

# Research on pharmaceutical marketing strategy based on “4R marketing”

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**Abstract:** Based on the exploration of pharmaceutical marketing strategy of “4R marketing”, the regulation of the entire pharmaceutical industry has been increasing, which has triggered a large-scale operation transformation in the industry, which also puts forward deeper requirements for the development of the pharmaceutical industry. Under the background of the continuous development of social economy and the increasing human demand, the marketing theory has also realized the update and development. Each new concept of marketing reflects the changes of market environment and customer demand, thus promoting the development and progress of marketing concept to a certain extent. Based on this, this paper analyzes and studies the application of “4R marketing” strategy in pharmaceutical marketing, analyzes the reform of pharmaceutical marketing environment in China, expounds the basic concepts and key points of 4R marketing theory, analyzes the advantages and characteristics of 4R marketing theory, and puts forward marketing strategies under the background of 4R marketing theory for reference.

**Key words:** 4R; Pharmaceutical marketing; consumer

## Preface

In the context of the development of the new era, China’s drug marketing is facing new changes. The state continuously adjusts and reforms the laws and regulations of the pharmaceutical market, and realizes the reorganization and merger and acquisition of pharmaceutical enterprises. At the same time, the consumer psychology of pharmaceutical consumers is more mature, and they also understand the different consumer needs of individuals. Therefore, Chinese pharmaceutical enterprises should build perfect marketing strategies and formulate perfect marketing methods, so as to realize the innovative development of marketing.

## 1. Reform of pharmaceutical marketing environment

### (1) Improve the supervision of drug marketing

In recent years, the health management department of our government has increased the supervision of drug marketing, and explicitly prohibited the use of unscientific and improper ways of marketing drugs. The person in charge of a pharmaceutical enterprise shall regulate and sanction illegal acts, and adopt flexible means of supervision for scientific supervision. In addition to the legal means adopted by the government, it also includes the means of social supervision. The people should pay attention to the problems that are detrimental to interests, such as false high pricing, and increase the exposure of illegal drug marketing phenomena, so as to maximize the openness of illegal acts of enterprises and carry out refined management in time .

### (2) Reform of medical security system

In the context of the new era, in order to better solve the problem of residents’ difficulty in seeing a doctor, the state has continuously improved the construction of the medical insurance mechanism and jointly organized the construction of the basic medical insurance system. With the in-depth promotion of China’s health reform, the state’s investment in health reform continues to increase, and consumers’ ability to sell drugs also continues to increase . In particular, the purchase of over-the-counter drugs has strong selectivity. Whether the scope of the drug catalog and whether the drugs are reimbursed will affect the reform of the medical security system still need to be improved.

### (3) Entry development of foreign pharmaceutical sales enterprises

Under the background of increasing market competition pressure in China, foreign pharmaceutical enterprises have also started to enter the Chinese market, which also makes Chinese medicine face a more severe test. Domestic pharmaceutical enterprises should correctly analyze this development trend, take into account the advantages of economic strength, market competition experience and other aspects, and find competitive marketing methods .

## 2. Overview of 4R marketing theory

Based on competition and focusing on relationship maintenance, 4R marketing theory is based on customer loyalty to the brand, and analyzes according to the interests of manufacturers, taking into account the needs of consumers, so as to build a more practical and effective marketing theory. According to the development trend of the market, this theory can focus on the relationship between enterprises and customers, understand customers’ needs, create more demand value, fully connect enterprises and customers, and form a unique competitive advantage. It is mainly divided into four marketing mix parts: relevance, response, relationship and return .

4R Theory emphasizes the long-term relationship established between enterprises and customers in the process of market change and development. It is to prevent customer loss and win a long-term stable market. 4R Theory has strong application advantages . First of all, the main feature of 4R marketing theory is that it has strong guidance, and it can summarize the marketing framework at a new level of development. This theory needs to be analyzed in combination with the development law of the market, combined with the two-way

interactive characteristics of enterprises and customers, and combined with the needs of customers to build a close development relationship, so as to realize the relationship between enterprises and customers and form a competitive development advantage. Secondly, the 4R marketing theory can fully reflect the idea of relationship marketing. It puts forward the specific operation of how to establish long-term contact with customers through association, relationship and reaction, so as to make great progress. Thirdly, the reaction mechanism can provide a good guarantee for the interaction between enterprises and customers, and realize the extension on the basis of establishing the relationship. Finally, 4R marketing can meet the two needs of cost and win-win at the same time. In the process of pursuing the report, it can reduce the cost as much as possible, so as to achieve cost savings according to the needs of customers, so as to obtain more benefit value and form a large-scale benefit demand. 4R marketing theory helps to create good value for customers, realize the complementary role, and finally achieve the final expected goal of win-win.

