

**T. C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES**



**THE EFFECT OF PATIENT'S MEDICAL BRAND AWARENESS ON
HEALING PERCEPTION**

THESIS

Iqra SALEEM

**Department of Business
Business Administration Program**

Thesis Advisor: Assoc. Prof İlkey KARADUMAN

June, 2019

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İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ



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DEDICATION

Firstly i want to thank Allah who give me strenght to compelete my thesis.

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THE EFFECT OF PATIENT'S MEDICAL BRAND AWARENESS ON HEALING PERCEPTION

ABSTRACT

The aim of this research is to check the patient's awareness regarding to the brand medicine they are using in pain and its effect on their healing. With the growing market of brand medicines there are number of medicines available with different brand name having same fuction from these which brand medicines is mostly use by patients in pain depend on the awareness that how they well know about that medicine. So, we choosed Panadol/Paracetamol and Brufen Nurofen which are the pain killers and available in Pakistan and Turkey, in order to check which brand medicnes are mostly used by patients in pain and why they choose that brand medicine.

The theoratical work is based on the literature about the Brand, Fuction of brand, Patients based brand equity in hospital, Brand awareness, Consumer buying behavior with respect to brand awareness, Components of brand awareness, Brand recall, Brand recognition, Brand loyalty, Brand association and Perceived quality.

The experimental study is based on qualitaive and quantitative methods. In qualitative method the well-structured questionnaires is designed and same question was asked from the patients in Turkey and Pakistand and also the interview was conducted with Novartis manager in order to get authentic results. In quatitative analysis the respondents data was transfered to SPSS and analysed. Both parametric and non parametric test was conducted, we also checked the Frequency, Normal distribution, Descriptive statistcs, and correlation test in order to authenticate the hypothesis of this research.

Three hyothesis was tested regarding the impact of brand awareness on patients healing and the realtionship of brand recall and brand recognition with brand awareness. The results shows that there is the positive impact of brand awareness on patients healing and there is the the positive significant correlation between brand awareness-brand recall and brand awareness- brand recognition.

Brand awareness is one of the important factor in the mind of the consumers. So, brand awareness can be increase by sales promotion, advertising to fortify the brand wareness, it's image and identity among consumers using various means of communication , and

other marketing activities which also increases the brand loyalty which contributes to get the success in the market.

Key words: *Brand awareness, Brand medicine, Patient healing*



TIBBİ İLAÇ MARKASI BİLİNİRLİĞİNİN HASTALARIN İYİLEŞME ALGISI ÜZERİNDEKİ ETKİSİ

ÖZET

Bu araştırmanın amacı, hastaların ağrı içinde kullandıkları marka ilaçlara ilişkin farkındalıklarını ve iyileşmeleri üzerindeki etkilerini kontrol etmektir. Büyüyen marka ilaçları pazarında, farklı markalara sahip olan ve marka ilaçların çoğunlukla ağrı çeken hastalar tarafından bu ilaç hakkında ne kadar iyi bildiklerine dair farkındalıklarına bağlı olarak kullanılan, aynı fraksiyona sahip farklı markalarda mevcut olan birçok ilaç vardır. Bu nedenle, hangi marka ilaçların acı çeken hastalar tarafından daha çok kullanıldıklarını ve neden bu marka ilaçlarını seçtiklerini kontrol etmek için, Pakistan ve Türkiye'de ağrı kesici olan Panadol / Paracetamol ve Brufen Nurofen'i seçtik.

Teorik çalışma, Marka, Marka Fuction, Hastane Bazında Hasta Eşitliği, Marka Farkındalığı, Marka Farkındalığı ile Tüketici Satın Alma Davranışı, Marka Farkındalığı Bileşenleri, Marka Geri Çağırma, Marka Tanıma, Marka Sadakati, Marka Üzerine Literatüre Dayalı birlik ve algılanan kalite.

Deneyisel çalışma nitel ve nicel yöntemlere dayanmaktadır. Nitel yöntemde iyi yapılandırılmış anketler tasarlanmış ve Türkiye ve Pakistan'daki hastalara aynı soru sorulmuş ve ayrıca gerçek sonuçlar elde etmek için görüşme Novartis yöneticisi ile yapılmıştır. Kuantitatif analizde katılımcıların verileri SPSS'ye transfer edildi ve analiz edildi. Hem parametrik hem de parametrik olmayan testler yapıldı, bu araştırmanın hipotezini doğrulamak için Frekans, Normal dağılım, Tanımlayıcı istatistikler ve korelasyon testi de kontrol edildi.

Marka bilinirliğinin hasta iyileşmesi üzerindeki etkisi, marka hatırlama ve marka bilinirliği ile ilgili gerçekleşme üzerine üç hipotez test edilmiştir. Sonuçlar, marka bilinirliğinin hasta iyileşmesi üzerindeki olumlu etkisinin olduğunu ve marka bilinirliği-marka hatırlama ile marka bilinirliği-marka tanıma arasında pozitif yönde anlamlı bir ilişki olduğunu göstermektedir.

Marka bilinirliği, tüketicilerin aklındaki en önemli faktörlerden biridir. Bu nedenle, marka bilinirliği satış promosyonu, marka varlığını güçlendirmek için reklam, çeşitli

iletiřim aralarını kullanarak tüketiciler arasındaki imaj ve kimlięin yanı sıra pazardaki başarının artmasına katkıda bulunan marka sadakatini artıran dięer pazarlama faaliyetleriyle de artabilir.

Anahtar Kelimeler: *Marka bilinci, Marka tıbbı, Hasta řıfa.*



1. INTRODUCTION

This study measured the effect of patient's medical brand awareness on healing perception

it covers brand equity (brand awareness, brand associations, brand loyalty and perceived quality) had on a potential patient's top of their mind that are related to the brand and increase worth to the products or services that are actuality presented. The patient's correspondence suggests that association occurs between top of their mind about the brand preference and awareness that pursues to answers the questions about the particular brand either Panadol or Parasetamol and Brufen or Nurofen or any branded medicine these are the pain killers used to cure pain either headache or joint pain, as stated by Bihari (2010), the term brand medicine indicates the product that are only produced and sold by company and holds patent for the drugs because of this the other companies is not allowed to make and sell the product.

In this research we will check the patient's response to a particular brand that effect patients healings after they experience some types of representations of brand activities that what comes in their mind when we talk about the particular brand that is Panadol/Parasetamol/Minoset and Brufen/Nurofen how these medicine contribute in the patient healing and will also ask some questions related to painkillers to check which branded medicine will come first in their mind and why they are more concerned to use that branded medicine. The goal line of this research is to study how brand and personal associations consequence are prejudiced by patient's wellbeing. The aim of my research is to check the patient's awareness toward the medical's brand that influence their healing tendency and to getting know the patient's behavior about the particular brand medicine and to check either they have the brand knowledge while using the medicine which makes them firmer to use the brand medicine.

In this thesis 5 chapters are included:

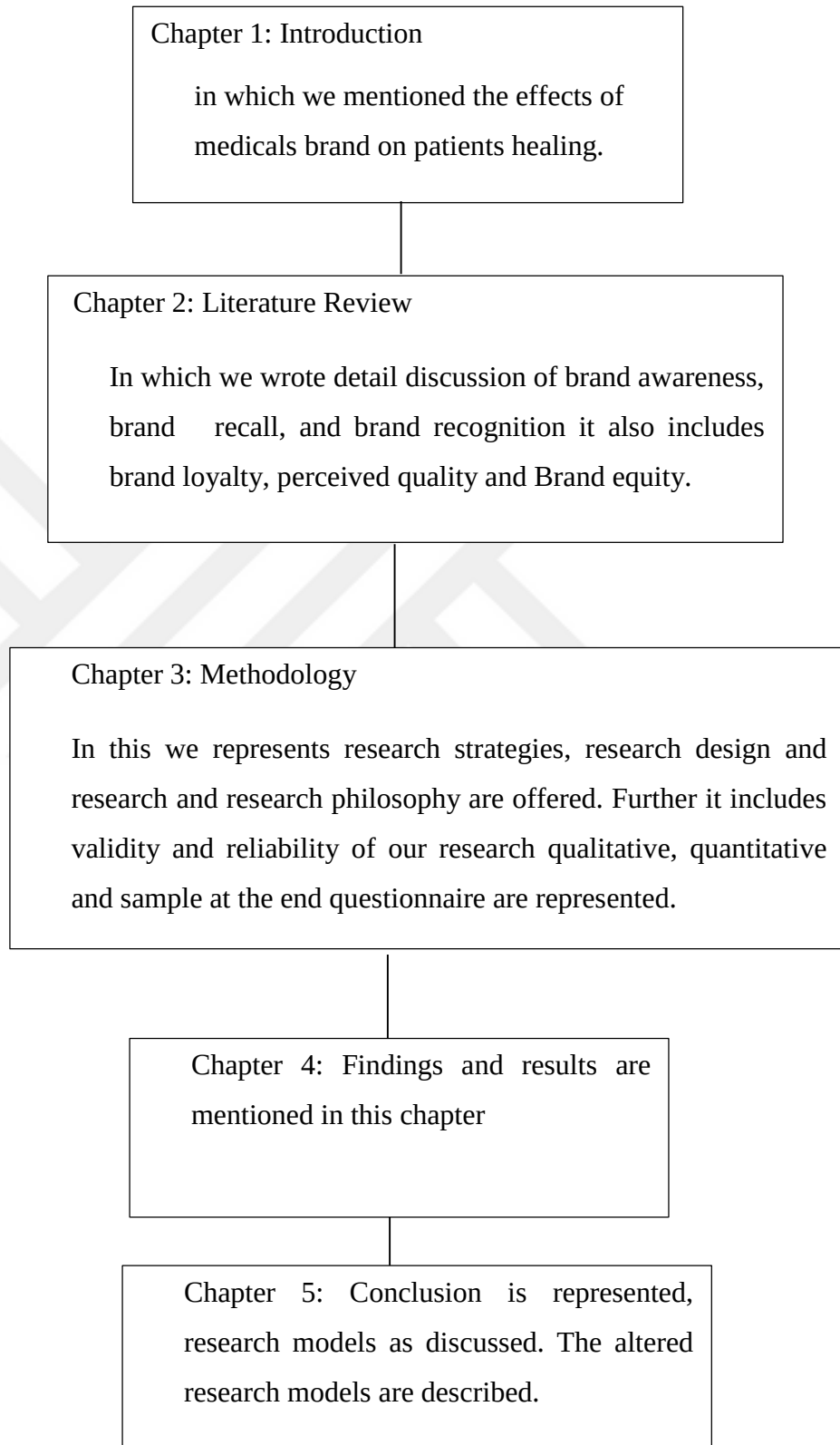


Figure 1.1: Structure of the thesis

1.1 What is Brand? / Concept of Brand

The word brand refers to the name of a company, a name of a product, or any distinctive identifier such as trademark, logo and services that differentiate the company from those of competitors. There are many evidences that shows consumer will pay a good price for a good brand and stay loyal with the brand. So, it is important to understand, what is brand and why they are essential.

In advance civilization brands yield a main role and enter in the social, economic, cultural and also in the religion. Brand should be examined through different point of views. Brands can intensely affect the customers by taking part in the socialization process, because of this brands can induce intense feeling of reminiscence and from certainty they feel comfort (Jean-Noël Kapferer, 2008). As defined in the web dictionary of the business brands is the sign, words, symbol, design or combination of all these which are employed to build a brand image in the consumer mind that recognizes a product and differentiate the product and services from their competitors (Simon Pervan et al., 2011). People by means of media receive brand awareness and become familiar about the brand because of this they become brand oriented. In short, we can say that just because of certain odd elements people become brand oriented to indicate their symbol of status (Pakistan Observer, 2010). Brands not only denotes the symbol or a name of a company that offers product and services, it becomes the part of customers life when they are genuinely attached to the brand and build a brand - consumer connection which is very interesting and appealing.

Keller (2013), stated that from the ancient Norse word brand, the word brand is obtained which have a meaning “to burn”. So, the buyer and traders have started to use the brands name which discriminated their cattle from other former cattle’s. Therefore, the brand name covers all these terms brand equity, brand positioning, functions, culture, strategy, environment etc. To create a name of the brand the brand element will be choose which includes logo, name, symbol, design, package and other features that recognize a product and differentiated it from other brands product.

According to Keller (2008), brand elements such as emotional and rational, intangible and tangible and symbolic brand elements discriminate and recognize the brand. Kapferer (2008) claimed that the brand is an origin of inspiration; interconnected psychological connotations and relations. As stated by the author, the existence of a brand will occur when it has the power to effect the market obtained by its resources of collective experience of the brand, as shown in the figure below:

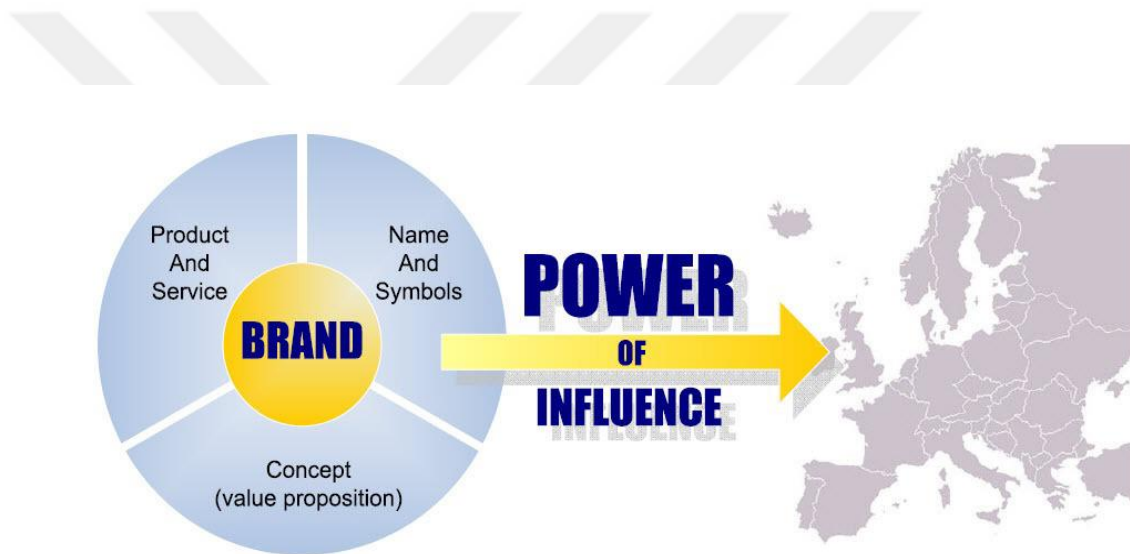


Figure 1.2: The Brand System: Power of Influence

Resource: (Kapferer, 2008)

1.2 Brand Awareness

According to Kotler and Keller (2016) and Aaker (1991) brand awareness is defined as nurturing people's capability to recognize or recall the brand in an appropriate way and should have enough detail to make a purchase. The Brand Awareness is one of the important dimensions of brand equity. As often seen the criterion of individuals buying decisions (Kotler & Keller, 2016).

The main goal of marketing is first generating than maintaining the brand awareness. The Brand set also defined as brand customer's consideration set, so while making a purchasing decision consumer will pay a serious attention. The brands that go in customer's considerations set, is powerfully pretentious by the brand awareness (Mcdonald & Sharp, 2000.). Brand awareness is the prospect that customers distinguish the availability and existence of a firm's products or services, so by creating an awareness of a brand the companies can promote their goods and services in better way.

Brand Awareness is the important factor while consumers choosing a new product they must be sure about the brand awareness of that particular brand which makes them easy to differentiate the product from high to low quality when they have a trust on the brand they will quickly make decision and repeatedly purchase the product (Keller, 2004).

1.3 Parts of brand awareness

As discussed above Brand Awareness is divided into Brand Recall and Brand Recognition.

According to Keller Brand Recognition in a way when the cue is given to the consumer's they will recognize the brand because they were previously exposed to that particular brand. While brand recall is defining as customer's capability to pursue the brands from remembrance or memory when product categories cue is given. As compare to recognition brand recall is not that much easy since customers more probably recognize, for example they recognize the color than will recognize the brand name. So top of the mind awareness (TOMA) when we think of a specific class of product than the brand will comes to mind without giving any cue. The Levels of brand awareness is shown on the figure 1.3 below.

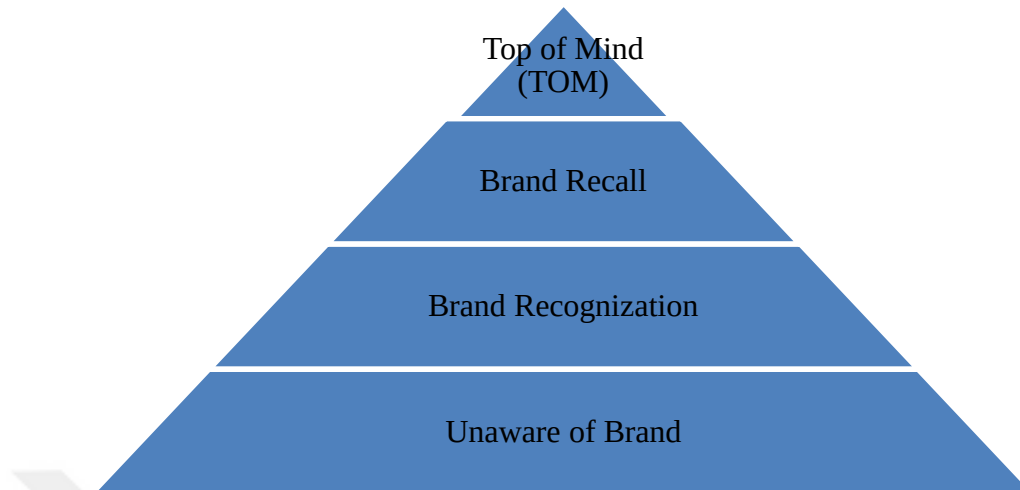


Figure 1.3: Brand awareness pyramid

Reference: Aaker, 1991

1.4 Brand Equity

According to Kotler and Keller (2016), Brand equity is defined as the additional value awarded to products and services by means of consumers. It might be reverted in the manner that customer's think, feels and act with admiration to the brands. Another definition of brand equity as stated by Rust, Zeithaml and Lemon (2000) the consumer's intangible and particular valuation of the brand, overhead and away from its objective perceived value. In another words we can say that the well-known brand has the highest brand equity, so the highest brand equity means consumers will pay the highest price to the product and services as compare to the product and services of lowest brand equity thus brand equity creates competitive market price (Kotler & Armstrong,2010).

Brand equity includes Brand Awareness, Brand Quality, Brand Associations and Brand Loyalty as shown in the figure 1.4 below.

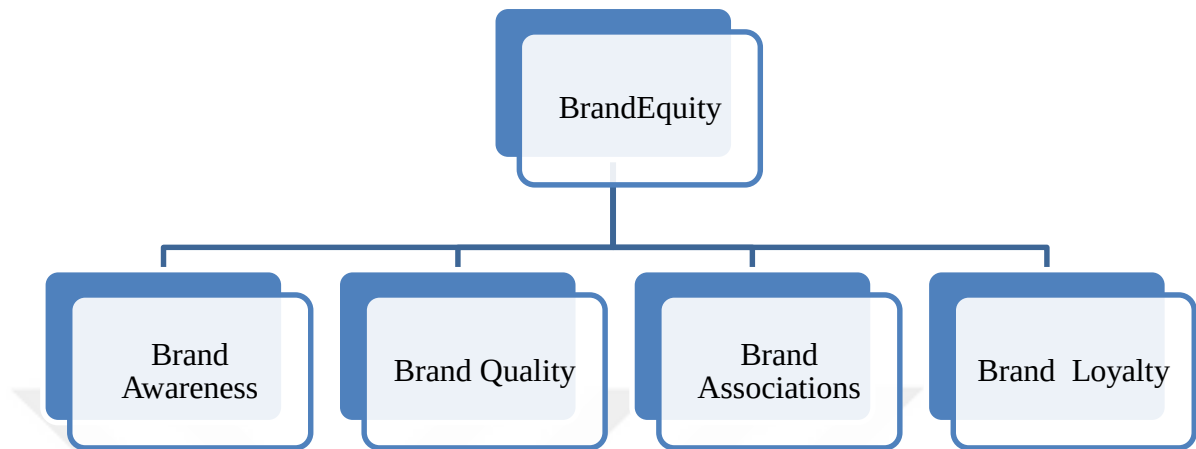


Figure 1.4: Brand Equity

Reference: Guzman, 2005; Keller, 2012

1.4.1 Customer Based Brand Equity (CBBE)

If we talk about customer's-based brand equity in this, we say that the different outcome from brand knowledge has on consumer reaction towards the marketing of the brand. If the response of the consumer's is favorable to the marketing of the brand, then it is positive customer-based brand equity if the response of the consumer's is unfavorable under the same circumstances to the marketing activities of the brand then it is negative customer-based brand equity. The three components of customer-based brand equity are as follow.

- Brand equity ascends from differential responses of consumer. If there are no differences occur, then the competition will be based on price.
- Consumer's differential response is the result of brand knowledge because their thoughts, image, experience and feelings are linked with the brand.

- The Brand equity is reflecting in preference, perception, and behavior associated to all characteristics of the brand marketing. Greater revenue will be earned when the brand is stronger (Kotler & Keller, 2016).

