Literature Review

Role of MNCs in pharmaceutical industry
Ajit Mahadevan (2012) says that after years of slow growth in the Indian pharmaceutical market until the 1990s – mainly due to a feeble intellectual property environment – pharmaceutical MNCs have recorded rapid growth in the domestic market. They have increased investments in the domestic market over the past few years and are now comfortably placed to capture a substantial share of the domestic market. Evidently, pharmaceutical MNCs are projected to capture a 35 percent market share of the market by 2017, compared with 28 percent in 2009. Over the years, pharmaceutical MNCs have adopted India-focused strategies to tap the growing potential of the country's pharmaceutical market.

Role of Indian companies in pharmaceutical industry
Indian pharmaceutical companies have grown tremendously over the last 4 decades & currently are in consolidation phase. Among the top 10 pharmaceutical companies, currently 7 are Indian pharmaceutical companies and only 3 are MNCs. By 2020 the Indian pharmaceutical industry is likely to multiply by 4 times.
**Doctor’s prescription behaviour**

Weihui et al say that Doctors prescription behaviour is the most important basis and key link which affects various medical relations, such as the control of medical costs, utilization of medical resources, management on medical services as well as the adjustment of economic interests among Doctors, the hospital & patients.

Eric De Laat et al says that Doctors prescription behaviour can be strongly influenced by the promotional activities of the pharmaceutical companies.

Dr. R K Srivastava in his article, Changing scenario in the pharmaceutical sector says that emergence of nursing homes & hospitals have led to emergence of new market segments of hospital/nursing home consumer & has increased the importance of retail chemists attached to hospital which can influence the prescription behaviour of Doctors.

Doctors prescription behaviour is controlled by various factors including promotion by pharmaceutical companies, price, advertising & several other factors.

**Impact of global (MNC) brands**

Aaker, David A et al say Brand builders everywhere think they want global brands. But global brand leadership, not global brands, should be the priority. Even though most global brands are not absolutely identical from one country to another.

Eva Moberecker & Adamantios Diamantopoulos (2011) say that important role of positive affect in shaping consumer behaviour, thus complementing prior research that focuses exclusively on the behavioral implications of negative affect (most notably consumer animosity)

George Balabanis & Adamantios Diamantopoulos say that strong brands are not immune to misclassification and stress the importance of ensuring that consumers are aware of a brand's true country of origin.