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Extent of Print Media Coverage Within Pharmaceutical Industry in Kenya

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Abstract: **The overall objective of this study was to find out the extent to which pharmaceutical industry in Kenya get adequate media coverage. Print media in this study focused on the two major daily newspapers that have the widest coverage in Kenya. The findings of this study benefited the researcher, the Pharmaceutical companies, the Regulator (PPB) and the Media houses.**

Research design used in this study was descriptive and explanatory studies. The population used in this research was the entire population of the thirty-seven (37) licensed Pharmaceutical manufacturers in Kenya. These companies ideally represented the Pharmaceutical Industry in Kenya as most of them are also licensed as distributors and wholesalers for pharmaceutical products.This study applied primary data collection methods and the variables were analysed using descriptive statistics by using percentages and frequency distribution. The results were presented using bar charts. Data analysis was done by Statistical Package for Social Science (SPSS) software.

Findings on whether the Pharmaceutical industry in Kenya got adequate print media coverage established that, the pharmaceutical industry did not get frequent media coverage and the content of the coverage is inadequate and biased. Slightly over half of the respondents (58.3%) were of the view that the pharmaceutical industry did not get regular print media coverage in Kenya, while only 16.7% were in agreement that print media coverage of the pharmaceutical industry is quite frequent. It was also clear that an overwhelming number of respondents (67%) felt that the industry received inadequate (insufficient) print media coverage compared with 8% that were of the opinion that the industry received very adequate print media coverage. Whereas 25% of the polled pharmaceutical companies did not respond, 58.3% of the respondents were of the opinion that the content of print media coverage of the Industry was biased. Only 16.7% of the respondents offered that pharmaceutical companies enjoyed balanced (relevant) print media coverage regarding content.

The study found out that print media publicity mostly led to change or reinforcement of regulation in the Industry by the regulator. This was reported by 37.5% of the respondents, although 29.2% of the respondents held the opposing view. Positive or negative publicity leads to regulatory action as was supported by 65% respondents. Only 10% of the respondents opposed this view. It was also established that 60% of respondents felt that corporate image did influence public relations between a pharmaceutical company and the Industry regulator and 10% opposed the view. Overwhelmingly, 58.3% of the pharmaceutical companies were of the view that print media information about the industry was fairly informed and fairly presented. Some 16.7% were oposed to this view. Improving publicity by stringent regulations was favoured by 46% who confirmed that this can be done, while 29% did not think so. Improving publicity by engaging PR firms were represented by 54% and 21% opposed the view. In addition improving publicity by engaging media houses directly was favoured by 46% while 29% were negative about this assertion. Engaging association bodies' to improve publicity was represented by 67% while 8% were of the contrary opinion.

This study concluded that the Pharmaceutical industry does not get frequent print media coverage. The content of the print media coverage is inadequate, biased and inaccurate. Intensed publicity should be done by media houses, PR firms and association bodies on behalf of pharmaceutical industries.

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Recommendation on coverage is that, print media houses should consider having health/Pharma journalism and have trained journalists that can adequately report on health and pharma related issues. Health journalism will also adequately cover issues in the Pharmaceutical Industry. Health/Pharma Journalism will promote frequent publicity for the pharmaceutical Industry and support the Industry in building a relationship with its customers. To correct the inadequacy in the content of media coverage, the study recommends that the industry should improve media relations.

The study recommends that the Industry' association bodies such as Kenya Association of Pharmaceutical Industry (KAPI) and Federation of Kenya Pharmaceutical Manufacturers (FKPM) should be given the responsibility of engaging with media houses to ensure that the Pharmaceutical Industry is given fair print media coverage.

Keywords: **Federation of Kenya Pharmaceutical Manufacturers (FKPM), Kenya Association of Pharmaceutical Industry (KAPI).**

LIST OF ABBREVIATIONS AND ACRONYMS:

BMI	Business Monitor International
CAGR	Compound Annual Growth Rate
COMESA	Common Market for East and Southern Africa
EAC	East African Community
FDA	Food and Drug Administration
FKPM	Federation of Kenya Pharmaceutical Manufacturers
GDP	Gross Domestic Product
GSK	Glaxo SmithKline
IMC	Integrated Marketing Communication
KAM	Kenya Association of Manufacturers
KAPI	Kenya Association of the Pharmaceutical Industry
KEMSA	Kenya Medical Supplies Agency
NGO	Non-Governmental Organization
NQCL	National Quality Control Laboratory
OTC	Over-the-Counter
PPB	Pharmacy and Poisons Board
PSK	Pharmaceutical Society of Kenya
UNIDO	United Nations Industrial Development Organization
WHO	World Health Organization

1. INTRODUCTION

1.1 Background of the Study:

All over the world, it has been established that pharmaceutical marketing is unique as the decision making of buying the medicine lies in the hand of intermediate customer (doctor) rather than final consumer (patient). Pharmaceutical companies therefore try to influence the customer (doctor) rather than final consumer (Patient). The doctors then are the most important players in pharmaceutical marketing system. Doctors write the prescriptions that determine which drugs (brands) will be used by the consumer (patient). Thus influencing the doctor is a key to the pharmaceutical sales. Pharmaceutical companies try to influence prescription pattern of doctors in favor of their brands by offering various kinds of promotional inputs like samples, gifts and sponsorships etc. (Arora and Taneja, 2006).

Rapid technological change in media markets has highlighted the importance of delineating relevant markets in this industry. Indeed, the degree of substitutability among different newspapers, but also between newspapers and internet sites, or between different kinds of television or cable channels, is a key element in competition analysis.

Recent theoretical advances stress the two-sided character of this industry, which has repercussions for market definition. Media outlets compete not only for readership or audience but also for advertisers, who in turn are attracted by the possibility of reaching potential consumers. The advent of new media and recent technological advances in information transmission has an impact on the degree of substitutability between different media and also on the ways in which advertising messages are conveyed to the public. Therefore the evolution of media markets creates closer interconnections between different media services with regard to both the circulation side and the advertising side. (Argentesi, E., & Ivaldi, M. (2007).

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In the argument of Jayakumar (2008), usual marketing practices followed by most of the large and mid-sized companies include valuable gifts, arranging foreign trips with family and complimentary tickets and memberships for social activities to doctors. Interaction of the medical professional with the pharmaceutical industry starts as early as in medical school (Ziegler et al, 1995). In Canada, on an average 6 gifts are received per year by doctors with average value of $60. Eighty per cent of residents take pharmaceutical industry paid meals about 14 times in a year in Canada (Hodges, 1995). The expenses for travel, stay and even local sightseeing are paid directly to the tour operator by the pharmaceutical company or travel ticket and hotel accommodation are booked by the company in the name of the doctor. The expenses of not only the doctor but also of their spouse and family are borne by the pharmaceutical companies (Mehta, 2000).

According to Wazana (2000), pharmaceutical firms may come up with policies to be adopted that include extravagant marketing practices like offering vacation/travel expenses; gifts of substantial value; lavish meals and entertainment; offering cash/ commission for prescribing a particular brand/drug; offering money for drug trial; samples and promotional material; and CME (continuous medical education) funding and honoraria.

It is noteworthy to elucidate that pharmaceutical industry plays a leading role in the development, production and marketing of drugs that are permitted for use as medication. It takes on a cooperative role with governmental oversight agencies (The Food and Drug Administration-FDA) and with the health insurance industry, which ensures patient access to medications. One of the most profitable industries in the U.S., the pharmaceutical industry is both praised for its innovative applications against once fatal diseases, as well as criticized for over-advertising and 'disease-mongering.'

Throughout the 19th century, with the dawn of the industrial revolution and the dramatic shift from sparsely populated agrarian societies to densely populated urban centers, patients were often beset with poor health, malnutrition and infectious disease. In 1900, the top four leading causes of mortality in the U.S. were pneumonia, influenza, tuberculosis and diarrhea. At the onset of the 20th century, the life expectancy of a newborn was 47 years (Healy 2012).

The Pharmaceutical Industry is critical to any health care system, and more often than not it draws much attention by various stakeholders including the media. Due to the demands of public interest, mass media plays a critical role in the pharmaceutical industry like it does for many other industries. The information given to the public through various media sources contributes positively or negatively to the operations and performance of the Pharmaceutical industry.

The pharmaceutical industry has overtaken other industries in profits by a wide margin based on data from the Fortune magazine. The profitability of Pharmaceutical companies has averagely grown from gross margins of 11.1% in the 90's to 15.1% in 2002. These margins continue on an upward trend, and there continues to be the debate on the "appropriate profit levels" in the midst of escalating healthcare costs. Just like other industries, pharmaceutical companies are geared towards making profits even though they have a social responsibility to develop and produce medicines that have value to life. The majority of Pharmaceutical companies focus on more profitable segments in the global market so that they can continue to remain profitable. However, this strategy has increasingly made them unpopular with policy makers and the public who think otherwise. Therefore the industry has a daunting task to strike a balance between profitability, price controls, parallel imports, increasing research and development costs and counterfeits. Each of these has the potential to reduce the profitability of the Industry and change the Industry's position in the global market (Cohen, Illingworth, & Schuklenk, 2006).

Kenya is a key player in the pharmaceutical business not only within its borders but also within East and Central Africa regions as a major exporter of pharmaceuticals to neighbouring countries. The majority of multinational pharmaceutical companies run their operations from Kenya and control their operations within the region from Kenya. Kenya's pharmaceutical manufacturing sector is the most developed in the region with over 37 licensed manufacturing companies (UNIDO, 2010).

The Kenyan pharmaceutical market is expected to increase from USD 229 million in 2008 to USD 359 million in 2013. This is a compound annual growth rate (CAGR) of 9.34%. Key drivers of market expansion are greater access to healthcare, increasing out-of-pocket spending (both in volume and value terms) and more involvement of the government in healthcare matters (Business Monitor International, 2009).

The Pharmaceutical industry in Kenya encompasses various stakeholders; the local manufacturing firms, distributors, wholesalers, and retailers as sources of pharmaceutical products. Government hospitals, Non-Government Organizations

(NGOs) concerned with healthcare, private hospitals, Mission hospitals, and the general public are the main markets for pharmaceutical products. The Regulatory body established under the Pharmacy and Poisons Act, Chapter 244 of the Laws of Kenya is known as Pharmacy and Poisons Board (PPB). The Regulator is mandated to regulate the practice of pharmacy and the manufacture and trade of drugs and poisons.

In recent times PPB has had to spend more on paid up advertisements on print media to respond and more often, correct information that has been published incorrectly by the media. PPB went further to set up a Drug Information Unit with the aim of ensuring that drug information is unbiased, correct, updated and readily accessible to prescribers and consumers to promote rational use of drugs (Board, 2016). This shows that demand for information on medicines is growing fast and the Pharmaceutical Industry in Kenya needs to adequately address the demand for information.

In March 2009, there were numerous reports in the media on how cough syrups were unsafe for children. These media reported went further to allege that cough medications could even result in the death of children. These media reports were as a result of Aga Khan University Hospital announcing that they had decided to withdraw cough syrups from their Hospital formulary. The Chairman, Pharmacy and Poisons Board, issued a statement to respond to the media reports on cough syrups that caused public panic. He said, “The information portrayed in recent media reports did not represent the true position on coughs and cold medicines in Kenya and worldwide. There is, therefore, no cause for alarm and panic among parents and guardians since the syrups are neither poisonous nor dangerous when taken as recommended” (Board, 2016).

Sales of cough syrups countrywide were affected by these negative media reports and the effects further extended to the neighbouring countries -Tanzania and Uganda.

The World Health Organization Country Office in Tanzania published an article on the use of cough syrups because the media had also reported similar alarming reports in Tanzania (Shija, 2009).

The Pharmaceutical industry has also made positive contributions to the Kenyan healthcare sector through corporate social responsibility activities, price reductions and the introduction of new cost-effective drugs in the market which have equally received media coverage. Glaxo Smith Kline (one of the multinational Pharmaceutical companies) announced a significant price reduction on their products to the Kenyan market. This information received adequate coverage in both the mainstream print media (Mbogo, 2011)

Media reporting plays a significant role in the pharmaceutical industry and, more so on the marketing of pharmaceutical products and services therefore it needs to be of mutual benefit to all stakeholders. The overall objective of this study was to find out effects of print media coverage on the performance of the pharmaceutical industry in Kenya.

1.2 Statement of the Problem:

Media coverage is normally measured in terms of reach and its effect to the intended audience. However over time the transfer of media agenda to public agenda is also now applicable to business news. Many companies are now concerned about the media coverage of their products to attract public attention and use the media to enhance public comprehension and support for their goods and services. In the case of building corporate reputations, companies use the media to give coverage that builds their corporate reputation among the public (Carroll & McCombs, 2004).