The six elements of building brand equity are indicated in the pyramid below:

Customer Based Brand Equity

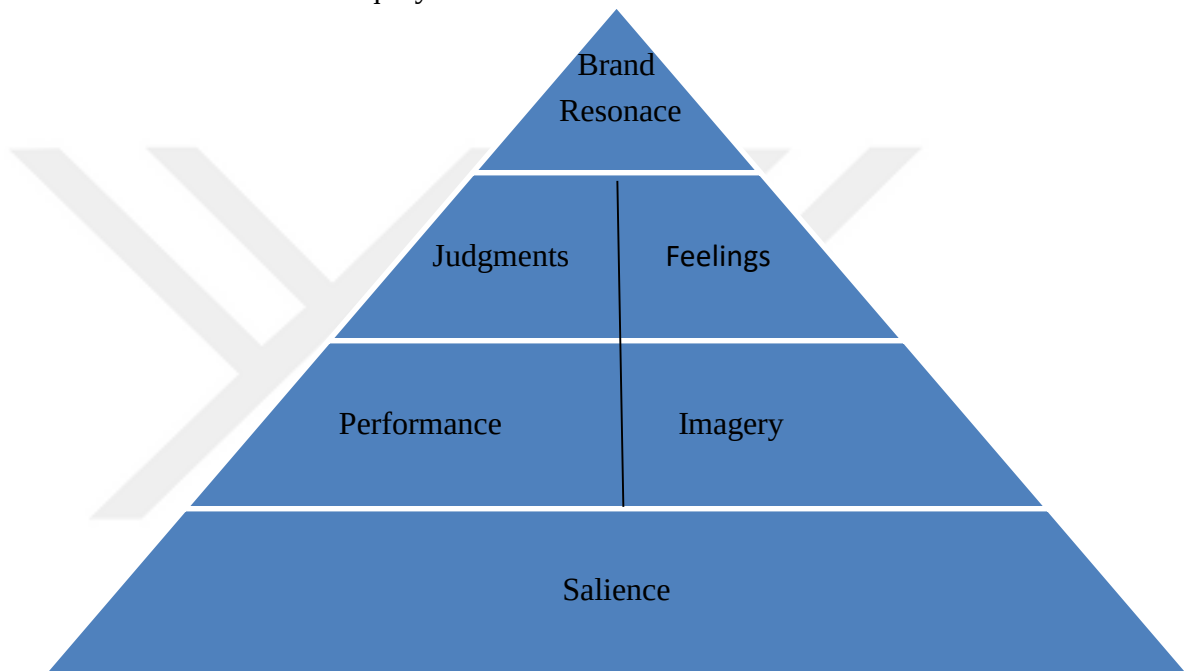


Figure 1.5: Customer Based Brand Equity

Reference: Kotler & Keller, 2016

This pyramid made by Kotler & Keller (2016) in this pyramid.

- **Brand Salience:** Brand salience indicates the awareness of the brand that how easily the brand is recognized and recalled.
- **Brand Performance:** Whereas brand performance indicates how the consumer's experience the brand what they hear from others and what the company communicates to consumers about their brand.
- **Brand Imagery:** Meets the psychological and social needs of the customers. This is the intangible part of the brand.
- **Brand Judgments:** Involves the customer's personal opinion and judgment about the particular brand they experienced.
- **Brand Feelings:** The customers emotionally attached to the brand they have emotional response and reactions with respect to the brand.

- Brand Resonance: the customers have the ultimate relationships with the brand and feels that they synchronized with the brand (Keller, 2005).

1.5 Research Hypothesis

In this research we have dependent and independent variables that will be tested. The following Hypothesis will be considered.

Hypothesis 1: Brand awareness has a positive impact on patients healing perception.

If the patients have the knowledge about the brand medicine, then they will easily compare it with other branded medicine of similar functions. So here we will check how the brand awareness will affect the patients healing. So, in this hypothesis brand awareness is the dependent variable and brand medicine is the independent variable.

Hypothesis 2: There is the significant relationship between the brand awareness and brand recall.

In this hypothesis we will the correlation between brand awareness and brand recall that what will be the effect on brand recall when the brand awareness is high or low. So, brand awareness is the independent variable and brand recall is the dependent variable.

Hypothesis 3: There is the significant relationship between the brand awareness and brand recognition.

In this hypothesis we will check the correlation between the brand awareness and brand recognition that what will be the effect on brand recall when the brand awareness is high or low. So here the brand awareness is independent variable and brand recognition is the dependent variable.

1.6 Limitations

Because of limited time the data is collected from Turkey and Pakistan they are specified with different pharmaceuticals industries and Hospitals in Istanbul and Lahore. We focused to the patients who are more exposed to pain either headache or joint pain and frequently using brand medicines.



2. LITERATURE REVIEW

The literature Review chapter covers the following topic.

Definition of brand, function of brand, Patients Based Brand Equity in Hospital, Brand Awareness, Brand Loyalty, Brand Association, Perceived Quality and Summary.

2.1 Definition of brand

According to American Marketing Association, “Brand is a combination of name, sign, symbol, design or a term envisioned to identify one seller goods and services or a goods and services of group of sellers in order to differentiate them from competitors”. So, a brand is a product or services whose proportions distinguish it in some way from other products or services intended to satisfy the similar need and want. These variations may be efficient, rational, or physical associated to the performance of a brand product. Which can be intangible, symbolic or emotional linked to indicate that what is represented by a brand (Kotler & Keller, 2016).

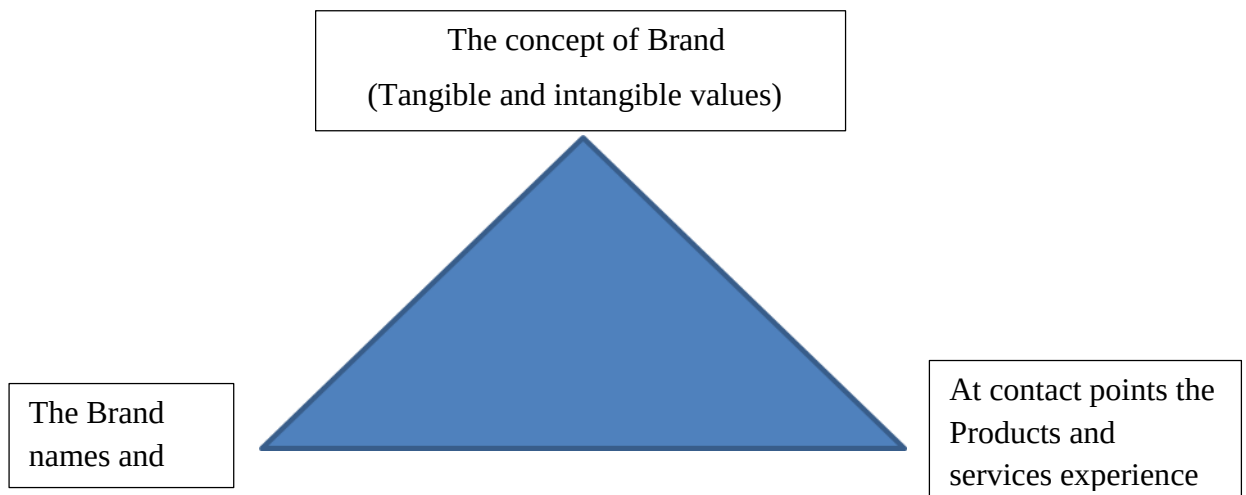


Figure 2.1: The brand system.

Reference: Kapferer, 2012

According to the web business dictionary the brand is defined as “unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. with respect to time, the brand image related with a level of satisfaction, quality and credibility in the mind of consumer's but there are also diverse definitions of global brand and brands, for instance, as defined by Nigel Hollis (2008), global brand that surpasses its cultural ancestries to progress trustful and strong associations with customers across dissimilar cultures and countries. On another hand, Terence A.Shimp (2010), defined brand as a desegregated Marketing Communiqué in Promotion and Advertising are as follow “brand is a corporation’s which offers a specific product, services and further consumptions entity. Brands denote the emphasis of marcom hard work.

In MBA Information Center the notion of brand is cited by Philip Kotler that the brand is the name, term, design, sign and a mixture of them, intent to recognize the product and services of one retailer or set of retailers and to discriminate them from competitors.

Duncan and Moriarty (1988), noted that to create brand value insight is more significant than reality. Richard Rosenbaum-Elliott, Larry Percy & Simon Pervan (2011), stated that the brand effects the individuals is insights transforming the knowledge of a current product. Subsequently brand is the name, which has an influence on the marketplace, it must rise the power that individuals will identify it, persuaded by it, and will trust on it.

2.2 Function of Brand

Kapferer (2008), indicated there was different approaches to the brands before the 1980’s. First Corporations wants to buy a chocolate producer after 1980, they want to purchase Kit-Kat. This differentiation is vital because first the corporation wants to purchase production capacity then the wants to purchase a place in the consumer mind. Therefore, this move is emphasis to the brands initiated after it was understood that the brands are more than attributes.

2.2.1 Brand Functions with respect to Customer Perspective

Kapferer (2008), indicated eight functions of brand in the table below with respect to customers. The First two concern the core of brand and are mechanical. In order to recognized symbol to simplify the choice. Guarantee, optimization and characterization are the next three that lowering the perceived risk and the last three are continuity, Hedonistic and Ethical that are considered as a contentment side of a brand. The positive consideration of a brand in the mind of consumers will build the brand value. Therefore, brand and branding must give focus on emerging the value of a brand. several brand functions are addressed by Kapferer (2008), which shown the value and attractiveness to the brand from a perspective of consumers: (See table 2.1).

Table 2.1: The Functions of the brand for the consumer

Function	Consumer Benefit
Identification	To be clearly seen, to make sense of the offer, to quickly identify the sought-after products.
Practicality	To allow savings of time and to allow savings of time and energy through identical repurchasing and loyalty.
Guarantee	To be sure of finding the same quality no matter where or when you buy the product or service.
Optimisation	To be sure of buying the best product in its category, the best performer for a particular purpose.
Characterisation	To have confirmation of your self-image or the image that you present to others.
Continuity	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years.
Hedonistic	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.
Ethical	Satisfaction linked to the responsible behaviour of the brand in its relationship towards societ

Reference: Kapferer, (2008)

2.2.2 Brand Functions with respect to Company Perspective

Allotment of administrative sources to issue the brand potentially plays a vital role in order to create a brand leadership position. Strong brand will tremendously develop the business. Kotler and Pfoertsch (2006), outlined the eight dissimilar functions of the brands in order to build an inimitable position in stakeholders mind. (See figure 2.2):



Figure 2.2: The role of brands from company perspective

Source: Kotler and Pfoertsch, 2006

The core signifies the value and roles for the customers and the outer circle represent the brand value to the company. The functions are linked with each other's. Effectual discriminated market strategies will make particular brand image and brand preferences by providing what they promised to offer. By doing so they will differentiate themselves from others and will create brand loyalty. Further the brand loyalty secures the business and rise brand equity in a maintainable manner.

2.3 Patient Based Brand Equity

In this research we conceptualized the consumer-based brand equity to patients-based brand equity. According to Kotler and Keller (2007) definition the brand equity in terms of company and consumers that how the consumers feels, think and act with respect to a particular brand and added values to the product and services.

Tollner (2004) highlighted that it is advantageous to increase the brand equity in four ways.

- By increasing the brand equity will decrease the market price, consumers will be more aware about the brand this will also build brand loyalty and they will repeatedly purchase the product. So, the cost of marketing activities will decrease.
- The launch of brand extension will also become easier by increasing the brand equity, and the additional product can also be launch with the brand name as the result of higher the brand equity.
- Hospitals protectively position against the competitors by increasing the brand equity
- There will be high market value for the hospitals having high brand equity and have more worth because of high brand recognition as compare to the hospitals having low brand recognition (Acton, 1998; Mangini, 2002).

The Healthcare sectors should make the strategies in order to manage the product and services for patients (Aaker, 1997), by adopting the strategy of patient-based brand equity will leads to manage the brand. The changes in the brand management will increase the patient- based brand equity and play a stronger part in concerning to the customer. The patient will make a quick judgment regarding to the brand because of the brand awareness and it's uses, association and

perceived quality of the brand so the brand equity will provide the foundation to make the goals, metrics and strategies around the brand.

Sometimes it become difficult for a patient or a consumer to judge which brand provides good products and services this can be eliminated by establishing first place in the consumer mind about recognition and recall of the brand at an economical and affordable price which is the important task for any organization (Aaker, 1996). In one study in which 272 subjects are involved who assessed brand equity of eight dissimilar products. The conclusion was that numerous corporations can understand satisfactory observation over fruitful efforts in the progress of the brand management program which comprises effective brand equity strategies (Washburn & Plank, 2002).

The organizations will fulfil its promises by understand what attitudes, behaviors and association will affect the consumer in order to establish the trusty brand-consumer relationship.

The current literature approves that brand equity perceived as an interpersonal market-based asset as it occurs outdoor and exist in the association of the ultimate consumers and in what way they use the brands (Delgado-Ballester & Munuera-Aleman 2005; Falkenberg, 1996; Hooley, Greenley, Cadogan, & Fahy, 2005; Srivastava, Shervani, & Fahey, 1998; Srivastava, Fahey, & Christensen, 2001). Therefore, building strong brand equity will influence the consumers buying behavior towards a brand.

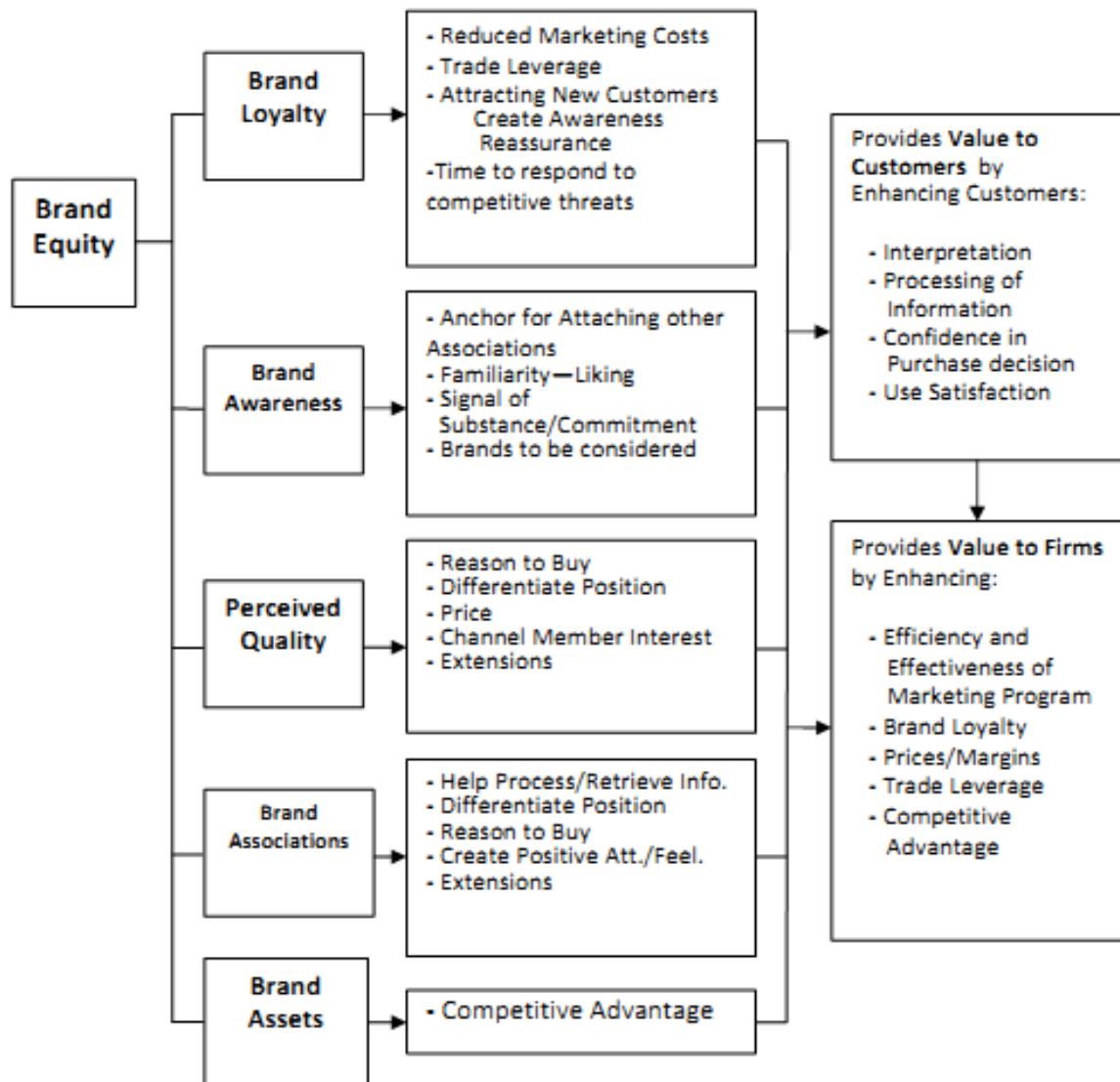


Figure 2.3: Aaker's Customer-Based Brand Equity Framework

Reference: Aaker's, 1992-199

2.4 Brand Awareness

As cited by Dechernatony and other authors (2010), a significant work is done by researchers as well as academics on brand awareness and new product launch. Brand are extra influential in terms of falsifying association with consumers which is profitable and maintainable as compare to the unbranded product. Brand awareness can be formed by presenting brands to the consumers as the result of this consumers will be response by relating, recalling and recognition the brand until they become aware of the whole

brands. To build a brand awareness program the present brand used the brand reinforcement procedures, to make consumers aware about the new product advertisement and promoting program will be use, different strategies used and managed by businesses in order to build a good image of brand, (Percy et al., 2006).

The brand awareness is the essential and the first dimension of the overall brand knowledge by having the brand knowledge the consumers will able to identify the brand under dissimilar situation. The probability that the name of a brand will come in the mind of consumers and the facility the provided (Keller, 1993). Brand awareness can be represented in the brand recognition in which consumers have the capability to recognize the brand when cue is given and brand recall in which consumers are capable to recall the brand when the product category given, or few cues are given. Brand awareness is necessary when making purchasing decision as it is essential that customers recall the brand when product category is given, so the brand awareness increase the possibility that the brand associate in the set of consideration. Awareness also influence the decisions about the brands in the set of consideration, in fact in the absenteeism of any of the brand associations in the minds of consumers. In less contribution decision situation, a least level of the brand awareness might be enough to choose the final. Awareness also affect the customers decision making by influencing brand connotation that build the image of the brand (Keller, 1998).

The attainable attitude related to the consumer how quickly he or she retrieve the brand from their memory. Sometime the attitude activation is automatic it occurs impulsively upon the examination of the object attitude and sometimes it is controlled because the prior stored assessment is required (Farquhar, 1989). Farquahar (2000) noted that brand awareness should be high when repeatedly buy a brand. According to Laurent, kapfere and Roussel (1995) there are three measurements of the brand awareness in the category of a given product. (1) Spontaneous awareness in which without any prompting, the customers were asked to tell the name of the brand when product category is given which indicates that they know the brand. (2) Top of mind awareness in this the same question is use and asked the consumers about the brand name the first brand comes in the mind of consumers will be considered. (3) Unspontaneous brand awareness in this

the names of the brand are represented in front of consumers the unsponaneous awareness of the brand indicates the brand awareness.

The consequences of any brand option can know subsequently the customers enforced to allocate with unpredictably. The choice of the brand is considered the essential problem of the behavior of consumer while during purchasing decision the perceived risk is associated which is the essential characteristic of brand choice. The main function of the brand is to reduce perceived buying risk in order to develop the trust relationship with the consumers. Brand awareness can affect the assessment of consumer risk and their self confidence in the buying decision because of the acquaintance and characteristics of the brand.

over-all the awareness defines consumers intellectual reaction to an event or a condition and consumers perception and focused on external state such as sensory and internal state natural feeling (Awareness-Wikipedia, the free encyclopedia, 10-16-05).

As Marton and Booth (1997), noted an awareness example in which Consumers are aware of the certain situation as before they experience. They know who they are, aware of backdrop conditions, where located and the feelings attached to the place, what is the day and what's the time and they supposed to do in a day. There is awareness of the whole thing, the strength differs and the consumers redesigning its structure continuously, so we call the awareness is the amount of the distinct experience. it is conceivable to do one thing though tranquil be aware of other many things.

According to Aaker (1991), brand awareness is the capability of the consumer to remember and recognize the brand and create a link between brand and the product, but the linkage should not be strong, so the brand awareness is method when the consumers place the product on top of the priority and become top of mind. Brand awareness generates standards by commitment, consideration, recognition and familiarity of the brand. It includes a scale ranging from an undefined emotion that they recognized the brand and confidence that in the product category it is the only one. The Brand awareness is essential because it is correlated to the power of the subsequent brand node reminiscence. Brand awareness comprises brand recall performance and brand

recognition. The first correlated to customer's capability to endorse previous experience to the brand when the brand cue is given. On other hand, brand recognition needs that customers can appropriately differentiate the brand which they previously have been heard or seen. The later denotes to the customer's capability to reclaim the brand from their memories when specified the category of product, the requirements achieved by the classification, or a buying or usage condition as a signal. In summary, brand recall needs customers to appropriately produce the brand from remembrance when specified a related examination (Keller, 1998).

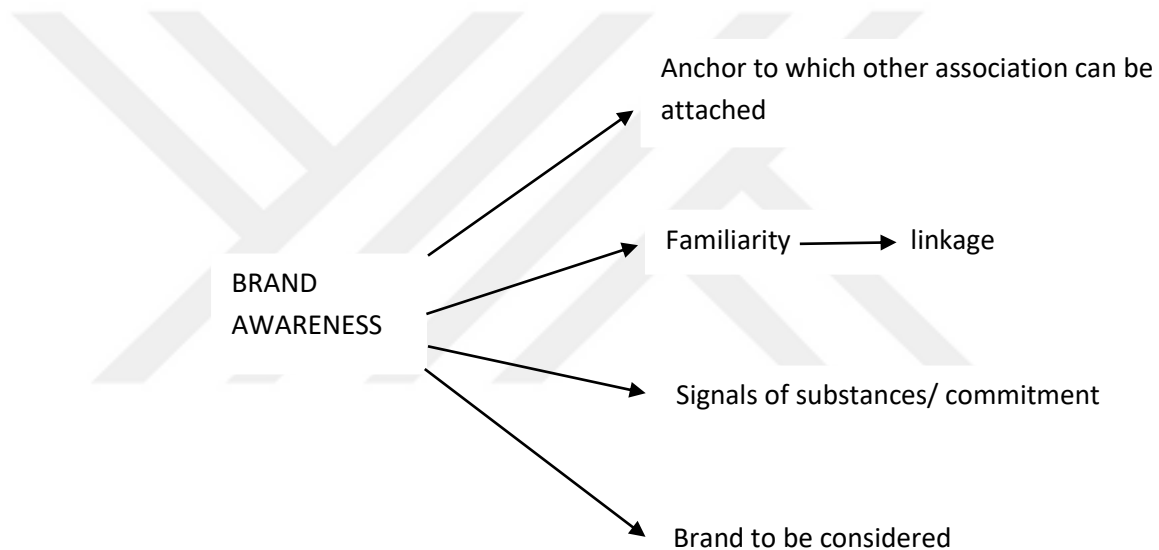


Figure 2.4: Brand awareness

Resource: Aaker, 1991.

