CHAPTER 4: DATA ANALYSIS AND INTERPRETATIONS

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CHAPTER 4
DATA ANALYSIS AND INTERPRETATIONS

4.1 Introduction:

This chapter of thesis will focus on analysis and interpretation of data collected by the researcher for this study. Data analysis involves process of editing and reducing accumulated data to a manageable size, developing summaries, looking for patterns, and applying statistical techniques. It helps the researcher to obtain answers to research questions and to test the hypotheses. The purpose of interpreting the data is to reduce it to an intelligible and interpretable form so that the relations of research problems can be studied and tested, and conclusions are drawn.

In this chapter, researcher has analysed the changes in the marketing scenario of prescription-based medicines, its impact on stakeholders, their expectations from pharma companies & probable future marketing trends of prescription-based medicines in Ahmednagar District. The researcher has also verified whether-
i. Stakeholders are satisfied or not with the changing marketing trends? ii. Changing marketing scenario has adversely affected the prescription habits of doctors or not? iii. Chemists and Stockists are satisfied or not with the trade-margins and promotional schemes offered by pharma companies?

Before conducting the data analysis, data preparation was done using editing and coding. Close-ended responses were first coded and quantified; then all the responses were tabulated and analysed. After the data was collected by the methods above, it was systematically analysed. This was done by studying the different responses and analysing for each question. All the key findings were written in a systematic order, as is done in a questionnaire planning / designing. After viewing the key results, the interpretations were written down.

For the analysis and interpretation of data following tools and methods are used:
- Coding, tabulation, classification, percentage and average and graphs / pie-charts.
- The responses of open ended questions were categorized in to groups and then analysed systematically by correlating with the objectives and the hypotheses.
4.2 Details of All Respondents Interviewed:

The Researcher has collected primary data through schedules using four different structured and pre-coded questionnaires from selected stakeholders like Doctors, Chemists, Stockists, Medical Representatives and Managers having more than 10 years of experiences. Total 410 respondents were interviewed. The details of all respondents interviewed are summarised in Table No. 4.2 and Graph No. 4.2.

**Table No. 4.2**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Type of Respondent</th>
<th>No. of Respondents</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Doctors</td>
<td>190</td>
<td>46.3</td>
</tr>
<tr>
<td>2</td>
<td>Chemists</td>
<td>95</td>
<td>23.2</td>
</tr>
<tr>
<td>3</td>
<td>Stockists</td>
<td>30</td>
<td>7.3</td>
</tr>
<tr>
<td>4</td>
<td>MR’s &amp; Managers</td>
<td>95</td>
<td>23.2</td>
</tr>
<tr>
<td><strong>Total Sample Size</strong></td>
<td></td>
<td><strong>410</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.2**

From above table and graph, it is observed that majority of respondents, i.e. 46.3%, are the Doctors, followed by 23.2% MR’s & Managers as well as 23.2% Chemists and 7.3% Stockists. The researcher has selected more number of Doctors as respondents because pharma companies are applying various marketing strategies on them for promoting prescription-based medicines. MR’s and Managers are employed for executing these marketing strategies on Doctors and this information is shared with Chemists occasionally therefore MR’s and Managers as well as Chemists are given 2nd priority while selection of respondents. Stockists are away from this battlefield having less information about various marketing activities followed by pharma companies, so are selected lesser in number for the study.
After this, the data analysis is presented systematically as per the flow of questions in the questionnaires starting from Doctors, Chemists, Stockists and ending with MR’s & Manager’s questionnaire. After that hypotheses of the research study are tested.

4.3 Data Analysis of Responses from Doctor’s Questionnaires:

The researcher has collected primary data from 190 allopathic practicing doctors from Ahmednagar district. These Doctors were having different specialities of practice, years of experiences and other demographic differences too. Some of the important demographic characteristics are discussed hereafter.

4.3.1 Genders of Doctors:

The researcher has analysed gender details of respondent Doctors. The resulted data is summarised in Table No.4.3.1 and graphically represented in Graph No.4.3.1.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Gender</th>
<th>Number of Doctors</th>
<th>% of Doctors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Males</td>
<td>159</td>
<td>84</td>
</tr>
<tr>
<td>2</td>
<td>Females</td>
<td>31</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>190</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table and graph, it is observed that amongst all participant Doctors, 84% are Males and 16% are Females. There are more numbers of male doctors from Ahmednagar district who have participated in this study as compared to female doctors.
4.3.2 Specialities of Doctors Interviewed:

The Doctors are broadly classified into two categories based on their practicing status as General Practitioners and Consultants as shown in Graph No. 4.3.2. Consultants are further sub-classified into different specializations as shown in Table No. 4.3.2.

**Table No. 4.3.2**
Specialities of Doctors Interviewed

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Specialities of Doctors</th>
<th>No. of Doctors</th>
<th>% of Doctors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>General Practitioners</td>
<td>70</td>
<td>37</td>
</tr>
<tr>
<td>2</td>
<td>Consultants</td>
<td>120</td>
<td>63</td>
</tr>
<tr>
<td>2.1</td>
<td>Cardiologists</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2.2</td>
<td>Chest Physicians</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>2.3</td>
<td>Dentists</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>2.4</td>
<td>Dermatologists</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>2.5</td>
<td>Diabetologists</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2.6</td>
<td>E.N.T. Specialists</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2.7</td>
<td>Gynaecologists</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>2.8</td>
<td>Neuro-Physicians</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2.9</td>
<td>Ophthalmologists</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>2.10</td>
<td>Orthopaedic Surgeons</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>2.11</td>
<td>Paediatricians</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>2.12</td>
<td>Physicians</td>
<td>44</td>
<td>23</td>
</tr>
<tr>
<td>2.13</td>
<td>Surgeons</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>2.14</td>
<td>Urologists</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.3.2**
Specialities of Doctors Interviewed

From above table and graph, it is observed that amongst all participating doctors, 63% are consultants and 37% are General Practitioners as two broad categories of Doctors. Amongst 63% Consultants, 23% are Physicians, 9% are Gynaecologists, 8% are Paediatricians, 6% are Surgeons and 17% remaining are others.
4.3.3 Experience of Doctors:

The researcher has analysed the experience of medical practice of Doctors. As stated earlier, all allopathic Doctors included in this study are having minimum 10 years of experience of medical practice. The maximum experience of Doctors was found up to 40 years. The resulted data of experiences of Doctors is summarised in Table No.4.3.3 and graphically represented in Graph No.4.3.3.

Table No. 4.3.3
Experience of Doctors

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Experience in Years</th>
<th>No. of Doctors</th>
<th>% of Doctors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11-20</td>
<td>74</td>
<td>39</td>
</tr>
<tr>
<td>2</td>
<td>21-30</td>
<td>94</td>
<td>49</td>
</tr>
<tr>
<td>3</td>
<td>31-40</td>
<td>22</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.3.3
Experience of Doctors

From above table and graph, it is observed that majority of the participant Doctors, i.e. 49%, are having experience of 21-30 years, can be considered as ‘Senior Doctors’ and 39% Doctors are having 11-20 years of experience, can be considered as ‘Middle-aged Doctors’. There are only 12% Doctors who are having experience of 31-40 years, which can be considered as ‘Senior-most Doctors’.

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4.3.4 Average Number of Patients checked by Doctors every day:

The researcher has analysed average number of patients checked by the Doctors every day. Based on this, Doctors are categorised in to A, B and C class. The resulted data of average number of patients checked by Doctors every day is summarised in Table No. 4.3.4 and Graph No. 4.3.4.

<table>
<thead>
<tr>
<th>Class</th>
<th>Number of Patients</th>
<th>Number of Doctors</th>
<th>% of Doctors</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>41 &amp; above</td>
<td>62</td>
<td>33</td>
</tr>
<tr>
<td>B</td>
<td>21-40</td>
<td>74</td>
<td>39</td>
</tr>
<tr>
<td>C</td>
<td>01-20</td>
<td>54</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>190</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of, i.e. 39% Doctors are checking 21-40 patients every day, they are categorised in to ‘B’ class, whereas 33% Doctors, are checking 41 and above patients every day, they are categorised in to ‘A’ class, and 28% Doctors are checking 1-20 patients every day, they are categorised in to ‘C’ class. Thus, it is evident that all classes of Doctors are included in this study.

4.3.5 Promotional Tools offered to Doctors in the Last Decade:

The researcher has analysed Doctor’s feedbacks about promotional tools offered by pharma companies in the last decade. The resulted data is summarised in Table No. 4.3.5 and Graph No. 4.3.5.
Table No. 4.3.5
Promotional Tools offered to Doctors in the Last Decade

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Promotional Tools</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Regular MR Visit</td>
<td>190</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Visual Aid Detailing</td>
<td>190</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Physicians’ Samples</td>
<td>190</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Product Literatures / Updates/ Monographs</td>
<td>181</td>
<td>95</td>
</tr>
<tr>
<td>5</td>
<td>Patient Education Booklets</td>
<td>181</td>
<td>95</td>
</tr>
<tr>
<td>6</td>
<td>Medical Books &amp; Journals</td>
<td>149</td>
<td>78</td>
</tr>
<tr>
<td>7</td>
<td>Medical Equipment as Gifts</td>
<td>140</td>
<td>74</td>
</tr>
<tr>
<td>8</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td>190</td>
<td>100</td>
</tr>
<tr>
<td>9</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
<td>169</td>
<td>89</td>
</tr>
<tr>
<td>10</td>
<td>National Conference Sponsorships</td>
<td>115</td>
<td>61</td>
</tr>
<tr>
<td>11</td>
<td>International Conference Sponsorships</td>
<td>58</td>
<td>31</td>
</tr>
<tr>
<td>12</td>
<td>Sponsored Family Tours</td>
<td>54</td>
<td>28</td>
</tr>
<tr>
<td>13</td>
<td>Clinical Trial / Consultancy Honorarium</td>
<td>63</td>
<td>31</td>
</tr>
<tr>
<td>14</td>
<td>Other Emoluments (Cards/ Vouchers, etc.)</td>
<td>87</td>
<td>46</td>
</tr>
<tr>
<td>15</td>
<td>Small Group Meetings</td>
<td>144</td>
<td>76</td>
</tr>
<tr>
<td>16</td>
<td>Continued Medical Education (CME’s)</td>
<td>190</td>
<td>100</td>
</tr>
<tr>
<td>17</td>
<td>Special Activities (Birthday/ Anniversary)</td>
<td>102</td>
<td>54</td>
</tr>
<tr>
<td>18</td>
<td>Advertisements thro’ Mails/ SMS/ Websites</td>
<td>159</td>
<td>84</td>
</tr>
<tr>
<td>19</td>
<td>Media Publicity Activities</td>
<td>38</td>
<td>20</td>
</tr>
</tbody>
</table>

Graph No. 4.3.5
Promotional Tools offered to Doctors in the Last Decade
From earlier table and graph, it is noted that 100% Doctors have accepted that Regular MR Visits, Visual Aid Detailing, Physician’s Samples, Low Value Gifts (Value < Rs.500) and CME’s were offered to them and 95% Doctors have admitted that they were offered Product literatures, Updates, Monographs and Patient Educational Booklets by pharma companies in the last decade, in Ahmednagar district. About 45 to 90% of Doctors admitted that they were offered Product literatures, Updates, Monographs and Patient Educational Booklets by pharma companies in the last decade, in Ahmednagar district. About 45 to 90% of Doctors admitted that they were offered High Value Gifts, Advertisements through Mails/ SMS/ Websites, Medical books & Journals, Small Group Meetings, Medical Equipment as Gifts, National Conference Sponsorships, Special Activities, and Other Emoluments (Cards, Vouchers etc.) Remaining promotional tools such as International Conference Sponsorships, Clinical Trials & Consultancy Honorarium, Sponsored Family Tours, and Media Publicity Activities were offered to a very few per cent of Doctors, in the last decade.

4.3.6 Change in Extent of Promotional Tools used in the Last Decade:

The researcher has analysed the Doctor’s feedbacks about change in extent of promotional tools offered by pharma companies in the last decade in Ahmednagar district. The resulted data is summarised in Table No.4.3.6 and Graph No.4.3.6.

Table No. 4.3.6
Change in Extent of Promotional Tools used in the Last Decade

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of the Promotional Tools</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regular MR Visit</td>
<td>185</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Visual Aid Detailing</td>
<td>26</td>
<td>157</td>
</tr>
<tr>
<td>3</td>
<td>Physicians’ Samples</td>
<td>8</td>
<td>179</td>
</tr>
<tr>
<td>4</td>
<td>Product Literatures/ Updates/ Monographs</td>
<td>173</td>
<td>17</td>
</tr>
<tr>
<td>5</td>
<td>Patient Education Booklets</td>
<td>169</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Medical Books &amp; Journals</td>
<td>111</td>
<td>58</td>
</tr>
<tr>
<td>7</td>
<td>Medical Equipment’s as Gifts</td>
<td>124</td>
<td>45</td>
</tr>
<tr>
<td>8</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td>123</td>
<td>50</td>
</tr>
<tr>
<td>9</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
<td>161</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>National Conference Sponsorships</td>
<td>120</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>International Conference Sponsorships</td>
<td>62</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>Sponsored Family Tours</td>
<td>54</td>
<td>4</td>
</tr>
<tr>
<td>13</td>
<td>Clinical Trial / Consultancy Honorarium</td>
<td>63</td>
<td>2</td>
</tr>
<tr>
<td>14</td>
<td>Other Emoluments (Cards/ Vouchers, etc.)</td>
<td>86</td>
<td>0</td>
</tr>
<tr>
<td>15</td>
<td>Small Group Meetings</td>
<td>144</td>
<td>2</td>
</tr>
<tr>
<td>16</td>
<td>Continued Medical Education (CME’s)</td>
<td>190</td>
<td>0</td>
</tr>
<tr>
<td>17</td>
<td>Special Activities (Birthday/ Anniversary)</td>
<td>95</td>
<td>15</td>
</tr>
<tr>
<td>18</td>
<td>Advertisements thro’ Mails/ SMS/ Websites</td>
<td>158</td>
<td>0</td>
</tr>
<tr>
<td>19</td>
<td>Media Publicity Activities</td>
<td>38</td>
<td>0</td>
</tr>
</tbody>
</table>

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From above table and graph, it is noted that about 50 to 100% of Doctors have accepted that there is large increase in extent of use of CME’s, Regular MR Visits, Product literatures, Updates, Monographs, Patient Educational Booklets, High Value Gifts, Advertisements thro’ Mails/ SMS/ Websites, Small Group Meetings, Medical Equipment as Gifts, Low Value Gifts, National Conference Sponsorships, Medical Books & Journals and Special Activities by pharma companies in the last decade.

Promotional tools like Other Emoluments, Clinical Trials & Consultancy Honorarium, International Conference Sponsorships, Sponsored Family Tours, and Media Publicity Activities were increased in use for a lesser per cent, i.e. 20 to 49% of Doctors, in Ahmednagar district, in the last decade.

Majority of Doctors responded that the use of Physician’s Samples (94%) and Visual Aid Detailing (83%) have decreased in the last decade by pharma companies.
4.3.7 Degree of Liking Promotional Tools (1-Disliked, 5- Most Liked):

The researcher has analysed the Doctor’s feedbacks about their likes and dislikes about promotional tools offered by pharma companies in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.3.7.

Table No. 4.3.7
Degree of Liking Promotional Tools by Doctors

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Promotional Tools</th>
<th>No. of Responses</th>
<th>Avg. Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regular MR Visit</td>
<td>0 9 56 72 53 4</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Visual Aid Detailing</td>
<td>0 30 98 38 24 3</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Physicians’ Samples</td>
<td>27 43 55 31 34 3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Product Literatures / Updates/ Monographs</td>
<td>3 8 56 75 48 4</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Patient Education Booklets</td>
<td>6 10 52 62 60 4</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Medical Books &amp; Journals</td>
<td>0 8 46 77 59 4</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Medical Equipment as Gifts</td>
<td>5 29 66 54 36 3</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td>5 87 67 20 11 3</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
<td>2 7 36 78 67 4</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>National Conference Sponsorships</td>
<td>18 22 36 52 62 4</td>
<td>4</td>
</tr>
<tr>
<td>11</td>
<td>International Conference Sponsorships</td>
<td>51 18 28 36 57 3</td>
<td>3</td>
</tr>
<tr>
<td>12</td>
<td>Sponsored Family Tours</td>
<td>65 22 43 28 32 3</td>
<td>3</td>
</tr>
<tr>
<td>13</td>
<td>Clinical Trial / Consultancy Honorarium</td>
<td>66 28 41 32 23 3</td>
<td>3</td>
</tr>
<tr>
<td>14</td>
<td>Other Emoluments (Cards/ Vouchers, etc.)</td>
<td>62 20 48 36 24 3</td>
<td>3</td>
</tr>
<tr>
<td>15</td>
<td>Small Group Meetings</td>
<td>19 28 72 36 35 3</td>
<td>3</td>
</tr>
<tr>
<td>16</td>
<td>Continued Medical Education (CME’s)</td>
<td>1 0 33 64 92 4</td>
<td>4</td>
</tr>
<tr>
<td>17</td>
<td>Special Activities (Birthday/ Anniversary)</td>
<td>83 44 40 12 11 2</td>
<td>2</td>
</tr>
<tr>
<td>18</td>
<td>Advertisements thro’ Mails/ SMS/ Websites</td>
<td>65 69 38 5 13 2</td>
<td>2</td>
</tr>
<tr>
<td>19</td>
<td>Media Publicity Activities</td>
<td>121 32 24 4 9 2</td>
<td>2</td>
</tr>
</tbody>
</table>

From the above table, it is noted that following promotional tools used by pharma companies are very much liked (Average Score 4) by majority of Doctors. It includes, Medical Books & Journals, Product literatures, Updates, Monographs, CME’s, National Conference Sponsorships, High Value Gifts (Value > Rs.500), Regular MR Visits and Patient Educational Booklets.

Doctors have also accepted that they also liked (Average Score 3) other promotional tools such as, Medical Equipment as Gifts, Visual Aid Detailing, Low Value Gifts (Value < Rs.500), Physician’s Samples, Sponsored Family Tours, Other Emoluments (Cards, Vouchers, etc.), Small Group Meetings, International Conference Sponsorships, Clinical Trials and Consultancy Honorarium.
Remaining promotional tools are slightly liked (Average Score 2) by the Doctors in Ahmednagar district; it includes, Special Activities (Birthday & Anniversary Day), Advertisements through Mails/ SMS/ Websites and Media Publicity Activities.

4.3.8 New Brand Promotional Tools Expected by Doctors from Pharma Companies:

1. Customised Gifts 2. Samples for Personal Use of Doctors
3. Online Seminars 4. Hospital based Equipment
5. Home Theatre 6. Educational CDs
7. Educational Literatures 8. Sponsored Family Tours
11. Smart Phones & Tab’s 12. Useful Gifts for Daily Practice
13. E-Mail Services 14. Lecture by R & D Person from Pharma
15. Academic Inputs 16. Free Medicines for NGO's
17. Scissors 18. Company Tie-Ups with Hospitals
19. Music DVDs 20. Advanced Medical Equipment
21. CME’s for GPs 22. Monthly CME for Product Detailing
27. Clinical Trials 28. Product Demo's to Patients
29. Wall Clock 30. Best Quality at Low Price
4.3.9 Change in Number of Pharmaceutical Companies:

The researcher has analysed the Doctor’s feedbacks about change in number of pharmaceutical companies marketing their products in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.3.9 and Graph No. 4.3.9.

### Table No. 4.3.9
Change in Number of Pharmaceutical Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>166</td>
<td>87</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>24</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Graph No. 4.3.9
Change in Number of Pharmaceutical Companies

From above table and graph, it is noted that majority of, i.e. 87% Doctors have responded that there is considerable increase in number of pharma companies. Remaining 13% Doctors replied that there is moderate increase in number of pharma companies. None of the Doctors has replied that there is decrease in number of pharma companies in the last decade, in Ahmednagar district. Overall, 100% Doctors have responded that there is increase in number of pharma companies in the last decade, in Ahmednagar district.
4.3.10 Change in Number of Divisions of Pharma Companies:

The researcher has analysed Doctor’s feedbacks about change in the number of divisions of pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.3.10 and Graph No. 4.3.10.

Table No. 4.3.10
Change in Number of Divisions of Pharma Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>108</td>
<td>57</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>80</td>
<td>42</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of, i.e. 57%, Doctors have responded that there is considerable increase and 42% Doctors replied that there is moderate increase in the number of divisions of pharma companies in Ahmednagar district in the last decade. Remaining 1% Doctors also replied that there is slight increase in the number of divisions of pharma companies. None of the Doctors has replied that there is decrease in number of divisions of pharma companies. Overall, 100% Doctors have responded that there is increase in number of divisions of pharma companies in the last decade, in Ahmednagar district.
4.3.11 Change in Number of Small or Local Pharma Companies:

The researcher has analysed the Doctor’s feedbacks about change in number of small or local pharma companies in Ahmednagar district in the last decade. Their responses are summarised in Table No. 4.3.11 and graphically represented in Graph No. 4.3.11.

Table No. 4.3.11

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>73</td>
<td>38</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>99</td>
<td>52</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>190</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.3.11

From above table and graph, it is noticed that majority of, i.e. 52%, Doctors have responded that there is moderate increase, 38% Doctors have replied that there is considerable increase and 10% Doctors have replied that there is slight increase in the number of small or local pharma companies in Ahmednagar district in the last decade. None of the Doctors has replied that there is decrease in number of small or local pharma companies. Overall, 100% Doctors replied that there is increase in number of small or local pharma companies in the last decade, in Ahmednagar district.
4.3.12 Change in Extent of Competition among Pharma Companies:

The researcher has analysed the Doctor's feedbacks about change in the extent of competition among pharma companies marketing their products in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.3.12 and graphically represented in Graph No. 4.3.12.

Table No. 4.3.12
Change in Extent of Competition among Pharma Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>174</td>
<td>92</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.3.12
Change in Extent of Competition among Pharma Companies

From above table and graph, it is clearly seen that majority of, i.e. 92%, Doctors responded that there is considerable increase in extent of competition and remaining 8% Doctors replied that there is moderate increase in extent of competition among pharma companies in the last decade. None of the Doctors has responded that there is decrease in competition among pharma companies in the last decade, in Ahmednagar district. Overall, 100% Doctors have replied that there is increase in extent of competition among pharma companies in the last decade, in Ahmednagar district.
4.3.13 Change in Frequency of Launching New Products:

The researcher has analysed the Doctor’s feedbacks about change in frequency of launching new products by pharma companies in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.3.13 and Graph No. 4.3.13.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>120</td>
<td>63</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>68</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is evidently seen that majority of, i.e. 63%, Doctors have responded that there is considerable increase, 36% Doctors have replied that there is moderate increase and remaining 1% Doctors have responded that there is slight increase in frequency of launching new products by pharma companies in the last decade, in Ahmednagar district. None of the Doctors has replied that there is decrease in frequency of launching new products by pharma companies. Overall, 100% Doctors have replied that there is increase in frequency of launching new products by pharma companies in the last decade, in Ahmednagar district.
4.3.14 Change in Prices of Medicines:

The researcher has analysed the Doctor's feedbacks about change in prices of prescription-based medicines marketed by the pharma companies in the last decade. The resulted data is summarised in Table No. 4.3.14 and Graph No. 4.3.14.

Table No. 4.3.14
Change in Prices of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>154</td>
<td>81</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of, i.e. 81% Doctors have replied that there is considerable increase and 4% doctors replied that there is moderate increase in prices of medicines. On the other hand, 12% Doctors replied that there is moderate decrease, 2% Doctors replied that there is considerable decrease and remaining 1% Doctors replied that there is slight decrease in prices of medicines and none of the Doctors replied that there is no change in prices of medicines in the last decade. Overall, 85% Doctors have replied that there is increase in prices of medicines by pharma companies in the last decade, in Ahmednagar district.
4.3.15 Change in Availability of Medicines:

The researcher has analysed the Doctor’s feedbacks about change in the availability of medicines at chemist’s shops in Ahmednagar district, in the last decade. The resulted data is summarised in the Table No. 4.3.15 and represented in Graph No. 4.3.15.

**Table No. 4.3.15**
Change in Availability of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>78</td>
<td>41</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>100</td>
<td>53</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.3.15**
Change in Availability of Medicines

From above table and graph, it is noted that majority of, i.e. 53% Doctors, have responded that there is moderate improvement, 41% Doctors have replied that there is considerable improvement, 6% Doctors replied that there is slight improvement in availability of medicines at chemist’s shops and none of the Doctors replied that there is decline in availability of medicines at chemist’s shops in Ahmednagar district, in the last decade. Overall, 100% Doctors have replied that there is improvement in availability of medicines at chemist’s shops in Ahmednagar district, in the last decade.
4.3.16 Change in Quality of Medicines:

The researcher has analysed the Doctor’s feedbacks about change in the quality of medicines marketed by the pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.3.16 and Graph No. 4.3.16.

Table No. 4.3.16
Change in Quality of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>79</td>
<td>42</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>92</td>
<td>48</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.3.16
Change in Quality of Medicines

From above table and graph, it is noticed that majority of, i.e. 48% Doctors have responded that there is moderate improvement in quality of medicines, 42% Doctors have replied that there is considerable improvement and 9% Doctors replied that there is slight improvement in quality of medicines. On the other hand, 1% Doctors responded that there is slight decline in quality of medicines in the last decade, in Ahmednagar district. Overall, 99% Doctors have replied that there is improvement in quality of prescription-based medicines in the last decade, in Ahmednagar district.
4.3.17 Change in Packaging of Medicines:

The researcher has analysed the Doctor's feedbacks about change in packaging of prescription medicines in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.3.17 and graphically represented in Graph No. 4.3.17.

Table No. 4.3.17
Change in Packaging of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>89</td>
<td>47</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>95</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>190</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.3.17
Change in Packaging of Medicines

From above table and graph, it is clearly observed that majority of, i.e. 50% Doctors have responded that there is moderate improvement, 47% Doctors replied that there is considerable improvement and remaining 3% Doctors replied that there is slight improvement in packaging of medicines in the last decade, in Ahmednagar district. None of the Doctors has responded that there is decline in packaging of medicines in the last decade. Overall, 100% Doctors have replied that there is improvement in packaging of prescription-based medicines in the last decade, in Ahmednagar district.
4.3.18 Change in Dosage Convenience:

The researcher has analysed the Doctor’s feedbacks about change in dosage convenience of patients in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.3.18 and Graph No. 4.3.18.

Table No. 4.3.18
Change in Dosage Convenience

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>74</td>
<td>39</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>108</td>
<td>57</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of i.e. 57%, Doctors, have responded that there is moderate improvement; 39% Doctors replied that there is considerable improvement and remaining 4% Doctors replied that there is slight improvement in dosage convenience of medicines in the last decade, in Ahmednagar district. None of the Doctors has responded that there is any decline in the dosage convenience of medicines in the last decade. Overall, 100% Doctors have replied that there is improvement in dosage convenience of prescription-based medicines in the last decade, in Ahmednagar district.
4.3.19 Change in Patient’s Compliance:

The researcher has analysed the Doctor’s feedbacks about change in patients’ compliance due to prescription-based medicines marketed by the pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No.4.3.19 and graphically represented in Graph No.4.3.19.

