

The impact of Phygital Marketing Communication on the Drug Retail Customer Experience

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Abstract:

In recent years, there has been a surge in interest in the development of phygital marketing to retail commerce. The notion that physical experiences provide unique value above and beyond what can be offered through digital means is implicit in this excitement, and that combining the two can thus galvanize sales. Pharmaceutical marketing is a critical societal activity that ensures medicines are available at the right time and place. Pharmaceutical marketers also provide timely information, after-sales service throughout the distribution chain, and organise medical conferences and seminars. Thus, pharmaceutical marketers catalyse therapy and product updates, as well as ensuring medication availability and usage; this also ensures societal access to medicines. Medical representatives are critical components because they educate and persuade patients to use various products for their benefit. A slew of digital marketing initiatives are assisting the pharmaceutical marketing process to complement and augment the ground-level drug marketing activity. We begin by considering a particularly important potential source of phygital marketing's power, based on an extensive review of relevant literatures. We bring together findings from drug retail consumer experience to provide a mechanistic account explaining how the combination of physical and digital platforms, facilitated by phygital acquiring technologies, and the product attachment generated by real or recreated product experiences prior to purchase has the ability to grow sales.

Keywords: *Phygital; Physical; digital marketing; product experience; customer insights feedback; grow sales; drug retail marketing.*

Introduction:

Phygital Experiences are leading the way in improving the brand experience in an age when the line between the physical and digital worlds is blurring. The concept of Phygitalization is changing the way people shop.

The future viability of retail depends on striking a delicate balance between physical and digital interactions. The retail sector has undergone significant shifts in consumer preferences as one of the areas most affected by pandemic disruption, particularly the recent large migration to ecommerce. At the same time, demand for the incomparable pleasures of in-person shopping continues to grow. The high street can enter a new era by combining physical stores and digital technologies to generate "phygital" interactions and settings.

"Adaptability is the simplest secret to survival" - Jessica Hagerdon

Digital channels have reinforced the idea of being able to link from anywhere in the world, thereby cancelling distances, and Phygital for Pharma and Life Science is becoming more and more a reality to companies in the pharmaceutical and life science industries that are in the midst of a digital transformation. From work organisation in home offices and on virtual platforms to marketing activities, medical conferences, and the deployment of new sales techniques, all digitalization processes are moving at a rapid pace.

Phygital Marketing Communication Concept:

It's no secret that physical experiences are more engaging and memorable for consumers than digital ones. Despite this, digital technology, through the expansion of the Internet, provides a wide range of opportunities.

The term “phygital” refers to the connection of two worlds: the physical and the digital. The goal of this concept is to create an ecosystem of marketing communication between brands and consumers, or between the user and the product. The phygital concept makes use of the most recent advances in communication technology, which are then implemented in the physical environment. This concept's tools make it easier for companies to communicate with their consumer audiences, as marketing communication using the Phygital concept is much more dynamic, faster, and pushes the limits of human perception.

The phygital concept is also known as omni - channel customer experience, which refers to a multi-channel approach to selling a product or service that aims to provide a seamless customer experience for purchases made online, by phone, or in-store. Phygital experience can add value to products or services by combining digital experience with physical improvements. The so-called can be used by businesses.

Research problem statement:

In the recent years' physical connection and marketing of products has been easier and evident to the consumer, but as the need of digital space increases marketers are clueless as to how upscale their business digitally to a larger targeted audience. The ones who neglect the digital era are facing losses.

Literature Review:

1. **Van Tichelen, Briec (2019)** “The role and opportunities of Phygital in the digital omni-channel strategy” Louvain School of Management, Université catholique de Louvain, evaluated the effectiveness of Phygital marketing. The researcher has also studies found a bridging gap between the physical channels and digital channels.
2. **Matt Johnson and Rob Barlow 2021**, “Defining the Phygital Marketing Advantage” studied the practical dimension of Phygital Marketing through product experience and consumer psychology. The researcher has also helped in understanding phygital techniques which further helps various sector to make better decisions.
3. **Ajay Singh and Aesha Shah**, Symbiosis Institute of International Business, Phygital – The future of marketing, studies the new technologies, effect of customer perception In all the stages of

customer journey. The researcher also focuses on the concept of Augmented Reality and Virtual Reality.