In Kenya, the price of pharmaceuticals is not often related to the cost of production. There is a general perception in the market that, if a product price is low, the quality of such a product is doubtful. A case in point is the pricing of Paracetamol. Some prices on generic Paracetamol are very low as compared with original brands and appear barely to cover the cost of production (1,000 tablets at KSh150, compared with 20 tablets of original brand at KSh 92.00, or 100 tablets of original brand at KSh 312.00).

Some local manufacturers, like Cosmos Ltd, sell 100 Paracetamol tablets in blister packs at KSh 105.00 (UNIDO, 2010). From the report by UNIDO on the Pharmaceutical Industry in Kenya, products from the local manufacturing companies are priced much lower than similar branded products that are from multinational companies that have built strong brands at a good pricing in the market.

Johnson and Johnson has been for a long time known as the world's largest healthcare manufacturer; their largest revenues come from pharmaceuticals and medical devices. Johnson & Johnson would be a classic example of a company that has used media publicity as one of their strategies to achieve success. In 2007 Johnson & Johnson spent USD $ 2.409 billion on advertising. The breakdown of this expenditure is as follows: Magazines: $ 402.1 million, Newspaper: $ 50.9 million, Outdoor: $ 4.8 million, TV: $ 879.4 million, Radio: $ 34.8 million and Internet: $ 49.2 million (Fierce Pharma, 2016). With this expenditure on advertising, the company achieved $ 61.1 billion in sales revenue and $ 10.6 billion in profits (Johnson & Johnson, 2016).

From this information, the success of Johnson & Johnson can be partly attributed to the significant expenditure on media campaigns (about 4% of sales revenue). In 2014, Forbes magazine ranked Johnson & Johnson as the 16th most reputable 100 companies in the world and also the leading Pharmaceutical Company among the most reputable companies (Forbes, 2014).

Johnson & Johnson remains the largest company in drugs and biotech and is ranked #32 on the 2016 Forbes Global 2000 ranking of the world's largest public companies (Forbes, 2016). In 2013 Johnson & Johnson also ranked 8th in the top 10 companies that contributed more towards charity (O'Neil & Frostenson, 2013). Johnson and Johnson has effectively used media coverage and publicity to build a solid corporate brand.

Even in times when Johnson and Johnson faced " the Tylenol crisis" where seven people died in Chicago after taking one of their best selling product "Tylenol". They acted quickly by doing a costly product recall through a public relations campaign. They alerted consumers nationwide through media not to take Tylenol. Their second phase of public relations was to work on a comeback for Tylenol.

The New York Times published an article by, Tamar Lewin, on December 24, 1982, that announced to consumers that Tylenol had, in a short period, gained back much of the market that it lost before the cyanide deaths. The article stated that at that time Tylenol had 24 percent of the market for pain relievers, not much less than the 37 percent of the market that the product held before the crisis. This article continued the media trend of publicizing Tylenol's comeback in a positive light**.** In March 23rd, 2002, the New York times published an article by Judith Rehak "Tylenol made a hero of Johnson & Johnson: The recall that started them all". This article highlights the comeback of Tylenol at 30% share market after plunging to 7% after the crisis. Johnson and Johnson used print media campaigns to execute the comeback of one of their best selling brands Tylenol (Kaplan, 2016).

Without the support of the media, Johnson and Johnson's campaign would have been ineffective. Press inquiries about the Tylenol crisis were beyond 2,500 and there were over 125,000 news clippings on the Tylenol story. It was claimed that this story had been given the widest US news coverage since the assassination of President John F. Kennedy. The media coverage on the crisis was very extensive. It is clear that the media played a huge role in Johnson & Johnson's public relations campaign after the crisis. If the company had not fully cooperated with the media, they would have, in turn, received much less positive media coverage. Disapproving coverage by the media could have easily destroyed Tylenol's reputation permanently.

By creating a public relations program that was given full support by media institutions in the US, Johnson & Johnson was able to recover quickly and painlessly from possibly the greatest crisis that ever to hit the pharmaceutical industry (Oster, 1983).

It is against this background that this study was done to find out effects of media coverage on the performance of the Pharmaceutical Industry in Kenya. So far, no studies have been published on the effects of media coverage on the performance of the pharmaceutical industry in Kenya.

1.3 Purpose of the Study:

The purpose of this study was to establish the extent of media coverage within pharmaceutical Industry in Kenya.

1.4 Research Questions:

1.4.1 To what is the extent of media coverage within pharmaceutical industry in Kenya?

1.4.2 How can pharmaceutical industries improve their publicity?

1.5 Significance of the study:

Any scholar will use the findings of this study to undertake furthe research. In this study , other small media houses are not targeted, therefore, researchers maybe interested to find out the extent of media coverage within other media in Kenya.

1.5.2 Pharmaceutical Companies:

The decision on whether a pharmaceutical company will be willing to pay for media will be based on the findings of this research. It would inform the management of the pharmaceutical companies on the reach and effect of media so that they can pay for such endeavours.

1.5.3 Pharmaceutical Regulatory Authority:

The regulator, Pharmacy and Poisons Board (PPB) can use the findings of the research to formulate policies and rules which can govern the industry. This study has given recommendations on what should be done to protect both the public and the industry from bad media coverage. The regulator can also identify how best to utilize the media for the public good in providing information on pharmaceuticals.

1.5.4 Media Houses:

Media houses are independent organizations responsible for publicity of various organizations. They do this at a fee which varies from media to media, time and duration of coverage. Media houses specialized departments responsible for various functions before information about an organization or an organization's product is communicated to the audience.

1.6 Scope of the study:

The scope of the study basically means all those things that will be covered in the research project. It defines clearly the extent of content that will be covered by the means of the research in order to come to more logical conclusions and give conclusive and satisfactory answers to the research. In this research, the scope of the study is defined in terms of where the research will be carried out within the pharmaceutical industry and the print media which are the subject matter of this research (Ouma C. & Konje J, 2017).

There are a number of media houses in Kenya which includes more than 90 FM stations, more than 15 TV stations, and an unconfirmed number of print newspapers and magazines. Kenya's state-owned Kenya Broadcasting Corporation remains the only broadcaster with countrywide coverage. It broadcasts in English and Swahili plus various vernacular languages. Royal Media services are the largest private national broadcaster with countrywide coverage. It also broadcasts in English and Swahili plus various vernacular languages. A dozen private radio and television stations have ranges that are limited to the Nairobi area. This study was restricted to print media from the two leading media houses in Kenya, that is, Nation group and Standard group. The information gathered covered positive, neutral and negative reports on print media.

The sample population that was selected for this study is limited to the thirty-seven (37) licensed pharmaceutical manufacturing companies in Kenya. This confirmed the validity and reliability of the findings since the sample was similar in nature to the population that engages in pharmaceutical services regionally and globally. The suitability of this sample was such that it provided a near perfect population that qualified for in-depth knowledge of factors of media coverage that affect the operations of the pharmaceutical industry in Kenya. Each company was asked how print media reports have affected their sales, corporate image, and regulation.

1.7 Definition of Terms:

1.7.1 Media coverage:

This refers to the level of exposure of information that is released about pharmaceutical products which the public can get access to. The number of people who receive the information is considered in this case. If there are very many people who get access to the information, then, the media is considered to be desirable and vice versa (Ouma C. & Konje J, 2017).

1.7.2 Pharmaceutical Industry:

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Pharmaceutical industry is engaged in researching, developing, manufacturing and marketing drugs and biological products for human or veterinary use (International Trade Administration Office of Health and Consumer Goods, 2010).

1.7.3 Drug:

A Drug is defined as an active ingredient that is intended to give a pharmacological activity or other direct effects in the diagnosis, cure, mitigation, treatment, or prevention of disease or to affect the structure or any function of the human body. (AAPS Advances in Pharmaceutical Sciences Series, 2012)

1.7.4 Generic medicines/drugs:

A generic drug is identical - or bioequivalent - to a brand name drug in dosage form, safety, strength, route of administration, quality, performance characteristics and intended use. Although generic drugs are chemically identical to their branded counterparts, they are typically sold at substantial discounts from the branded price. They are copies of brand-name drugs and are the same as those brand name drugs in dosage form, safety, strength, route of administration, quality, performance characteristics and intended use (U.S. Food and Drug Administration, 2016).

1.7.5 Mass Media:

These are the technological vehicles through which mass communication takes place noting that the term mass media is plural and so it refers to more than one vehicle. The technological instruments that are used to carry the communication to the masses are for example radio, television and newsprint. These instruments can reach many people through a structured distribution system (Turrow, 2009).

1.7.6 Publicity:

A non-personal communication about an organization, product, service, or idea that is not directly paid for or run under identified sponsorship (Yeomans, 2009). Publicity is created through communication that is done by media while covering various events that are related to an organisation, its product or its services. This media coverage creates awareness to the public that leads to publicity of the organisation without any direct sponsorship by the organisation for this coverage.

1.8 Chapter Summary:

Chapter one introduces the research topic by briefly describing the pharmaceutical industry in Kenya and giving a few highlights on negative and positive media coverage. The background of the research problem justifies the need to do research on effects of media coverage on the pharmaceutical industry in Kenya. The scope of the research is restricted to print media by the two leading media houses in Kenya. The technical terms defined are the terms commonly used in the pharmaceutical industry and by the media. The next chapter is a literature review that supports the study.

2. LITERATURE REVIEW

2.1 Introduction:

The literature review that was done in this chapter mainly discusses the significance of media coverage and how it affects businesses. The literature review gives a background on the purpose of the study.

2.2 Media Coverage on Pharmaceutical Industry:

Print media is categorised into Newspapers, Magazines, and Journals. Newspapers are defined according to their circulation and frequencies (Skinner, Mersham, Essen, & Motau, 2010). This study limits itself to two daily newspapers that have countrywide coverage that is the Daily Nation and the Standard. The reason for this choice is that for any media to have a significant effect, it should be perceived by the public as credible and truthful (Bryant & Oliver, 2009). These two daily newspapers have the highest ratings as compared to all others in Kenya and therefore we can make an assumption that they have the most influence on the public about the news items that they cover.

Print media is considered to have the highest coverage compared to other types of media mainly because of lower distribution costs (Capon & Capon, 2009). Therefore, this study will assume that print media coverage on the pharmaceutical industry will reach more Kenyans and will probably have a significant effect on the pharmaceutical

industry. The newspaper industry defeats other news media by almost every measure. In most communities, newspapers cover more news at a greater depth than competing media.

In the US, nationally no broadcast organization comes close to the number of stories or the depth of the two major national newspapers; the Wall Street Journal and USA Today. Newspapers have a rich mix of content: news, advice, comics, opinion and data (Vivian, 2009).

Newspapers are classified as follows**:** National Daily Newspapers**,** Large Metropolitan Newspapers**,** Suburban and small town Dailies**,** Weeklies and Semi-weeklies (Baran, 2006).

Today giant industries like the Pharmaceutical Industry have operations and customers worldwide, and their operations affect the environment, control of employment of thousands of people and impact the financial and social well-being of millions. The large size operations of these companies cannot be understood by the average consumer, and this often leads to mistrust of the power, influence, and credibility of such companies. Customers tend transfer this mistrust to the company's products that they can relate to. It is therefore in the best interest for any company to balance their responsibilities to their shareholders within the worldwide public perceptions to remain in business. These companies must engage the media to cover positive stories about their operations in general and create a positive perception in the public. With a positive perception about a company, the ordinary consumer will have a positive perception about a company's products and services that they directly consume (Glen & Wilcox, 2014).

The media are a major source of public information and perceptions about companies heavily relies on media relations. Major financial scandals and other negative coverage can cost a company its reputation. In early 2016 the Banking industry in Kenya had a good share of bad publicity, with in-depth media coverage after the Central Bank of Kenya closed a few banks. The closure of three banks in a period of nine months (Dubai Bank in August 2015, Imperial Bank in October 2015 and Chase Bank in April 2016) left millions of bank customers unsettled as the Banking Industry was portrayed to lack good corporate governance. Even though Chase Bank re-opened after some time, they lost their customers confidence. The closure of these banks was covered extensively by the newspapers. One survey done American Press Institute found that one-third of the CEOs polled are dissatisfied with the business news they find in their local newspapers (Cameron & Wilcox, 2014).

Effects of mass media has been researched, and one of the most popular theories in the magic bullet theory works on the principle and assumption that human beings are endowed with a uniform set of instincts that guide their ways of responding to the world around them. People's human nature leads them to receive and interpret media messages in a uniform way. Therefore media messages are like symbolic bullets that strike every eye and ear resulting in effects on thought and behaviour that are direct, immediate, uniform and therefore powerful. It is with this theory that public relations professionals assume that any coverage in the media will be consumed by large numbers of people and they will be influenced by the message (Defleur, 2010). Therefore the media is considered as a powerful tool of influence and it is for the same reason that companies are acknowledging the significance of public relations through media relations.