Table No. 4.3.19
Change in Patient’s Compliance

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>69</td>
<td>36</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>112</td>
<td>59</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.3.19
Change in Patient’s Compliance

From above table and graph, it is noted that majority of, i.e. 59% Doctors have responded that there is moderate improvement, 36% Doctors have replied that there is considerable improvement, 5% Doctors replied that there is slight improvement in patient’s compliance and none of the Doctor has replied that there is decrease in patient’s compliance in the last decade. Overall, 100% Doctors have replied that there is improvement in patient’s compliance in the last decade, in Ahmednagar district.
4.3.20 Change in Services to Patients:

The researcher has analysed the Doctor’s feedbacks about change in services to patients like free check-ups and camps by the pharma companies marketing prescription-based medicines in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.3.20 and Graph No. 4.3.20.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>21</td>
<td>11</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>95</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>63</td>
<td>33</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>190</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of, i.e. 50% Doctors have responded that there is moderate improvement, 33% Doctors have replied that there is slight improvement and 11% Doctors replied that there is considerable improvement in services to patients. On the other hand, 4% Doctors have replied that there is no change and only 2% Doctors replied that there is slight decline in services to patients, in the last decade, in Ahmednagar district. Overall, 94% Doctors have replied that there is improvement in services to patients in the last decade, in Ahmednagar district.
4.3.21 Change in Patient’s Awareness:

The researcher has analysed the Doctor’s feedbacks about change in patient’s awareness created by the pharma companies in the last decade in Ahmednagar district. The resulted data is summarised in Table No.4.3.21 and Graph No.4.3.21.

Table No. 4.3.21
Change in Patient’s Awareness

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>109</td>
<td>57</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>64</td>
<td>34</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of, i.e. 57%, Doctors have responded that there is moderate improvement in patient’s awareness, 34% Doctors have replied that there is slight improvement, 8% Doctors replied that there is considerable improvement in patient’s awareness, in the last decade in the Ahmednagar district. On the other hand, 1% Doctors replied that there is no change and none of the Doctors has responded that there is decline in patient’s awareness in the last decade. Overall, 99% Doctors have replied that there is improvement in patient’s awareness in the last decade in Ahmednagar district.
4.3.22 Change in Marketing Strategies of Pharma Companies:

The researcher has analysed Doctor’s feedbacks about change in marketing strategies of pharma companies in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.3.22 and graphically represented in Graph No. 4.3.22.

**Table No. 4.3.22**
Change in Marketing Strategies of Pharma Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>32</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>92</td>
<td>48</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>53</td>
<td>28</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of i.e. 48% Doctors, replied that there is moderate improvement, 28% Doctors replied that there is slight improvement, 17% Doctors replied that there is considerable improvement in marketing strategies of pharma companies. Whereas 4% Doctors replied that there is considerable decline, 2% Doctors replied that there is moderate decline and 1% Doctors replied that there is slight decline in marketing strategies of pharma companies, in the last decade. Overall, 93% Doctors have replied that there is improvement in marketing strategies of pharma companies in the last decade, in Ahmednagar district.
4.3.23 Change in Marketing Communication Messages:

The researcher has analysed the Doctor’s feedbacks about change in marketing communication messages designed by pharma companies in the last decade. The resulted data is summarised in Table No. 4.3.23 and Graph No. 4.3.23.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>84</td>
<td>44</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>78</td>
<td>41</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of, i.e. 44%, Doctors have responded that there is moderate improvement, 41% Doctors have replied that there is slight improvement and 8% Doctors replied that there is considerable improvement in marketing communication messages designed by pharma companies in the last decade. On the other hand, 1% Doctors replied that there is no change and 4% Doctors have responded that there is slight decline in marketing communication messages designed by pharma companies in the last decade in Ahmednagar district.
4.3.24 Change in Quality of Brand Promotional Tools:

The researcher has analysed the Doctor’s feedbacks about change in quality of brand promotional tools offered by pharma companies marketing prescription-based medicines in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.3.24 and graphically represented in Graph No. 4.3.24.

Table No. 4.3.24
Change in Quality of Brand Promotional Tools

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>93</td>
<td>49</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>71</td>
<td>37</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of, i.e. 49% Doctors have responded that there is moderate improvement, 37% Doctors have replied that there is slight improvement and 4% Doctors replied that there is considerable improvement in quality of brand promotional tools offered by pharma companies, in the last decade. On the other hand, 2% Doctors have responded that there is no change & 8% Doctors have replied that there is slight decline in the quality of brand promotional tools designed by pharma companies in the last decade in Ahmednagar district.
4.3.25 Change in Novelty of Brand Promotional Tools:

The researcher has analysed the Doctor’s feedbacks about change in novelty of brand promotional tools offered by pharma companies in the last decade. The resulted data is summarised in Table No. 4.3.25 and graphically represented in Graph No. 4.3.25.

**Table No. 4.3.25**
Change in Novelty of Brand Promotional Tools

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>19</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>106</td>
<td>56</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>61</td>
<td>32</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.3.25**
Change in Novelty of Brand Promotional Tools

From above table and graph, it is noted that majority of, i.e. 56% Doctors have responded that there is moderate improvement, 32% Doctors have replied that there is slight improvement & 10% Doctors replied that there is considerable improvement in novelty of brand promotional tools offered by pharma companies, in the last decade. On the other hand, 2% Doctors responded that there is no change and none of the Doctors has replied that there is decline in novelty of brand promotional tools offered by pharma companies. Overall, 98% Doctors have replied that there is improvement in novelty of brand promotional tools offered by pharma companies in the last decade.
4.3.26 Change in Pharma Marketing Approach from Ethical to Unethical:

The researcher has analysed the Doctor’s feedbacks about change in marketing approach of pharma companies in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.3.26 and Graph No. 4.3.26.

**Table No. 4.3.26**

Change in Pharma Marketing Approach from Ethical to Unethical

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>108</td>
<td>57</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>76</td>
<td>40</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.3.26**

Change in Pharma Marketing Approach from Ethical to Unethical

From above table and graph, it is noted that majority of, i.e. 57% Doctors have responded that there is considerable increase, 40% Doctors have replied that there is moderate increase, and 3% Doctors replied that there is slight increase in unethical approach of pharma marketing, in the last decade, in Ahmednagar district. None of the Doctors has responded that there is decrease in unethical approach of pharma marketing, in the last decade, in Ahmednagar district. Overall, 100% Doctors have replied that there is increase in unethical approach of pharma companies marketing prescription-based medicines, in Ahmednagar district, in the last decade.
4.3.27 Positive and Negative Changes noticed by the Doctors:

The researcher has collected open-ended feedbacks of Doctors about positive and negative changes they have noticed in pharma marketing scenario in the last decade. The major responses are analysed and summarised as below.

A. Positive Changes:

1. Academic inputs like CDs, books, research articles are improved.
2. All medicines are easily available now.
3. Area coverage by pharma companies have improved.
5. Better print media or Marketing communications by companies.
6. Companies are taking feedbacks about their products from Doctors.
7. Concepts are effectively clarified by MRs & Managers.
8. Customised approach with each Doctor.
9. Competitive pricing or Decrease in prices due to increase in competition.
10. Detail scientific information, product profiles & updates are easily provided by pharma companies.
11. Direct benefits are now given to prescriber, i.e. Doctor.
12. Due to increased competition more divisions are created for frequent visits.
15. Many new molecules with better efficacy are introduced quickly in India.
16. More number of substitute brands is available to prescribe.
17. Multinational companies give good quality medicines.
18. Multiple options with quality & prices are available now.
19. New good combinations of drug have introduced.
20. Numbers of CMEs have increased to update the knowledge.
21. Number of companies has increased.
22. Only product specifications are highlighted by MRs.
23. Prices of good products of MNC's have come under control.
24. Quality products with established clinical trials are available.
25. R & D investments have increased.
26. Some companies have very descent & properly groomed MR’s.
27. Sponsorships for Academic development of Doctors.
28. Usage of multimedia for marketing communications.
29. Consideration of better patient compliance by pharma companies.
30. Business of MNC’s is not much affected even with increased competition.
31. Usage of Health Insurance is increasing in India.
32. New advanced drug molecules are launched very frequently.
33. Pharma companies with good R & D are dominating the business.
34. Company services to Doctors have improved as compared to past.
35. Pharma companies are coming with very innovative marketing strategies.

B. Negative Changes:

1. Increased expectations from Doctors by pharma companies.
2. Decrease in free samples and educative materials.
3. Much more pushy and aggressive marketing.
4. Brand names are not properly selected by some companies.
5. Brand promotion based on gifts & other monetary benefits is increasing.
6. Target oriented and percentage based monetary incentives are offered to Doctors.
7. Competition among pharma companies has increased a lot.
8. Give & take or Cut practice or Commercial dealings with Doctors are increased.
9. Detailing quality or value addition by MR’s has decreased.
10. Due to increasing competition, some product’s quality has compromised.
11. Educational merit and product knowledge of MR has decreased.
12. Frequent shift of MR's from one company to other.
13. Government has no regulations on PCD/ Local pharma companies.
14. Irrational combinations of drugs are marketed.
15. Local companies approaching more aggressively to Doctors.
16. Marketing gimmicks are confusing the Doctors.
17. Medicine prices are increasing a lot due to Doctor-Pharma nexus.
18. MR pressures to give more prescriptions have increased.
19. MR visits are irregular.
20. MR's are selecting only limited Doctors.
21. Negative propaganda or drawbacks about competitor's products are promoted.
22. Newer molecules are unnecessarily promoted over older good molecules.
23. Over the counter & self-medication by patients with the help of Chemists is increased.

24. Promotion of allopathic medicines to practitioners of other therapies.

25. Propaganda companies have increased margins by 30-50%.

26. Government doesn’t have proper control on quality of drugs.

27. Doctor’s queries are not resolved properly by MR’s.

28. Same drugs are promoted by different divisions of the same company with different brand names.

29. Show-off by MR's has increased.

30. Some companies take Doctors for granted for business support.

31. Substandard medicines are prescribed more by some Doctors.

32. To many divisions of same pharma companies are confusing.

33. Too frequent visits by MR's are boring.

34. Unethical or corrupt promotion has increased leading to unhealthy competition.

35. Unwanted brand reminder SMS are sent by MR’s/ pharma companies.

36. More numbers of local/ propaganda companies are entering in pharma market.

37. Company mergers and acquisitions are increasing by pharma majors.

38. MNC’s are buying small pharma companies in India.

39. Commercialization & unethical promotion by pharma companies is increased.

40. Overall quality of MR’s & Managers of pharma companies have declined.

41. Cost of therapy of medicines for patients has increased a lot.

42. Business ethics are declining with increasing competition in pharma industry.

43. Pharma companies are buying Doctors by offering monetary incentives.
4.3.28 Impact on Number of Substitutes Available to Prescribe:

The researcher has analysed the Doctor’s feedbacks about impact of changing marketing scenario on number of substitutes available for them to prescribe, in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.3.28 and Graph No. 4.3.28.

Table No. 4.3.28
Impact on Number of Substitutes Available to Prescribe

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>146</td>
<td>77</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>44</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.3.28
Impact on Number of Substitutes Available to Prescribe

From above table and graph, it is noted that majority of, i.e. 77% Doctors have responded that there is considerable increase and 23% Doctors responded that there is moderate increase in number of substitutes available to prescribe in the last decade. None of the Doctors replied that there is decrease in number of substitutes available to prescribe. Overall, 100% Doctors have replied that there is increase in number of substitutes available to prescribe in the last decade, in Ahmednagar district.
4.3.29 Impact on Time spent for Counselling Patients:

The researcher has analysed the Doctor’s feedbacks about impact of changing marketing scenario on time spent by them for counselling patients in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.3.29 and graphically represented in Graph No. 4.3.29.

### Table No. 4.3.29
Impact on Time spent for Counselling Patients

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>32</td>
<td>17</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>131</td>
<td>69</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>21</td>
<td>11</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Graph No. 4.3.29
Impact on Time spent for Counselling Patients

From above table and graph, it is noted that majority of, i.e. 69% Doctors have responded that there is slight decrease, 11% Doctors replied that there is moderate decrease and 1% Doctors replied that there is considerable decrease in time spent by them for counselling patients. On the other hand, 17% Doctors replied that there is no change and 2% Doctors have replied that there is slight increase in time spent by them for counselling patients. Overall, 81% Doctors in Ahmednagar district have responded that there is decrease in time spent by them for counselling patients in the last decade.
4.3.30 Impact on Cure Rate of Patients:

The researcher has analysed the Doctor’s feedbacks about impact of changing marketing scenario on cure rate of patients due to prescription-based medicines marketed by the pharma companies in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.3.30 and Graph No. 4.3.30.

Table No. 4.3.30
Impact on Cure Rate of Patients

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>72</td>
<td>38</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>105</td>
<td>55</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.3.30
Impact on Cure Rate of Patients

From above table and graph, it is noticed that majority of, i.e. 55% Doctors have responded that there is moderate improvement in cure rate of patients, 38% Doctors have replied that there is considerable improvement, 6% Doctors replied that there is slight improvement, whereas, 1% Doctors replied that there is no impact on cure rate of patients, in the last decade, in Ahmednagar district. Overall, 99% Doctors have replied that there is improvement in cure rate of patients, in the last decade.
4.3.31 Impact on Average Number of Patients:

The researcher has analysed the Doctor’s feedbacks about impact of changing marketing scenario on average number of patients checked by them daily in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.3.31 and graphically represented in Graph No. 4.3.31.

Table No. 4.3.31
Impact on Average Number of Patients

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>127</td>
<td>67</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>31</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.3.31
Impact on Average Number of Patients

From above table and graph, it is noted that majority of, i.e. 67% Doctors have responded that there is moderate increase, 16% Doctors have replied that there is slight increase, 7% Doctors replied that there is considerable increase in average number of patients, checked by them, in the last decade, however, 10% Doctors replied that there is no change. Overall, 90% Doctors have replied that there is increase in average number of patients checked by them, in the last decade.
4.3.32 Impact on Knowledge Update Status of Doctor:

The researcher has analysed the Doctor’s feedbacks about impact of changing marketing scenario on their knowledge update status in the last decade. The resulted data is summarised in Table No. 4.3.32 and Graph No. 4.3.32.

**Table No. 4.3.32**
Impact on Knowledge Update Status of Doctor

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>19</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>114</td>
<td>60</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>50</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.3.32**
Impact on Knowledge Update Status of Doctor

From above table and graph, it is noticed that majority of, i.e. 60% Doctors have responded that there is moderate improvement, 26% Doctors have replied that there is slight improvement and 10% Doctors replied that there is considerable improvement in their knowledge update status due to changing marketing scenario in prescription-based medicines. On the other hand, 4% Doctors have replied that there is no change and none of the Doctors has responded that there is decline in their knowledge update status. Overall, 96% Doctors have replied that there is improvement in their knowledge update status due to changing marketing scenario in the last decade.
4.3.33 Impact on Number of Medical Representatives and Managers:

The researcher has analysed the Doctor’s feedbacks about impact of changing marketing scenario on number of Medical Representatives and Managers in the last decade. The resulted data is summarised in Table No. 4.3.33 and Graph No. 4.3.33.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>120</td>
<td>63</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>68</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is noticed that majority of, i.e. 63% Doctors have responded that there is considerable increase, 36% Doctors have replied that there is moderate increase, and 1% Doctors replied that there is slight increase in number of Medical Representatives and Managers in the last decade, in Ahmednagar district. None of the Doctors have responded that there is decrease number of MRs and Managers in the last decade in Ahmednagar district. Overall, 100% Doctors have replied that there is increase in number of MR’s and Managers in the last decade.
4.3.34 Impact on Business Expectations of MR's & Managers:

The researcher has analysed the Doctor’s feedbacks about impact of changing marketing scenario on business expectations of MR’s & Managers from them in the last decade. The resulted data is summarised in Table No. 4.3.34 & Graph No. 4.3.34.

**Table No. 4.3.34**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>105</td>
<td>55</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>77</td>
<td>41</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of, i.e. 55% Doctors have responded that there is considerable increase, 41% Doctors have replied that there is moderate increase and 4% Doctors have replied that there is slight increase in business expectations of MR’s and Managers from them. None of the Doctors has responded that there is decrease in business expectations of MR’s and Managers. Overall, 100% Doctors have replied that there is increase in business expectations of MR’s and Managers from them, in the last decade in Ahmednagar district.
4.3.35 Impact on Relationships with MR's & Managers:

The researcher has analysed the Doctor’s feedbacks about impact of changing marketing scenario on their relationships with MR’s & Managers in the last decade. The resulted data is summarised in Table No. 4.3.35 and Graph No. 4.3.35.

**Table No. 4.3.35**

Impact on Relationships with MR's & Managers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personal to Personal</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Personal to Professional</td>
<td>49</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>Personal to Commercial</td>
<td>102</td>
<td>54</td>
</tr>
<tr>
<td>4</td>
<td>Professional to Personal</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Professional to Professional</td>
<td>19</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Professional to Commercial</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Commercial to Personal</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>8</td>
<td>Commercial to Professional</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>9</td>
<td>Commercial to Commercial</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>190</td>
<td>100</td>
</tr>
</tbody>
</table>

**Graph No. 4.3.35**

Impact on Relationships with MR's & Managers

From above table and graph, it is noted that majority of, i.e. 54% Doctors replied that their relationship with MR’s & Managers has changed from personal to commercial, 26% Doctors replied that their relationship has changed from personal to professional, 10% Doctors replied that their relationship has remained as professional, 7% Doctors replied that their relationship has changed from professional to commercial, 2% Doctors replied that their relationship has changed from professional to personal, and only 1% Doctors replied that their relationship has remained as personal. Overall,
80% Doctors in Ahmednagar district replied that their relationships with MR’s & Managers have changed from personal to commercial or professional in last decade.

4.3.36 Impact on Frequency of Shifting Companies by MR's & Managers:

The researcher has analysed Doctor’s feedbacks about impact of changing marketing scenario on frequency of shifting pharma companies by MR’s & Managers in the last decade. The resulted data is summarised in Table No. 4.3.36 and Graph No. 4.3.36.

Table No. 4.3.36
Impact on Frequency of Shifting Companies by MR's & Managers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>93</td>
<td>49</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>84</td>
<td>44</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.3.36
Impact on Frequency of Shifting Companies by MR's & Managers

From above table and graph, it is noted that majority of, i.e. 49%, Doctors replied that there is considerable increase, 44% Doctors replied that there is moderate increase and 7% Doctors replied that there is slight increase in frequency of shifting pharma companies by MR’s & Managers. None of the Doctors replied that there is decrease in frequency of shifting companies by MR’s & Managers in the last decade. Overall, 100% Doctors replied that there is increase in frequency of shifting pharma companies by MR’s & Managers in Ahmednagar district, in the last decade.
4.3.37 Impact on Overall Quality of MR's:

The researcher has analysed Doctor’s feedbacks about impact of changing marketing scenario on overall quality of MR’s in Ahmednagar district. The resulted data is summarised in Table No. 4.3.37 and graphically represented in Graph No. 4.3.37.

Table No. 4.3.37
Impact on Overall Quality of MR's

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>61</td>
<td>32</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>77</td>
<td>41</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>31</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.3.37
Impact on Overall Quality of MR's

From above table and graph, it is noted that majority of, i.e. 41% Doctors replied that there is moderate decline, 32% Doctors replied that there is slight decline and 16% Doctors replied that there is considerable decline in overall quality of MR’s. On the other hand, 5% Doctors replied that there is slight improvement, 3% Doctors replied that there is moderate improvement, 1% Doctors replied that there is considerable improvement and 2% Doctors replied that there is no impact on overall quality of MR’s, in the last decade. Overall, 89% Doctors replied that there is improvement in overall quality of MR’s, in the last decade, in Ahmednagar district.
4.3.38 Changing Marketing Trends Satisfaction:

The researcher has analysed the Doctor’s satisfaction level about changing marketing trends in prescription-based medicines marketed by pharma companies in the last decade. The resulted data is summarised in Table No. 4.3.38 and Graph No. 4.3.38.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Satisfaction Level</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>71</td>
<td>37</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>90</td>
<td>47</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>190</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it is noted that majority of, i.e. 47%, Doctors have responded that they are dissatisfied, 37% Doctors have replied that they are highly dissatisfied and 4% Doctors have replied that they are slightly dissatisfied with the changing marketing trends in prescription-based medicines. On the other hand, 6% Doctors have replied that they are satisfied, 2% Doctors have replied that they are slightly satisfied and only 3% Doctors have replied that they are neutral about the changing marketing trends in prescription-based medicines in the last decade.
4.3.39 Expectations of Doctors from Pharma Companies:

The researcher has collected open ended feedbacks of Doctors to know their expectations from pharma companies. The major responses are summarised as below.

A. Do’s:

1. Academic activities for GPs & new Doctors.
2. Better quality medicines with technological advancement should be introduced.
3. Bring down the prices of medicines without compromising its quality.
4. Catch young Doctors earlier.
5. Dosage convenience needs to be improved.
6. Come out with specific disease oriented drugs.
7. Easy to remember brand name.
8. Educational literatures & CD's should be increased.
9. Full course of samples should be provided to enable trial on patients.
10. Good detailing & presentation, appearance of MRs should be ensured.
11. Good quality medicines should be available at reasonable price.
12. GP & consultant product differentiation should be there.
13. Polite, Honest & Ethical promotion should be ensured.
14. Increase sampling and also provide samples for Doctors’ personal use.
15. Ask all Doctors about their needs and keep them happy.
16. Lady Doctor Gifts should be given.
17. More importance should be given to qualified Doctors.
18. More patient oriented pharma marketing should be ensured.
19. MR's should have patience for getting the Rx support from Doctors.
20. New product should be launched with good quantity of samples for trials.
22. Out of gratitude Rx business should be developed.
24. Product updates should be provided regularly.
25. Regular MR or Manager visits.
26. Doctor specific brand promotion should be ensured.
27. Sponsor Educational expenses of deserving medical students.
28. The prices of the same drug from different companies should be in the same range.
B. Don’ts:

1. Avoid communicating the demerits of the competitor brands.
2. Avoid Unhealthy competition with other companies.
3. Avoid gifting & commercialization or bribing to Doctors.
4. Avoid promoting too many brands.
5. Begging should not be done for getting Rx support from Doctors.
6. Don’t increase the prices of medicines.
7. Cash incentives & foreign tours to Doctors should be stopped.
8. Direct comparison of brands should be avoided.
9. Don't play with life of patients by supplying substandard medicines.
10. Don't pressurize doctors to prescribe products.
11. Phone calls and SMS for brand promotion should be not be used.
12. Don't sponsor family tours & personal requirements of Doctors.
13. Cash deals, Sponsorships and gifts to Doctors should be stopped.
14. Free Sampling should be stopped or decreased.
15. Frequent changes of brand name, contents, packing & volume.
16. Give & take or Unethical brand promotion should be stopped.
17. Good molecules in DPCO should not be discontinued.
18. Irrational combinations should be avoided.
19. Less sampling should be avoided.
20. Low quality gifts to be stopped.
21. Mere English communication has no importance.
22. More Lectures / CME's should be arranged regularly.
23. MR should take less time of Doctors.
24. MR visits should be decreased to monthly once.
25. Over pampering of some products should be stopped.
26. Promotion of allopathic medicines to non-allopathic Doctors.
27. Promotional expenses should be decreased to decrease medicine prices.
28. Stop trying to buy Doctors.
29. Unnecessary promotion of new advanced molecules should be avoided.
4.3.40 Factors considered by Doctors while Prescribing Medicine Brands: (Rating Scale: 5- Most Preferred to 1-Least Preferred)

The researcher has analysed the Doctor’s feedbacks about factors considered by them while prescribing medicine brands of pharma companies. The resulted data is summarised in Table No. 4.3.40.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of Brand Selection Factor</th>
<th>No. of Responses</th>
<th>Avg. Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Better Quality</td>
<td>0 0 10 70 110</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Better Results</td>
<td>0 0 0 30 160</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Low Price</td>
<td>6 10 44 74 56</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Free Samples</td>
<td>50 53 38 24 25</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Good Brand Reminders / Gifts</td>
<td>0 6 43 72 69</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Easy Availability</td>
<td>6 13 44 54 73</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Regular M.R. Visit</td>
<td>0 21 63 56 50</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>Company Reputation</td>
<td>0 1 46 65 78</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>Free Medical Check-ups / Camps</td>
<td>59 44 48 24 15</td>
<td>2</td>
</tr>
<tr>
<td>10</td>
<td>Sponsorships (Conference &amp; other)</td>
<td>32 24 42 41 51</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>Other Emoluments / Benefits</td>
<td>6 23 58 62 41</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>Easy to Recall Brand Name</td>
<td>11 28 79 59 13</td>
<td>3</td>
</tr>
<tr>
<td>13</td>
<td>Rapport with M.R. / Manager</td>
<td>3 14 77 77 19</td>
<td>4</td>
</tr>
</tbody>
</table>

From the above table, it is noted that following factors were most preferred (Avg. Score 5) by majority of Doctors; it includes, Better Quality & Better Results.

Other brand selection factors which were more preferred (Avg. Score 4) by the Doctors are: Low Price, Good Brand Reminders/ Gifts, Easy Availability, Regular M.R. Visit, Company Reputation, Other Emoluments & Rapport with MR/ Manager.

Some brand selection factors, which were preferred (Avg. Score 3) by the Doctors are, Free Samples, Sponsorships (Conference & other) & Easy to Recall Brand Name.

Other factor which was least preferred (Avg. Score 2) by the Doctors is Free Medical Check-ups / Camps.
4.3.41 Predictions about Future Marketing Trends of Pharma Companies:

The researcher has collected open ended feedbacks of Stockists to know their predictions about future marketing trends of pharma companies considering the past and present marketing trends. The major responses are summarised as below.