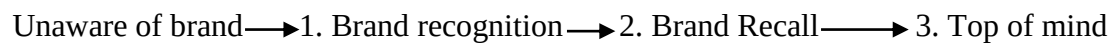
- The first one is anchor to which other associations to be attached: means that the consumers should recognize the new product because only few products are buying without any knowledge so for that the product should be recognize by consumes without this they cannot learn the advantages and characteristics of the new product. So, when consumer identify the product it become easy to produce new association with the item

- Second one is the familiarity/ Linking: when the consumer has knowledge and familiarity about the brand product and make it more familiar and well known it comprise less immersion products. There is the optimistic connotation between the linkage and experience. The inducements to this association are non-symbolic pictures, jingles and name.
- Third one is the substance and commitment: The things which are vital for the purchaser are promise, matter, existence that can see in the awareness. The customer has no knowledge about the company, but they buy the product because of brand awareness and positive association with the product. Sometime the understanding of the brand and brand awareness hinge on the consumers buying process.
- 4. Therefore, the first stage to reach is the brand consideration. When purchasing product to select lots of trade names to contemplate a set of consideration (Aaker, 1991).

According to the Kapferer (2004), the power of a brand's existence in the mind of customer's is well-defined as the awareness level higher the level of awareness more power to retrieve the brand, though Franzen and Bouwman (2001), defined the brand awareness as a prerequisite for the presence of a brand. Aaker (1996), stated that the levels of awareness and three in which the weakest one is the brand recognition, the stronger one is recall and the dominance one is the strongest. According to Keller (2003), awareness further severely deliberates that the product category association and to target the brand are essential circumstances for the brand awareness existence. In this case, ordinary recognition cannot be considered as awareness. Awareness further differentiated on the base of depth and breadth of brand awareness. The more depth means consumers will easily recognize and recall the brand and breadth denotes to the amount of buying and consumption conditions for the brand that comes in the mind of consumers (Keller, 2003). On the other hand, awareness differentiation between the aided and unaided declares that both contributes to the brand equity (Kapferer, 2004).

Aaker and Joachimsthaler (2002), stated that in branding although the awareness is taken for granted and is deliberated an inadequate condition for assessing the strength of the brand's and contributes strongly to the brand equity. In short, awareness can be definite as understanding the multiple levels of the brand, that's a precondition for the existence of a brand, and occasionally contribute to the brand equity.

Brand awareness is reliant on the level of awareness achieved and the situation.



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graph LR; A[Unaware of brand] --> B[1. Brand recognition]; B --> C[2. Brand Recall]; C --> D[3. Top of mind]
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Figure 2.5: Levels of brand awareness

Reference: Aaker, 1991

- First level is brand recognition in this level consumer recognize the brand among others brand. Supported recall is the situation when consumer recognize the brand from the numbers of brand and their product class. So, the brand recognition is main factors which consumer face during purchasing process.
- Second level is the brand recall in which consumers expose to the class of product, so they name the trademark. This is unsupported recall, in regular buying products brand recall is important for examples in headache remedies, coffee etc. so, the brand decision can be taken to go and buy the product.
- Third level is top of mind in which the name of the brand comes first in the mind when we think about the product (Aaker, 1991).

Melin (1991), stated that brand awareness is vital because when the consumers has an awareness and familiar about the brand they see the brand as quality. Aaker (1991),

noted that having brand awareness is advantage for a brand but it does not mean the product will be sell especially when the product is new.

There are many facts in this literature which shows that consumer choice can be affect by brand awareness and brand choice. As Lin and Chang (2003), stated that in less immersion products brand awareness affects the buying decision of consumers. Brand awareness is the important factors when consumers make buying decision as examined by Hoyer and Brown (1990). The name of the brand or brand recognition also influences the choice of consumer.

2.4.1 Attaining Brand Awareness

Two responsibilities are involved by Recall and Recognition in achieving awareness:

When the product is new then it is important to upsurge the identity of brand name as well as link the features to the item.

The following are the consideration to attain brand awareness:

- Should be memorable and different: Now days more of the products looks similar and the statement in the product groups is correlated. Thus, it is important that the product and brand name should be different from others and easily memorable, so the consumer recognizes the brand product easily.
- Slogan or jingle should be involved: It is the visual characteristic of the brand and creates firm connection between the brand and slogan. Therefore, slogan or jingles is influential and can create the big modification.
- Exposure of Symbol: A logo is also an important element for brand awareness and also the visual characteristic of the brand. Thus, having a symbol relate to the brand affects the consumer to easily recall and memorize the brand.
- Publicity: To make the brand awareness through advertisement is one of the publicity tools. It can be custom-made to the communiqué and the statements.
- Sponsorship of Event: The main part of many event sponsorship is to maintain or create awareness of the brand.

- Consideration of brand extensions: To indicate the logo or name on the merchandise and create the name more protuberant is also the method to upsurge the recall of brand.
- Use cues: One of the most vital cues is packaging. Because if the consumer has no brand awareness or not well known about the brand then the only thing that attracts to consumers is packaging.
- Recall needs repetition: Brand recognition is easier than the brand recall. For example, if a person meets someone he can recognize the face easily but not the name. Thus, it is vital to create the firm connection between the brand and the class of the product and the brand should be more protuberant than recognizing the brand. To obtain top of mind is difficult.
- The recall bonus: Regular publicity of the brand awareness creates the top place in the consumer mind as well as the strong brand fall recall of competitor brand (Aaker, 1991).

To attain the brand awareness, it is vital to have a distinct hallmark because of distinct hallmark consumer will recognized the brand. It is not difficult to blend corporate brand and consumer brand with hallmark through the hallmark the customer identifies the product. The hallmark is different from symbol because it is broader. Brand may have numerous hallmarks. They are separated into six clusters:

- Brand word: It includes the word or a name for example Coca Cola.
- Design: The bottle of coca cola design.
- Sound: Ice cream truck song
- Sent: Fragrances
- Pattern: The four-sided shape of Burberry.
- Colour: Yellow Kodak boxes, Fauji are green while Film boxes for cameras (Treffner & Gajland, 2001)

2.4.2 Consumer buying behavior with respect to brand awareness

The buying behavior of the consumers will depend on the elements of the value context (Oh, Haemoon, 2000). The value of the context for the consumers is the class associations, brand image, brand awareness in the market place comparative to others and the price. Study led by Farris and other authors (2010), shown that the consumers buying behavior depends on how well the aware about the brand and the image of the brand builds in the consumers mind in the target markets. Hoyer and other authors (1990), stated that consumers will repeatedly purchase the product when they are aware about the brand and have a good brand image association. Consequently, brand awareness is considered as an important element for encouraging repeatedly buying behavior by consumers (Macdonald, et al., 2000).

As stated by Baker W, J, & Nedungadi (1986). The brand awareness plays a vital role during buying a product and because of the brand awareness there is control on professed risk assessment of the customers and their level of guarantee about purchasing decision due to the uniqueness and awareness of the brand. While making a purchasing decision there must be consideration without consideration possibility is that consumer will chose nothing. Stroke (1985), cited that brand awareness makes a good association in reminiscence about a specific brand. By creating a reachable brand method, reliable representation of brand and positive brand assessment builds a strong image of the brand in the mind of customers (Farquhar, 1985). At various stages the importance of brand awareness can be evaluated in the customers mind for example, brand recall, brand recognition, brand knowledge, brand awareness, Top of mind (Asker D., 1996). There will be no transaction will happen if there is no communication no brand awareness, so brand awareness is very important (Percy, 1987). Few consumers buy those products which are well- known in the market place (Keller, 1993). Due to the uniqueness of the brand, its taste and feels good when they use the particular brand then customers become loyal to that particular brand dues to sufficient brand knowledge consumers feel self-confident while making a purchasing decision. Brand loyalty is vital for the firm to encounter its objective, so the firm make their consumers happy and the problem will

also resolve if the consumers feel relates particular product and services provided by the brand.

The main goal of the market is to generate a brand awareness in the customers mind this is important for those customers who shows little interest and have low involvement, so the repeat advertisement make the product to keep is the consumers set of consideration. Brand awareness have a great effect on consumer buying decision when they are aware of the brand they will make decision from the set of consideration (Macdonald and Sharp, 1996). Because of the brand awareness consumers will choose the product which they know, and it's also affected perceived quality. One study in conducted in which the consumer awareness about the brand was examined which conclude that the brand awareness as exploratory as well as it has also affected on perceived quality (Hoyer & Brown, 1990). Other research conducted by Foxall (1992), examined the brand awareness effect on consumer choice. In marketing and economic literature consumer behavior theory sees that the choice of product involves problem solving method. On the other hand, market research considers elaborating the structure of knowledge rather than awareness which includes the image of the brand and attitude. According to Hoyer (1984), in most of the purchase situations consumers is a submissive recipient of product info who takes less time and perceptive force to choosing the brand. In repeatedly buying situation consumers buy the product because he knows the brand he or she has aware about the brand its price and package (Reed et al., 1973; Olshavsky and Granbois, 1979). Miniard and other researchers (1993), stated that the habitual consumer behavior concept is not new and partial problematic resolving has been recognized in numerous models of perceptive decision making and consumer choice. In this inclusion there is inconsistency if its habitual choice than no verdict in the intellect of aware cognitive process before act, behavior, if they explain most of the expenditure, require a well description than absenteeism of idea (East, 1996).

With respect to the theories of consumer buying behavior Söderlund (2001), noted that consumers purchasing behavior be subject to attitude, intension, efforts to commitment, preference and the method of recognize the consumer have.

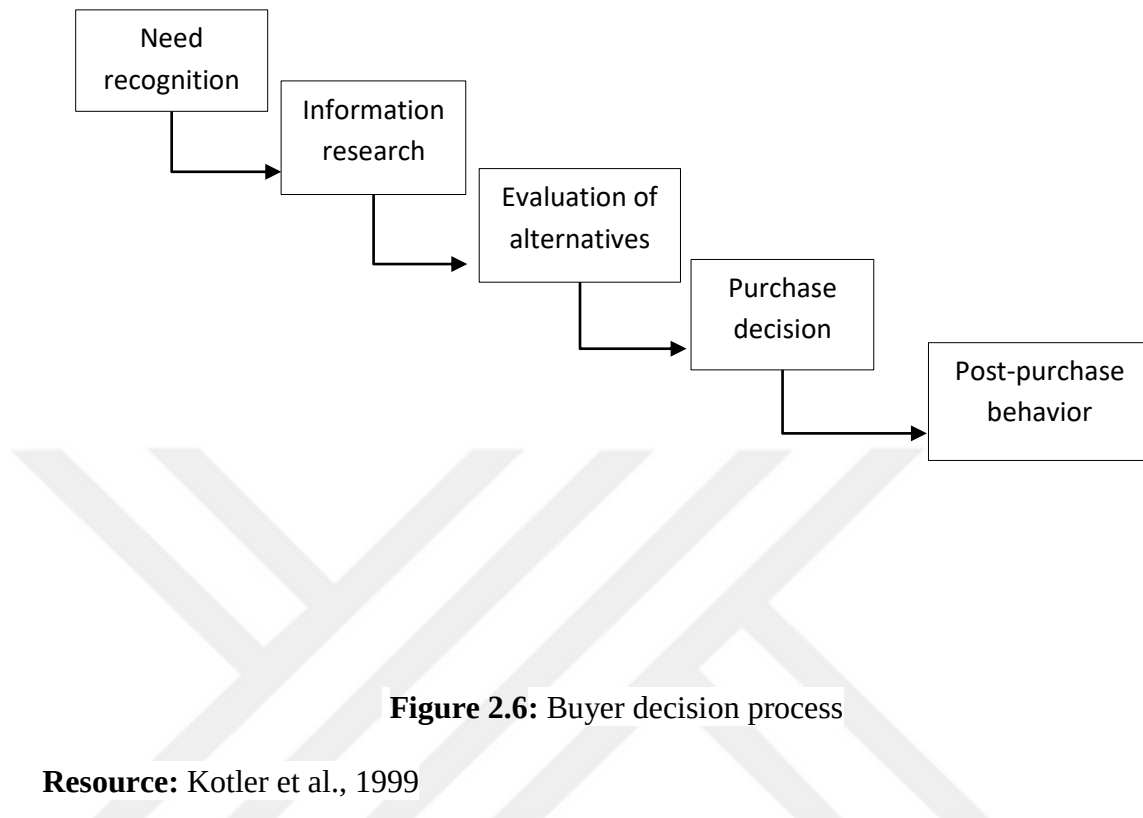


Figure 2.6: Buyer decision process

Resource: Kotler et al., 1999

As shown in the figure 1.5 consumer will pass from five stages when they make buying decision. But they not face all the 5 stages in the buying process for example in the routine purchase they skip the stages like every day merchandises they skipped information research and evaluation.

- Need recognition is the initial step in the model of buying behavior. There are two situations internal and external. Example of internal situation is when the person is hungry, and they need to eat something, and the external situation is when the person sees some commercial on the television after that they feels that they need that product or brand.
- Information research is the second stage on the buying behavior model in this consumer will do research to take information they may take information from commercials, personal source, public and from their own experience more information they collect more the know about the brand and possess more brand knowledge and awareness.

- Evaluation of alternative in this consumer will evaluate the product by comparing it with other alternatives product first they see the need and benefits they obtained from the product further they consider the price and quality. Consumers will also concern the salient attributes which are the things comes in the mind of consumer when they think about a brand.
- Purchase decision this is the situation when consumers purchase the product that can be influenced by two factors, unpredicted situational factor and attitude of other.
- Post-purchase behavior this is the stage where customers associate their prospects with professed performance they become satisfy when the expectancy meets with the performance of product (Kotler et al., 1999).

2.4.3 Brand awareness through media and strategies

Forming brand awareness is critical for companies as consumers get many marketing memos every day. By this fact, more customers can identify the brand as further they are re-buying the similar brand again and again. Thus, businesses must consider by means of diverse channels that endorse to form recognition and cues in the mind of customers. Brand awareness can be promoted by means of media channels like, sponsorship, publicity and event promotions which are the most effective ways. For instance, sponsorship turn out to be a vital way to build a brand awareness as companies in the media advertisement not invested the sponsorship them self-offers media outcomes and TV reportage. (Kapferer, 2012)

To increase the awareness of the new product traditional media and different strategies are employing, Traditional media includes advertisement and promotion of the brand by use ATL methods which are expensive. As the effect of this businesses employed BTL techniques in order to aware consumers for the new products in better way so the consumers in the market place will more effectively consider the new products (Salcido T, 2011), with respect new media strategies such as internet and mobile network are being employed by businesses (ou, et al., 2011).

2.4.4 Brand awareness builds the strong brand

As cited by Buil and other authors (2013), brand awareness is necessary to build the strong brand. To differentiate the brand from their competitors brand awareness is necessary so it become the choice of consumers (Valavi, 2014). Balaji (2011), stated that brand awareness effects the asset of the brand associations in the minds of consumers. Brand awareness offers a consumer satisfactory purpose to contemplate the brand in the considerations set (Aaker, 1991). Brand awareness has been observed in the consumers behavior study (Hsu et al., 2011; Huang & Cai, 2015; Bianchi & Pike, 2010). For choosing the brand, brand awareness is the first and essential step as stated in the models of consumers behavior. Azad and other authors (2013) stated that brand awareness is the essential element of the brand equity. To compete with other brand competitors brand awareness is the important factor and it recuperate competition amongst brand (Jaikeli & Tchumburidze, 2012).

2.4.5 Brand awareness builds the brand image

Brand awareness is the essential element to build a brand in the mind of consumers based on the awareness, knowledge and experience consumers repeatedly buy the product therefore, brand awareness is correlated to brand loyalty, so they make decisions as its corelates to the thoughts of consumers. The level of brand loyalty becomes firmer and stronger when the consumers have more knowledge about the brand. Thus, the aim of this study to highlight the brand awareness role in the framework of the consumers decision making procedure as a vital tool for choosing among consumers without vast previous practice. So, the marketer can build brand awareness amongst consumers over again and again publicity and through advertisement to build a long-term brand loyalty (Keller, 2003). Ultimately, brand awareness affects the brand promise and brand loyalty straightly yet there are not sufficient considerations about its influence on the process of consumer loyalty. However, few researchers exposed a substantial association (Tsang et al., 2011; Valavi, 2014). Other originate unimportant association (Esch et al., 2006; Ramaseshan et al., 2013; Hyun & Kim 2011; Liu et al., 2013)

2.4.6 Brand awareness increases the sale and profits

According to Gustafson & Chabot (2007), the objectives of the business are to increase the sale and earn more profits therefore, to earn more profit and increase the sale the organizations should attract more customers towards its product and should provide better services, so the product will become the part of consumers life and they repeatedly purchase the product through their life. So, the brand awareness possess how they provide brand awareness to their potential and current consumers by means of product and services they offered. Brand awareness is the prospect that customers are aware about the accessibility and availability of a firm product and services. If the firm has an effective brand awareness, then it has the good position in the market and their product and services also acceptable in the market place.

2.4.7 Enhance brand awareness through marketing mix elements.

Previous study does not examine completely the query that in what way we can enhance and build the brand awareness. Many researcher's emphasis on the impact of advertising or the intensity of distribution on brand awareness, Price promotion is considered only in two studies consider; but they yield unpredictable conclusions. The present study discovers by what means we can enhance and build the brand awareness by using elements of marketing mix.

- **Advertising**

Advertisement increases and creates awareness of brand by exposure the brands to consumers (Aaker, 1991; Keller, 1993; Batra, Lehmann, Burke, & Pae, 1995; Rossiter & Percy, 1987; Yoo et al., 2000). As stated by Krishnan and Chakravarti (1933), advertisement also rises the brand's probability of being involved in the set of customers consideration, thus intensify the brand market performance.

Brand awareness certainly relays to advertisement expenditure devoted in the brands (Yoo et al., 2000). In short, indication specifies an optimistic association between the

brand awareness and advertising expenditures. Many indications are built on customer observations gained either over laboratory experiments or through surveys.

- **Distribution**

According to Keller (2008), anything triggers the exposure of the brands to customers donates to the brand awareness establishment. Reappearance of the brand revelation in stores progresses customers capability to recall and recognize the brand. Since stores unify the products by classes, customers gain revelation to brands by product class. The environment of the store facilitates the connection between the related product category and brand. Thus, distribution aids to create brand and product category connection. Smith & Park (1992), stated that distribution alone makes trail for regularly buying the product and brand awareness. Earlier studies confirm the optimistic association between distribution intensity and brand awareness (Yoo et al. 2000; Srivinasan et al. 2008).

- **Price Promotion**

According to Keller (2008), price promotions causing the consumers to trail the product such product experience improves the brand awareness. Just rare scholars empirically discover the connotation between the price promotion and brand awareness and their results are unpredictable. Negative connotation is found between the brand awareness and price promotion. On another hand there is the positive correlation between the price promotion and brand awareness, as well as distribution and advertisement (Srinivasan et al.,2008). Inconsistent conclusions may be because the usage of dissimilar brand awareness measurement and study frameworks in two researchers. Brand awareness and brand association are together measuring the durable goods (Yoo et al.,2000). While Srinivansan et al. (2008), evaluated untainted brand awareness for satisfactor goods.

The present research determines brand awareness by questioning whether consumer recognize the brand. Some literature discovers a positive connotation between perceived quality and price level (Tellis & Wernerfelt, 1987; Yoo et al., 2000), on the other hand some literature does not evaluate the correlation between brand awareness and price. The high price products give the signal of quality to the customers, so they attain

decision efficacy, while low price products give customers the additional value in relations to the price. Yoo and other authors (2000) stated that customers in the same manner aware of the low-price product and the high price products. No sign of the direct relationship occurs between the brand awareness and price. This study offers a primary effort in discovering the coorelation between the brand awareness and price.

2.4.8 Brand awareness components

Brand awareness is a vital element because it represents the capability of the consumers to recall the particular brand from their memory (Sovina & Collins, 2003). Brand recognition and brand recall are the two components of brand awareness (Keller, 1993). So, the effective definition of brand awareness is the capability of consumers to recognize and recall the brand under dissimilar circumstances. Brand awareness denotes to the asset of a brand existence in the minds of consumers which leads to brand loyalty (Misha and Mishra, 2014). Keller (1998) noted that the extensiveness of the brand awareness conveys the variety of buying motivations in which the name of brand come in the mind of consumers. The brand awareness specifies the capability of consumers without any sign or signal thy recall the brand (Aaker, 1996). Therefore, brands awareness is the important element for building the brand image (Aaker, 1991).

As stated by Aaker (1966), brand awareness means the ability of a consumer that they can recall and recognized the brand in different circumstances. Brand recall means the consumer will recall the brand when they see the category of the products whereas brand recognition means consumer can identify the brand when cue is given. Brand awareness is a prerequisite of the power of brand and denotes to the possibility that customers identify the availability and presence of a particular brand, forming this awareness through business is the important step to raise the performance of the brand. Brand awareness can be estimated by means of dissimilar methods in which a consumer recalls the brand, extending from brand recognition to recall, to “top of mind” and to the dominance brand name. In an outer layer, brand recognition imitates a remembrance of earlier usage of the brand which consequences in more optimistic feelings. As in the brand recall is the capability of a consumer to recover the brand when the product

category is cited. Recognition is vital for a brand because consumers will purchase those products which they know as compared to those products to which they are unaware or completely unknown to them. On the other hand, brand recall is as vital as recognition for the reason that it is the determining aspect whether a customer purchases particular brands in a product category over those from challengers and top of mind is correlated to brand recall and denotes to the brand which comes first in the consumers mind when asked from many brands in the same 21 categories of the product. Last one is the brand name dominance which is the final level of awareness. In this customer can only think of a single brand name contained by product category.