Apart from the Agenda–setting theory of the media, other research shows that media has moderate to powerful effect on the formation of opinions and attitudes and especially when people have no prior information regarding a subject. In such cases, the media plays a role in telling people what to think about the subject. This is known as media- dependency theory, these effects tend to increase when there is an information gap. This tendency is usually more evident in crisis situations which also leaves the reporter to be dependent on the official spokesperson of the organisation for information as the story breaks. This gives opportunity for the organisation to shape the tone and content of the story in the media (Glen & Wilcox, 2014). The Pharmaceutical Industry in Kenya should maximise the opportunity by engaging the media through official spokesperson to shape the desired public opinion about the Industry.

The Kenya print media has been abuzz with uncovering drug cartels, sugar barons and oil cartels. The pharmaceutical industry is not left out either. Analysing print media stories touching on the local pharmaceutical industry this past one year, it is evident that the print media has stories about the industry. Some of the stories are very negative – hence portraying the industry in bad light – while others are neutral or positive in content.

The question of counterfeit drugs in Kenya, for example, is one that the print media gave sufficient coverage as captured in both the Daily Nation and The Standard Newspapers – two leading local dailies – thus:

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"The Anti-Counterfeit Agency and the Pharmacy and Poisons Board must move fast to protect poor patients from rogue pharmacists who exploit their ignorance to sell to the fake drugs. Research has indicated that chemists and retail shops are more likely to sell counterfeit drugs to the poor, and that how customers are dressed can determine whether they are sold genuine or fake medicine." (Survey reveals Poor likely to buy fake drugs, 2016).

"The Pharmacy and Poisons Board yesterday destroyed 67,000 kilograms of counterfeit drugs worth Sh. 40 million. The pharmaceutical drugs which include anti-hypertensive lifestyle drugs, anti-diabetics, cough syrups, antibiotics and analgesics (painkillers) that were disposed in Green City incinerators in Embakasi could have found their way to innocent patients" (Chemweno, 2015). Much as coverage on counterfeit drugs still continues in print media, the facts and figures keep changing and ideally nobody really knows what is the correct estimated percentage of counterfeit medicines in Kenya as there have been no systematic studies to support what the media has been reporting (UNIDO, 2010).

There are publications that have tackled the most controversial issues in the pharmaceutical Industry, sometimes painting the industry negatively. Despite the pharmaceutical industry's notable contributions to human healthcare, including the development of miracle drugs for treating cancer, AIDS, and heart diseases, there is a growing tension between the industry and the public. Debates are raging over how the industry can and should be expected to act. In this debates leading figures in the industry, government, NGOs, the medical community, and academia discuss and propose solutions to the ethical dilemmas in the Industry. They examine such aspects as the role of intellectual property rights and patent protection, the moral and economic requisites of research and clinical trials, drug pricing, marketing and advertising (Santoro & Gorrie, 2005). There are cases when pharmaceutical companies have attempted to extend their monopolies by blocking production and sale of generic drugs by putting undue influence on the US Food and Drug Administration (FDA).

Sometimes medical doctors are influenced to promote drugs that treat social conditions, and these companies end up spending more on marketing than on research that would result in the production of truly innovative and clinically useful drugs (Kassirer, 2007).

Some reports in the local newspapers portray the industry and the Government working together in a good light by publishing efforts being made to address the cost and access of medicines in the country. The cost of medicine in Kenya has been high for the common man and the production and sale of generic drugs that are generally affordable is good news to the many patients in the country. Against the background of acute shortage of drugs in government hospitals and health centres across the country due to corruption in the supply of government medical stock to government health institutions. As reported in one of the leading dailies, efforts by the Kenya Medical Supplies Authority (KEMSA), the official government body mandated to ensure that there is sufficient medical stock in government hospitals, has registered a turnaround where the Authority prepares, and shares with County-based hospitals, a list of drugs that can be ordered in advance by those health institutions to avert a situation where they run out of much-needed drugs in the medical facilities (Nyawira, 2016).

Reality is problematic not only because news stories inevitably select only some aspects of reality and leave out others. More important, over time, the specific realities depicted in single stories may accumulate to form a summary message that distorts social reality Robert M. Entman (1994). Claude Sitton, news director, New York Times (quoted in Fisher and Lowenstein, 1967), "Has there ever been a news story where context – that is, the events and causes leading up to present-day realities – is more important than it is in the case of race? Has there ever been a story where providing that context fairly and accurately is so complex and contested, so difficult? Has there ever been a story where, if the context is not provided, the dangers of misrepresenting reality are greater? And yet, the most frequent criticism leveled against the news media, beginning at least with the famous Kerner Commission Report, is that coverage of race has failed to provide the consumer of mass media with the proper context. This must be an exceedingly difficult subject for journalists, for in the news business the antonym of "news" might be "context." Clearly, though, journalists are in the news business, not the context business. In the case of race, "context," taken to its extreme, would imply attention to social and historical forces such as the slave trade, a civil war, regional isolation and then migration and a social movement designed to win political equality. Kellstedt, P. (2003).

The types of information provided by the media vary from one media to another. Information is very important in the pharmaceutical industry that patients and any practitioner should be privy to. According to Boldrin, M., & Levine, D.

(2008), it is often argued that the best case for the existence of patents is in the pharmaceutical industry. The fixed cost of innovation is large, with estimates of the average cost of bringing a single new drug to market as high as $800 million in year 2000 dollars. Patent protection is more limited in the pharmaceutical industry than in other industries: because of the lengthy gap between discovery and approval of a new drug, the effective monopoly protection is estimated to last only twelve years – plus the three- to five-year extensions as allowed by the Drug Price Competition and Patent Term Restoration Act (known as the Hatch-Waxman Act) of September 1984. Indeed, according to the industry surveys mentioned in earlier chapters, the only industry in which patents are thought to play an important role in bringing new products to market is the pharmaceutical industry.

The pharmaceutical industry is worthy of special consideration also for another complementary reason. The technology operated by the pharmaceutical industry – the chemical and industrial processes through which medicines are produced, packaged, and shipped – seems to fit the hypothesis of constant returns to scale almost perfectly. That is, the cost of shipping the ten-millionth container of medicine is about the same as that of shipping the first. From that come the many complaints about the pharmaceutical companies not shipping medicines to poor countries – even poor African consumers would be willing to pay the few additional cents needed to produce the additional medicine.

Looking at theories of how the media can affect the society, George Gerbner's theory of media cultivation does not use the term persuade to describe the effects of the media, but the theory is about the cultivation of attitudes which leads to attitude change. The cultivation process is gradual and cumulative and therefore there is a gradual change in beliefs and attitudes (Sparks, 2006).

Therefore media coverage in the Pharmaceutical Industry can lead to both positive and negative attitudes from the various audiences/publics.

In 2009 Stanford Graduate School of Business did a study by looking at 240 fiction book titles reviewed by the New York Times, investigators found that positive reviews, not surprisingly, always increased sales by anywhere from 32 to 52%. This study reported that for books by established authors, negative reviews led to a 15% decrease in sales. The study concluded that some cases of negative publicity can increase sales when a product or company is relatively unknown, simply because it stimulates product awareness. For books by relatively unknown authors, however, negative publicity had the opposite effect, increasing sales by a significant 45%. Another example is the hit movie *Borat* made fun of the nation of Kazakhstan, hotels.com reported a 300% increase in requests for information about the country after the movie was released. Even though the movie portrayed Kazakhstan negatively, it also drew attention to the country that otherwise would have not been known by many people worldwide. Moreover, the "negative" impression bad reviews created seemed to diminish over time. "This suggests that whereas the negative impression fades over time, increased awareness may remain, which can actually boost the chances that a product will be purchased. The research indicates that new entrants may have little to lose when it comes to publicity of any kind, the key is simply to get seen (Stanford Graduate School of Business, 2016).

Companies recognize the value of public relations as a strategic marketing tool that they can use to increase sales of products and services. Whether used alone or as part of an integrated marketing campaign, public relations does contribute to sales. Public relations programs may be designed to influence consumers at any stage of the purchase process by increasing product and service awareness and familiarity.

Public relations activities can go further to influence perceptions of key benefits or product characteristics, increase willingness to consider products and services and increase intent to try a product and make a first time purchase. This influence on customers may assure a positive experience with a purchase and build future preference for a product or service (Jeffrey, Michaelson, & Stacks, 2006).

Negative print media coverage such as the coverage that was published in the Standard, March 2016, Page 6 -7, that Cough and Cold syrups in the country had been laced with poisonous substances could lead to depressed sales for pharmaceutical companies (The Poison in Cold and Cough Syrups, 2016). However, as (Berger, Sorensen, & Rasmussen, 2010) observe, not always does negative publicity result in a reduction in sales.

This observation is based on research that was done to show that negative publicity can have good sales outcome for business, drawing the conclusion that although negative publicity is not always a good thing, in some cases, negative coverage can lead positive outcomes. Could this be true for all products and, in particular, pharmaceuticals?

Media coverage influences consumer choices as evidenced by a study on media coverage on biotech foods and influence of consumer choice. This study covered the United States and the Netherlands, and concluded that there is evidence that broad often negative coverage on biotechnology foods has raised public awareness, influenced public perceptions and altered public agenda on biotech foods. Some economists have engaged in research, and there is a growing literature that measures the impact of media coverage, mostly of food safety risks and on consumer choices. This study gives statistical evidence on the influence of media coverage on biotechnology on consumer purchasing behaviour (Kalaitzandonakes, Marks, & Vickner, 2004). Would the same influence on consumer choices apply to pharmaceutical products in the Kenyan market? This research objective should be able to answer this question adequately.

Advertising and Publicity have positive effects on sales in most industries, a study was done on advertising, price, income and publicity effects on weekly cigarette sales in New Zealand supermarkets. In the study the total cigarettes (all brands) sold weekly by a panel of 60 New Zealand supermarkets were monitored electronically for 42 weeks, a period when cigarette advertisements were in a plain format with strong, varied disease warnings.

Real cigarette price, newspaper advertising of old, regular and upmarket brands, and the number of newspaper news items on smoking issues were inversely associated with cigarette sales.

The study concluded that by doubling newspaper coverage on smoking related issues or by banning cigarette advertisements, cigarette consumption can be lowered as much as can a 10% price increase.

This study confirms that advertisements on newspapers did increase cigarette sales and an increase on media coverage on smoking issues can lower the consumption and ultimately the sale of cigarettes (Murray Laugesen, 1991).

Institute of Public Relations published a paper on “Exploring the Link between Share of Media Coverage and Business Outcomes” that concluded as follows: These cases support the hypothesis that competitive share of the quality of media coverage (Share of Discussion) has a strong link to business outcomes; and, in most cases, this link is stronger than seen in non-competitive comparisons. The conclusion acknowledged that many factors contribute to the success of any given business, including economic, environmental, market share, reputation, relationship, marketing and other communications and non-communications variables (Jeffrey, Michaelson, & Stacks, 2007).

Macro-level media effects are to the public, institutions, society and culture. When we explore macro-level effects on institutions, we can see that mass media has effects on economic systems, Private and public goods, stock markets and globalisation (Potter, 2012). Therefore this study seeks to find out the macro-level effects on the performance of the pharmaceutical industry as an institution. The performance of a company is based on the profitability of its business. Sales of a company are the constant variable on the profitability of a company. Therefore if media coverage effects would be realised on the sales of the company, this would ultimately have an effect on the performance of the Industry.

The price that companies offer for their products and services is associated with their reputation meaning that companies that have a higher reputation can offer higher prices for their products than companies of lower reputation. This trend suggests that reputation works as a signal for quality and the financial reward from higher prices is more profitability (Iwu-Egwuonwu, April 2011).

In Kenya, Pricing of Pharmaceuticals is increased by market competition that is supported by cultural and social practices of association of quality to price by physicians and pharmacists on one hand and patients on the other hand (Watu Wamae, 2014). Therefore pharmaceutical companies that have a good reputation can position their products as those of good quality and price them higher than those of companies with lower a reputation.

2.3 How best the Industry can improve publicity:

In any business, all employees struggle that there organizations earn good corporate image. This is only true for those employees who are categorized under theory X according to McGregor theory of motivation. Such employees do not need any supervision to work as they like their work. Therefore any medium that has an effect on their corporate image is a

significant stakeholder in their business environment. Today information travels around the globe in a very short time, especially through social and mass media. Companies are concern about the information that would reach their potential customers, suppliers, partners, the regulator and other relevant audiences that would have a direct or indirect effect on their image (Steven, 1998).

The question which many organizations are asking is whether, corporate image of a company measurable? Many authors have proposed various measures and attributes that can be used to measure the corporate image of a company; such measures reflect on financial performance, product/service quality, and ability to attract, develop, and keep talent, innovation, responsibility to the community environment.