1. Commercialization will increase further unless Govt. imposes strict rules to pharma.
2. Commercialization will increase price of medicine & quality may be compromised.
3. Companies will purchase most of Doctors & will keep hold on their prescriptions.
4. Competition will be more fierce, so unethical/ give & take practices will increase.
5. Customised, one to one, brand promotion by pharma companies will increase.
6. Doctors may become the partners / Directors of pharma companies.
7. Due to GATT implementation smaller companies will vanish.
8. Due to increasing pharma competition, quality of medicines may be improved.
9. Generic medicines system may come in future in India.
10. Good pharma marketing trends may come back again.
11. Increasing Patient awareness may regularize the price differences in future.
12. Low quality products are likely to get in with good marketing gimmicks.
13. Merit of all medical services & ethical practices will reduce.
14. MNC’s and Companies with good R & D backup will only survive in future.
15. Online support system by pharma companies may develop & improve further.
16. Pharma companies may come out with network marketing.
17. Pharma companies will hire hospitals and Doctors at major cities in future.
18. Pharma companies with good quality, better price and good relations with Doctors will only survive in future.
19. Pharma Industry would become one more source of income for Doctors.
20. Pharma market may go in the hands of insurance companies.
21. Pharma marketing will be more specialties oriented in future.
22. Pharma marketing will become more aggressive, commercial & unethical.
23. Product advancements will continue further in pharma industry.
24. Product quality will decline further & prices will increase exploiting the patients.
25. Research based molecules will be decreased in future.
26. Use of Telemarketing or e-marketing in pharma business will increase.
4.4 Data Analysis of Responses from Chemist’s Questionnaires:

4.4.1 Types of Chemists:

The researcher has analysed the feedbacks of 95 Chemists who were having at least ten years of experience of selling prescription-based medicines in Ahmednagar district, in the last decade. The resulted data is summarized in Table No. 4.4.1 and Graph No. 4.4.1.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Types of Chemist</th>
<th>No. of Chemists</th>
<th>% Chemists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Attached</td>
<td>36</td>
<td>38</td>
</tr>
<tr>
<td>2</td>
<td>Isolated</td>
<td>59</td>
<td>62</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table and graph, it can be observed that amongst all Chemists, 38% Chemists are attached to Doctors or Hospitals and 62% Chemists are isolated, i.e. Number of isolated Chemists is more than attached Chemists, who have participated in this research study. It can be concluded that, majority of Chemists having more than ten years of pharma selling experience are having isolated medical stores whereas majority of Chemists having medical shops attached to some hospital or Doctor’s clinic are having less experience of pharma selling as compared to isolated Chemists in Ahmednagar district.
4.4.2 Experience of Chemists:

The researcher has analysed feedbacks of Chemists who have experience about selling prescription-based medicines, in the last decade, in Ahmednagar district. The resulted data is summarized in Table No. 4.4.2 and Graph No. 4.4.2.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>No. of Years</th>
<th>No. of Chemists</th>
<th>% Chemists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11-20</td>
<td>72</td>
<td>76</td>
</tr>
<tr>
<td>2</td>
<td>21-30</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be observed that amongst all Chemists, 76% of Chemists are having experience of 11-20 years and 24% of Chemists are having experience of 21-30 years i.e. numbers of Chemists in Ahmednagar district have increased to a greater extent in the last decade.

4.4.3 Promotional Tools offered to Chemists in the Last Decade:

The researcher has analysed the Chemist’s feedbacks about promotional tools offered by various pharma companies in the decade in Ahmednagar district. The resulted data is summarized in Table No. 4.4.3 and Graph No. 4.4.3.
Table No. 4.4.3
Promotional Tools offered to Chemists in the Last Decade

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of the Promotional Tools</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>1</td>
<td>Trade Discounts</td>
<td>90</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Promotional Schemes</td>
<td>95</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Special / Extra Schemes</td>
<td>85</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Credit Facility by Stockists</td>
<td>95</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td>45</td>
<td>50</td>
</tr>
<tr>
<td>6</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
<td>35</td>
<td>60</td>
</tr>
<tr>
<td>7</td>
<td>Group Meetings</td>
<td>25</td>
<td>70</td>
</tr>
<tr>
<td>8</td>
<td>Birthday &amp; Anniversary Day Activities</td>
<td>15</td>
<td>80</td>
</tr>
<tr>
<td>9</td>
<td>Letters / Mails / SMS for Schemes</td>
<td>75</td>
<td>20</td>
</tr>
</tbody>
</table>

Graph No. 4.4.3
Promotional Tools offered to Chemists in the Last Decade

From above table and graph, it can be noted that 100% Chemists have accepted that Promotional Schemes & Credit Facility by Stockists were offered to them by pharma companies in the last decade. About 75 to 95% of Chemists admitted that Trade Discounts, Special Schemes, Letters / Mails/ SMS for Schemes were offered to them. 50 to 90% of Chemists admitted that they were not offered promotional tools like Low Value Gifts, High Value Gifts, Group Meetings and Birthday & Anniversary Day Activities in last decade.

4.4.4 Change in Extent of Promotional Tools offered in the Last Decade:
The researcher has analysed the Chemist’s feedbacks about change in extent of promotional tools offered to them by various pharma companies in the last decade. The resulted data is summarised in Table No. 4.4.4 and Graph No. 4.4.4.
Table No. 4.4.4
Change in Extent of Promotional Tools used in the Last Decade

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Promotional Tools</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>↑    ↓    --    ↑    ↓    --</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Trade Discounts</td>
<td>85    5   5   89    5   5</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Promotional Schemes</td>
<td>95    0   0   100   0   0</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Special / Extra Schemes</td>
<td>80    10  5   84    11  5</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Credit Facility by Stockists</td>
<td>25    0   70  26    0   74</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td>15    40  40  16    42  42</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
<td>20    20  55  21    21  58</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Group Meetings</td>
<td>25    0   70  26    0   74</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Birthday &amp; Anniversary Day Activities</td>
<td>15    5   75  16    5   79</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Letters / Mails / SMS for Schemes</td>
<td>45    15  35  47    16  37</td>
<td></td>
</tr>
</tbody>
</table>

Graph No. 4.4.4
Change in Extent of Promotional Tools used in the Last Decade

From above table and graph, it can be noted that majority of, i.e. 80 to 100% Chemists, have accepted that there is large increase in extent of use of Promotional Schemes, Trade Discounts, and Special or Extra Schemes for Chemists in Ahmednagar district by pharma companies, in the last decade.

About 20 to 50% Chemists have admitted that there is small increase in extent of use of Letters/ Mails/ SMS for Schemes, Credit Facility by Stockists, Group Meetings, and High Value Gifts, by pharma companies for them. About 51 to 95%, of Chemists admitted that there is no much change in extent of use of Birthday & Anniversary Day activities, Credit facility by Stockists and Group Meetings, in the last decade. Only the extent of use of Low Value Gifts (Value < Rs.500), for Chemists have decreased by pharma companies in the last decade, in Ahmednagar district.
4.4.5 Degree of Liking Promotional Tools (1-Disliked to 5-Most Liked):

The researcher has analysed Chemist’s feedbacks about their likes and dislikes of promotional tools offered to them by different pharma companies in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.4.5.

**Table No. 4.4.5**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Promotional Tools</th>
<th>No. of Responses</th>
<th>Avg. Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Trade Discounts</td>
<td>0 0 10 0 85</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Promotional Schemes</td>
<td>0 0 5 0 90</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Special / Extra Schemes</td>
<td>0 5 0 10 80</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Credit Facility by Stockists</td>
<td>10 10 20 5 50</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td>0 5 10 10 70</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
<td>0 5 5 10 75</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Group Meetings</td>
<td>20 15 5 15 40</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Birthday &amp; Anniversary Day Activities</td>
<td>40 0 15 5 35</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>Letters / Mails / SMS for Schemes</td>
<td>5 10 0 5 75</td>
<td>4</td>
</tr>
</tbody>
</table>

From above table, it can be noted that, majority of Chemists have most liked (Avg. Score 5) Promotional Schemes, Trade Discounts, Special / Extra Schemes, Low Value Gifts (Value < Rs.500), and High Value Gifts (Value > Rs. 500), as promotional tools in the last decade, in Ahmednagar district. Promotional tools like Credit Facility by Stockists and Letters/ Mails/ SMS for Schemes, are also very much liked (Avg. Score 4) by many Chemists in Ahmednagar district, in the last decade. Remaining promotional tools like, Birthday & Anniversary Day Activities and Group Meetings, were also liked (Avg. Score 3) by some of the Chemists in Ahmednagar district, in the last decade.

4.4.6 New Brand Promotional Tools Expected by Chemists:

1. Increase Trade Margins & Trade Discounts
2. New Product Information
3. CIMS / MIMS
4. Bonus Offers
5. Chemists Meetings for Knowledge Update
6. Information Pamphlets
7. Special or Extra Schemes
8. Easy Availability
9. Good Promotional Schemes
10. Quality Gift Articles
11. Patient Education Booklets
12. Samples for Personal Use
13. Short Books
14. Promotional Offers
4.4.7 Change in Number of Pharmaceutical Companies:

The researcher has analysed the Chemist’s feedbacks about change in number of pharmaceutical companies in Ahmednagar district, in the last decade. The resulted data is summarized in Table No. 4.4.7 and graphically represented as Graph No. 4.4.7.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>73</td>
<td>77</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 77% Chemists have responded that there is considerable increase and remaining 23% Chemists replied that there is moderate increase in number of pharmaceutical companies in the last decade. None of the Chemists have replied that there is decrease in number of pharma companies in the last decade, in Ahmednagar district. Overall, 100% Chemists have responded that there is increase in number of pharma companies due to changing marketing scenario in prescription-based medicines in the last decade.
4.4.8 Change in Number of Divisions of Pharma Companies:

The researcher has analysed the Chemist’s feedbacks about change in number of divisions of pharma companies in Ahmednagar district, in the last decade. The resulted data is summarized in Table No. 4.4.8 and Graph No. 4.4.8.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>69</td>
<td>73</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of i.e. 73% Chemists have responded that there is considerable increase and 25% Chemists replied that there is moderate increase and remaining 2% Chemists have replied that there is slight increase in number of divisions of pharma companies marketing in Ahmednagar district in the last decade. None of the Chemists has replied that there is decrease in number of divisions of pharma companies in the last decade. Overall, 100% Chemists have responded that there is increase in number of divisions of pharma companies.
4.4.9 Change in Number of Small or Local Pharma Companies:

The researcher has analysed the Chemist’s feedbacks about change in number of small or local pharma companies in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.4.9 and Graph No. 4.4.9.

Table No. 4.4.9
Change in Number of Small or Local Pharma Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>43</td>
<td>45</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 45%, Chemists have replied that there is considerable increase, 29% Chemists have responded that there is moderate increase and 26% Chemists have replied that there is slight increase in number of small or local pharma companies. None of the Chemists has replied that there is decrease in number of small or local pharma companies. Overall, 100% Chemists have responded that there is increase in number of small or local pharma companies in the last decade in Ahmednagar district.
4.4.10 Change in Extent of Competition among Pharma Companies:

The researcher has analysed the Chemist’s feedbacks about change in extent of competition among pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.4.10 and Graph No. 4.4.10.

Table No. 4.4.10
Changes in Extent of Competition among Pharma Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>83</td>
<td>87</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.4.10
Change in Extent of Competition among Pharma Companies

From above table and graph, it can be noted that majority of, i.e. 87% Chemists have responded that there is considerable increase in extent of competition and remaining 13% Chemists replied that there is moderate increase in extent of competition in the last decade. None of the Chemists have responded that there is decrease in the competition among pharma companies in the last decade. Overall, 100% Chemists in Ahmednagar district have accepted that there is increase in extent of competition due to changing marketing scenario in prescription-based medicines in the last decade.
4.4.11 Change in Frequency of Launching New Products:

The researcher has analysed the Chemist’s feedbacks about change in frequency of launching new products by pharma companies marketing prescription medicines in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.4.11 and graphically represented in Graph No. 4.4.11.

Table No. 4.4.11

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>72</td>
<td>76</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.4.11

Change in Frequency of Launching New Products

From above table and graph, it can be noticed that majority of, i.e. 76% Chemists, have responded that there is considerable increase, 19% Chemists have replied that there is moderate increase and remaining 5% Chemists replied that there is slight increase in frequency of launching new products by pharma companies in Ahmednagar district in the last decade. None of the Chemists have replied that there is decrease in frequency of launching new products in the last decade. Overall, 100% Chemists have replied that there in increase in frequency of launching new products by pharma companies in Ahmednagar district, in the last decade.
4.4.12 Change in Prices of Medicines:

The researcher has analysed the Chemist’s feedbacks about change in prices of medicines marketed by pharma companies in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.4.12 and Graph No. 4.4.12.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>72</td>
<td>76%</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>10</td>
<td>11%</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.4.12

From above table and graph, it can be noticed that majority of, i.e. 76% Chemists, have responded that there is considerable increase and 4% Chemists have replied that there is moderate increase in prices of medicines. On the other hand, 11% Chemists have replied that there is moderate decrease, 6% Chemists have replied that there is considerable decrease and 3% Chemists have replied that there is slight decrease in prices of medicines, in the last decade. None of the Chemists replied that there is no change in prices of medicines in the last decade. Overall, 80% Chemists have replied that there is increase in prices of medicines in the last decade, in Ahmednagar district.
4.4.13 Change in the Availability of Medicines at Stockist’s Shops:

The researcher has analysed the Chemists feedbacks about change in availability of medicines at Stockist’s shops in Ahmednagar district in the last decade. The resulted data is summarised in the Table No. 4.4.13 and Graph No. 4.4.13.

### Table No. 4.4.13
Change in Availability of Medicines at Stockist’s Shops

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>78</td>
<td>41</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>100</td>
<td>53</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>190</td>
<td>100</td>
</tr>
</tbody>
</table>

### Graph No. 4.4.13
Change in Availability of Medicines at Stockist’s shops

From above table and graph, it can be noted that majority of, i.e. 53% Chemists, have responded that there is moderate improvement, 41% Chemists have replied that there is considerable improvement and 6% Chemists have replied that there is slight improvement in availability of medicines at Stockist’s shops in Ahmednagar district in the last decade. None of the Chemists have replied that there is any decline in availability of medicines at Stockist’s shops. Overall, 100% Chemists have replied that there is improvement in availability of medicines at Stockist’s shops.
4.4.14 Change in Quality of Medicines:

The researcher has analysed the Chemist’s feedbacks about change in quality of prescription medicines marketed by pharma companies in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.4.14 & Graph No. 4.4.14.

Table No. 4.4.14
Change in Quality of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>48</td>
<td>51</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.4.14
Change in Quality of Medicines

From above table and graph, it can be noticed that majority of, i.e. 50% Chemists, have responded that there is moderate improvement in quality of medicines, 37% Chemists have replied that there is considerable improvement and 13% Chemists have replied that there is slight improvement in quality of medicines in the last decade in Ahmednagar district. None of the Chemists have replied that there is any decline in quality of medicines. Overall, 100% Chemists have replied that there is improvement in quality of medicines in the last decade in Ahmednagar district.
4.4.15 Change in Packaging of Medicines:

The researcher has analysed the Chemist’s feedbacks about change in packaging of prescription medicines marketed by pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.4.15 & Graph No. 4.4.15.

Table No. 4.4.15
Change in Packaging of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>48</td>
<td>51</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>47</td>
<td>49</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.4.15
Change in Packaging of Medicines

From above table and graph, it can be clearly observed that majority of, i.e. 51% Chemists have responded that there is moderate improvement, 47% Chemists have replied that there is considerable improvement in packaging of medicines. None of the Chemists have responded that there is any decline in the packaging of medicines in the last decade in Ahmednagar district. Overall, 100% Chemists have replied that there is improvement in packaging of prescription-based medicines in the last decade in Ahmednagar district.
4.4.16 Change in Dosage Convenience of Patients:

The researcher has analysed the Chemist’s feedbacks about change in dosage convenience of patients using prescription-based medicines marketed by pharma companies in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.4.16 and Graph No. 4.4.16.

Table No. 4.4.16
Change in Dosage Convenience of Patients

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>70</td>
<td>74</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.4.16
Change in Dosage Convenience of Patients

From above table and graph, it can be noted that majority of, i.e. 74% Chemists have responded that there is moderate improvement; 22% Chemists replied that there is considerable improvement and remaining 4% Chemists replied that there is slight improvement in the dosage convenience of prescription-based medicines in the last decade in Ahmednagar district. None of the Chemists have responded that there is any decline in dosage convenience of medicines. Overall, 100% Chemists have replied that there is improvement in dosage convenience medicines in the last decade.
4.4.17 Change in Patient's Compliance:

The researcher has analysed the Chemist’s feedbacks about change in patients’ compliance using prescription-based medicines marketed by the pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.4.17 and graphically represented in Graph No. 4.4.17.

### Table No. 4.4.17
Change in Patient’s Compliance

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>47</td>
<td>49</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Change in Patient's Compliance</strong></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Graph No. 4.4.17

From above table and graph, it can be noticed that majority of, i.e. 49% Chemists have responded that there is moderate improvement, 37% Chemists have replied that there is slight improvement and remaining 14% Chemists have replied that there is considerable improvement in patients’ compliance. Overall, 100% Chemists have responded that there is improvement in patients’ compliance and none of the Chemists has responded that there is decrease in patients’ compliance in the last decade.
4.4.18 Change in Services to Patients:

The researcher has analysed the Chemist feedbacks about change in services to patients like free check-ups and camps while marketing prescription-based medicines by pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.4.18 and Graph No. 4.4.18.

Table No. 4.4.18
Change in Services to Patients

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>56</td>
<td>59</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.4.18
Change in Services to Patients

From above table and graph, it can be noted that majority of, i.e. 59% Chemists have responded that there is moderate improvement, 26% Chemists have replied that there is slight improvement and remaining 15% Chemists replied that there is considerable improvement in services to patients. Overall, 100% Chemists have responded that there is improvement in services to patients and none of the Chemists has responded that there is decline in services to patients in the last decade in Ahmednagar district.
4.4.19 Change in Patients' Awareness:

The researcher has analysed the Chemist’s feedbacks about change in patients’ awareness created by the pharma companies in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.4.19 and Graph No. 4.4.19.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>79</td>
<td>83</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 83% Chemists have responded that there is moderate improvement, 14% Chemists have replied that there is considerable improvement, remaining 3% Chemists have replied that there is slight improvement in patients’ awareness in the last decade in the Ahmednagar district and none of the Chemists have responded that there is no decline in the patients’ awareness in the last decade. Overall, 100% Chemists have responded that there is improvement in patients’ awareness in the last decade in the Ahmednagar district.
4.4.20 Change in Marketing Strategies of Pharma Companies:

The researcher has analysed the Chemist’s feedbacks about change in marketing strategies of pharma companies in the last decade, in Ahmednagar district. The data is summarised in Table No. 4.4.20 and graphically represented in Graph No. 4.4.20.

### Table No. 4.4.20

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>40</td>
<td>42</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Graph No. 4.4.20

From above table and graph, it can be noted that majority of, i.e. 42% Chemists have replied that there is moderate improvement, 31% Chemists have replied that there is considerable improvement, and 11% Chemists have replied that there is slight improvement in marketing strategies of pharma companies. On the other hand, 8% Chemists replied that there is slight decline, 5% Chemists have replied that there is moderate decline and remaining 3% Chemists have replied that there is considerable decline in marketing strategies of pharma companies in the last decade in Ahmednagar district. Overall, 84% Chemists replied that there is improvement in marketing strategies of pharma companies in the last decade in Ahmednagar district.
4.4.21 Change in Pharma Marketing Approach from Ethical to Unethical:

The researcher has analysed the Chemist’s feedbacks about change in marketing approach of pharmaceutical companies in the last decade, in Ahmednagar district. The resulted data is summarized in Table No. 4.4.21 and Graph No. 4.4.21.

Table No. 4.4.21
Change in Pharma Marketing Approach from Ethical to Unethical

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>51</td>
<td>54</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.4.21
Change in Pharma Marketing Approach from Ethical to Unethical

From above table and graph, it can be noted that majority of, i.e. 54% Chemists have responded that there is considerable increase, 21% Chemists have replied that there is moderate increase and 20% Chemists have replied that there is slight increase unethical approach of pharma companies. Remaining 5% Chemists have replied that there is no change in pharma marketing approach of companies, and none of the Chemists have responded that there is decrease in unethical approach of pharma companies in the last decade. Overall, 95% Chemists have replied that there is increase unethical approach of pharma companies in the last decade.
4.4.22 Positive & Negative Changes in Pharma Marketing Scenario:

The researcher has collected open ended feedbacks of Chemists about positive & negative changes they have noticed in pharma marketing scenario in the last decade. The major responses are analysed and summarised as below.

A. Positive Changes:

1. Awareness & promotion of medicines has increased.
2. Complete medication is taken by the patients.
3. Due to computerisation in billing & sales; account keeping has made easy.
4. Due to increased competition, services to chemists have improved.
5. Due to appointment of many Stockists, product availability is improved.
6. Expiry decreased & investment service improved.
7. Medicine prices are now inclusive of all taxes.
8. Monthly packs of medicines have decreased price burden of patients.
9. New drugs information or updates are promptly given by pharma companies.
10. New advanced drugs, medicines, and technology are introduced.
11. No of Doctors/ Hospitals are available freely.
12. No of substitute medicines and companies have increased a lot.
13. Patients becoming more aware & careful.
14. Pharma marketing has become more professional and commercial.
15. Prices of some medicines are reasonably good or reduced.
16. Profit margin has increased.
17. Schemes are executed properly by stockists.
18. Results as well as sales of standard company’s medicines are good.
19. Due to computerization, customers can be given now better services.
20. Some companies have started organizing group meetings of leading Chemists to educate the Chemists and to create new brand awareness among Chemists.
21. Due to increased number of Stockists by pharma companies in the last decade, Chemists are getting now better and prompt services from Stockists.
22. Expiry & breakage settlement by pharma companies have improved in the last decade as compared to past.
B. Negative Changes:

1. Chemists are successful now only for Doctors attached counters.
2. Commercialization or Give & take by Doctors and pharma companies is increased.
3. Competition has increased a lot.
4. Cutting strips of Tablet / Capsule causes loss to Chemists.
5. Doctors are earning more unethically.
6. Doctors are insisting for getting the same brand which is prescribed- no substitute.
7. Doctor's monopoly & dispensing practice is increased.
8. Drug availability & quality is decreased due to PCD products.
9. Expiry settlement service is delayed.
10. Government has no proper control on quality or prices of medicines.
11. Misuse of medicines has increased.
12. There are no schemes for standard company's products.
13. Number of Chemists as well as number of companies has increased.
14. Prices of medicines are increased very much.
15. Profit margin of Chemists is decreased.
16. Propaganda or local marketing companies have increased very much.
17. Same drug molecules are promoted by different brand names by different divisions of same company.
18. Spurious & hazardous (OTC) medicines promoted due to advertisement in media.
19. Pharma companies are earning very high profits.
20. Numbers of Chemists have increased a lot leading to increased competition.
21. Chemists inventory amount and expiry breakage amount has increased a lot.
22. With increasing practice of Doctors or Hospital attached Chemists shops, other isolated Chemists are struggling for the survival.
23. Due to frequent change in prescription habits of Doctors, Chemists have to maintain more stocks, which results in to increase in non-moving and expiry.
24. Doctor or Hospital attached Chemists, have to pay a very high deposits & rents.
25. MR’s and Managers are shifting frequently from one company to another.
26. Many Stockists have reduced their credit facility as compared to past.
27. Many Doctors have shifted to prescribe local or small companies brands.
28. Doctors are not much concerned about quality or standard of medicine brands.
### 4.4.23 Impact on Investment Amount of Chemists:

The researcher has analysed the Chemist’s feedbacks about impact of changing marketing scenario on their investment amount of prescription-based medicines in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.4.23 and Graph No. 4.4.23.

#### Table No. 4.4.23

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>57</td>
<td>60</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
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<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

#### Graph No. 4.4.23

Impact on Investment Amount of Chemists

From above table and graph, it can be noted that majority of, i.e. 60% Chemists have responded that there is moderate increase; 34% Chemists replied that there is considerable increase and remaining 6% Chemists replied that there is slight increase in their investment amount of medicines in the last decade in Ahmednagar district. None of the Chemists responded that there is any decrease in their investment amount in the last decade in Ahmednagar district. Overall, 100% Chemists have replied that there is increase in their investment amount in stock of medicines in the last decade.
4.4.24 Impact on Expiry and Breakage Amount:

The researcher has analysed the Chemist’s feedbacks about impact of changing marketing scenario on their expiry & breakage amount of medicines in the last decade. The resulted data is summarised in Table No. 4.4.24 and Graph No. 4.4.24.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>31</td>
<td>33</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 33% Chemists have responded that there is moderate increase; 26% Chemists have replied that there is considerable increase; 21% Chemists have replied that there is slight increase in expiry & breakage amount of medicines. On the other hand, 14% Chemists have replied that there is slight decrease and 6% Chemists have replied that there is moderate decrease in their expiry & breakage amount of prescription-based medicines in the last decade. Overall, 80% Chemists have replied that there is increase in expiry & breakage amount of medicines in the last decade, in Ahmednagar district.
4.4.25 Impact on Business Turnover of Chemists:

The researcher has analysed the Chemist’s feedbacks about impact of changing marketing scenario on their business turnover of prescription medicines in the last decade. The resulted data is summarised in Table No. 4.4.25 and Graph No. 4.4.25.

Table No. 4.4.25
Impact on Business Turnover of Chemists

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>54</td>
<td>57</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.4.25
Impact on Business Turnover of Chemists

From above table and graph, it can be noted that majority of, i.e. 57% Chemists have replied that there is moderate increase, 17% Chemists replied that there is slight increase and 16% Chemists have replied that there is considerable increase, in their business turnover. On the other hand, 5% Chemists have replied that there is moderate decrease, 3% Chemists have replied that there is slight decrease and remaining 2% Chemists have replied that there is no change in business turnover of medicines in the last decade. Overall, 90% Chemists have replied that there is increase in their business turnover of prescription-based medicines in the last decade, in Ahmednagar district.
4.4.26 Impact on Business Profitability:

The researcher has analysed the Chemist’s feedbacks about impact of changing marketing scenario on profitability of their business in the last decade. The resulted data is summarized in Table No. 4.4.26 and Graph No. 4.4.26.

**Table No. 4.4.26**

Impact on Business Profitability

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>54</td>
<td>57</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.4.26**

Impact on Business Profitability

From above table and graph, it can be noted that majority of, i.e. 57% Chemists have responded that there is slight increase; 24% Chemists have replied that there is moderate increase and 11% Chemists have replied that there is considerable increase in their profitability in the last decade. On the other hand, 8% Chemists have responded that there is slight decrease in their profitability in the last decade. Overall, 92% Chemists have replied that there is increase in their business profitability in selling prescription-based medicines in the last decade, in Ahmednagar district.
4.4.27 Impact on Buying Habits from Bulk to Itemize:

The researcher has analysed the Chemist’s feedbacks about impact of changing marketing scenario on their buying habits from bulk to itemized purchase, in the last decade. The resulted data is summarized in Table No. 4.4.27 and Graph No. 4.4.27.

