

## **Integrated Case Study 1 for Part I on Crocin**

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### **BACKGROUND**

Crocin—the safe drug for all. Our group chose Crocin, a product of SmithKline Beecham as a subject for market research. Of late, Crocin, an Over-the-Counter (OTC) drug, has been advertising on television. The company claims that sales of Crocin have increased by 10% due to the advertising. On the other hand, there have also been concerns among some that advertisements for drugs such as Crocin have a tendency to promote self-medication, and this is a cause for worry, especially among the medical community. There have also been concerns, that such commercials may affect the ‘prescription style’ of doctors. The general feeling is that doctors have, in fact, stopped prescribing Crocin after the widespread airing of the commercial.

Keeping in mind these diverse views, our group thought it interesting to conduct a market research in order to get a fair idea about the general effect that the commercials for Crocin has had on its sales. This was our primary objective.

### **Research Objectives**

The objectives of our study are as follows:

- The primary objective of our research was to study the impact of Crocin commercials on the sale of Crocin. The company had claimed that the sales of Crocin had increased by 10% after the advertisement. We wanted to test this claim at least within our sample in the Harihar and Davangere region.
- Another major focus of the study was to glean if the commercial for Crocin had in any way affected the consumer and/ or the influencer (i.e. the doctor) and/or the distribution channel (i.e. the chemist)
- We wanted to study if the commercial for Crocin had in any way encouraged self-medication.

### **Methodology**

The basic methodology that we followed was the questionnaire method. To serve our purposes, we designed three separate questionnaires for the consumer, the retailer (i.e. the chemist), and the doctor.