

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

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**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 medicines 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 statistes, 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 realltionship 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 activites which also increases the brand loyalty which contributes to get the success in the market.

**Keywords:** Brand awareness, Brand medicine, Brand recall, Brand recognition, Patient healing.

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## 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 indicated 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. 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. 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). 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.

In this research we will check the patient's awareness response to a particular brand that effect patients healing perception 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 perception and will also ask some questions related to painkillers to check the brand awareness 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 awareness 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 behaviour 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.

### 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.

## 2. THEORETICAL REVIEW

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). Without having brand awareness, the level of purchasing the product is low so, brand awareness is the one of the major factor interms of buying decision process.

According to Laurent, kapferer 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 unspontaneous awareness of the brand indicates the brand awareness. 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 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. 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.

### 3. RESEARCH METHODOLOGY

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). The research methodology used in this study is qualitative and quantitative research in order to gather relevant sufficient data.

In the qualitative research interview is conducted with Norvista the questions cover in the interview (1) What the best thing they are providing to their customers? (2) Why your product is different from other medical brands? (3) Why patients or customers should take your medicine? (4) What's their feedback after using the medicine? (5) How well know your product is? (6) 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. In the method of quantitative research, a well-structured questionnaire is designed which are distributed to 200 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.

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. 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.

#### 4. FINDINGS AND RESULTS

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 below in the graph of percentage usage of branded medicines are as follows.

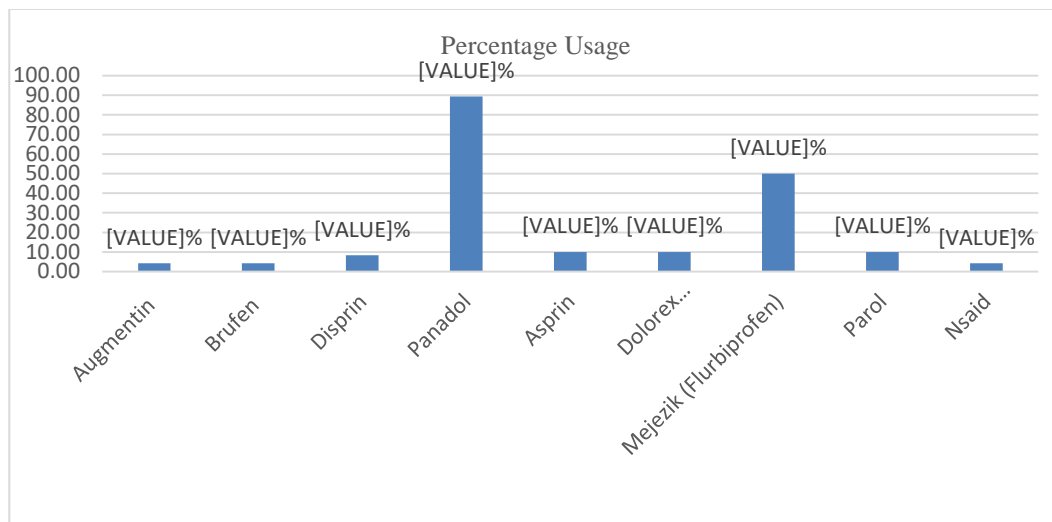
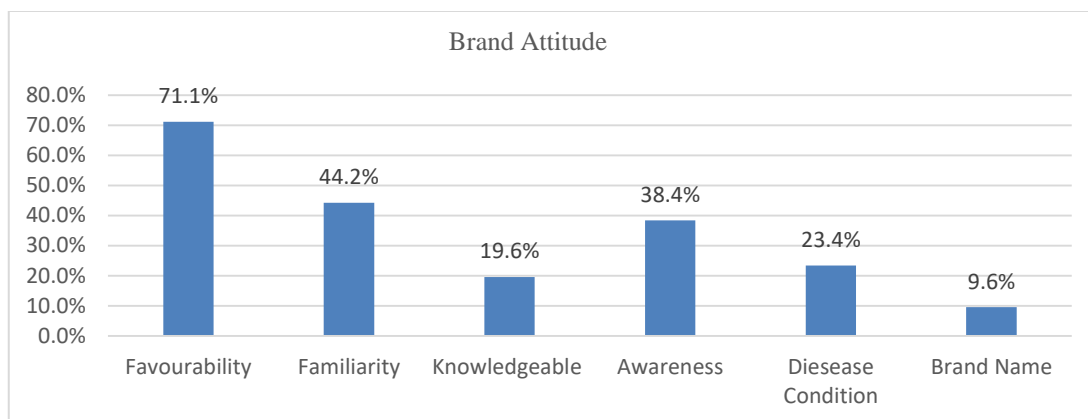