Table No. 4.4.27
Impact on Buying Habits from Bulk to Itemize

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.4.27
Impact on Buying Habits from Bulk to Itemize

From above table and graph, it can be noted that majority of, i.e. 37% Chemists have responded that there is moderate increase; 22% Chemists have replied that there is considerable increase, 15% Chemists have replied that there is slight increase in their buying habits of medicines from bulk to itemized purchase in the last decade. On the other hand, 12% Chemists replied that there is moderate decrease, 7% Chemists replied that there is slight decrease, 5% Chemists replied that there is considerable decrease and 2% Chemists replied that there is no change in buying habits of Chemists from bulk to itemized purchase in the last decade in Ahmednagar district.
4.4.28 Impact on Number of Substitutes Available for Doctors to Prescribe:

The researcher has analysed the Chemist’s feedbacks about impact of changing marketing scenario on number of substitutes available for Doctors to prescribe in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.4.28 and Graph No. 4.4.28.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>58</td>
<td>61</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>37</td>
<td>39</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 61% Chemists have responded that there is considerable increase, 39% Chemists have replied that there is moderate increase in number of substitutes available for Doctors to prescribe. None of the Chemists have replied that there is no change or decrease in number of substitutes available for Doctors to prescribe, in the last decade, in Ahmednagar district. Overall, 100% Chemists have replied that there is decrease in number of substitutes available for Doctors to prescribe, in the last decade, in Ahmednagar district.
4.4.29 Impact on Prescription Habits of Doctors:

The researcher has analysed the Chemist’s feedbacks about impact of changing marketing scenario on prescription habits of Doctors in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.4.29 & Graph No. 4.4.29.

Table No. 4.4.29
Impact on Prescription Habits of Doctors

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly affected adversely</td>
<td>67</td>
<td>71</td>
</tr>
<tr>
<td>2</td>
<td>Moderately affected adversely</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>3</td>
<td>Slightly affected adversely</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slightly affected favorably</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Moderately affected favorably</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Highly affected favorably</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.4.29
Impact on Prescription Habits of Doctors

From above table and graph, it can be noted that majority of, i.e. 71% Chemists have responded that prescription habits of Doctors are highly affected adversely, 11% Chemists replied that prescription habits are moderately affected adversely, 4% Chemists replied that prescription habits are slightly affected adversely. On the other hand, 7% Chemists replied that prescription habits of Doctors are highly affected favorably, 3% Chemists replied that prescription habits are highly affected favorably, 2% Chemists replied that prescription habits are moderately affected favorably, and remaining 2% Chemists replied that prescription habits of Doctors are not changed.
Overall, 100% Chemists have replied that prescription habits of Doctors, in Ahmednagar district are adversely affected in the last decade.

**4.4.30 Impact on Number of Medical Representatives and Managers:**

The researcher has analysed the Chemist’s feedbacks about impact of changing marketing scenario on number of Medical Representatives and Managers in the last decade. The resulted data is summarised in Table No. 4.4.30 and Graph No. 4.4.30.

### Table No. 4.4.30

**Impact on Number of Medical Representatives and Managers**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>78</td>
<td>82</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Graph No. 4.4.30

**Impact on Number of Medical Representatives and Managers**

From above table and graph, it can be noted that majority of, i.e. 82% Chemists have responded that there is considerable increase, 12% Chemists have replied that there is moderate increase, and 6% Chemists replied that there is slight increase in number of MR’s and Managers. None of the Chemists has responded that there is decrease in number of MR’s and Managers. Overall, 100% Chemists have replied that there is increase in number of MR’s and Managers in the last decade in Ahmednagar district.
4.4.31 Impact on Time spent by MR’s to collect Market Information:

The researcher has analysed the Chemist’s feedbacks about impact of changing marketing scenario on time spent by MRs to collect market information from them. The resulted data is summarised in Table No. 4.4.31 and Graph No. 4.4.31.

Table No. 4.4.31
Impact on Time spent by MR’s to collect Market Information

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>58</td>
<td>61</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.4.31
Impact on Time spent by MR’s to collect Market Information

From above table and graph, it can be clearly observed that majority of, i.e. 61% Chemists have responded that there is slight decrease and 19% Chemists have replied that there is moderate decrease in time spent by MRs to collect market information. On the other hand, 14% Chemists have replied that there is slight increase and remaining 6% Chemists replied that there is no change in time spent by MRs to collect market information from them, in the last decade in Ahmednagar district. Overall, 80% Chemists have replied that there is increase in time spent by MRs to collect market information from them, in the last decade in Ahmednagar district.
4.4.32 Impact on Expectations by MR’s for Orders:

The researcher has analysed Chemist’s feedbacks about impact of changing marketing scenario on expectations by MR’s for orders of their company medicines in the last decade. The resulted data is summarized in Table No. 4.4.32 and Graph No. 4.4.32.

**Table No. 4.4.32**  
Impact on Expectations by MR’s for Orders

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>37</td>
<td>39</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.4.32**  
Impact on Expectations by MR’s for Orders

From above table and graph, it can be noted that majority of, i.e. 39% chemists have responded that there is considerable increase, 22% chemists have replied that there is moderate increase and 18% chemists have replied that there is slight increase in expectations by MR’s for orders of their company medicines. On the other hand, 13% Chemists have replied that there is slight decrease and 8% Chemists have replied that there is no change in expectations by MR’s for orders of their company medicines. Overall, 79% Chemists have replied that there is increase in expectations by MR’s for orders of their company medicines in the last decade, in Ahmednagar district.
4.4.33 Impact on Frequency of Shifting Companies by MR’s & Managers:

The researcher has analysed the Chemist’s feedbacks about impact of changing marketing scenario on frequency of shifting pharma companies by MR’s and Managers in Ahmednagar district, in the last decade. The resulted data is summarized in Table No. 4.4.33 and Graph No. 4.4.33.

**Table No. 4.4.33**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>55</td>
<td>58</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>36</td>
<td>38</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.4.33**

Impact on Frequency of Shifting Companies by MR's & Managers

From above table and graph, it can be noted that majority of, i.e. 58% Chemists have replied that there is considerable increase, 38% chemists have replied that there is moderate increase and remaining 4% chemists have replied that there is slight increase in the frequency of shifting pharma companies by MR’s and Managers. None of the Chemists has responded that there is any decrease in the frequency of shifting pharma companies by MR’s and Managers in Ahmednagar district, in the last decade. Overall, 79% Chemists have replied that there is increase in expectations by MR’s for orders of their company medicines in the last decade, in Ahmednagar district.
4.4.34 Impact on Overall Quality of MR's:

The researcher has analysed the Chemists feedbacks about impact of changing marketing scenario on overall quality of MR’s in Ahmednagar district in the last decade. The resulted data is summarized in Table No. 4.4.34 and Graph No. 4.4.34.

Table No. 4.4.34
Impact on Overall Quality of MR's

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>48</td>
<td>51</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>30</td>
<td>32</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.4.34
Impact on Overall Quality of MR's

From above table and graph, it can be noted that majority of i.e. 51% Chemists have responded that there is slight decline, 32% chemists have replied that there is moderate decline and 5% chemists have replied that there is considerable decline in overall MR’s quality. On the other hand, 7% chemists have replied that there is slight improvement and 5% chemists replied that there is no change in overall quality of MR’s. Overall, 88% Chemists have replied that there is decline in overall MR’s quality in the last decade in Ahmednagar district.
4.4.35 Changing Marketing Trends Satisfaction of Chemists:

The researcher has analysed the satisfaction level of Chemists about changing marketing trends in prescription-based medicines in the last decade. The resulted data is summarized in Table No. 4.4.35 and Graph No. 4.4.35.

**Table No. 4.4.35**  
Changing Marketing Trends Satisfaction of Chemists

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Satisfaction Level</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>44</td>
<td>46</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.4.35**  
Changing Marketing Trends Satisfaction of Chemists

From above table and graph, it can be noted that majority of, i.e. 46% Chemists have responded that they are dissatisfied, 34% Chemists replied that they are highly dissatisfied and 3% Chemists replied that they are slightly dissatisfied with the changing marketing trends. On the other hand, 11% Chemists replied that they are satisfied, 3% Chemists replied that they are highly satisfied, 1% Chemist replied that they are slightly satisfied and 2% Chemists replied that they are neutral. Overall, 83% Chemists have replied that they are dissatisfied with the changing marketing trends in prescription-based medicines, in the last decade, in Ahmednagar district.
4.4.36 Satisfaction level of Chemists about Trade-margins:

The researcher has analysed Chemist’s satisfaction level about trade margins of prescription-based medicines offered by pharma companies in the last decade. The resulted data is summarized in Table No. 4.4.36 and Graph No. 4.4.36.

Table No. 4.4.36
Satisfaction level of Chemists about Trade-margins

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Satisfaction Level</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>48</td>
<td>51</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.4.36
Satisfaction level of Chemists about Trade-margins

From above table and graph, it can be noted that majority of, i.e. 51% Chemists, have responded that they are dissatisfied, 35% Chemists replied that they are highly dissatisfied, 3% Chemists replied that they are slightly dissatisfied, about trade margins of prescription-based medicines marketed by pharma companies. On the other hand, 8% Chemists replied that they are satisfied, 2% Chemists are slightly satisfied and 1% Chemists replied that they are highly satisfied. Overall, 89% Chemists are not satisfied about trade margins of prescription-based medicines offered by pharma companies in Ahmednagar district, in the last decade.
4.4.37 Satisfaction level of Chemists about Promotional Schemes:

The researcher has analysed Chemist’s satisfaction level about promotional schemes offered by pharma companies for prescription-based medicines in the last decade. The resulted data is summarized in Table No. 4.4.37 and Graph No. 4.4.37.

**Table No. 4.4.37**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Satisfaction Level</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>31</td>
<td>33</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>47</td>
<td>49</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.4.37**

From above table and graph, it can be noted that majority of, i.e. 49% Chemists have responded that they are dissatisfied; 33% Chemists replied that they are highly dissatisfied and 3% chemists are slightly dissatisfied about promotional schemes offered by pharma companies. On the other hand, 11% Chemists replied that they are satisfied, 3% Chemists are highly satisfied and 1% Chemists are slightly satisfied. Overall, 85% chemists are not satisfied about promotional schemes offered by pharma companies for prescription medicines in the last decade, in Ahmednagar district.
4.4.38 Expectations of Chemists from Pharma Companies:

The researcher has collected open ended feedbacks of Chemists to know their expectations from pharma companies. The major responses are summarised as below.

A. Do’s:

1. Regular gifts to Doctors as well as Chemists should be given.
2. Better quality products should be available at reasonable price.
3. Chemists & Doctors’ visits should be given equal importance.
4. Pharma companies should increase the trade margins of Chemists.
5. Easy availability of products at Stockists should be ensured.
6. Expiry- Breakage settlement should be improved.
7. Free check-ups and camps should be arranged regularly by pharma companies.
8. Frequent and regular visits to Doctors by MR’s & Managers should be ensured.
9. Promotional schemes, gifts or bonus offers to Chemists should be increased.
11. Good relationships with Doctors should be maintained & improved further.
12. Medicine prices should be decreased further.
13. Stability or retention of MR / Manager should be ensured.
14. New research molecules should be developed & introduced.
15. Pharma companies should focus on ethical business.
16. Pharma companies should offer and operate properly good schemes to Chemists.
17. Product side effects or misuse guidelines should be given to Doctors.
18. Taste of tablets or liquids should be liked by Patients.
19. Companies should ensure proper RCPA about different brands through MR’s.
20. More number of Doctors coverage should be ensured.

B. Don’ts:

1. Promotional schemes should not be decreased or changed frequently.
2. Companies should not look pharma profession through commercial angle but also consider it as a service to society.
3. Deal makings, Doctor Corruptions or Cash to Doctors should be stopped.
4. Number of Company divisions should not be increased.
5. PCD / Generics promotion and Propaganda marketing should be stopped.
6. Price difference between two brands of same molecule should be decreased.
7. Prices of medicines should not be increased.
8. Product dumping to Chemists should be avoided.
9. Same company should not offer same molecule with different brand names.
10. Gifts, sponsorships and other incentives to Doctors should be stopped.

### 4.4.39 Factors considered by Chemists while Placing Orders:

**(Rating Scale: 5- Most Considered to 1-Least Considered)**

The researcher has analysed Chemists feedbacks about scale of preference of factors considered by them while ordering prescription medicines from Stockists in the last decade. The resulted data is summarised in Table No.4.4.39.

#### Table No. 4.4.39
Factors considered by Chemists while Placing Orders

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Names of the Factors Considered</th>
<th>No. of Responses</th>
<th>Avg. Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Customer’s Demand</td>
<td>0 0 0 0 95</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Promotional Schemes</td>
<td>0 0 5 25 65</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Good Promotional Gifts</td>
<td>10 0 35 20 30</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Company’s Expiry / Breakage Policies</td>
<td>20 10 20 15 30</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Regular MR Visits</td>
<td>20 20 25 5 25</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Better Product Quality</td>
<td>70 10 5 0 10</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Company Reputation / Standard</td>
<td>65 10 5 0 15</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Stockist’s Payment Terms</td>
<td>55 5 35 0 0</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>Delivery Time taken by Stockists</td>
<td>95 0 0 0 0</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>Rapport with MR / Manager</td>
<td>25 35 30 0 5</td>
<td>2</td>
</tr>
</tbody>
</table>

From the above table, it can be noted that, majority of Chemists, have most considered (Average Score 5) Promotional Schemes & Customer’s Demand as important factors considered while placing orders for prescription-based medicines in the last decade in Ahmednagar district. Other important factor very much considered (Average Score 4) by them is Good Promotional Gifts from pharma companies.

The factors like Company’s Expiry / Breakage Policies & Regular MR Visits are also considered (Average Score 3) by some of the Chemists. Other slightly considered (Average Score 2) factors include, Rapport with MR / Manager, Company Reputaion / Standard, Better Product Quality and Stockist’s Payment Terms. Remaining least considered (Average Score 1) factor is Delivery Time taken by the Stockists.
4.4.40 Predictions about Future Marketing Trends of Pharma Companies:

The researcher has collected open ended feedbacks of Chemists to know their predictions about future marketing trends of pharma companies considering the past and present marketing trends. The major responses are summarised as below:

1. Aggressive & high-tech marketing with advanced promotional tools may happen.
2. Company Chemist Shoppe’s chain systems are expected to increase.
3. Commercialization & Unethical business will increase further.
4. Companies not having quality medicines will be thrown out of market.
5. Company merging will be increased.
6. Company monopolies are expected to increase.
7. Competition will increase further.
8. Retail chain of Chemist's Shoppe may come & harmful for existing chemists.
9. Pharma marketing has a very dark future.
10. Doctor’s groups will be formed & attached to some pharma companies as shareholders.
11. Gifting or malpractices will increase further.
12. Give & take policy will increase.
13. If patient awareness about price is increased then unethical promotions will be significantly decrease & if not commercialization will increase further.
14. Maximum MNC's can come with chain marketing.
15. Medicine retail chain Shoppe’s may increase further.
16. Non-attached / isolated Chemist's survival is difficult.
17. Number of companies & medicines will increase further.
18. Online marketing will increase.
19. Patients will be able to choose better quality medicines of reasonable price.
20. Only those having good financial background will survive.
21. Patient awareness about products & their prices will increase; patients can choose better quality medicines of reasonable price.
22. The present trends will continue in future also.
4.5 Data Analysis of Responses from Stockist’s Questionnaires:

4.5.1 Experience of Stockists:

The researcher has analysed the feedbacks of 30 Stockists who have at least 10 years of experience of selling prescription-based medicines in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.5.1 and Graph No. 4.5.1.

**Table No. 4.5.1**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>No. of Years</th>
<th>No. of Stockists</th>
<th>% Stockists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11-20</td>
<td>16</td>
<td>53</td>
</tr>
<tr>
<td>2</td>
<td>21-30</td>
<td>11</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>31-40</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be observed that amongst all Stockists, 53% of Stockists are having experience of 11-20 years, 37% of Stockists are having experience of 21-30 years and remaining 10% of Stockists are having experience of 31-40 years in last two decades in Ahmednagar district.

4.5.2 Promotional Tools offered in the Last Decade:

The researcher has analysed the Stockist’s feedbacks about promotional tools offered by various pharma companies in the recent years of last decade in Ahmednagar district. The resulted data is summarized in Table No. 4.5.2 and Graph No. 4.5.2.
From above table and graph, it can be noted that 100% Stockists have accepted that Promotional Schemes, Special / Extra Schemes, Credit Facility and Letters / Mails / SMS for Schemes were offered to them by pharma companies in the recent years of last decade, in Ahmednagar district.

Other promotional tools like Trade Discount, Low Value Gifts (Value < Rs.500), Group Meetings, and High Value Gifts (Value > Rs.500), were offered to 50 to 80% of Stockists in the recent years of last decade.

On the other hand, 60% Stockists admitted that Birthday & Anniversary Day activities were not offered to them in the recent years of last decade.
4.5.3 Change in Extent of Promotional Tools used in the Last Decade:

The researcher has analysed Stockist’s feedbacks about change in extent of promotional tools offered to them by pharma companies in the last decade. The resulted data is summarised in Table No. 4.5.3 and Graph No. 4.5.3.

**Table No. 4.5.3**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Promotional Tools</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Trade Discounts</td>
<td>15</td>
<td>50</td>
</tr>
<tr>
<td>2</td>
<td>Promotional Schemes</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Special / Extra Schemes</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Credit Facility</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td>21</td>
<td>70</td>
</tr>
<tr>
<td>6</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
<td>14</td>
<td>47</td>
</tr>
<tr>
<td>7</td>
<td>Group Meetings</td>
<td>19</td>
<td>63</td>
</tr>
<tr>
<td>8</td>
<td>Birthday &amp; Anniversary Day Activities</td>
<td>14</td>
<td>47</td>
</tr>
<tr>
<td>9</td>
<td>Letters/ Mails / SMS for Schemes</td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

**Graph No. 4.5.3**

From above table and graph, it can be noted that majority of, i.e. 100% Stockists, have accepted that there is large increase in the extent of use of Promotional Schemes, Special / Extra Schemes and Letters/ Mails/ SMS for Schemes, for them by pharma companies, in the last decade in Ahmednagar district.
About 40 to 70% of Stockists have admitted that there is small increase in extent of use of Low Value Gifts (Value < Rs.500), Group Meetings, Trade Discounts, High Value Gifts (Value > Rs. 500), and Birthday & Anniversary Day activities, by pharma companies for them in the last decade in Ahmednagar district.

There is no much change in the extent of use of Credit Facility for the majority of, i.e. 70 to 100% Stockists, in Ahmednagar district in the last decade.

Only 20 to 25% of Stockists have admitted that there is small decrease in the extent of use of Trade Discounts, and Credit Facility by pharma companies in the last decade in Ahmednagar district.

4.5.4 Degree of Liking the Promotional Tools (1-Disliked to 5-Most Liked):

The researcher has analysed for Stockist’s feedbacks about their likes & dislikes of promotional tools used for them by various pharma companies in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.5.4.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Promotional Tools</th>
<th>No of Responses</th>
<th>Avg. Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Trade Discounts</td>
<td>0 0 0 0 30</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Promotional Schemes</td>
<td>0 0 0 0 30</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Special / Extra Schemes</td>
<td>0 0 7 23</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Credit Facility</td>
<td>0 7 7 0 16</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td>1 0 7 6 16</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
<td>8 0 0 6 16</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Group Meetings</td>
<td>1 0 12 7 10</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>Birthday &amp; Anniversary Day Activities</td>
<td>12 1 7 0 10</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>Letters/ Mails / SMS for Schemes</td>
<td>0 0 0 0 30</td>
<td>5</td>
</tr>
</tbody>
</table>

From the above table, it can be noted that, majority of Stockists, have most liked (Avg. Score 5) Promotional Schemes, Trade Discounts, Special / Extra Schemes, Letters/ Mails/ SMS for Schemes, as promotional tools in the last decade in Ahmednagar district.
Other promotional tools like Low Value Gifts (Value < Rs.500), High Value Gifts (Value >Rs. 500), Credit Facility and Group Meetings are also very much liked (Avg. Score 4) by many Stockists in Ahmednagar district in the last decade. Remaining promotional tool i.e. Birthday & Anniversary Day Activities, was also liked (Avg. Score 3) by some Stockists in Ahmednagar district.

4.5.5 New Brand Promotional Tools Expected by Stockists from Pharma Companies:

1. Gifts for Chemists Offers
2. Special Schemes for Chemists
3. Online Order Facility
4. Gold Or Silver Coins for Schemes
5. Company Visit Facility
6. Special Rates for Hospital Supply
7. Company Guest House Facility
8. Special Rates for Quantity Purchase
9. Online Payment Facility
10. Samples & Gifts for Personal Use
11. Short Books and Pads
12. Special Schemes for Dispensing Doctors
13. Calculators
14. Near Expiry Goods at Special Rates
15. Gifts for Chemists Promotion
16. Cash Discounts for Prompt Payments
17. More Bonus Offers
18. Special Schemes for Hospital Supply
19. Watches & Table Reminders
20. Company Shares at Specially Low Prices
21. Samples for Personal Use
22. Good Quality Gifts on Regular Basis
23. Incentives for Taxi-Tours
24. Incentives to Order Booking Persons
25. Pens & Diaries
26. Group Meetings with Company Persons
27. Taxi Tour-POB Campaign
28. More Credit Facility for New Products
29. Recognition or Certification for Doing good Company Turnover
30. Special Incentives for Monthly or Yearly Target Completion
4.5.6 Change in Number of Pharmaceutical Companies:

The researcher has analysed the Stockist’s feedbacks about change in number of pharmaceutical companies in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.5.6 and Graph No. 4.5.6.

Table No. 4.5.6
Change in Number of Pharmaceutical Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>15</td>
<td>50</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>14</td>
<td>47</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 50% Stockists, have responded that there is considerable increase, 47% Stockists replied that there is moderate increase and remaining 3% Stockists replied that there is slight increase in the number of pharmaceutical companies in the last decade. None of the Stockists has replied that there is decrease in number of pharma companies in the last decade. Overall, 100% Stockists have responded that there is increase in number of pharmaceutical companies due to changing marketing scenario in prescription-based medicines in the last decade, in Ahmednagar district.
4.5.7 Change in Number of Divisions of Pharma Companies:

The researcher has analysed the Stockist’s feedbacks about change in number of divisions of pharma companies marketing prescription-based medicines in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.5.7 and Graph No. 4.5.7.

**Table No. 4.5.7**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>25</td>
<td>83</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.5.7**

From above table and graph, it can be noted that majority of, i.e. 83% Stockists, have responded that there is considerable increase, 14% Stockists replied that there is moderate increase and remaining 3% Stockists also replied that there is slight increase in number of divisions of pharma companies in the last decade. None of the Stockists has replied that there is decrease in number of divisions of pharma companies in the last decade. Overall, 100% Stockists responded that there is increase in number of divisions of pharma companies in the last decade, in Ahmednagar district.
4.5.8 Change in Number of Small or Local Pharma Companies:

The researcher has analysed the Stockist’s feedbacks about change in number of small or local pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.5.8 and Graph No. 4.5.8.

Table No. 4.5.8
Change in Number of Small or Local Pharma Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>22</td>
<td>73</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.5.8
Change in Number of Small or Local Pharma Companies

From above table and graph, it can be noted that majority of, i.e. 73% Stockists have responded that there is moderate increase and remaining 27% Stockists have replied that there is considerable increase in number of small or local pharma companies in the last decade, in Ahmednagar district. None of the Stockists has replied that there is decrease in number of small or local pharma companies in the last decade. Overall, 100% Stockists responded that there is increase in number of small or local pharma companies in the last decade, in Ahmednagar district.
4.5.9 Change in Extent of Competition among Pharma Companies:

The researcher has analysed the Stockist’s feedbacks about change in extent of competition among pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.5.9 and Graph No. 4.5.9.

Table No. 4.5.9
Change in Extent of Competition among Pharma Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>29</td>
<td>97</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.5.9
Change in Extent of Competition among Pharma Companies

From above table and graph, it can be noted that majority of, i.e. 97% Stockists have responded that there is considerable increase in extent of competition and remaining 3% Stockists replied that there is moderate increase in the extent of competition among pharma companies in the last decade, in Ahmednagar district. None of the Stockists have responded that there is decrease in extent of competition among pharma companies in the last decade. Overall, 100% Stockists in Ahmednagar district have replied that there is increase in extent of competition in the last decade.
4.5.10 Change in Frequency of Launching New Products:

The researcher has analysed the Stockist’s feedbacks about change in frequency of launching new products by pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.5.10 and Graph No. 4.5.10.

Table No. 4.5.10
Change in Frequency of launching New Products

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>21</td>
<td>70</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>9</td>
<td>30</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.5.10
Change in Frequency of launching New Products

From above table and graph, it can be noted that majority of i.e. 70%, Stockists, have responded that there is considerable increase and remaining 30% Stockists responded that there is moderate increase in frequency of launching new products by pharma companies in Ahmednagar district, in the last decade. None of the Stockists has replied that there is decrease in frequency of launching new products by pharma companies in last decade. Overall, 100% Stockists have replied that there is increase in frequency of launching new medicines in the last decade, in Ahmednagar district.
4.5.11 Change in Prices of Medicines:

The researcher has analysed Stockist’s feedbacks about change in prices of medicines marketed by pharma companies in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.5.11 and Graph No. 4.5.11.

Table No. 4.5.11
Change in Prices of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>21</td>
<td>70</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.5.11
Change in Prices of Medicines

From above table and graph, it can be noted that majority of, i.e. 70% Stockists, have responded that there is considerable increase and 13% Stockists replied that there is moderate increase in prices of medicines whereas 10% Stockists replied that there is considerable decrease in prices of medicines and remaining 7% Stockists replied that there is moderate decrease in prices of medicines in the last decade, in Ahmednagar district. Overall, 83% Stockists have replied that there is increase in prices of medicines in the last decade, in Ahmednagar district.
4.5.12 Change in Availability of Stock of Medicines:

The researcher has analysed the Stockist’s feedbacks about change in availability of stock of medicines at their shop, in the last decade. The resulted data is summarised in Table No. 4.5.12 and Graph No. 4.5.12.

**Table No. 4.5.12**
Change in Availability of Stock of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>19</td>
<td>63</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.5.12**
Change in Availability of Stock of Medicines

From above table and graph, it can be noted that majority of, i.e. 63% Stockists replied that there is moderate improvement, 27% Stockists replied that there is considerable improvement, and remaining 10% Stockists replied that there is slight improvement in availability of stock of medicines at their shops in the last decade. None of the Stockists replied that there is decline in availability of stock of medicines at their shop. Overall, 100% Stockists replied that there is improvement in availability of stock of medicines at their shops in the last decade, in Ahmednagar district.
4.5.13 Change in Time taken for Supply of Medicines:

The researcher has analysed the Stockist’s feedbacks about change in time taken by pharma companies for the supply of medicines in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.5.13 and Graph No. 4.5.13.

