CHAPTER –I
INTRODUCTION

1.1. Introduction:

In the global village health care has become a based and prime need and the study of the pharmaceutical industry is also related to this phenomenon. Here the impact of marketing activities on the sales of pharmaceutical companies is studied to understand various aspects critically. The marketing problems in the generic drugs can be very well studied by examining proper conceptual background and current trends in the Indian as well as global market. The pharmaceutical industry is major industries in the modern world which has marvelous potentials. In order to understand the problems in the marketing of generic drugs, there is need to highlight these aspects carefully and draw certain observations in this chapter. Hence in this chapter the background of the subject has been discussed and the conceptual frame has been provided.

Impact marketing strategies on the sales of pharmaceutical companies is one of the challenging areas of current research in commerce and management science. The generic medicine and its marketing is further more different one of modern pharmaceutical industries because all these aspects require a new perspective of social and human marketing. The Pharmaceutical industry in India ranks 3rd in the world terms of volumes and 14th in terms of value. This status of pharmaceutical industry can be very well examined to study the marketing trends in the industry in a systematic manner. The field work in this study is limited to Maharashtra because Maharashtra is a backward and developing state. The educational level is very low; the health awareness is not well developed. Hence, the problem of the marketing of generic drugs has become more intricate and complex. These problems can be sorted out and analyzed as well as synthesis of facts can be made here systematically.

After globalization, the pharmaceutical industries are on the cross roads of change. It has been rightly pointed by Joseph A.S. Marketing goes beyond a single transaction, rather the aim is develop ties and relationships and the key to success of marketing is adopting the customers viewpoint. Marketing is an outward looking
function which tries to match the real requirements of the customers. a marketing of pharmacy industry is not exception to this. This is applicable for pharmaceutical products and generic medicines as well. Sharma and Goli have been observed that Markets can be viewed as ‘gaps’ that separate parties interested in an exchange. Marketing removes the gaps between the parties through various actualization processes. The role of marketing is to influence or direct activities from the manufacturer to the patient. In the third world counties in general and India in particular there are many issues related to this phenomenon and we have to study all the related facets carefully. Here the present research problem was selected for careful research.

Pharmaceutical industries are one the emerging industrial sectors in developing country like India. India is a huge market for the pharmaceutical products because of high density of population and complex health problems. Here the impact of marketing activities on the sales of pharmaceutical Companies with special reference to generic medicine will be examined. The present study will be conducted in commerce and management science perspective. The Maharashtra state is selected for this study.

After proper designing of the research plan, a thorough effort will be made to make deep explorations in the field of marketing and management. The greater relevance of this study has been pin pointed in this chapter in order to co-relate these with the current situation in nutshell. The Maharashtra state has been a Geographic zone selected for this study. It has been rightly pointed by Joseph A.S. Indian pharmaceutical companies are in a favorable position to develop drugs at a fraction of international costs due to the low manpower cost, infrastructure, quality scientists and the capability to conduct path breaking research. this is the strength of Indian pharmaceutical industries. Many international pharmaceutical major companies are looking to outsource manufacturing from Indian companies, which get the benefits of lower costs as compare to western counterparts. These benefits can be described as boon for Indian pharmaceutical industries. Pharmaceutical marketing is considered as business of advertising or promoting for the sales of pharmaceutical drugs/medicine. There will be no difference in marketing and pharmaceutical, only the decision maker, who work as an important role and the vary in products. Hence we have to understand and unfold various decisions making processes to find out the nexus of the marketing
problem. The decision making process in marketing is based on various factors which have been studied here carefully.

In the marketing of generic drugs following trends can be observed:

- The local market is based on branded drugs and these have been established by doctor’s as well medical representatives of branded companies.
- The generic drugs lack in publicity is the major problems in the market.
- There is misunderstanding that the high priced drugs are valuable and effective.
- The Indian market is in favor of branded medicine.

Sahoo has observed that Pharmaceutical business activities that emphasize on making medical practitioners as well as the common public aware of the new and existing pharmaceutical products of various brands is known as pharmaceutical marketing. Sahoo future opined that As the patient does not have enough ability to select the appropriate medicine, doctor is involved in the pharmaceutical marketing by providing adequate treatment to the patient, but doctor act as a decision maker and consumer or patient is the end user of product.

