

Pharmaceutical Marketing Research

Marketing and opinion research is a new field, which the pharmaceutical industry is just beginning to discover. Yet, although this industry has been somewhat slower than some other industries to discover its value and uses, there is every indication that the pharmaceutical industry is now learning more at a faster rate about the real possibilities of marketing research than other industries which have been using it for twenty years or more.

Yet, the pharmaceutical industry is spending only tenths of mills for marketing research compared with thousands of dollars for laboratory and clinical research.

The pharmaceutical industry has recognized the importance and need for product research as no other industry has. It annually plows back into the development of new products a greater percentage of its earnings than does any other industry.

As the pharmaceutical industry learns more about the benefits of marketing research, this great discrepancy in allocation of research funds will be adjusted. Efficient marketing will be granted more importance than before in the industry's total contribution.

Sound Research Philosophy

The pharmaceutical industry is entering into market and opinion research at a sufficiently advanced stage that it can avoid some of the pseudo-scientific fads and escape some of the faulty generalizations of fledgling research efforts. The Ford du Lac Study can help the industry develop a sound philosophy of market and opinion research.

The cornerstone of this philosophy is the appreciation of the individual and the recognition that all markets are people.

The Ford du Lac Study shows that there is no such person as an "average doctor". The industry will see that its promotional efforts are not directed at "the American physician" but to all or part of the 160,000 individual human beings who are also physicians. Any categorization of these individuals is made solely for the convenience of people who have to deal with them. Although such categories may be useful, it must be remembered that they are basically arbitrary — the 160,000 individuals and not the categories are the reality.

In studying man, it is either convenient or fashionable sometimes to view him through the eyes of the psychologist; sometimes through the eyes of the economist; sometimes through the eyes of the sociologist; the anthropologist; and the historian. We can and sometimes we have to use the tools of the various sciences, but we should not make the mistake of confusing what is only the man made categories of the specific social science with the actual persons.