Table No. 4.5.13
Change in Time taken for Supply of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>23</td>
<td>77</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 77% Stockists, have responded that there is considerable decrease, 20% Stockists have replied that there is moderate decrease and remaining 3% Stockists replied that there is slight decrease in time taken by pharma companies for the supply of medicines to them in the last decade. None of the Stockists has replied that there is increase in time taken by pharma companies for the supply of medicines to them in the last decade. Overall, 100% Stockists have replied that there is decrease in time taken by pharma companies for the supply of medicines in the last decade, in Ahmednagar district.
4.5.14 Change in Quality of Medicines:

The researcher has analysed Stockist’s feedbacks about change in quality of prescription medicines marketed by pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.5.14 & Graph No. 4.5.14.

Table No. 4.5.14
Change in Quality of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>17</td>
<td>57</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>9</td>
<td>30</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.5.14
Change in Quality of Medicines

From above table and graph, it can be noticed that majority of i.e. 57%, Stockists, have responded that there is moderate improvement, 30% Stockists have replied that there is slight improvement and 13% Stockists replied that there is considerable improvement in the quality of medicines in the last decade, in Ahmednagar district. None of the Stockists has replied that there is any decline in the quality of medicines in the last decade. Overall, 100% Stockists have replied that there is improvement in quality of medicines in the last decade, in Ahmednagar district.
4.5.15 Change in Packaging of Medicines:

The researcher has analysed the Stockist’s feedbacks about change in packaging of medicines marketed by pharma companies in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.5.15 and Graph No. 4.5.15.

Table No. 4.5.15
Change in Packaging of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>16</td>
<td>53</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>14</td>
<td>47</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.5.15
Change in Packaging of Medicines

From above table and graph, it can be clearly observed that majority of, i.e. 53% Stockists have responded that there is considerable improvement and 47% Stockists have replied that there is moderate improvement in packaging of medicines. None of the Stockists responded that there is any decline in packaging of prescription-based medicines in the last decade in Ahmednagar district. Overall, 100% Stockists have replied that there is improvement in packaging of medicines in the last decade.
4.5.16 Change in Marketing Strategies of Pharma Companies:

The researcher has analysed Stockist’s feedbacks about change in marketing strategies of pharma companies selling prescription medicines in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.5.16 and Graph No. 4.5.16.

Table No. 4.5.16
Change in Marketing Strategies of Pharma Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>17</td>
<td>57</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.5.16
Change in Marketing Strategies of Pharma Companies

From above table and graph, it can be noted that majority of, i.e. 57% Stockist have responded that there is moderate improvement, 20% Stockists replied that there is considerable improvement and 13% Stockists have replied that there is slight improvement in the marketing strategies of pharma companies. On the other hand, 10% Stockists replied that there is slight decline in the marketing strategies of pharma companies. Overall, 90% Stockists have replied that there is improvement in the marketing strategies of pharma companies in the last decade, in Ahmednagar district.
4.5.17 Change in Pharma Marketing Approach-Ethical to Unethical:

The researcher has analysed the Stockist’s feedbacks about change in marketing approach of pharma companies from ethical to unethical, in the last decade. The resulted data is summarised in Table No. 4.5.17 and Graph No. 4.5.17.

**Table No. 4.5.17**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>21</td>
<td>70</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e.70% Stockists replied that there is considerable increase, 20% Stockists replied that there is moderate increase, 3% Stockists replied that there is slight increase and remaining 7% Stockists replied that there is no change in marketing approach of pharma companies, in the last decade in Ahmednagar district. None of the Stockists replied that there is decrease in unethical approach of pharma marketing. Overall, 100% Stockists have replied that there is increase in unethical approach of marketing prescription-based medicines by pharma companies in the last decade, in Ahmednagar district.
4.5.18 Positive & Negative Changes Noticed by Stockists:

The researcher has collected open ended feedbacks of Stockists about positive & negative changes they have noticed in pharma marketing scenario in the last decade. The major responses are analysed and summarised as below.

A. Positive Changes:

1. Business Turnover is increased due to marketing efforts of pharma companies.
2. Prompt services and supply of goods and improved product availability by pharma companies.
3. Newer advanced drug molecules are introduced quickly in India.
4. Chemists are focusing on ethical or prescription-based medicines.
5. Computerization or Paperless communication is increased in pharma industry.
6. Brand Promotional activities by pharma companies improved.
7. Prices of certain medicines have reduced drastically due to increased competition among pharma companies as well as due to Government initiative.
8. Many diseases like Cancer, TB, HIV, etc. can now be treated well with advanced medicines & newer therapies.
9. Indian Pharma companies like Ranbaxy, Sun Pharma, Dr. Reddy’s Lab, Cipla, Zydus, Lupin, Sun, Wockhardt etc. have improved their export sales.
10. Big pharma companies are enjoying more business.
11. Chemists are now focusing ethical/ prescription-based products.
12. Sufficient sales teams are available now.
13. Transparency about business is good.
14. Updated product information to Doctors is increasing sales.
15. There is improvement in expiry & breakage settlement by pharma companies.
16. Pharma companies are offering hospital supply of medicines at very low rates.
17. Numbers of Stockists, Chemists & Doctors have also increased greatly.
18. Company mergers & acquisitions are increasing by pharma majors.
19. New advanced drug molecules are launched very frequently.
20. Company Services to Stockists have improved as compared to past.
21. Computer based & online business transactions have increased.
22. Pharma companies are coming with very innovative marketing strategies.
23. Business of MNC’s is not much affected even with increased competition.
24. Usage of Health Insurance is increasing in India.
25. Pharma companies with good R & D are dominating the business.

B. Negative Changes:

1. All pharma companies have started taking advance cheques of payments; therefore payment credit period has been reduced from 21- 30 days to 3-5 days.
2. Due to increasing practice of Doctors’ or hospital attached chemists, isolated chemists are struggling for survival and attached chemists are enjoying.
3. Increasing competition is putting pressure on profitability of Stockists.
4. More numbers of local/ propaganda companies are entering in pharma market.
5. Cost of therapy or medicines for patients has increased a lot.
6. Big pharma majors & MNC’s are buying small companies & earning more.
7. Commercialization & unethical promotion by pharma companies is increased.
8. Generic, Local & propaganda medicines are encouraged by Chemists & Doctors for getting personal benefits.
9. Overall quality of MR’s & Managers of pharma companies have declined.
10. Business ethics are declining with increasing competition in pharma industry.
11. Doctor’s expectations from pharma companies have increased a lot.
12. In spite of good marketing investments, turnover of pharma companies is not increasing much due to cut-throat competition.
13. More capital is blocked in inventory due to frequent launch of new medicines.
14. MR’s & Managers are dumping extra stock of goods to complete their targets.
15. Multiple irrational combinations of drugs are introduced.
16. Newer & advanced medicines are launched at very high prices in the market.
17. Product availability and & Expiry / Breakage problem is increased.
18. Numbers of Stockists have increased a lot, leading to increased competition.
19. Pharma companies are giving extra schemes to stockists giving more orders.
20. Prices and treatment cost of medicines have increased greatly.
21. Same molecules are introduced by many pharma companies, at the same time.
22. Doctors have become more demanding for personal monetary benefits.
4.5.19 Impact on Investment Amount of Stockists:

The researcher has analysed Stockist’s feedbacks about impact of changing marketing scenario on their investment amount of prescription medicines in the last decade. The resulted data is summarised in Table No. 4.5.19 and Graph No. 4.5.19.

**Table No. 4.5.19**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>27</td>
<td>90</td>
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<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
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<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.5.19**

Impact on Investment of Amount of Stockists

From above table and graph, it can be noted that majority of, i.e. 90% Stockists replied that there is considerable increase and remaining 10% Stockists replied that there is moderate increase in their investment amount in the last decade. None of the Stockists replied that there is decrease in their investment amount in the last decade. Overall, 100% Stockists have replied that there is increase in their investment amount of prescription-based medicines in the last decade, in Ahmednagar district.
4.5.20 Impact on Expiry and Breakage Amount of Medicines:

The researcher has analysed Stockist’s feedbacks about impact of changing marketing scenario on expiry & breakage amount of medicines in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.5.20 and Graph No. 4.5.20.

**Table No. 4.5.20**

<table>
<thead>
<tr>
<th>Sr. No.</th>
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<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>7</td>
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</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>22</td>
<td>73</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.5.20**

Impact on Expiry & Breakage Amount of Medicines

From above table and graph, it can be noted that majority of, i.e. 73% Stockists have responded that there is moderate increase; 23% Stockists replied that there is considerable increase and remaining 4% Stockists replied that there is slight increase in expiry & breakage amount of medicines in the last decade in Ahmednagar district. None of the Stockists has replied that there is decrease in expiry & breakage amount. Overall, 100% Stockists have replied that there is increase in their expiry & breakage amount of prescription-based medicines in the last decade in Ahmednagar district.
### 4.5.21 Impact on Business Turnover of Stockists:

The researcher has analysed the Stockist’s feedbacks about impact of changing marketing scenario on their business turnover in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.5.21 and Graph No. 4.5.21.

**Table No. 4.5.21**  
Impact on Business Turnover of Stockists

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>9</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>19</td>
<td>63</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.5.21**  
Impact on Business Turnover of Stockists

From above table and graph, it can be clearly observed that majority of, i.e. 63% Stockists replied that there is moderate increase, 30% Stockists replied that there is considerable increase and remaining 7% Stockists replied that there is slight increase in their business turnover in the last decade, in Ahmednagar district. None of the Stockists have responded that there is decrease in their business turnover in the last decade. Overall, 100% Stockists have replied that there is increase in their business turnover of prescription-based medicines in the last decade, in Ahmednagar district.
4.5.22 Impact on Profitability of Stockists:

The researcher has analysed the Stockist’s feedbacks about impact of changing marketing scenario on profitability of their business in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.5.22 and Graph No. 4.5.22.

Table No. 4.5.22
Impact on Profitability of Stockists

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>20</td>
<td>67</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>9</td>
<td>30</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.5.22
Impact on Profitability of Stockists

From above table and graph, it can be clearly observed that majority of, i.e. 67% Stockists have responded that there is moderate increase; 30% Stockists have replied that there is slight increase and remaining 3% Stockists have replied that there is considerable increase in their profitability in the last decade. None of the Stockists in Ahmednagar district have responded that there is any decrease in their profitability in the last decade. Overall, 100% Stockists in Ahmednagar district have replied that there is increase in their profitability of pharma business in the last decade.
4.5.23 Impact on Buying Habits of Chemists- Bulk to Itemize:

The researcher has analysed Stockist’s feedbacks about impact of changing marketing scenario on buying habits of Chemists from bulk to itemized purchase in the last decade. The resulted data is summarised in Table No. 4.5.23 and Graph No. 4.5.23.

**Table No. 4.5.23**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>7</td>
<td>23</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>17</td>
<td>57</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.5.23**

From above table and graph, it can be noted that majority of, i.e. 57% Stockists have responded that there is moderate increase, 23% Stockists have replied that there is considerable increase, 20% Stockists have replied that there is slight increase in buying habits of Chemists from bulk to itemized purchase in the last decade. Overall, 100% Stockists in Ahmednagar district have replied that buying habits of Chemists have changed from bulk purchase to itemized purchase in the last decade.
4.5.24 Impact on Number of Medical Representatives and Managers:

The researcher has analysed the Stockist’s feedbacks about impact of changing marketing scenario on number of Medical Representatives and Managers in the last decade. The resulted data is summarised in Table No.4.5.24 and Graph No.4.5.24.

Table No. 4.5.24

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>23</td>
<td>77</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.5.24

From above table and graph, it can be noted that majority of, i.e. 77% Stockists have replied that there is considerable increase in number of Medical Representatives and Managers, 20% Stockists replied that there is moderate increase, and 3% Stockists replied that there is slight increase in number of MR’s and Managers in the last decade. None of the Stockists has replied that there is decrease in number of MR’s and Managers in the last decade. Overall, 100% Stockists have replied that there is increase in number of MR’s and Managers in the last decade, in Ahmednagar district.
4.5.25 Impact on Time spent by MR’s to collect Market Information:

The researcher has analysed Stockist’s feedbacks about impact of changing marketing scenario on time spent by MR’s to collect market information from them in the last decade. The resulted data is summarised in Table No. 4.5.25 and Graph No. 4.5.25.

Table No. 4.5.25
Impact on Time spent by MR’s to collect Market Information

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
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</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>15</td>
<td>50</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of i.e. 50% Stockists, have responded that there is slight decrease; 27% Stockists replied that there is moderate decrease; 13% Stockists replied that there is slight increase, 7% Stockists replied that there is moderate increase and remaining 3% Stockists replied that there is no change in time spent by MR’s to collect market information in the last decade in Ahmednagar district. Overall, 77% Stockists have replied that there is decrease in time spent by MR’s to collect market information in the last decade, in Ahmednagar district.
4.5.26 Impact on Expectations by MR’s & Managers for Orders:

The researcher has analysed Stockist’s feedbacks about impact of changing marketing scenario on expectations by MR’s & Managers for orders of medicines in the last decade. The resulted data is summarised in Table No. 4.5.26 and Graph No. 4.5.26.

Table No. 4.5.26
Impact on Expectations by MR’s & Managers for Orders

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
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<td>53</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>9</td>
<td>30</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>5</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.5.26
Impact on Expectations by MR’s & Managers for Orders

From above table and graph, it can be noted that majority of, i.e. 53% Stockists have replied that there is considerable increase; 30% Stockists have replied that there is moderate increase and remaining 17% Stockists have replied that there is slight increase in expectations by MR’s & Managers, for orders of their company medicines, in the last decade, in Ahmednagar district. Overall, 100% Stockists have replied that there is increase in expectations by MR’s & Managers for orders of their company medicines, in the last decade, in Ahmednagar district.
4.5.27 Impact on Frequency of Shifting Companies by MR's & Managers:

The researcher has analysed Stockist’s feedbacks about impact of changing marketing scenario on frequency of shifting pharma companies by MR’s & Managers in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.5.27 and Graph No. 4.5.27.

**Table No. 4.5.27**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>23</td>
<td>77</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>7</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
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<tr>
<td>7</td>
<td>Considerable Decrease</td>
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<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.5.27**

Impact on Frequency of Shifting Companies by MR's & Managers

From above table and graph, it can be clearly observed that majority of, i.e. 77% Stockists have replied that there is considerable increase and 23% stockists have replied that there is moderate increase in frequency of shifting pharma companies by MR’s & Managers in Ahmednagar district in the last decade. Overall, 100% Stockists have replied that there is increase in frequency of shifting pharma companies by MR’s & Managers in Ahmednagar district in the last decade and none of them have replied that there is decrease in frequency of shifting companies by MR’s & Managers.
4.5.28 Impact on Overall Quality of Medical Representative’s:

The researcher has analysed the Stockist’s feedbacks about impact of changing marketing scenario on overall quality of MR’s working in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.5.28 & Graph No. 4.5.28.

**Table No. 4.5.28**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
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<td>2</td>
<td>Moderate Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>12</td>
<td>40</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>9</td>
<td>30</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>5</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.5.28**

Impact on Overall Quality of MR’s

From above table and graph, it can be noted that majority of, i.e. 40% stockists replied that there is slight decline, 30% Stockists replied that there is moderate decline and 17% Stockists replied that there is considerable decline in overall quality of MR’s, 10% Stockists replied that there is slight improvement and 3% Stockists replied that there is no change in overall quality of MR’s in the last decade, in Ahmednagar district. None of the Stockists replied that there is no change in overall quality of MR’s, in Ahmednagar district, in the last decade. Overall, 100% Stockists replied that there is decline in overall quality of MR’s, in the last decade, in Ahmednagar district.
4.5.29 Changing Marketing Trends Satisfaction of Stockists:

The researcher has analysed the satisfaction level of Stockists about changing marketing trends in prescription-based medicines marketed by pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.5.29 and Graph No. 4.5.29.

<table>
<thead>
<tr>
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<th>Satisfaction Level</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>19</td>
<td>63</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 63% Stockists have responded that they are dissatisfied, 20% Stockists have replied that they are slightly dissatisfied and 7% Stockists replied that they are highly dissatisfied with the changing marketing trends in prescription-based medicines. On the other hand, only 7% Stockists have replied that they are satisfied, 3% Stockists have replied that they are neutral with changing marketing trends in prescription-based medicines. Overall, 90% Stockists have replied that they are dissatisfied with changing marketing trends in prescription-based medicines in the last decade, in Ahmednagar district.
4.5.30 Satisfaction level of Stockists about Trade-margins:

The researcher has analysed the satisfaction level of Stockists about trade-margins offered by pharma companies in Ahmednagar district in the last decade. The resulted data is summarized in Table No. 4.5.30 and Graph No. 4.5.30.

**Table No. 4.5.30**

<table>
<thead>
<tr>
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<th>% Responses</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>12</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>17</td>
<td>57</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.5.30**

From above table and graph, it can be clearly observed that majority of i.e. 57% Stockists have responded that they are dissatisfied and 40% Stockists have replied that they are highly dissatisfied about trade margins of prescription-based medicines. On the other hand, only 3% Stockists have replied that they are satisfied about trade margins offered by pharma companies for prescription-based medicines in the last decade in Ahmednagar district. It can be concluded that, overall 97% stockists are not satisfied about trade margins offered by pharma companies in the last decade.
4.5.31 Satisfaction level of Stockists about Promotional Schemes:

The researcher has analysed the satisfaction level of Stockists about promotional schemes offered by pharma companies in the last decade, in Ahmednagar district. The resulted data is summarized in Table No. 4.5.31 and Graph No. 4.5.31.

Table No. 4.5.31
Satisfaction level of Stockists about Promotional Schemes

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Satisfaction Level</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>21</td>
<td>70</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.5.31
Satisfaction level of Stockists about Promotional Schemes

From above table and graph, it can be clearly observed that majority of, i.e. 70% Stockists, have responded that they are dissatisfied and 20% Stockists have replied that they are highly dissatisfied about promotional schemes used by pharma companies. On the other hand, 7% stockists are satisfied about promotional schemes and 3% Stockists were neutral about promotional schemes offered by pharma companies for prescription-based medicines in Ahmednagar district in the last decade. Overall, 90% Stockists are dissatisfied about promotional schemes offered by pharma companies for prescription-based medicines in the last decade in Ahmednagar district.
4.5.32 Expectations of Stockists from Pharma Companies:

The researcher has collected open ended feedbacks of Chemists to know their expectations from pharma companies. The major responses are summarised as below.

A. DO’s:

1. Appoint good quality & competent persons as MRs and Managers.
2. Company schemes should be given in the bills officially.
3. Doctor’s promotion by pharma companies should be ethical.
4. Expiry /Breakage procedure should be improved.
5. Incentives should be given to order booking persons of stockists.
6. Increase promotional activities, to improve brand penetration.
7. Instead of sending back expiry and breakage, a certain % of margin should be credited to Stockists accounts.
8. MR’s should develop good rapport with Doctors, Chemists and Stockists.
9. New product sales review should be taken from stockists every 2 months.
10. Prices should be decreased & then increase schemes.
11. Promotional Inputs should also be planned & given to stockists.
12. Proper focus on existing as well as new products.
13. Quick delivery of goods to Stockists should be ensured.
14. Services by company C & F should be improved.
15. Trade margins & promotional schemes for Stockists should be increased.
16. Updated product information to Doctors can increase in sales.

B. DON’T:

1. More schemes like, 1+1 or 10+2, should not be given.
2. Big price difference between different brands should be reduced.
3. Propaganda marketing should be stopped.
4. Schedule X drugs should be sold ethically only.
5. Supply without orders & Dumping extra goods to Stockists should be stopped.
6. Unethical practices & Doctor Corruptions should be stopped.
7. Prices of medicines should be decreased further.
8. Limited number of new brands should be introduced.
9. Irrational combinations and drug molecules banned in other countries should not be promoted in India.
4.5.33 Factors considered by Stockists while Placing Orders:
(Rating Scale: 5- Most Considered to 1-Least Considered)

The researcher has analysed Stockist’s feedbacks about scale of preference of factors
considered by them while ordering prescription medicines from pharma companies in
the last decade. The resulted data is summarised in Table No.4.5.33.

Table No. 4.5.33
Factors considered by Stockists while Placing Orders

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Names of the Factors Considered</th>
<th>No. of Responses</th>
<th>Avg. Score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>1</td>
<td>Customer’s Demand</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Promotional Schemes</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Good Promotional Gifts</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Company’s Expiry &amp; Breakage Policies</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Regular M.R. Visits</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Better Product Quality</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Company Reputation / Standard</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>Payment Terms / Credit Facility</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>Delivery Time taken by Companies</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>10</td>
<td>Rapport with M.R. / Manager</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>

From the above table, it can be noted that, majority of Stockists, have most considered
(Avg. Score 5) Promotional Schemes & Customer’s Demand as important factors
considered while placing orders for prescription-based medicines in the last decade in
Ahmednagar district. Other important factors much considered (Avg. Score 4) by the
Stockists are Company’s Expiry / Breakage Policies and Payment Terms / Credit
Facility by pharma companies.

The factors like Good Promotional Gifts, Regular M.R. Visits, Company Reputation /
Standard, Delivery Time taken by Companies and Rapport with M.R. / Manager, are
also considered (Avg. Score 3) by some of the Stockists. Other less considered (Avg.
Score 2) factor includes Better Product Quality.
4.5.34 Predictions about Future Marketing Trends of Pharma Companies:

The researcher has collected open ended feedbacks of Stockists to know their predictions about future marketing trends of pharma companies considering the past and present marketing trends. The major responses are summarised as below:

1. Pharma business turnover will increase further in future.
2. Pharma companies will increase activities for the Doctors.
3. Companies with good R & D will only survive in future.
4. Tough Competition will increase further in future.
5. Ethical practices will come back again.
6. It is very difficult to survive for the new players.
7. Indian Pharma majors will rule the global generic pharma business soon.
8. Number of stockists will be increased and Market will be open.
9. Only MNC's and big pharma companies will survive in long run.
10. Stockist appointment barriers will be removed.
11. Cost of treatment will increase more in future.
12. Pharma marketing will become more commercial in future than it is today.
13. New advanced drug molecules will be introduced immediately in India as they are introduced in developed countries.
14. Indian pharma companies like Ranbaxy, Cipla, Dr. Reddy’s, Wockhardt, Lupin, etc. will dominate global pharma business in future.
4.6 Data Analysis of Responses from MR’s & Managers Questionnaires:

The researcher has collected feedbacks of total 95 Medical Representatives and Managers from Ahmednagar district for primary data collection. Out of these, there are 70, i.e. 74%, MR’s and 25, i.e. 26%, Managers included in this study. These MR’s & Managers are having different company backgrounds, years of work experiences and other demographic differences too. Some of these important demographic differences are discussed hereafter.

4.6.1 Type of Company of MR's and Managers:

The researcher has analysed about types of pharma companies of MR’s & Managers from Ahmednagar district. The resulted data is summarised in Table No.4.6.1 and graphically represented in Graph No. 4.6.1.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Type of Company</th>
<th>No. of MR's &amp; Managers</th>
<th>% MR's &amp; Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Indian</td>
<td>63</td>
<td>66</td>
</tr>
<tr>
<td>2</td>
<td>M.N.C.</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that, majority of, i.e. 66% MR’s & Managers from Ahmednagar district, are working in Indian pharma companies and 34% MR’s & Managers are working in Multi-National Companies.
4.6.2 Experience of MR’s & Managers:

All the MR’s & Managers included in this study are having minimum 10 years of working experience in pharma industry. The classification of MR’s & Managers based on years of experience is given below in Table No. 4.6.2 and Graph No. 4.6.2.

Table No. 4.6.2
Experience of MR's & Managers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>No. of Years</th>
<th>No. of MR's &amp; Managers</th>
<th>% MR's &amp; Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11-20</td>
<td>80</td>
<td>84</td>
</tr>
<tr>
<td>2</td>
<td>21-30</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.6.2
Experience of MR's & Managers

From above table and graph, it can be observed that majority of, i.e. 84% MR’s & Managers are having experience of 11-20 years and 16% MR’s & Managers are having 21-30 years of experience.

Thus, from above experience analysis of MR’s & Managers, it can be noticed that number of MR’s & Managers has increased to a greater extent in the last decade, in Ahmednagar district.
4.6.3 Change in Number of Pharmaceutical Companies:

The researcher has analysed the MR’s & Managers feedbacks about change in number of pharmaceutical companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.3 and in Graph No. 4.6.3.

**Table No. 4.6.3**
Change in Number of Pharmaceutical Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>82</td>
<td>86</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.3**
Change in Number of Pharmaceutical Companies

From above table and graph, it can be noted that majority of, i.e. 86% MR's & Managers have responded that there is considerable increase and remaining 14% MR's & Managers have replied that there is moderate increase in number of pharmaceutical companies. None of them have replied that there is decrease in number of pharmaceutical companies. Overall, 100% MR’s & Managers have responded that there is increase in number of pharmaceutical companies in the last decade, in Ahmednagar district.
4.6.4 Change in Number of Divisions of Pharma Companies:

The researcher has analysed MR’s & Managers feedbacks about change in number of divisions of pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.4 and Graph No. 4.6.4.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>69</td>
<td>73</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 73% of MR’s & Managers have responded that there is considerable increase and remaining 27% have replied that there is moderate increase in the number of divisions of pharma companies in Ahmednagar district in the last decade. None of the MR’s & Managers has replied that there is decrease in number of divisions of pharma companies in Ahmednagar district in the last decade. Overall, 100% MR’s & Managers have responded that there is increase in number of divisions of pharma companies in the last decade, in Ahmednagar district.
4.6.5 Change in Number of Small or Local Pharma Companies:

The researcher has analysed MR’s & Managers feedbacks about change in number of small or local pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.5 and Graph No. 4.6.5.

Table No. 4.6.5
Change in Number of Small or Local Pharma Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>77</td>
<td>81</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.6.5
Change in Number of Small or Local Pharma Companies

From above table and graph, it can be noted that majority of, i.e. 81% MR’s & Managers have responded that there is considerable increase, 16% MR’s & Managers have replied that there is moderate increase and remaining 3% MR’s & Managers have replied that there is slight increase in number of small or local pharma companies. None of the MR’s & Managers has replied that there is decrease in number of small or local pharma companies. Overall, 100% MR’s & Managers have responded that there is increase in number of small or local pharma companies in the last decade in Ahmednagar district.
4.6.6 Change in Extent of Competition among Pharma Companies:

The researcher has analysed MR’s & Managers feedbacks about change in extent of competition among pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.6 and in Graph No. 4.6.6.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>71</td>
<td>75</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 75% MR’s & Managers have responded that there is considerable increase and remaining 25% MR’s & Managers have replied that there is moderate increase in competition among pharma companies. None of them have responded that there is decrease in extent of competition among pharma companies in the last decade. Overall, 100% MR’s & Managers have accepted that there is increase in extent of competition in the last decade, in Ahmednagar district.
4.6.7 Change in Frequency of Launching New Products:

The researcher has analysed the MR’s & Managers feedbacks about change in the frequency of launching new products by pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.7 and Graph No. 4.6.7.