This is how the Fortune Corporate Index is set up. Media surveys have continuously done ratings and rankings, some well-known magazines such as Asian Business has "Asia's Most Admired Companies", Management Today magazine has "Britain's most admired companies" and Business Ethics magazine has " America's 100 Best Corporate Citizens" (Kaul & Desai, 2014). In Kenya KPMG in conjunction with Business Daily newspaper publishes Kenya's top 100 mid-sized companies.

Public relations in a company influences publicity directed to promoting or protecting its image or its individual products; it includes engagements by executives or employees, trade show presence, event sponsorships and media coverage. Today print and broadcast media are engaged in a highly competitive struggle for readers and viewers.

The media have much space to fill so they are frequently hungry for information on new products and willing to profile interesting business stories which create public relations opportunities (Robbins, 2001). Public relations emphasizes the importance of "buzz" and that it be regarded as more than publicity. For some organizations, it is nonetheless important to create the "buzz" that is recognized as a player in places where it matters most such as in the client or a company's interest or profession (Marconi, 2004).

A book on presentation planning and media relations for the pharmaceutical industry by John Lidstone specifically targets the pharmaceutical industry and gives training on how to handle the media. This book highlights the need for the pharmaceutical industry to take an interest in responding to media reports that affect their businesses (Lidstone, 2004). Should the players in the pharmaceutical industry in Kenya take up media relations more seriously and how should they go about it? Lidstone probably had identified the gaps on how the pharmaceutical industry was relating with the media and how it was affecting their business and therefore authored a book to train the industry on how to improve their media relations.

There was a study in 2003–2004 and 2007–2008 on the regulatory banning of SSRI. Selective serotonin re-uptake inhibitors or serotonin-specific reuptake inhibitors (SSRIs) are a class of drugs that are typically used as antidepressants in the treatment of major depressive disorder and anxiety disorders (Wikipedia, 2016).

The study targeted use in paediatrics and young adults due to concerns regarding suicidality risk that coincided with negative media coverage. SSRI use trends were analysed from 2000–2010 in the Netherlands (NL) and the UK, and whether trend changes might be associated with media coverage of regulatory warnings. Changes in SSRI use (NL & UK) were associated with the timing of the combined effect of media coverage and regulatory warnings. The conclusion was that long-term assessment illustrates that changes in SSRI use were temporal, drug-specific and more pronounced in paediatrics and young adults. The two-fold increase in SSRI use over one decade indicates that regulatory warnings and media coverage may come and go, but they do not have a significant impact on the overall upward trend of SSRI use as a class in both countries. This study explores the relationship between media coverage and regulation on the use of SSRI medicines (Juan Francisco Hernandez A. K.-T., 2012). In a similar way, this study seeks to find out the effect of media coverage on the regulation of the pharmaceutical industry in Kenya.

It is clear that media coverage to some extent effects on the corporate image of a company. Businesses now work in an environment where companies have diminished control over the reputation of their brands, products, and services as the wisdom of the public increasingly dictate the rules of reputation management and selling (Bulmer & DiMauro, 2010).

There is growing demand for accountability in all marketing disciplines, including public relations. Corporate management, companies are more concern on their expenditure in marketing and give more attention on the return on

investment in marketing services. More companies are also considering measurement capabilities and approaches when searching for new agencies. Moreover, procurement executives are also increasingly involved with public relations firm relationships and are asking for more concrete metrics to assess firm performance. Clients want to measure public relations programs to gain insights that will enable them to refine and improve programs, to assess the cost-effectiveness of different approaches, and to assure a good return on these investments. In concert with growing demand, public relations measurement and evaluation are growing in sophistication. Today, there is recognition that public relations programs can be measured and that there is value in doing so.

Industry research suggests that the most common public relations measurement technique currently being used is media analysis, assessing the quantity and quality of media coverage. As companies realize public relations can be a key driver of product sales, they are increasing public relations budgets. Research professionals who assess marketing disciplines through marketing mix models or other methods indicate that their analyses reveal that public relations usually delivers a high return on investment (Firms, 2005).

Scholars have found that individuals adapt use of mass media to their needs and in summary we can say that individuals use mass media for enjoyment, companionship, surveillance and interpretation. In the case of this research question we look at use of mass media as a surveillance tool meaning employing mass media to find out and learn what is happening around us in the world. Surveillance leads to interpretation as people seek to find out why certain things are happening (Turrow, 2009). In this study the newspaper articles that have been reviewed have shown cases where the regulator Pharmacy and Poisons Board has reacted or taken action because of reports in the newspaper about the pharmaceutical Industry. Most recently the Daily Nation Newspaper on September 19th 2015 published an article "Cartels to blame for high drug Prices in Kenya", the article highlighted the high differences in prices between other markets and in Kenya.

In what seems as a reaction to media reports on high prices Standard Newspaper published an article "Kenya to allow import of cheap drugs" in their business beat section, the article highlights on how the regulator PPB is proposing a framework to control prices of drugs imported into the country. There are more such cases all over the world where the regulator is seen to react to media reports.

There was a study that was done on the regulation of antibiotic sales in Mexico: an analysis of print media coverage and stakeholder participation. This study analysed media coverage on issues, stakeholder representation and positions taken during policy agenda setting, drafting, and implementation to shed light on policy making to promote appropriate antibiotic utilization.

The conclusion of the study showed that the Ministry of Health in Mexico at that time used media coverage to regulate antibiotic sales by focusing on problems associated with self-medication and the economic impact (Dreser, Vázquez-Vélez, Treviño, & Wirtz, 2013). This study proves the significance of media coverage sometimes affect regulation, when cases are highlighted by the media and the regulator is prompted to take action.

A report to the Centre of International Media Assistance, done by Mary Myers in 2012, proved that there is a link between the media and good governance, but this depends on the circumstances at hand. In this report she interviewed eleven known scholars in the field of media development, looking at different media landscapes: established democracies, developing countries and fragile/post-conflict states (Myers, 2012).

In Kenya, the media has always played the watchdog (regulatory) role and has been applauded on many occasions by the public when it published articles on pharmaceuticals. Instances abound where print media reports on the pharmaceutical industry prompted the regulatory body, Pharmacy and Poisons Board to either defend or reprimand operations in the pharmaceutical industry.

A good example is captured in the following four scenarios: "The Pharmacy and Poisons Board has sought to allay fears that popular cough and cold syrups being sold in the country are harmful to children…." (Jamah, 2016) "Pharmacy and Poisons Board officials yesterday arrested a doctor in a crackdown on illegal health clinics in the county. The medic, based at Nyahururu District Hospital, was found with assorted medical stock from government stores in his private clinic in Nyahururu town.

The team, backed up by police officers, raided local private clinics as they searched for illegal medical supplies." (Njuguna, 2015); "A man accused of raping his patients in his unlicensed clinic has been charged afresh…..He was also charged with…..operating as a pharmacist without a license from the Pharmacy and Poisons Board." (Makana, 2016) and "The Pharmacy and Poisons Board has announced a fresh crackdown on fake pharmacists. At least 26 bogus pharmacists were arrested by the Board officials in a crackdown in parts of Nairobi over the weekend. The suspects are expected to appear in court today to face charges of operating illegally" (Jamah, 2016).

All these are examples of instances where the Pharmacy and Poisons Board came out to play their regulatory role in the Pharmaceutical industry on the basis of print media reports about the industry.

It is therefore not mere conjecture to say that regulation gives precedence to a company's corporate image which may be defined as a dynamic and profound affirmation of the nature, culture, and structure of an organization. By this definition, concern about an outfit's corporate image applies equally to corporations, businesses, government entities, and non-profit organizations.

All organizations can improve publicity in order to enhance corporate image. The study therefore explores the extent of media coverage on pharmaceutical industries. It is on this premise that if there is good publicity, then the reputations of the organizations is guaranteed.

2.4 Chapter Summary:

This chapter has reviewed various literatures that are related to the purpose of the study. It has highlighted various research studies that have been done to establish the relationship between media coverage and business outcomes. The literature review gives background on the importance of media coverage and its significance to the pharmaceutical Industry. The next chapter is chapter three which has discussed research methodology.

3. RESEARCH METHODOLOGY

3.1 Introduction:

This chapter discusses the methodology used in this study. The research methodology refers to the research decisions taken within the framework of specific determinants unique to the research study (De Beer, 1999). This chapter, therefore, not only presents information for the replication of the study but also explains the way the research is designed, how sampling was done and how data was collected and analysed so as to make the study easy to understand. It shows how data collected is related to the objectives of the research study and the analytical methods that will be applied to arrive at findings and conclusions in the research.

3.2 Research Design:

Research design formulates the structure for the collection, measurement, and analysis of data. It is also defined as the plan and structure of the study so as to obtain the answers to research questions (Cooper & Schindler, 2001). This is because the design described and explained effects of print media coverage on the performance of Pharmaceutical industry in Kenya.

Descriptive research design was applied to interrogate the extent of media coverage by pharmaceutical companies in Kenya. Descriptive statistics analysis was applied to establish the extent of usage of media.

3.3 Population and Sampling Design:

3.3.1 Population:

The population is the total collection of components from which the research wants to make a conclusion while sampling is the process of selecting some components from which the research may draw conclusions about the entire population (Cooper & Schindler, 2011). A "population" consists of all the subjects in a study (Yount, 2006). In this respect, therefore, a population comprises of all the possible observable cases (persons, objects, events) that constitute a known whole study about which research results are to be generalized, and a sample is the subset of the target population.

Since the population of licensed pharmaceutical companies operating in Kenya was small, respondents for this research were the sales, marketing, company Pharmacists and public relations managers or any other relevant personnel working in the entire population of all the thirty-seven (37) licensed pharmaceutical manufacturing companies in Kenya. The chart below shows the categories that exist within the thirty-seven companies.

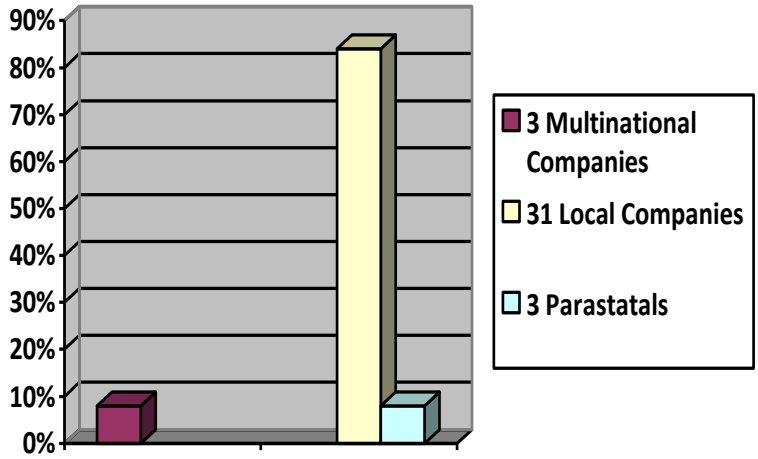

Fig 1: Categories of pharmaceutical Companies

3.3.2 Sampling Design:

Sampling design is a set of rules, procedures or a plan drawn up before any data is collected to obtain or specify how a sample selection is done from a given population. For this study, the entire population of licensed pharmaceutical manufacturers had been used.

3.3.2.1 Sampling Frame:

Sampling frame is defined as the list of components from which a sample is drawn (Cooper & Schindler, 2001). It is simply a list of the study population. In this study, all the elements in the population were used and constituted the sampling frame. The list of licensed local pharmaceutical manufacturers as provided in appendix three is the sampling frame in this study. The FKPM member database that was used had respective member contacts that were used to contact the respondents. The database was provided by the FKPM secretariat upon requisition on email.

3.3.2.2 Sampling Technique:

It has be researched to establish that sampling techniques are generally classified as either probabilistic or non-probabilistic in nature. Under each of these two broad categories are examples of the different types of sampling techniques, each of which is named according to the way in which it is obtained.

Probabilistic sampling is one in which each element in the population has the same probability/chance of being randomly selected. Samples that have this quality are often labelled as Equal Probability of Selection Method (EPSM). Examples of probability sampling techniques include simple random sampling, systematic (interval) random sampling, stratified sampling, and cluster/area sampling. A simple random sample (SRS) of size n consists of n individuals from the population chosen in such a way that every set of n individuals has an equal chance to be the sample selected (Moore and McCabe, 2006). Simple random sampling technique is the widely used probability sampling method as it accords every member of the target population an equal chance of being randomly chosen to make the study sample, thereby drastically reducing bias during the study. Also, given resource constraints, it is easy to implement and analyse.

In this study all the 37 licensed companies were given an equal chance to participate in the study, as questionnaires were administered to each and every company that was operational. The same questionnaire was administered to all the companies and so there was no chance of bias. It was expected that all the 37 companies would respond to the questionnaire.