Tools of Phygital Marketing:

In twenty-first century, a century of digital transformation in which traditional marketing approach models and tools are enriched with elements of a digital and online marketing world, consumers want the latest technology, particularly individual experiences, and more opportunities to interact with the brand of product or service in a much easier and more effective way.

Brands are becoming more agile and adapting to changing consumer demand, while communication technologies such as artificial intelligence (AI), virtual reality (VR), and advanced user interaction reality are taking centre stage in unprecedented ways across B2C and B2B markets (AR).

Research Objectives:

- To understand the level of awareness of the concept Phygital Marketing Communication amongst retailers
- To study the factors affecting Phygital Marketing Communication with respect to drug retail stores.
- To understand impact created by Phygital Marketing on retail stores in recent times.

Research Framework:

Sample Area	Mumbai
Sample Method	Simple Random Sampling Method
Sample Size:	102
Method of data collection	Primary data and Secondary data
a) Primary data	Questionnaire
b) Secondary data	Blogs, website, journals, reference books
Representation of data analysis	Pie charts, graphs

- Area of the study: Mumbai
- Sample Size: 102, medical stores from different locations of Mumbai.
- Data Source: Primary data and Secondary data were both used for information generation. The findings were drawn mainly from primary data source by making them fill a questionnaire.
- Sampling procedure: The sampling method used is simple random sampling method. Simple random sampling methods means each member of the population is equally likely to be chosen as part of the sample.

Research Hypothesis:

H₀ - There is no significant association between awareness of Phygital Marketing Communication and years of expertise of drug retailers.

H1: There is significant association between awareness of Phygital Marketing Communication and years of expertise of drug retailers.

Hypothesis testing:

