Pharmaceutical Digital Marketing in Mongolia

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Abstract
The study included pharmacists from the Monos chain, Mongolia of pharmacies. A total of 152 pharmacists from 84 pharmacies (75 are in Ulaanbaatar and 9 are from rural areas) participated in the survey, and then its results were calculated. Under the age group of the respondents, 68.4% are between the ages of 20-35, which shows that there is an opportunity to use technology and introduce digital marketing. Comparing the interests of the participants to attend online learning and classroom training, 74.7% are interested in online learning, and 25.3% are interested in classroom education. Appraising the completion of distance learning was undertaken for pharmacists, 81 votes were given for the great and the greatest outcomes of online learning, and 91 votes were given for the great and the greatest consequences of classroom education. The highest percentage (33%) of the types of sales promotions offered by the company was for the 'moil' scoring system, and the highest percentage (41.3%) is for the 'moilbot' platform, respectively.

In order to increase the learning activity of pharmacists, we have developed an online learning section on the Moilbot platform using the latest technical and technological advances and training solutions. This will allow not only the pharmacists' attendance but also increase user engagement, return on investment, build potentiality to develop using technology to improve data quality, timing, and the learning process.

Keywords: knowledge and skills of the pharmacist, online learning, sales promotion, digital marketing

1. Introduction
Meanwhile today's society where customer aspirations and demands are evolving day by day, it is important to consolidate new marketing methods and new progressions with social needs (*Ganbaatar, 2019, Rutledge et al., 2018*). As business and consumer behavior hasten the transition to digital, platforms that allow consumers to fully recognize their customers are

becoming more valuable, and data-driven marketing approaches are becoming more prevalent (*Kotler, 2015*).

The system itself holds smart sensors to amass data in any production and sales process, an Internet connection that can convey information to consumers and other industries, a cloud computing system that can locate information notwithstanding of distance, online learning, and new analytical solutions for various data processing as well as the system being able to optimize and manage independently significantly reduces human-dependent constituents (*Gentry et al., 2019*). Marketing expenses reckon for a significant portion of any organization's functioning values *(Tserenlkhagva and Oyuntsetseg, 2005)*. At a crucial juncture in deciding what the concurrent marketing results are, how to assess the results, and whether to proceed or modify to promote the economic competence of the organization, conventional marketing is relatively challenging to evaluate the effectiveness of the business *(Wells, 2015, Edwards et al., 2016)*. The capability to manage the growth of sales due to the collision of the channel remains weak (*Burmaa, 2017, Otgonsuren, 2016*). Nonetheless, in a digital marketing system, customer data is created, so it is conceivable to interpret that data. In order not to lose customers, there is a necessity to investigate every step of the customer's digital life, including the source they are accessing, the communication graph, the incidence of access, and the point at which the information discrepancy occurs (*Kotler, 2015, Jargal and Selenge, 2018*). Consequently, in the generation of technology, the education system is also welcoming, rendering services that match the needs and demands of students, systematically distribute knowledge and information, regardless of distance, and students' judgments, opinions, and evaluations are available and independent learning is conceivable (*Adamou, 2019*). Accordingly, there is a necessity to precede and perform modern marketing, digital marketing in the Mongolian pharmaceutical market. To improve the professional knowledge, facilities, and competencies of pharmacists, and to stimulate the exchange of commodities, the intention is to involve pharmacists in distance training and evaluate the results.

