

**MOTIVATION TOWARDS PRESCRIBING PHARMACEUTICAL PRODUCT**Dr. Ganesh Pathak¹¹ Dr. Sarang Shankar Bhola¹²**ABSTRACT**

Pharmaceutical industry in India had been enjoying relationship based on trust and credibility, which has shaken by gifts culture in industry to doctors. Pharmaceutical companies use different promotional strategies for different medicine classes. Role and importance of each promotional tool vary according to the medicine class. Present paper deals with the opinion of medical representatives about various promotional tools used by them.

Researcher used 48 parameter and collected data on five-point scale. Factor analysis has been used to find out factors influencing the sales in pharmaceutical industry in Indian scenario. After the factor analysis, it has been analyzed that there are nine component groups. The nine groups are labeled as 'motivational weapons', 'product matrix', 'Association', 'tune-up for business', 'perfect blend', 'precision', 'skill sets', 'fiscal aids' and 'contest'. Each group extracted similar type of parameters.

KEYWORDS**Pharmaceutical, Motivation, Prescription, Medical Representative etc.****INTRODUCTION**

Despite the widespread recognition attached to market orientation as a strategic drive for firms to attain and maintain competitive advantage, relatively little is known of its performance implication for pharmaceutical firms. It was observed that senior management factors consistently shaped the direction of market orientation of pharmaceutical firms; however, there were some inconsistencies regarding how interdepartmental dynamics, organization wide systems and external factors affect market orientation of these firms (Mahmoud, 2010).

As far as concerned to marketing practices, pharmaceutical companies use different promotional strategies for different medicine classes. Role and importance of each promotional tool vary according to the medicine class (Sanjay, 2011). With the changing healthcare environment, the focus in pharmaceutical marketing needs to adapt to new stakeholders needs as payers and patients are becoming more actively involved and are requesting a higher health outcome. Present paper deals with the motivational factors towards prescribing product of any pharmaceutical company. This study reveals different group of factors and where the focus is required in promotional strategy development.

REVIEW OF LITERATURE***Stakeholders in Pharmaceutical Business***

In marketing, customer relationship management highlights the final customer of the product and in pharmaceutical marketing patient may be the final customer. However, it is seen that sales representatives are developing the relation with doctors, stockiest and retailers rather than patient. The pharmaceutical market is strongly separated from traditional to fast moving consumer goods markets as buyer, consumer and decision maker are separated. In the case of a prescriptive drug, the patient in fact is the consumer. Physicians who are prescribing the drug are decision maker. Therefore, the pharmaceutical industry comprises a complex network of customers. The customer network consists of physicians, care institutions and patients as customers in the proper sense. Further, stakeholder groups are pharmacists, health insurance funds, health-care policy and pharmaceutical wholesalers. Owing to their influence on prescription decisions, they should be considered as customers in a wider sense (Burmam C 2011). Thus, there are three main customer groups in pharmaceutical industry, which include patients, physicians and payers (Burmam, C 2011). So present sales efforts in many pharmaceutical companies are oriented towards three customer segments first is physicians, second hospitals, wholesalers and pharmacies, and third one is end customers, i.e. patients (Alt Rainer,2003) (Wadman, R. 2004).

Motivational Factors

Researchers mention various promotional items are used for promotion. The variables are product by reputed branded company, unique combination of molecule, combination as per case, medical trails taken on different patient groups, breadth of the product line offered, product quality offered, ease of product use for patient, available in different form (Tablet, Syrup, Injection),

¹¹ Assistant Professor, Rajiv Gandhi Business School, Maharashtra, India, ganeshpathak005@gmail.com

¹² Associate Professor, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Maharashtra, India, sarangbhola@gmail.com

available in different Size/Quantity (100ml, 200ml), price less than other available brands, price as per quality of product, more margin on MRP, scheme given by company / stockiest, ease of placing orders, on-time delivery of products, accuracy of invoicing, free samples/drug Sample (Ramendra Singh, 2008) (Vishal Sharmal 2010) (Mainous2011), pens and pads (George Thomas, 2010) (Halperin 2009), medical books, other book (Novel, Biography etc.), other stationery materials, money for conducting social activity, money for purchasing any medical equipment, money to conduct research, railway/airline tickets or money for travel, sponsorship to an academic event, Conference / Travel Expenses, Passes/tickets to nonacademic events like movies and exhibitions, sports tournament fees / tickets, perceived value of the gift to patients as well as its monetary value (Jastifer J 2010), electronic appliances (T.V., Laptop, A.C. etc.), home utensils, dinner out, spouse meal at dinner out (Ray Moynihan,2003), birthday/ anniversary wish, the overall value receives from medical rep. / company, (Meyer 2003) overall service efficiency receives from medical rep. / company, relationship maintain by medical representative / company, ease of using catalogue, product training provided, attitude of specialists, technical ability of specialists, rapid solutions of customers problems, availability of sales consultants/ specialists, frequency of contact of sales consultants / specialists, Product knowledge of sales consultants/specialists, ease of contacting customer service staff and convincing power.

