CHAPTER II

REVIEW OF LITERATURE & RESEARCH

METHODOLOGY

2.1. Introduction:

Review of literature plays a key role in any research work because it has to update various aspects of fact finding in a correct relevance. About review of literature Wilkinson and Bhandarkar have observed that in some areas of the subject matter, hypotheses may have been stated by previous research workers. It has further been observed that Researcher has to take stock of these various hypotheses with a view to evaluating their usefulness for further research and to consider whether they suggest any new hypotheses. About the benefits of review literature Kothari has opined that All available literature concerning the problem at hand must necessarily be surveyed and examined before a definition of research problem is given. It has been rightly observed by Robert Ferber and P.J.Verdoorn that Knowing what data are available often serves to narrow the problem itself as well as the technique that might be used. Kothari has observed that surveying the available literature will enable a researcher to take new strides in the field for furtherance of knowledge. Further according to Sadhu and Singh Since effective research is based upon past knowledge, a survey of past literature helps to eliminate the duplication of what has been done and sometimes provides useful hypotheses. Sadhu and Singh have observed further that “Purpose of the use of available materials is to explore the nature of the data and the subjects to get an insight into the total situation.” About current trade, commerce and management research the review of literature can be benefiting both for enlightening the research problem as well as to bring awareness about new ideas.

In the research in commerce, review of literature provides new ideas for framing the research problem in right perspective.

Review of literature plays vital role while describing the subject properly. According to Dr. Usha Rao The survey of concerning literature happens to be the most simple and fruitful method of formulating precisely the research problem or developing hypothesis. In a new subject, developing hypothesis is a prime phenomenon,
because on the same line the data can be corrected and verified. Future Dr. Usha Rao has been pointed that “In such cases the researcher’s task is to review the available material for deriving the relevant hypotheses from it.” Survey of literature helps to streamline the current trends in the subject.

In this work following benefits can be described to overcome many difficulties in the path of progress:

- ROL can be useful for understanding current trends in the subject to overcome problems of repetition as well as problems of confusion. ROL can be benefitting to resolve such complications.
- ROL can set priorities for future explorations and can provide new path searching facts
- Time, money and energy can be saved for overcoming many obstacles.
- ROL can break new path way by taking account of milestone research works

Thus review of literature contained multiple uses. In order to understand the marketing process of generic drugs there is a need to take review of various publications based on generic drugs, management and marketing areas. All these books can be benefitting to unfold different aspects in the field of relevant subject. These aspects provide a new line of action for further action. All these benefits of ROL are thus benefitting to explain fully all the related subject. These facts are based on newly published research work and research papers as well as websites available on the relevant subjects. The different dimensions of the marketing of generic drugs cannot be explained without the proper ROL. As many as 40 books will be reviewed and few research journals as well as relevant websites can also be reviewed here.

All these material can be critically studied to throw light on various neglected facets of the research problem. A new light on approach towards ROL will could be reviewed. The facts and procedure of ROL is followed in a uniform manner by proper classification of available published literature in a systematic manner. A new approach to look at the problem has been developed here.

2.2. Classification of literature:

In ROL the classification of literature is an important step in the process of scientific research. There is a need to classify the data in a systematic manner.
Regarding the classification of data R.N.Ghatole has observed that the systematization of data helps to overcome various problems. The available literature can be classified properly for the analysis of facts. The entire process can be re-examined and presented in a new perspective. The classification of data can help to overcome many problems. This is a most significant step in any research. It saves money, time and human resources. In order to get all these benefits we have to classify the available literature in a systematic manner. The classification of data is useful to focus on new areas and new facts.

The following aspects of classification are significant to overcome all the problems in fact finding:

- The classification of literature can best render to overcome the problems of right analysis of the literature
- The responses can be analyzed and only sharp as well as well organized details can be evolved.
- On the websites there are rich survey sites and they can be listed properly. These sites provide us detailed data.
- The well organized data helps to overcome different problems to pin point new facts

Thus well arranged facts can provide new facts and new ideas. Hence classification of data has been undertaken in this work sharply. A new focus on the basis of following classification can be presented by making a fortified approach. In this work broadly the following four categories have been organized as under:

- International works
- National works
- State level works
- Local works and web resources

About sequential facts in each category can be briefly presented below:

2.3. **International Literature:**

The global and international review of literature has been classified here. The UN reports, World Bank reports, IMF reports, books written by scholars in the field etc. will be covered. While doing so each work will be properly explained. The content of each work will be briefly reviewed and new light on the published work will be
thrown. Important encyclopedia, dictionaries and some websites will also be used to encompass the international works. Further extracts from various books will also be presented briefly. These areas will be properly covered and new light will be thrown on selected work. In this category he following important books and journals etc. have been covered which are published on international level. All these facts have been very well presented below in a systematic manner to overcome various problems.

- **O.C. Ferrell and Michael D. Hartline** has written a book on Strategic Marketing which has 12 chapter and 10 cases are presented in the book the in first chapter the role of marketing in today’s economy has been focused. In the second chapter the idea of strategic marketing planning is described the third is based on marketing ethics and social responsibility in strategic planning. The forth chapter pinpoints on collecting and analyzing marketing information. The 5th chapter is based on developing competitive advantage and strategic focus the next chapter it has been rightly narrated on customers, segmentation and target marketing last three chapters are base on market analysis they correlated ideas regarding product strategy, pricing strategy and distribution and supply chain management. the last three chapters are based on integrated marketing communications, marketing implementation and control developing and maintaining long-term customer relationships all this three chapters have a focused on communication aspects of marketing.

Among the 10 case study three prominent are blockbuster, Mobile ESPN and Gillette. In this book in the last chapter they authors have Pointed on Customer satisfaction can be conceived in a number of ways, it is typically defined as the degree to which a product meets or exceeds the customer’s expectation about the product. Obviously, the key to this definition lies in understanding customer expectation and how they are formed. This book is useful for present research work.

- **Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar K Jha** have written a book on “Marketing Management”, which contained 21 chapters divided into seven parts, this book tells of Markets of the 21st century how they are affected by the forces of demand and supply the first part is based on understanding marketing measurement in this part there are two aspects such as marketing for the 21st century, developing marketing strategies and plans this
provides basic information on changing marketing scenario in second part the focuses on Assessing market Opportunities and Customer value which includes Scanning the marketing environment, forecasting Demand, and Marketing Research, Creating customer value and relationships, consumer markets and Business Markets. The part three based on choosing value which includes four basic ideas such as identifying market segments and targets, competitive dynamics, crafting the brand positioning and creating brand equity the forth part is based on Designing values which includes Setting product strategy, Designating and managing services, Developing pricing strategy and programs the fifth section enlighten on Delivering values which focused on Designing and managing integrated marketing channels, managing retailing, Wholesaling and logistics. The Sixth section is emphasized on Communication Values and it encompasses basic ideas such as Designing and managing integrated marketing communications, Managing Mass communications and Managing personal communications. The last section has focused on Sustaining Growth and Value which includes Introducing new market offerings, Tapping into global markets and managing a Holistic marketing organization for the long run.

