CHAPTER V

HYPOTHESES

5.1 Introduction to Hypotheses

The hypothesis is a declarative sentence or proposition in which at least one empirical generalization follows and states the existence of the size, form, or distribution of some variables. The relationship between a fact and its cause is expressed as hypothesis, which must be capable of being experimentally verified and must have a definite practical consequence (Krishnaswamy et al 2006).

In hypothesis testing first a statement (Research hypothesis) is made about a parameter of a population. A random sample is taken from the population and hypothesis tested with the appropriate sample statistics. A research hypothesis is accepted or rejected by rejecting or accepting a null hypothesis. There are types of hypotheses explained like descriptive hypotheses, explanatory hypothesis, and relational hypothesis. The objectives of the study are inferred in the form of hypothesis in the chapter data analysis. On the above fundamentals, hypothesis for the present study is formulated as follows.

5.2 Hypotheses

\[ H_1: \text{Success of a company is dependent on successful positioning typology}. \]

-Success of the company which is measured in terms of financial performance depends on positioning typology which majorly is Company image / reputation, product quality, Efficacy, reliability and quality of the product.
\( H_{1a} \): Company image/reputation is a relevant positioning strategy in Success of a company

-Reputation of company is an important parameter for physicians and consumers to rely on.

\( H_{1b} \): Product quality is a relevant positioning strategy Success of a company

- Quality of the medicine is vital in prescription decision.

\( H_{1c} \): Efficacy of the product is relevant factor in positioning strategy Success of a company.

- Worth and value of the medicine is an important factor.

\( H_{1d} \): Reliability of the product is a relevant factor in positioning strategy Success of a company.

- Reliable results forms a initial perception in the mind of physicians.

\( H_{1e} \): Quality of the product is a relevant factor in positioning strategy in Success of a company.

- Quality of the medicine is an important factor in decision making.

\( H_{2} \): *Success of the company is dependent on the trust in the company.*

-Trust is a measurable variable and is understood as reliable company, honest company and altruism.

\( H_{2a} \): More reliable company generates more prescription.

\( H_{2b} \): More honest company generates more prescription.
$H_{2c}$: Altruism generates more prescription.

$H_3$: There is a significant difference between different positioning strategies.

-This hypothesis tests a significant difference between different positioning strategies.

$H_4$: There is significant difference across different segments in their perception of pharmaceutical industry.

-Education and age are independent variables when it comes to perception of the pharmaceutical company.

$H_{4a}$: Awareness of the pharmaceutical companies is dependent on education.

$H_{4b}$: Awareness of the pharmaceutical company is dependent on age.

$H_5$: More competent company generates more trust in physicians mind.

-Trust in the company is reflected through financial performance of the company.

The above place hypotheses are statistically tested in the next chapter on data analysis.