METHODOLOGY OF RESEARCH

Present research is descriptive inferential in nature. The study is conducted in Satara District in Maharashtra State, India. Medical Representatives are the samples for the study Data have collected from 90 medical representatives using structured schedule. Data about demographic profile of respondents, different basis used for developing and maintaining the relationship was a need of study and collected through Structured Schedules. The Schedule for medical representative having one section which talks about opinion regarding why the Medical Practitioner prescribe the product of any company and opinion regarding offering promotional material (Ray Moynihan, 2003) and contain 48 variables. Researcher assess the opinion of medical practitioner on agreement by using five points scales. These variables are, product by reputed branded company, unique combination of molecule, combination as per case, medical trails taken on different patient groups, breadth of the product line offered, product quality offered, ease of product use for patient, Product available in different form (Tablet, Syrup, Injection), Product available in different Size/Quantity (100ml, 200ml), price less than other available brands, price as per quality of product, more margin on MRP, scheme given by company/ stockiest, ease of placing orders, on-time delivery of products, accuracy of invoicing, free samples/drug Sample (Ramendra Singh, 2008, Vishal Sharmal 2010, Mainous 2011), pens and pads (George Thomas, 2010, Halperin 2009), medical books, other book (Novel, Biography etc.), other stationery materials, money for conducting social activity, money for purchasing any medical equipment, money to conduct research, railway/airline tickets or money for travel, sponsorship to an academic event, Conference / Travel Expenses, Passes / tickets to nonacademic events like movies and exhibitions, sports tournament fees / tickets, perceived value of the gift to patients as well as its monetary value (Jastifer J., 2010), electronic appliances (T.V., Laptop, A.C. etc.), home utensils, dinner out, spouse meal at dinner out (Ray Moynihan,2003), birthday / anniversary wish, the overall value receives from medical rep. / company, (Meyer 2003) overall service efficiency receives from medical rep. / company, relationship maintain by medical rep. / company, ease of using catalogue, product training provided, attitude of specialists, technical ability of specialists, rapid solutions of customers problems, availability of sales consultants / specialists, frequency of contact of sales consultants/specialists, Product knowledge of sales consultants / specialists, ease of contacting customer service staff and convincing power. Data has processed using MS-Excel and analyzed using SPSS. Descriptive analysis, inferential statistics and multivariate statistical tools brought in use.

DATA ANALYSIS

KMO and Bartlett's test for motivation towards prescribing product of any company opined by medical representatives towards the medical practitioners has been applied to check the sampling adequacy.

Table-1: KMO and Bartlett's Test for Motivation towards Prescribing Product

| | | |
|---|--------------------|-------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | .739 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4.262 |
| | d.f. | 1128 |
| | Sig. | .000 |

Sources: Authors Compilation

The KMO and Bartlett's come to 0.739, which shows data adequacy for factor analysis.

Total Variance Explained

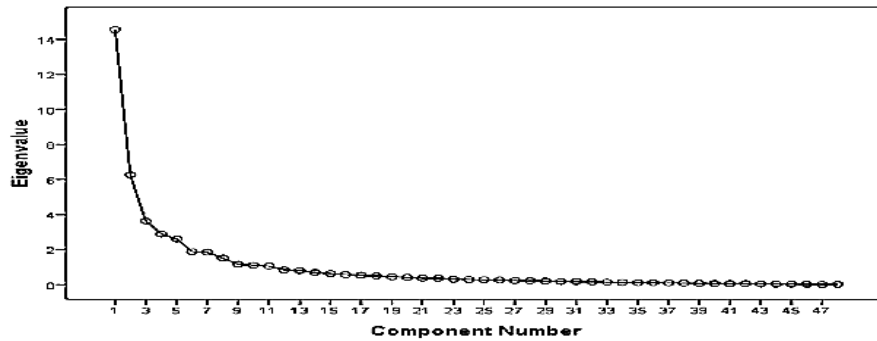
The responses of 90 samples were executed with the help of factor analysis. Eleven factors have been extracted using principal component methods, which explain 80.22% of variance.