### 3. Marketing strategy based on 4R Theory

#### (1) Establish relationship with customers

In a competitive market, customers are dynamic. Customers' loyalty to an enterprise, brand and product is out of a changing state, and customers' attitude towards products will change due to many elements. Therefore, enterprises should obtain a long-term market strategy according to the actual characteristics of customers, and meet the needs of customers in terms of business and demand by building the relationship with customers, so as to reduce the loss of customers as much as possible. The ultimate goal of relevance strategy is to enhance the brand value of the company, make it a force associated with motivation, and establish relevance with customers through two core competencies of specialty and product.

The core of the association strategy is "professional". Enterprises should improve their professional level and pay attention to the use of price, simple and direct transactions to obtain certain benefits in the short term. Specialization requires enterprises to provide integrated and systematic solutions, establish an organic contact system, form a relationship of mutual needs and interests, and achieve common development in interests. Among them, enterprises should combine existing resources and capabilities to establish suppliers of pharmaceutical supply services and enterprise management consulting services, provide customers with more systematic solutions, reduce customers' time costs, monetary costs and physical costs, and thus enhance customers' product value.

#### (2) Product oriented

The 4R theory pays more attention to the combination of products, combines products with corresponding hierarchical needs, improves the relevance of products, improves the correspondence between products and needs, and provides personalized service products that meet the development characteristics of customers through the combination of unique products. The characteristics of products should correspond to the needs of customers in order to provide high-quality products and services with characteristics. The product is divided into three aspects: the core product layer, the formation product layer and the additional product layer. The core product layer refers to the products that meet the characteristics of customers' needs, including additional products, product structure and other characteristics. It can better present the external attributes of the products, which can be displayed through the appearance, quality characteristics and brand characteristics of the products. The relevant brands should be introduced with names and signs consistent with those of the pharmaceutical industry, so as to be carefully screened, improve the overall quality. Additional product layer refers to a series of additional benefits and services obtained by people after purchasing products, providing door-to-door delivery channels, providing drug quality assurance, so as to solve practical problems.

#### (3) Improve market reaction speed

In the context of fierce competition in the pharmaceutical market, enterprises need to adjust and change their marketing strategic plans, analyze from the perspective of customers, understand customers' needs, and give corresponding responses to better meet customers' development needs. The so-called improvement of market response speed refers to approaching consumers, not inducing customers to approach enterprises. Enterprises should change the traditional marketing model into a business model that quickly reflects the needs of customers, so as to meet the actual needs of customers as much as possible, analyze according to the changes in the market, establish a corresponding response mechanism, and respond to customers' feedback at the first time, so as to reduce complaints as much as possible and stabilize customer groups, avoid customer loyalty transfer.

There are two ways to improve the speed of market response: technology and feedback. The application of network technology can help enterprises to improve the speed of market reaction. By using the modern management platform and taking the enterprise information system integration platform as the core, we can build a comprehensive supply chain management platform, a supply chain public service and e-commerce platform, a pharmaceutical GSP business system, and a financial management system, so as to provide a good environment for the enterprise's information system, improve the market response speed and better carry out management work by means of informatization; Information feedback is also critical. In the context of the information age, we do not lack information, and even information has reached the level of flooding, which requires enterprises to sort out and integrate information, summarize the basic elements of information, and do a good job of information feedback. The feedback of customer information should be above the level of improving service quality. Only by establishing a rapid response mechanism on the basis of coordinating the relationship between quality and service, can the overall service quality be improved, so as to promote enterprises to achieve the ultimate goal of win-win.

#### (4) Improve overall service quality

It is particularly important to improve the service quality of the sales link. Enterprises should improve the service work, actively find

and meet the requirements of customers, and run the service through the whole link. For this reason, enterprises should improve the quality of sales personnel and cultivate sales personnel with knowledge and experience and professional training. In this way, the sales staff can timely understand the needs of customers, so as to obtain satisfactory service and increase their loyalty to the company. Therefore, the sales consultant with strong professional quality is an important factor for customers' repeated purchase. In the process of transaction, the salesperson should clarify the whole service process, so that customers can turn consumption into a relaxed experience. From the perspective of commitment, the sales staff should let customers know all the processes of the matter, so as to avoid the phenomenon of prolonging the work. Sales personnel should improve work efficiency and use computer system to complete sales synchronously, so as to reduce customers' rush and provide them with good service .

In addition, enterprises should take "integrity" as an important development slogan, advocate the concept of integrity-based, maintain customer relations and maintain good loyalty. Enterprises should strengthen trust with employees, customers and suppliers, and establish the guiding ideology of no doubt in employment, so as to reduce the mobility of personnel and maintain the multi-channel communication mechanism of both sides. Enterprises should strengthen trust with customers, run services through the whole process, and give customers full trust, so as to better realize the growth and development between customers and individuals.