3.3.2.3 Sample Size:

The size of the sample relates to how many elements, observations, or replicates to pick, choose or include in a statistical sample for a research study. The question often asked is how big a sample should be for a good survey. This depends on factors such as the research hypotheses or questions, the level of precision, population homogeneity, and sampling technique used, monetary and personal resources, and the amount of time available.

The size of the sample for a study must be carefully be determined to make it as representative of the target population as is scientifically possible. In this respect, it is provided that the larger the sample size, the better the estimates, or the larger the sample the closer the "true" value of the population be approached.

In this study, the sample size was equal to the entire population of the 37 pharmaceutical companies operating in Kenya. The respondents for this research was the sales, marketing, and public relations managers or any other relevant personnel of the entire population of all the thirty-seven (37) licensed pharmaceutical manufacturing companies in Kenya.

These companies ideally represented the entire pharmaceutical industry in Kenya as most of these companies are also licensed as distributors, wholesalers, and retailers of pharmaceutical products. That sample size was arrived at by Dr. John Curry's "rule of thumb" on sample size (Yount, 2006). The size of the population is less than 100, and therefore the sample size required, in this case, is 100% of the population.

As much as the standards for appropriate population size suggests 10% of large populations and 20% of small populations as minimums, sometimes the determination is at the discretion of the researcher. Factors such as accuracy, cost, homogeneity of the accessible population, type of sampling, and kind of study also determine the best sample size for their study (Gay, 1992).

3.4 Data Collection Methods:

Data collection is an important element of any research study. Inaccurate data collection can lead to invalid conclusions (Sufian, 2015). A questionnaire was used to collect data from the pharmaceutical companies for all the research objectives. Structured non-disguised type of questionnaire was employed. The kind of questions that were utilized in the questionnaire was both open and closed ended that collected the correct information required for the research objectives.

The questionnaire had three sections as follows: - Section One on Company and Respondent background details; Section Two on Extent of print media coverage within parmaceutical companies in Kenya; and Section three on Recommendations on how to Improve Relations between the media and the industry. The questionnaire was mostly self-administered through e-mail but a few cases were hand delivered.

3.5 Research Procedures:

Questionnaires were administered mostly through emails and some through personal visits to contact persons in companies that participated in the study. Some respondents emailed the filled questionnaires while others gave back a filled questionnaire after a personal visit. Consistent follow up through emails and phone calls was done to get the filled questionnaires back for analysis.

3.6 Data analysis Methods:

Descriptive models were used for data analysis. The data analysis was mainly done by measures of central tendency where the frequency of similar responses was measured and compared. The analysis considered the highest and lowest frequency of similar responses to each question. The data that was collected from the first, second, third and fourth sections of the questionnaire were mostly analysed through cross-tabulation and frequencies. Data presentation was done using charts.

3.7 Chapter Summary:

This chapter has explained the research design and methodology that was used in this research study. Following the procedures outlined in this chapter, the researcher was guided on how to compute results and findings in chapter four.

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4. RESULTS AND FINDINGS

4.1 Introduction:

This chapter presents the data that had been collected. The findings are presented in bar graphs and pie charts which are outputs of data analysed using SPSS software. The output results are mainly frequencies from descriptive statistics.

4.1.1: Category of Respondents:

The category of respondents was an important finding to establish how different categories of staff could respond to the questionnaire. This finding is presented in the table below.

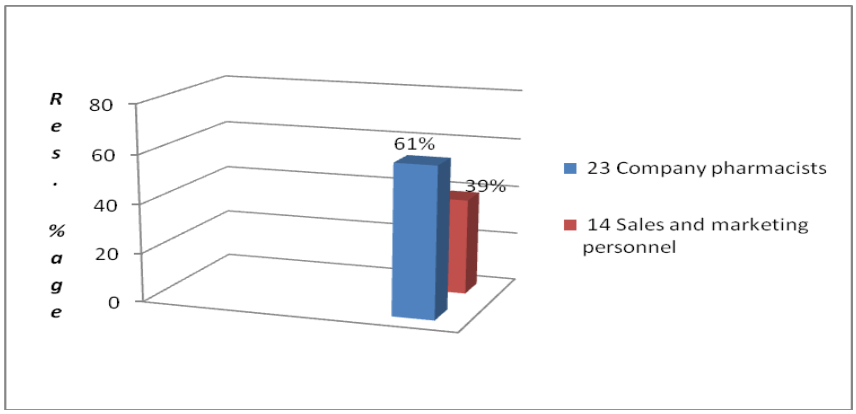

Fig 2: Category of Respondents

The chart above indicates the study findings showing that 61% of the respondents were Company Pharmacists and 39% of the respondents were from the sales and marketing department. The study did not have any respondent who identified him/herself as public relations personnel.

4.1.2: Companies that Participated in the Study:

At the time of the study, only 24 of the 37 licensed pharmaceutical companies could be reached for a response. The chart below tabulates the findings.

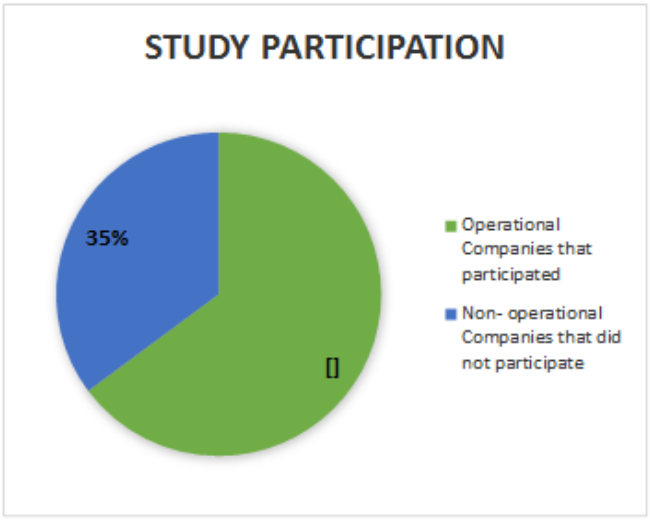

Fig 3: Companies that Participated in the Study

The chart above shows that there were 67% pharmaceutical companies targeted out of the original list of the registered ones at the time of the study. The researchers considered this percentage adequate for data analysis to commence. The non-response was due to various reasons which were diverse, such as; relocation, acquisitions, engagement in new lines of non-pharmaceutical businesses, and winding up altogether, the other 13 did not participate at all in the study.

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4.1.3: Companies that Responded to the Questionnaire:

The chart below shows the findings about response rate. This was necessary to establish the validity of the findings.

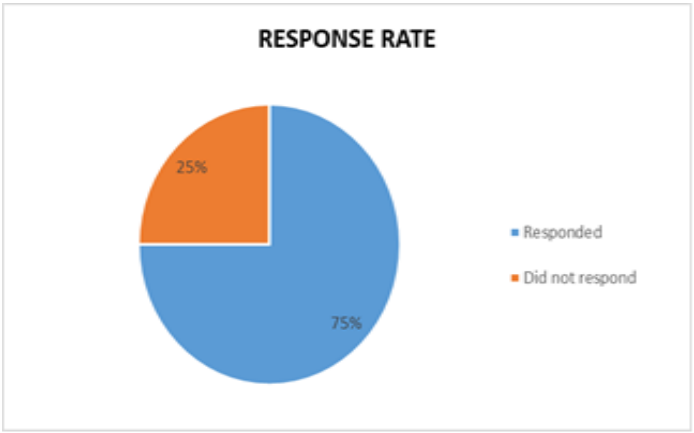

Fig 4: Companies that Responded to the Questionnaire

The chart above shows that response rate was 75%, that is, 18 of the 24 questionnaires administered were duly filled and turned in for entry and analysis. This means that throughout the study, six of the pharmaceutical companies polled, for various reasons such as lack of time, tight work schedules, sheer unwillingness to participate in the study or other unknown reasons, did not turn in their questionnaires. Therefore giving the study a valid zero score (25%) for each of the thematic research questions, as the respective tabulated results for each key research question shows.

However, the study found out that all the 18 pharmaceutical companies that responded to the study were engaged in the three levels of supply chain that is wholesaling, distributorship and manufacturing. Therefore, their responses covered all levels of the supply chain of concern of the study and provided a true reflection of the happenings in the Pharmaceutical industry in Kenya.

4.2 Background of the Respondent:

4.2.1 Age of the Institution:

This question was purposed to establish the period each respondent pharmaceutical manufacturing company had been in operation, and it brought out a mix of responses that reflected a grasp of the issues the study investigated.

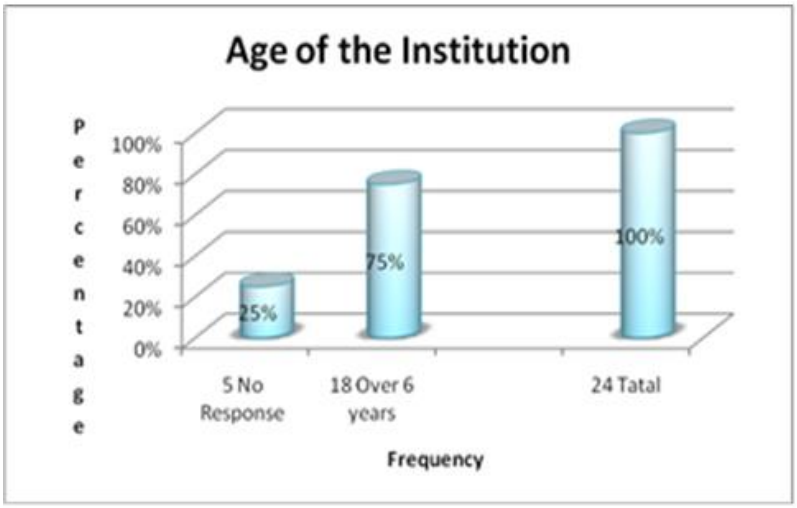

Fig 5: Age of the Institution

The chart above shows that 18 out of the 24 pharmaceutical companies that participated in the study had been in business for over six years. Therefore they had experience with and adequately responded to the matters of concern to the study,

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while six companies that participated in the study returned a valid zero score for this particular question because they did not respond to it and all other questions as well.

4.2.2 Levels of the supply chain:

The study used this question to establish the level of supply chain channels that the respondent pharmaceutical companies engaged in. The chart below displays the finding.

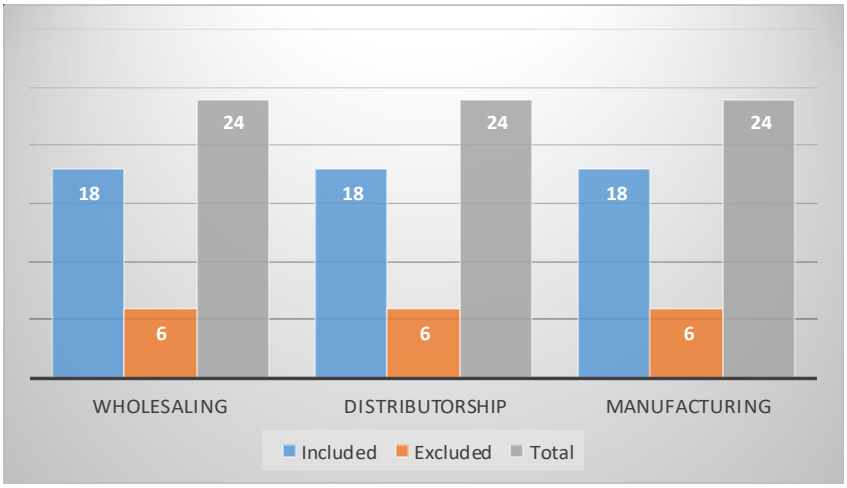

Fig 6: Levels of the Supply Chain

From the chart above, Seventy-five percent (75%) of the pharmaceutical companies that took part in the study indicated that they engaged in all the three levels of pharmaceutical business supply chain processes namely manufacturing, wholesaling and distributorship as the chart above shows. The study, however, could not establish the supply chain levels of twenty-five percent of the participant pharmaceutical companies since they did not respond to the questionnaire.

4.3 Adequacy of print media coverage:

4.3.1 Rating of the frequency of print media coverage :

The study measured the frequency of print media coverage to ascertain how often pharmaceutical companies had their activities covered in the print media, and whether this translated to positive or negative publicity for the Industry. These findings are shown in the chart below.