Table-2: Total Variance Explained for Factor Analysis

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 14.549 | 30.310 | 30.310 | 10.694 | | 22.280 |
| 2 | 6.270 | 13.062 | 43.372 | 4.236 | 8.824 | 31.104 |
| 3 | 3.630 | 7.562 | 50.933 | 4.096 | 8.534 | 39.639 |
| 4 | 2.900 | 6.041 | 56.975 | 4.001 | 8.335 | 47.973 |
| 5 | 2.602 | 5.420 | 62.395 | 3.187 | 6.640 | 54.613 |
| 6 | 1.880 | 3.916 | 66.311 | 2.598 | 5.412 | 60.025 |
| 7 | 1.842 | 3.838 | 70.149 | 2.487 | 5.181 | 65.206 |
| 8 | 1.513 | 3.151 | 73.300 | 2.339 | 4.873 | 70.079 |
| 9 | 1.160 | 2.416 | 75.716 | 2.116 | 4.408 | 74.487 |
| 10 | 1.107 | 2.306 | 78.022 | 1.408 | 2.934 | 77.421 |
| 11 | 1.059 | 2.206 | 80.228 | 1.348 | 2.807 | 80.228 |

Note: Extraction Method: Principal Component Analysis
Sources: Authors Compilation

Chart-1: Factor Extracted
Scree Plot



Sources: Authors Compilation

Rotated Component Matrix for Motivation to Prescribe Product Opined by Medical Representatives

Rotated component matrix has been used to find out the eleven factors and the variables belong to every factor. Analysis is done based on motivation to prescribe product opined by medical representatives.

Table-3: Rotated Component Matrix

| | Component | | | | | | | | | | |
|-----|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| B1 | -.169 | .068 | -.027 | .136 | .807 | -.124 | -.181 | .039 | -.017 | -.057 | .182 |
| B2 | -.349 | .069 | .098 | -.002 | .832 | -.041 | .116 | -.070 | -.089 | .100 | .045 |
| B3 | -.054 | .229 | .100 | .002 | .861 | .033 | .109 | .015 | -.031 | .008 | -.129 |
| B4 | .010 | .457 | .075 | .086 | .602 | -.104 | -.070 | -.131 | .063 | -.445 | -.116 |
| B5 | .227 | .651 | .095 | .017 | .363 | .010 | -.032 | -.326 | -.112 | -.167 | .097 |
| B6 | -.091 | .779 | .240 | -.123 | .172 | .027 | .057 | -.201 | .091 | -.007 | -.068 |
| B7 | -.051 | .855 | -.021 | .220 | .084 | .036 | -.108 | .055 | .149 | .031 | .065 |
| B8 | .014 | .872 | .137 | .057 | .062 | .185 | .023 | .144 | -.063 | .142 | .028 |
| B9 | -.163 | .734 | .003 | .052 | .028 | .207 | .287 | .129 | .095 | -.037 | -.001 |
| B10 | .106 | .382 | -.072 | .142 | -.161 | .048 | .051 | .285 | .720 | .037 | .162 |
| B11 | .197 | .323 | .249 | .363 | -.380 | .051 | .057 | -.003 | .294 | -.107 | .342 |
| B12 | .501 | -.057 | -.005 | .107 | -.220 | .352 | -.034 | .058 | .564 | .051 | -.185 |
| B13 | .440 | .102 | .071 | -.008 | -.232 | .650 | -.069 | -.072 | .103 | .218 | .001 |
| B14 | .296 | .159 | .121 | .041 | -.050 | .769 | .002 | .109 | .252 | -.077 | -.096 |
| B15 | .296 | .324 | .332 | .069 | -.039 | .654 | -.048 | .048 | -.207 | .023 | .121 |
| B16 | .344 | .369 | .151 | .062 | .041 | .528 | .346 | .063 | .108 | -.062 | .284 |