Table No. 4.6.7
Change in Frequency of launching New Products

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>58</td>
<td>61</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.6.7
Change in Frequency of launching New Products

From above table and graph, it can be noted that majority of, i.e. 61% MR’s & Managers responded that there is considerable increase, 37% MR’s & Managers replied that there is moderate increase and remaining 2% MR’s & Managers responded that there is slight increase in frequency of launching new products. None of the MR’s & Managers replied that there is decrease in frequency of launching new products by pharma companies. Overall, 100% MR’s & Managers have replied that there is increase in frequency of launching new products by pharma companies in Ahmednagar district, in the last decade.
4.6.8 Change in Prices of Medicines:

The researcher has analysed the MR’s & Managers feedbacks about change in prices of prescription-based medicines in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.6.8 and Graph No. 4.6.8.

Table No. 4.6.8
Change in Prices of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>70</td>
<td>74</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.6.8
Change in Prices of Medicines

From above table and graph, it can be noted that majority of, i.e. 74% MR’s & Managers responded that there is considerable increase and 5% MR’s & Managers replied that there is moderate increase in prices of medicines. On the other hand, 12% MR’s & Managers replied that there is moderate decrease, 5% MR’s & Managers replied that there is considerable decrease and 4% MR’s & Managers replied that there is slight decrease in prices of medicines. None of the MR’s & Managers replied that there is no change in prices of medicines in the last decade. Overall, 79% MR’s & Managers replied that there is increase in prices of medicines in Ahmednagar district, in the last decade.
4.6.9 Change in Availability of Medicines:

The researcher has analysed the MR’s & Managers feedbacks about change in availability of medicines at Chemist’s shops, in Ahmednagar district in the last decade. The resulted data is summarised in the Table No. 4.6.9 and Graph No. 4.6.9.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 37% MR’s & Managers have responded that there is moderate improvement, 31% have replied that there is considerable improvement and 21% have replied that there is slight improvement in availability of medicines. On the other hand, 4% MR’s & Managers have responded that there is slight decline, 3% have replied that there is moderate decline, 1% have replied that there is considerable decline in availability of medicines, and remaining 3% have replied that there is no change in availability of medicines. Overall, 89% MR’s & Managers replied that there is improvement in availability of medicines in last decade.
4.6.10 Change in Time taken for Supply of Medicines to Stockists:

The researcher has analysed the Stockist’s feedbacks about change in time taken by pharma companies for the supply of medicines in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.6.10 and Graph No. 4.6.10.

Table No. 4.6.10

<table>
<thead>
<tr>
<th>Sr. No.</th>
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<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>2</td>
<td>Moderate Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>73</td>
<td>77</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.6.10

From above table and graph, it can be noted that majority of, i.e. 77% MR’s & Managers have responded that there is considerable decrease, 19% MR’s & Managers have replied that there is moderate decrease and remaining 4% MR’s & Managers replied that there is slight decrease in time taken by pharma companies for supply of medicines to Stockists in the last decade. None of the MR’s & Managers has replied that there is increase in time taken by pharma companies for supply of medicines to Stockists. Overall, 100% MR’s & Managers have replied that there is decrease in time taken by pharma companies for supply of medicines to Stockists in Ahmednagar district, in the last decade.
4.6.11 Change in Quality of Medicines:

The researcher has analysed the MR’s & Managers feedbacks about change in quality of medicines marketed by pharma companies in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.11 and Graph No. 4.6.11.

**Table No. 4.6.11**
Change in Quality of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Considerable Improvement</td>
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<td>46</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.11**
Change in Quality of Medicines

From above table and graph, it can be noted that majority of, i.e. 46% MR’s & Managers have responded that there is considerable improvement, 37% MR’s & Managers have replied that there is moderate improvement and 11% MR’s & Managers have replied that there is slight improvement in quality of medicines. On the other hand, 6% MR’s & Managers have replied that there is slight decline in quality of medicines. None of them have replied that there is no change in quality of medicines in last decade in Ahmednagar district. Overall, 94% MR’s & Managers have responded that there is improvement in quality of medicines in last decade, in Ahmednagar district.
4.6.12 Change in Packaging of Medicines:

The researcher has analysed the MR’s & Managers feedbacks about change in packaging of medicines in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.6.12 and Graph No. 4.6.12.

**Table No. 4.6.12**

<table>
<thead>
<tr>
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<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
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<td>2</td>
<td>Moderate Improvement</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.12**

From above table and graph, it can be noted that majority of, i.e. 57% MR’s & Managers have responded that there is considerable improvement, 34% MR’s & Managers have replied that there is moderate improvement and remaining 9% MR’s & Managers replied that there is slight improvement in packaging of medicines in the last decade in Ahmednagar district. None of the MR’s & Managers has replied that there is decline or no change in packaging of medicines in last decade, in Ahmednagar district. Overall, 100% MR’s & Managers have replied that there is improvement in packaging of medicines in last decade, in Ahmednagar district.
4.6.13 Change in Dosage Convenience of Patients:

The researcher has analysed the MR’s & Managers feedbacks about change in dosage convenience of Patients in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.6.13 and Graph No. 4.6.13.

**Table No. 4.6.13**  
Change in Dosage Convenience

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Moderate Improvement</td>
<td>31</td>
<td>33</td>
</tr>
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<td>3</td>
<td>Slight Improvement</td>
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<td>7</td>
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<tr>
<td>4</td>
<td>No Change</td>
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<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.13**  
Change in Dosage Convenience

From above table and graph, it can be noted that majority of, i.e. 60% MR’s & Managers have responded that there is moderate improvement, 33% MR’s & Managers have replied that there is considerable improvement and remaining 7% MR’s & Managers have replied that there is slight improvement in dosage convenience of Patients in the last decade in Ahmednagar district. None of the MR’s & Managers has replied that there is any decline or no change in dosage convenience of Patients in the last decade in Ahmednagar district. Overall, 100% MR’s & Managers have replied that there is improvement in dosage convenience of Patients in last decade, in Ahmednagar district.
4.6.14 Change in Patient’s Compliance:

The researcher has analysed the MR’s & Managers feedbacks about change in Patient’s compliance for taking prescription-based medicines in the last decade, in Ahmednagar district. The resulted data is summarised in Table No. 4.6.14 and Graph No. 4.6.14.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
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<td>39</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>54</td>
<td>57</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
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<td>0</td>
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<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
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<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 57% MR’s & Managers have responded that there is moderate improvement, 39% MR’s & Managers have replied that there is considerable improvement and remaining 4% MR’s & Managers replied that there is slight improvement in patient’s compliance in the last decade in Ahmednagar district. None of the MR’s & Managers has responded that there is decline or no change in patient’s compliance in the last decade. Overall, 100% MR’s & Managers have responded that there is improvement in patient’s compliance for taking prescription-based medicines, in the last decade, in Ahmednagar district.
4.6.15 Change in Services to Patients:

The researcher has analysed MR’s and Managers feedbacks about change in services to Patients like free check-ups and camps by pharma companies marketing prescription-based medicines in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.6.15 and Graph No. 4.6.15.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
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</tr>
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<td>2</td>
<td>Moderate Improvement</td>
<td>25</td>
<td>26</td>
</tr>
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<td>3</td>
<td>Slight Improvement</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
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<td>No Change</td>
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<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
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</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 56% MR’s and Managers have responded that there is moderate improvement, 26% MR’s and Managers have replied that there is slight improvement and remaining 18% MR’s and Managers replied that there is considerable improvement in services to Patients. None of them has replied that there is decline in services to Patients. Overall, 100% MR’s and Managers have replied that there is improvement in services to Patients like free check-ups and camps by pharma companies in the last decade, in Ahmednagar district.
4.6.16 Change in Patients' Awareness:

The researcher has analysed MR’s & Managers feedbacks about change in Patients’ awareness about different diseases and their medications in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.16 and Graph No. 4.6.16.

**Table No. 4.6.16**

<table>
<thead>
<tr>
<th>Sr. No.</th>
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<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Considerable Increase</td>
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<td>2</td>
<td>Moderate Increase</td>
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<td>30</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>25</td>
<td>26</td>
</tr>
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<td>4</td>
<td>No Change</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
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</tbody>
</table>

**Graph No. 4.6.16**

Change in Patients' Awareness

From above table and graph, it can be noted that majority of, i.e. 37% MR’s & Managers have replied that there is considerable increase, 30% MR’s & Managers have replied that there is moderate increase and 26% MR’s & Managers have replied that there is slight increase in Patient’s awareness. On the other hand, 7% MR’s & Managers replied that there is no change and none of the MR’s & Managers has responded that there is decline in Patient’s awareness in the last decade. Overall, 93% MR’s & Managers have responded that there is improvement in Patient’s awareness about different diseases and their medications, in the last decade in Ahmednagar district.
4.6.17 Change in Marketing Strategies of Pharma Companies:

The researcher has analysed MR’s & Managers feedbacks about change in marketing strategies implemented by pharma companies in marketing in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.17 and Graph No. 4.6.17.

Table No. 4.6.17
Change in Marketing Strategies of Pharma Companies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>Considerable Improvement</td>
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<td>42</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>31</td>
<td>33</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>3</td>
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<tr>
<td>7</td>
<td>Considerable Decline</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.6.17
Change in Marketing Strategies of Pharma Companies

From above table and graph, it can be noted that majority of, i.e. 42% MR’s & Managers replied that there is considerable improvement, 33% MR’s & Managers replied that there is moderate improvement and 15% MR’s & Managers replied that there is slight improvement in marketing strategies. On the other hand, 5% MR’s & Managers replied that there is slight decline, 3% MR’s & Managers replied that there is moderate decline and 2% MR’s & Managers replied that there is considerable decline in marketing strategies of pharma companies. Overall, 90% MR’s & Managers have replied that there is improvement in marketing strategies of pharma companies in the last decade.
4.6.18 Change in Marketing Communication Messages:

The researcher has analysed MR’s & Managers feedbacks about change in marketing communication messages designed by pharma companies for Doctors in the last decade. The resulted data is summarised in Table No. 4.6.18 and Graph No. 4.6.18.

<table>
<thead>
<tr>
<th>Sr. No.</th>
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<td>2</td>
<td>Moderate Improvement</td>
<td>44</td>
<td>46</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
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<td>15</td>
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<tr>
<td>4</td>
<td>No Change</td>
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<tr>
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<td>Slight Decline</td>
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<td>6</td>
<td>Moderate Decline</td>
<td>2</td>
<td>2</td>
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<td>Considerable Decline</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 46% MR’s & Managers have responded that there is moderate improvement, 34% have replied that there is considerable improvement and 15% have replied that there is slight improvement in marketing communication messages of pharma companies for Doctors in Ahmednagar district. On the other hand, 3% MR’s & Managers replied that there is slight decline and remaining 2% have replied that there is moderate decline in marketing communication messages designed by pharma companies. Overall, 95% MR’s & Managers have responded that there is improvement in marketing communication messages designed by pharma companies, for Doctors in Ahmednagar district, in the last decade.
4.6.19 Change in Quality of Brand Promotional Tools:

The researcher has analysed the MR’s & Managers feedbacks about change in quality of brand promotional tools offered by pharma companies for Doctors in the last decade. The resulted data is summarised in Table No. 4.6.19 and Graph No. 4.6.19.

**Table No. 4.6.19**

<table>
<thead>
<tr>
<th>Sr. No.</th>
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<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>Considerable Improvement</td>
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<td>2</td>
<td>Moderate Improvement</td>
<td>41</td>
<td>43</td>
</tr>
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<td>3</td>
<td>Slight Improvement</td>
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<td>Slight Decline</td>
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<tr>
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<td>1</td>
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<td><strong>Total</strong></td>
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</tbody>
</table>

**Graph No. 4.6.19**

From above table and graph, it can be noted that majority of, i.e. 43% MR’s & Managers have responded that there is moderate improvement, 31% have replied that there is considerable improvement and 15% have replied that there is slight improvement in quality of brand promotional tools. On the other hand, 7% MR’s & Managers have replied that there is slight decline, 1% have replied that there is moderate decline, 3% have replied that there is no change in quality of brand promotional tools designed by pharma companies. Overall, 89% MR’s & Managers have responded that there is improvement in quality of brand promotional tools offered by pharma companies for Doctors in Ahmednagar district, in the last decade.
4.6.20 Change in Novelty of Brand Promotional Tools:

The researcher has analysed MR’s & Managers feedbacks about change in novelty of brand promotional tools designed by pharma companies for Doctors in the last decade. The resulted data is summarised in Table No. 4.6.20 and Graph No. 4.6.20.

Table No. 4.6.20
Change in Novelty of Brand Promotional Tools

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>43</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be seen that majority of, i.e. 45% MR’s & Managers have responded that there is moderate improvement, 31% replied that there is considerable improvement and 15% replied that there is slight improvement in novelty of brand promotional tools. On the other hand, 7% MR’s & Managers have replied that there is slight decline and 2% replied that there is no change in novelty of brand promotional tools. Overall, 91% MR’s & Managers have responded that there is improvement in novelty of brand promotional tools designed by pharma companies for Doctors in Ahmednagar district, in the last decade.
4.6.21 Change in Pharma Marketing Approach-Ethical to Unethical:

The researcher has analysed the MR’s & Managers feedbacks about change in marketing approach of pharma, from ethical to unethical, in the last decade. The resulted data is summarised in Table No. 4.6.21 and Graph No. 4.6.21.

Table No. 4.6.21
Change in Pharma Marketing Approach-Ethical to Unethical

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>66</td>
<td>70</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.6.21
Change in Pharma Marketing Approach-Ethical to Unethical

From above table and graph, it can be noted that majority of, i.e. 70% MR’s & Managers have responded that there is considerable increase, 26% MR’s & Managers have replied that there is moderate increase, 3% MR’s & Managers have replied that there is slight increase in unethical pharma marketing approach. Remaining 1% MR’s & Managers have replied that there is no change in pharma marketing approach in the last decade. None of them has responded that there is decrease in unethical approach of pharma marketing. Overall, 96% MR’s & Managers have responded that there is increase in unethical approach of pharma marketing in the last decade, in Ahmednagar district.
4.6.22 Change in Proportion of use of 3 C’s in Marketing:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on sales growth expected from them by pharma companies, in the last decade. The resulted data is summarised in Table No. 4.6.22 and Graph No. 4.6.22.

**Table No. 4.6.22**

<table>
<thead>
<tr>
<th>3 C's Status</th>
<th>Convince</th>
<th>Confuse</th>
<th>Corrupt</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Years-Total of all Responses</td>
<td>6924</td>
<td>1398</td>
<td>1126</td>
<td>95</td>
</tr>
<tr>
<td>Initial Years-Average of Responses</td>
<td>73</td>
<td>15</td>
<td>12</td>
<td>100%</td>
</tr>
<tr>
<td>Recent Years-Total of all Responses</td>
<td>3684</td>
<td>879</td>
<td>4983</td>
<td>95</td>
</tr>
<tr>
<td>Recent Years-Average of Responses</td>
<td>39</td>
<td>9</td>
<td>52</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Graph No. 4.6.22**

From above table and graph, it can be noticed that from the feedbacks of MR’s and Managers, the average proportion of use of 3 C’s in marketing in the initial years of last decade was 73% Convince, 15% Confuse and 12% Corrupt.

Whereas, the average proportion of use of 3 C’s in marketing by MR’s & Managers in the recent years of last decade is 39% Convince, 9% Confuse and 52% Corrupt.

Thus, it can be inferred that the proportion of use of convincing the Doctors is decreased from earlier 73% to recent 39%; the proportion of use of confusing the Doctors is decreased from earlier 15% to recent 9%; and the proportion of use of corrupting the Doctors is increased from earlier 12% to recent 52% in Ahmednagar district, in the last decade due to changing marketing scenario in prescription-based medicines.
4.6.23 Change in Sales Growth expected from MR’s & Managers:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on sales growth expected from them by pharma companies, in the last decade. The resulted data is summarised in Table No. 4.6.23.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Sales Growth Expected in Initial Years of Last Decade</th>
<th>Sales Growth Expected in Recent Years of Last Decade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>From</td>
<td>To</td>
</tr>
<tr>
<td>Total of all Responses</td>
<td>1429</td>
<td>1912</td>
</tr>
<tr>
<td>Average %</td>
<td>15</td>
<td>20</td>
</tr>
</tbody>
</table>

From above table, it can be noted that the average sales growth expected from MR’s & Managers in the initial years of last decade ranges from 15% to 20% every year. Whereas, the average sales growth expected from MR’s & Managers in the recent years of last decade ranges from 30% to 40% every year. It can be concluded that the sales growth expectation by pharma companies from MR’s & Mangers in Ahmednagar district has almost doubled in the last decade.

4.6.24 Change in Return on Investment expected from MR’s & Managers:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on return on investment expected from them by pharma companies, in the last decade. The resulted data is summarised in Table No. 4.6.24.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>R. O. I. Expected in Initial Years of Last Decade</th>
<th>R. O. I. Expected in Recent Years of Last Decade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total of all Responses</td>
<td>958</td>
<td>482</td>
</tr>
<tr>
<td>Average (Times)</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

From above table, it can be noted that the average return on investment expected from MR’s & Managers in the initial years of last decade was 10 times every year. Whereas, the average return on investment expected from MR’s & Managers in the recent years of last decade ranges was 5 times every year every year. It can be concluded that the return on investment expectation by pharma companies from MR’s & Mangers in Ahmednagar district has almost decreased to half in the last decade.
4.6.25 Positive and Negative Changes in Pharma Marketing Scenario:

The researcher has collected open ended feedbacks of MR’s & Managers about positive & negative changes they have noticed in pharma marketing scenario in the last decade. The major responses are analysed and summarised as below.

A. Positive Changes:
1. Increase in patient ratio as per todays expenses.
2. Increased number of companies leading to availability of more substitutes.
3. All companies are going for e-reporting.
4. Ambitious targets & growth taken by pharma.
5. Better availability of medicines at micro level increased.
7. Companies are now focussing on CME's.
8. Conceptual approach is still present.
9. Contributing good number of employment & growth to country.
10. Doctor speciality wise brand promotion approach has increased a lot.
11. Doctor gifts and sponsorships increased.
12. Doctor still wants MR's to meet them.
13. Due to increased competition, prices of some medicines have decreased.
14. Due to price control, everybody can afford to purchase medicines.
15. Facilities to field force have increased.
16. Fast acceptance to new products or molecules by Doctors.
17. Faster communication and instant service to customers.
18. Due to faster communication there are faster treatment facilities.
19. Field force is computer savvy, can easily adopt computerisation.
20. Focussed approach towards Doctors has increased.
21. Good MNC companies with specialty products have entered.
22. Good quality medicines are available at reasonable price.
23. Up gradation in Technology; Use of online media and computerisation.
24. Investment towards the customers & employee.
25. Job opportunity increased due to increase in number of companies & divisions.
26. Lot of scientific bodies are supporting medical specialists for scientific sales.
27. Marketing & life style of field force is improved.
28. Many more facilities are given to field force by some of MNC's.
29. More new job opportunities & better salary packages are given to field force.
30. Market open for business to all companies.
31. Marketing communications have improved.
32. MNC's are becoming aggressive for sales.
33. More competition- so sharpen skills.
34. Market is vast and expanding rapidly; creating more employment.
35. Net reporting, Timely deposition of salary online.
36. Newer advanced research molecules, drug delivery systems & drug combinations are introduced.
37. Number of companies & job opportunities increased for right candidates.
38. Number of MNC's introducing with research products.
39. Patient awareness has increased.
40. Pharma market has got explored & grown rapidly.
41. Product knowledge & Competitor knowledge of MR's is increased.
42. Reach of medication to rural & lower economic strata has improved.
43. Rural service has improved.
44. Rx pattern has improved.
45. Salary packages of field force have increased.
46. Smart people getting recognition from company.
47. Today it is evidence based medicines as compared to past.
48. Company Turnover is increased.
49. Working Hrs. of MR's have reduced from 12 Hrs. to 8 Hrs.
50. Awareness & promotion of medicines has increased.
51. Complete medication is taken by the patients.
52. Due to computerisation in billing & sales; account keeping has made easy.
53. Due to appointment of many Stockists, product availability is improved.
54. Expiry decreased & investment service improved.
55. Medicine prices are now inclusive of all taxes.
56. Monthly packs of medicines have decreased price burdens of patients.
57. New drugs information updates getting easily.
58. Numbers of Doctors/ Hospitals are available freely.
59. Number of substitute medicines and companies has increased a lot.
60. Profit margin of pharma companies has increased.
61. Schemes are executed properly by stockists.
62. Results as well as sales of standard company’s medicines are good.
63. Due to computerization, customers can be given now better services.

B. Negative Changes:

1. Activity related business has become a short-term & time bound business.
2. Advertisement to sales ratio is increased.
3. Attrition rate of field force is increased.
4. Change from scientific promotion to unethical promotion.
5. Companies are becoming more professional, No personal touch at all.
6. Companies are focusing more on me-too products.
7. Companies consider MR's as Hamal (porters) & agent.
8. Compared to other industries salary rise is not much.
9. Competition has increased a lot; so Doctors are getting more options to prescribe.
10. Corruption has increased greatly at Doctor as well as Chemist level.
11. Customer expectations have increased very much & difficult to satisfy.
12. Doctor appointment call system and calls on specific days only has increased therefore it has become difficult to get Doctors calls.
13. Doctor reminder is ineffective now a days; less value for regular MR visits.
14. Doctors are become more corrupt & are focussing more on gifts and sponsorships.
15. Doctor’s attitude has changed from personal to professional & commercial.
16. Effort based Rx generation is decreased, i.e. Give & take business has increased.
17. Ethics are compromised / declining /lost for business growth.
18. Expectation by company has increased as compared to salary.
19. Generic Brands are increased.
20. Harassment of good people.
21. Increased corruption in the form of PCD brands.
22. Induction of undergraduates & non-graduates in the field.
23. Entry of many Local / Propaganda mushroom companies has increased a lot.
24. Lot of corruption & Malpractices by pharma companies in bribing the Doctors.
25. Market is dominated by Doctors as well as Chemists.
26. MNC's are dominating Indian Pharma companies.
27. MR's are losing respect & importance at every level (Doctor/ Chemist/ Stockist).
28. Negligence towards honesty and No human value to staff.
29. New MR's are not of good quality & they don't have devotion to work.
30. No job satisfaction or mental satisfaction.
31. Number of companies increased up to greater extent.
32. No personal relations with Doctors, it’s purely professional.
33. No proportionate salary increments as per sales growth.
34. Non liable managers due to early promotions.
35. Not getting good MR's (Hard worker).
36. Products are prescribed to complete pharma targets for foreign trips.
37. Propaganda business is harmful for ethical business.
38. Quality people don't want to join the field.
39. Remuneration packages & exploitation has increased.
40. Due to increased competition, market growth has saturated.
41. Sponsorships are increased to a greater extent.
42. Survival in pharma industry is difficult now.
43. Trust between Doctors and MR's is decreased.
44. Irrational drug combinations have increased.
45. Upcoming trend of asking sponsorship, writing PCD products.
46. Target sales pressure is increased a lot on field force.
47. Waiting time at Doctors has increased leading to wastage of time.
48. Pharma marketing has become more Aggressive, professional and commercial.
49. Unnecessary work load is on field force is increased & is non-specific.
50. Due to large increase in number of Chemists, it leads to increased competition.
51. Many Doctors have shifted to prescribe local or small companies brands for getting more personal benefits.
52. Doctors are not much concerned about quality or standard of medicine brands rather they are only interested about personal benefits.
53. Many companies have started promoting the same molecules with different brand names through their different divisions.
4.6.26 Impact on Number of Medical Representatives and Managers:

The researcher has analysed Medical Representatives and Managers feedbacks about impact of changing marketing scenario on their number in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.26 and Graph No. 4.6.26.

**Table No. 4.6.26**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>82</td>
<td>86</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.26**

From above table and graph, it can be noted that majority of, i.e. 86% MR’s and Managers have responded that there is considerable increase, and 14% MR’s and Managers have replied that there is moderate increase in their number in the last decade. None of the MR’s and Managers has responded that there is decrease in their number in the last decade. Overall, 100% MR’s and Managers have replied that there is increase in their number in the last decade in Ahmednagar district.
4.6.27 Impact on Quality of Product Trainings:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on quality of product trainings by pharma companies for them in the last decade. The resulted data is summarised in Table No. 4.6.27 and Graph No. 4.6.27.

Table No. 4.6.27
Impact on Quality of Product Trainings

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>55</td>
<td>58</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.6.27
Impact on Quality of Product Trainings

From above table and graph, it can be seen that majority of MR’s & Managers, i.e. 58% have responded that there is slight decline, 22% have replied that there is moderate decline and 8% have replied that there is considerable decline in quality of product trainings. On the other hand, 5% MR’s & Managers have replied that there is slight improvement, 3% have replied that there is considerable improvement, 3% have replied that there is moderate improvement and 1% have replied that there is no change in quality of product trainings. Overall, 88% MR’s & Managers have replied that there is decline in quality of product trainings given by pharma companies in the last decade.
4.6.28 Impact on Knowledge Update Status of MR’s & Managers:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on their knowledge update status in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.6.28 and Graph No. 4.6.28.

**Table No. 4.6.28**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>36</td>
<td>38</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.28**

Impact on Knowledge Update Status

From above table and graph, it can be noticed that majority of, i.e. 38% MR’s & Managers have responded that there is moderate improvement, 34% have responded that there is slight improvement and 18% have responded that there is considerable improvement in their knowledge update status. On the other hand, 10% MR’s & Managers have replied that there is no change and none of them have replied that there is decline in their knowledge update status. Overall, 90% MR’s & Managers have replied that there is improvement in their knowledge update status due to changing marketing scenario in prescription-based medicines in Ahmednagar district, in the last decade.
4.6.29 Impact on Ease of Implementing Marketing Strategies:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on ease of implementing marketing strategies of pharma companies by them in Ahmednagar district, in the last decade. The resulted data is summarised in Table No. 4.6.29 and graphically represented in Graph No. 4.6.29.

**Table No. 4.6.29**

Impact on Ease of Implementing Marketing Strategies

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.29**

Impact on Ease of Implementing Marketing Strategies

From above table and graph, it can be noted that majority of, i.e. 28% MR’s & Managers replied that there is moderate improvement, 26% replied that there is considerable improvement and 26% replied that there is slight improvement. On the other hand, 8% MR’s & Managers have replied that there is considerable decline, 6% replied that there is slight decline, 5% replied that there is moderate decline and remaining 1% replied that there is no change in ease of implementing marketing strategies. Overall, 80% MR’s & Managers replied that there is improvement in ease of implementing marketing strategies of pharma companies by them, in the last decade, in Ahmednagar district.
4.6.30 Impact on Field-working Time Available:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on field working time available for them in the last decade. The resulted data is summarised in Table No. 4.6.30 and Graph No. 4.6.30.