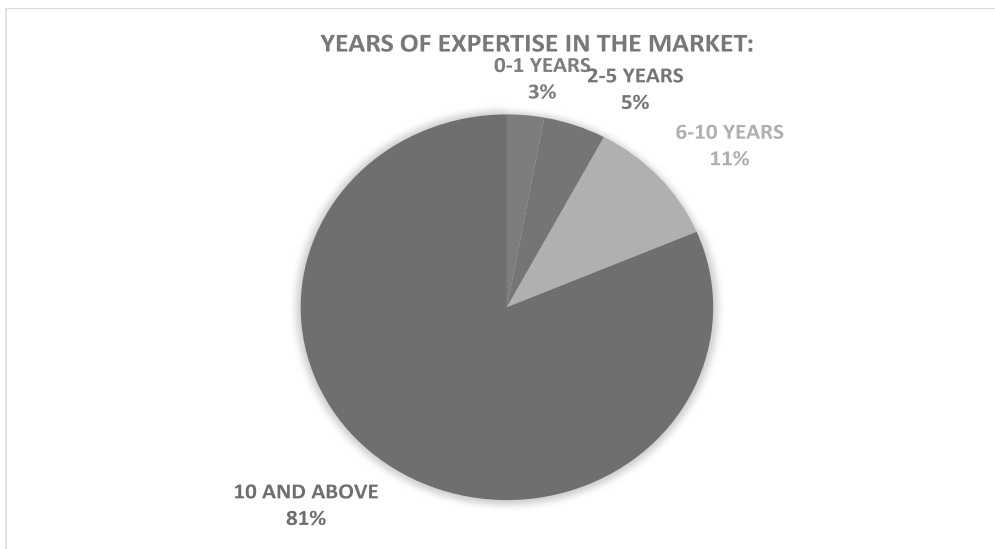
Method used: CHI SQUARE TEST

Critical value calculated: 9.48

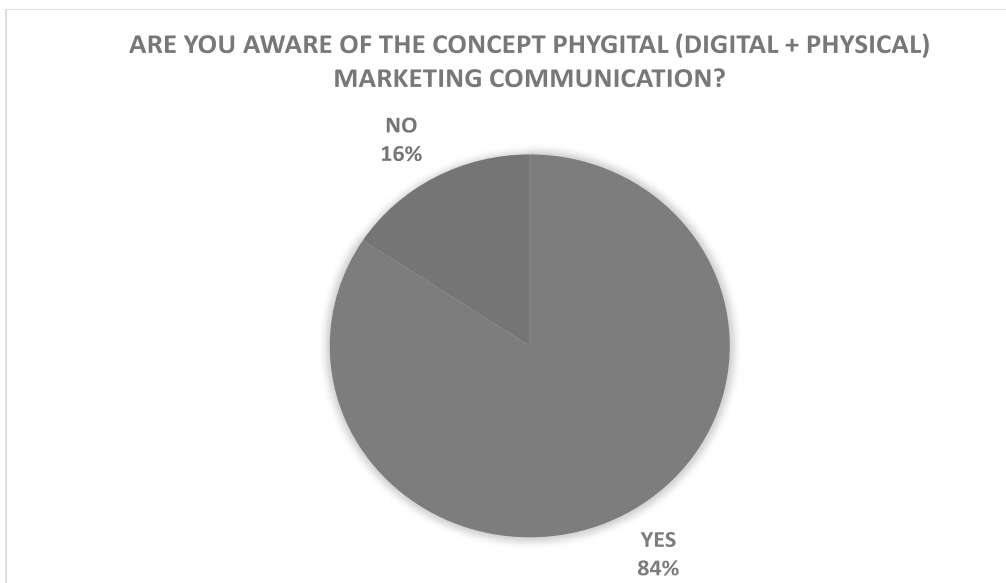
α value: 0.05

Critical value is 9.48 which is more than significance value that is 0.05, hence H0 has been accepted.

Analysis and Interpretation of Data:



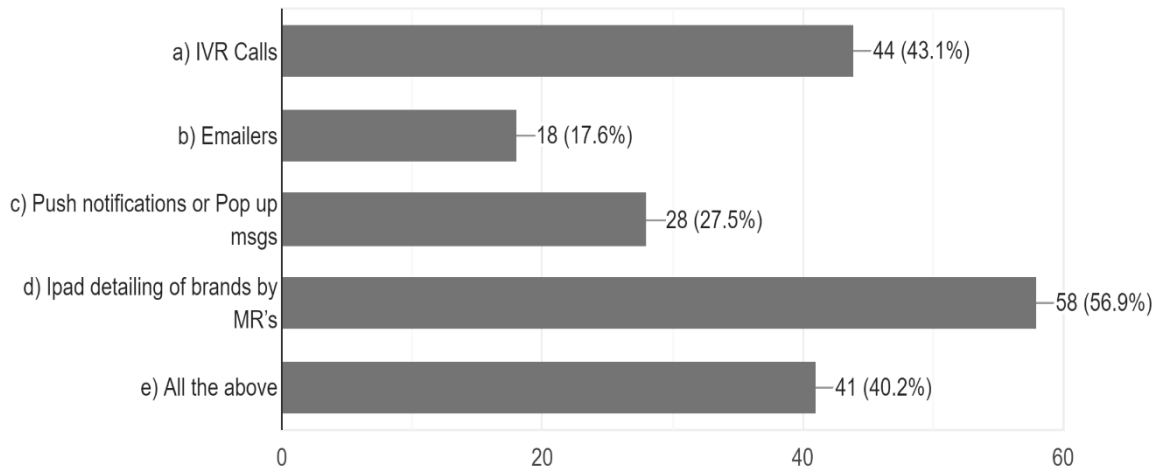
According to the survey, 81.4% of the respondents have 10 years and above experience of expertise, 10.8% have 6-10 years of expertise, 4.9% have 2-5 years of expertise and 2.9% have less than 1 year of expertise.