#### (5) Improve customer delivered value

Customers can obtain the delivered value by increasing the total value of customers' purchase. The total customer value includes many aspects, including the value of the product itself, the value generated in the service and the value of personnel. Product value is determined by the structural characteristics of the product itself, which includes the needs of customers. Service value is an equivalent demand provided to customers during the sale of products. In fact, it is the formal product mentioned in the association strategy .

The key for customers to obtain the maximum value is to reduce the purchase cost of customers. Among them, the purchase cost of customers includes the elements of money, time and spirit. For this reason, enterprises should formulate corresponding transfer strategies, take into account the different differences in monetary costs, and analyze them in combination with the size of the total cost. In addition to the monetary cost, they should also consider the cost of time, spirit and other aspects.

#### (6) Promote brand marketing strategy

Many pharmaceutical enterprises ignore the creation of their own image due to price promotion, which also affects the long-term return of enterprises. With the continuous standardization of drug supervision by the state, if the enterprise does not establish its own brand awareness, there will be greater losses. In this regard, enterprises should formulate clear publicity strategies, strengthen the construction in combination with the connotation of the brand, establish a good brand reputation based on the characteristics of target customers, product differences and other factors, so as to better improve the sales effectiveness of enterprises .

## Epilogue

To sum up, under the new market development environment, Chinese pharmaceutical enterprises need to change their marketing strategies. Chinese pharmaceutical enterprises should combine the 4R marketing theory to analyze, so as to build the relationship between enterprises and customers, and create a strong competitive advantage while enhancing the core competitiveness and marketing ability of enterprises. In order to make better use of the 4R marketing concept for marketing, enterprises should establish a perfect guarantee mechanism, strengthen team building, change the marketing management concept, and build a drug information sharing platform, so as to better realize the transformation of marketing mode in technology.

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# Research on online and offline hybrid teaching mode of international student training project in Higher Vocational Colleges

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**Abstract:** in recent years, many colleges and universities have been in a cold period in terms of international cooperation in running schools. In order to better carry out the work of cultivating international students, the traditional teaching mode is no longer used. However, the emergence of mixed teaching mode is the inevitable trend of education development, which can solve the problem of difficult entry of international students. This paper expounds the characteristics, problems and Countermeasures of the online and offline hybrid teaching mode.

**Key words:** International students; Higher vocational colleges; Online and offline; Blended teaching

In recent years, how to carry out the training of international students has been a difficult problem. The international student training projects carried out by many higher vocational colleges have been greatly affected. The traditional teaching mode has been unable to meet the current situation of the training of international students, and the training mode of international students must open up a new way of exploration. At the same time, higher vocational colleges are also aware of the importance of modern information technology, and more and more higher vocational colleges adopt online and offline hybrid teaching methods in teaching. Its purpose is to achieve the goal of training talents for international cooperation in running schools in special periods and to improve the level of internationalization of Education.

## 1. Overview of online and offline hybrid teaching mode

Due to the rise of the "Internet +" platform, the hybrid teaching mode under the combination of traditional classroom and network information technology began to appear. This mode has brought convenience to international students who cannot come to China, so that the training program for international students can still be in the state of non suspension of classes under special circumstances . At present, there are three commonly used online teaching modes in China. The first is to use major information platforms on the network to realize remote online live broadcasting, which is most similar to the traditional classroom and is more suitable for beginners with poor Chinese ability of international students; The second type is that teachers record videos in advance, allowing international students to watch videos and learn content independently, requiring international students to have strong autonomous learning ability ; The third kind of MOOC and micro class is to learn existing resources and push relevant learning resources to international students through the network platform. This method requires a relatively complete information resource base . The online and offline hybrid teaching mode is not only an organic combination of the two, but also an important measure to further promote the internationalization of higher vocational colleges.

## 2. Discussion on the combination of online and offline hybrid teaching mode

### 2.1 Online and offline teaching conditions

#### 1. online teaching platform

In recent years, China's Internet and its infrastructure have developed rapidly. Almost all higher vocational colleges can achieve full coverage of multimedia equipment. Under the influence of the environment in recent years, Internet information technology has experienced revolutionary upgrading and technological innovation of infrastructure, providing a strong guarantee for online teaching platform. At the same time, application software such as Xuetong, nailing and Tencent conference are also emerging in endlessly, which can realize various classroom teaching activities on the platform and play an important role in the smooth development of online teaching.

#### 2. digital teaching resources

The development and construction of teaching resources is the basic work of the mixed teaching mode, which puts forward new requirements for the level of teaching teachers. Teachers are required to master certain information technology application ability and strong course content integration ability, and fully combine the actual teaching situation to design digital resources suitable for international

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