About marketing of Generic drugs in this it has been pointed that “Generic Drugs has become a big business. Branded drug sales actually declined for the first time in 2009. By marketing knockoffs faster and in larger quantities, Israel’s Teva has become the world’s biggest generic drug makers, with revenue of $14 billion.” Thus this book directly useful for completing present research work.

- **M. Joseph Sirgy and Don R. Rahtz** have written a book on “Integrated Marketing Communications”. This book includes 4 parts and 15 Chapters and a case study. The first section is an overview, which included 4 chapters such as the World of Integrated Marketing Communications, Macro and Social issues in marketing communications, Building the foundation of strategic marketing communications, and A systems Model for Integrated Marketing Communications. The part two headed in the title The Marketing communications portfolio Which includes 4 chapters such as Advertising, The Buzz: Public reactions, word of mouth, and more, Direct and interactive marking, Personal selling, Trade and consumer Promotions, Part 3rd of this book is based on Strategic development which includes various facts such as The corporate Level
which further described as analysis and planning for corporate strategy and tactics, Marketing level which enlightened further on analysis and planning for marketing strategy and tactics, The marketing communication Level in detail examined the analysis and planning for marketing communications strategy and tactics.

In part 4 various ideas have been highlighted on different aspects such as Setting objectives and assessing performances which further stated setting goals and measuring performance of the strategy marketing communications system, Analysis Guiding objective setting which further emphasis on Linking strategies and tactics to objectives and performance measures, Strategic Allocation further authors deals with Budgeting in the strategic Marketing communication system, Takeaways from the strategic marketing communication process which focused more on lessons in monitoring m control m an integration.

In this book about sales of Product it has been Pointed that personal selling performance can be measured through a variety of quantitative and qualitative measures. Quantitative measures include measures related to orders, sales volume, accounts/ customers sales calls, selling expensed and product margins. This ideas are useful for present research work.

- **Jeremy A. Greene** has written a book on title Generic (The un branding of Modern Medicine) This book is directly related to research theme; it has content 6 Sections and 14 Chapters the first section is tilled as What’s in a Name? In this part there are basic aspects such as ordering the world of cures, the generic as critique of the brand. The second part is based on idea that no such thing as a Generic Drug in which different aspects debated are Drugs Anonymous, Origins of a self- Effacing Industry and Generic specificity. The third Part emphasizes on The Science of Similarity which is focused on Contests of equivalence and the significance of differences. The part four is based on Laws of substitution which includes, Substitute as vice and virtue and universal exchange. The fifth part is related on Paradoxes of Generic Consumption which includes Liberation the captive consumer, Generic consumption in the clinic, pharmacy, and Supermarket The sixth part mainly deals with the Generic alternative which focused on Science and politics of the “Me-Too” Drug, Preferred Drugs, Public and private and The Global Generic. About marketing of Generic Drugs it has pointed that “While the
pharmaceutical Manufacturer Association, National pharmaceutical council, and other public relations organs of the brand–name industry spent a great deal of promotional and political efforts denying the existence of generic drugs, a smaller faction of large firms like smith, Kline & French, Pfizer, and Lederle Laboratories began to explore strategies for co-optation. This new idea is useful for proper study of Generic drugs marketing.

- Mary Lau Roberts has written a book on internet Marketing, this book is based on IT marketing which includes 14 Chapters and 3 parts. The Part one is based on The Foundation of internet Marketing which has 4 chapters presented as, Internet marketing enters the mainstream, the internet value chain, Business models and strategies, the direct-response and database foundations of internet marketing. The part two emphasizes on internet strategies and programs which has 4 chapters based on understanding the internet consumer, customer acquisition: Brand development and online advertising, search, E-mail and other marketing tools, customer relationship development and management, customer service and support in web space. The last part is based on evaluation performance and opportunities which includes 5 chapters are Developing and maintain effective web sites, measuring and evaluating web marketing programs, social and regular Issues, Leveraging the marketing knowledge asset and the further of wireless and convergence. The Author emphases on Marketing that “It is important that we understand these deep–seated changes in business processes and strategy before we attempt to specify marketing’s roles and responsibilities in dealing with the new milieu. To do that, it will be helpful to understand how the technology got us to where we are today.” Thus the author focused on the changing role of marketing and technology, so this book is useful for present research work.

Thus, all these international books revel that though marketing is wildly debated yet research on sales and marketing of Generic drugs is not carefully examined hence there is lot of scope for the present study.
2.4. National Literature:

In this category books published on national level are included as per details below:

**G-Vidya Sagar** has written a book on “Pharmacy Administration” which contented 8 chapters. The first chapter is based on Introduction of business, the author has enlightened on features of business organization, Sole proprietorship, joint stock company, public enterprises, statutory corporations, bodies or authorities, changing business environment in post liberalization era. The second chapter is emphasized on Manufacturing management, the chapter focused on production management, planning, control, function and procedures. Method study and work statement and statistical quality control. The third chapter mainly deals with Social use of drugs & drug addiction the chapter deals different aspects such as Drugs, Prescription drug abuse, behavioral pharmacy, Pharmacovigilance, irrational drug combinations, List of Drugs banned by government of India and other state Government. In the fourth chapter different facets of organization of distribution and marketing have been documented further the author has analyzed on marketing and its functions of marketing Mix, PLC – stage, Channels of Distribution, Sales promotion, Pharma marketing process and its challenges. The fifth chapter mainly highlighted different features of pharmaceutical industry in which important aspects are given Indian pharmaceutical industry, India pharma research and development and challenge, globalization and its impact on the India pharmaceutical industry and Indian pharmaceutical industry trends 2010. The sixth chapter deal with different aspects about the insurance. The seventh chapter is related to Governance in pharmacy, in which different areas related to pharmacy council of India, pharmaceutical export promotion council, pharmaceutical association in India, India drug manufacturers association, Medical detailing and selling, Pharmaceutical E-Detailing, Mobile Medical Detailing. The eight chapters correlated different features related to Drug store principles and management there are four aspects and they mainly deals with, Consumption records at the dispensary level, Community pharmacy principles and practices, Sales promotion and attributes of a Good Salesman. In this book about relevance of pharma industry in health it has been observed that Pharmacy practice does not take place in a vacuum, but in the health care environment. It aims to improve health. Health is a broad concept.
which can embody a wide range of meaning from technical to moral and philosophical.\textsuperscript{41} This book is useful for the present research work.

\textbf{S. Anil Kumar} has written a book on marketing strategy for pharmaceutical products. It contains 6 chapters. The first chapter has been focused on pharmaceutical marketing, need of the study further it brightly focused on marketing activities of pharmaceutical industries the second chapter has focused on pharmaceutical industry. He examined the pharmaceutical industry worldwide further he has classified in the chapter different characteristics of pharma industry, focused on difference between patented v/s generics. In the third chapter he has highlighten on strategic practices in the marketing of pharmaceutical products by companies. Chapter has focused more about branding and producing policies in pharma industry. The fourth chapter has based on intermediaries function in pharma marketing two aspects has been covered. Operational functions of distribution, operational functions of chemists.

