## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>DECLARATION</td>
<td>I</td>
</tr>
<tr>
<td>PREFACE</td>
<td>II</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>IV</td>
</tr>
<tr>
<td>CONTENTS</td>
<td>VI</td>
</tr>
<tr>
<td>List of Tables</td>
<td>XVI</td>
</tr>
<tr>
<td>List of Charts</td>
<td>XVII</td>
</tr>
<tr>
<td>List of Figures</td>
<td>XVIII</td>
</tr>
</tbody>
</table>

### Chapter 1: Pharmaceutical Market: An Overview

1.1 Introduction to the Study                                           01
1.2 Pharmaceutical Marketing                                            
   1.2.1 Physicians as Gatekeepers                                       05
   1.2.2 Estimating Potential Demand                                     06
   1.2.3 Advertising and Promotion                                       06
   1.2.4 Feedback from Marketing to Research and Development             07
1.3 Global Pharmaceutical Market                                         
   1.3.1 Introduction                                                    08
   1.3.2 Changing market dynamics                                        15
   1.3.3 Revised World map                                               15
   1.3.4 Reduced contribution of new products                            16
   1.3.5 Further cost containment initiatives                            17
   1.3.6 Pockets of robust growth                                        17
   1.3.7 Regional forecasts                                              17
   1.3.8 Therapeutic classes                                             19
   1.3.9 Getting ahead                                                   19
1.4 Pharmaceutical Branding                                              20
1.5 Pharmaceutical value chain                                           
   1.5.1 Value drivers                                                  25
1.6 Conclusion                                                          26
Chapter 2: Indian pharmaceutical industry

2.1 Evolution of Indian pharmaceutical industry 30
2.2 Indian pharmaceutical market: An Overview 31
2.3 Therapeutic Segmentation 32
2.4 Bulk drugs 34
2.5 Formulations 34
2.6 Exports and Imports 34
2.7 Environmental Analysis of Indian pharmaceutical market 36
2.8 Indian Pharmaceutical industry and Porter’s five forces model
   2.8.1 Entry Barriers 37
   2.8.2 Intensity of rivalry 37
   2.8.3 Substitutes 38
   2.8.4 Bargaining power of the Suppliers 38
   2.8.5 Bargaining power of the Buyers 38
2.9 Regulatory framework 38
2.10 Indian Patent Act (IPA) 39
2.11 Intellectual Property Rights (IPR) 39
2.12 Drug Price Control Order (DPCO) 40
2.13 National Pharmaceutical Pricing Authority (NPPA) 40
2.14 WTO policies and its implications on Indian pharmaceutical market 41
2.15 Insurance and Healthcare market in India 41
2.16 Political Risks 41
2.17 Indian Pharmaceutical Supply Chain: Overview 42
   2.17.1 The future supply chain 42
2.18 Prescription process of Medical Practitioners 42
2.19 Emerging Trends 43
2.20 Biotechnology 43
2.21 Contract manufacturing 44
2.22 Mergers and Acquisitions (M&As) 44
2.23 Alternative Systems of Medicines in India 44
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.24</td>
<td>Pharmaceutical marketing in India</td>
</tr>
<tr>
<td>2.25</td>
<td>The Pharmaceutical Marketing Model</td>
</tr>
<tr>
<td>2.25.1</td>
<td>Pharmaceutical product</td>
</tr>
<tr>
<td>2.25.2</td>
<td>Pharmaceutical pricing</td>
</tr>
<tr>
<td>2.25.3</td>
<td>Distribution</td>
</tr>
<tr>
<td>2.25.4</td>
<td>Promotion</td>
</tr>
<tr>
<td>2.26</td>
<td>Prescription behaviour</td>
</tr>
<tr>
<td>2.26.1</td>
<td>Prescription behaviour: Emotional or Rational</td>
</tr>
<tr>
<td>2.27</td>
<td>Prescription process</td>
</tr>
<tr>
<td>2.28</td>
<td>Prescription motivation</td>
</tr>
</tbody>
</table>