| | | | | | | | | | | | |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| B17 | .505 | .035 | -.026 | -.014 | .156 | .429 | .015 | .092 | .577 | -.177 | .091 |
| B18 | .801 | .015 | -.105 | .199 | .004 | .232 | .033 | .005 | .168 | .096 | .229 |
| B19 | .659 | .236 | .120 | .226 | .138 | .101 | .067 | .030 | .113 | -.138 | .482 |
| B20 | .755 | .178 | .149 | .217 | -.118 | .005 | .099 | .011 | .113 | -.126 | .333 |
| B21 | .778 | .019 | -.019 | .164 | -.023 | .065 | -.226 | .092 | .124 | -.002 | .134 |
| B22 | .495 | .125 | .033 | -.158 | .094 | -.017 | -.124 | .699 | .042 | .012 | -.124 |
| B23 | .437 | -.090 | .068 | -.093 | -.110 | -.021 | .066 | .728 | .205 | .147 | -.107 |
| B24 | .400 | .008 | .105 | -.034 | -.029 | .164 | .049 | .777 | .071 | -.006 | .203 |
| B25 | .746 | -.112 | .157 | -.054 | -.052 | .212 | .185 | .262 | -.148 | .155 | -.061 |
| B26 | .595 | .041 | .111 | -.111 | -.066 | .140 | .288 | .111 | .046 | .581 | -.144 |
| B27 | .639 | .137 | .200 | .019 | .009 | -.080 | .034 | .139 | -.048 | .601 | -.022 |
| B28 | .878 | -.024 | .150 | -.034 | -.090 | .122 | .097 | .080 | -.080 | .080 | .019 |
| B29 | .857 | .043 | .159 | .053 | -.102 | .084 | .166 | .108 | -.090 | .114 | .038 |
| B30 | .809 | -.020 | .139 | .064 | -.134 | .133 | .230 | .052 | .061 | .008 | .008 |
| B31 | .736 | -.070 | .127 | .199 | -.058 | .041 | -.075 | .298 | .305 | -.094 | -.134 |
| B32 | .799 | -.128 | .080 | .306 | -.073 | .136 | .082 | .174 | -.036 | .068 | -.087 |
| B33 | .814 | -.072 | -.020 | .241 | -.108 | .168 | .013 | .161 | .141 | .025 | -.069 |
| B34 | .781 | -.038 | .051 | .178 | -.195 | .113 | .050 | .115 | .288 | -.044 | -.142 |
| B35 | .462 | .066 | .477 | .318 | -.104 | -.055 | .234 | .068 | .322 | .038 | -.222 |
| B36 | .312 | .215 | .665 | .088 | -.098 | .040 | .252 | .008 | -.010 | -.216 | -.288 |
| B37 | .062 | .032 | .775 | .200 | -.003 | .205 | .225 | .150 | .047 | -.044 | -.180 |
| B38 | .080 | .063 | .845 | .110 | .011 | -.008 | .132 | .139 | -.166 | -.022 | -.022 |
| B39 | .186 | .078 | .744 | .167 | .150 | .073 | -.067 | -.062 | .025 | .128 | .242 |
| B40 | -.019 | .115 | .774 | .153 | .116 | .144 | .083 | -.063 | .067 | .160 | .196 |
| B41 | .115 | .022 | .380 | .605 | .156 | -.090 | -.189 | -.093 | .352 | .185 | .035 |
| B42 | .215 | .290 | .266 | .770 | .092 | -.041 | .005 | -.036 | .037 | .106 | .095 |
| B43 | .235 | .031 | .153 | .795 | .055 | .199 | .002 | -.057 | .026 | -.055 | .200 |
| B44 | .164 | .031 | .135 | .797 | -.095 | .053 | .218 | -.150 | .071 | -.138 | .003 |
| B45 | .182 | -.046 | .038 | .725 | .071 | -.034 | .271 | .058 | -.024 | -.016 | -.139 |
| B46 | -.038 | .161 | .187 | .494 | .005 | -.082 | .632 | .071 | -.128 | -.039 | -.246 |
| B47 | .258 | -.005 | .132 | .277 | .027 | .171 | .763 | -.011 | -.021 | -.041 | .007 |
| B48 | .168 | .081 | .290 | .014 | -.007 | -.162 | .737 | -.036 | .116 | .232 | .150 |

Note: Extraction Method: Principal Component Analysis
 Rotation Method: Varimax with Kaiser Normalization
 a. Rotation converged in 15 iterations

Sources: Authors Compilation

From above rotated component matrix, following factors has been derived. Component number 10 and 11 not secures high value of factor so only nine components discussed for further factor analysis. Researcher has proposed the labels to the factors, which are mention at the title of every table.