**Table No. 4.6.30**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
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<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>61</td>
<td>64</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>34</td>
<td>36</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.30**

From above table and graph, it can be noted that majority of, i.e. 64% MR’s & Managers have responded that there is moderate decrease and 36% MR’s & Managers have replied that there is considerable decrease in the field-working time available for them, in the last decade in Ahmednagar district. None of the MR’s & Managers has replied that there is increase in field-working time available for them. Overall, 100% MR’s & Managers have replied that there is decrease in field-working time available for them in the last decade, in Ahmednagar district.
4.6.31 Impact on Time Available for Collecting Market Information:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on time available for them to collect market information from Chemists in Ahmednagar district. The resulted data is summarised in Table No. 4.6.31 and Graph No. 4.6.31.

**Table No. 4.6.31**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>38</td>
<td>40</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.31**

Impact on Time available for Collecting Market Information

From above table and graph, it can be noted that majority of, i.e. 40% MR’s & Managers replied that there is moderate decrease, 31% replied that there is slight decrease and 9% replied that there is considerable decrease in time available for them for collecting market information from Chemists. On other hand, 13% MR’s & Managers replied that there is slight increase, 4% replied that there is moderate increase, and 3% replied that there is no change in time available for them to collect market information. Overall, 80% MR’s & Managers have replied that there is decrease in time available for them for collecting market information from Chemists in the last decade, in Ahmednagar district.
4.6.32 Impact on Ease of Getting Important Doctor's Calls:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on ease of getting important Doctors’ calls in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.32 & Graph No. 4.6.32.

### Table No. 4.6.32
Impact on Ease of Getting Important Doctor's Calls

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>65</td>
<td>69</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Graph No. 4.6.32
Impact on Ease of Getting Important Doctor's Calls

From above table and graph, it can be noted that majority of, i.e. 69% MR’s & Managers have responded that there is moderate decline, 26% MR’s & Managers replied that there is considerable decline and remaining 5% MR’s & Managers have replied that there is slight decline in ease of getting important Doctor’s calls. None of the MR’s & Managers has replied that there is improvement in ease of getting important Doctor’s calls in the last decade. Overall, 100% MR’s & Managers have replied that there is decline in ease of getting important Doctor’s calls, in the last decade, in Ahmednagar district.
4.6.33 Impact on In-clinic Time spared by Doctors:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on in-clinic time spared by Doctors in Ahmednagar district for them in the last decade. The resulted data is summarised in Table No. 4.6.33 and Graph No. 4.6.33.

### Table No. 4.6.33
Impact on In-clinic Time spared by Doctors

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>31</td>
<td>33</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>48</td>
<td>51</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Graph No. 4.6.33
Impact on In-clinic Time Available

From above table and graph, it can be noted that majority of, i.e. 51% MR’s & Managers have responded that there is considerable decrease, 33% have replied that there is slight decrease and 8% have replied that there is moderate decrease in in-clinic time spared by Doctors. Whereas 5% MR’s & Managers have responded that there is moderate increase and 3% have replied that there is slight increase in in-clinic time spared by Doctors in the last decade. Overall, 92% MR’s & Managers have accepted that there is decrease in in-clinic time spared by Doctors for them, in the last decade, in Ahmednagar district.
4.6.34 Impact on Number of Substitutes Available for Doctors to Prescribe:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on number of substitutes available for Doctors to prescribe, in the last decade. The resulted data is summarised in Table No. 4.6.34 and Graph No. 4.6.34.

**Table No. 4.6.34**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>62</td>
<td>65</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

**Graph No. 4.6.34**

From above table and graph, it can be noted that majority of, i.e. 65% MR’s & Managers have replied that there is considerable increase, 35% MR’s & Managers have replied that there is moderate increase in number of substitutes available for Doctors to prescribe in the last decade. None of the MR’s & Managers has replied that there is decrease or no change in number of substitutes available for Doctors to prescribe, in the last decade. Overall, 100% MR’s & Managers have replied that there is decrease in number of substitutes available for Doctors to prescribe, in the last decade, in Ahmednagar district.
4.6.35 Impact on Reciprocal Expectations of Doctors:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on reciprocal expectations of Doctors from them in the last decade. The resulted data is summarised in Table No. 4.6.35 and Graph No. 4.6.35.

Table No. 4.6.35
Impact on Reciprocal Expectations of Doctors

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>86</td>
</tr>
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<td>2</td>
<td>Moderate Increase</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>95</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.6.35
Impact on Reciprocal Expectations of Doctors

From above table and graph, it can be noted that majority of, i.e. 86% MR’s & Managers have responded that there is considerable increase, 11% MR’s & Managers have replied that there is moderate increase and remaining 3% MR’s & Managers have replied that there is slight increase in reciprocal expectations of Doctors. None of the MR’s & Managers has replied that there is decrease in the reciprocal expectations of Doctors from MR’s & Managers, in Ahmednagar district, in the last decade. Overall, 100% MR’s & Managers have responded that there is increase in reciprocal expectations of Doctors from MR’s and Managers, in Ahmednagar district, in the last decade.

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4.6.36 Impact on Prescription Habits of Doctors:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on prescription habits of Doctors in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.36 and Graph No. 4.6.36.

**Table No. 4.6.36**
Impact on Prescription Habits of Doctors

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Affected Adversely</td>
<td>57</td>
<td>60%</td>
</tr>
<tr>
<td>2</td>
<td>Moderately Affected Adversely</td>
<td>33</td>
<td>35%</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Affected Adversely</td>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Affected Favorably</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>Moderately Affected Favorably</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>7</td>
<td>Highly Affected Favorably</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.36**
Impact on Prescription Habits of Doctors

From above table and graph, it can be noted that majority of, i.e. 60% MR’s & Managers have replied that prescription habits of Doctors are highly affected adversely, 35% have replied that they are moderately affected adversely and remaining 5% have replied that they are slightly affected adversely in the last decade. None of the MR’s & Managers has replied that prescription habits of Doctors are affected favorably, in the last decade. Overall, 100% MR’s & Managers have accepted that the prescription habits of Doctors in Ahmednagar district are adversely affected in the last decade, in Ahmednagar district.
4.6.37 Impact on Relationships with Doctors:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on their relationships with Doctors in Ahmednagar district in the last decade. The resulted data is summarised in Table No. 4.6.37 and Graph No. 4.6.37.

Table No. 4.6.37
Impact on Relationship with Doctors

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personal to Personal</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Personal to Professional</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Personal to Commercial</td>
<td>52</td>
<td>55</td>
</tr>
<tr>
<td>4</td>
<td>Professional to Personal</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Professional to Professional</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>6</td>
<td>Professional to Commercial</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Commercial to Personal</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>8</td>
<td>Commercial to Professional</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>9</td>
<td>Commercial to Commercial</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.6.37
Impact on Relationship with Doctors

From above table and graph, it can be noted that majority of, i.e. 55% MR’s & Managers have responded that their relationship with Doctors has changed from personal to commercial, 23% have replied that their relationship has changed from personal to professional, 11% have replied that their relationship has remained as professional, 6% have replied that their relationship has changed from professional to commercial, 3%
have replied that their relationship has changed from professional to personal, and remaining 2% MR’s & Managers have replied that their relationship with Doctors in Ahmednagar district, has remained as personal in the last decade.

4.6.38 Impact on Difficulty of achieving Sales Targets:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on difficulty of achieving sales targets in the last decade. The resulted data is summarized in Table No. 4.6.38 and Graph No. 4.6.38.

Table No. 4.6.38
Impact on Difficulty in achieving Sales Targets

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>60</td>
<td>63</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.6.38
Impact on Difficulty of achieving Sales Targets

From above table and graph, it can be noted that majority of, i.e. 63% MR’s & Managers replied that there is considerable increase and remaining 37% MR’s & Managers replied that there is moderate increase in difficulty of achieving sales targets in the last decade. Overall, 100% MR’s & Managers have replied that there is increase in difficulty of achieving sales targets in the last decade, in Ahmednagar district.
4.6.39 Impact on Company Pressure for Sales Targets:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on company pressure on them for achieving sales targets in the last decade. The resulted data is summarized in Table No. 4.6.39 and Graph No. 4.6.39.

**Table No. 4.6.39**  
Impact on Company Pressure for Sales Targets

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>84</td>
<td>88</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.39**  
Impact on Company Pressure for Sales Targets

From above table and graph, it can be noted that majority of, i.e. 88% MR’s & Managers have responded that there is considerable increase, 11% MR’s & Managers have replied that there is moderate increase and remaining 1% MR’s & Managers have replied that there is slight increase in company pressure on them for achieving sales targets. None of the MR’s & Managers has responded that there is any decrease in pressure for sales targets. Overall, 100% MR’s & Managers have replied that there is increase in company pressure on them for achieving sales targets, in the last decade, in Ahmednagar district.
4.6.40 Impact on Company Business Turnover:

The researcher has analysed the Stockist’s feedbacks about impact of changing marketing scenario on their company business turnover in the last decade in Ahmednagar district. The resulted data is summarised in Table No. 4.6.40 and Graph No. 4.6.40.

**Table No. 4.6.40**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>57</td>
<td>60</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.40**

Impact on Company Business Turnover

From above table and graph, it can be noted that majority of, i.e. 60% MR’s & Managers replied that there is considerable increase, 31% MR’s & Managers replied that there is moderate increase and remaining 9% MR’s & Managers replied that there is slight increase in their company business turnover in the last decade. None of the MR’s & Managers has replied that there is decrease in company business turnover in the last decade, in Ahmednagar district. Overall, 100% MR’s & Managers have replied that there is increase in their company business turnover, in the last decade, in Ahmednagar district.
4.6.41 Impact on Overall Work Pressure and Stress Level:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on their overall work pressure and stress level in the last decade. The resulted data is summarized in Table No. 4.6.41 and Graph No. 4.6.41.

**Table No. 4.6.41**
Impact on Work Pressure and Stress Level

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
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<td>72</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 72% MR’s & Managers have responded that there is considerable increase, 25% MR’s & Managers have replied that there is moderate increase and remaining 3% MR’s & Managers have replied that there is slight increase in their work pressure & stress level in the last decade in Ahmednagar district. None of the MR’s & Managers has responded that there is any decrease or no change in their work pressure & stress level in the last decade. Overall, 100% MR’s & Managers have replied that there is increase in their work pressure and stress (physical & mental) level, in the last decade in Ahmednagar district.
4.6.42 Impact on Overall Job Satisfaction:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on their overall job satisfaction for working in pharma companies in Ahmednagar district in the last decade. The resulted data is summarized in Table No. 4.6.42 and graphically represented in Graph No. 4.6.42.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>38</td>
<td>40</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 40% MR’s & Managers have responded that there is slight decline, 29% have replied that there is moderate decline, 15% have replied that there is considerable decline in their overall job satisfaction in the last decade. On the other hand, 12% MR’s & Managers have replied that there is slight improvement, 4% have replied that there is moderate improvement in their overall job satisfaction. Overall, 84% MR’s & Managers have responded that there is decline in their overall job satisfaction in the last decade, in Ahmednagar district.
4.6.43 Impact on Frequency of Shifting Companies by MR's & Managers:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on frequency of shifting companies by MR’s & Managers in the last decade. The resulted data is summarised in Table No. 4.6.43 and Graph No. 4.6.43.

**Table No. 4.6.43**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>55</td>
<td>58</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.43**

Impact on Frequency of shifting companies by MR's / Managers

From above table and graph, it can be noted that majority of, i.e. 58% MR’s & Managers have replied that there is considerable increase, 34% have replied that there is moderate increase and 8% have replied that there is slight increase in frequency of shifting companies by them in the last decade. None of the MR’s & Managers has responded that there is any decrease in frequency of shifting pharma companies by them. Overall, 100% MR’s & Managers have responded that there is increase in frequency of shifting pharma companies by MR’s & Managers, in the last decade, in Ahmednagar district.
4.6.44 Impact on Overall Quality of MR's:

The researcher has analysed MR’s & Managers feedbacks about impact of changing marketing scenario on overall quality of MR’s in Ahmednagar district. The resulted data is summarised in Table No. 4.6.44 and Graph No. 4.6.44.

**Table No. 4.6.44**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>45</td>
<td>47</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Graph No. 4.6.44**

From above table and graph, it can be noted that majority of, i.e. 47% MR’s & Managers have replied that there is moderate decline, 31% have replied that there is considerable decline and 11% have replied that there is slight decline in overall quality of MR’s, in the last decade. On the other hand, 7% MR’s & Managers have replied that there is slight improvement and 4% have replied that there is no change in overall quality of MR’s, in the last decade. Overall, 89% MR’s & Managers have replied that there is improvement in overall quality of MR’s, in Ahmednagar district, in the last decade.
4.6.45 Changing Marketing Trends Satisfaction of MR's & Managers:

The researcher has analysed MR’s & Managers satisfaction level about changing marketing trends in prescription-based medicines marketed by pharma companies in Ahmednagar district in the last decade. The resulted data is summarized in Table No. 4.6.45 and Graph No. 4.6.45.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Satisfaction Level</th>
<th>No. of Responses</th>
<th>% Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>49</td>
<td>52</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 52% MR’s & Managers have responded that they are highly dissatisfied and 37% have replied that they are dissatisfied and 5% have replied that they are slightly dissatisfied with the changing marketing trends in prescription based medicines. On the other hand, 4% MR’s & Managers have replied that they are satisfied, and remaining 2% have replied that they are neutral about changing marketing trends in prescription-based medicines. Overall, 94% MR’s & Managers have replied that they are not satisfied with changing marketing trends in prescription-based medicines, in the last decade, in Ahmednagar district.
4.6.46 Expectations of MR’s and Managers from Pharma Companies:

The researcher has collected open ended feedbacks of MR’s & Managers to know their expectations from pharma companies. The major responses are summarised as below.

A. DO’s:

1. Ask field force the update with movement of product- Chemist & Doctor wise.
2. Check and control system should be more stringent.
3. CME’s and academic inputs should be increased to update Doctor’s knowledge.
4. Companies should listen to feedbacks of sales team to encash their potential.
5. Design better quality and innovative inputs for Doctors.
6. Design marketing strategies as per today’s market.
7. Ethical & scientific promotion should be ensured.
8. Focus on Research & development.
10. Focussed approach, new molecules & congenial working environment for MR's.
12. Give salary on time to field staff.
13. Good quality medicines should be available at affordable price.
14. Group Meetings and inputs for Chemists.
15. Identify, trust and retain the right people in the organisation.
16. Increase man power; Knowledge based H.R.
17. New molecules and lifesaving drugs should be available at affordable prices.
18. New product launches should be limited every year.
19. Use of TAB's can reduce bag weight & increase Doctor's interest in detailing.
20. Call centre feedback & alarms to MR's.
21. Offer best services or maximum benefits to patients.
22. Improve patient awareness & patient’s compliance.
23. Offer good salaries, allowances, incentives and increments to field staff.
24. Offer good work culture and a personal touch to field staff.
25. Offer more facilities and benefits to the field force like family trips.
26. Personalised activities to develop relations with Doctors.
27. Provide complete product profiles for ready reference.
28. Quality of medicines should be improved further.
29. Reaching out to more number of customers & Ensure customer benefits.
30. Reduce number of customers calls, to utilize more time with important customers
31. Regular knowledge update for Doctors and field staff.
32. Regular MR / Manager Visits with proper RCPA.
33. Retailing & Detailing should be ensured from field staff.
34. Salary based on performance to field staff.
35. Seasonal campaigns for products.
36. Select only science / pharmacy Graduates as Medical Rep's.

B. Don’ts:

1. Avoid launching of generic brands by same company.
2. Decrease extra promotional activities at Doctors level.
3. Don’t add more products to portfolio; it destroys focus on old & new brands.
4. Don’t be too professional; avoid politics or group-ism.
5. Don’t detain MR's & don’t allow fast attrition.
6. Don’t launch several me-too or common products / molecules.
7. Don’t provide call girls to Doctors, maintain dignity of profession.
8. Don’t recruit HO / HR peoples not having field experience.
9. False commitments to Doctors should be avoided.
10. Stop family sponsorships & foreign tours for Doctors.
11. Malpractices, corruption and unethical practices should be stopped.
12. Stop exaggerated promotion of products.
13. Avoid targets or unnecessary sales pressure on field staff.
14. Decrease Prices of medicines without compromising its quality.
15. Should not pamper Chemists & Stockists or offer more schemes and discounts.
16. Should not pressurise and humiliate field staff to worst level.
17. Stop dumping of goods & extra schemes to stockists.
18. Stop gifting to everyone- Doctors, Chemists, Stockists etc.
19. Stop manipulations in sales.
20. Stop samples, gifts, and cash or card sponsorships to Doctors.
21. Stop small propaganda companies.
22. Decrease Gifts, Schemes and bonus offers to Chemists and Stockists.
23. Decrease Trade Margins of Chemists & Stockists.
4.6.47 Predictions about Future Marketing Trends of Pharma Companies:

The researcher has collected open ended feedbacks of MR’s & Managers to know their predictions about future marketing trends of pharma companies considering the past and present marketing trends. The major responses are summarised as below.

1. Competition will be tougher.
2. Most of companies will prefer non-science graduates as MR’s in future.
3. Pharma marketing will become more ethical, scientific & patient centric in near future.
4. Collaborations and Co-promotions will increase.
5. Corrupt practices will defame the image of pharma industry.
6. Doctor calls will be by appointment only.
7. Doctors will be corrupted by focussed approach.
8. Doctors will give call only to those MR’s who have good offers & cash cards.
9. Science & pharma graduates will not be interested to enter this profession.
10. Effort based prescription generation will be decreased.
11. Future marketing trends will be highly corrupt or commercial.
12. Give and take business will rule the market.
13. In future, Doctors will only consider aggressive MR's as their knowledge refreshers.
14. Health insurance may affect pharma marketing strategies in future.
15. It will be very difficult for small companies to survive.
16. Lots of mergers and acquisitions will take place.
17. More number of propaganda / PCD companies will emerge further.
18. There will be no alternative to MR’s; therefore number of MR's will increase.
19. One product will be handled by three persons of the same company.
20. Only MNC's and large companies will survive and dominate in Indian pharma market.
21. Patient centric approach by companies will increase.
22. Profitability of pharma companies will decrease due to increasing marketing expenses.
23. Propaganda companies or marketing is expected to increase.
24. Role of MR's for brand promotion will be reduced in future.
25. There will be no closing system & a separate agency will work for stock maintenance.
26. With 3G technology, there will be sharp sales monitoring.
27. Pharma marketing will be done through mails, websites and mobiles in future.
4.7 Consolidated Data Analysis:

4.7.1 Introduction:
In this section, the Researcher has prepared a consolidated data analysis from the earlier data analyses of responses from Doctors, Chemists, Stockists and MR’s & Managers. The Researcher has consolidated the percentile responses of all Stakeholders only on common parameters in tables and then average percentile is calculated to enable generalized inferences about the selected population.

4.7.2 Changes analysed in the Marketing Scenario of Prescription-based Medicines, in the last decade, in Ahmednagar district.

1. Change in Number of Pharmaceutical Companies:
From data analysis of Stakeholder’s responses about change in number of pharmaceutical companies marketing prescription-based medicines, in Ahmednagar district, in the last decade, consolidated and average percentile responses are tabulated in Table No. 4.7.1.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>87</td>
<td>77</td>
<td>50</td>
<td>86</td>
<td>75</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>13</td>
<td>23</td>
<td>47</td>
<td>14</td>
<td>24</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 75% Stakeholders replied that there is considerable increase, 24% Stakeholders replied that there is moderate increase and only 1% Stakeholders replied that there is slight increase in number of pharmaceutical companies in the last decade. None of the Stakeholder replied that there is decrease in number of pharmaceutical companies in the last decade. Thus, overall 100% Stakeholders have replied that there is increase in number of pharmaceutical companies in the last decade, in Ahmednagar district. Totally, 100% each, of Doctors, Chemists, Stockists and MR’s & Managers replied that there is increase in number of pharmaceutical companies in the last decade, in Ahmednagar district.
2. Change in Number of Divisions of Pharma Companies:
From data analysis of Stakeholder’s responses about change in number of divisions of pharma companies, in the last decade in Ahmednagar district, consolidated and average percentile responses are tabulated in Table No. 4.7.2.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>57</td>
<td>73</td>
<td>83</td>
<td>73</td>
<td>71</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>42</td>
<td>25</td>
<td>13</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 71% Stakeholders replied that there is considerable increase, 27% replied that there is moderate increase and only 2% replied that there is slight increase in number of divisions of pharma companies in the last decade. Thus, overall 100% Stakeholders have replied that there is increase in number of divisions of pharma companies, in the last decade, in Ahmednagar district. Totally, 100% each, of Doctors, Chemists, Stockists and MR’s & Managers replied that there is increase in number of divisions of pharma companies in the last decade.

3. Change in Number of Small or Local Pharma Companies:
From data analysis of Stakeholder’s responses about change in number of small or local pharma companies, in the last decade, in Ahmednagar district, consolidated and average percentile responses are tabulated in Table No. 4.7.3.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>38</td>
<td>45</td>
<td>27</td>
<td>81</td>
<td>48</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>52</td>
<td>28</td>
<td>73</td>
<td>16</td>
<td>42</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>9</td>
<td>26</td>
<td>0</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

213
From above table, it is noticed that majority of, i.e. 48% Stakeholders replied that there is considerable increase, 42% replied that there is moderate increase and only 10% replied that there is slight increase in number of small or local pharma companies in the last decade. Thus, overall 100% Stakeholders have replied that there is increase in number of small or local pharma companies, in the last decade.
Totally, 100% each of Doctors, Chemists, Stockists and MR’s & Managers have replied that there is increase in number of small or local pharma companies, in the last decade, in Ahmednagar district.

4. Change in Extent of Competition among Pharma Companies:
From data analysis of Stakeholder’s responses about change in extent of competition among pharma companies in the last decade, in Ahmednagar district, consolidated and average percentile responses are tabulated in Table No. 4.7.4.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR’s &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>92</td>
<td>87</td>
<td>97</td>
<td>75</td>
<td>88</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>8</td>
<td>13</td>
<td>3</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 88%, Stakeholders replied that there is considerable increase and 12% Stakeholders replied that there is moderate increase in extent of competition among pharma companies in the last decade. Thus, overall 100% Stakeholders have replied that there is increase in extent of competition among pharma companies in the last decade, in Ahmednagar district.
Totally, 100% each, of Doctors, Chemists, Stockists and MR’s & Managers have replied that there is increase in extent of competition among pharma companies in the last decade, in Ahmednagar district.

5. Change in Frequency of Launching New Products:
From data analysis of Stakeholder’s responses about change in frequency of launching new products by pharma companies in the last decade, consolidated and average percentile responses are tabulated in Table No. 4.7.5.
From above table, it is noticed that majority of, i.e. 68% Stakeholders replied that there is considerable increase, 30% Stakeholders replied that there is moderate increase and only 2% Stakeholders replied that there is slight increase in frequency of launching new products by pharma companies, in the last decade. Thus, overall, 100% Stakeholders replied that there is increase in frequency of launching new products by pharma companies in the last decade, in Ahmednagar district.

Totally, 100% each, of Doctors, Chemists, Stockists and MR’s & Managers have replied that there is increase in frequency of launching new products by pharma companies in the last decade, in Ahmednagar district.

6. Change in Prices of Medicines:

From data analysis of Stakeholder’s responses about change in prices of medicines by pharma companies, in the last decade, in Ahmednagar district, consolidated and average percentile responses are tabulated in Table No.4.7.6.

From above table, it is noticed that majority of, i.e. 75% Stakeholders replied that there is considerable increase and 7% Stakeholders replied that there is moderate increase in prices of medicines by pharma companies, in the last decade, in Ahmednagar district.
prices of medicines. On the other hand, 10% Stakeholders replied that there is moderate
decrease, 6% Stakeholders replied that there is considerable decrease, and only 2%
Stakeholders replied that there is slight decrease in the last decade. Thus, overall 82%,
Stakeholders have replied that there is increase in prices of medicines in the last decade,
in Ahmednagar district.

Totally, 85% Doctors, 80% Chemists, 83% Stockists and 79% MR’s and Managers
have replied that there is increase in prices of medicines in the last decade.

7. Change in Availability of Medicines:
From data analysis of Stakeholder’s responses about change in availability of
prescription-based medicines, in Ahmednagar district, in the last decade, consolidated
and average percentile responses are tabulated in Table No. 4.7.7.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>41</td>
<td>19</td>
<td>27</td>
<td>31</td>
<td>29</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>53</td>
<td>67</td>
<td>63</td>
<td>37</td>
<td>55</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>6</td>
<td>14</td>
<td>10</td>
<td>21</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
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<td>0</td>
<td>0</td>
<td>3</td>
<td>1</td>
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<tr>
<td>7</td>
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<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table, it is noted that majority of, i.e. 55% Stakeholders replied that there is
moderate improvement, 29% replied that there is considerable improvement, 13%
replied that there is slight improvement in availability of medicines; whereas, 1%
replied that there is slight decline, another 1% replied that there is moderate decline and
1% replied that there is no change in availability of medicines, in Ahmednagar district,
in the last decade. Thus, overall 97% Stakeholders replied that there is improvement in
availability of medicines, in Ahmednagar district, in the last decade.

Totally, 100% each, of Doctors, Chemists, Stockists and 89% MR’s & Managers have
replied that there is improvement in availability of medicines, in the last decade.

8. Change in Quality of Medicines:
From data analysis of Stakeholder’s responses about change in quality of medicines by
pharma companies, in the last decade, in Ahmednagar district, consolidated and
average percentile responses are tabulated in Table No. 4.7.8.
Table No. 4.7.8
Change in Quality of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>42</td>
<td>37</td>
<td>13</td>
<td>46</td>
<td>34</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>48</td>
<td>51</td>
<td>57</td>
<td>37</td>
<td>48</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>9</td>
<td>13</td>
<td>30</td>
<td>11</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
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<td>0</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
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</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 48% Stakeholders replied that there is moderate improvement, 34% Stakeholders replied that there is considerable improvement, 16% Stakeholders replied that there is slight improvement and only 2% Stakeholders replied that there is slight decline in quality of medicines by pharma companies in the last decade, in Ahmednagar district. Thus, overall 98% Stakeholders have replied that there is improvement in quality of medicines by pharma companies in the last decade, in Ahmednagar district.

Totally, 99% Doctors, 100% Chemists & Stockists and 94% MR’s and Managers have replied that there is improvement in quality of prescription-based medicines by pharma companies in the last decade, in Ahmednagar district.

9. Change in Packaging of Medicines:

From data analysis of Stakeholder’s responses about change in packaging of medicines by pharma companies, in the last decade, in Ahmednagar district, consolidated and average percentile responses are tabulated in Table No.4.7.9.