**Chapter 3: Review of the Literature**

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Prescription process of General Practitioners (GPs)</td>
</tr>
<tr>
<td>3.2</td>
<td>Key influences upon prescribing</td>
</tr>
<tr>
<td>3.3</td>
<td>Prescribing uncertainty and knowledge of GPs</td>
</tr>
<tr>
<td>3.4</td>
<td>Peer influences</td>
</tr>
<tr>
<td>3.5</td>
<td>Influences of the Patient</td>
</tr>
<tr>
<td>3.6</td>
<td>Prescribing costs</td>
</tr>
<tr>
<td>3.7</td>
<td>Influences of the pharmaceutical industry</td>
</tr>
<tr>
<td>3.8</td>
<td>Cost of treatment in ethical and generic drugs</td>
</tr>
<tr>
<td>3.9</td>
<td>Attributes perceived important while prescribing</td>
</tr>
<tr>
<td>3.10</td>
<td>Impact of promotions on the prescription behaviour</td>
</tr>
<tr>
<td>3.11</td>
<td>Impact of Generic drugs on the brand positioning of Ethical drugs</td>
</tr>
<tr>
<td>3.12</td>
<td>Impact of Medical Representatives on the prescription</td>
</tr>
</tbody>
</table>

**Chapter 4: Research Methodology**

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Scope of the study</td>
</tr>
<tr>
<td>4.2</td>
<td>Objectives of the study</td>
</tr>
<tr>
<td>4.3</td>
<td>Hypotheses drawn for the Study</td>
</tr>
<tr>
<td>4.4</td>
<td>Research Design and Tools</td>
</tr>
<tr>
<td>4.4.1</td>
<td>Data Sources</td>
</tr>
</tbody>
</table>
4.4.2 Data Types
4.4.3 Communication approach

4.5 Sample Design
4.5.1 Sample population determination
4.5.2 Sample frame
4.5.3 Sample size

4.6 Data Collection
4.6.1 Data collection objectives
4.6.2 Questionnaire design
4.6.3 Administration of Questionnaires
4.6.4 Data compilation
4.6.5 Validation of data

4.7 Data Interpretation and Analysis
4.7.1 Qualitative analysis
4.7.2 Quantitative analysis
4.7.2.1 Descriptive analysis
4.7.2.2 Bivariate analysis
4.7.2.3 Multivariate analysis

Chapter 5: Data Interpretation and Analysis

Section I

I. Doctors Response: Descriptive Analysis

5.1 Background of the Doctors
5.1.1 Years of practice of the medical practitioners
5.1.2 Income of the medical practitioners

5.2 Mode of practice of Doctors by cities

5.3 Methods adopted while suggesting medicines for a specific disease

5.4 Attitudinal Information
5.4.1 The process of consultation
5.4.2 Sources of information for prescribing medicines
5.4.3 Prescription behaviour
5.4.4 Cautiousness about fixed set of medicinal brands 95
5.4.5 Relationship with Drug companies and Retail pharmacists 96
5.4.6 Sources of detailed inquiries about the medicine brands 96

II. **Doctors Response: Bivariate and Multivariate Analysis**

5.5 Analysis of Variance (One Way ANOVA)

5.5.1 ANOVA for qualification categories and 6 composite variables 99
5.5.2 ANOVA for the practicing years and 6 composite variables 101
5.5.3 ANOVA for qualification categories and twenty five construct variables 102
5.5.4 ANOVA for practicing years and twenty five construct variables 110

5.6 Reliability Statistics 119

5.7 Factor Analysis

5.7.1 Factor Analysis for *eight* construct variables 123
5.7.2 Factor Analysis for *twenty seven* construct variables 127

