

RARE

**THE IMPACT OF PROMOTIONAL STRATEGIES OF
PHARMACEUTICAL COMPANIES ON DOCTOR'S
RECOMMENDATION OF BRANDED DRUGS: WITH
SPECIAL REFERENCE TO THE PHARMACEUTICAL
INDUSTRY IN SRI LANKA**

M. M. T. Punchibandara

FGS/02/25/01/2007/15

Dissertation submitted to Faculty of Commerce & Management Studies,
University of Kelaniya in partial fulfillment of the requirement of the Master of
Business Administrator (MBA) Degree.



ප්‍රවේශ අංකය:	735
වර්ග අංකය:	

**Master of Business Administration,
Faculty of Commerce & Management Studies,
University of Kelaniya, Sri Lanka.**

August, 2010



ABSTRACT

In the pharmaceutical industry, the customer and the final decision maker is different that of an other industry. Here, the both segments are dominated by Doctors; the patients who are the end users but they are not the direct customers to the company. Hence, pharmaceutical companies really focus on doctors to promote their products by using scientific information and specific techniques to convince the doctors to recommend the drugs to their patients.

Researchers viewed this issue and investigated how pharmaceutical companies develop their strategies to get the mind share of the doctors. The study was focused on selected promotional strategies, such as, medical detailing, sampling, providing scientific materials, continuous medical education programs (CME), and continuous meetings conducted by the pharmaceutical companies in order to get the recommendations towards their products. The sample of 150 doctors from Colombo, Kandy and Galle, were interviewed with structured questionnaire and open discussions were also made on critical factors with those respondents. Both descriptive and inferential statistics methods were used to analyze the data; correlation analysis was used to test the relationship among the independent and dependent variables and to test the hypothesis.

The statistical analysis revealed that there is a significant influence of promotion strategies used by pharmaceutical companies for the doctors to recommend the branded drugs in Sri Lankan context.

Further, it was found that each promotional strategy has different degree of impact on recommendation of branded drugs. Detailing and sampling have significant impact but it is relatively low compared to other factors like continuous meetings, scientific materials and CME.

Then, researchers have recommended some promotional strategies to enjoy substantial marketing results over the pharmaceutical brands with the help of doctors' prescriptions.