Table No. 4.7.9
Change in Packaging of Medicines

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>47</td>
<td>51</td>
<td>53</td>
<td>57</td>
<td>52</td>
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<td>2</td>
<td>Moderate Improvement</td>
<td>50</td>
<td>49</td>
<td>47</td>
<td>34</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
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<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
From above table, it is noticed that majority of, i.e. 52% Stakeholders replied that there is considerable improvement, 45% Stakeholders replied that there is moderate improvement, 3% Stakeholders replied that there is slight improvement in packaging of medicines by pharma companies in the last decade, in Ahmednagar district. Thus, overall 100% Stakeholders have replied that there is improvement in packaging of medicines by pharma companies in the last decade, in Ahmednagar district. Totally, 100% each, of Doctors, Chemists, Stockists and MR’s and Managers have replied that there is improvement in packaging of prescription-based medicines by pharma companies in the last decade, in Ahmednagar district.

10. Change in Marketing Strategies of Pharma Companies:
From data analysis of Stakeholder’s responses about change in marketing strategies of pharma companies, in the last decade, in Ahmednagar district, consolidated and average percentile responses are tabulated in Table No.4.7.10.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>17</td>
<td>31</td>
<td>20</td>
<td>42</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>48</td>
<td>42</td>
<td>57</td>
<td>33</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>28</td>
<td>11</td>
<td>13</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>1</td>
<td>8</td>
<td>10</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>2</td>
<td>5</td>
<td>0</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
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<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 45% Stakeholders replied that there is moderate improvement, 28% replied that there is considerable improvement, 17% replied that there is slight improvement in marketing strategies of pharma companies. On the other hand, 6% Stakeholders replied that there is slight decline, 2% replied that there is moderate decline and 2% replied that there is considerable decline in marketing strategies of pharma companies in the last decade, in Ahmednagar district. Thus, overall 90% Stakeholders have replied that there is improvement in marketing strategies of pharma companies in the last decade, in Ahmednagar district. Totally, 93% Doctors, 84% Chemists, 90% Stockists and 90% MR’s and Managers have replied that there is improvement in marketing strategies of pharma companies in the last decade, in Ahmednagar district.
11. Change in Pharma Marketing Approach from Ethical to Unethical:
From data analysis of Stakeholder’s responses about change in marketing strategies of pharma companies, in the last decade, in Ahmednagar district, the consolidated and average percentile responses are tabulated in Table No. 4.7.11.

Table No. 4.7.11
Change in Pharma Marketing Approach—Ethical to Unethical

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR’s &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>57</td>
<td>54</td>
<td>70</td>
<td>70</td>
<td>63</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>40</td>
<td>21</td>
<td>20</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>3</td>
<td>20</td>
<td>3</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
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<td>5</td>
<td>7</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
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<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noted that majority of, i.e. 63% Stakeholders replied that there is considerable increase, 27% replied that there is moderate increase, 7% replied that there is slight increase and 3% replied that there is no change in pharma marketing approach, in the last decade. Thus, overall, 97% Stakeholders replied that there is increase in unethical approach of pharma marketing in the last decade, in Ahmednagar district. Totally, 100% Doctors, 95% Chemists, 93% Stockists and 99% MR’s & Managers have replied that there is increase in unethical approach of pharma marketing in last decade.

12. Change in Dosage Convenience:
From data analysis of Doctors, Chemists, MR’s & Managers responses about change in dosage convenience of Patients, in Ahmednagar district, in the last decade, consolidated and average percentile responses are tabulated in Table No. 4.7.12.

Table No. 4.7.12
Change in Dosage Convenience

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>39</td>
<td>22</td>
<td>60</td>
<td>40</td>
</tr>
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<td>57</td>
<td>74</td>
<td>33</td>
<td>55</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
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<td>4</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
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<td>0</td>
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<td>0</td>
</tr>
<tr>
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</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
From above table, it is noticed that majority of, i.e. 55% Stakeholders replied that there is moderate improvement, 40% replied that there is considerable improvement, 5% replied that there is slight improvement in dosage convenience of Patients in the last decade. Thus, overall 100% Stakeholders have replied that there is improvement in dosage convenience of Patients in the last decade, in Ahmednagar district.

Totally, 100% each, of Doctors, Chemists, and MR’s & Managers have replied that there is improvement in dosage convenience of Patients in the last decade, in Ahmednagar district.

13. Change in Patient’s Compliance:

From data analysis of Doctors, Chemists, MR’s & Managers responses about change in Patient’s compliance, in Ahmednagar district, in the last decade, consolidated and average percentile responses are tabulated in Table No.4.7.13.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>36</td>
<td>14</td>
<td>39</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>59</td>
<td>49</td>
<td>57</td>
<td>55</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>5</td>
<td>37</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
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</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
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<td>0</td>
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<tr>
<td>7</td>
<td>Considerable Decline</td>
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<td>0</td>
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<td></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 55% Stakeholders replied that there is moderate improvement, 30% Stakeholders replied that there is considerable improvement, 15% Stakeholders replied that there is slight improvement in Patient’s compliance in the last decade, in Ahmednagar district. Thus, overall 100% Stakeholders have replied that there is improvement in Patient’s compliance in the last decade, in Ahmednagar district.

Totally, 100% each, of Doctors, Chemists, MR’s & Managers have replied that there is improvement in Patient’s compliance in the last decade, in Ahmednagar district.

14. Change in Services to Patients like Free Check-ups and Camps:

From data analysis of Doctors, Chemists, MR’s & Managers responses about change in services to Patients like free check-ups and camps, in the last decade, consolidated and average percentile responses are tabulated in Table No. 4.7.14.
### Table No. 4.7.14
Change in Services to Patients

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>11</td>
<td>15</td>
<td>56</td>
<td>27</td>
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<td>Moderate Improvement</td>
<td>50</td>
<td>59</td>
<td>26</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>33</td>
<td>26</td>
<td>18</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
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<tr>
<td>6</td>
<td>Moderate Decline</td>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
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<td>Considerable Decline</td>
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<td>0</td>
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<td>0</td>
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</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 45% Stakeholders replied that there is moderate improvement, 27% replied that there is considerable improvement, 26% replied that there is slight improvement in services to Patients; whereas, 1% Stakeholders replied that there is slight decline, another 1% replied that there is no change in services to Patients. Thus, overall 98% Stakeholders have replied that there is improvement in services to Patients in the last decade, in Ahmednagar district.

Totally, 94% Doctors & 100% each of Chemists, MR’s & Managers have replied that there is improvement in services to Patients in the last decade, in Ahmednagar district.

### 15. Change in Patients’ Awareness about Different Diseases & their Medications:

From data analysis of Doctors, Chemists, MR’s & Managers responses about change in Patients’ awareness about different diseases & their medications, in the last decade, the consolidated and average percentile responses are tabulated in Table No. 4.7.15.

### Table No. 4.7.15
Change in Patients’ Awareness

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>7</td>
<td>14</td>
<td>37</td>
<td>19</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>49</td>
<td>83</td>
<td>29</td>
<td>54</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>44</td>
<td>3</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>1</td>
<td>0</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 54% Stakeholders replied that there is moderate improvement, 24% replied that there is slight improvement, 19% replied that there is considerable improvement in Patient’s awareness; whereas, 3%
Stakeholders replied that there is no change in Patient’s awareness. Thus, overall 97% Stakeholders have replied that there is improvement in Patient’s awareness about different diseases & their medications, in the last decade, in Ahmednagar district.
Totally, 99% Doctors, 100% Chemists, and 93% MR’s & Managers have replied that there is improvement in Patient’s awareness about different diseases & their medications, in the last decade, in Ahmednagar district.

16. Change in Marketing Communication Messages:
From data analysis of Doctors, MR’s & Managers responses about change in marketing communication messages by pharma companies, in last decade, in Ahmednagar district, the consolidated and average percentile responses are tabulated in Table No. 4.7.16.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>8</td>
<td>34</td>
<td>21</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>44</td>
<td>46</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>41</td>
<td>15</td>
<td>28</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 45% Doctors, MR’s & Managers replied that there is moderate improvement, 28% replied that there is slight improvement, 21% replied that there is considerable improvement in marketing communication messages; whereas, 3% replied that there is slight decline, 2% replied that there is moderate decline and 1% replied that there is no change in marketing communication messages, in the last decade, in Ahmednagar district. Thus, overall 94% Doctors, MR’s & Managers have replied that there is improvement in marketing communication messages, in the last decade, in Ahmednagar district.
Totally, 93% Doctors, and 95% MR’s & Managers have replied that there is improvement in marketing communication messages by pharma companies, in the last decade, in Ahmednagar district.

17. Change in Quality of Brand Promotional Tools:
From data analysis of Doctors, MR’s & Managers responses about change in quality of brand promotional tools, in the last decade, in Ahmednagar district, the consolidated and average percentile responses are tabulated in Table No. 4.7.17.
Table No. 4.7.17
Change in Quality of Brand Promotional Tools

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>4</td>
<td>31</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>49</td>
<td>43</td>
<td>46</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>37</td>
<td>15</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>8</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 46% Doctors, MR’s & Managers replied that there is moderate improvement, 26% replied that there is slight improvement, 17% replied that there is considerable improvement; whereas, 8% replied that there is slight decline, 1% replied that there is moderate decline, and 2% replied that there is no change in quality of brand promotional tools. Thus, overall 89% Doctors, MR’s & Managers have replied that there is improvement in quality of brand promotional tools, in the last decade, in Ahmednagar district.

Totally, 90% Doctors, 89% MR’s & Managers have replied that there is improvement in quality of brand promotional tools, in the last decade, in Ahmednagar district.

18. Change in Novelty of Brand Promotional Tools:

From data analysis of Doctors, MR’s & Managers responses about change in novelty of brand promotional tools, in the last decade, in Ahmednagar district, the consolidated and average percentile responses are tabulated in Table No. 4.7.18.

Table No. 4.7.18
Change in Novelty of Brand Promotional Tools

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>10</td>
<td>31</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>56</td>
<td>45</td>
<td>51</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>32</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>0</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 51% Doctors, MR’s & Managers replied that there is moderate improvement, 23% replied that there is slight
improvement, 20% replied that there is considerable improvement; whereas, 4% replied that there is slight decline, and 2% replied that there is no change in novelty of brand promotional tools, in the last decade, in Ahmednagar district. Thus, overall 94% Doctors, MR’s & Managers have replied that there is improvement in novelty of brand promotional tools, in the last decade, in Ahmednagar district.

Totally, 98% Doctors, 91% MR’s & Managers have replied that there is improvement in novelty of brand promotional tools, in the last decade, in Ahmednagar district.

19. **Change in time taken by pharma companies for Supply of Medicines to Stockists:**

From data analysis of Stockists, MR’s & Managers responses about change in time taken by pharma companies for supply of medicines to Stockists, in Ahmednagar district, in the last decade, the consolidated and average percentile responses are tabulated in Table No. 4.7.19.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>20</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>77</td>
<td>77</td>
<td>77</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 77% Stockists, MR’s & Managers replied that there is considerable decrease, 19% replied that there is moderate decrease, 4% replied that there is slight decrease in the last decade. Thus, overall 100% Stockists, MR’s & Managers have replied that there is decrease in time taken by pharma companies for supply of medicines to Stockists, in Ahmednagar district, in last decade.

Totally, 100% each, of Stockists, MR’s & Managers replied that there is decrease in time taken by pharma companies for supply of medicines to Stockists, in the last decade, in Ahmednagar district.

20. **Impact on Number of Medical Representatives and Managers:**

From data analysis of Stakeholder’s responses about impact on number of Medical Representatives and Managers, in the last decade, in Ahmednagar district, the consolidated and average percentile responses are tabulated in Table No. 4.7.20.
Table No. 4.7.20
Impact on Number of Medical Representatives and Managers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR’s &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>63</td>
<td>82</td>
<td>77</td>
<td>86</td>
<td>77</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>36</td>
<td>12</td>
<td>20</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>1</td>
<td>6</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noted that majority of, i.e. 77% Stakeholders replied that there is considerable increase, 20% Stakeholders replied that there is moderate increase, and 3% Stakeholders replied that there is slight increase in number of MR’s and Managers, in the last decade. Thus, overall, 100% Stakeholders replied that there is increase in number of MR’s and Managers, in the last decade, in Ahmednagar district. Totally, 100% each, of Doctors, Chemists, Stockists, MR’s and Managers have replied that there is increase in number of MR’s and Managers, in the last decade, in Ahmednagar district.

21. Impact on Frequency of Shifting Companies by MR’s and Managers:

From data analysis of Stakeholder’s responses about impact on frequency of shifting companies by MR’s and Managers, in the last decade, in Ahmednagar district, the consolidated and average percentile responses are tabulated in Table No. 4.7.21.

Table No. 4.7.21
Impact on Frequency of Shifting companies by MR’s and Managers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR’s &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>49</td>
<td>58</td>
<td>77</td>
<td>58</td>
<td>60</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>44</td>
<td>38</td>
<td>23</td>
<td>34</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>7</td>
<td>4</td>
<td>0</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 60% Stakeholders replied that there is considerable increase, 35% Stakeholders replied that there is moderate increase, and 5% Stakeholders replied that there is slight increase, frequency of shifting companies by...
MR’s and Managers in the last decade. Thus, overall, 100% Stakeholders replied that there is increase in frequency of shifting companies by MR’s and Managers, in the last decade, in Ahmednagar district.

Totally, 100% each, of Doctors, Chemists, Stockists, MR’s and Managers have replied that there is increase in frequency of shifting companies by MR’s and Managers, in the last decade, in Ahmednagar district.

22. Impact on Overall Quality of MR’s and Managers:

From data analysis of Stakeholder’s responses about impact on overall quality of MR’s and Managers, in the last decade, in Ahmednagar district, the consolidated and average percentile responses are tabulated in Table No. 4.7.22.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Improvement</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Improvement</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Slight Improvement</td>
<td>5</td>
<td>7</td>
<td>10</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>No Impact</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decline</td>
<td>32</td>
<td>51</td>
<td>40</td>
<td>11</td>
<td>34</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decline</td>
<td>41</td>
<td>32</td>
<td>30</td>
<td>47</td>
<td>37</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decline</td>
<td>16</td>
<td>5</td>
<td>17</td>
<td>31</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 37% Stakeholders replied that there is moderate decline, 34% replied that there is slight decline, 17% replied that there is considerable decline; whereas, 7% replied that there is slight improvement, 1% replied that there is moderate improvement and 4% replied that there is no impact on overall quality of MR’s and Managers, in the last decade, in Ahmednagar district. Thus, overall 88% Stakeholders have replied that there is decline in overall quality of MR’s and Managers, in the last decade, in Ahmednagar district.

Totally, 89% Doctors, 88% Chemists, 87% Stockists and 89% MR’s & Managers have replied that there is decline in overall quality of MR’s and Managers, in the last decade, in Ahmednagar district.

23. Impact on Time spent by MR's for Collecting Market Information:

From data analysis of Chemists, Stockists, MR’s & Managers responses about impact on time spent by MR's for collecting market information, in the last decade, the consolidated and average percentile responses are tabulated in Table No. 4.7.23.
Table No. 4.7.23
Impact on Time spent by MR's for Collecting Market Information

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Chems</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>0</td>
<td>7</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>14</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>61</td>
<td>50</td>
<td>31</td>
<td>47</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>19</td>
<td>27</td>
<td>40</td>
<td>29</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 47% Chemists, Stockists, MR’s & Managers replied that there is slight decrease, 29% replied that there is moderate decrease, 3% replied that there is considerable decrease in time spent by MR's to collect market information; whereas 13% replied that there is slight increase, 4% replied that there is moderate increase, and remaining 4% replied that there is no change in time spent by MR's to collect market information.

Thus, overall 79% Stakeholders replied that there is decrease in time spent by MR's for collecting market information, in the last decade, in Ahmednagar district.

Totally, 80% Chemists, 77% Stockists and 80% MR’s & Managers have replied that there is decrease in time spent by MR's to collect market information, in last decade.

24. Impact on Number of Substitutes Available for Doctors to Prescribe:

From data analysis of Stakeholder’s responses about impact on number of substitutes available for Doctors to prescribe, in the last decade, in Ahmednagar district, the consolidated and average percentile responses are tabulated in Table No. 4.7.24.

Table No. 4.7.24
Impact on Number of Substitutes Available for Doctors to Prescribe

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Doctors</th>
<th>Chems</th>
<th>MR's &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>77</td>
<td>61</td>
<td>65</td>
<td>68</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>23</td>
<td>39</td>
<td>35</td>
<td>32</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 68% Stakeholders replied that there is considerable increase, 32% Stakeholders replied that there is moderate increase in
number of substitutes available for Doctors, in the last decade. Thus, overall 100% Stakeholders replied that there is increase in number of substitutes available for Doctors to prescribe, in the last decade, in Ahmednagar district.

Totally, 100% each, of Doctors, Chemists, MR’s & Managers have replied that there is increase in number of substitutes available for Doctors to prescribe, in the last decade, in Ahmednagar district.

25. Impact on Buying Habits of Chemists:

From data analysis of Chemists & Stockists responses about impact on buying habits of Chemists from bulk to itemized, in the last decade, in Ahmednagar district, the consolidated and average percentile responses are tabulated in Table No. 4.7.25.

Table No. 4.7.25
Impact on Buying Habits of Chemists

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Change in Last Decade</th>
<th>Chemists</th>
<th>Stockists</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Considerable Increase</td>
<td>22</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>2</td>
<td>Moderate Increase</td>
<td>37</td>
<td>57</td>
<td>47</td>
</tr>
<tr>
<td>3</td>
<td>Slight Increase</td>
<td>15</td>
<td>20</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>No Change</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Slight Decrease</td>
<td>7</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Moderate Decrease</td>
<td>12</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Considerable Decrease</td>
<td>5</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From above table, it is noticed that majority of, i.e. 47% Chemists & Stockists replied that there is moderate increase, 22% replied as considerable increase, 17% replied as slight increase in buying habits of Chemists from bulk to itemized; whereas 6% replied as moderate decrease, 4% replied as slight decrease, 3% replied as considerable decrease and 1% replied as no change in buying habits of Chemists. Thus, overall 86% Stakeholders replied that there is increase in buying habits of Chemists from bulk to itemized, in the last decade, in Ahmednagar district.

Totally, 74% Chemists, 100% Stockists have replied that there is increase in buying habits of Chemists from bulk to itemized, in the last decade, in Ahmednagar district.
4.8 Testing of Hypotheses:

4.8.1 Hypothesis 01: “Stakeholders in Ahmednagar district are not satisfied with the changing marketing trends in prescription-based medicines.”

To test this hypothesis, the researcher has collected the feedbacks of different Stakeholders, viz. Doctors, Chemists, Stockists and MR’s & Managers, in Ahmednagar district and then analysed their levels of satisfaction about changing marketing trends in prescription-based medicines of pharma companies, in the last decade. The resulted data is summarised in Table No. 4.8.1 and graphically represented in Graph No. 4.8.1.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Satisfaction Level</th>
<th>Doctors</th>
<th>Chemists</th>
<th>Stockists</th>
<th>MR's &amp; Managers</th>
<th>Average Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>37</td>
<td>34</td>
<td>20</td>
<td>52</td>
<td>35.66</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>47</td>
<td>46</td>
<td>57</td>
<td>37</td>
<td>46.80</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>4</td>
<td>3</td>
<td>13</td>
<td>5</td>
<td>6.36</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>2.54</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0.66</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>6</td>
<td>11</td>
<td>7</td>
<td>4</td>
<td>6.93</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>1.05</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph No. 4.8.1

Saturation of Stakeholders about Changing Marketing Trends

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From above table and graph, it can be noted that majority of, i.e. 46.80% Stakeholders have responded that they are dissatisfied and 35.66% Stakeholders have replied that they are highly dissatisfied, and 6.36% Stakeholders have replied that they are slightly dissatisfied with the changing marketing trends in prescription-based medicines. On the other hand, 6.93% Stakeholders have replied that they are satisfied, 1.05% Stakeholders have replied that they are highly satisfied, 0.66% Stakeholders have replied that they are slightly satisfied and 2.54% Stakeholders have replied that they are neutral, about the changing marketing trends in prescription-based medicines, in the last decade.

From above observations, it is proved that majority of, i.e. overall, 89% (46.80+35.66+6.36) Stakeholders, viz. Doctors, Chemists, Stockists and MR’s & Managers, are not satisfied with the changing marketing trends in prescription-based medicines, in the last decade, in Ahmednagar district.

Therefore, Hypothesis 01, i.e. “Stakeholders are not satisfied with the changing marketing trends in prescription-based medicines” is tested and accepted.

4.8.2 Hypothesis 02: “The changing marketing scenario in prescription-based medicines has adversely affected the prescription habits of Doctors in Ahmednagar district.”

To test this hypothesis, the researcher has collected and analysed feedbacks of selected Stakeholders, viz. Chemists and MR’s & Managers, about impact of changing marketing scenario in prescription-based medicines on prescription habits of Doctors in Ahmednagar district. The resulted data is summarised in Table No. 4.8.2 and graphically represented in Graph No. 4.8.2.

Table No. 4.8.2
Impact of Changing Marketing Scenario on Prescription Habits of Doctors

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Impact in Last Decade</th>
<th>Chemists</th>
<th>MR’s &amp; Managers</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Affected Adversely</td>
<td>71</td>
<td>60</td>
<td>65.26</td>
</tr>
<tr>
<td>2</td>
<td>Moderately Affected Adversely</td>
<td>11</td>
<td>35</td>
<td>22.63</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Affected Adversely</td>
<td>4</td>
<td>5</td>
<td>4.74</td>
</tr>
<tr>
<td>4</td>
<td>No Impact</td>
<td>2</td>
<td>0</td>
<td>1.05</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Affected Favorably</td>
<td>3</td>
<td>0</td>
<td>1.58</td>
</tr>
<tr>
<td>6</td>
<td>Moderately Affected Favorably</td>
<td>2</td>
<td>0</td>
<td>1.05</td>
</tr>
<tr>
<td>7</td>
<td>Highly Affected Favorably</td>
<td>7</td>
<td>0</td>
<td>3.68</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
From above table and graph, it can be noted that majority of, i.e. 65.26% Stakeholders, i.e. Chemists and MR’s & Managers, have responded that prescription habits of Doctors are highly affected adversely, 22.63% Stakeholders have replied that prescription habits of Doctors are moderately affected adversely, and 4.74% Stakeholders have replied that they are slightly affected adversely, due to changing marketing scenario in prescription-based medicines in the last decade, in Ahmednagar district.

On the other hand, 3.68% Stakeholders replied that prescription habits of Doctors are highly affected favorably, 1.58% Stakeholders replied that prescription habits are slightly affected favorably, 1.05% Stakeholders replied that prescription habits are moderately affected favorably, and remaining 1.05% Stakeholders replied that prescription habits of Doctors are not changed in the last decade in Ahmednagar district.

From above observations, it is proved that overall, 93% (65.26+22.63+4.74) Stakeholders, i.e. Chemists and MR’s & Managers, have admitted that the prescription habits of Doctors in Ahmednagar district are adversely affected, in the last decade due to changing marketing scenario in prescription-based medicines.

Therefore, Hypothesis 02, i.e. “The changing marketing scenario in prescription-based medicines has adversely affected the prescription habits of Doctors in Ahmednagar district” is tested and accepted.
Hypothesis 03: “Chemists and Stockists are not satisfied with the trade-margins and promotional schemes offered by pharmaceutical companies.”

To test this hypothesis, the researcher has collected the feedbacks of selected Stakeholders, viz. Chemists and Stockists, in Ahmednagar district and then analysed their levels of satisfaction about trade-margins and promotional schemes offered by pharma companies, in the last decade. The resulted data is summarised in Table No. 4.8.3 and Table No. 4.8.4 and graphically represented in Graph No. 4.8.3 and Graph No. 4.8.4.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Satisfaction Level</th>
<th>Chemists</th>
<th>Stockists</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>35</td>
<td>40</td>
<td>37.37</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>51</td>
<td>57</td>
<td>53.60</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>3</td>
<td>0</td>
<td>1.58</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>0</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>2</td>
<td>0</td>
<td>1.05</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>8</td>
<td>3</td>
<td>5.88</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>1</td>
<td>0</td>
<td>0.53</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From above table and graph, it can be noted that majority of, i.e. 53.60% Chemists and Stockists have responded that they are dissatisfied and 37.37% Chemists and Stockists
have replied that they are highly dissatisfied, and 1.58% Chemists and Stockists have replied that they are slightly dissatisfied with the trade-margins offered by pharma companies, marketing prescription-based medicines, in Ahmednagar district. On the other hand, 5.88% Chemists and Stockists have replied that they are satisfied, 1.05% Chemists and Stockists have replied that they are slightly satisfied, 0.53% Chemists and Stockists have replied that they are highly satisfied with the trade-margins offered by pharma companies, marketing prescription-based medicines, in Ahmednagar district, in the last decade.

Table No. 4.8.4
Satisfaction level of Chemists and Stockists about Promotional Schemes

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Satisfaction Level</th>
<th>Chemists</th>
<th>Stockists</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Dissatisfied</td>
<td>33</td>
<td>20</td>
<td>26.32</td>
</tr>
<tr>
<td>2</td>
<td>Dissatisfied</td>
<td>49</td>
<td>70</td>
<td>59.74</td>
</tr>
<tr>
<td>3</td>
<td>Slightly Dissatisfied</td>
<td>3</td>
<td>0</td>
<td>1.58</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>0</td>
<td>3</td>
<td>1.67</td>
</tr>
<tr>
<td>5</td>
<td>Slightly Satisfied</td>
<td>1</td>
<td>0</td>
<td>0.53</td>
</tr>
<tr>
<td>6</td>
<td>Satisfied</td>
<td>11</td>
<td>7</td>
<td>8.60</td>
</tr>
<tr>
<td>7</td>
<td>Highly Satisfied</td>
<td>3</td>
<td>0</td>
<td>1.58</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph No. 4.8.4
Satisfaction level of Chemists and Stockists about Promotional schemes

From above table and graph, it can be noted that majority of, i.e. 59.74% Chemists and Stockists, have responded that they are dissatisfied and 26.32% Chemists and Stockists
have replied that they are highly dissatisfied, and 1.58% Chemists and Stockists have replied that they are slightly dissatisfied with the promotional schemes offered by pharma companies, marketing prescription-based medicines, in Ahmednagar district. On the other hand, 8.60% Chemists and Stockists have replied that they are satisfied, 1.58% Chemists and Stockists have replied that they are highly satisfied and 0.53% Chemists and Stockists have replied that they are slightly satisfied with the promotional schemes offered by pharma companies marketing prescription-based medicines in Ahmednagar district, in the last decade.

From above tables and graphs, it is proved that majority of, i.e. 93% Chemists and Stockists are not satisfied with the trade-margins offered by pharma companies. It is also verified that majority of, i.e. 89% Chemists and Stockists are not satisfied with the promotional schemes offered by pharma companies, marketing prescription-based medicines, in Ahmednagar district, in the last decade.

Therefore, **Hypothesis 03**, i.e. “Chemists and Stockists are not satisfied with the trade-margins and promotional schemes offered by pharmaceutical companies”, is tested and accepted.