2. Methods

A cross-sectional study was conducted using a questionnaire *(Burmaa, 2017, Jargal and Selenge, 2018, Jargalsaikhan, 2014)*. Statistical analysis of the results used SPSS20 software. The survey was conducted among 152 pharmacists from 84 pharmacies in the framework of the project 'Moilbot' by Monos Pharm Trade LLC.
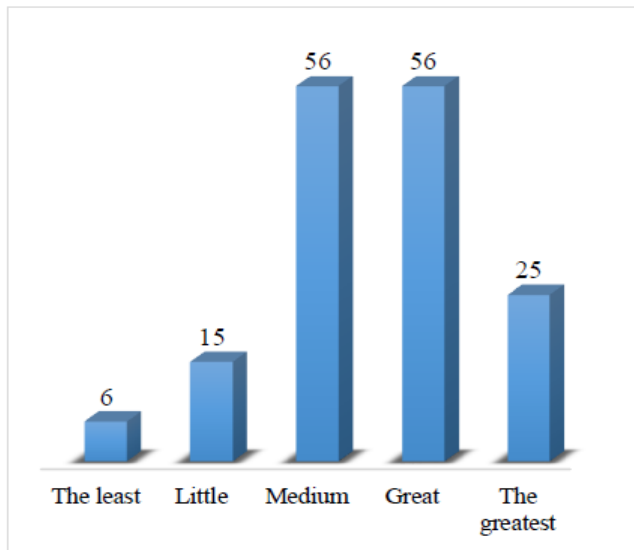
3. Results

3.1 The following figure shows the answer to what kind of training pharmacists are interested in (Fig 1.).
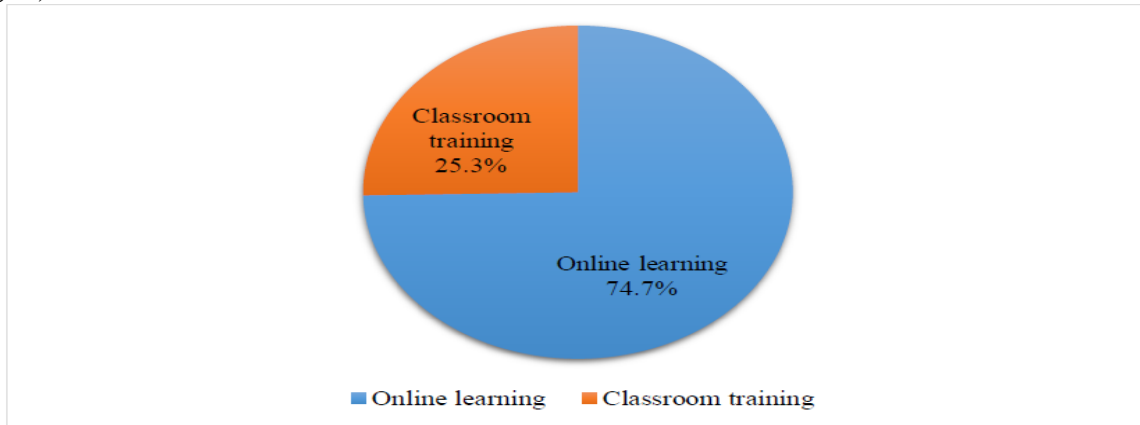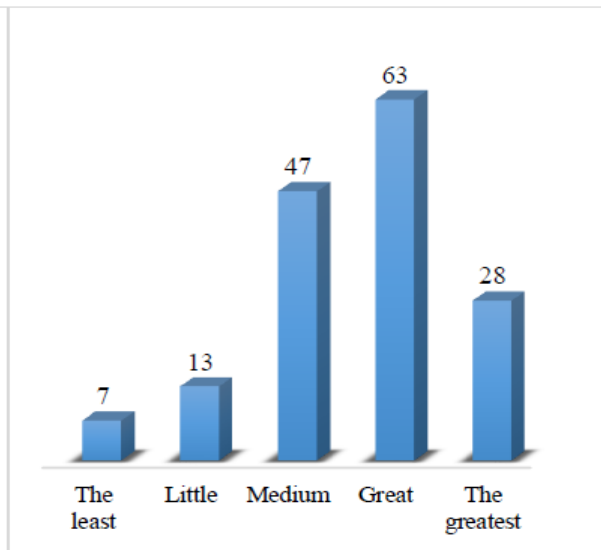

Figure 1. What kind of training are you interested in?