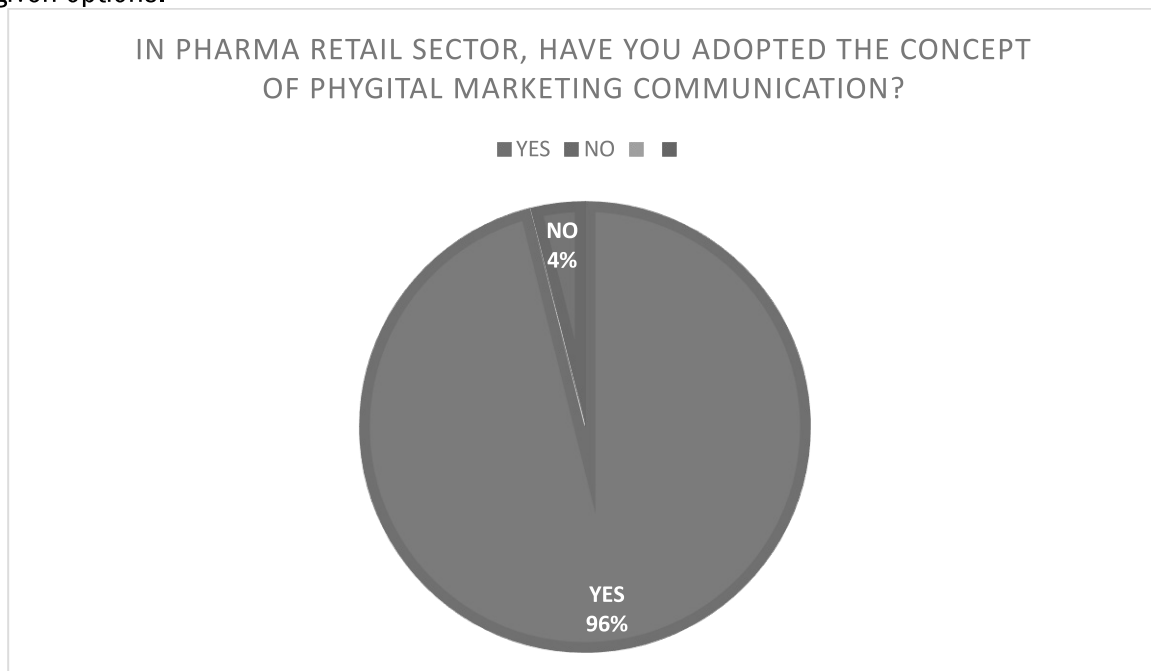
According to the above survey, 84.3% of the respondents are aware of the concept Phygital Marketing Communication and 15.7% of the respondents are not aware of the concept.

5) Types of PMC models you have seen companies using

102 responses



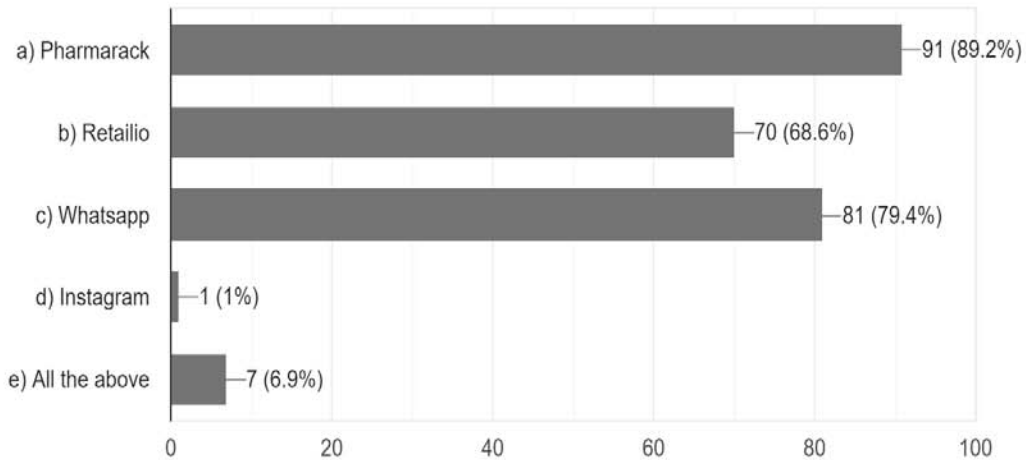
According to the above survey, 43.1% of the respondents use IVR calls, 17.6% uses emailers, 27.5% uses push notification or pop-up messages, 56.9% uses Ipad detailing of brands by MR's and 40.2% uses all the given options.



According to the above survey, 96.1% of the respondents have adopted the concept of Phygital Marketing communication whereas 3.9% of the respondents have still not adopted the concept.

7) Types of online Applications you are using to reach your customers without physical touch.

