

PREFACE

The prescription behaviour of the physicians has always remained an enigma for the pharma marketer. Although various studies have been conducted for providing an insight in this intricate issue, none explains it in a comprehensive manner. So far, no study exploring this vital subject is conducted in the Indian context. The Indian pharma marketer is mostly guided by tradition and experience in the matter of budgetary allocations for marketing spends. No guidelines are available for benchmarking marketing spends on different tools of pharma promotion.

This study was designed to bridge this knowledge gap and arm the Indian pharma marketer with scientific understanding to render his promotional endeavours more cost-effective. Hopefully, lowering of promotional costs would render the drugs more affordable to the consumers.

The study has been divided in six parts.

1. **Part I** deals with the introductory aspects of pharmaceutical industry and pharmaceutical marketing
2. **Part II** covers the secondary data related to the factors that motivate prescriptions from physicians.

3. **Part III** discusses the alternative methods of pharmaceutical promotion, which could offer more cost effective ways for promotion.
4. **Part IV** explains in details the research methodology employed for this study.
5. **Part V** narrates the statistical tools employed for analysis, the results and the inferences derived from the results.
6. **Part VI** comprises discussion, conclusions and direction for future research.

I hope that the objectives set out for this study have been meaningfully achieved.

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