Both the aided awareness (brand awareness) and unaided awareness (brand recall) are vital and should be balanced in order to obtain complete benefit of brand awareness. Rubicam and Young establish the “Graveyard model” in which they show the power of brand recall in contrast to brand recognition. See figure 2.7.

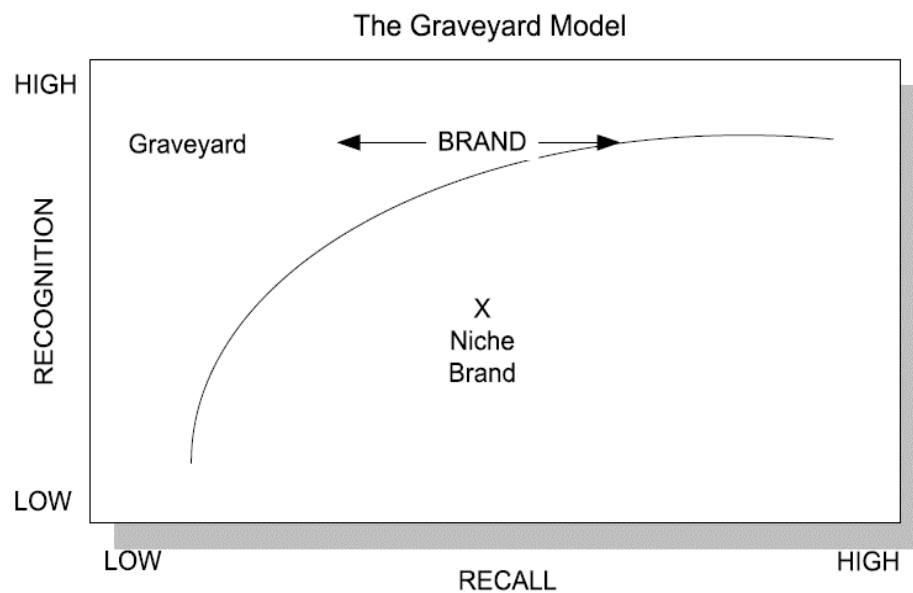


Figure 2.7: The graveyard model

Reference: Aaker, 1996

Brands in a merchandise class frequently behave in a particular way to follow the curved line of aided (brand recognition) versus unaided (brand recall) as plotted in the graph.

The two exemptions of the rule will prove the significance of recall. First exemption is correlated to the healthful niche brands which are located under the curved line. Even if the brand is not extensively well known amongst their loyal customer group it has a high recall. Little recognition below these situations is not correlated to deprived performance.

Second exemption is positioned in the leftward angle, the graveyard zone where brands have great mass recognition in contrast to a less recall. So, the brands in this situation are in unfathomable trouble, due to the mindset. Because of the limited mind, additional new info will not be deriving if it's not contests to the present mindset. So, the minds are set in the graveyard zone. It is not essentially the outcome of a marketing campaign or a strong brand. The utmost demanding is to generate the readiness amongst the customs and the possibility in listening story of new brand because of familiarity to the brand (Aaker, 1996).

Three different experiments are conducted related to brand awareness in which 48 students resolute that there is a correlation between brand awareness, brand recall and brand recognition. In order to build strong brand awareness in the consumers mind the strong brand equity should be build (Ye & Raaij, 2004).

According to Hoeffler and Keller (2003) brand awareness is characterized into two depth and breath.

- Depth denotes that how straightforwardly the consumers recognized and recall the brands.
- Breath denotes to the assortment of consumption and buying circumstances in which the brand will come in consumers mind.

The strong point of brand awareness in consumers mind enable them how well they recognized or recall the known brand verses unknown brand while they are making purchasing decisions. This can be achieved by linking the brand with associations such as logo, tag line, a symbol and brand name. Though in the brand awareness the name of the brand is the most important element (Davis, Golcic & Marquardt, 2008). The brand name proposals a sign that can support customers to recognize facility providers and to

foresee the results of services (Herbig & Milewicz, 1993; Janiszewski & Van Osselaer, 2000; Turley & Moore, 1995).

In the construction of the brand awareness the hospitals should consider both depth and breath. More depth means higher sales because consumer will think of the brand when need become apparent. On the other hand, more breath will also provide higher sell subsequently consumers will think about the brand on various circumstances where the brand can be consumed or use. The vital characteristic of the brand awareness with respect to patients are as follows:

- The branding importance to a patient.
- The type of information they are taking from branding.
- The content of advertising.
- The operative usage of symbol, logo character, ability to recall the logo and the tag line (Hoeffler and Keller, 2003).

Thus, high brand awareness of a product will obtain more customers preference because they consist of higher quality evaluation and market shares. (Dodds et al., 1991; Grewal et al., 1998).

2.5 Role of brand recall and brand recognition in comprehension to Actual purchase

Real buying is mainly the buying of goods for own consumption of the customer and the ultimate phase is the process when consumer make a buying decision which is dissimilar from the buying intent. Customers make a real buying later complete the three steps of buying procedure: input, process, and output. This procedure is affected by marketing exertions as well as customers cultural and social environment. Awareness and the knowledge not only produced by marketing and from advertisement, however in the social environment the appearance of the brand also plays an important part in decision-making procedure, which eventually leads to buy the product product (Schiffman et al., 2010). As per the customer channel (Court et al., 2009; Powell et al., 2011), real buying

is a step in the consumer decision-making journey starting at initial awareness, information search, evaluation of the substitutes, real buying and finally structure loyalty for the brands. The consumer's intent to purchase the merchandise hinge on the significance and profits that the consumers take from the merchandise (Zeithaml, 1988). Most of the aspects lead the customers to the stage where they really buying the merchandise and one of the aspects is the contentment of the customer with the brand product from the preceding buying. The level of contentment will therefore choose the point of the brand in the set of consideration of the customer for subsequent purchasing choice.

2.5.1 Brand Recall

According to Karishnan and other authors (2012), Brand recall measured the awareness/knowledge of the brand. The authors explain a practical approach to permit the companies to regulate the recall values of their brand. As stated by Bogart and Lehman (1973) and Aaker (2011), the received view indicates that the awareness favorably positive. The authors suggest that the amount to which a brand is evoked by a sector will expose the brands equity in the sector. As stated by Aaker (2011), the brand recall is the degree to which the consumers repossessed from their memory either impulsively or by giving the cue of the brand, replace ably with brand awareness.

Previous study has examined recall for brand names, other related brand cues and non-word brand names (Lerman and Garbarino, 2002). The emphasis of the present study is to comprehend the word of the brand names that are impulsively recalled by the given segment's members. Till and Baack (2005), noted that the intending is to develop a degree by which companies may be capable to provoke the worth of their own brands. The conclusions extracted by brand recall studies have recommended that innovative advertisements help to support unassisted recall but not assisted recall, brand and the attitude of advertisement plus the purchase intention.

Hansen and other authors (2009), stated that hilarity was discovered to divert customers from intentionally recalling brand names, but unconscious memory did not affect. In

conclusion, advanced brand recall was linked with high-immersion product brands against low-immersion brands, signifying that publicity and other marketing strategies may have fewer influence on brands that are not detained to high immersion (Radder and Huang, 2008). However, stress-free work out portion for brand recall can help the process of branding. Info handing out models (Keller, 1993, Higgins,1996), propose that both experience and content of a brand's recall form the first choice for that brand.

Firstly, the content of recalled knowledge on the brand helps the customers to evaluate a brand. Therefore, in recalling the brand the customers recall characteristics such as color and shape, welfares such as wellbeing and assertiveness such as the tagline. Secondly, the familiarity of the brand recall notifies the first-choice decision as well. Nedungadi (1990) shows that in memory-based choice circumstances and repossession experience can improve the possibility of the brand's presence in the set of consideration.

Earlier brand recalled provides better experience and consequently the command on recall can affect the preference of brand. Over all because of the accessibility and retrieval effects, brand with less activation potential will appreciate higher customers franchise (Higgins, 1996).

According to Bagozzi & Sailk (1983), brand recall is the psychological imitation of certain prey item practiced or earlier learned. Other definition of brand recall is the amount to which customers recall publicity and further communications that have been shown about a brand (Prashar et al., 2012). Brand recall is the kind of brand awareness in which customer distinguishes or finds a brand, by means of info from reminiscence. When some cues are given correlated to the brand then consume recall a brand, demanding that customers appropriately create the brand from reminiscence (Baumann, Hamin & Chong, 2015; Keller, 1993). The significance of reminiscence cannot be unnoticed when we consider to a brand recalling as reminiscence aspects aid in recovering the brand and similarly to other challenging brands and therefore creating a set of for the customer to produce the ultimate buying (Nedungadi, 1990). Aaker (1996), for recognized brands anticipated that top of mind awareness and brand recall can be

more meaningful and significant. Operationally, when a signal is providing, and the defendant regains the objective item from the reminiscence that is a brand recall.

As Keller (1997), stated that brand recall is the consumer's capability to recall and recover the merchandise when the consumer considers the category of the product. So, target of the marketer is to achieve the consumers brand awareness so when the product category is given they retrieve or recall the brand (Aaker, 1996). Keller (1997), noted that a brand that can be recalled easily has profound brand awareness as compare to the brand that merely can be recognized.

2.5.2 Brand Recognition

According Keller (1993), brand recognition defines the customers capability to differentiate the brand as he or she heard the brand before or seen it. Brand recognition endorses previous experience to the brand when the brand cue is given. The recognition needs an inferior level of strong point of reminiscence than the recall as states in strength theory or threshold theory (Kintsch, 1970). Diverse studies have presented that persons typically select things that are well known to consumers (Coates et al., 2006; Hoyer & Brown, 1990; McDonald & Sharp, 2000) similarly in the circumstances where they merely perceived the thing but have no awareness (Bornstein, 1989 & Zajonic, 1968). According to Goldstein & Gigerenzer (2002), selecting an answer in a state where the accurate answer is not well-known by consumers than they will select the option for the product which they recognized from the earlier familiarity over the unrecognized choice (Barreda, Bilgihan, Nusair & Okumus, 2015). The persons have faith in the recognized option which they considered it safer. To build a brand equity brand image is one of the important elements, described by Lin (2009), as the customers awareness of the brand over the previous merchandise familiarity and the info that are taken over the brand recognition. Aaker (1996), stated that for the niche or new brands the recognition is supposed to be more important.

According to Aaker (1991), brand recognition is the consumers' capability to validate previous interaction to the brand when specified the brand as a cue. Does the customer

have an ability to recognize the brand once they previously exposed to the brand? The author carries on by proverb that the consumers unintentionally select the brands because they have been previously exposed to the brand as compare the new brands. Consequently, the well-known brands will have superiority. An additional approach as the customers vision for marketing is that they usually assumed on the bad products companies will not spend money; the customer proceeds the recognition as a symbol that the brand is worth able (Aaker, 1996).

2.6 Brand Loyalty

According to Assael (1998) brand loyalty is defined as consumers satisfaction of the same brand use from their past experience which allows them to repeatedly purchase the product. So, brand loyalty indicates the consumers will not consider another brand product when they purchase the product because of brand preference (Baldinger & Rubinson, 1996; Cavero & Cebollada, 1997).

Some scholars define the brand loyalty as the tendency of a consumers to repeatedly purchase the brand in spite of having other available substitute of the brand (Kotler & Keller, 2007; Rubinson & Pfeiffer, 2005; Schultz, 2005; Wilmott & Cornish, 2003; Hem & Iverson, 2003; Aaker, 1996). The importance of brand loyalty is quite clear for these scholars in which consumers have a loyalty with the brand which reduce the marketing and advertising cost and provide the profits to organizations (Aaker, 1992; Hem & Iverson, 2003; Kotler & Keller, 2007). Aaker (1991) opposed that brand loyalty is the core of brand equity. The case study of three brands are conducted which concludes that brand loyalty can be formed by forming the brand equity, this determine that brand loyalty is important to increase the profit margins (Rubinson & Pfeiffer, 2005). Other study conclude that brand loyalty will exist when the customers are committed with the brand and will have brand support. When measure the brand loyalty from a consumer prospective it will determine that brand loyalty is they key variable of brand equity (Knox & Walker, 2001). The loyal customers will not require any incentive to stick with brand as compare to less loyal customers which switch the brand because of promotion. Once the customers are aware of the brand and they response to them favorably then the

chance of brand loyalty will increase which results in the repeatedly buying behavior, follow by increases the customer-based brand equity and profitability.

In insertion, the brand loyalty is the ultimate terminus of the brand management, if the firm wants to check how loyal the customers to the product they can check their favorability to that product by comparing them with the competitors. So, the brand loyalty is built from the previous use and experience of the brand and their preference to the products (Deighton, Henderson, & Neslin, 1994; Aaker, 1991), and can be measure by their repeatedly buying the product of the same brand.

Brand loyalty includes two factors behavior and attitude. Behavior factor includes repeatedly buying behavior while attitude factor includes emotional obligation to the brands (Aaker, 1991; Prus & Brandt, 1995; Farr & Hollis, 1997; Assael, 1998; Oliver, 1999). True brand loyalty is that when the customers fall within these two factors behavior and attitude if the fall one of these two then it is called spurious brand loyalty (Baldinger & Robinson, 1996). Brand loyalty is also divided into short term and long-term loyalty. Short term loyalty is not the actual loyalty because the long-term consumers will not purchase the others brand even there are the better choices are available (Jones & Sasser, 1995). Bloemer and Kasper (1995) contended that actual brand loyalty contains repeatedly buying behavior and brand preference that shows long term promises and emotional processing purpose while Fornell (1992) suggested that brand loyalty can be measured by price acceptance and repeatedly purchase intension. Besides this brand loyalty can also be measured by means of action loyalty and effective loyalty. Action loyalty specifies that the customers have not only brand preference but also performs repeatedly purchase action (Jacoby & Chestnut, 1978; Oliver, 1999; Kan, 2002, Lin, 2005). Affective loyalty is the brand preference by their past experience which satisfies the customers. Affective loyalty just characterizes the repurchase intent; it does not show that the customers will yield buying action so in this it is hard to say that customers grasp the loyalty of brand (Jacoby & Chestnut, 1978; Oliver, 1999; Kan, 2002).

2.7 Brand Association

As stated by Keller and Lehmann (2003), brand associations are the favorability, uniqueness and the strength of proposed features and welfares for the brands. According to Aaker (1992), brand associations include consumer's benefits, lifestyle, users, countries, competitors, uses and product attributes (p.31). Brand associations denote brand value as the key source, as the customer's sense that the brand fulfills the need (Keller and Lehmann 2003, p.28). Brand associations also help the customers to repossess the information on the bases of the information

They differentiate the product, by doing so the positive feelings will create and become the reason to purchase the product (Aaker, 1992). Brand associations show a significant part in the product and services which create either the negative or the positive image in the customers mind. The positive brand association is the means for the marketers to protect and grow the market share as the result of the study conducted on 63 subjects. Furthermore, the central components for success are the deployment of brand association and in what way it is promoted (Dean, 2004)

According to Wiedmann (2004), from the perception of the customers it is important to find the unique and positive brand (p.124). So, from the previous studies the brand associations create the link with brand equity (Aaker 1992; Aaker 1996; Keller 1993 Rust, Zeithaml, and Lemon 2004; Rust, Zeithaml, and Lemon 2000). Study conducted on which four dissimilar groups of students evaluated that brands association are essential to a hospital's considerate of brand equity, inference marketing, categorization, persuasion, product evaluation and choice (Osselaer & Janiszewski, 2001). Brand association is one of the features that associated in the memory of patients towards the particular brand which is vital for patient – based brand equity. The brand association's set structured in significant way establishes the complete brand image in customer mind. This can be beneficial for the hospitals because the patients can differentiate the brand among the competitor's brands and in the competitive condition they will recall a particular brand (Bohrer, 2007).

2.8 Perceived Quality

As stated by Zeithaml and other author's perceived quality is an effect of customer's particular judgment on the products it's specification, consistency and evaluation on the additional value of a product. According to Aaker (2004), perceived quality offers a value that gives a purpose to the customers to purchase the brand product. Garvin (1983) defined the perceived quality as the acknowledgement of customers and objective quality is describe on the base of manufacturing orientation of the product. The difference between both of them is, the perceived quality that are affected by internal and external attributes of the product and the objective quality have a product having pre-design standard (Olshavsky, 1985; Zeithaml, 1988).

Kan (2002) opinions for the objective quality is that when the consumers purchase the product they use their information and experience to assess the product function, its benefit, technology, reliability and durability.

Aaker (1991), claimed that the perceived quality will become the discriminating brand in the mind of the customers by showing the noticeable differentiation of a product and services. The perceived quality is different from real quality because (1) the bad image created in the customer mind will affect the customers judgment on the quality of the product in the future, even if the product quality become improve the customer will not trust on the product because of previous bad experience (Aaker, 1996), (2) On the bases of quality judgement consumers and the manufacturers have different point of views (Morgan, 1985; Aaker, 1996). (3) Consumers have sufficient information to assess the product accurately, but they cannot do a further judgement because of the insufficient time and motivation because of this will less vital information they assess the quality of the product (Aaker, 1996; Wan, 2006). For firms to be successful it is important that they should find the attributes that the customers are seeing for with respect to the quality of the product (Barone, Taylor V., & Urbany, 2005).

The study is conducted in which 17,034 retail consumers resolve that by increasing the perceived quality will increase the loyalty and satisfaction of the consumers which will decrease the costs and leads to the improved financial performance (Scotter et al., 2004). Perceived quality can also affect the consumers' observation in the area of reliability, quality and the capability of the brands to position behind its contribution (Aaker, 2004). Perceived quality is also important in hospital because when the matter of health comes the customers will not sacrifice on the quality. So, the high perceived quality results in the positive brand equity (Bohrer, 2007).

2.9 Summary

According to the Borin (1998) and other authors in the study of brand the brand awareness and perceived quality have the positive relationship. Other authors including Lin (2006), retained that if the brand awareness is higher the perceived quality will also be higher so there is a direct relationship between both of them. On the other hand, Kan (2002) stated that if the brand awareness is higher than the consumer's evaluation towards the quality will also be higher.

Besides these Aaker and Keller (1990), cited that if the brand awareness is high it will build the good image in the customers' mind which will lead to the brand trust, loyalty and more purchase intention. According to the Peng (2006), the brand awareness has the utmost effects on the brand loyalty when the firm wants to develop an innovative product they should endorse the brand awareness so that they receive the good result because there is a direct relationship between the brand awareness and the brand loyalty. Parasuraman and Grewal (2000), submitted that there will be higher the customer loyalty when more consumers' transaction occurs. Sabol (2002) and other authors cited that the value will convey the positive effects to the consumers. Wu (2007), stated that brand loyalty will be either increase or decrease with perception of customers. Further indicated by Judith and Richard (2002), that purchase intention is positively affected by brand perceived quality and brand loyalty. Whereas Chi, Yeh and Chiou (2009), cited that to the study of brand loyalty consumers' perceived quality will affect the trust of the brand and also affect the buying behavior and brand attitude thus there is the positive

correlation between the perceived quality and brand loyalty. Marks and other authors submit that with known or familiar brand the purchase intension is high because the consumers are willing to pay for those brands which they know as compare to the unknown brands. According to Bohrer (2007), Brand association is one of the features that associated in the memory of consumers towards the particular brand which is vital for patient – based brand equity. Grewal and other authors stated that higher market share and good quality is the result of brand awareness or brand association. Ho (2007), also cited that for the private brand food if there is higher perceived value and quality the consumers purchase intension will also become higher. So, the Chane and Wu (2006), accomplished that buying intension and perceived quality are positively correlated. According to Oliver (1999), when the customers become loyal to the particular brand they will repurchase the product and in any circumstances they loyalty of the customers will not change with respect to the brand. As stated by Wang and Kan (2002), the positive feeling of the customers towards the brand will produce the buying intention.

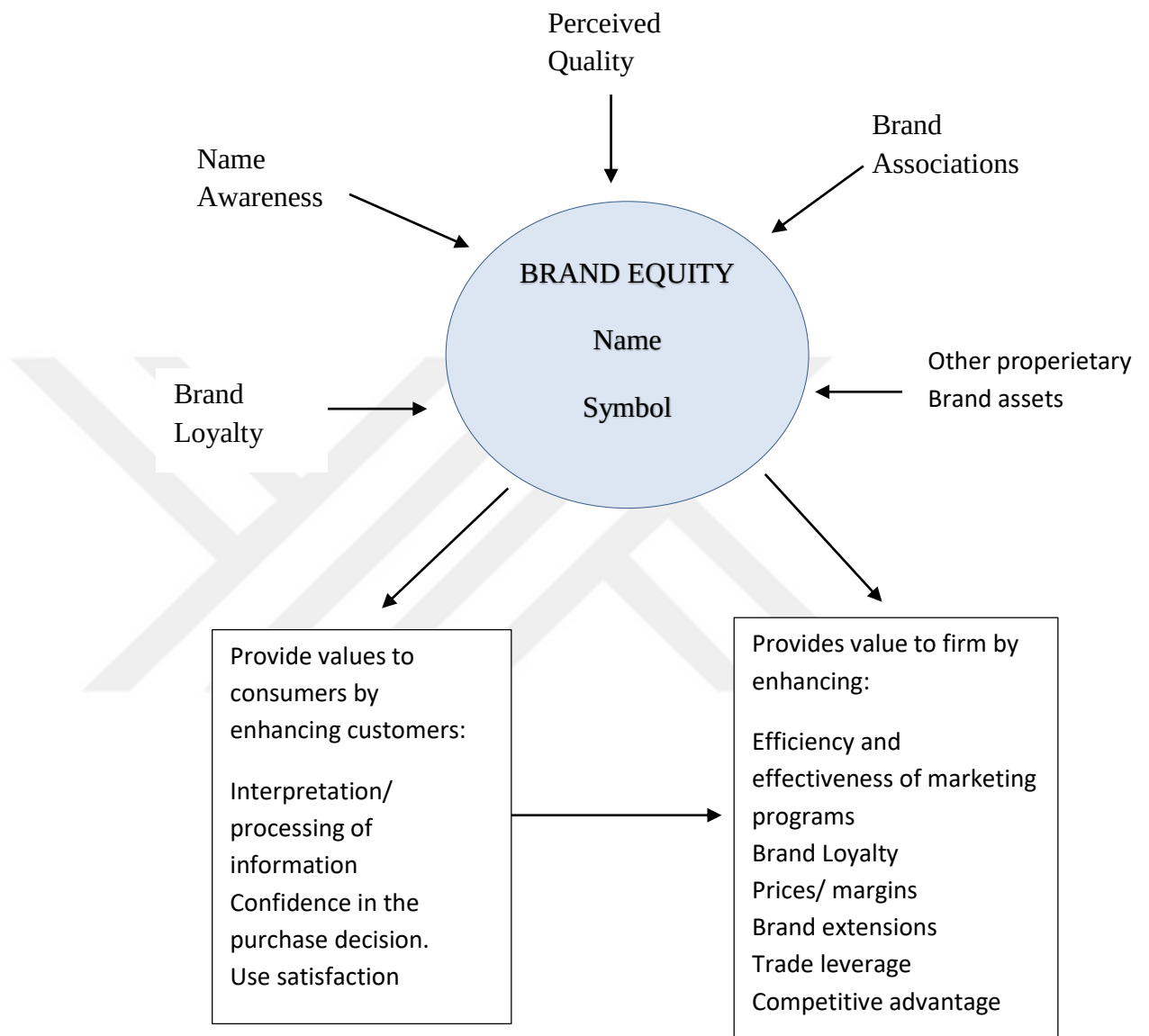


Figure 2.8: Brand Equity Model

Reference: Aaker, 1991

3. RESEARCH METHODOLOGY

3.1 Research Objective:

As there are many brand medicines who has the similar function to a specific disease, but patients are concerning to take those medicine from which they experienced positive effect or have some brand awareness. The objective of this survey is to measure the brand awareness of patients towards the brand medicine which contribute in the patients healing process. So, for that we focused to conduct our survey on these Brand medicines.