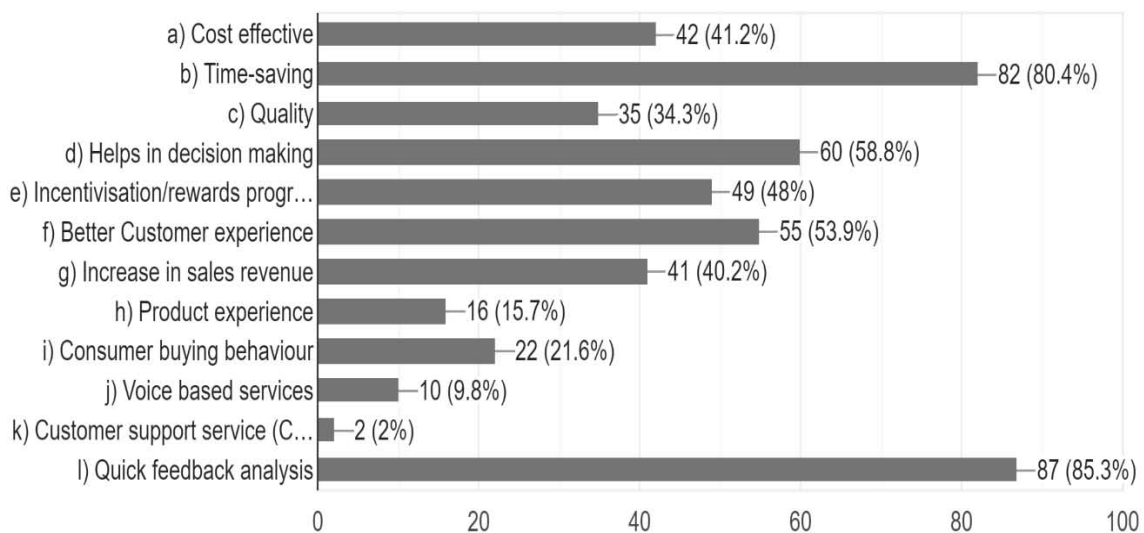
102 responses



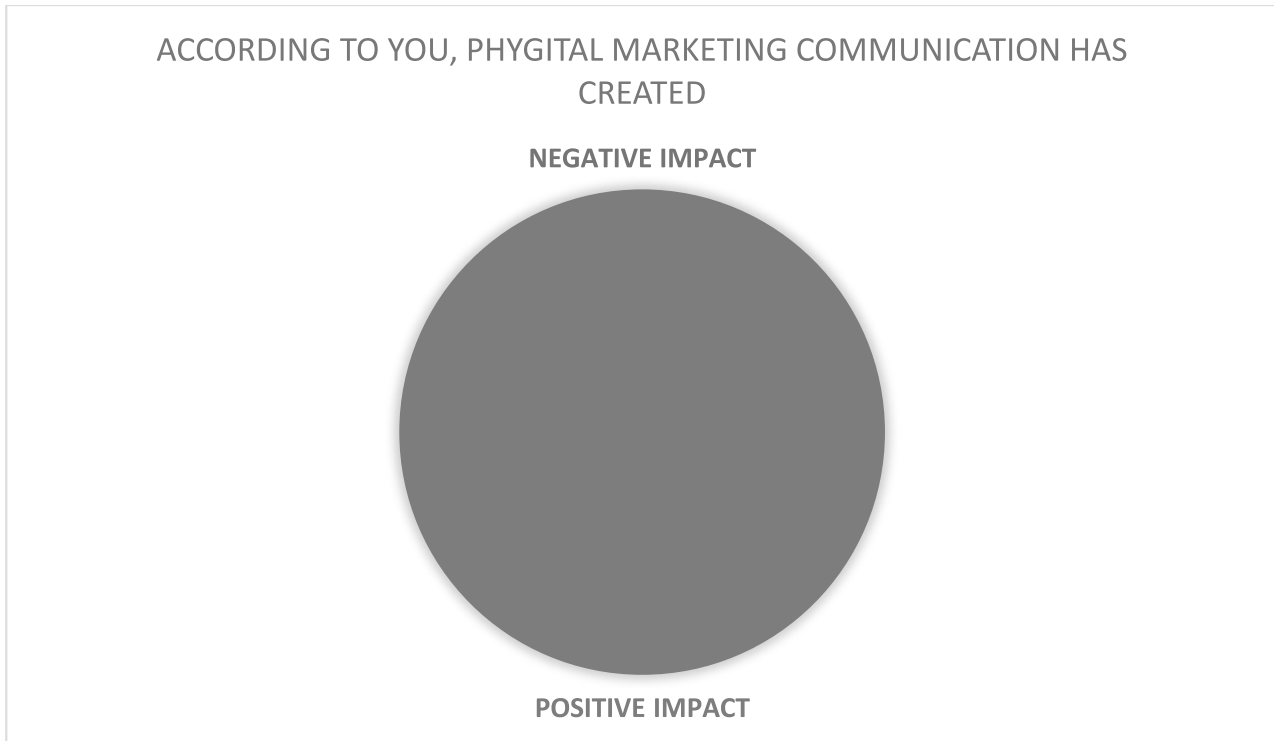
According to the above survey, 89.2% of the respondents uses Pharmarack application, 79.4% uses WhatsApp, 68.6% uses Retailio, 1% uses Instagram and 6.9% uses all the options