Figure 4.1: Percentage usage of branded medicines

#### Brand Attitude

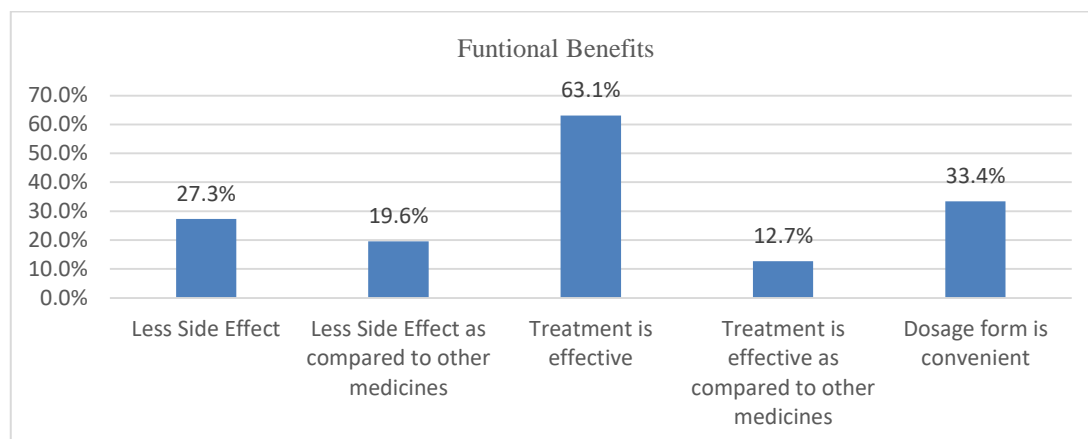
With respect to the responds of patients related to the brand medicines they used in pain either headache or joint pain the reason to use those branded medicines because 71.1% respondents said they have a favorable opinion with respect to the brand medicine they choose, 44.2% respondents said that they 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.



**Figure 4.2: Brand Attitude**

### Functional Benefits

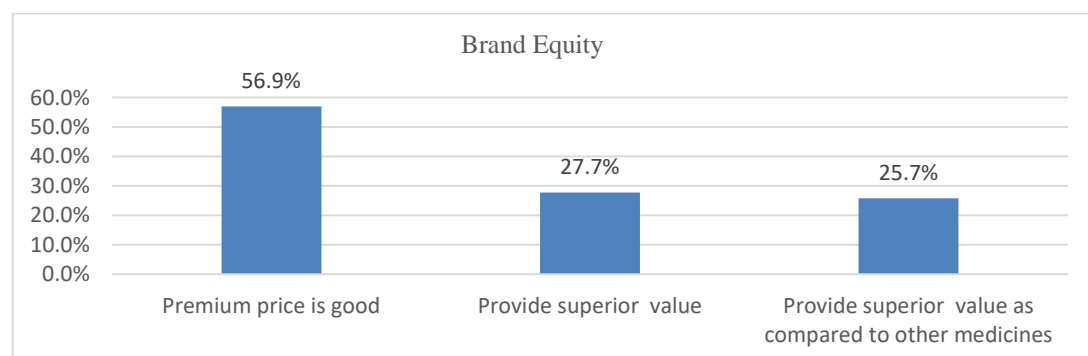
In the functional benefits graph 27.3% respondents said that the brand medicine which came first in their minds have less side effect, 19.6% respondents said that the medicine have less side effect as compare to other medicines, 63.1% respondents said that the treatment is effective, 12.7% respondents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



**Figure 4.3: Functional Benefits**

### Brand Equity

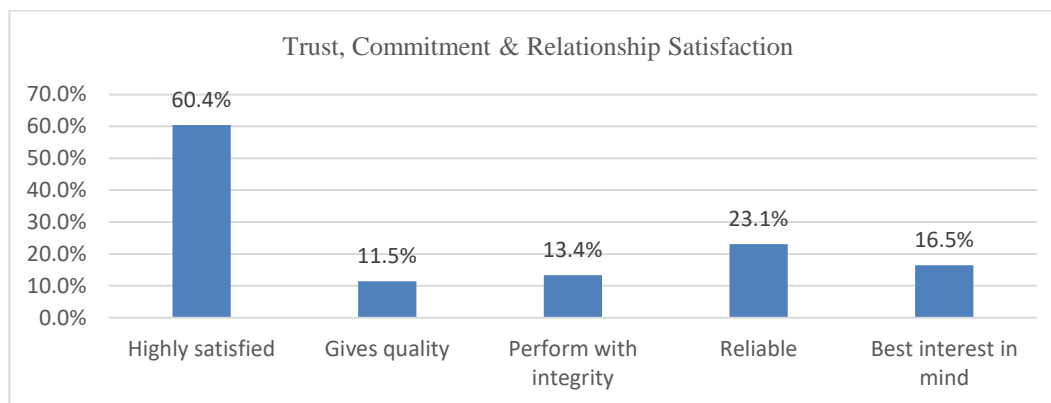
In the brand equity graph 56.9% respondents said that the medicine which came first in their minds is available in the premium price, 27.7% mentioned that the brand medicine which they mentioned provides superior value and 25.7% respondents said that the brand medicine which they mentioned provide superior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