The fifth chapter based on attitude and perception of target audience many elements are discovered in the chapter, type of practice & work, experience of doctors, reasons for doctors acceptance of a company’s products, These lectures are useful for product research work. it is pointed that the author has clearly discussed different problems related two generic drug. There are a few price conscious doctors who prescribe generic products with company’s name. Here they are sure that though lower priced, the company’s name guarantees quality.\textsuperscript{42} Hence, this book is clearly useful for researcher.

\textbf{N Ayar Atul} has written a book on fundamental of marketing. The book content 12 chapters about marketing, marketing research sales promotion, pricing process and so on. Chapter seven managing products the author highlighted on the no-name generic boarding. Certain supplies supply products that are intentionally “brandless”. These products are mostly basic commodity-type products that consumer or business customers purchase as low price alternations to branded product.\textsuperscript{43} Hence this is helpful for the present research work.

\textbf{Nargundkhar Rajendra} In his study, the author has given in the fifth chapter about the world class brands/marketers in Indian, which he has been highlighten on the Paras Pharma deserves to be recognized for its clever marketing of product focused on one benefit – its products Krack (for cracked heels) Moov (For lower back pain) and D’Cold (for colds) have a single-mended focus, an attribute, which Al Rlis
and Jack Trout Spore of as being the most important component of effective position by strategy. While competitors sold general purpose creams Paras highlighted one impotent benefit, which stuck in consumers models. Hence this book is related to the present research work.

**Raju S.M. & Rao Prabhakara V.J.** In his study, the author has observed that A company makes a product essentially to meet an identified need of the customers having done that, the company marketing has to ensure that its products is purchased by the customer in preference to products made by others. This will need creating a distinct identify for his product. Branding is the main process by which companies achieve this. Brands help customers distinguish products made by different companies. Brand image and brand superiority lead to preferential purchases and enable the marketer to change higher or premium prices. Marketer develop their successful first products into brands and this branding will help the other products that may follow. Brands may also embody the nature of the company and its reputation. Brand management is an extremely important function for consumer product companies. Hence this book is very useful for the present research work.

**Chunawala A.S.** In his study, the author has observed that Marketing is the management and control of marketing mix consisting of our elements, the product, the promotion, the place or distribution and the price. Naturally, the other three Ps of marketing viz., the product, price and distribution do affect sales and sales affect them. Marketing department, therefore formulated product, price and distribution policies in consolation with sales department, sometimes, the sales department assumes the whole responsibility for those policies and sometimes it is just implements. These policies framed by the other executive in the marketing department more-often than not, they contribute a great deal while framing these policies. The book is very useful for research work.

**Subrahmanyam S.V.C. and Thimmasetty J.** The authors in this book eight chapters, the first three chapters are based on (IPR) intellectual property rights, patents in India and organizations and agreement, the next three chapters highlights on ISO, (IQM) total quality management an stability guidelines – ICH and WHO, and next two chapters are based on generic drug products and documentation and records. Thus the seventh chapter highlights on the generic drugs product in this chapter the authors pinpoints as generic drug product is considered to be essentially ‘similar’ or...
bioequivalent to an innovator product whose patent has expired. Have substitutions of prescription is possible. Generic drug products are identical in several ways with brand name products. One the patent of the innovator product expires, the product enters the public domain and therefore anybody can manufacture such product for sales. Hence this book is directly related to present research work.

**Mehta M.R.**  The Author has written a book on drug store and business management in which there are two parts; part I is based on commerce in which, eight chapters are there, intro, forms of business organization, channels of distribution, drug house management, inventory contrail, sales, promotion and so on.

The second parts based on account away in certain 6 chapters are there. Introducing to accounting, accounting concepts and connections recreating of transaction and so on. Thus, in part I in introduction chapter, the author highlighted on “When the principal and practices of management are applied to pharmaceutical industry and drug store, it is known as Pharmaceutical Management. the book is very useful for research work.

**Vivek Hatl Angoeri**  has written a book on “What the pharmaceo wants from the brand manager” The book has 15 chapters. The first chapter is based on brand management six the next two chapters highlighted on marketing and marketing mix, the fourth and fifth chapters are fore casting brand plan. The next three chapters are based on producing effective promo tutorial literature cycle meetings and promotional cycle notes and technical competence of product manager, thus the next chapters reveals about the technical competence of the product manager, new product launch, importance of a good brand name, brand building in Indian pharmaceutical market, the building blocks of a pharma brand. The last three chapters pinpoints on the blue ocean strategy for pharma India, patentonic marketing and field work by brand managers. The authors reveals in the eleventh chapter “Building a brand in the Indian pharmaceutical market is perhaps daunting and challenging task even for the most gifted brand manager. Thus this book is very useful for the present research work.

**Ajay S. Joseph**  Has written a book on pharmaceutical marketing. It has four chapters. The first chapter is based on Indian pharmaceutical industry, the second chapter highlights on marketing and marketing management. The third and fourth chapters are based on pharmaceutical marketing and conducting. The author reveals in his book. The next step in the pharmaceutical distribution channel is the retailer
commonly known as chemist or druggists. He can be hospital pharmacist also. The future author also reveals that the chemist holds stock of important and essential medicine as well provides supplementary information required by patient regarding price, dosage, side effects etc. since pharmaceutical products are concerned with health of the people, it is essential that the persons who use the drugs on the prescriptions of doctors possess adequate technical knowledge only then can they interact and communicate with consumers regarding matters related to the dosage side effects, drug interactions, etc. Thus, this is directly revelation to current research work.

**Choudary Pawan** Has written a book on the Rx factor strategic creativity in pharmaceutical marketing, this book has 2 parts and 12 chapters. The first part has focused on understanding the Rx factor in which 5 chapters are written. The chapter are pointed on the creative legacy market-based communication, purposive strategic creativity, generating strategic creative output, creativity from the marketplace. The second part has emphasized on creative working of the Rx factor, which includes 7 chapter, which focuses on selling propositions the feel; marketing peace, strategic brand names, the perception of price, audible claims of flipch arts and promo tools scientific doctor selection. In this book, the author has written. The fields of pharmaceutical and medical advertising and publishing are unique up to themselves, with few expectations there is not another where at places greater demands and knowledge while at on product and knowledge” while at the same time places.

**Dr. Uday Raj Sharma and Dr. Divakar Goli** has written a book which has 10 chapters. The first two chapters pinpoints on pharmaceutical marketing & the pharmaceutical products. The next two chapters highlights on organization and channels of distribution, the fifth chapter is based on competitive practice in the pharmaceutical company, The Sixth, seventh and eighth chapters reveals about sales promotes, management & good manufacturing practice. Thus is the 6th chapter authors highlights an advertisement and pharmaceutical industry the authors reveals that:

“The advertisement of pharmaceutical products should be truthful. There should not be any wrong statement regarding its content and their percentage. It should provide full details regarding the activities and uses, proprietary name as well
as the generic name, dosage from mode of administration, side effects and treatment of toxic effects, precaution and certain direction.\textsuperscript{52}

A study undertaken by Parmar S.N. (2014) in his book \textit{Health education and community pharmacy}. It reveals that with the use of population worldwide during the last few decades, it has been realized that the traditional medicine and health services now play a limited role in the overall improvement of health status. This fact has driven all health professionals to the common goal of disease prevention and health professionals. Thus, the author further stated that today, the pharmacist attention is directed towards the patient, his environment and his state of general well being.\textsuperscript{53} hence it is very important for the present research work.

