Our brands are cost effective (Cost Effective)	0.31	0.84
3.	Our product brands can be afforded by middle class peoples (Affordability)	0.78	0.39
S. No.	Brand Relationship Commitment	Age	Designation
1.	The medical reps of the company are good (Representative)	3.08**	0.26
2.	Our medical reps provide you a whole hearted service (Service)	3.11**	0.03

\*\*\* One Percent Significant Level; \*\* Five Percent Significant Level

Table 2 shows the value, of F and its significant sign. It is clear that there is a difference among different age group with respect to brand value commitment related to reliable, price,

representative and service. But there is no difference between designation and brand value commitment.

**Table 3: Brand Effectiveness, Quality and Loyalty Vs Demographic Profile**

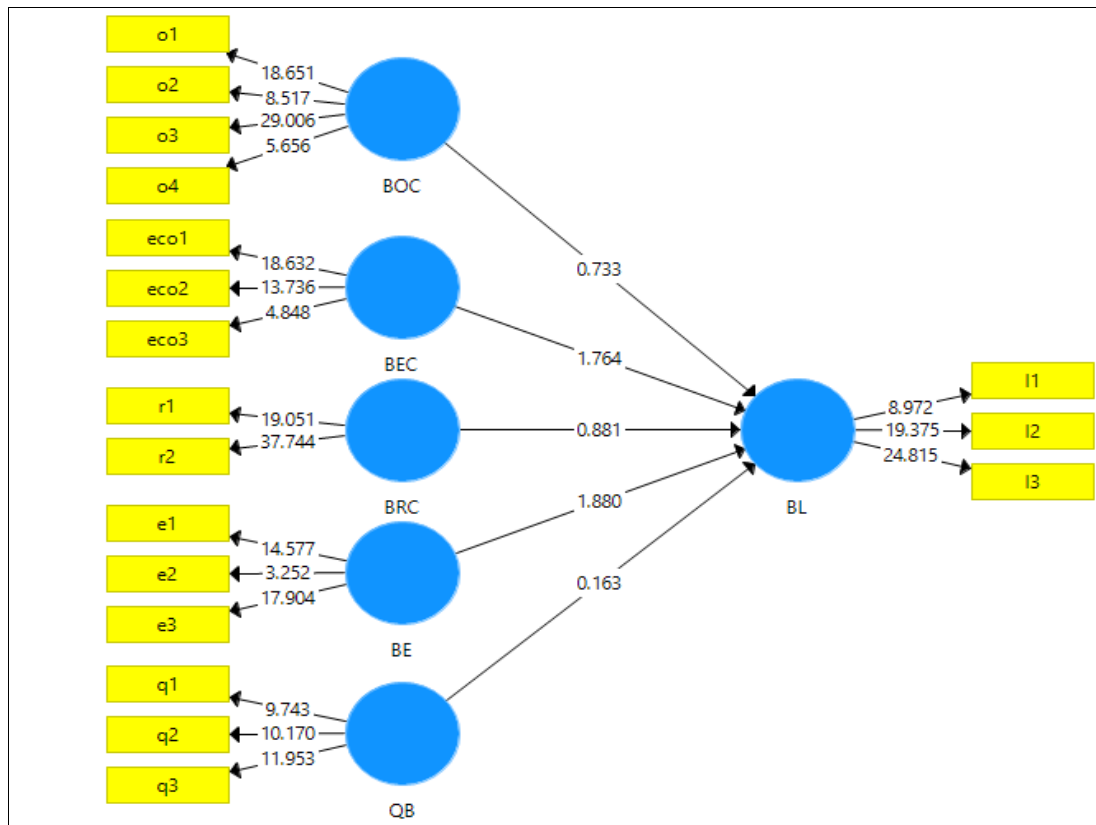
S. No.	Brand Effectiveness	Age	Designation
1.	Brands plays a vital role in terms of usage (Usage)	1.77	0.21
2.	Prescriptions are based on brands (Prescription)	0.06	0.02
3.	Brands helps you to resolve problems (Solution)	0.09	0.19
S. No.	Quality of the Brand	Age	Designation
1.	The quality of brand is trustworthy (Trustworthy)	0.21	0.46
2.	There is always a consistency in maintaining the quality of brands (Consistency)	3.71**	2.19
3.	Our brands can be used very comfortably (Comfort)	3.31**	1.41
S. No.	Brand Loyalty	Age	Designation
1.	You will stick to buy the product of this brand (Buying)	1.77	0.26
2.	You will recommend other doctors to buy this product (Recommendation)	0.06	0.45
3.	You will recommend our brands to your patients (Patients)	0.09	0.17

\*\*\* One Percent Significant Level; \*\* Five Percent Significant Level

Table 3 shows that there is a difference among different age group with respect to consistency and comfort. In majority of the cases, all the respondents expressed same level of perceptions.

In this section, the study tries to find out the factors which influence the brand loyalty of customers. SEM has been

employed to find the determinants of brand loyalty. Model includes the variables of brand organisational commitment, brand economic commitment, brand relationship commitment, brand efficiency, quality of brand and brand loyalty. The representation is displayed in Figure 1.



Brand Organisational Commitment (BOC); Familiarity (o1); Reliable (o2); Positive Image (o3); Responsiveness (o4); Brand Economic Commitment (BEC); Price (eco1); Cost Effective (eco2); Affordability (eco3); Brand Relationship Commitment (BRC); Representative (r1); Service (R2); Brand Effectiveness (BE); Usage (e1); Prescription (e2); Solution (e3); Quality of the Brand (QB); Trustworthy (q1); Consistency (q2); Comfort (q3); Brand Loyalty (BL); Buying (I1); Recommendation (I2); Patients (I3).

**Fig 1: Determinants of Brand Loyalty**

Figure 1 shows the results of path analysis. It is obvious that link between BOC and BL, BEC and BL, BRC and BL, BE and BL, QB and BL has the t value of less than 1.96. Results argue that brand loyalty is not the result of brand value commitment, brand efficiency and quality of brands.

**Conclusion**

The conclusion of the study states that pharmaceutical

companies are successful in implementing the branding strategies which has led to more number of prescriptions. There has been a drastic change with these strategies which has also led to growth of most of the pharmaceutical companies. In this study, majority of the consumers have same level of perceptions about brand value commitments, brand efficiency and quality of the brand. Moreover, all the stated factors are not influencing the brand loyalty.

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