**Figure 4.4: Brand Equity**

### 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.



**Figure 4.5: Trust, Commitment and Relationship Satisfaction**

### Comparative Study

#### Panadol / Minoset

**Table 1: Panadol/Minoset**

Scale	1	2	3	4	5
Least			Moderate		High
Familiarity	16.9%	15.75%	21.9%	15.4%	30%
Novelty	11.9%	3.85%	23.45%	43.1%	17.7%
Concernability	18.85%	20.75%	14.6%	23.1%	22.7%
Willingness	16.9%	3.85%	31.15%	38.1%	10%
Name pronunciation	0%	5.75%	13.85%	29.25%	51.15%
Performance	15%	5%	25.4%	41.9%	12.7%
Brand Recognition	15%	10%	20.7%	15.7%	38.55%
Brand Recall	13.55%	5%	32.15%	22.85%	31.45%

1. 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.

2. 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 moderate and 17.7% respondents rated the novelty of Panadol/ Minoset as high novelty.

3. 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/Minoset in pain.

4. 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 not willing to say their doctors to prescribe Panadol/Minoset.

5. 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.

6. 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.

7. When the respondents were asked to rate 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.

8. When the respondents were asked to rate 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.

## Brufen/ Nurofen

**Table 2: Brufen/Nurofen**

Scale	1 Least	2	3 Moderate	4	5 High
Familiarity	1.9%	5.75%	25.4%	33.45%	33.45%
Novelty	8.85%	10.75%	32.3%	31.15%	16.9%
Concernability	8.85%	8.85%	29.25%	38.1%	15%
Willingness	5.75%	23.85%	30%	30%	10%
Name pronunciation	3.55%	8.55%	24.3%	15.7%	47.85%
Performance	5%	1.9%	38.1%	34.25%	25.75%
Brand Recognition	3.55%	3.55%	29.3%	29.3%	34.3%
Brand Recall	3.55%	5%	22.85%	34.3%	34.3%

1. 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.

2. 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.

3. 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.

4. When the respondents were asked to rate how much the patients are willing to take Brufen/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.
5. We checked how easily respondents 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.
6. 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.
7. We checked the respondent's 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.
8. We checked the respondent's 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.

### Hypothesis

**H<sub>1</sub>:** 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 H<sub>1</sub> 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.

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

**H<sub>2</sub>:** 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 show 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.

**H<sub>3</sub>:** There is the significant relationship between the brand awareness and brand recall.

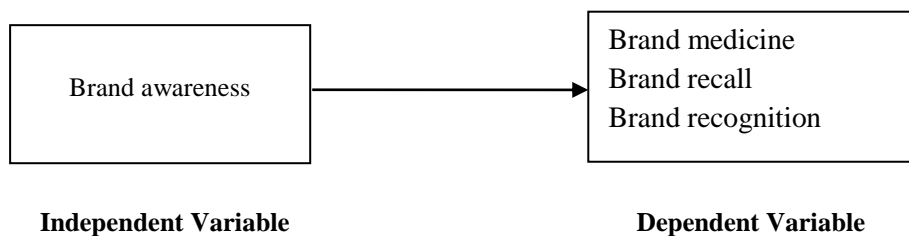
This hypothesis is tested by using correlation analysis through spss in order to give the accurate value. The results shows that r value is (.686) which is less than 1 and the significance values ( $p < .001$ ). This result indicates that there is the positive correlation between the brand awareness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



### Hypothesis Summary

Hypothesis	
<b>H<sub>1</sub></b> : Brand awareness has the positive impact on patient's healing.	Accepted
<b>H<sub>2</sub></b> : There is the significant relationship between the Brand awareness and the brand recognition.	Accepted
<b>H<sub>3</sub></b> : There is the significant relationship between the Brand awareness and the brand recall.	Accepted

### 5. CONCEPTUAL FRAMEWORK



### 6. CONCLUSION AND RECOMMENDATION

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 such as seminars not only in hospitals but also in schools, colleges, universities and also through camping 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, having the brand loyalty encourage the patients to repurchase the product in different situation because of brand preference and perceived quality gives the purpose to purchase the product. 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.

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