Potdar A Manohar has written a book on Pharmaceutical quality Assurance. It has thirteen chapters. Pharmaceutical industry normally main or central warehouse is responsible for management of raw, packaging and finished products. However intermediate and bulk product storage is the responsibility of the production department. Intermediate or bulk product may be defined as the material, which has started processing but not yet got converted into the finished saleable product.\textsuperscript{54} Hence this book is very useful for the present research work.

\subsection*{2.5. State Literature:

In this category state level published and literature has been examined properly. The state level works have been traced mostly on the basis of Maharashtra State

- Mr. Bharatdwaj Prasad\textquoteright s submitted Ph.D. thesis entitled “Effect of Generic Drugs on the Buying Behavioral Pattern and Brand Sustainability of ethical drugs in Western India” which he submitted to the Maharaja Sayajirao University, Baroda. In this work there are five chapters such as Chapter I: Pharmaceutical market an overview, chapter 2 Indian Pharmaceutical industries, chapter 3, review of the literature, chapter 4, research methodology and chapter 5 data interpretation and analysis. In this work he has pointed that “Relative influence of brand image of ethical drugs is more than the generic drugs on the prescription behavior of medical practitioners.\textsuperscript{55} this work is significant to cover many aspects of generic drugs.
This research thesis includes a review and critical synthesis of literature relevant in the buying behavior pattern for ethical and prescription medicines. Though on empirical investigation of the impact of generic drugs on the buying behavioral pattern and brand sustainability of ethical drugs in western India, the said research contributes to the overall knowledge of understanding the buying behavior of ethical or generic drugs and the factors that contribute to the buying behavior pattern of ethical drugs in Indian context. In addition this research presents insight into the impact of generic drugs on buying behavior of ethical drugs is worthy of consideration by academics, industry professionals and other key stakeholders. Thus the present research work has been useful for the researcher to overcome many problems. The author has further observed that “The study supports the problem findings and suggests that the doctors normally prescribe a combination of both ethical and generic drugs with the same efficacy for a specific disease. This is based on the evidence that the Factor Analysis conducted on the doctors belief constructs provided factor brand decision criteria has relatively high coefficients for construct variables. Thus these observations are useful for the present work.

- **Vivek Kumar Srivastava’s** “Study of strategies of top 30 Indian pharmaceutical companies (by domestic turnover) to succeed globally” is a thesis submitted to Savitribai Phule University of Pune. This work includes five chapters such as introduction, literature review, methodology, results and discussions, summary and discussions. Vivek Kumar Srivastava pointed out that “The Indian pharmaceutical companies are building up their infrastructure research and development for the contract collaborative research activities. Thus it is clear that the Indian Pharma companies have increased their focus on domestic market. This work is based on current trends in the Indian pharmaceutical marketing. It has been further observed that “During the year 2001 and 2013 almost Rs. 3,60,000/- crores drugs are getting off patented which is quite significant and is a big opportunity for Indian pharma companies. Here Indian pharmaceutical companies are using this opportunity properly. Further in this work comparative picture is clearly presented. It is true that “All most all Indian
pharma companies are working in a big way in generic business to grow fast. Thus India has to improve in generic drugs marketing.

- Prasana G. Desh submitted Ph.D. thesis entitled “The study of human resource development practices performed in Pharmaceutical industries in and around Pune” (2011) to Savitribai Phule University of Pune. In this thesis there are 12 chapters like top 13 pharmaceuticals in India, nature and type of pharma industry, methods of estimating manpower requirements etc. In this work scholar has pointed that “12 pharma companies by and large have given emphasis to human resource planning and development. This work is useful for the present work.

- Anna Rovina Ferraoe Fernandes has completed Ph.D. work on the topic “Marketing practices and problems of Pharmaceutical companies registered in Goa” and submitted the same to University of Goa in the year 2009. The work includes three chapters such as introduction, review of literature, and an assessment of the market orientation of the pharmaceutical companies. In this work researcher has observed that “The pharma companies registered in Goa are by and large market driven, flexible organizations and diagnosing the market forces forms an important element of their market strategy. thus this work is useful and valuable for the present work. The researcher has further rightly noted that. “Although the companies look into accounts the implementation of the RRIP’s regime, they have not actually implemented any significant changes in their marketing strategies. All these aspects are meaningful for this work.

2.6. Research Papers:

Published research papers relevant to this research work are significant for this work. The following important papers are available on the topic which has been selected for the explorations

- Rizwan Raheem Ahmed, Irfan Sattar and Vishnu Parmar (2014) This study examines the important and imperative parameters in order to bring a new product in a Pakistani pharmaceutical Industry/market. Although, there is good quality international literature available for the under examine topic, but it carries the perspective of developed countries, where things are very different from a
developing country like Pakistan. The study identified that Pharmaceutical products can be classified under two main categories: Prescription products and OTC products. The criterion for division is whether a product is marketed to the medical professionals or directly to the consumers in Pakistan. In pharmaceutical industry, selling function is invariably handled by the company’s own sales team due to highly technical and specialized nature of job, whereas the distributor is responsible only for the logistics part. It is further concluded that once we have defined the product, we can clearly see a difference. In general marketing terms, a product can even be for satisfying a psychological need with no tangible benefit whatsoever. However, in pharmaceutical terms, a product will only be termed as one if it helps in curing a disease or at least help in curing or improving the condition of a patient. This paper is useful to provide background of the research problem.

- **S.B. Puranik, Mamata Sangamesh And Mona Golshan.S** (2010) Patent is an intellectual property right relating to inventions and is a grant of exclusive right, for limited period, provided by the Government to the patentee, in exchange of full disclosure of this invention, for excluding others, from making, using, selling, importing the patented product or process producing that product for those purposes. The purpose of this system is to encourage inventions by promoting their protection and utilization so as to contribute to the development of industries, which in-turn contribute to the promotion of technological innovation and to the transfer and dissemination of technology. Under the system, Patents ensure property rights for the invention for which patent have been granted, which may extremely valuable to an individual or a Company. Patent right is territorial in nature and a patent obtained in one country is not enforceable to other country. The inventors/ assignees are required to file separate patent applications in different countries for obtaining patent in those countries. This paper is useful to understand patent processes.

- **Tuan A. Nguyen, Mohamed A. A. Hassali, and Andrew McLachlan** (2013) Generic medicines are a key strategy used by governments and third party payers to contain medicines costs and improve the access to essential medicines. This strategy represents an important opportunity provided by the global intellectual
property regimes to discover and develop copies of original products marketed by innovator companies once the patent protection term is over. While there is an extensive experience regarding generic medicines policies in developed countries, this evidence may not translate to developing countries. The generic medicines policies workshop at the Asia Pacific Conference on National Medicines Policies 2012 provided an important opportunity to discuss and document country specific initiatives for improving access to and the rational of use of generic medicines in the Asia Pacific region. Based on the identified barriers and enablers to implementation of generic medicines policies in the region, a set of future action plans and recommendations has been made. This paper is useful for new ideas related to generic drugs in a systematic manner. The paper presents a background for this study.