- Panadol/ Parasetamol/ Minoset
- Brufen/ Nurofen

The purpose is to find out the patient's knowledge to the medical's brand that effect their healing tendency and to getting know the patient's behavior about the particular brand medicine and to check either they have the brand knowledge while using the medicine which makes them firmer to use the brand medicine.

3.2 Research plan and methodology

Research plan is the outline for study which direct to collect the types of information and sources to conduct the research. It designs the process that is follow in the research, which ensures that the study is conducted through a proper channel and authentic information is going to provide which are relevant to the problem led in the research and will use the economical process. It is an overall design of research which shows that how will you answers the questions of the research (Blumberg, Cooper & Schindler 2008). The selection of the most suitable plan relay on the research objectives and research problem (Malhotra 2007).

Study of research categories into descriptive, explanatory or exploratory. In this research we concerned a descriptive design. In the descriptive research we discuss the notable

object. This Research is based on an empirical analysis, which indicates creating observations to well comprehend the phenomenon of the research which permits to build satisfactory theories or explanations (Hill, 2008). Malhotra & Birks (2006), considered that the most suitable design of research is a conclusive (which is the descriptive research) as the purpose of this study is to recognize behaviors and obtain some deductions from the research. It is the form of conclusive research, problem and the information needed in the research are clearly defined and the research is properly structure and preplanned (Malhotra 2007). In this study to obtain the information about the parameters or characteristics of the persons, the empirical research suggests the collection of data in observations form. Malhotra (2007) defined the population as “collection of all the components that measures some mutual characteristics set and that include the world for the determinations of the marketing study problems” Info about population consideration may be gained by taking subclass of the population as a sample, designated in the research participation. This study put on the descriptive research as its efforts to define a correct persons, situations or events profile (Saunders et al., 2009).

The research objectives and questions, the available resources and the amount of time as well as the logical foundations are led the research strategy choice. Strategy used in this research is the survey strategy.

The research methodology used in this study is qualitative and quantitative research in order to gather relevant sufficient data. More ultimate valuation of the depth and breadth of brand awareness can be obtained by quantitative research (Keller, 2008). In quantitative research data is numerically analyzed. It answers the questions of how much, how often and how many (Vilkka, 2007). Charts, statistics and graphs are the most commonly use in the quantitative data analysis and they assist when examining, exploring and presenting trends and association in our data. Saunder et al (2009) states that from quantitative data we can easily obtain the research questions answers and meet the research objectives. Quantitative research stretches an overall picture of differential variables and relations (Vikka, 2007).

In the qualitative research interview is conducted with Norvartis manager the questions cover in the interview are as follows:

- What the best thing they are providing to their customers?
- Why your product is different from other medical brands?
- Why patients or customers should take your medicine?
- What's their feedback after using the medicine?
- How well know your product is?
- Which awareness strategy you are using?

with the help of these question we get the information why the patients are more concern to use the brand medicine, what they are providing to their customers, so their names are in costumers top of mind (TOM) when we ask about certain pain either headache or joints pain. (see appendix 1 for the questions discussed in the interview).

In the method of quantitative research, a well-structured questionnaire is designed which are distributed to the customers or patients to answers the questions with respect to the medical brands then are converted into spss, the questions permit them to share their opinion about the medical brands they are using which have the direct impact on their healing tendency.

Survey consist of 21 questions first is the demographical questions to get some respondent information then the questions are asked to get know which brand name comes in the patients mind when thinking of painkiller medicine either took in headache or joints pain. The point of this question is to getting known any brand that consistently comes in the patients set of consideration, with respect to this few more questions were asked first related to the brand attitude in which their brand medicine knowledge, awareness, familiarity, quality and favorability are asked. Second related to the functional benefits which includes incidence of side effects, effective treatment, availability in a convenient dosage forms are asked. Third question related to the brand equity which includes premium price and superior value. Fourth related to the relationship satisfaction trust and commitment which includes the reliability, satisfaction and trust questions are asked. Fifth related to the brand recall and brand recognition

questions are asked in order to get information about the awareness of the brand and also to confirm the hypothesis.

Furthermore, few questions are asked associated to the medicine brand names such as Panadol/ Parasetamol, Minoset, Brufen and Nurofen in order to check how familiar are the consumer about using these medicine brands, how they rate the novelty, how concern are they about using these brand medicines, how willing are they to request the physician to add these medicine names on the prescription, how easily they pronounce the name, how they expect the product will perform, how easily the recall the brand and how easily the recognize the brand (see appendix 2 for more detail).

3.3 Target population

In this study the target population are selected from 82,594,61 population of Turkey and 203,264,659 population of Pakistan especially those adults more than 18 years old and experienced headache and joints pain.

The target specimen area measured the smallest cases numbers in order to accomplish all the tests and to validate the hypothesis statistical techniques is required, the Law of big numbers in which the requirement to measure the normal distribution for that the minimum 30 individuals had to take in account, to check the data is normally distributed or not. The rule of thumb also takes into account (Hill, 2008).

The objective of this rule is to be approximating the sample of minimum size, so we can apply the statistical analysis technique. 200 individuals are targeted for the initial size of the sample however, it permits to measure the observations of respondents and draw the valid assumptions in order to encounter the study objectives and accomplish about the acceptance of hypothesis, so the research objectives can be answer.

3.4 Data collection

The qualitative data are collected from patients of Pakistan and Turkey same questions were asked from both of the country's patients.

On the other hand, quantitative data are collected through structured questionnaire. Same wording question are offered to all the respondents in order to confirm that all the respondents are answering the identical questions and collected the comparable replies. In this research the questionnaire used is designed in order to take the research objective information. Furthermore, the questionnaire is designed, formed, modified and structured which are based on measuring the awareness of the medical's brand and how the medical's brand awareness affect the patients healing.

We choose the self- administered type of questionnaire which is administered by electronic means using intranet or internet and the respondents completed it by themselves. This type of questionnaire is design in such a way that everyone can easily answer by using all the devices i created questionnaire by using goggle form online program. So that only questionnaire link needs to share with the respondents after they answered the questions the program automatically assembles all the data and makes the elementary tables, statistics, perceptual maps and charts. List of questions, multiple choices and rating questions are given to the respondents rating questions have a scale from 1 to 5 in which 1 indicated strongly disagree and 5 indicated strongly agree in order to take opinion data (appendix 1).

3.5 Data analysis procedures

As the data was spontaneously presented by the respondents, so it was directly transferred to SPSS and analyzed, the benefit of this is that minimize the possibility of errors. After completion all the replies were reviewed and checked. The examination of the data was constructed on the hypothesis build at the planned model. Both used parametric and non-parametric tests are used. In some cases, correlations between the variables was also checked and verified with respect to this means are also compared. In order to authenticate the research hypotheses several tests were used such as frequencies, descriptive statistics, inductive statistics such as pearson correlation and t- test.

In the variables of scale, the reliability test is also performed in order to verify consistency between the variables where it was needed. Normal distribution was also checked. Central Limit Theorem were applied in order to consider the distributions as normal for all the cases. The Central Limit Theorem presume normal distribution estimation where $n > 30$ to the distribution of a variable's metrics, so the application of parametric test on these variables are compatible.

3.6 Summary

In this research we concerned the effects of medicals brand awareness which contributes to patient's healings. In this study we focused on painkillers which are Panadol/ Parasetamol/ Minoset and Brufen/ Nurofen to get know which medicine or painkiller came in the patients mind when talk about pain either headache or joints pain and to measure their knowledge, behavior and to check either they have brand awareness while using the brand medicine.

Research are conducted through the proper channel such as plain outlines are made in order to collect the data for the research and design the process which indicates that the authentic information is provided. Here we are using descriptive design in which we are creating observation and make conclusion. Quantitative and qualitative methods are used; well-structured questionnaire is designed and distributed to the patients in order to gather their awareness and opinion with respect to the medicals brand. There are 21 questions in the questionnaire first is the demographic questions in which we took some respondent information then asked a question in which patients has to tell the name of the brand that comes first in their mind when talk about painkillers. Some questions were asked related to the brand attitude, functional benefits, brand equity, relationship satisfaction trust and commitment, brand recall and brand recognition in order to confirm the hypothesis. Further question was asked with respect to these medicines Panadol/ Parasetamol/ Minoset and BRufen/ Nurofen to check the familiarity, novelty, their concern ability, willingness, is they easily pronounce recall and recognize these brand medicines.

In the qualitative study interview was conducted with Novartis in order to know which services they are providing to the customers or patients who make better position in the

patient's mind (See appendix 1). We targeted the patients in Turkey and Pakistan especially those who mostly experienced headache and joints pain. 30 individuals are taken into account to measure the normal distribution and 200 individuals are encountered for the statistical analysis in order to check the assumption of the research objective.

Same wording questions are sent to the respondents through internet or intranet which was easy for the respondents to answer all the questions. Questions are also created by using google form so just the links are sent to the respondent's latter the program assembles all the data automatically and makes charts, tables, maps and statistic. The questions are in the form of multiple choices and rating question in which one indicated strongly disagree while 5 indicated strongly agree. Spss technique was also used in order to minimize the errors. Parametric and non-parametric test was also used, we also checked the correlations between the variable and the means was also compared, t-test, frequencies, descriptive statistics was also used in order to authenticate the research hypothesis.

4. FINDINGS AND RESULTS

4.1 Demographic data description

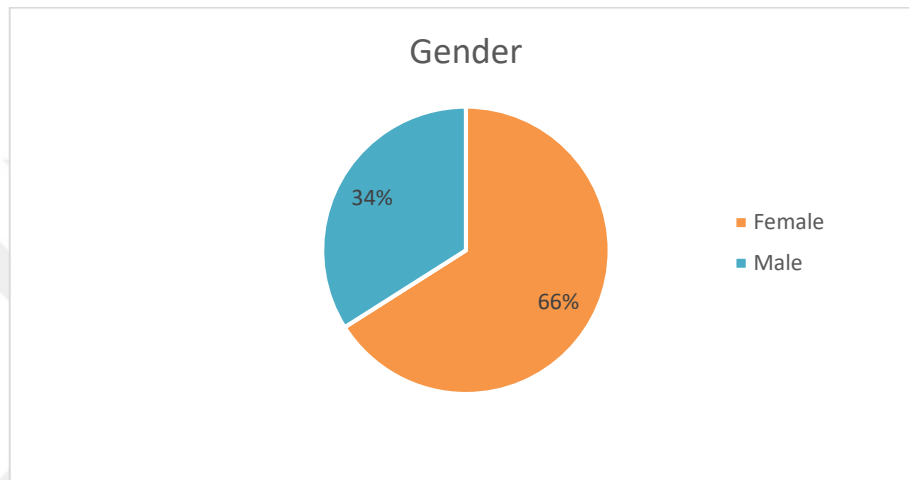


Figure 4.1: Respondents Gender

The Female response more than a male as shown in the chart 1 the percentage of female is 66% while the percentage of male is 34%.

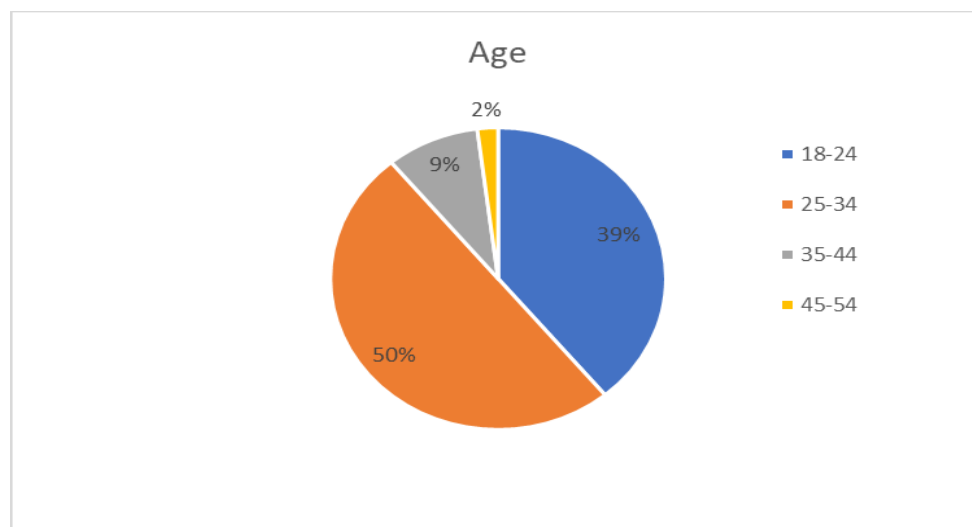


Figure 4.2: Respondents age

As shown in the chart 2: 50% respondents are between 25-34 years of age. 9% are between 35-44 years of age. 39% are between 18-24 years of age and 2% respondents are between 45-54 years of age. As one of the targets was to considered respondents over 18 years old is achieved because in this research we are considering adults.

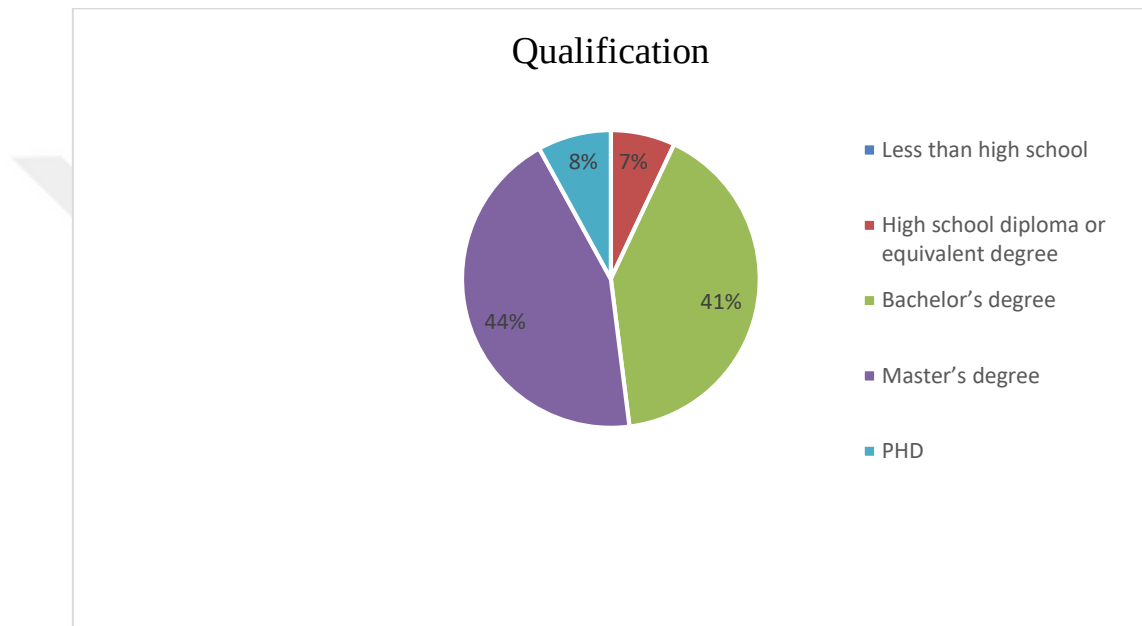


Figure 4.3: Respondent qualification

According to the results 44% are master's degree holders, 8% are PHD degree holders, 41% are bachelor's degree holders and 7% are high school diploma or equivalent degree holders which indicated that most of the respondents are well educated.

Income

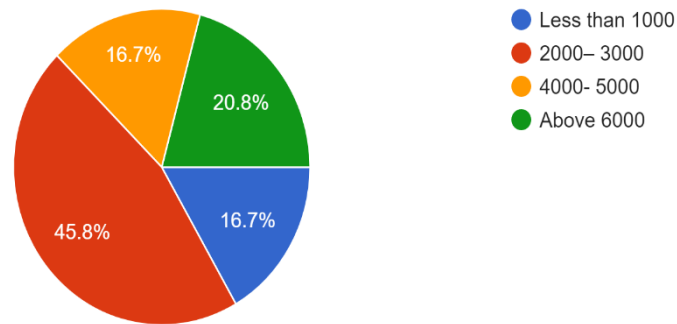


Figure 4.4: Respondent Income

Income pie chart shown that 45.8% respondents earning is between 2000-3000\$, 16.7% respondents earning is between 4000-5000\$, 16.7% respondent earning is less than 1000\$ and 20.8% respondents earning is above 6000\$.

4.2 Normal Distribution

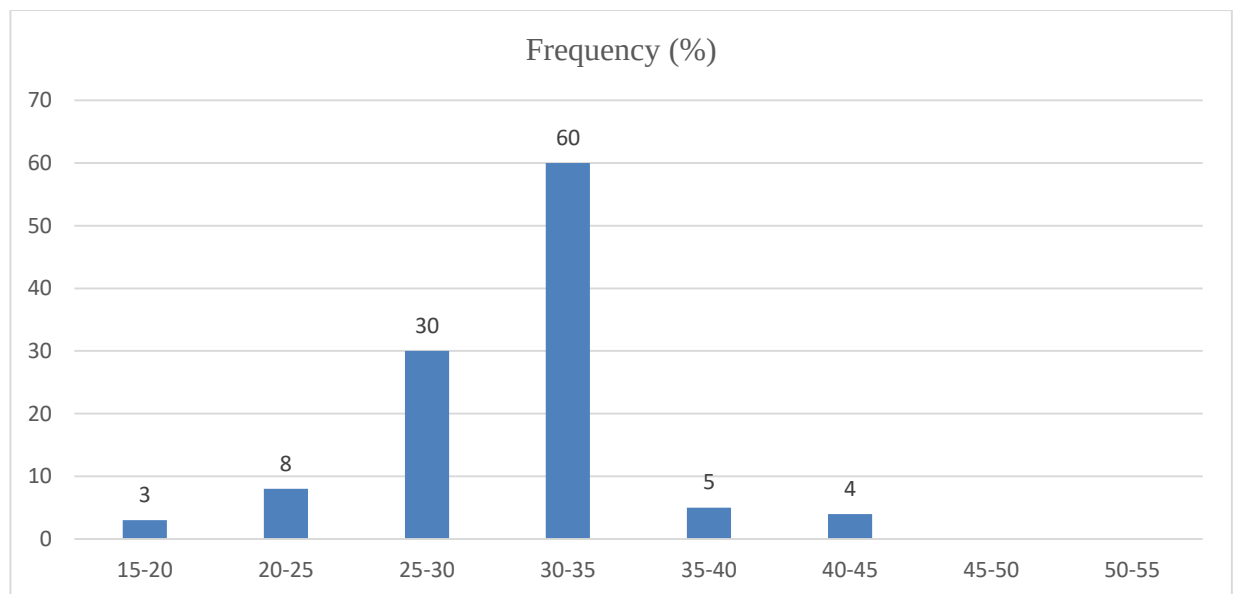


Figure 4.5: Normal Distribution

To check either the data is normally distributed or not we considered the data of males and females ages in order to check the frequency. As shown in the graph of normal distribution 3% respondents are falls in between 15-20 years of age, 8% respondents are falls in between 20-25 years of age, 30% respondents are falls in between 25-30 years of age, 60% respondents are falls in between 30-35 years of ages, 5% respondents are falls in between 35-40 years of age and 4% respondents are falls in between 40-45 years of age. Firstly, the percentage are increasing then after 60% the percentage are decreasing. Thus, the bell-shaped graph is obtained which indicated that the data are normally distributed.