Table-4: Component Number 1: Motivational Weapons

| S. No. | Statement / Variables | Factor Loading |
|--------|--|----------------|
| 1 | Pens and Pads | .801 |
| 2 | Medical Books | .659 |
| 3 | Other Books (Novel, Biography etc.) | .755 |
| 4 | Other Stationery Materials | .778 |
| 5 | Railway/Airline tickets or Financial assistance for Travel | .746 |
| 6 | Sponsorship to an academic event | .595 |
| 7 | Conference/Travel Expenses, | .639 |
| 8 | Passes/tickets to nonacademic events like movies and exhibitions | .878 |
| 9 | Sports tournament fees/ tickets | .857 |
| 10 | Perceived value of the gift to patients as well as its monetary value. | .809 |
| 11 | Offers Electronic Appliances (T.V., Laptop, A.C. etc.) | .736 |
| 12 | Offers Home Utensils | .799 |
| 13 | Dinner out | .814 |
| 14 | Spouse meal at Dinner out | .781 |

Sources: Authors Compilation

A motivational weapon is the factor extracted from 14 variables. This component explains 30.31% of variance. The component mainly contains promotional items like pens and pads, book like novel, biography, other stationery materials, railway / airline tickets or financial assistance for travel, passes / tickets to nonacademic events like movies and exhibitions, sports tournament fees/ tickets, perceived value of the gift to, patients as well as its monetary value., offers electronic appliances (T.V., Laptop, A.C. etc.), offers home utensils, dinner out, spouse meal at dinner out.

Table-5: Component Number 2: Product Matrix

| S. No. | Statement / Variables | Factor Loading |
|--------|--|----------------|
| 1 | Breadth of the product line offered | .651 |
| 2 | Product quality offered | .779 |
| 3 | Ease of product use for patient | .855 |
| 4 | Available in different form (Tablet, Syrup, Injection) | .872 |
| 5 | Available in different Size/Quantity (100ml, 200ml) | .734 |

Sources: Authors Compilation

Product matrix is the factor extracted from the 5 variables. This component explains 13.06% of variance. The component mainly contains product quality offered, ease of product use for patient, available in different form (tablet, syrup, injection), available in different size/quantity (100ml, 200ml).

Table-6: Component Number 3: Association

| S. No. | Statement / Variables | Factor Loading |
|--------|---|----------------|
| 1 | Greetings on Birthday/ Anniversary /Festivals | .477 |
| 2 | The overall value receives from Medical rep./Company | .665 |
| 3 | Overall service efficiency receives from Medical rep./Company | .775 |
| 4 | Relationship maintain by Medical rep./Company | .845 |
| 5 | Ease of using catalogue | .744 |
| 6 | Product training provided | .774 |

Sources: Authors Compilation

Association is the factor extracted from the 6 variables. This component explains 7.56% of variance. The component mainly contains overall service efficiency receives from medical rep./company, relationship maintain by medical rep./company, ease of using catalogue, product training provided.

Table-7: Component Number 4: Tune-Up for Business

| S. No. | Statement / Variables | Factor Loading |
|--------|---|----------------|
| 1 | Price as per quality of Product | .363 |
| 2 | Attitude of specialists | .605 |
| 3 | Technical ability of specialists | .770 |
| 4 | Rapid solutions of customers problems | .795 |
| 5 | Availability of sales consultants/ specialists | .797 |
| 6 | Frequency of contact of sales consultants/specialists | .725 |

Sources: Authors Compilation

Tune-up for business is the factor extracted from the 6 variables. This component explains 7.56% of variance. The component mainly contains attitude of specialists, solutions of customer’s problems, availability of sales consultants/ specialists, frequency of contact of sales consultants/specialists.

Table-8: Component number 5: Perfect Blend

| S. No. | Statement / Variables | Factor Loading |
|--------|--|----------------|
| 1 | Product by Reputed branded company | .807 |
| 2 | Unique combination of molecule | .832 |
| 3 | Combination as per case | .861 |
| 4 | Medical trails taken on different patient groups | .602 |

Sources: Authors Compilation

Perfect blend is the factor extracted from the 4 variables. This component explains 6.04% of variance. The component mainly contains product by reputed branded company, unique combination of molecule, combination as per case, medical trails taken on different patient groups.

Table-9: Component number 6: Precision

| S. No. | Statement / Variables | Factor Loading |
|--------|------------------------------------|----------------|
| 1 | Scheme given by Company, Stockiest | .650 |
| 2 | Ease of placing orders | .769 |
| 3 | On-time delivery of products | .654 |
| 4 | Accuracy of invoicing | .528 |

Sources: Authors Compilation

Precision is the factor extracted from the 4 variables. This component explains 3.91% of variance. The component mainly contains stockiest, ease of placing orders, on-time delivery of products.