- **Damanjeet Ghai**’s research paper titled as “Patent protection and Indian pharama industry”. Patents, copyrights, trademarks, geographical indicators, protection of undisclosed information, layout designs of integrated circuits, industrial designs and traditional knowledge are recognized internationally by the trade related intellectual property rights agreement (TRIPS) governed by the WTO. In the present article, a brief historical background of intellectual property rights in relation to the Indian pharmaceutical sector is represented. The effect of patent policy of 1970 upon the Indian industry is described as a revolution for the Indian economic. The concept of compulsory licensing is briefly discussed. Finally, trademark as the intellectual property right is discussed according to the Indian pharmaceutical market. This paper is useful to understand the pharmaceutical marketing rights about the drugs and their utility.

- **Calin Gurdu** has written research article entitled “Pharmaceutical marketing on the internet: marketing techniques and customer profit” which has been published in the journal of Marketing Pharmaceutical products, Emerald, Vol. 22 Nov. 2005. In this paper it has been pointed that “the explosive development of the internet in the last ten years has created new commercial opportunities.” Further in this paper it has been observed that “Considering the situation the paper attempts to investigate the perceived advantages and risks associated with on line pharma transactions and on this basis to prepare a specific segmentation of
consumers. This trend is closely observed by the scholar. The paper is useful for the research process.

- **Jacun Shin and Sangho Moon** have published a research paper entitled “Direct to consumer prescription drug advertising: concerns and evidence on consumes benefit” which has been published in the Journal Emerld. This paper is related to advertising and marketing. The authors have pointed that "Direct to consumer (DTC) advertising is defined as any promotional effort by a pharma company to present prescription drug information to the general public in the lay media." This approach is useful and benefitting for the present research work.

- **Dhara Parekh, Dr. Pasnaj Kupupara and Dr. Ketan Shah** have written an article on the topic “Digital Pharmaceutical marketing: A Review.” In this paper the authors have pointed that “Digital has become an important part of the everyday life. All the sectors have been adapting to the digital era at a faster rate.” Further the authors have pointed that “YouTube, Face-book and Twitter were used to communicate with customers. Johnson and Johnson was one of the first companies to launch a YouTube channel. Quantum Pharmaceuticals and The Specials Lab. North East based pharmaceutical companies’ offer online ordering of special medicines promoting e-commerce and digital marketing.” This approach is also useful to extend knowledge horizons and the problem.

- **Md. Yaqub Khan, Poonam Gupta DipenduG., Pipin Bihari, Vikas Kumar Verma** have published an article on “A Review on Marketing of OTC drugs”. The scholars have agreed that “Purchase and use of OTC drugs without full knowledge is not only a waste of resources for all stakeholders but can be harmful for consumers.” This approach is useful for the present study.

- **Zfhra Zulfikar and Mustafa Razaa Rabbani** have published a paper entitled “Pharma B2C E Marketing trends – developed market v/s developing market” in Zenim, Dec 2013, It has been pointed by them that “E marketing is growing at a dramatic pace and is significantly impacting customers and market behavior. Indian pharma B2C market is evaluated on parameters of basic awareness, actual
usage of internet, benefits enjoyed and problems encountered while making online purchases of drugs. These observations have been useful for the present work.

- **Darekar A.B., Zioe Habgavu S and Saudagar R.,B.** (2016) have published a research paper on the topic “Current scenario of global and Indian pharma marketing and management.” It has been pointed by these authors that “The world pharma industry has been changing profoundly in the last decade. Intensive globalization increased competitiveness and the fight for global market shares create new challenges for pharma companies.” Further it has been observed that “The current shift in the marketing strategy is work by multinational pharma companies and development that is being carried out by leading companies.” This theme is useful for completing this work.

- **Anand A Deshmukh and Rajesh J. Oswal** have written an article on the topic “Study of Marketing strategies part I, for selected pharma medicine adopted by pharma companies in and around Pune region” in the International Journal of Marketing and It has been observed that “Indian pharma industry is growing at a very fast rate and contributing to the national economy.” Further it has been observed that “Patients can play a significant role in the prescribing decision, especially or certain type of therapies under certain health care systems.” This paper is thus useful for the understanding of the Indian pharma industry.

- **Deepak Varshney and Kalicharan Shukla** have written an article entitled Are generic medicines being effective as Branded medicines: A review of experiments based research. Further it has been noted that “nature as compared to the branded medicines especially in developing countries. But there is still a majority of the poor population exist which are not able to get medicines because of the affordability issues.”

- **Ajoy Bera and Ashish Mukherjee** have written a paper on The importance of generic drugs in India in the International Journal of Pharmaceutical, Chemical and Biological Science After the expiry of patent or marketing rights of the patented drug, generic drugs are marketed. Generic drugs are available at affordable prices with maintaining quality. It has been further observed that one of the most debated issues in health care today concerns the difference between
brand name drugs and their generic versions. Evolution of every drug starts from a research laboratory and ends in a medical shop. These views have been useful for the present research work. Thus all these papers provide a background to understand the research problem in a systematic manner. Now on this background websites can be studied as under.

2.7. Important Websites:

Websites play an important role as a source of information. For data collection there are few websites on pharma industry. Hence these websites have been recorded for the present research work which has been noted as under:

- **FIP.com.** International Pharmaceutical Federation was established in the year 1912. There are 139 national organizations and FIP is a global federation representing 3 million pharmacists and pharmaceutical societies worldwide. This organization protects the interests of the concerned pharma sector. It is observed that Health care can no longer be separated from social issue. About FIP it has been observed that FIP has adopted as one of its three mains strategies objectives to advance pharmacy practice in all settings. Thus FIP is a form in pharma industry on global level. This website is useful for the understanding the problem. The strategic plans of FIP are useful for this study. While defining Pharma it has been pointed that A Pharmacist a scientifically trained graduate healthcare professional who is an expert in all aspects of the supply and use of medicines. Thus FIP is a NGO working in the field of world health care since 1948.

- **Indian Pharmaceutical Association:** This association is a national level body in pharma sector. It has been observed that “The IPA is the oldest premier association of pharmaceutical professionals in India, with a member base of over 13000 spread across the length and breadth of the nation.” This organization is a strong body on national level. It has been noted that As a member of the Drug Technical Advisory Board, India, IPA is actively involved in advising the government on matters of professional importance. IPA is affiliated with international pharma associations like FIP, FAPA, CPA,
AAPS, IPSF and is working with international bodies such as WHO.\textsuperscript{86} These details are useful for this study. About role of IPA it has been observed that IPA makes representations to the authorities on matters of professional interest and works constantly towards upgrading the standards of pharmacy professional services offered by the pharmacists, IPA’s major objective is to position pharmacists as one of the important healthcare providers in our country.\textsuperscript{87} Thus it has been observed further that The IPA is committed to promote the highest professional and ethical standards of pharmacy to focus the image of pharmacists as competent healthcare professionals, sensitize the community, government and others on vital professional issues and support pharmaceutical education and sciences in all aspects.\textsuperscript{88} thus all these aspects are meaningful to pin point the role of IPA.

