OBJECTIVE OF THE STUDY

The purpose of the present study is to know the technical aspect of packaging as well as commercial value. Since packaging is considered as backbone of marketing for consumer products / FMCG but to know what is the picture in case of pharmaceutical products, whether it is same or different.

The main objective of the study is

1) To identify and evaluate customer (medical practitioner) observation on packaging.
2) To know the role of packaging in retaining container composition of pharma product.
3) To study the cost variation by different packaging materials and to analyze the pharma packaging cost on overhead marketing cost.
4) To evaluate the weight management on various pharma packaging materials to avoid various problems faced by consumers while handling.
5) To identify the marketing changes from traditional packaging vis-a-via Hi-tech packaging.
6) To evaluate the consumers (patients) opinion on ethical and OTC products (packaging).
7) Assessment of pharmaceutical manufacturers, packaging experts, marketing experts for sales promotion.
8) To study the handling of bulk product packaging institutional sale.

Hypothesis:

1. Packaging plays an important role in sales promotion of Pharma Industry.
2. The customer/consumers are influenced by the packaging in pharma industry.
3. - Institutional/Bulk supplies need specialized protective packaging easy to handle & transport.
4. - Govt. supplies are poorly packaged
5. - Samples to doctors must be packaged in the similar packing to create brand identity.
6. - Good packaging increases the cost of medicine/product.
7. - Life saving drugs need protective packaging for long storage and distance transportation.
8. - Pharma (prescription sale) and O.T.C. products have different market share by different packaging.