According to Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, “the total turnover of India’s pharmaceuticals industry between 2008 and September 2009 was US$21.04 billion. Hyderabad, Mumbai, Bangalore and Ahmedabad are the major pharmaceutical hubs of India. In 2015-16 the said turnover touched even to new height. Thus there is a substantial growth in the pharmaceutical industry in India.

Kumar Anil has observed that the marketing strategy for pharmaceutical products covers the understanding of the marketing mix strategy adopted by various pharmaceutical manufacturers. Emphasis has been made to understand the operational strategies and competitive strategies.

Thus marketing has rightly developed, emerged and found tremendous significance in the new world.

- Impact of marketing on the various industries can be very well studied by conducting field work studies.
- The study of pharmaceutical industries can examine various facets to promote generic medicine.
• Social and health marketing can have a greater relevance in the state of Maharashtra
• People at large change their ideas and intentions as the marketing strategies influence them.

Marketing to health care providers takes three main works: activity by pharmaceutical sales representatives, provision of drug samples, and sponsoring continuing medical education. To sustain the ethical values, gifts items such as coffee mugs pens etc. were banned to pharmaceutical companies since 2008. All these aspects are new marketing and branding strategies. In spite of moral code of ethics and other regulations these practices are still prevails in Third World markets.

The study of marketing generic medicine includes various factors which are related to pharmaceutical products. The generic medicine is a pharmaceutical medicine that is equivalent or can be said bio-equivalent to a brand name product in dosage, strength, route of administration, quality, performance and intended use the present study is based on generic drugs and their use in the Indian market which is a focus of this study.

The term may also refer to any drug marketed under its chemical name without advertising or to the chemical makeup of a drug rather than the brand name under which the drug is sold. Due to lack of advertising and production of such drug the process of generic drugs became effective. Kumar Anil has rightly pointed that Branded generics which are either unpatented drugs sold under a brand name or patented or patent expired products sold under a generic name prefixed by the company’s initials. There are many problems related to the sales and marketing of generic products which have been unfolded in this study. A most critical part of the product selling and branding requires to be examined carefully. The problems related to selling and marketing of generic drugs are very basic. Many common people in India do not know difference between common drugs and generic drugs. In order to understand the value of generic drugs the people should be properly advanced to understand the value of generic drugs which is benefiting the common man to meet his health needs.

The impact of marketing on the sales of pharmaceutical Companies is closely related to branding, packaging and techniques of new sales promotion in the complex market situations of Indian social settings. Especially the problem becomes more
complicated when generic medicine market highly difficult in selling and promoting these products. Thus modern pharmaceutical industries are not exception to this phenomenon and they are changing in the tune with the global perspective. The relevance of the pharmaceutical industry is changing rightly to face new challenges.

The gap between global and Indian market prevails in the following areas:

- The common people in India in general and Maharashtra state particular are not able to make difference between the branded drugs and generic drugs.
- There is a misunderstanding that the branded drugs are of high quality.
- There is no positive atmosphere created from Government side to support generic drugs. The NGOs and other bodies are not taking any steps to create desired awareness among the people.

The multinational companies are among top industries in the world market since many years. Many of them are adopting new strategies both in Asian as well as American world. High cost of branded medicines and generic drugs are allowed in USA and their availability in India will create more complicated problems. Hence this study is highly relevant to present conditions. The high cost US drugs can be difficult to sell in Indian market because these drugs are not affordable for the general public and citizens at these levels. They create more problems for Indian citizens.

The relevance of this study is based on the explorations in Maharashtra state as one of the final solutions state in the world and it is also a primary state for FPI. The Marathwada region being backward and developing, has provided many facets for pharma industries and the current studies about the pharma industries in Aurangabad city. There are as many as pharmaceutical industries in this region like Ajanta Pharma, Wockhardt. Further former President of India Dr. APJ Kallam had visited he Wockhardt Biotech Park was commissioned in September 2004 at Aurangabad, India. The Pharmaceutical industry in Maharashtra in general and Marathwada in particular is changing on the basis of quantity and quality of the presentation of the pharmaceutical industry. The following facts of pharmaceutical industry have been brought to light:

- The Pharmaceutical industry in Marathwada has attained a national status
- It has also reached international market
- There is a tough struggle for retaining market status and product value based on quality.
• There prevails information gap between the market and consumers.
• The new media is not fully explored.