4.3 Patients Percentage Usage of Branded Medicines in Pain

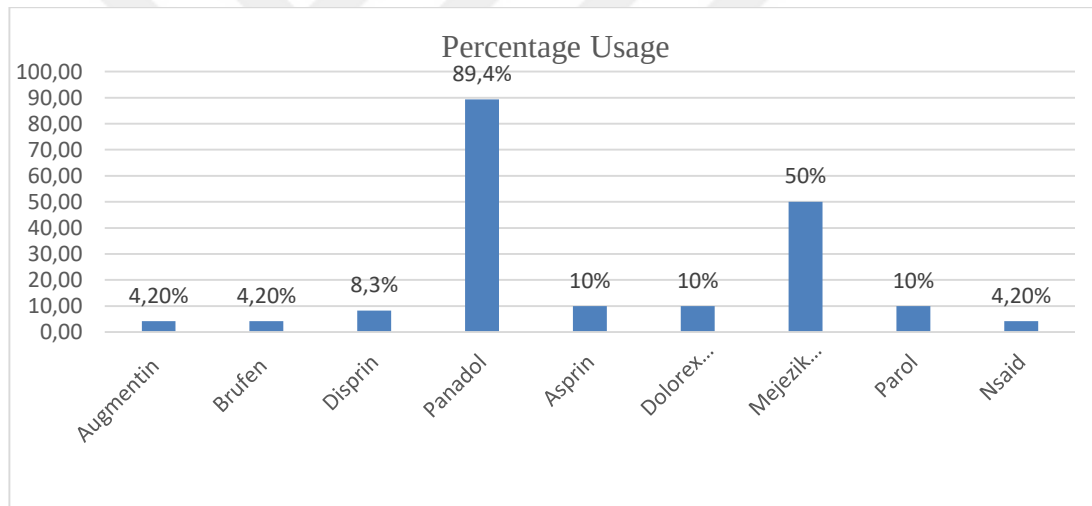


Figure 4.6: Percentage usage of branded medicines

The question was asked from the patients in Turkey and Pakistan that which medicine or painkiller came in their mind when they think of pain either headache or a joint pain in the response of that question 4.20% respondents said Augmentin, 4.20% respondents said Brufen, 8.3% respondents said Disprin, 89.4% respondents said Panadol, 10% respondents said Aspirin, 10% respondents said Dolorex (Acetaminophen), 50% respondents said Melezik (Flurbiprofen), 10% respondents said Parol and 4.20% respondents said N-said. Which indicates that Panadol (Paracetamol) is most widely used by patients.

The reasons are shown in the form of graph that why those branded medicines came first in the patients minds which are stated above in the graph of percentage usage of branded medicines are as follows.

4.4 Brand Attitude

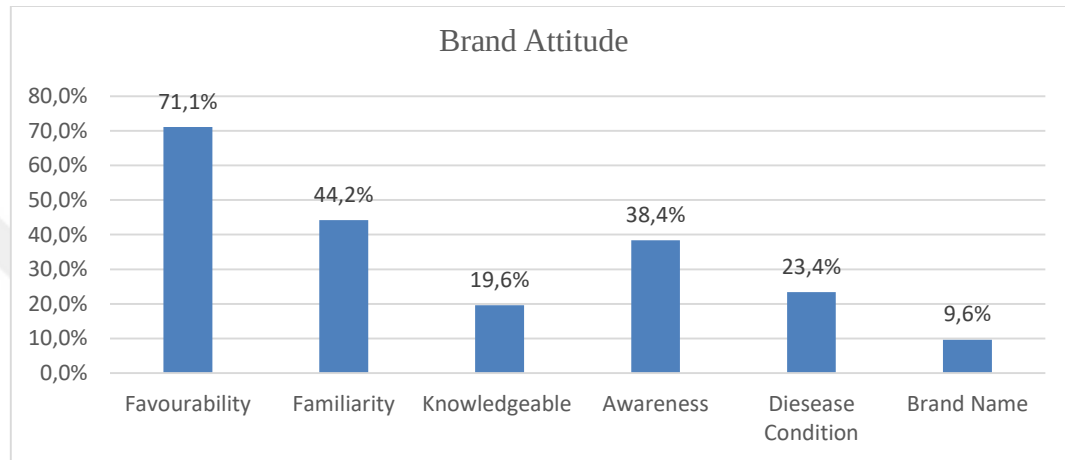


Figure 4.7: Brand Attitude

With respect to the responds of patients related to the brand medicines they used in pain either headache or joint pain the reason to use those branded medicines because 71.1% respondents said they have a favorable opinion with respect to the brand medicine they choose, 44.2% respondents said that they are familiar to the brand medicine they used, 19.6% respondents said that they have full knowledge about the brand medicine, 38.4% respondents said that they have the brand awareness, 23.4% respondents said that they know in which diseases condition that medicine will be use and 9.6% respondents said that the brand name send a signal of its quality.

4.5 Functional Benefits

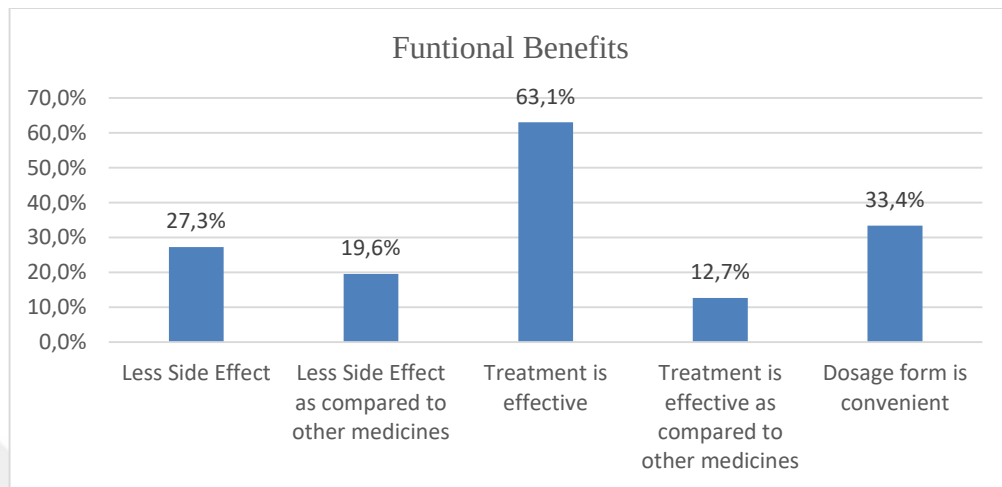


Figure 4.8: Functional Benefits

In the functional benefits graph 27.3% respondents said that the brand medicine which came first in their minds have less side effect, 19.6% respondents said that the medicine have less side effect as compare to other medicines, 63.1% respondents said that the treatment is effective, 12.7% respondents stated that treatment is effective as compare to other brand medicines and 33.4% respondents said that the brand medicine which came first in their minds are available in the convenient dosage form.

4.6 Brand Equity

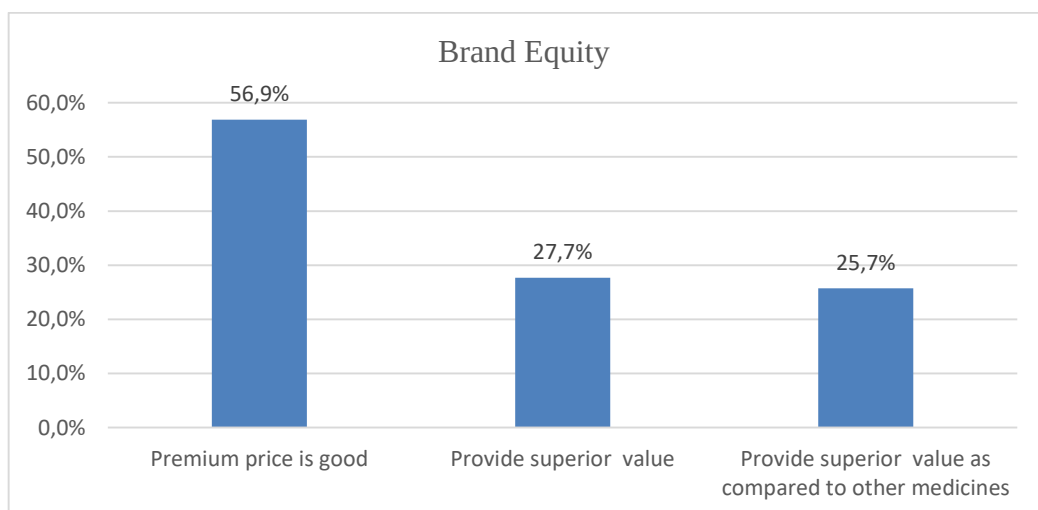


Figure 4.9: Brand Equity

In the brand equity graph 56.9% respondents said that the medicine which came first in their minds is available in the premium price, 27.7% mentioned that the brand medicine which they mentioned provides superior value and 25.7% respondents said that the brand medicine which they mentioned provide superior value as compare to other medicines.

4.7: Trust, Commitment and Relationship Satisfaction

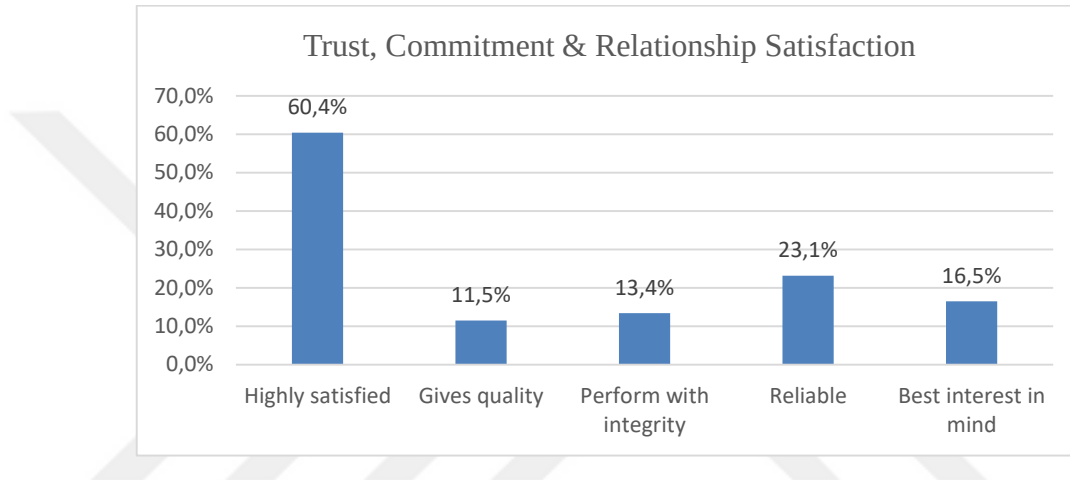


Figure 4.10: Trust, Commitment and Relationship Satisfaction

In the trust, commitment and relationship satisfaction graph 60.4% respondents said that they are highly satisfied by using the brand medicine they mentioned, 11.5% respondents said that they give quality satisfaction, 13.4% respondents said that they perform with high integrity, 23.1% respondents said that they are reliable, and 16.5% respondents said that the brand medicine they mentioned have best interest in mind.

4.8: Brand Recognition and Brand Recall

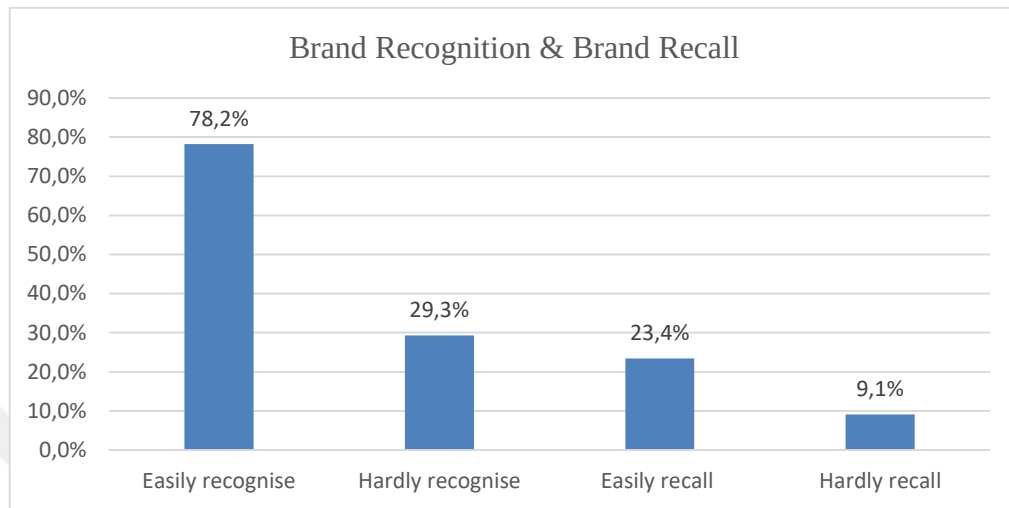


Figure 4.11: Brand Recognition and Brand Recall

When questions were asked related to brand recognition and brand recall with respect to the brand medicines which came first in the patients' mind, in which 78.2% respondents said they can easily recognize the brand which they mentioned, 29.3% respondents said that they can hardly recognize the medicine, 23.4% respondents said that they can easily recall the brand medicine they mentioned while 9.1% respondents said that they can hardly recall the medicine.

4.9 Comparative Study

4.9.1. Panadol / Minoset

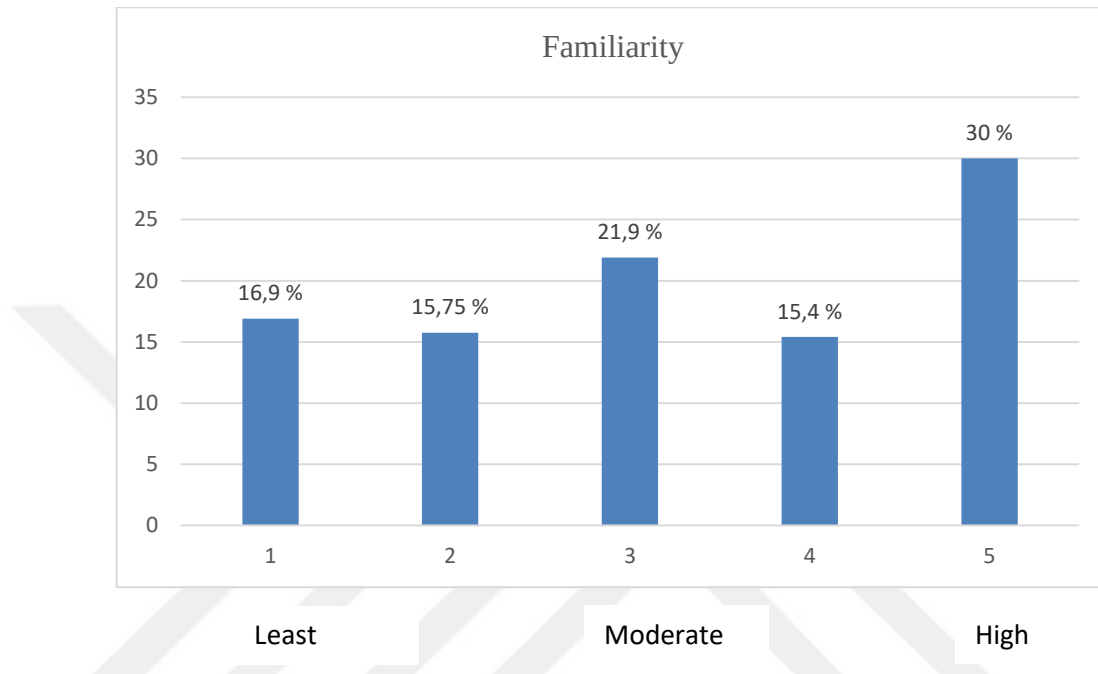


Figure 4.12: Panadol/Minoset Familiarity

When the respondents were asked about the familiarity of the Panadol/ Minoset brand medicine 16.9% said that they are not very familiar about these brand medicines, 21.9% respondents said that they are moderately aware about brand these medicines while 30% respondents said that they are highly familiar about these brand medicines.

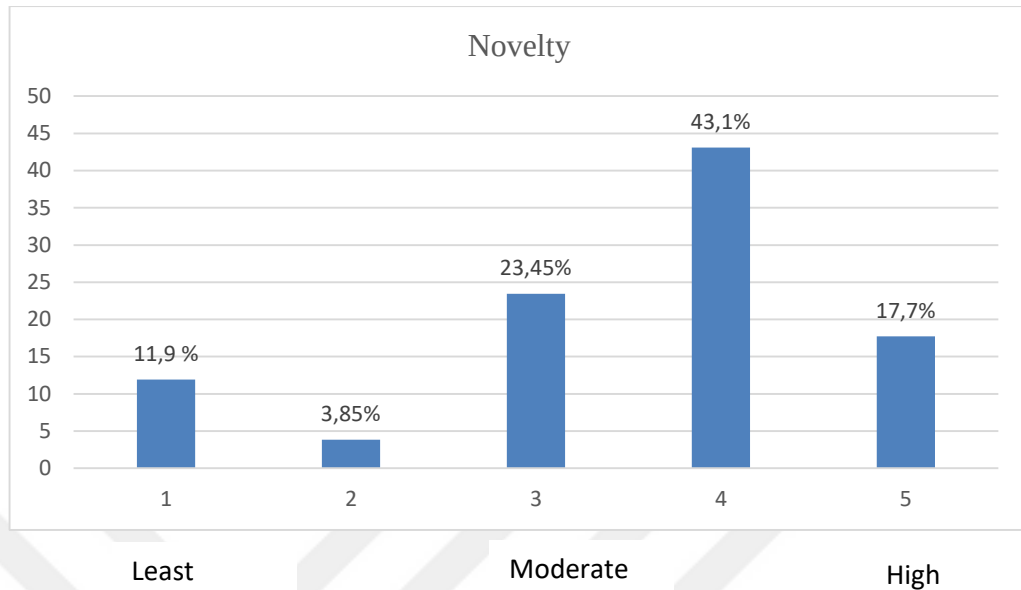


Figure 4.13: Panadol/Minoset Novelty

When the respondents were asked to rate the novelty (new or uniqueness) of the Panadol/ Minoset brand medicines 11.9% respondents rated the novelty of Panadol/ Minoset as least, 23.45 rated the novelty of Panadol/Minoset as moderated and 17.7% respondents rated the novelty of Panadol/ Minoset as high novelty.

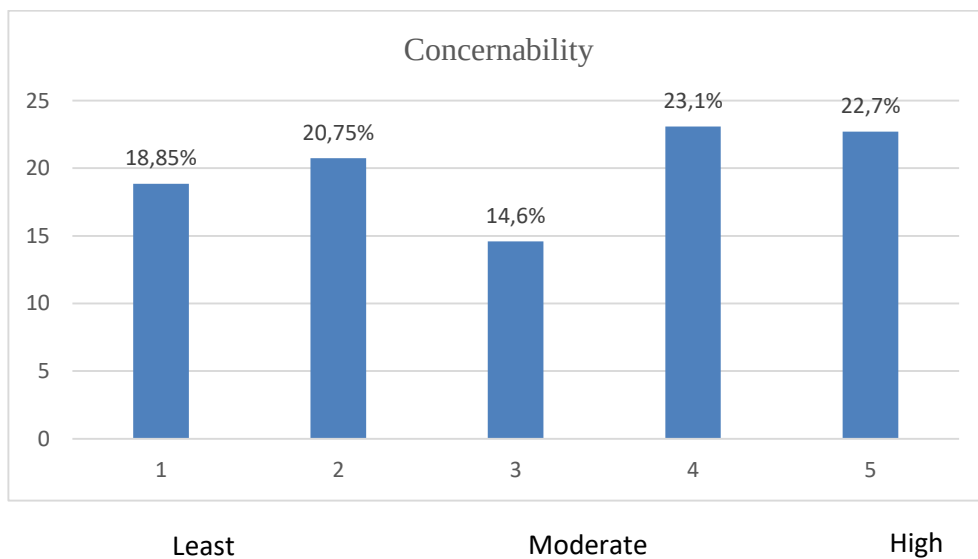


Figure 4.14: Panadol/Minoset Concerability

When the respondents were asked that how much they are concerned about using these brand medicines Panadol and Minoset in the response 18.85% respondents rated least as they are not too much concerned about using these brand medicines, 14.6% rated as moderate some time they concerned to use these brand medicines some time not while 22.7% rated highly concerned because they are available over the counter and provide better pain relief. Hence more respondents are concerned to use Panadol/Misonet in pain.

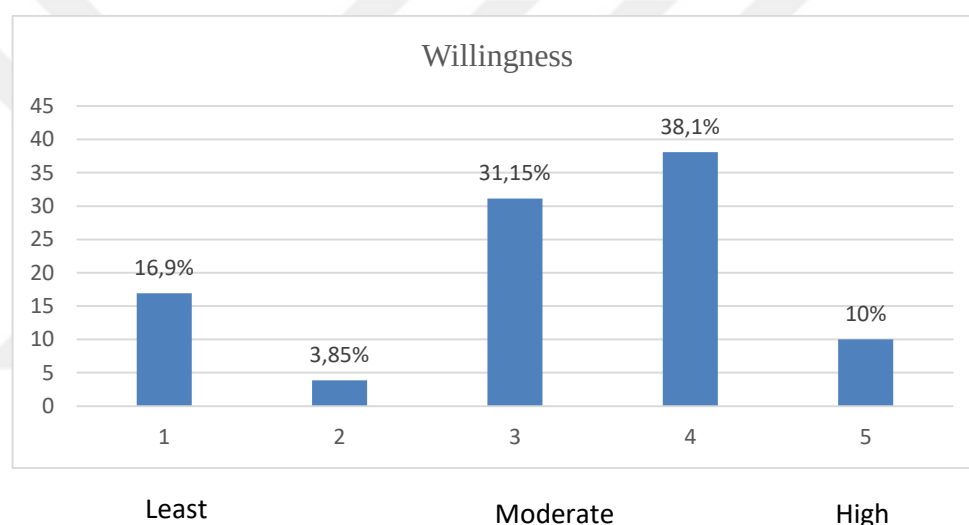


Figure 4.15: Willingness to take Panadol/Misnoset in pain

When the respondents were asked how willing they are to request their doctors to prescribe Panadol/Minoset in the response of this question 16.9% respondents answered they are not willing to say their doctors to prescribe Panadol/Minoset, 31.15% respondents answered they sometime show their willingness to prescribe Panadol/Misonet while 10% respondents answered they are highly willing to say their doctors to prescribe Panadol/Minoset.