Table-10: Component number 7: Skill Sets

| S. No. | Statement / Variables | Factor Loading |
|--------|--|----------------|
| 1 | Product knowledge of sales consultants/specialists | .632 |
| 2 | Ease of contacting customer service staff | .763 |
| 3 | Convincing power | .737 |

Sources: Authors Compilation

Skill sets is the factor extracted from the 3 variables. This component explains 3.83% of variance. The component mainly contains product knowledge of sales consultants/specialists, ease of contacting customer service staff, convincing power.

Table-11: Component number 8: Monetary Aids

| S. No. | Statement / Variables | Factor Loading |
|--------|---|----------------|
| 1 | Financial assistance for conducting social activity | .699 |
| 2 | Financial assistance for purchasing any medical equipment | .728 |
| 3 | Financial assistance to Conduct Research | .777 |

Sources: Authors Compilation

Monetary aids are the factor extracted from the 3 variables. This component explains 3.15% of variance. The component mainly contains financial assistance for conducting social activity, financial assistance for purchasing any medical equipment, financial assistance to conduct research

Table-12: Component number 9: Contest

| S. No. | Statement / Variables | Factor Loading |
|--------|--|----------------|
| 1 | Price less than other available brands | .720 |
| 2 | More margin on MRP | .564 |
| 3 | Free samples/Drug Sample | .577 |

Sources: Authors Compilation

Contest is the factor extracted from 3 variables. This component explains 2.41% of variance. The component mainly contains price less than other available brands, more margin on MRP, free samples/drug sample.

CONCLUSION

Researcher has analyzed the opinion of medical representative about what are the motivational factors responsible for prescribing the product of any company. Researcher used 48 parameter and collected data on five-point scale. After the factor analysis, it has been analyzed that there are nine component groups. The nine groups are labeled as ‘motivational weapons’, ‘product matrix’, ‘Association’, ‘tune-up for business’, ‘perfect blend’, ‘precision’, ‘skill sets’, ‘fiscal aids’ and ‘contest’. Each group extracted similar type of parameters which will help to pharmaceutical industry to develop strategy according to demand. Researcher given the titled as per the features of parameters and it shows that factor analysis given perfect component as per the features.



REFERENCES

1. Alt, Rainer. (2003). Transformation in the Pharmaceutical Industry – Developing Customer Orientation at Pharma Corp. *In 16th Bled eCommerce Conference eTransformation* .
2. Burmann, C. (2011, February). Customer centricity as a key to success for pharma. *Journal of Medical Marketing*, 11(1), 49-59.
3. Georg, T. (2010). Gifts to doctors, scientific information and the credibility gap in the medical council of India. *Indian Journal of Medical Ethics*, VII(2).
4. Jain. (2011). Lifestyle and General Medicines: A study of promotional-mix strategies in India. *Journal of Medical Marketing*, 11(2), 119-126.
5. Jennifer, S. (2009). Distribution network redesign for marketing competitiveness. *American Marketing Association*, VII (4).
6. Meike, M. (2002). A consistent approach for assessing the value of prescribing and non prescribing customers. *Journal of Medical Marketing*, 5(4), 1469–7025, 309-315. Henry Stewart Publications.
7. Mohammad, M. (2010). Antecedents, environmental moderators and consequences of market orientation: A study of pharmaceutical firms in Ghana. *Journal of Medical Marketing*, 231-244.
8. Ramendra, S. (2008). Network connectedness of pharmaceutical sales rep (fle)-physician dyad and physician prescription behaviour: A conceptual model. *Journal of Medical Marketing*, 257-268.
9. Sharma, V. (2010). Attitudes and practices of Medical Graduates in Delhi Towards Gifts From the Pharmaceutical Industry. *Indian Journal of Medical Ethics*, VII (4).
10. Wadman, R. (2004). The need for a new go-to-market strategy in Europe: How to survive and thrive in the new more complex healthcare marketplace. *International Journal of Medical Marketing*, 154-162.
11. Retrieved from web.njit.edu/~jerry/CRM-Monograph/CH5.doc 3/11/2011 9.57 pm
12. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/19492632>
13. Retrieved from <http://www.slideshare.net/profssureshkumar/welfare-management-profsuresh-kumar>