The figure above shows that the mass (74.7%) of pharmacists is interested in online learning.

3.2 Figure 2A and 2B show how the pharmacists evaluated the results of the two types of training.
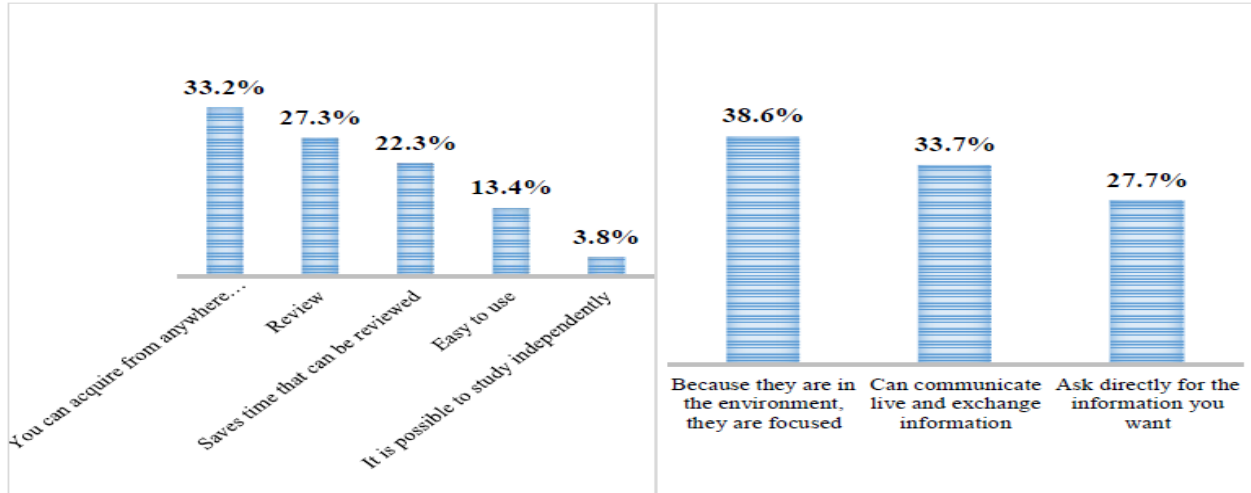

Figure 2A. Evaluation of online learning　　　**Figure 2B. Evaluation of classroom training**

As shown in Figure 2A and 2B, the results of the online learning and classroom instruction are similar.

3.3 Figure 3A and 3B show the results of evaluating the benefits of e-learning and classroom training by the pharmacists surveyed.

Figure 3A. Advantages of online learning   Figure 3A. Advantages of classroom training

Figure 3A and 3B reveal that although everyone's learning characteristic is varied, 33% of the partakers took advantage of online learning from anywhere, regardless of time or space, and 27.3% acknowledged it that is possible to review the training whereas 38.6% consider classroom training to be a prerequisite for learning, and 33.7% consider the benefit of classroom learning to be a live communication.