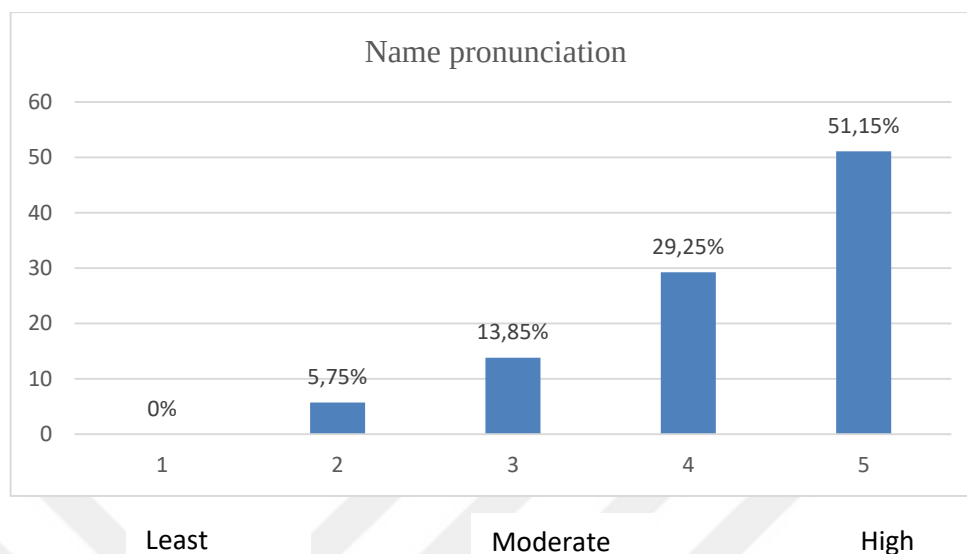


Figure 4.16: Panadol/Minoset name pronunciation

When the respondents were asked to rate either they easily pronounce the name of brand medicines Panadol/Minoset 13.85 rated as moderate to pronounce the name of Panadol/Minoset while 51.15% respondents rated that it is easily pronounceable they didn't find difficulty to pronounce the name of Panadol/Minoset.

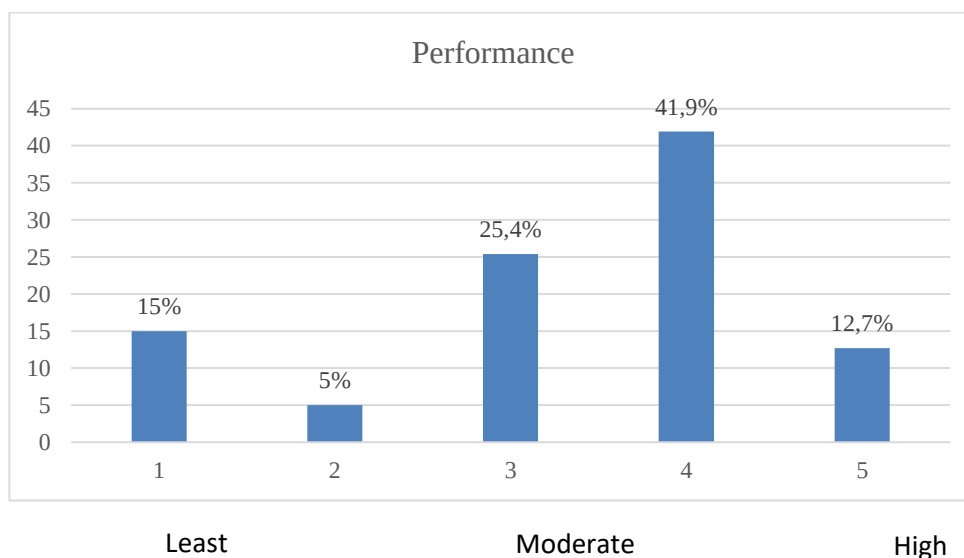


Figure 4.17: Pnadol/Minoset Performance

When the respondents were asked to rate the performability of Panadol/Minoset in the response of the question 15% rated least according to them Panadol/Minoset doesn't

perform so well when they are using to relief pain, 25.4% respondents rated moderate as Panadol/Minoset perform better in pain while 12.7% respondents rated highly performed as they provide excellent relief from pain.

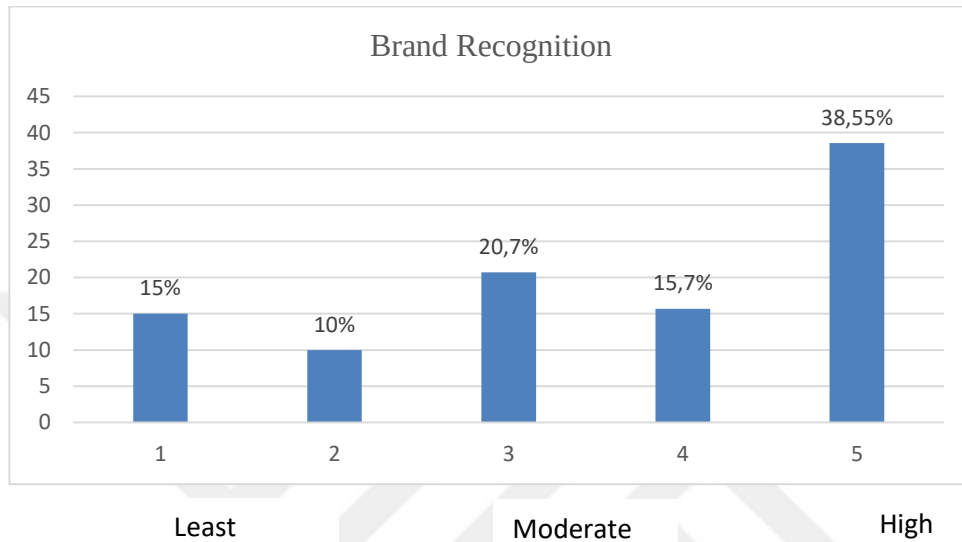


Figure 4.18: Panadol/Misnoset Brand Recognition

In this graph the respondents rated the how easily they recognized Panadol/Minoset. 15% respondents rated least as they are not easily recognized Panadol/Minoset, 20.7% respondents rated moderate as it is not difficult to them to recognize Panadol/Minoset while 38.55% respondents rated high as it is easy for them to recognize Panadol/Minoset. Hence greater percentage of respondents can easily recognize Panadol/Minoset for pain as they are aware about these branded medicines.

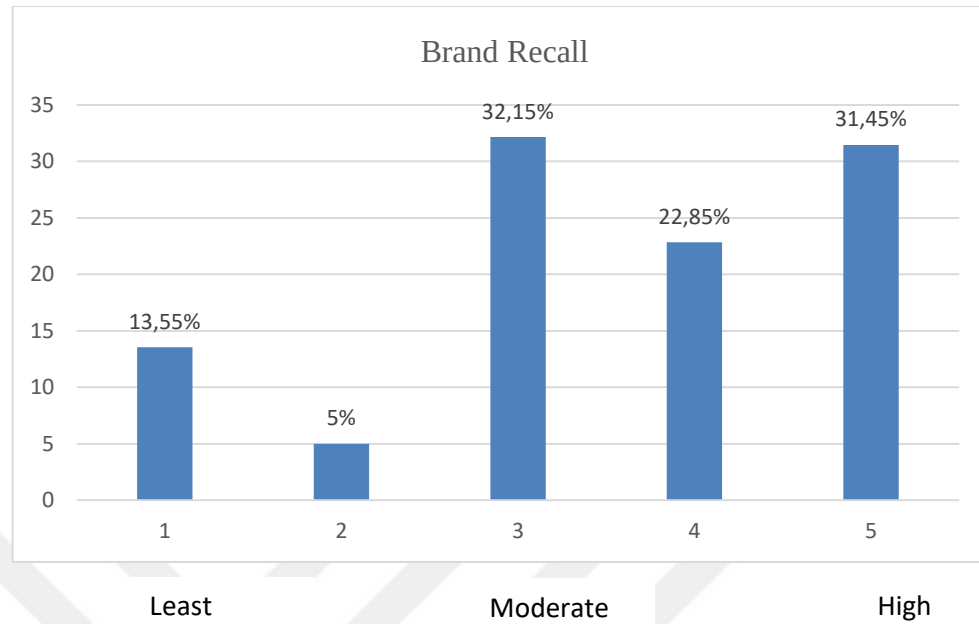


Figure 4.19: Panadol/Minoset Brand Recall

In this graph the respondents rated the how easily they recall Panadol/Minoset. 13.55% respondents rated least as for them it is hard to recall the Panadol/Minoset, 32.15% rated moderat as it is not hard for them to recall Panadol/Minoset while 31.45% rated high as they can easily recall Panadol/ Minoset because of the awareness of the brands.

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Paracetamol/Panadol/ Minoset	200	1.0	5.0	131.0	3.639	1.4173
Novelty	200	1.0	5.0	128.0	3.556	1.1070
Concernability	200	1.0	5.0	118.0	3.278	1.3440
Willingness	200	1.0	5.0	117.0	3.250	1.0522
Easy_to_pronounce	200	1.0	5.0	151.0	4.194	.9508
Performance	200	1.0	5.0	128.0	3.556	1.0541
Recall	200	1.0	5.0	140.0	3.889	1.2370
Recognize	200	1.0	5.0	140.0	3.889	1.1409
Valid N (listwise)	200					

Figure 4.20: Descriptives Analysis of Panadol/ Paracetamol

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Brufen/Nurofen	200	1.0	5.0	136.0	3.778	1.0720
Uniquenes	200	1.0	5.0	119.0	3.306	1.0907
Concern_to_use	200	1.0	5.0	120.0	3.333	1.0420
Willing	200	1.0	5.0	111.0	3.083	1.0247
Name	200	1.0	5.0	135.0	3.750	1.0522
Product	200	1.0	5.0	131	3.64	.931
Remember	200	1.0	5.0	137.0	3.806	.9202
Percieve	200	1.0	5.0	133.0	3.694	.9508
Valid N (listwise)	200					

Figure 4.21: Descriptive analysis of Brufen/Nurofen

4.9.2 Brufen/ Nurofen

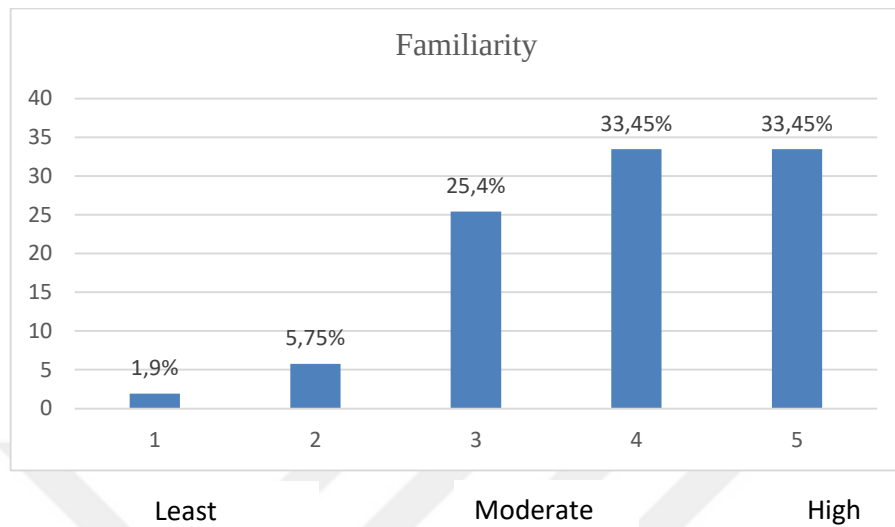


Figure 4.22: Brufen/Nurofen Familiarity

In the graph of Brufen/ Nurofen 1.9% respondents ranked the familiarity least as they are not too much aware about the theses brand medicines, 25.4% ranked as moderate as they are aware of Brufen/Nurofen brand medicines while 33.45% respondents ranked highly familiarity as they are highly familiar about the brand medicines so, the highest percentage of the respondents indicated that the respondents they are very familiar and have the awareness of Brufen and Nurofen.

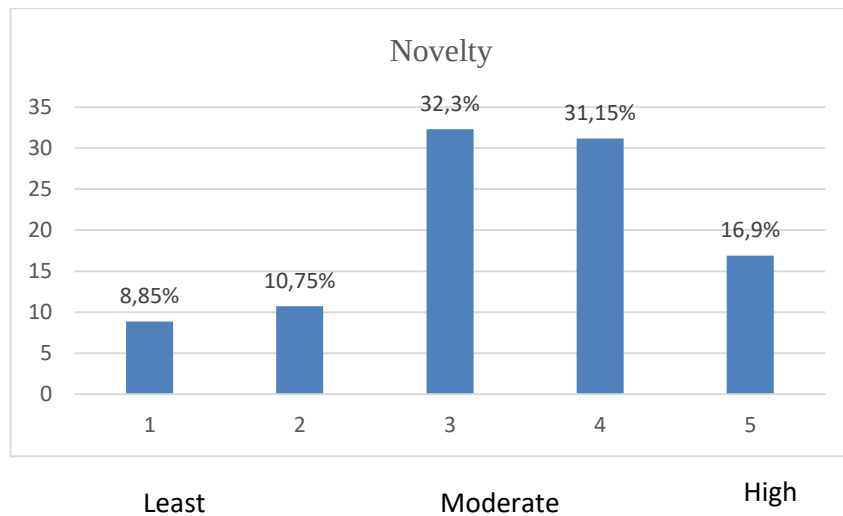


Figure 4.23: Brufen/ Nurofen Novelty

The uniqueness of Brufen/Nurofen is checked by asking the question to rate the novelty of Brufen/Nurofen in the respond of this question 8.85% respondents rated least as for them these brand medicines are not new and not have uniqueness. 32.3% respondents rated moderate as for them Brufen/ Nurofen are unique and exhibit novelty while 16.9% respondents rated high as for them Bufen/Nurofen are highly unique. Thus, the greater percentage of respondents rated novelty of Brufen /Nurofen as moderate.

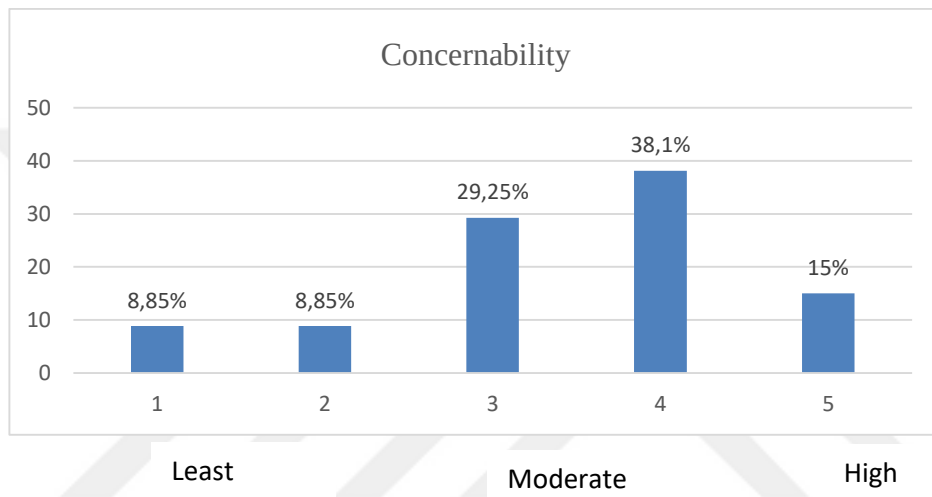


Figure 4.24: Brufen/Nurofen Concernability

In the graph of Burofen/Nurofen Concernability when the respondents were asked to rate the concernability of Brufen/Nurofen 8.85% respondents rated least as they are not much concern about using these brand medicines. 29.25 respondents rated moderate as they are concern Brufen/Nurofen in pain condition while 15% respondents rated high as they are highly concerned to use Brufen/Nurofen in pain. So, the greater percentage is 29.25% which respondents rated as moderate.

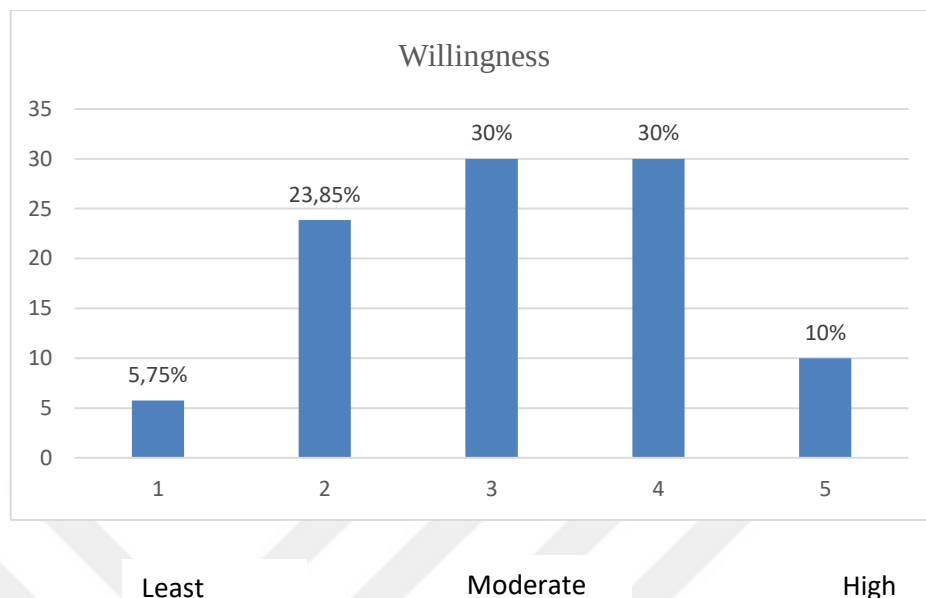


Figure 4.25: Willingness to take Brufen/Nurufen in pain

This graph indicates how much the patients are willing to take Bufen/Nurofen in pain. According to the survey 5.75% respondents shows least willingness to say their doctors to prescribe Brufen/Nurofen in pain, 30% respondents shows moderate willingness to take Brufen/Nurofen in pain while 10% respondents shows high willingness to take Brufen/Nurofen in pain. Thus, the greater percentage is 30% which shows that patients are willing to take Brufen/Nurofen in pain.

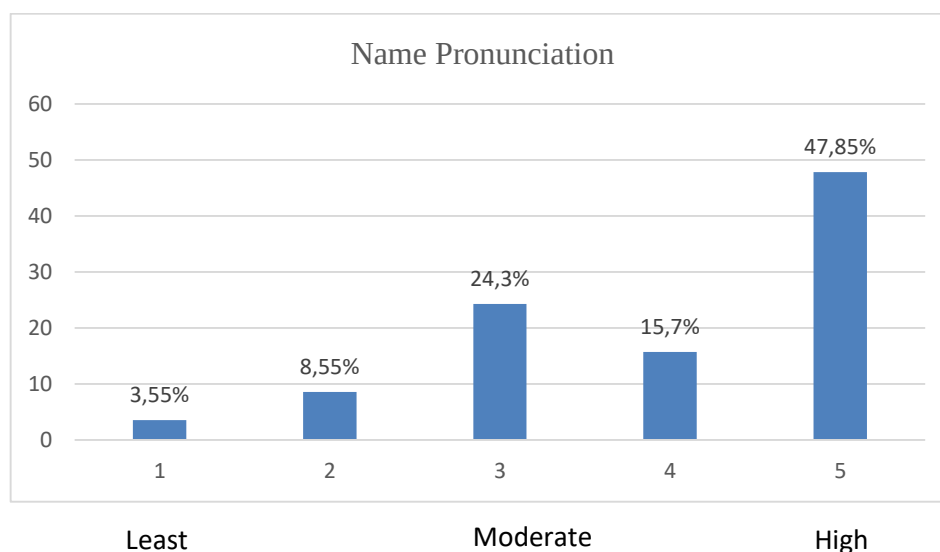


Figure 4.26: Brufen/Nurofen name pronunciation

This graph shows the respondents ability how easily they pronounce the name of Brufen/Nurofen. 3.55% respondents rated least as it is hard for them to pronounce the name of Brufen/Nurofen, 24.3% respondents rated moderate as for them it's not hard to pronounce the names of Brufen/Nurofen while 47.85% respondents rated high as for them it is easy for them to pronounce the name of Brufen/Nurofen. Thus, the greater percentage indicates that it is easy for the patients to pronounce the name of Brufen/Nurofen.

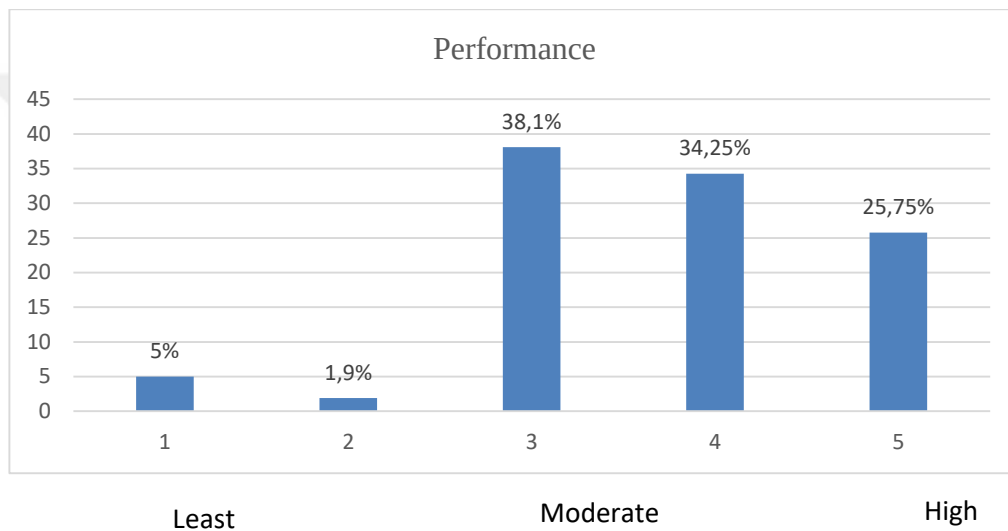


Figure 4.27: Brufen/Nurofen Performance

Respondents rated the performability of Brufen/Nurofen when question was asked to rate the performability of Brufen/Nurofen. According to the survey 5% respondents answered that the performability of Brufen/Nurofen is least, 38.1 respondents rated moderate as for them Brufen/Nurofen performed well in pain while 25.75% respondents rated high as for them Brufen,Nurofen performed so well in pain, Thus the greater percentage shows the performability of Brufen/Nurofen is moderate.