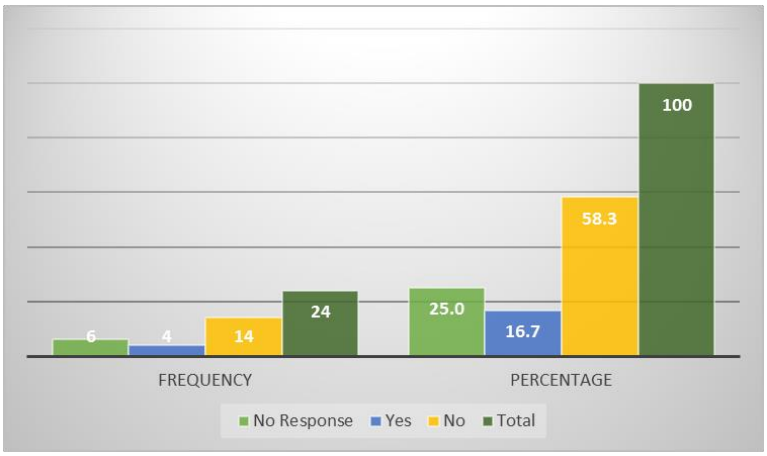

Fig 7: Frequency of print media coverage

The chart above signifies that slightly over half of the respondents (58.3%) were of the view that the pharmaceutical industry did not get regular print media coverage in Kenya, while only 16.7% were in agreement that print media coverage of the pharmaceutical industry is quite frequent. Reasons for these observations were not in the purview of the

study but could be an interesting area for further research. Like with the preceding research questions, six participating pharmaceutical companies withheld their response for this question too.

4.3.2 Rating of the adequacy of print media coverage:

This particular study question treated adequacy of print media coverage to mean sufficiency of such coverage and essentially sought to establish whether such coverage was sufficient given its frequency. The findings are shown below.

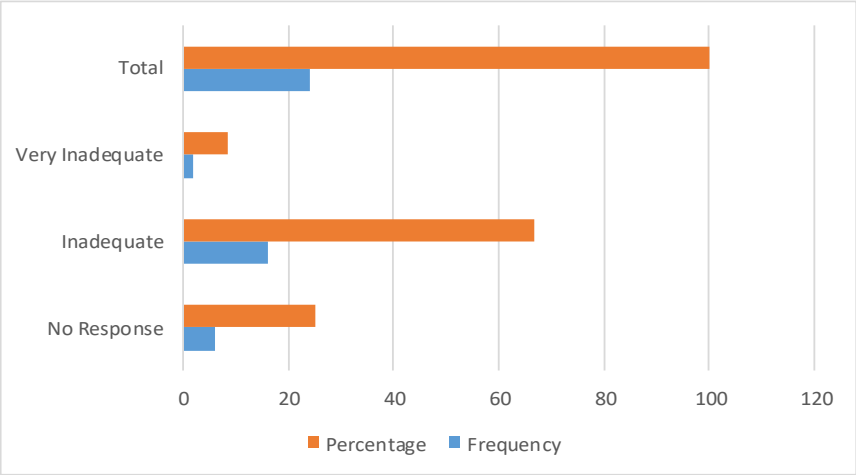

Fig 8: Rating of the adequacy of print media

From the chart above, it is clear that an overwhelming number of respondents (67%) felt that the industry received inadequate (insufficient) print media coverage compared with 8% that were of the opinion that the industry received very adequate print media coverage. Again, 6 participating pharmaceutical companies did not respond to this question, hence the valid zero score.

4.3.3 Content of print media coverage:

With this question, the study intended to bring out the aspect of the relevance of the content of print media coverage on the pharmaceutical industry in Kenya. The evidence of the finding is presented below.

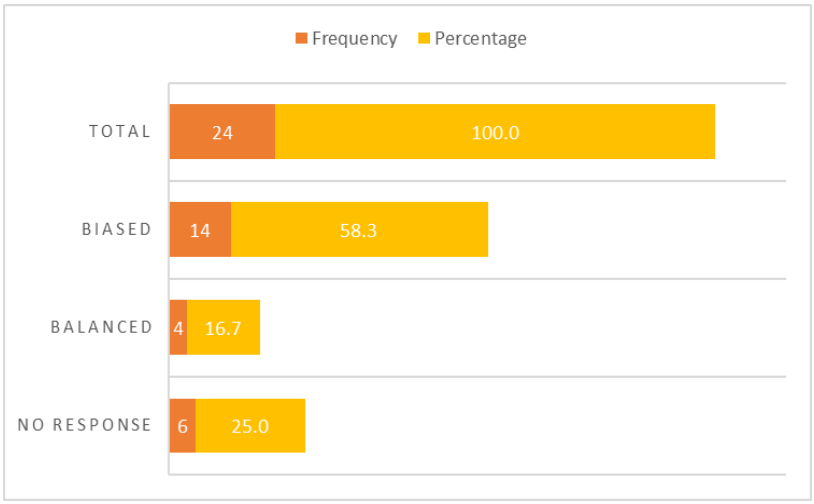

Fig 9: Rating of Content of Print Media coverage

The results in the chart above indicate that whereas 25% of the polled pharmaceutical companies did not respond, 58.3% of the respondents were of the opinion that the content of print media coverage of the Industry was biased. Only 16.7% of the respondents offered that pharmaceutical companies enjoyed balanced (relevant) print media coverage regarding content.

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4.4 How the pharmaceutical industry can improve publicity:

4.4.1 Relationship between negative and positive publicity on reinforcement of regulation:

This question sought o find out the relationship between good and bad publicity in print media and regulation of the industry.

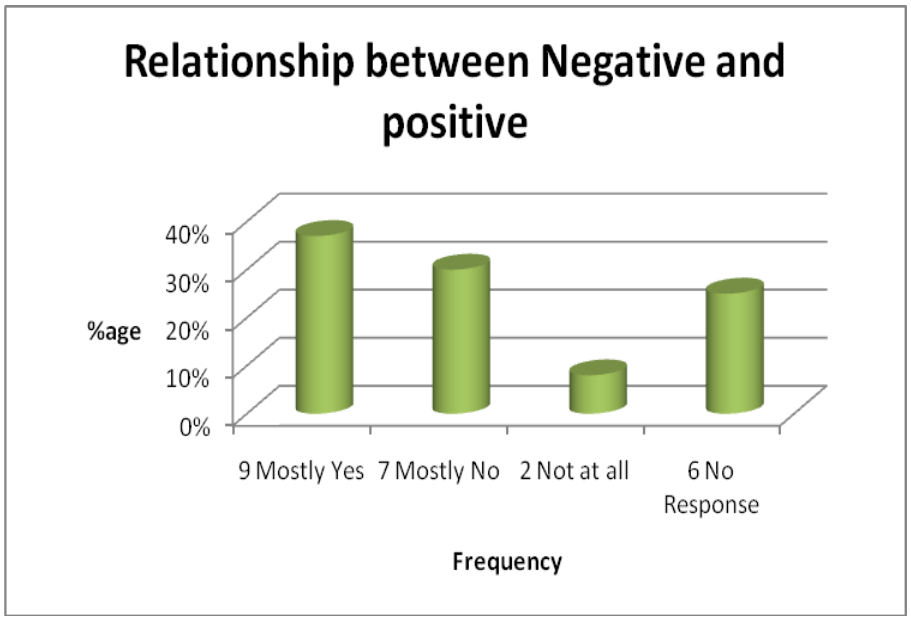

Fig 10: Relationship between Negative and positive

As shown in the chart above, the study found out that print media publicity mostly led to change or reinforcement of regulation in the Industry by the regulator. This was reported by 37.5% of the respondents, although 29.2% of the respondents held the opposing view, and 8.3% observed that was not at all the case as can be seen in figure 4.17. A total of 6 companies did not give their response representing 25%.

4.4.2 Negative and positive publicity leading to action by the Board:

The results of this research question clearly show that most times, it is what the print media reports about the pharmaceutical companies that prompt the Pharmacy and Poisons Board to take regulatory action on the Industry.

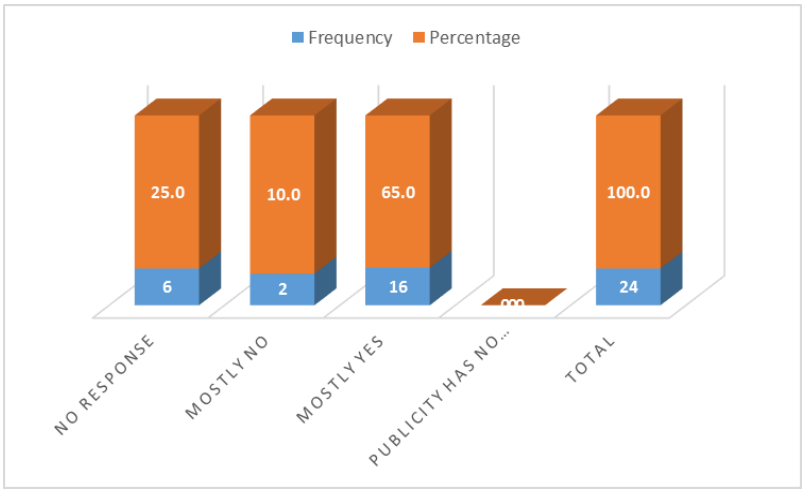

Fig 11: Negative or Positive Publicity leading to Regulatory Action

The chart above shows that this claim that positive or negative publicity leads to regulatory action was supported by 65% respondents. Only 10% of the respondents opposed this view as the figure below shows. 25% did not participate.

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4.4.3 Influence of corporate image on Pharmacy and Poisons Board (PPB):

This research question sought to establish whether or not the rating of the corporate image of a pharmaceutical company influenced relations/goodwill with the industry regulator, the Pharmacy and Poisons Board.

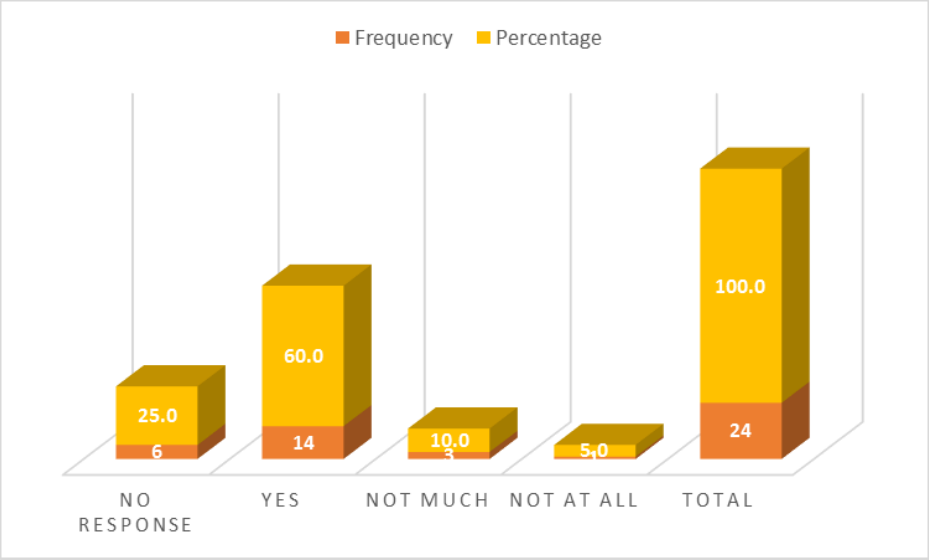

Fig 12: Influence of Corporate image on relations with the Regulator

The findings above shows that, 60% of respondents felt that corporate image did influence relations between a pharmaceutical company and the Industry regulator. Respondents who felt that corporate image did not much and did not at all influence relations with Pharmacy and Poisons Board were 10% and 5% respectively.

4.4.4 The kind of information provided by print media:

The purpose of this research question was to interrogate how well informed the print media reports were about the Industry; whether or not the content of such information entrusted to the public was in context (relevant).