8) According to you, what are the factors affecting Phygital Marketing Communication? (Select any 5 the most preferred options)

102 responses



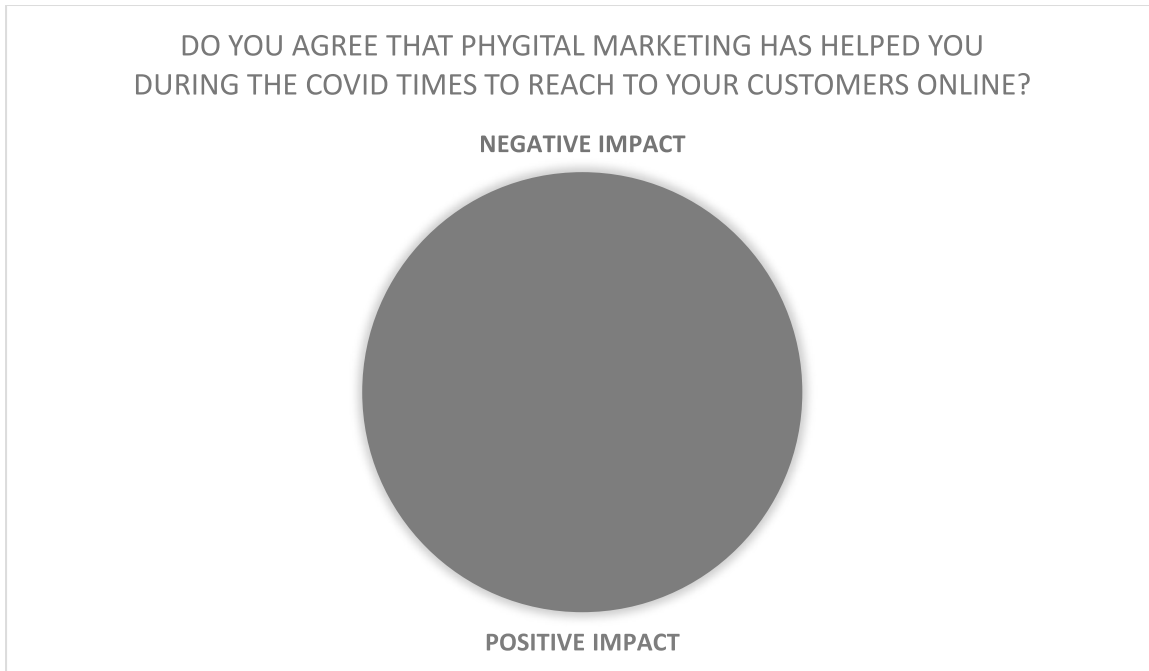
According to the above survey, cost effective, time saving, decision making, better customer experience and quick feedback analysis factors are the ones which have more preference and stand out to be more than 40% of the responses collected.



