Efficacy of Marketing Strategy for REACH Vitamins

Jessica Davis
jessicadavis@cedarville.edu

Jordan Long
Cedarville University, jordanlong@cedarville.edu

Megan Buck
Cedarville University, mbuck@cedarville.edu

Paul Bicknell
Cedarville University, pbicknell@cedarville.edu

Melody L. Hartzler
Cedarville University, mhartzler@cedarville.edu

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STATEMENT OF THE PROBLEM

Background
There has always been a need for the use of marketing to help sell products. From making a product more known to the public through advertising or designing the package or slogan used for a product, marketing is about helping meet the wants and needs of the customers. REACH Vitamins is a for-profit business that provides vitamins to children in underdeveloped countries to build their immune systems.

Significance of the Problem
• More than 30% of children in the US take dietary supplements regularly.
• 52% of adults reported taking a dietary supplement within the past month.
• Vitamin A supplementation decreases anemia in vitamin A deficient children.

OBJECTIVES

● Objective 1 is to determine if there is a more appropriate marketing strategy for REACH Vitamins compared to the current marketing strategy used.
● Objective 2 is to determine if REACH Vitamins’ charitable aspects motivate consumers to purchase them.

HYPOTHESES

Hypotheses for Objective 1:
• H₀: There is not a more appropriate marketing strategy for REACH Vitamins compared to the current marketing strategy.
• H₁: There is a more appropriate marketing strategy for REACH Vitamins compared to the current marketing strategy.

Hypotheses for Objective 2:
• H₀: The charitable aspects of REACH Vitamins do not motivate customers to purchase them.
• H₁: The charitable aspects of REACH Vitamins motivate customers to purchase them.

REFERENCES

1. Rollins BL, Perri M. *Pharmaceutical Marketing*. Burlington, MA: Jones and Bartlett Learning, 2014

PROPOSED METHODS

Study Design
• Pharmacists and consumers interviewed in focus groups
• Physicians interviewed individually
• Participants given survey and led into discussion to discuss improvements to vitamin product

Sample
• Physicians at local hospitals and clinics
• Precepting pharmacists of Cedarville University students will be targeted for enrollment into focus groups
• Consumers from local pharmacies, churches, and college campuses

Data Collection
• Upon enrollment, the individuals will be given a demographics survey.
• Notes will be taken during the focus groups along with recordings using the Livescribe recording devices.
• The data program NVivo will be used to determine the results from the focus groups.

Measurement
• Collected comments categorized by group
• Responses in focus groups and interviews will be recorded using Livescribe
• Questionnaire will be given at focus groups and interviews

STATISTICAL ANALYSIS

• Qualitative data will be analyzed with the Nvivo program to determine themes from the responses and to establish frequency

PROJECT TIMELINE

IRB application Submission and Approval Spring 2014
Data Collection Fall 2014
Analysis and Conclusions Winter 2015

LIMITATIONS

• Limited geographical area for sampling.
• Small sample size
• Inter-focus group variability

FUTURE DIRECTIONS

Future studies that include a larger sample that has a diverse geographic representation. A study on the impact of marketing changes made through this study.