1.2. **Need and Significance:**

The growing population, its health problems, and the complex social behavior have led to the growth of pharmaceutical industries in the modern world. The Billion Dollar Pharmaceutical Industry is growing at all districts of the modern world both in Eastern and Western countries. Especially in the developing country like India where there is dense population and different problems of urbanization, the new diseases and epidemics like Swine Flu and Chicken Guniya are requiring new medicine and the is also growing need of generic medicines. The generic medicine is required to face complex economic problems of local people. Being cheaper and well available the generic medicines have a large demand in the urban as well as rural areas of Indian population. Hence the present study is based on impact of marketing activities on the sale and problems of generic medicine. The problem of marketing is the nexus of the entire phenomenon. Hence it would be interesting enough to study these aspects in the marketing perspective. The complex problem of health marketing requires systematic approach. The country like India the pharmacists’ involvement of these areas in health education and public health is very minimal, hence this study has been undertaken. The pharmaceutical segments must be involved in health education for solving their problems. There is a need to study all these problems of mass education in a systematic manner for the better future.

In the field of marketing research has been conducted on India’s top 500 brands of day to day consumable products by serious research work on Advertising and marketing is lagging in the field of proper marketing of generic drugs in particular. Hence all these aspects have been carefully examined and evaluated in this research work in a systematic manner for the first time in the area of marketing of generic drugs.

The present research work is extremely significant to understand the cost effectiveness as well as sales problems of generic medicine in developing state to benefit the common man on large scale.

• The marketing of medicines has become competitive since last five decades. Two typhoid fever medicines were active in market one titled as Parke Davis which
was costing 75 paisa and the other Thoecheringer was costing the same strength at the rate of 25 paisa. In spite of both having same strength the popular brand was costing more, which was costing 75 paisa. Such practices are still prevailing in Indian market, which require special examination. In order to study these problems related to generic medicines and their cost effectiveness, this study has been planned. This project will solve various problems in the marketing of generic medicine effectively in Indian market. Parmar has rightly observed that Health is a state of complete physical, mental and social well being and not merely as absence of disease or infirmity. In these conditions generic medicine helps a great deal to face all these problems.

- Due to adamant policy of multinational companies GOI appointed Tariff Commission and Hathi Commission for controlling the prices of drugs. However, in spite of banning of some medicines such as Aspirin and Anlagen and other three were banned but it was recommended to introduce them in generic names. However, these are not implemented. Hence all these complications require a special attention in management and marketing perspective in this study. The policy of pharma industries and the Government regulations go hand in hand which have reshaped the price as well as destinations of drugs in the state and country as well. These policies can be rightly studied in order to reshape the problems of the marketing of generic industries in the Indian state level and regional level marketing in the system. Hence there is a need to attend these issues in an objective manner Social aspects are significant in public education It has been rightly observed by Parmar that Social well being implies harmony and integration within the individual, between the individual and other members of the society and between the individuals and the world in which they live. There are many issues and problems which require a careful treatment.

- GOI has amended British Rules of 1945 for good manufacturing practices. There are pharmacopoeias like IP, BP and USP etc. which gives monographs for drugs, packing material and drug dosage forms. Drug manufacturers have no comply with the specifications given in pharmacopoeia monographs, if they are official. The study of these practices. The Government regulatory agencies are now developing various modes and methods for rightly controlling and maintaining high quality in the pharmaceutical industries. It has been finally benefiting
common man in getting good and quality products at right price and right product in the new perspective. The end customers can be rightly benefitted both due to right policies of the Government and strategies of the marketing experts and persons related to these can benefit the common man by providing these services to his door steps. Kumar Anil has rightly pointed that In GOI’s slogan of health for all by 2000, it is believed that the Government may not achieve the same. This mainly because the drugs are not reaching the population below the poverty line. In the world of marketing the study of generic drugs is neglected and there is a specific need to explore different areas in the changing market of the backward states in India. Hence the present topic is specifically selected for this research work.

- Generic medicines required to be examined with proper clinical sample. As per the guidelines from World Health Organization 18 to 24 healthy adult volunteers are considered sufficient for a bioequivalence study. The Food and Drug administration recommended that bioequivalence testing of oral formulations on volunteers eating standardized meals. The bias can be avoided by adopting scientific methods. In order to avoid such bias new means and modes can be adopted. There is a need to develop new policies suitable to Indian conditions to suit the interests of common man. The branding of generic medicine can be possible on the basis of the new and effective strategies to face different problems in a systematic manner. According to Webster Dictionary Branding is the process of promoting a product or service by identifying it with a particular name or brand.