3.4 Figure 4A and 4B show the results of evaluating the weakness of e-learning and classroom training by the pharmacists surveyed.
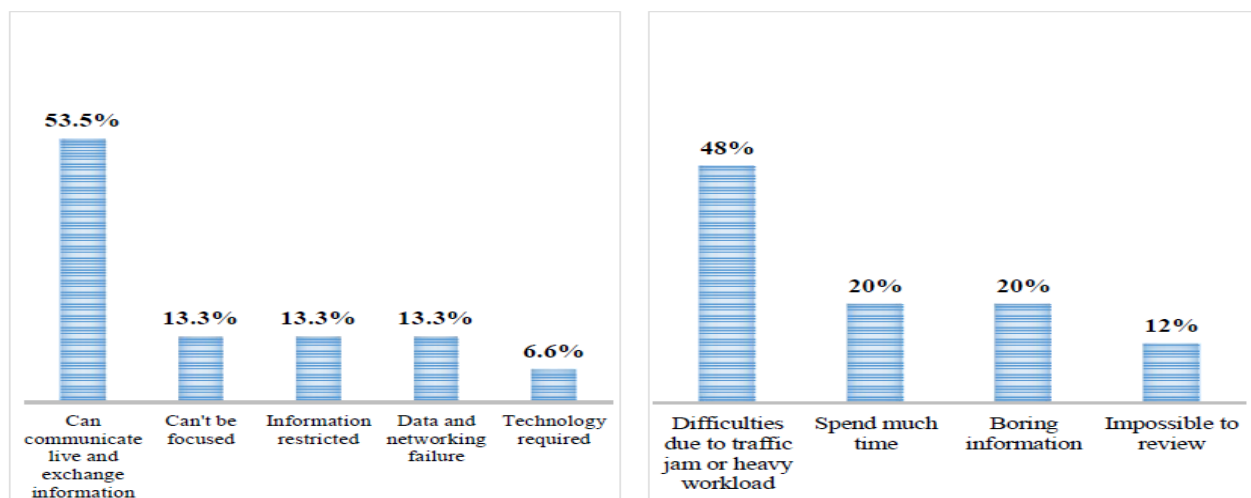
Figure 4A. Disadvantages of online learning   Figure 4B. Disadvantages of classroom training

Figure 4A and 4B show the disadvantages of online learning, with 53.5% of participants in the study saying that they are not able to ask questions and swapping ideas at the same time, and 48% say that the disadvantage of online learning is that it takes a long time due to the distance, we are unable to attend some training due to traffic jam, work shifts or weekends, and refused to attend.

3.5 Which of the following types of sales promotions are offered by the company to the pharmacists? The answer to the question is shown in Figure 5.
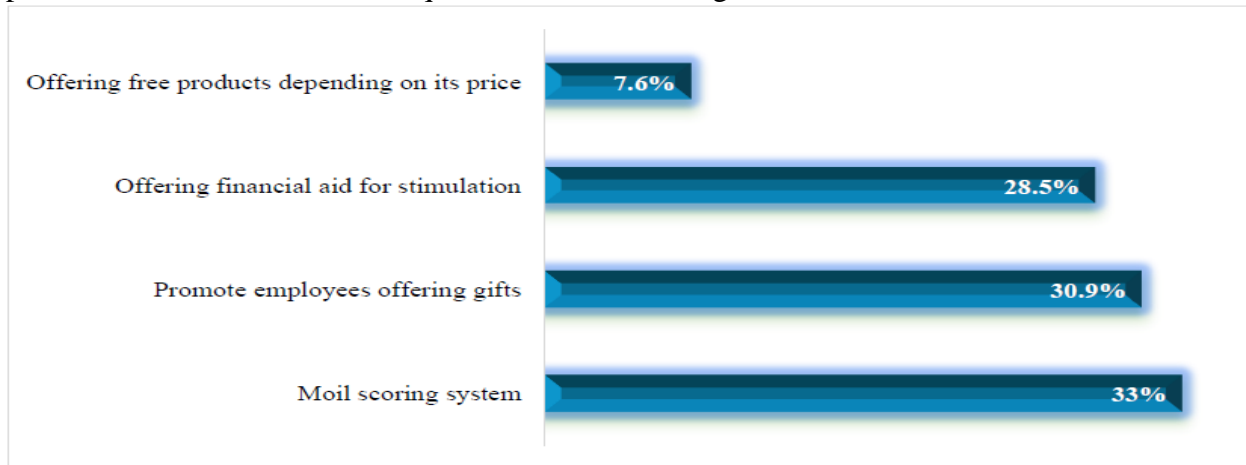

Figure 5. Types of sales promotions

As shown in Figure 5, pharmacists are more interested in participating in sales promotions, including collecting points on the 'moilbot' platform, rewarding pharmacists who participate in sales, giving presents, and receiving financial support.