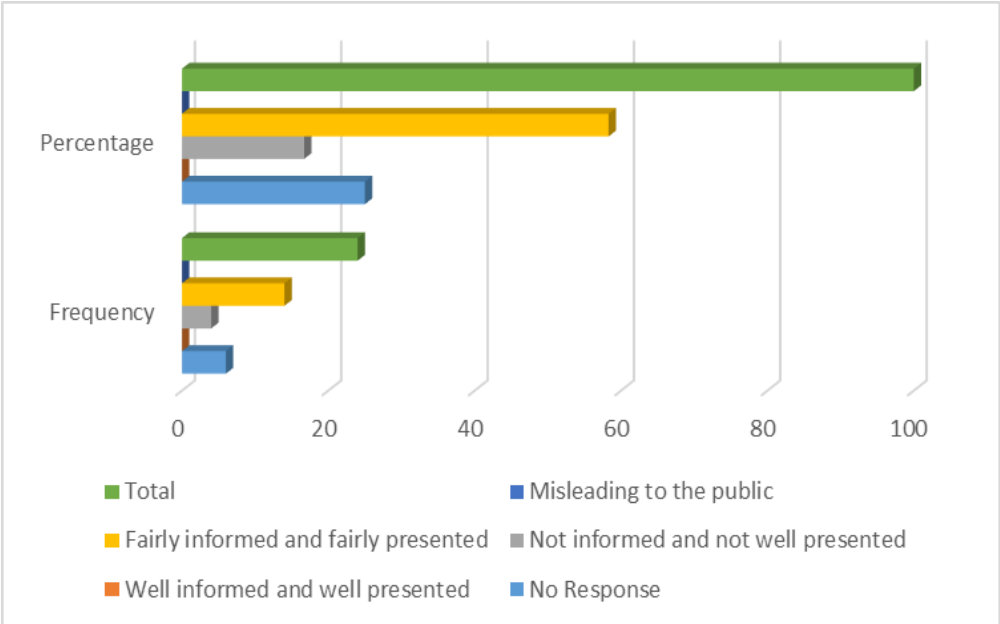

Fig 13: Types of Information given by Media on the Industry

The chart above shows an overwhelming 58.3% of the pharmaceutical companies were of the view that more often than not, print media information about the industry was fairly informed and fairly presented. 16.7% of the respondents

differed with this view and said that often, print media information about the sector was not informed and not well presented, thereby denying the public much-needed information that could bring out the best of the pharmaceutical industry to the public domain. This information would be provided in a manner that can make the public appreciate the relevance of the industry to them. Conclusively though from the figure, much as the print media information about the sector is not well informed and not well presented, the public is nonetheless not misled by the print media information that they receive about the industry.

4.5 How best the Industry can improve publicity by media houses:

Publicity is defined as a non-personal communication about an organization, product, service, or idea that is not directly paid for or run under identified sponsorship (Yeomans, 2009). Against this background, this research question sought to analyse the different methods that pharmaceutical companies can use to improve their publicity by media houses, namely: stronger regulations, engaging public relations (PR) firms, directly engaging with media houses, and companies themselves responding to media information.

4.5.1 Improving publicity by Stringent Regulation:

Stringent regulations can compel the pharmaceutical companies to follow the laws and regulations governing their operations specifically when creating awareness about their engagements. It is imperative that this is also a way of creating publicity. The chart below tabulates the findings of the study.

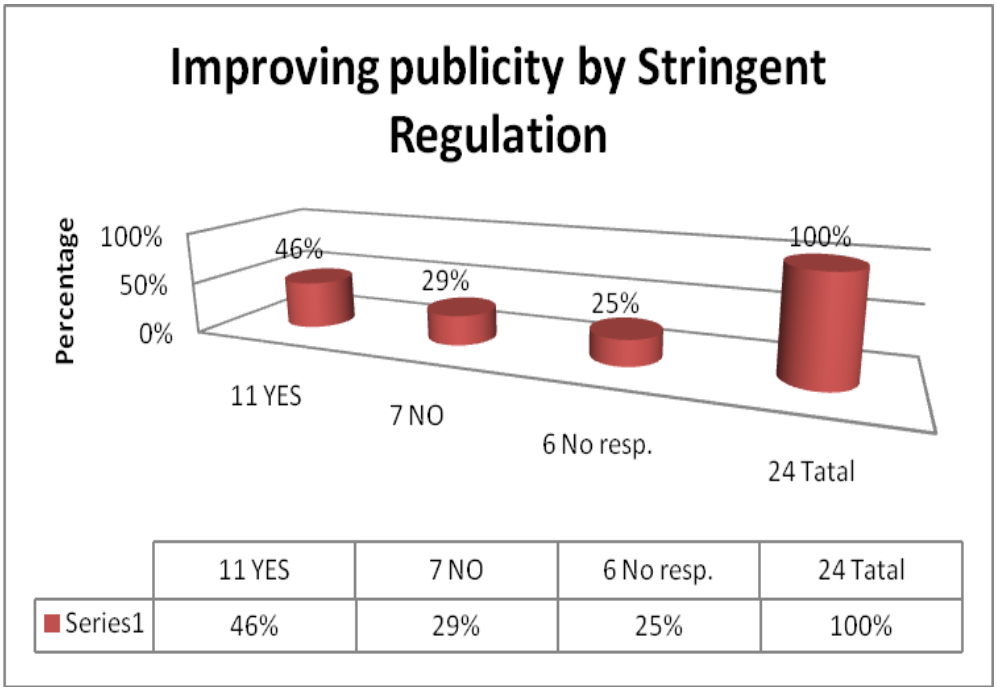

Chart 4.5.1 Improving publicity by Stringent Regulation

The chart above depicts the findings about improving publicity by stringent regulations. A total of 24 respondents answered this question. Majority of the respondents representing 46% confirmed that this can be done, while 29% did not think that improving publicity by putting in place stringent regulation can assist. Those who did not attempt to answer this question were 25%. The findings therefore imply that publicity can be improved by having in place and implementing stringent regulations.

4.5.2: Improving publicity by Engaging PR firms:

Public relations firms can assist the pharmaceutical companies to creat good publicity. This has to be gaugeg on the desirability to use such firms to create publicity on behalf of pharmaceutical companies. The chart below presents the findings about this fact.

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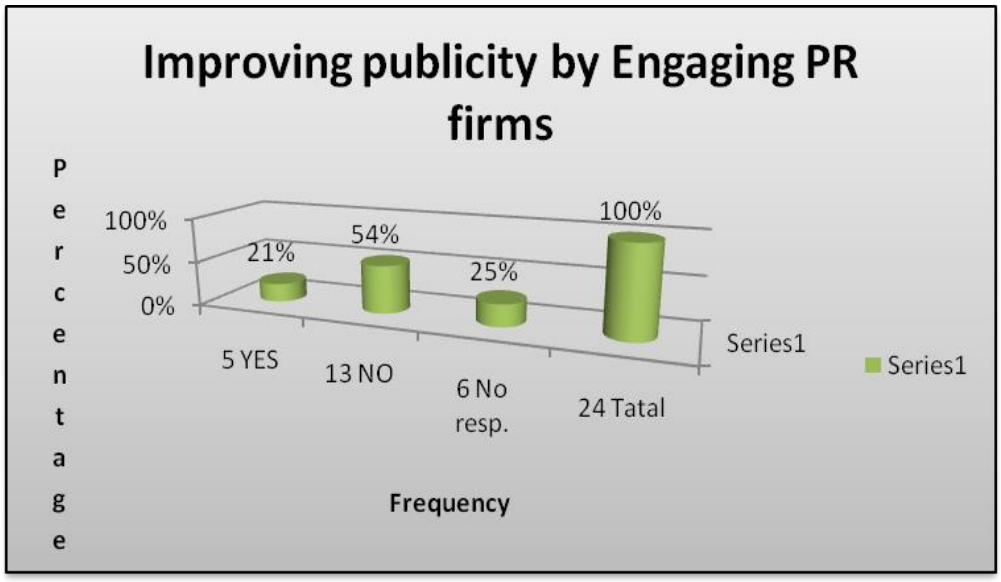

Fig 14: Improving publicity by Engaging PR firms:

The chart above depicts the findings about improving publicity by engaging PR firms. A total of 24 respondents answered this question. Majority of the respondents represented by 54% confirmed that this can be done, while 21% did not think that improving publicity by engaging PR firms could assist. The findings therefore asserted that publicity cannot be improved by engaging PR firms to assist the pharmaceutical industry.

4.5.3: Improving Publicity by Engaging Media Houses Directly:

Media houses are professional in creating reputable publicity through advertisement and other forms of communication. Pharmaceutical companies can use media houses to improve on their publicities. The chart below depicts the findings**.**

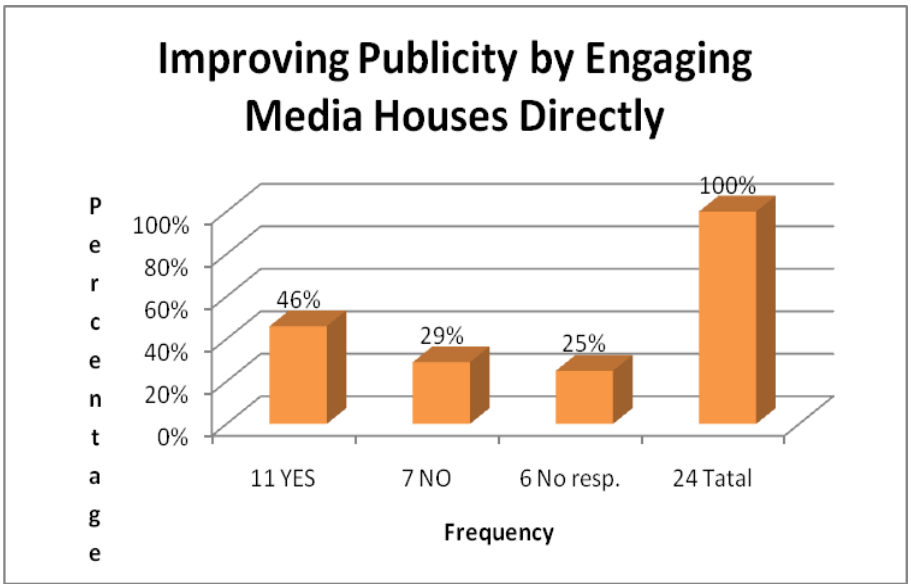

Fig 15: Improving Publicity by Engaging Media Houses Directly:

The chart above depicts the findings about improving publicity by engaging media houses directly. A total of 24 respondents answered this question. Majority of the respondents representing 46% confirmed that this can be done, while 29% did not think that improving engaging media houses directly could assist improve publicity. Those who did not attempt to answer this question were 25%. The findings therefore signified that publicity can be improved by engaging media houses directly.

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4.5.4: Improving Publicity through Association bodies:

If the pharmaceutical companies are affiliated to the associations, then publicity can be improved by the body engaging in publicity activities on behalf of the pharmaceutical bodies. The chart below illustrates the findings.

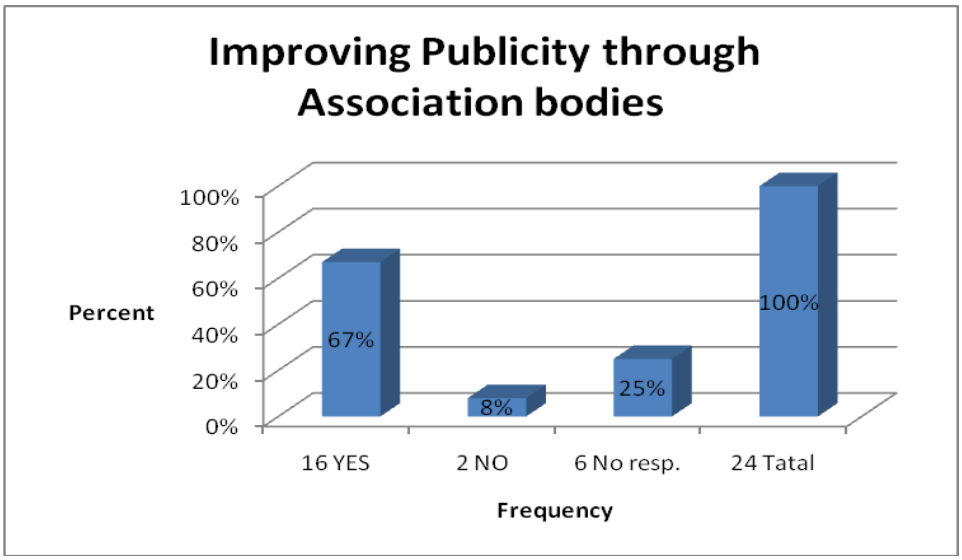

Fig 16: Improving Publicity through Association bodies

The chart above depicts the findings about improving publicity through association bodies. A total of 24 respondents answered this question. Majority of the respondents representing 67% confirmed that this can be done through association bodies, while 8% did not think that improving publicity this could lead to positive results. Those who did not attempt to answer this question were 25%. The findings therefore signified that publicity can be improved through association bodies.

5. DISCUSSION, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction:

This chapter discusses the findings provided in chapter four and gives a conclusion to each research question. The findings were reviewed and compared, and the relationships between the variables of the study have also been discussed. Recommendations are provided based on the findings, discussion, and conclusion.

5.2 Summary:

The purpose of this study was to establish the extent of print media coverage within pharmaceutical industry in Kenya. The study established the extent of media coverage that the industry gets with regard to content, relevance, and adequacy of such print media coverage and how best the Industry could improve publicity by print media houses. This led to the research questions based on the specific questions such as; how adequate is print media coverage? How can pharmaceutical industry improve publicity? What are the types of information provided by the print media? How best can pharmaceutical industry improve publicity?

The research design used was descriptive in nature. The population for this research was the entire population of the thirty-seven (37) licensed pharmaceutical manufacturing companies in Kenya. These companies ideally represented the pharmaceutical industry in Kenya as most of these companies are also licensed as distributors, wholesalers, and retailers for pharmaceutical products.