Generic competition is frequently used in deregulated markets to motivate price competition. These aspects are significant in relation to Third World countries like India. The condition in India is disturbing than that of Europe. The generic drugs popularity can be improved in India by developing common remedies. All these aspects can be benefited by consolidating all these aspects. The networking of the new generic products will benefit both pharmaceutical companies and common people. However, there is no awareness about the massive benefits of the generic pharmaceutical industry to the common people. In the metro cities and state like Kerala there is some awareness but in the backward region there lies feeling of fear and neglect among people about generic drugs. It has been observed that The
countries with the highest penetration of generic medicines into the pharmaceutical market are the United States, United Kingdom, Denmark, & Germany. The developing countries have to produce generic drugs more effectively by passing certain rules and regulations for generic drugs. The policies implemented to enhance generic medicine are quite varied. In India such policies must be re-delegated to make the drug policies more cordial and sustainable for common people and poor communities.

Much can be done to encourage doctors to prescribe generic drugs where there is no specific therapeutic reason to prefer the more expensive branded products. The generic drug must be manufactured on new lines so that these products can be provided well in developing country like India.

There is a need to encourage doctors to prescribe generic medicine. It is further observed that Prescribing by physicians is strongly influenced by drug promotion and this is often a major barrier to generic prescribing. In many medical schools throughout the world physicians learn of drugs using their generic or scientific names, but drugs are introduced into the marketplace under the generally simpler and intensely promoted brand names and it is the latter that most physicians soon grow accustomed to when prescribing a product. Thus all doctors initially study only the salt name of the medicine later the branded companies influence the doctors and do marketing of branded products thus this problems are challenging for generic drugs.

It is true that unless the very strong influence of brand name promotion is adequately counterbalanced by a reasoned and ongoing campaign to generate medical belief and trust in generic prescribing there will continue to be excessive medical reliance on expensive brands. In order to overcome these expensive brands the generic drugs must be market properly. Here in this research work the problem related to marketing of pharmaceutical drugs have been undertaken for this research work. Thus the study of generic drug and their marketing is basic in this research work.

One should feel that the generic drugs are equally effective and they had all qualities which branded drugs possess. Hence the value of generic drugs can be rightly focused to bring massive awareness about the marketing of these drugs effectively. Hence all these facts have been underlined here properly.

Thus the study of the marketing of generic medicines becomes highly significant in current situation in the new millennium from 2001 to 2010 onwards.
• The study of the cost effectiveness of the generic drugs is base of the study. Cost is an important factor in the marketing of generic products. The generic drugs typically cost 30% to 60% less than their brand name counterparts, and widespread use of generics has the potential to reduce the price of other brand name drugs by creating more competition. Hence this study is based on evaluation of competitive drug market. A more critical approach can be very well developed in this work to throw light on this competitive market. The study of the generic drugs and their marketing will finally benefit the common man to face different challenges in the health problems. Thus this problem is base and applied to face all the problems in complex issue of generic drugs marketing. A new strategy can be developed to face different aspects of the marketing of generic drugs in a systematic manner.

• Quality is one of the predominant factors which affect marketing of generic medicines. It is important to note that many generic medications are produced under the license of the manufacturer of the original brand names products. Even when different manufacturers produce the branded product and the generic, strict standards exist to guarantee the quality of generic drugs. The guarantee of generic products can be examined as a basic phenomenon of the product. The generic products can be very well marketed based on their quality and cost effectiveness. These strategies can lead to the effective marketing of these products. If the quality of generic drugs is better and excellent then the branded drugs, automatically these generic drugs can establish upper hand in the competitive market of 21st century. Although the medical representative is an important link in pharmaceutical industry, there value has been going down during last 5 years. Price is an important factor in the marketing of pharmaceutical drugs. Hence though generic drugs are low priced, yet their marketing is not properly made for common man and low budget customer, which can be the real target of the generic drugs. This fact can be examined here.

• The utility of generic medicine is one more plus point of its marketing. It is true that patients taking generic drugs appear to be more willing to continue therapy than those taking brand name medications due to price effect. This is a positive aspect for marketing of generic medicine. There are less harmful and more benefitting to the end customer. Here in the country like India very multi level
products are used than the different therapies which can be testified and generic medicine can be further more applied to the people. This can bring a new age of awakening in the Indian pharmaceutical market to face all these process in a new age.