- **Maharashtra State Pharmacy Council:** This is a state level body. About this body it has been opined that “ MSPC is a statutory body constituted by the Government of Maharashtra under the provisions of the Pharmacy Act of 1948 consisting of 6 members elected by registered pharmacists amongst themselves, five members nominated by GOM, one member elected by Maharashtra Medical Council and three ex-officio members.\textsuperscript{89} This body is representing state level pharma industry. The main objective of the MSPC to regulate the profession of pharmacy in the state of Maharashtra.\textsuperscript{90} This data is significant for the instant project. The prime function of the MSPC is to grant registration to the eligible pharmacists possessing requisite qualifications as per the provisions of section 32(2) of the Pharmacy Act and the enforced the necessary provisions of the Pharmacy Act 1946.\textsuperscript{91} Thus the entire website of MCPC is useful for the present research work. The entire website is explained here for the present research work.

Thus all the three websites are useful and help us to understand the process of pharmaceutical marketing problems.

2.8. **The Features of Earlier Studies:**

The earlier scholars have tried to improve the conditions of pharmaceutical industry. The following objectives were kept in mind and the lacunas of the research work can be observed as under:
• The earlier scholars have explained the status of marketing in the metro cities. This was possible due to reach, access and availability.

• The earlier scholars have studied general marketing techniques and not on specific of generic drugs. The marketing of western region was carefully studied by them.

• The earlier scholars have explained and examined branded drugs

• The generic drugs were studied in general and not in particular

• The generic drugs were cheaper but they are not marketed properly

• People are not properly made aware about the generic drugs.

2.9. Short Comings of Earlier Studies:

The review of literature has brought to light few of the following facts which have been brought to light by the present research process:

• The earlier scholars have studied marketing of pharmaceutical products in general and they have not focused on marketing of generic drugs.

• The pharmaceutical products and their marketing were studied in general as about western India and not specific for a state of region.

• The pharmaceutical industry belt of Mumbai and Pune was mainly explained by the scholars residing in urban areas and not from rural areas.

• The marketing problems of generic drugs are not studied specifically.

• The pharmaceutical industry in Maharashtra State was not carefully examined by scholars

• In the age of the globalization, the marketing and sales promotion techniques have been changed and they require a special attention.

Thus on these grounds in order to overcome the above lacunas the present research work has been undertaken on micro level by conducting survey in the Maharashtra state is suffering from many problems and the present research will explore the new modes and techniques of marketing world in pharmaceutical industry in the Maharashtra state in this work.

2.10. Research Methodology:

The well defined research problem supported research design helps a great deal to look at the subject matter. Hence in this chapter a new light is thrown on research
problem in a systematic manner. All these aspects are interlined and interrelated with each other and they help a great deal to arrive at a correct focus in a right manner. The problem is very well tackled here. In a developing state like Maharashtra, pharmaceutical industry is one of the promising fields which have been developed as a challenging area of human development. Hence in this work the marketing problems related to generic drugs have been carefully planned for this research work and in this chapter the methodological devices have been discussed.

The different aspects of marketing such as packaging, printing and branding have a greater relevance. The study of marketing is immensely significant for generic drugs because of the following three reasons:

- The generic drugs have to fight with branded drugs to get in medico market
- The branded drugs are based on strong footings and to dash them is a difficult phenomenon.
- The generic drugs are not supported by popular media and oral publicity. Hence they have remained totally neglected in this process.

All these facts are basic enough to throw light on the research problem properly. These facts are based on critical theory and illustration of examples. The critical understanding of different facts is based on proper correlation and critical theory of facts conducted on the basis of the scientific endeavor brought to light here. These are based on new understanding of methodology. The role played by the medical representatives, (MRs) is also significant in the marketing of generic drugs. It is interesting to study about how they look at the entire problem. Unfortunately these segments of pharma industry only look after the marketing of the branded drugs produced by their own companies. Actually the MR should also be trained to market the generic drugs. The MRs have to be trained properly to market these segments of pharmaceutical industry. The various problems in the marketing of generic drugs can be solved on the basis of well planned research strategy.

- The marketing of generic drugs is a social process and it requires properly sociological research methods.
- The methods of data collection must be relevant and useful to explore facts.
• The well defined research strategy can be useful to highlight different dimensions of new facts about the research problem. The marketing of generic drugs can be very well examined and evaluated for right assessment of facts.

We have to establish generic drugs by making serious marketing strategies which is the part of the present research.

The various scholars have properly analyzed the various aspects of scientific research. Bertrand Russell has pointed out that there are four theories of truth i.e. warranted assert ability for truth, probability of truth, truth as coherence and correspondence theory.92 According to Sadhu and Singh the various aspects of scientific social research are significant enough in all these explorations. They have pointed out that “The use of documentary sources sometimes helps in the formulation of research hypotheses.”93 Sadhu and Singh have further observed that “Since effective research is based upon past knowledge a survey of past literature helps to eliminate the duplication of what has been done and sometimes provides useful hypotheses.”94 Further Chaddock R.E has observed that “The reliability for research work can be determined only by reference to the primary sources which should be cited in notes or bibliography.”95 The scholars like P.V.Young has noted that “social research may be defined as a scientific understanding which by means of logical and systematized techniques seeks to discover new facts, analyze their sequences, and to develop new scientific tools, concepts and theories.”96 John Best has further observed that “Research is a more systematic activity directed towards discover and the development of an organized body of knowledge.”97 John best has further observed that A summary of some the characteristics of research may clarify this methodology.98

The behavior of customers and effect of marketing can be very well studied by testing the management sociology view point. The drugs market is complex and on which focus certain demand for generic drugs or branded medicine is a complex phenomenon. Hence these factors can be very well examined here in new angle. Hence in this work the sociological approach is undertaken to examine these facts properly. The management sociology approach has to focus on following major aspects for right focus of study.
• The changing nature of behavior of pharmaceutical industries and companies can be very well studied by examining the facts.

• The neglect of industry towards generic drugs and favor towards branded drugs can be evaluated properly.

The question as to why the generic drugs are not purchased by common people and there are two reasons one that the people are not well informed and secondly the industry also do not care about the peoples’ interest and their well being. These facts can be very well examined by following management sociology approach. The overall neglect has been based on many factors, which can be very well narrated and reviewed. All the facts can be put together to throw light on different angles, which require special attention. The management sociology approach is based on behavioral themes as well as the current trends of the pharmaceutical industry in India. The study of problems in the state of Maharashtra requires a sociological exploration because it requires new ideas and new progressive ideas to focus light on the neglected areas like generic drugs in the state of Maharashtra.