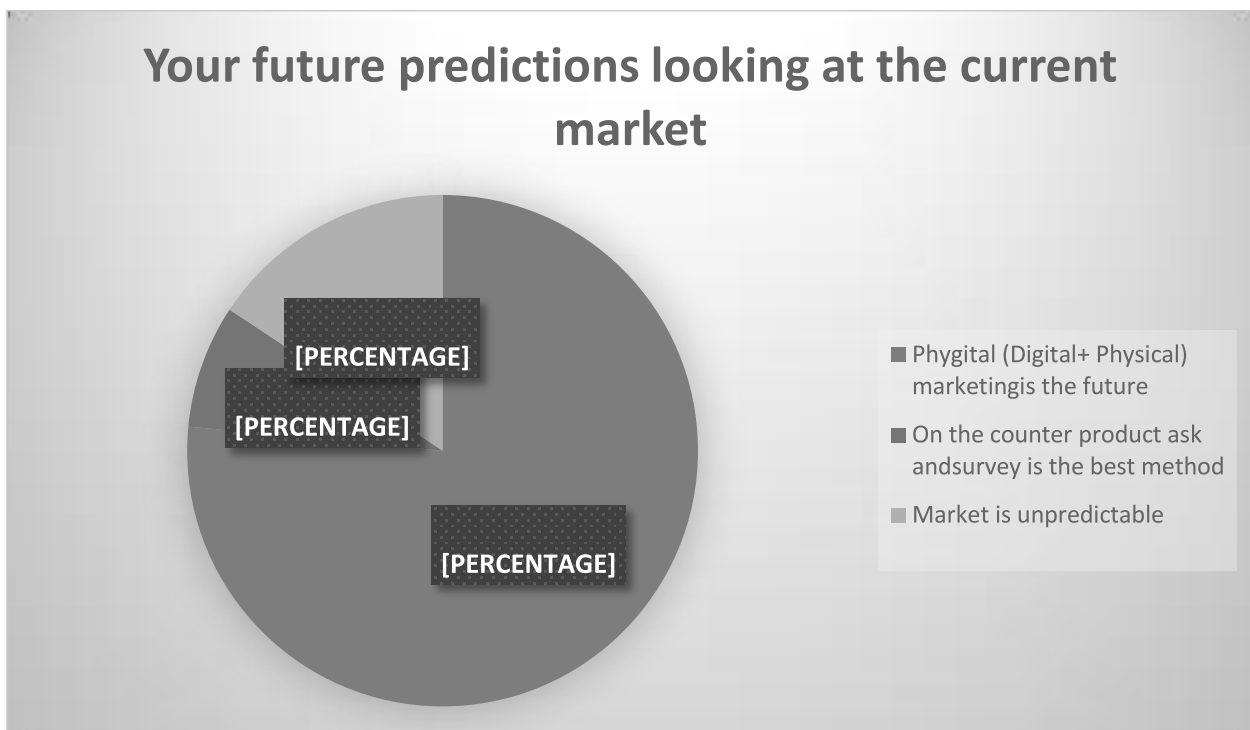
According to the above survey, 100% of the respondents have experienced positive impact of Phygital Marketing Communication.



According to the above Survey, 100% of the respondents experienced increase in business because of Phygital Marketing communication.



According to the above survey, 100% of the respondents agreed that Phygital marketing has helped you during the covid times to reach customers online.



According to the survey, 76.5% of the respondents think that there is a bright future in phygital marketing. 8% of the retailers say that despite phygital marketing has helped us a lot we feel that on the counter product survey is the best method considered, whereas 16% opf the retailers think that the market is dynamic and unpredictable to detect the safest option for future.

Recommendations:

Next-generation health-care providers

The industry is fragmenting into small clusters of health-care providers. E pharmacies such as 1MG, Pharmaeasy, Pharmarack, and others may soon be working side by side with 900,000+ brick and mortar retail pharmacists. Big tech is also taking a more serious interest in healthcare. Apple's entry into the fitness segment with the Fitness Plus subscription, as well as Amazon's investment in e-pharmacy, are just a few examples. There are also business models like Practo, Curefit, Docplexus, Consure Medical, eKincare, and others. Healthcare organizations have already begun to integrate data from IoTs and wearables in order to provide patient-centric and timely care.

"Phygital is at the heart of the majority of these new companies' business models"

Conclusion:

A number of health tech companies offer digital solutions to drug store retailers. One of them is Pharmarack. It covers medical stores with tailor-made solutions for developing long-term relationships with pharmaceutical companies. Over the next 12-18 months, it plans to collaborate with medical stores to provide a digital solution. Pharmarack, founded in 2015, creates digital platforms for medical providers such as medical clinics, hospitals, centres, and pharmaceutical companies. It focuses on developing advanced healthcare solutions that have a direct impact on patient health outcomes via patient compliance, monitoring, communication, and engagement.

These digital tools are based on innovative ideas with the goal of improving the patient-medical provider relationship.

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