**Research Methodology:**

**Research Design:**

- Qualitative
- Descriptive

(Questionnaire/interviews - with *Classical modules of measuring advertising effectiveness like AIDA would be used.*)

**Sample Size:**

10 Indian pharmaceutical companies (5 Indian, 5 MNCs)
50 Medical Representatives
250 Doctors

**Research Area**

Mumbai & Pune

**Analysis of Data**

I will be using both quantitative and qualitative methods of analysis of the data collected:
- Primary data will be collected on source which has not been subjected to processing or any other manipulation.
- Secondary data will involve the data that has been already collected by and readily available from other sources.

**Methods of Data Analysis:**

- SEM or Structured Equation Modeling
- LISREL to examine interaction effects
- PLS to handle formative measures (indicators)