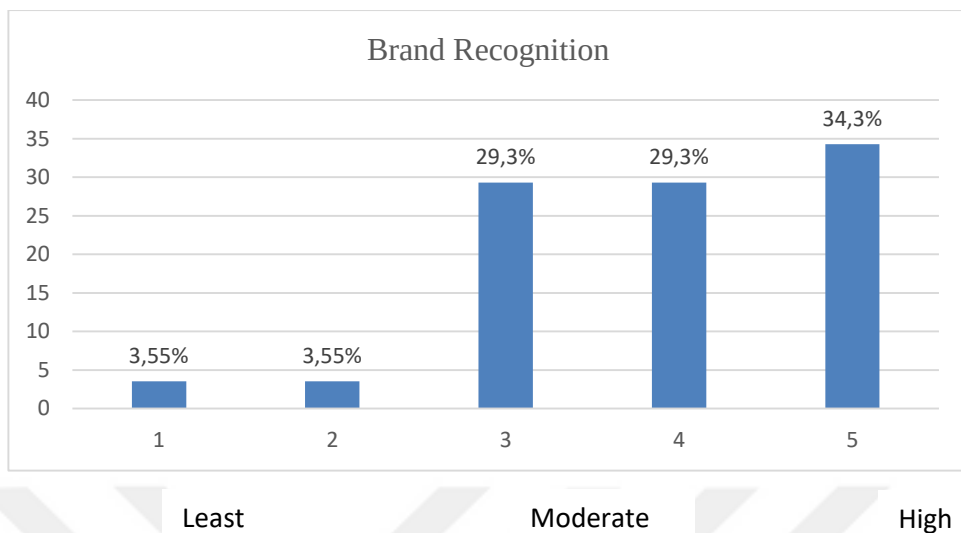


Figure 4.28: Brufen/Nurofen Brand Recognition

This graph shows the respondents ability to recognize the brand medicine. According to the survey 3.55% respondents rated least as it is not easy for them to recognize Brufen/Nurofen brand medicines, 29.3% respondents rated as moderate as for them it is not hard to recognize Brufen/Nurofen brand medicines while 34.3% respondents rated high as for them they can easily recognize Brufen/Nurofen medicines. Thus, the highest percentage indicated the patients can easily recognize Brufen/Nurofen.

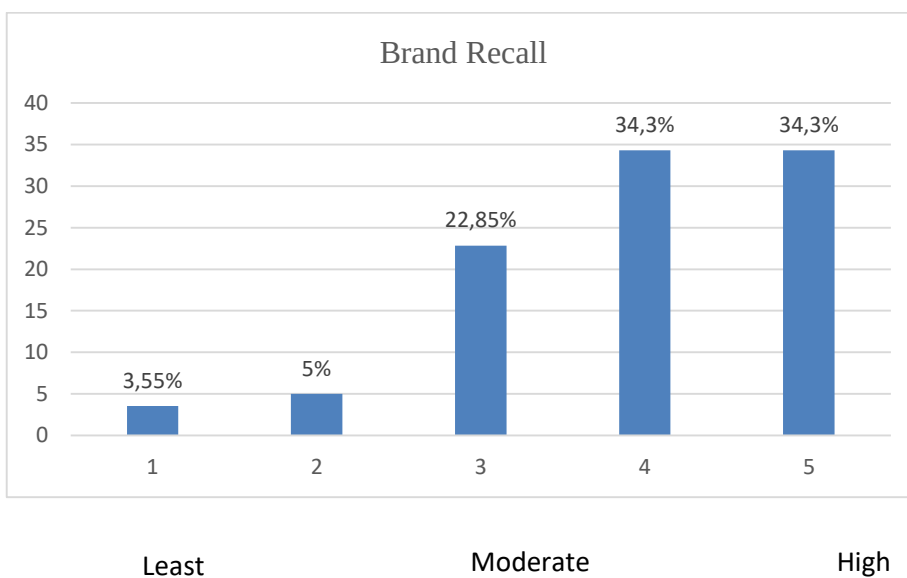


Figure 4.29: Brufen/Nurofen Brand Recall

This graph shows the respondents ability to recall the brand medicines. According to the survey 3.55% respondents rated least as for them it is not easy to recall Brufen/Nurofen when they exposed to them. 22.85% respondents rated moderate as they can recall the brand when they are exposed to them while 34.3% respondents rated high when they exposed to Brufen/Nurofen they can easily recall the brand medicines. Thus, the highest percentage indicates the patients can easily recall Brufen/Nuofen when they exposed to them.

4.10 Hypothesis Testing

In order to analyze the impact of brand awareness on patients healing it is mandatory that the hypothesis should be tested.

H₁: Brand awareness has a positive impact on patients healing perception.

In this hypothesis we have one dependent variable that is patients healing and one independent variable that is brand awareness. To check either there is any effect on patients healing after having sufficient brand awareness to the brand medicine they are using, by asking from patients approximately 85% patients answered Yes while 25% answered No. According to the qualitative analysis H₁ hypothesis is accepted. While to show the data in numerical form and to make the hypothesis testing more accurate statistical analysis has been used by using spss which shows that the R square value is 0.554 which is greater than 0.5 and the significance vales $p < .001$, which indicates that the results are statistically significant as shown in the figure below.

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Brand_Awareness ^b	.	Enter

a. Dependent Variable: Patients_Healing

b. All requested variables entered.

Figure 4.30: Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 ^a	.554	.541	.34317

a. Predictors: (Constant), Brand_Awareness

Figure 4.31: Model Summary

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.968	1	4.968	42.188	.000 ^b
	Residual	4.004	34	.118		
	Total	8.972	35			

a. Dependent Variable: Patients_Healing

b. Predictors: (Constant), Brand_Awareness

Figure 4.32: ANOVA

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.261	.281		.000
	Brand_Awareness	-.061	.009	-.744	.000

a. Dependent Variable: Patients_Healing

Figure 4.33: Coefficients

To check the relationship between the brand awareness and brand recognition the following hypothesis must be test.

H₂: There is the significant relationship between the brand awareness and brand recognition.

To test this hypothesis correlation analysis has been used by using spss to make the accurate values. The results shows that r value is (.825) which are less than 1 and significance value ($p < .001$) which indicates that there is a positive correlation between the brand awareness and brand recognition as shown in the figure below.

Correlations			
		Brand_Awareness	Brand_Recognition
Brand_Awareness	Pearson Correlation	1	.825**
	Sig. (2-tailed)		.000
	N	200	200
Brand_Recognition	Pearson Correlation	.825**	1
	Sig. (2-tailed)	.000	
	N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.34: Correlations of brand awareness and brand recognition.

In order to test the relationship between the brand awareness and brand recall the following hypothesis must be test.

H₃: There is the significant relationship between the brand awareness and brand recall.

This hypothesis is tested by using correlation analysis through spss in order to give the accurate value. The results shows that r value is (.686) which is less than 1 and the significance values ($p < .001$). This result indicates that there is the positive correlation between the brand awareness and brand recall as shown in the figure below.

Correlations			
		Brand_Awareness	Recall
Brand_Awareness	Pearson Correlation	1	.686**
	Sig. (2-tailed)		.000
	N	200	200
Brand_Recall	Pearson Correlation	.686**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 4.35: Correlations of Brand awareness and Brand recall

4.11 Hypothesis Summary

Table 4.1: Hypothesis Results

Hypothesis	
H₁: Brand awareness has the positive impact on patient's healing.	Accepted
H₂: There is the significant relationship between the Brand awareness and the brand recognition.	Accepted
H₃: There is the significant relationship between the Brand awareness and the brand recall.	Accepted

5. DISCUSSION AND CONCLUSION

In this final chapter we will give the overview of the research, the method used in study and the major section will cover the discussion and conclusion.

The thesis starts first by give the general information to the reader which makes them clear about the topic. I discussed about the patient's behavior related to the use of brand medicines, the theoretical part covers the brand equity in which the major section was brand awareness and its types are brand recall and brand recognition and the empirical study covers the quantitative analysis of brand awareness. Self- administered online questionnaire was used in this research.

Objective of my research is too seeing the effect of brand medicine on patients healing for that I started my research by targeting the patients in different hospitals in Turkey and Pakistan and also targeting the people of both the countries. First, I choose the brand medicines of the same salts the highlighted ones are Panadol/Paracetamol/Minoset and Brufen/Nurofen which are mostly use in pain. According to kotler and keller (2016), "The brand is a mixture of name, symbol, term, design and sign so that the customers identify the good and services of one seller or a good and services of other sellers to make the differences from competitors". So, after getting knowledge of these brand medicines I targeted patients. During my survey I found that the brand function builds the brand value in the patients' mind. Kapferer (2008), stated that the positive concern of a brand in the consumers mind will form the value of the brand. Therefore, branding and brand essentially give emphasis on developing the value of a brand by doing so they will make themselves different from others which will lead to the brand loyalty. Further the brand loyalty fortifies the business and increase brand equity in a sustainable manner. What the patients think and feels about the brand medicine is also matters when they make the choice. Kotler and keller (2007) stated that brand equity in terms both

company and consumers that how they feel, think and act with respect to a certain brand and added values to their product and services.

In the consumers mind brand equity mainly brand awareness and perceived quality exist which tell us that they can differentiate the brand medicine and prefer to use those brand medicine which they are aware of. In this study as we checked which brand medicine the patients use when the pain occurs 89.4% answered Panadol or Paracetamol this brand medicine is favorably taken by patients as they answered this medicine gives them a functional benefit, effective treatment, available in a premium price can easily recognize and recall the brand so they are highly satisfied to use Panadol in pain and frequently use the medicine. On the other hand, 4.20% patients give favorable opinion for Nurofen/Brufen. We see that if the patients are frequently exposed to a particular brand medicine the higher is the brand awareness, various scholars definite that frequently exposure to the brand has a positive impact on brand awareness (D'Souza & Rao, 1995 Farquahar 2000).

Brand awareness is essential in overall brand knowledge, having brand awareness makes the patients to use the medicine when they think about the pain (Keller, 1993). As brand awareness consist of brand recall and brand recognition we tested the first hypothesis related to brand awareness which shows that higher brand awareness leads the patients to use the brand medicine frequently when pain occur as they are aware of the brand medicine they take the medicine without any delay which has the positive effect on their healing. By repeatedly purchase a brand the awareness of the brand will aslo be high (Farquahar 2000). On the other hand, further hypothesis was tested which find that brand awareness has a positive significant relation with the brand recall and brand recognition. As we see in the level of brand awareness when the customers have the brand awareness they can easily recognize the brand when cue is given and recall the brand when brand categories are given as the result the brand comes top of their minds (Aaker 1991 (Keller, 2003)). It indicates that patients will purchase a well-known and familiar brand medicine (Keller, 1993; Jacoby & Olson, 1997; Macdonald & Sharp, 2000). We can say that higher the brand awareness, higher the patients will purchase the brand medicine. We find in this research that brand recall and brand recognition are definitely

related to buying intention. It shows that customers will purchase a product which is well known and familiar (Keller, 1993; Jacoby & Olson, 1997; Macdonald & Sharp, 2000).

This research also exposes that having the brand loyalty encourage the patients to repurchase the product in different situation because of brand preference (Assael 1998, Oliver, 1999) and perceived quality gives the purpose to purchase the product (Aaker 2004). The research finds that if the patient can recognize a name of the brand when they want to purchase a medicine, it means that the brand medicine holds brand awareness.

Brand awareness is one of the Important aspects of brand equity. To get success in the market the brand must give awareness to the consumers by sales promotion, advertising, and other marketing activities which increases the brand awareness as the result of this brand loyalty will also be high. It signifies a key factor for a brand to be involved in the consideration set of buying decision process, as more of the customers prefer to buy the brands which they are aware of. Brand loyalty and perceived quality act as a mediator among purchase and brand awareness.

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APPENDICES

- 1: Interview
- 2: Questionairs
3. Ethical form



Appendix 1

1. What the best thing they are providing to their customers?

We provide our customers safe and effective medicines.

2. Why your product is different from other medical brands?

Our medicines are having greater efficacy and are cost effective and can be used in various diseases as it is dose dependent.

3. Why patients or customers should take your medicine?

Because it is cost effect and is easily accessible.

4. What's their feedback after using the medicine?

Most of our customers are satisfied from our products and its quick relief is the key of its acceptability.

5. How well know your product is?

It is used in different countries most commonly in Pakistan and Turkey as it is dose dependent and use for many complications.

6. Which awareness strategy you are using?

We market our products through advertising and by conducting continue medication education which is actually the seminars and workshop in hospital.

Appendix 2

2.1 Questionnaire

DEMOGRAFİK SORULAR

Yaş

18 ve Altı

- 18-24
- 25-34
- 35-44
- 45-54
- 54 ve üstü

Cinsiyet

Kadın ☐ Erkek ☐

Eğitim durumu:

İlkokul ☐ Ortaokul ☐ Lise ☐ Üniversite ☐

Yüksek Lisans/Doktora ☐

Çalışıyor musunuz? Evet ☐ Hayır ☐

Meslek:

Gelir Düzeyi: Düşük ☐ Orta ☐ Yüksek ☐

Medeni durum: Evli ☐ Bekar ☐ Boşanmış ☐ Dul ☐

Maaş:

1000 TL ve altı
2000 tl – 3000 tl
4000 tl – 5000 tl
6000 ve Üstü

Soru 1. Başağrısı ve ya her hangi bir ağrınızda aklınıza ilk hangi ilaç geliyor ve sebebi nedir?

Soru 2. Lütfen aşağıdaki sorulara kullandığınız (Soru1 markalı ilaç) olarak düşünüp cevaplandırınız.

Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum NeKatılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
1	2	3	4	5

1. Marka Tutumu

- Genel olarak, bu ilaç hakkında olumlu düşünceye sahibim.
(Soru.1 markalı ilacı ekleyin).
- Bu markayı tanıyorum (Soru.1 markalı ilacı ekleyin).
- Bu ilaç hakkında detaylı bilgiye sahibim (Soru.1 markalı ilacı ekleyin).
- Tüm kullanım şartlarını biliyorum (Soru.1 markalı ilacı ekleyin).
- Marka ismi (Soru.B markalı ilacın adını yazınız) iyi kalitesinin göstermektedir.

2. İşlevsel Faydalar

- Düşük yan etkiye sahiptir
- Diğer markalı ilaçlarla kıyaslandığında daha düşük yan etkiye sahiptir.
- Olumlu etkiye sahiptir
- Diğer markalı ilaçlardan daha güçlü etkiye sahiptir
- Uygun dozaja sahiptir
- Diğer markalı ilaçlara göre daha uygun dozaj seçenekleri mevcuttur.

3. Marka değeri

- Diğer markalı ilaçlara göre daha uygun bir fiyata sahiptir
- Diğer klinik ilaçlarla kıyaslandığında daha uygun bir fiyata sahiptir.
- Premium fiyat değerinde mi?
- Jenerik ilaçlarla karşılaştırıldığında, bir genel eşdeğer.
- Diğer markalara göre üstün değere sahiptir.
- Genel bir eşdeğer olması şartıyla, genel rakiplere kıyasla üstün değer sağlar.

4. İletişim Memnuniyeti, Güven ve Bağlılık

1. Onlarla olan ilişkimden qayet memnunum
2. Onlarla olan güçlü ve iyi bir iletişime sahibiz
3. Bir bütüne sahipler
4. Onlar dürüstler
5. Onlar hakkında çok iyi düşünce içerisindeyim

Soru 3. Size iki ağrı kesici ilaç verilecek ve bir kaç soruya cevap vermenizi rica edeceğiz. Lütfen aşağıdaki seçeneklerden ilaç hakkında fikirlerinizi daha iyi bir şekilde ifade edecek seçenekleri seçiniz.

Derecelendirme Ölçeği (Az 1 ...2... 3... 4... 5 Çok) şeklindedir. Aşağıda belirtilen her bir markalı ilaç örneğini puanlama ölçeğini kullanarak tanımlayınız (örneğin: Alışkanlık: Panadol / Parasetamol/Minoset-5 ve Brufen/Nurofen 3... ve b.g

	Panadol / Parasetamol/Minoset
Bu Markalı ilaçlara ne kadar aşinasınız	
Yenilikçiliği nasıl değerlendirirsiniz (yeni veya eşsiz olması)	
Bu ilaç kullanma durumuna ne kadar uygun ve aşinasınız	
Doktorumdan reçeteli ilaç isterim	
İsimlerin telaffuz edilmesi kolaydır	
Ürünün ne kadar iyi bir performans göstereceğini düşünüyorsunuz?	

	Brufen/Nurofen
Bu Markalı ilalara ne kadar aşınasınız	
Yenilikçilięi nasıl deęerlendirirsiniz (yeni veya eşsiz olması)	
Bu ilaı kullanma durumuna ne kadar uygun ve aşınasınız	
Doktorumdan reçeteli ila isterim	
İsimlerin telaffuz edilmesi kolaydır	
Ürünün ne kadar iyi bir performans göstereceğini düşünöyorsunuz?	

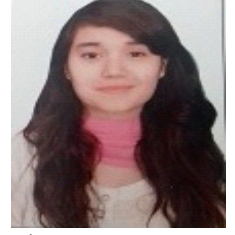
Table 4.2: Percentage usage of branded medicines

Brand Medicines	Percentage Usage
Augmentin	4.2 %
Brufen	4.2%
Disprin	8.3%
Panadol	89.4
Asprin	10%
Dolorex (Acetaminophen)	10%
Mejezik (Flurbiprofen)	50%
Parol	10%
Nsaid	4.2%

Table 4.3: Normal Distribution

Data (Ages)	Frequency (%)
15-20	3
20-25	8
25-30	30
30-35	60
35-40	5
40-45	4
45-50	
50-55	

RESUME



KİŞİSEL BİLGİLER

Iqra Saleem

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Hedef Kendini adanmış ve adanmış insanların bulunduğu prestijli bir kurumda kariyer inşa etmeyi, ve kişisel, profesyonel ve organizasyonel hedeflere ulaşmam için olanaklar ve dürtüler sunan ilerici bir çevrede etkin bir takım üyesi olmayı amaçlıyorum.

Eğitim

Eylul 2017- Devam Ediyor **Master of Business Administration**
İstanbul Aydın Üniversitesi, İstanbul

Ekim 2011- Eylul 2016 **Eczacı**
Hajvery Universitesi, Lahore
CGPA:3.79

Ağustos 2008 - Temmuz 2010 **A Seviye**
Lahore Öğretim Okulu, Lahore, Pakistan

Ağustos 2006 - Temmuz 2008 **O Seviye**
Queen Marry College, Lahore, Pakistan

İş Deneyimi

Ekim 2016 – Ağustos 2017 **Kitle İlaç (Pvt) Sınırlı, Lahor, Pakistan**
Üretim Eczacısı
Üretim planlamasını gözden geçirmek ve üretim hedeflerine ulaşmak için günlük planlamayı hazırlayın. Bölüm operatörlerinin faaliyetlerini, vardiya planları ve denetimin geliştirilmesi yoluyla koordine etmek.
Üretim bölümünde Kalite Yönetim Sistemini (KYS) işletmek
Bir Proses Kontrolörünün tüm üretim faaliyetlerinde görevini yerine getirmek, böylece nihai ürünlerin en yüksek kalitede olmasını sağlamak.
Atanan proje görevlerinin kararlaştırılan planlar doğrultusunda yerine getirilmesi.

Kurumsal vizyonun daha iyi anlaşılmasına yönelik profesyonel bir yaklaşım geliştirmek için kattaki yönetim etkinliği.
Çalışanların mesleki ihtiyaçlarını geliştirmeleri için eğitim programları düzenlemek.

Ekim 2015 – Ekim 2016

Doktorlar Hastanesi, Lahor, Pakistan

Klinik Eczacılık

Hasta profilini gözden geçirilmesi ve ilaç etkileşiminin kontrol edilmesi.
Onkoloji eczanesi, doktorların reçetelendirdiği steril alandaki kemoterapi ilaçlarının IV katkısının hazırlanması.
Eczacılık komitesi üyesi
Inpatient eczane, doz için reçetenin gözden geçirilmesi, ilaç etkileşimleri ve ilaçların doğru şekilde reçete edildiğini ve dağıtıldığının control edilmesi.
Ayaktan eczaneler, ilaçları dağıtımı ve hastalara ilaçlarla ilgili gerekli bilgilerin verilmesi.
İlaçların ve envanterin kullanma tarihlerinin ve sürelerinin izlenmesi.

Projeler

İlaç Teknolojisi

Flurbiprofen hidrojellerin formülü ve tasarımı

Klinik Eczanesi

Comparative study between AKI and CK

Bilgisayar Bilgisi

Microsoft Office (Word, Excel, Outlook, Power Point)

Ek Bilgiler

Ekim 2017

Istanbul Aydın Üniversitesinde Ufrad Havalanı ekibiyle çalıştım.

16-17 Haziran 2012.

Fuarda hasta kontrolünde görev aldım.

Diabet eğitim projesine katıldım.

Cognizant Hub Medical Awareness projesinde menejer olarak görev aldım.

Sosyal Yetenek

İnsanlarla kolay ve rahat iletişim.
Kriz anında hızlı düşünme ve çözüm bulma yeteneği.
Eleştirilere açık ve bundan olumlu sonuç çıkarma.
Farklı fikir ve düşüncelere karşı hoşgörülü olmak.

Organizasyon Yeteneği

Liderlik kabiliyeti.

Başkalarını hedefe doğru ilerlemede motive etmek.
Ekip ruhunu hiss etmek ve ekiple çalışmak.
Daima yeniliklere açık olmak.

Ödüller

Roll of Honor 2012
Universite birincisi. Altın madalya. (Doctor of

Pharmacy)

Yabancı Dil Bilgisi

İngilizce (Mükemmel)
Urdu (Mükemmel)
Hintçe (İyi)
Türkçe (Orta)

Hobiler

Bilgi yarışları, muzik, internette zaman geçirmek ve kitap okumak.

Referans

Gerek görüldüyü zaman