Thus the value and scope of the research problem is ever increasing. It is interdisciplinary and it touches these aspects of modern disciplines such as

- Commerce, Management science and marketing
- The pharmaceutical industry and its products
- The management socially of modern health products.

Thus the present research work has three disciplines and it has interdisciplinary appeal to bridge knowledge gaps in the research problem. The entire phenomenon has been very well examined and evaluated to throw light on the complex problems.

1.3. Concepts:

The study of concepts is very important to highlight the basic areas of study. Here the relevant concepts can be very well explained in this research work for right focus on the explored subject.

The concept transform about the ideas into crystal clear form. The study of concept supports to understand basic facts properly. These are very well placed in the form of concepts. The study of these concepts is based on well defined ideas by experts in the field. In the present study some basic concepts can be clearly defined as key ideas or concepts related to the subject manner.

Understanding concepts in right manner is a key factor in commerce and management research. Ackoff has defined the concept in a right way. According to him The function of scientific definition of a concept is to make explicit the conditions under which and the operations by which we can answer questions about that which is conceptualized. About concept it has been rightly observed by Wilkinson and Bhandarkar that Whenever any degree of abstraction is involved, whether in sophisticated scientific observation, in interpretative understanding or in the simple commonsense statements of facts, concepts are always used.

In this background we have to explain concepts of our research problem as under:

The study of concepts has two bearings. On one side there is a need to highlight the theoretical frame and on the other side there is need to highlight the functional aspects
of the research problem by providing the proper definitions of these problems in an applied manner. The experimental aspects of these concepts can be explained by promoting the functional definitions of these concepts. Now on this background these concepts can be explained below:

In this research work marketing has been sharply focused. For the organization of business unit, marketing plays a vital role looking beyond the century the concept of marketing can be further explained. Determining the needs and wants of the targeted customers and satisfied their desires more efficiently and effectively as compare to competitors, leads to achieve organization goals. The selling is an important aspect of marketing. Substantial selling and promotion efforts holds the consumers and make them brand loyal, therefore selling and promotional strategies is a very important aspect of the marketing. In the generic drugs selling is an important factor.

Marketing activities can be explained by following the basic concept of the same. Marketing is a concept in the commerce and management which is related to promotion and sales of products. Marketing orientation evolved from earlier orientation, primarily the production orientation, the product orientation and the selling orientation. The holistic marketing concept looks at marketing as a complex activity and acknowledges that everything matters in marketing - and that a broad and integrated perspective is necessary in developing, designing and implementing marketing programs and activities. The four components that characterize holistic marketing are relationship marketing, internal marketing, integrated marketing, and socially responsive marketing. Market segmentation and positioning have increased the divergence of society, further segregating and preventing a holistic population. Holistic Marketing helps converge the segments in an approach to improve the entire market through social responsibility and convergence. Holistic marketing disengages the political marketing activities of "divide and conquer, or market segmentation. In this work impact of marketing activities on the sales of pharmaceutical companies has been studied with special reference to generic medicines.

The concept of marketing is thus based on exchange of goods, commodities, product process, product and its improving the selling of goods and services, mainly of products and ideas and the last is social marketing concept. The generic medicine can be rightly studied in this perspective.
Marketing in the country like India has many problems. Indian society is traditional and it requires a modern perspective to look at the problem. The traditional mindset of people is changing as per availability of new needs. Thus the concept of marketing has been evolved in the last two columns. Especially after World War II, the concept of marketing has gradually evolved and witnessed tremendous changes in the world of marketing. New ideas and new insights have been added. From closest marketing to chain marketing and concept of selling to ideas marketing the concepts has been evolved significantly. Pharmaceutical companies have been increasing in Third World countries after World War-II and they are creating different problems and solutions in the new age.

There are many companies and industries working in the Indian market which is largely concentrated and it has vast area of expansion. Pharmaceutical industry is one of the flourishing industries in the region of South Asia.