2.11. Management Sociology Approach:

The present study has been planned in management sociology approach. The problem of marketing of generic medicine is related to the social psychology of the people at large. Hence this can be tackled in a management sociology viewpoint. The management sociology perspective can help to understand the different social factors which can be treated as base of all facts. The success and failure of generic drugs marketing is based on sociological processes. The social conditions are not favorable for the use and application of generic drugs in the Maharashtra state, which is backward and developing state. There is a need to examine and explore different dimensions in a new sociological angle. Our sole effort will be based on correct understanding of social background, the purchasing power as well as the negative perceptions of the users. Hence social factors are more effective than any other. The marketing problems of generic drugs are related to social aspects. There is a need to understand the social factors behind the poor marketing of generic drugs. Hence the management sociology approach can benefit a great deal to throw light on different aspects of the research problem. The study of social marketing of pharma industry is based on careful and critical understanding of the research problem. Hence all these
factors are significant to focus on management sociology approach. In the subject like commerce and management it is interesting to find how people behave and change their attitude to look at pharma products. The sociological process of facts finding depends how people’s behavior is changing. Hence in order to examine and evaluate the people’s preference towards generic drugs, this approach is very benefiting.

- The role of the pharma companies is changing as per needs of patients. Is it realistic and objective?
- Why people prefer branded drugs than that of generic drugs?
- Why the low priced and benefiting generic drugs are remaining neglected?
- In what areas the marketing of generic drugs is falling?
- What remedies can be adopted for effective marketing of generic drugs?

All these research questions can be very well tackled in this work by following the management sociology approach in the present research work in a systematic manner by adopting correct research methods.

About the management sociology approach Gisbert has observed that Sociology and its method will help us to study briefly the relations existing between it and other social sciences especially with social philosophy. Gisbert has further observed that “In modern times, however, hardly any grounds remain for confusing the distinction between economics and sociology.” Gisbert has opined that “The relations existing between sociology and ethics must be deduced from the nature of both sciences.” In view of Berger it is true that “Socialization is the process by which people are taught the rules, roles, and values of their society.” According to Berger People generally do not recognize that they are being taught what roles to play and how to play them, what values to espouse, what attitudes to have, what goals to strive for, and so on. In the world of management, peoples’ participation is largely significant. Hence this study can be very well conducted on the basis of management sociology view point.

About the role of management and marketing in pharma industry, it has been observed that it is useful to do the product portfolio analysis in pharmaceutical marketing at two levels. Firstly at the level of the individual product or brand for each of your major brands. Secondly for each of the therapeutic categories in which you are competing. On this background it would be interesting to study the main currents of the problem in management sociology view point:
• The role of marketing in the management of generic medicine can be very well examined in sociological perspective.
• The social cognizance about generic medicine can be improved by participating people at large.
• Involving, persuading and transforming people can be possible if we understand different aspects of the management sociology together in nutshell.

All these benefits of management sociology approach can be very well illustrated here in this work. The study of the marketing problems of generic drugs cannot be complete without pin pointing the social realities. Management sociology is a newly developed discipline of higher values and goals.

About the social research Slessinger S and M. Stevenson have observed that social research is a systematic method of exploring analyzing and conceptualizing social life in order to “extend, correct or verify knowledge, whether that knowledge aids in the construction of a theory or in the practice of an art.” In the present study data collection has been undertaken in the sociological perspective. The facts and figures are collected, examined and evaluated to focus sharply on various aspects of human life. The acceptance of generic medicine depends how this is marketed effectively. In order to benefit people at large and utility of these drugs there is a need to highlight various problems as well as remedies in this complex problem. In this work a new light has been thrown on the different angles of the research problem to pin point the different neglected aspects of the problem. The entire problem of investigation has been planned in a systematic and objective manner to overcome many complicated problems together in a scientific manner.

The behavior of customers and effect of marketing can be very well studied by testing the management sociology viewpoint. The drugs market is complex and on which focus certain demand for generic drugs or branded medicine is a complex phenomenon. Hence these factors can be very well examined here in new angle. Hence in this work the sociological approach is undertaken to examine these facts properly. The management sociology approach has to focus on following major aspects for right focus of study.
• The changing nature of behavior of pharma industries and companies can be very well studied by examining the facts.
• The neglect of industry towards generic drugs and favor towards branded drugs can be evaluated properly.

The question as to why the generic drugs are not purchased by common people and there are two reasons one that the people are not well informed and secondly the industry also do not care about the peoples’ interest and their well being. These facts can be very well examined by following management sociology approach.

The overall neglect has been based on many factors, which can be very well narrated and reviewed. All the facts can be put together to throw light on different angles, which require special attention. The management sociology approach is based on behavioral themes as well as the current trends of the pharma industry in India. The study of problems in the Maharashtra state requires a sociological exploration and it requires new ideas and new progressive ideas to focus light on the neglected areas like generic drugs in the Maharashtra state.

2.12. Objective of Research:

1. To study the Marketing Strategies of Pharmaceutical companies.
2. To study the current trends in Marketing by Pharmaceutical Companies to Position their drugs & Confidence about the company products.
3. To find out the problems in the marketing of Generic Drugs.
4. To study the role of Pharmaceutical companies and their relationship with distributors, M.R’s and Physicians.
5. To find out the preference of Branded drugs over generic drugs.
6. To suggest Remedies for Effective Marketing of Generic Medicine.

Hence in this study the group of people engaged in the marketing of generic drugs will be carefully studied to throw light on various facts related to generic drugs in a systematic manner.

2.13. Hypothesis:

H<sub>0</sub>: There is no feeling about difference in quality between branded and generic Medicine
H<sub>1</sub>: There is feeling about difference in quality between branded and generic Medicine
H<sub>0</sub>: There is no significant difference between prices of branded and generic medicines
H<sub>2</sub>: There is significant difference between prices of branded and generic medicines
2.14. Descriptive Research Design:

Among the many designs descriptive design is most useful and suitable for the present research work.

When the facts are documented or described in the specific design the social design is known as descriptive design. The mode of description is very simple and it narrates facts in a slow and steady manner. Hence this design is used for clear understanding of facts.

This work will be completed by using descriptive research design. About this design Wilkinson and Bhandarkar has been observed that descriptive studies are the one that aim at describing accurately the characteristics of a group, community or a group of people.\textsuperscript{106} It has been further observed that “Descriptive studies often provide a jumping pad for the study of new areas in social sciences.”\textsuperscript{107} Pharmaceutical industries and generic medicine being a current relevant topic this design is suitably used here.

The present study has attempted to investigate the problems of marketing of Generic medicines. Looking at the nature of the topic and its scope, descriptive design has been suitably used here. In this project (a) survey of literature (b) field survey social experience survey (c) Interview and participant’s observation all these tools will be used suitably to collect data.

According to Shields, Patrica and Rangarjan N. “Descriptive research is used to describe characteristics of population or phenomenon being studied. It does not answer question about how/when/why the characteristics occurred. Rather it addresses the “what” question i.e. what are the characteristics of the population or situation being studied.”\textsuperscript{108} These characteristic of the population ahs more value based on social survey or observations made by researcher. In the social survey the sample is collected and questions were testified to them.

Thus in this design the questions are studied by documenting facts. Here facts regarding the marketing problems of pharmaceutical industry will be carefully studied in right direction to explore various facts which are unknown.