5.8 Most preferred factors for prescribing medicine brands 139

Section II

I. **Patients Response: Descriptive Analysis**

5.9 Relationship with the medical practitioner

5.9.1 Priority of medical practitioner 140
5.9.2 Purpose of visit to medical practitioner 140

5.10 Inquiry about the medical practitioner

5.10.1 Reputation and Background of medical practitioner 141
5.10.2 Information sources to inquire about the medical practitioner 141
5.10.3 Kind of information about the doctors 142
5.10.4 Satisfaction with the doctor 143
5.10.5 Changing the doctor for future treatments 143
5.10.6 Reasons for dissatisfaction with the present doctor 144

5.11 Attitudinal Information: Prescription behaviour of doctor

5.11.1 Perception of patients about doctor’s prescription 145
5.11.2 Efficacy of prescribed medicine 145
5.11.3 Moral and professional obligation of doctors 146
5.11.4 Patient's awareness about drug efficacy 146
5.12 Behaviour of local retail pharmacist 146
5.13 Prescription cost of the doctor 148
5.14 Prescription fees of doctor 148
5.15 Perceived reasons for the prescription fees 149
5.16 Attributes perceived while buying medicines 150
5.17 Demographic profile of the patients
  5.17.1 Age profile of the patients 150
  5.17.2 Gender of the patients 151
  5.17.3 Qualification of the patients 152
  5.17.4 Family size of the patients 152
  5.17.5 Income profile of the patients 153

II. Patients Response: Bivariate and Multivariate Analysis
5.18 Analysis of Variance (One Way ANOVA)
  5.18.1 ANOVA for years of age categories and four composite variables 156
  5.18.2 ANOVA for the gender categories and four composite variables 157
  5.18.3 ANOVA for the education categories and four composite variables 159
  5.18.4 ANOVA for the family size categories and four composite variables 160
  5.18.5 ANOVA for the income group categories and four composite variables 162
  5.18.6 ANOVA for age categories and nineteen construct variables 163
  5.18.7 ANOVA for gender categories and nineteen construct variables 169
  5.18.8 ANOVA for education categories and nineteen variables 176
  5.18.9 ANOVA for family size categories and nineteen variables 182
  5.18.10 ANOVA for income categories and nineteen variables 188
5.19 Reliability Statistics 195
5.20 Factor Analysis
  5.20.1 Factor Analysis of Nine construct variables 198
  5.20.2 Factor analysis of twenty four constructs 201
Section III

I. Pharmacists Response: Descriptive Analysis

5.21 Details of the pharmacist store
   5.21.1 Number of drug stores owned 209
   5.21.2 Pharmacist’s store size 209
   5.21.3 Establishment year of the pharmacist’s store 210
   5.21.4 Location of the drug store 210
   5.21.5 Type of the drug store 211
   5.21.6 Equipments for storage in the Pharmacist’s store 212

5.22 Stock Management
   5.22.1 Category of stock in the store 212
   5.22.2 Period for keeping the stock 213
   5.22.3 Quantity of stock that the store keeps 214
   5.22.4 Proportion of monthly income from each product category 215
   5.22.5 Movement of stock by product category from the Store counter 216

5.23 Mode of payment for the stock purchase 216

5.24 Attitudinal Information
   5.24.1 Stock of medicine brands 218
   5.24.2 Sources of information for keeping medicine brands 218
   5.24.3 Stock preferences of medicine brands 219
   5.24.4 Impact of generic and the branded version on the cost of treatment of patient 220

5.25 Demographic profile of the Pharmacists
   5.25.1 Qualification profile of the Pharmacists 221
   5.25.2 Experience profile of the Pharmacists 221
   5.25.3 Income profile of the Pharmacists 222

II. Pharmacists Response: Bivariate and Multivariate Analysis

5.26 Analysis of Variance (One Way ANOVA)
   5.26.1 ANOVA for qualification categories and four composite constructs 225
   5.26.2 ANOVA for the categories of practicing years and four composite constructs 226
Section IV

I. Medical Representatives Response: Descriptive Analysis

5.29 Background profile of the Medical Representatives
   5.29.1 Size of the Company employed with
   5.29.2 Years in the profession
   5.29.3 Frequency of visit to the doctors
   5.29.4 Interaction with the doctors