**Pharmaceutical Companies:**

The discovery of new medicines and drugs and the process of evolution are constantly changing. In order to understand the various problems of generic medicines, here, for the background the concept of pharmaceutical (industries) companies can be explained properly. The pharmaceutical companies are mostly engaged in the production of drugs and medicine which are useful for citizens and their good health. The Pharmaceutical companies can be very well defined below:

Pharmaceutical industry is a very strong and positive type of market in the world. Understanding the concept of pharmaceutical industries is highly needed to cover the phenomenon systematically. Thus pharmaceutical industry produces, develops, and markets medicines or pharmaceuticals for use as medications. There are various characters of Indian pharmaceutical industry which can be tackled properly. About pharmaceutical industries, their nature and scope it has been pointed that Pharmaceutical companies may deal in generic or brand medications and medical devices. They are subject to a variety of laws and regulations that govern the patenting, testing, safety, efficacy and marketing of drugs. Thus the pharmaceutical marketing is based on the process of drugs and medicine. Hattangadi has observed that Pharmaceutical marketing is a very lucrative career option for young graduates in an evergreen industry. Thus the pharmaceutical marketing is a challenging for young graduates as area of marketing research. The pharmaceutical marketing is
based on strategic creativity. The marketing research is very poor and requires careful planning.
Thus these creative aspects can be further explained in the research work which is based on field work and conceptual evaluation.
All these aspects have been brought to light for the first time here.

**Generic Medicine:**

In the pharmaceutical industries generic medicine is important concept, but in India it has been neglected because of the lack of initiative at one hand and due to lack of non availability of the media support. In the Indian pharmaceutical industry the generic drugs must be deeply rooted effectively:
- The branded drugs are not popular due to lack of proper publicity and production.
- The Indian market is dominated by branded drugs and enhanced priorities.
- The low price pharmaceutical is not known to the customers at all levels.
The present study is specifically related to the generic drugs / medicines. About generic products it has been observed that a generic drug (generic drugs, short: generics) is a drug defined as a drug product that is comparable to a brand/reference listed drug product in dosage form, strength, quality and performance characteristics, and intended use. This study pertains to marketing of generic medicines. The marketing of these products will be examined in the entire Maharashtra State. The use, availability of generic medicine will be testified and understand their success and limitations. It has also been defined as a term referring to any drug marketed under its chemical name without advertising or to the chemical makeup of a drug rather than to the advertised brand name under which the drug is sold. This definition of generic medicine is important because here the impact of advertising is considered less and the utility of product is more effective than the advertised brand. The concept of generic drugs has been defined properly as under:

Although they may not be associated with a particular company, generic drugs are subject to the regulations of the governments of countries where they are dispensed. Greene Jeremy A has observed that the history of generic drugs and their brand name counterparts brings these different ways of thinking about equivalence, chemical, biological, industrial into contact with the logics of exchangeability that
govern the relation of commodity to market. Thus all these ideas are useful to define the generic medicine.

Thus the concept of generic drugs is based on non advanced medicine which is not branded. The price of these products is less than that of branded products and it has a cheap rate affordable to the common man.

1.4. **Working functional definitions:**

The working and functional definitions play an important role because they help a great deal to understand. These ideas help to throw new light on the research problem.

Every concept requires highlighting the functional definitions in a proper manner. These definitions help us to throw light on different aspects of the study in a systematic manner.

After the conceptual frame is explained working or functional definitions are very important. They explain about the way in which researcher is explaining these terms in a practical manner. The following three functional definitions have been explained one after another in the following pages:

**Marketing Activities:**

The marketing activities include various strategies developed for selling and process of product or service. From production to the distribution process of a product all the processes are included in marketing activities. It also includes advertising, oral publicity as well as different strategies adopted for marketing.

**Pharmaceutical Companies:**

A pharmaceutical company, or drug company, is a commercial business licensed to research, develop, market and/or distribute drugs, most commonly in the context of healthcare. These are companies which followed various roles and regulations essential for production as well as marketing of products i.e. drugs / medicine produced by a company.

**Generic Medicine:**

The generic medicine is not brand medicine. On the contrary they are less advanced and more effective due to their quality, price as well as their performance at all levels.
Thus, these working definitions have been focused in this research work. These definitions have been very well followed throughout the research process. The following can be noted as important benefits of working definitions.

- They help to understand the research process effectively.
- They provide a productive while conducting social study or review of literature.
- These working definitions are very much useful to throw light on different aspects of the problem.

The marketing activities of pharmaceutical industries can be examined by conducting social survey and field work. These aspects have been carefully examined here to throw light on new areas of the study. These aspects are related to this study.