A questionnaire was used to collect data from the 24 pharmaceutical companies for all the thematic study areas. Structured non-disguised type of questionnaire was used. The target respondents for this study were employees with pharmaceutical knowledge and managing either sales, marketing or public relations functions for the participating

pharmaceutical companies. Out of the 24 pharmaceutical companies that a questionnaire was administered to, 18 responded. Hence the study had a 75% response rate. Only six did not respond to the questionnaire for diverse reasons.

5.2.2 Adequacy of print media coverage:

The study measured the frequency of print media coverage to ascertain how often pharmaceutical companies had their activities covered in the print media, and whether this translated to positive or negative publicity for the Industry. This particular study question also treated adequacy of print media coverage to mean sufficiency of such coverage and essentially sought to establish whether such coverage was sufficient given its frequency Pharmaceutical industry does not get regular print media coverage in Kenya. Reasons for these observations were not in the purview of the study but could be an interesting area for further research.

It is also confirmed that the content of the print media coverage of the industry is biased. This was confirmed by many respondents. Majority of the pharmaceutical companies were of the view that more often than not, print media information about the industry was fairly informed and fairly presented. This information would be provided in a manner that can make the public appreciate the relevance of the industry to them. Conclusively though from the figure, much as the print media information about the sector is not well informed and not well presented, the public is nonetheless not misled by the print media information that they receive about the industry.

5.2.3 How the pharmaceutical industry can improve publicity:

Stringent regulations can compel the pharmaceutical companies to follow the laws and regulations governing their operations specifically when creating awareness about their engagements. It is imperative that this is also a way of creating publicity. Majority of the pharmaceutical industries felt that stringent regulations could improve publicity.

Public relations firms can assist the pharmaceutical companies to create good publicity. This has to be gauged on the desirability to use such firms to create publicity on behalf of pharmaceutical companies. It was also felt that improving publicity can be done by engaging PR firms. In addition, media houses are professional in creating reputable publicity through advertisement and other forms of communication. Pharmaceutical companies can use media houses to improve on their publicities. The findings signified that publicity can be improved by engaging media houses directly. If the pharmaceutical companies are affiliated to the associations, then publicity can be improved by the association body engaging in publicity activities on behalf of the pharmaceutical companies.

5.3 Discussion:

5.3.1 Adequacy of print media coverage:

The findings show that all the respondent companies undertook manufacturing, wholesale and distributorship of their products, with a high of 75% of the companies interviewed having been in operation for over six years. The study measured the frequency of print media coverage to ascertain how often pharmaceutical companies had their activities covered in the print media, and whether this translated to positive or negative publicity for the industry. Slightly over half of the respondents (58.3%) were of the view that the pharmaceutical industry did not get regular print media coverage in Kenya and that the content was biased, while only 16.7% were in agreement that print media coverage of the pharmaceutical industry is quite frequent. An overwhelming number of respondents (67%) felt that the industry received inadequate (insufficient) print media coverage compared with 8% that were of the opinion that the industry received very adequate print media coverage.

To correct the inadequate and biased media coverage, it is in the best interests of the pharmaceutical industry in Kenya to pitch tent with print media houses. Health and medical reporting in newspapers is often based on unreliable sources which are not peer reviewed. The media is not literate in the Pharmaceutical industry, and so we cannot expect the public to get accurate information from media sources without the cooperation of the industry. Medical and science reporting is an essential public service that must be placed with capable individuals to give the right information (Wilson, Robertson, McElduff, & Jones, 2010).

There are many reasons why reporters find it difficult to write accurate and balanced articles about health related issues ranging from lack of time, space, pressure from editors and accessing independent expert opinion on a subject. A study

was done to monitor the quality of medical news reporting in Australia, in this study 104 news articles were featured on media doctor in the study period. Both online and print media scored poorly, although the print media were superior: mean total scores 56.1% satisfactory for print and 40.1% for online. The study concluded that the Australian lay news reporting of medical advances is poor. This might improve if journals and researchers became more active in communicating with the press and the public.

The study further concludes that journalists should not solely bear the responsibility of inaccurate reporting, but the stakeholders should take the trouble to effectively communicate with the journalists. (Smith, Wilson, & Henry, 2005).

Another study was done in Lebanon where media analysis was conducted to assess the way media reports on health-related issues and the quality of reporting using a quality assessment tool. Semi-structured interviews were also conducted with 27 journalists, researchers, and policymakers to explore their perception on the role of media in health policymaking and the factors influencing health reporting. Also, a validation workshop was conducted. Out of 1,279 health-related news articles identified, 318 articles used certain type of evidence to report health issues 39.8% of which relied on experts' opinions as their source of evidence while only 5.9% referenced peer-reviewed research studies. This study identified three main strategies to improve the quality of health reporting and the use of evidence in health journalism based on the findings of the key informant interviews at the validation workshop.

The strategies proposed were as follows: specialization of journalists in health reporting, research dissemination through media outlets, academic institutions, journalists' education and research briefs, and forming a platform as a link between media, policymakers, and researchers (El-Jardali, Karroum, & Bawab, 2015).

From the two relevant studies done in Australia and Lebanon respectively, the recommendations agree that there has to be a proper linkage between media and the pharmaceutical industry to improve the quality of content in print media.

5.3.2 How pharmaceutical industry should improve publicity:

Stringent regulations can compel the pharmaceutical companies to follow the laws and regulations governing their operations specifically when creating awareness about their engagements. It is imperative that this is also a way of creating publicity. Majority of the respondents representing 46% confirmed that this can be done, while 29% did not think that improving publicity by putting in place stringent regulation can assist. This finding is in conformity with Steven (1998) who asserted that, today information travels around the globe in a very short time, especially through social and mass media. Companies are concern about the information that would reach their potential customers, suppliers, partners, the regulator and other relevant audiences that would have a direct or indirect effect on their image. There was a study in 2003–2004 and 2007–2008 on the regulatory banning of SSRI. Selective serotonin re-uptake inhibitors or serotonin-specific reuptake inhibitors (SSRIs) are a class of drugs that are typically used as antidepressants in the treatment of major depressive disorder and anxiety disorders (Wikipedia, 2016). This implied that regulations within the pharmaceutical industry can be done to improve publicity.

Public relations firms can assist the pharmaceutical companies to creat good publicity. This has to be gaugeg on the desirability to use such firms to create publicity on behalf of pharmaceutical companies. Majority of the respondents represented by 54% confirmed that this can be done, while 21% did not think that improving publicity by engaging PR firms could assist. The findings therefore asserted that publicity can be improved by engaging PR firms to assist the pharmaceutical industry. It is true that several authors are in agreement with this finding. The media have much space to fill so they are frequently hungry for information on new products and willing to profile interesting business stories which create public relations opportunities (Robbins, 2001). Public relations emphasizes the importance of "buzz" and that it be regarded as more than publicity. For some organizations, it is nonetheless important to create the "buzz" that is recognized as a player in places where it matters most such as in the client or a company's interest or profession (Marconi, 2004).

Media houses are professional in creating reputable publicity through advertisement and other forms of communication. Pharmaceutical companies can use media houses to improve on their publicities. A total of 24 respondents answered this question. Majority of the respondents representing 46% confirmed that this can be done, while 29% did not think that improving engaging media houses directly could assist improve publicity. This finding conforms to the fact that, the effect of the whole is greater than the sum of its parts. This means that, in order for the pharmaceutical industry to increase its

publicity, they should use as many media houses as much as possible. The communication from various houses can reach many outlets and audience. Many people are exposed to different kinds of media propagated by different media houses. In order to cover all the interested audience, the use of many media houses is preferred to using individual media.

There are very many ways to improve publicity of any company. Advertising supports businesses to increase their value and build their reputation with the public over time. Management centre of Europe published an executive issue on "New opportunities and strategies in the Pharmaceutical Industry" among other strategies, building a closer relationship with customers by marketing to end customers and education on product usage was highly recommended (Management Centre Europe, 2012).

If the pharmaceutical companies are affiliated to the associations, then publicity can be improved by the body engaging in publicity activities on behalf of the pharmaceutical bodies. Majority of the respondents representing 67% confirmed that this can be done through association bodies, while 8% did not think that improving publicity this could lead to positive results. Businesses should be interested in creating and maintaining close ties with the three arms of government; the policy makers (legislative), the executives (bureaucrats) and the regulatory bodies. Collectively or singly the various interactions and relations with the government give companies a competitive advantage which ultimately builds corporate reputation (Kaul & Desai, 2014). The findings of this study agree with the view that corporate image of a company influences the relationship between the regulator and the company.

5.4 Conclusions:

Pharmaceutical industry does not get regular print media coverage in Kenya. It is also confirmed that the content of the print media coverage of the industry is biased. This was confirmed by many respondents.

Print media publicity mostly lead to change or reinforcement of regulation in the Industry by the regulator. It is what the print media reports about the pharmaceutical companies that prompt the Pharmacy and Poisons Board to take regulatory action on the Industry.

More often than not, print media information about the industry is fairly informed and fairly presented. This information would be provided in a manner that can make the public appreciate the relevance of the industry to them. Conclusively though much as the print media information about the sector is not well informed and not well presented, the public is nonetheless not misled by the print media information that they receive about the industry.

Stringent regulations can compel the pharmaceutical companies to follow the laws and regulations governing their operations specifically when creating awareness about their engagements. It is imperative that this is also a way of creating publicity.

Public relations firms can assist the pharmaceutical companies to create good publicity. It is also true that improving publicity can be done by media houses who are professionals in creating reputable publicity through advertisement and other forms of communication. In addition, if the pharmaceutical companies are affiliated to the associations, then publicity can be improved by the association bodies on behalf of the pharmaceutical companies.

5.5 Recommendations:

5.5.1 Recommendations for Improvement:

5.5.1.1 How to improve Media coverage:

This study recommends that print media houses should consider having health/Pharma journalism and have trained journalists that can adequately report on health and pharma related issues. Health journalism will also adequately cover issues in the Pharmaceutical Industry. Health/Pharma Journalism will promote frequent publicity for the pharmaceutical Industry and support the Industry in building a relationship with its customers.

To correct the inadequacy in the content of media coverage, the study recommends that the industry should improve media relations. This will lead to an improvement in the content coverage by ensuring that the media has available industry-specific reference points or the right sources of information whenever required. Lack of time is cited as a major barrier to accurate reporting; therefore the Pharmaceutical Industry should create a ready platform that can respond to journalists in good time so that they can publish the correct information as and when required.

The study recommends that the Industry' association bodies such as Kenya Association of Pharmaceutical Industry (KAPI) and Federation of Kenya Pharmaceutical Manufacturers (FKPM) should be given the responsibility of engaging with media houses to ensure that the Pharmaceutical Industry is given fair print media coverage both in content and frequency.

These bodies should make more effort on their public relations and print media relations so that they can provide the correct information when required and constantly give information to the public about the industry to support pharmaceutical companies in building trust and a positive relationship with their customers and the regulator Pharmacy and Poisons Board of Kenya (PPB).

5.5.1.3 Recommendations on how to improve publicity:

This study recommends that the industry can improve its sales performance in general by putting more effort in their print media coverage with a specific strategy to build their corporate image. With a better corporate image of the local pharmaceutical industry can compete effectively with imported competitor brands in pricing in the market. Healthcare workers and patients will have more confidence in locally produced pharmaceuticals.

The study recommends that print media coverage should be strategic to strengthen relationships with consumers and promote interaction between the industry and their consumers. When a good relationship is built with their consumers, the sales of the industry will improve.

This study recommends that the Pharmaceutical industry should engage media houses more to cover their operations and corporate social responsibility activities to build their corporate image.

The study also recommends that one of the ways for the Pharmaceutical Industry to improve their relations with the regulator is to have a good corporate image. This will allow them to build relations with relevant government agencies that lead to corporate interactions such as lobbying in view of influencing policies, new national laws, regulations that could have substantial impact on their businesses. Good relations with the government will establish credibility in domestic and international markets. This would translate to a higher trust in their products and services that then translate to increase in sales and overall bottom line by having conducive environment for their businesses (Kaul & Desai, 2014).

Therefore the Pharmaceutical Industry in general and individual companies should not shy away from engaging print media houses to give them more coverage. More media coverage will be of benefit to them by improving their corporate image and ultimately enhancing their relations with the regulator that is beneficial to their businesses.

5.5.2 Suggestions:

It is recommended that other studies should be done on how other specific types of media cover pharmaceutical industry. This study has only concentrated on print media and not other types of media. In addition, there should be a study to be done on the comparison on all the types of media in terms of comparing which media has the highest and lowest coverage to the pharmaceutical industry. Further, a study should be done to validate the findings of this research, and use different methods of research methodologies.

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