3.6 Which approach is the best among sales promotions, in your opinion? The answer to the question is shown in Figure 6.
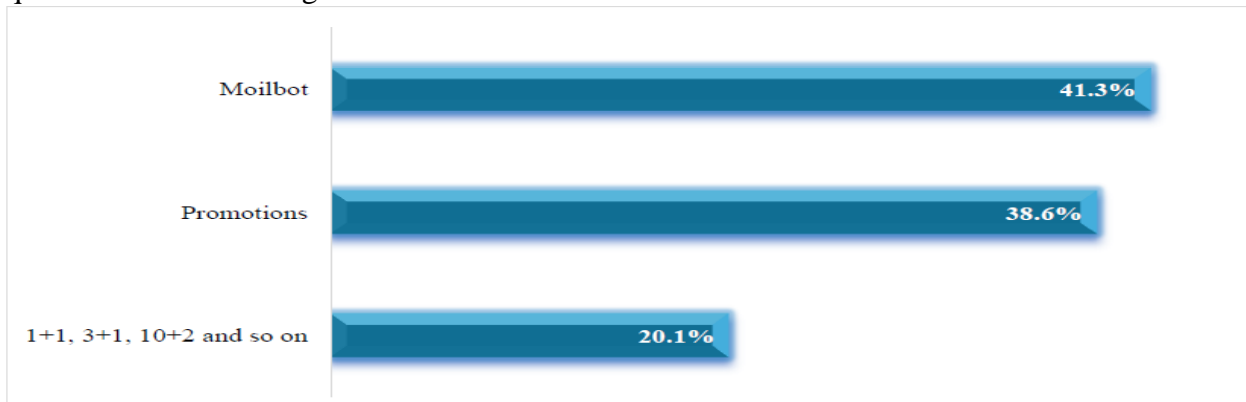

Figure 6. An effective tool for sales promotion

As shown in Figure 6, 41.3% of the pharmacists participated in the study said that the most effective way to stimulate sales was on the 'moilbot' platform, and 38.6% of them said that the 'act' promotion was more effective.

4. Discussion

According to some of the results of our research, pharmacists working in pharmacies have a high interest in online learning and they are satisfied with the quality and results of the training.

This proves that one of the most prominent indicators to increase the sales of any product is that the person has knowledge and abilities, many years of experience, stability, and experience.

In this generation of digital marketing, when the term we comprehend as a competitor has changed and it has become clear that a company that can do better with others will survive and thrive in the market, there is new information about the world's largest companies are embracing this challenge and building their value every day (Wells, 2015).

Judging by this, it is significant for Mongolia to join the new age of marketing and how to turn this tide profitably and effectively. The results of this study prove that this is essential to study the potentiality to introduce digital marketing into the pharmaceutical market in terms of society and time.

Summary

A whole of 152 pharmacists from 84 pharmacies (75 are from Ulaanbaatar and 9 are from rural areas) participated in the study, of which 94.7% were female and 5.3% were male. According to the age group of the pharmacists, 68.4% of them are between 20-35 years old, which shows that there is an opportunity to use technology and introduce digital marketing. Comparing the interest in online learning and classroom instruction, 74.7% are interested in participating in online learning and 25.3% are interested in-classroom training.

Judging the result of distance learning was conducted for pharmacists, 81 votes were given for the great and the greatest outcomes of online learning, and 91 votes were given for the great and the greatest consequences of classroom education. In conclusion, a combination of online learning and classroom training has the potential to improve disadvantages. The highest percentage (33%) of the varieties of sales promotion for employees offered by the company was for the 'moil' scoring system, and the highest percentage (41.3%) is for the 'moilbot' platform respectively. The consequences of this study prove that there is a requirement to improve tools and stimulation techniques that match consumer needs in terms of dealing and satisfaction of sales motivations, as well as increasing and inciting sales.

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