



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
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A STUDY ON DIGITAL MARKETING IN THE PHARMACEUTICAL INDUSTRY

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Abstract

The pharmaceutical industry is undergoing a significant transformation due to the rapid adoption of digital marketing practices. Traditional marketing methods such as medical representatives and print promotions are increasingly being complemented by digital channels including websites, social media, email marketing, search engine marketing, and mobile applications. This study examines the role and effectiveness of digital marketing in the pharmaceutical industry, with special reference to brand awareness, customer engagement, and prescription influence. Primary data were collected from 70 respondents using a structured questionnaire. The findings reveal that digital marketing enhances information accessibility, improves doctor-patient engagement, and supports brand visibility. The study concludes that digital marketing has become an essential strategic tool for pharmaceutical companies to

remain competitive in the modern healthcare environment.

Keywords

Digital marketing, Pharmaceutical industry, E-detailing, Healthcare marketing, Brand awareness.

Introduction

The pharmaceutical industry plays a vital role in improving public health by developing, manufacturing, and distributing medicines. Traditionally, pharmaceutical marketing relied heavily on face-to-face interactions through medical representatives, conferences, and print advertisements. However, with the growth of the internet, smartphones, and social media, digital marketing has emerged as a powerful tool in pharmaceutical promotion.

Digital marketing enables pharmaceutical companies to communicate effectively with healthcare professionals,



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patients, and distributors through online platforms. Techniques such as e-detailing, webinars, social media campaigns, email marketing, and search engine optimization have gained prominence. Leading pharmaceutical companies such as Sun Pharma and Cipla actively use digital platforms to disseminate product information and health awareness content. Digital marketing not only improves brand visibility but also enhances engagement and trust among stakeholders.

Statement of the Problem

Despite the increasing adoption of digital marketing in the pharmaceutical industry, several challenges persist. Regulatory restrictions, ethical concerns, misinformation, and lack of digital awareness among certain healthcare professionals limit the effective use of digital platforms. Additionally, measuring the impact of digital marketing on prescription behavior and customer engagement remains complex. Many pharmaceutical firms struggle to balance promotional objectives with ethical standards and regulatory compliance. Hence, there is a need to study the role and effectiveness of digital marketing in the pharmaceutical industry.

Objectives of the Study

- To study the concept of digital marketing in the pharmaceutical industry

- To analyze the impact of digital marketing on brand awareness
- To examine the role of digital marketing in customer and doctor engagement
- To identify challenges faced in pharmaceutical digital marketing
- To suggest measures to improve digital marketing effectiveness

Methodology

Primary data collected through a structured questionnaire.

Tools Used for Analysis:

- Percentage analysis

Date Analysis

Table 1: Awareness of Digital Marketing in the Pharmaceutical Industry

Awareness Level	Number of Respondents	Percentage
Highly Aware	28	40%
Aware	26	37%
Neutral	10	14%
Not Aware	6	9%
Total	70	100%

Interpretation:

The table shows that 77% of respondents are either highly aware or aware of digital marketing practices in the pharmaceutical industry. This indicates a high level of

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awareness among respondents, reflecting the growing importance of digital platforms in pharmaceutical promotion.

websites, social media, and email marketing in promoting pharmaceutical brands.

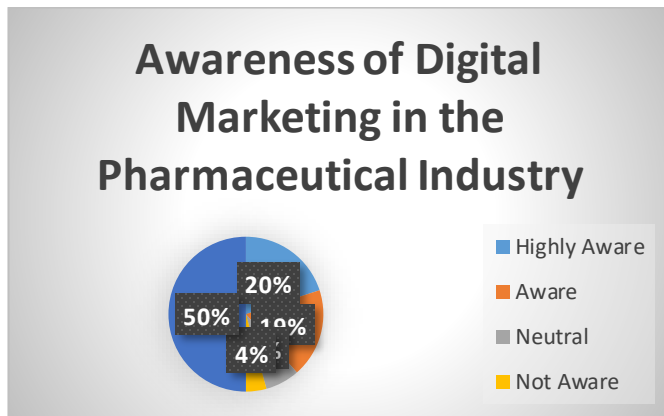


Fig 1: Awareness of Digital Marketing in the Pharmaceutical Industry

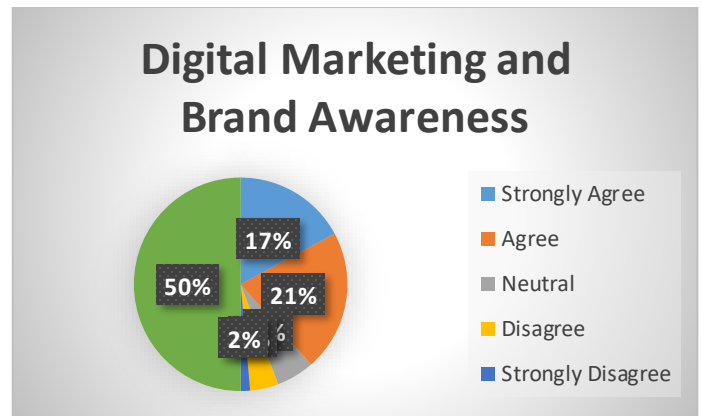


Fig 2: Digital Marketing and Brand Awareness

Table 2: Digital Marketing and Brand Awareness

Opinion	Respondents	Percentage
Strongly Agree	24	34%
Agree	30	43%
Neutral	8	11%
Disagree	6	9%
Strongly Disagree	2	3%
Total	70	100%

Interpretation:

From the above table, 77% of respondents agree that digital marketing significantly improves brand awareness in the pharmaceutical industry. This highlights the effectiveness of digital platforms such as

Findings

- A high level of awareness about digital marketing practices exists in the pharmaceutical industry, with 77% of respondents being either highly aware or aware of digital marketing activities.
- Digital marketing plays a significant role in improving brand awareness, as 77% of respondents agree or strongly agree that digital platforms enhance visibility of pharmaceutical brands.
- Digital marketing tools such as e-detailing, websites, social media, and email marketing are perceived as effective channels for communicating product and health-related information.
- A majority of respondents (68%) perceive digital marketing to have a



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high or very high impact on doctor and customer engagement, indicating improved interaction compared to traditional methods.

Conclusion

The study concludes that digital marketing plays a crucial role in the modern pharmaceutical industry by enhancing communication, engagement, and brand visibility. While traditional marketing methods continue to be important, digital platforms provide greater reach, efficiency, and interaction. However, pharmaceutical companies must ensure ethical practices, regulatory compliance, and accurate information dissemination. By adopting well-structured digital marketing strategies, pharmaceutical firms can strengthen stakeholder relationships and achieve sustainable growth in a competitive healthcare environment.

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