The characteristics used to describe the situation or population is usually some kind of categorical scheme also known as descriptive categories.

All these micro aspects have been documented in this work about the marketing of generic drugs which are discussed here in a systematic manner.
Descriptive research generally precedes explanatory research. Both descriptive and explanatory studies have a greater relevance of the documentation of facts. Hence descriptive research cannot describe what caused a situation. Thus descriptive research cannot be used to as the basis of casual relationship where one variable affects another. In other words describe research can be said to have a low requirement for internal validity. This validity can be justified on the basis of various facts related and collected for long term analysis. The description is used for frequencies, averages and other statistical calculations. Often the best approach, prior to writing descriptive research is to conduct a survey investigation. Qualitative research often has the aim of description and researchers may follow up with examinations of why the observations exist and what the implications of the findings are. Hence the social survey regarding the marketing of generic drugs has been planned properly. Shields Patrica and Hassan Tajalli have rightly pointed that “In addition the conceptualizing of descriptive research precedes the hypotheses of explanatory research. These facts are clearly defined in this work to throw light on various aspects of social relationship. The present study is based on descriptive design and it has tackled various stages in the descriptive studies to highlight different areas in a systematic manner. A close look at various stages showed that the design must be properly followed to overcome many difficulties. For a discussion on how the underlying conceptualization of exploratory research, Descriptive research and explanatory research fit together. In this work both the aspects have been testified in a systematic manner.

Descriptive research is also called Statistical Research. The key goal of this type research is to express the data and characteristics about what is being studied. The purpose behind study of this type of research to find frequencies, averages and other statistical calculations. Although this research is highly correct it does not gather the causes behind a situation. Descriptive research is studied because the researcher wants to gain a better understanding of the topic, so researcher can produce a better outcome of the research topic. The data character is unique. It is based on fact finding. The more-better understanding of the research topic is conducted here.

Descriptive research is the examination of the existing certain observable fact. The details of the facts won’t be known. The existing phenomena’s facts are not known to the person. The facts about generic industry are based on throwing new light on the problem.
The various facts which are written about generic drugs have been properly studied here to throw light on relevant details. A close and careful study of neglected facts about generic drugs has been collected to study the marketing aspects of the same in a systematic manner to look at the future perspective.

Health marketing is new concept to public health, that has the traditional marketing principals and theories with science based strategies to prevention health promotion and health protection. Thus Health marketing in medicine and in health protecting services like insurance is made widely known. The descriptive design can be useful to throw light on new facts in a correct perspective.

A good example is of Kenya to promote circumcision among communities that do not customarily circumcise. Medical researchers have recently documented that circumcision is 65% effective in preventing HIV infection among men. These studies are significant enough to throw light on new ideas.

Health marketing is a term rarely used in public health and related disciplines. Social marketing or integrated marketing communications are more commonly used in public health and other disciplines to refer to marketing based planning frameworks for public health communication. In this work generic drugs will be studied in the social marketing perspective. The role, relevance and affectivity of social marketing can be highly significant in this research work.

Social marketing seeks to develop an amalgamate marketing concepts with other move toward to influence behaviors that give advantage individuals and society for the greater social good. It seeks to integrate research, best practice, theory, audience ad partnership insight to inform the delivery of competition sensitive and segmented social change programs that are effective, efficient, equitable and sustainable. There is a need to carefully analyze and explain these facts in a systematic manner. There is a need to throw light on these facts.

In the process of sustainable development, the health sector is significant but it is neglected at various levels in the modern research work. Hence the social marketing of generic drugs can benefit the poor and middle class to overcome many problems in the future course of time.

The aim of social marketing is to provide social goods, whereas commercial marketing primary aim is to achieve financial goals. This does not mean commercial marketers cannot contribute to achievement of social good. The social marketing of generic drugs can be examined by adopting descriptive design.
Increasingly, social marketing is being described as having two parents: a social parent including social science and social policy approaches, and a marketing parent including commercial and public sector marketing beyond the influences on and changing individual behavior, to socio cultural and structural influences on social issues. The concept of the social marketing can be very well testified to the generic drugs to throw light on micro aspects of the topic. In this chapter the descriptive design has been well developed and discussed properly. Descriptive research includes surveys and fact finding enquiries of different kinds. Now in this background the important stages in the implementation of descriptive research design can be explained as under:

- The descriptive studies provide a jumping pad for investigation of facts.
- In descriptive design social survey is an important process of data collection
- The descriptive studies are used as a technique of interview, group discussion
- Participants’ observation is also an important factor in data collection.
- The collected data can be verified on cross checking of the sources. In order to provide authenticity of facts there is need to highlight some interesting facts.

Thus a careful and critical study about the problem will be made here by adopting the tools of data collection which have been discussed below:

This work will be completed by using descriptive research design. Descriptive studies are the one that aim at describing accurately the characteristics of a group, community or a group of people. Descriptive studies often provide a jumping pad for the study of new areas in social sciences. Pharmaceutical industries and generic medicine being a current relevant topic this design is suitably used here.

2.15. **Primary and Secondary Sources:**

Primary and secondary sources are very basic in data collection. A co-relation between these two is highly needed to throw light on the facts related to the subject. The original papers as well as data gathered from the questionnaire are primary data and all books, reports are treated as secondary data.

a) **Primary Data Collection:** - The Primary data is collected through questionnaire from the sample respondents. The questionnaires were structured to suit the respondents.

b) **Secondary Data Collection:** The data is collected from different sources such as books, news papers, Research Journals, M.Phil/P.Hd. Research, Websites etc.
c) **Tools & Techniques of Analysis:** Data is analyzed using different tools of analysis such as Ratios, Averages, Tests Such as Chi Square, “T” test for analysis of Data and testing of Hypothesis.

d) **Sample Size:** Maharashtra has six administrative divisions; hence the six divisions were taken to give balanced representation from the universe. The sample is chosen from the Doctors, Chemist, Medical Representatives & Stockist / Jan Aushadhi Stores of Maharashtra state. The Universe of study covering all strata’s like Doctors, Chemist, Medical Representative and Stockist / Jan Aushadhi Stores in Maharashtra is not known. Since the population of Study is infinite, I have decided to undertake Convenience Sampling of 200 respondents 50 each form (Doctors, Chemist, M.R’s, & Stockist / Jan Aushadhi Stores) from each administrative division (6 divisions) amounting to 1200 from the state of Maharashtra.

**2.16. Scope of Study:**

The scope of Study is very wide growing concerns regarding Medicines and its side effect have badly felt the need to undertake study relating:

1. Marketing for Sales
2. Strategic Education of Customers for Increased sales

**2.17. Limitation of Study:**

The study is limited to pharmaceutical companies of Maharashtra which has a certain strategy for sales and faces a challenge from Generic medicine sales in Maharashtra or rather in whole of India. Considering this study as Micro the scope is limited to Maharashtra only.

**2.18. Chapter Scheme:**

I. Introduction
II. Review of Literature and Research Methodology
III. Marketing Strategies of Pharmaceutical Industry & Generic Medicine
IV. Data Analysis & Interpretation
V. Findings & Suggestions
   - Reference.