5.30 Opinion about the doctor and medical representative relationship

5.31 Factors motivate the doctors to prescribe a medicine brand

5.32 Perception on prescription behaviour of the doctor

5.33 Reasons of visit of Medical Representative to the market
   5.33.1 Visit to the doctors
   5.33.2 Visit to the Pharmacists
   5.33.3 Assist the sales team of their company
   5.33.4 Visit to their sales territories to monitor the market performance

5.34 Demographic profile of the Medical representatives
   5.34.1 Qualification details of the Medical representatives
   5.34.2 Experience profile of the Medical representatives
   5.34.3 Income profile of the Medical representatives

II. Medical representative’s response: Bivariate and Multivariate analysis

5.35 Analysis of Variance (One Way ANOVA)
   5.35.1 ANOVA for qualification categories and three composite constructs

xiii
5.35.2 ANOVA for experience categories and three composite constructs 282
5.35.3 ANOVA for qualification categories and eighteen constructs 283
5.35.4 ANOVA for experience categories and eighteen constructs 289
5.36 Reliability Statistics 295
5.37 Factor Analysis
   5.37.1 Factor Analysis for five composite variables 297
   5.37.2 Factor Analysis for eighteen construct variables 301

Chapter 6: Conclusions and Discussions
6.1 Discussion on findings
   6.1.1 Doctor's beliefs on prescription of medicines 310
   6.1.2 Medical Representatives beliefs on doctor's prescription 311
   6.1.3 Patients belief on cost of treatment 312
   6.1.4 Prescription process of medical practitioners 313
   6.1.5 Influence of Pharmacists on prescription process 315
   6.1.6 Influence of Medical Practitioners on prescription process 315
   6.1.7 Preferences of Pharmacists 317
6.2 Implications of the study 318
6.3 Response of the doctors
   6.3.1 The process of consultation 318
   6.3.2 Sources of information 318
   6.3.3 Relationship with the medical representatives and pharmacists 319
   6.3.4 Preference of medicine brands 319
   6.3.5 Implications 319
6.4 Response of the patients
   6.4.1 Relationship with the medical practitioner 320
   6.4.2 Perception about the prescription behaviour of the doctor 320
   6.4.3 Relationship with the local retail pharmacists 321
   6.4.4 Perception about the prescription cost of the doctor 321
   6.4.5 Rationale for the prescription fees of the doctor 322
   6.4.6 Knowledge about the efficacy of medicines 322
6.4.7 Knowledge of the substitute medicine brands 322
6.4.8 Implications 323

6.5 Response of the pharmacists
6.5.1 Stock management at the stores 323
6.5.2 Stock of medicine brands 324
6.5.3 Sources of information for keeping medicine brands 324
6.5.4 Stock preferences of medicine brands 325
6.5.5 Impact of generic and the branded version on the cost of treatment of patient 325
6.5.6 Implications 326

6.6 Response of the medical representatives
6.6.1 Opinion about doctor and medical representative relationship 326
6.6.2 Perception on prescription behaviour 326
6.6.3 Reasons of visit of medical representatives to the market 327
6.6.4 Implications 327

6.7 Directions for the future research 327

APPENDICES
Appendix I DOCTORS RESPONSE 330
Appendix II PATIENTS RESPONSE 343
Appendix III PHARMACISTS RESPONSE 364
Appendix IV MEDICAL REPRESENTATIVES RESPONSE 384
Appendix V QUESTIONNAIRE FOR DOCTORS 394
Appendix VI QUESTIONNAIRE FOR PATIENTS 399
Appendix VII QUESTIONNAIRE FOR PHARMACISTS 405
Appendix VIII QUESTIONNAIRE FOR MEDICAL REPRESENTATIVES 413

GLOSSARY OF TERMS AND ABBREVIATIONS 419
BIBLIOGRAPHY 421