WORK PLAN AND METHODOLOGY

Considering the nature, need and objective of the present study, attempts will be made to review the available literature from books, periodicals, journals, doctoral research work, reports of various academic institutions and research labs related to pharmaceutical marketing and packaging. The reports, research papers by various private and government organization in the field of pharmaceutical packaging will be consulted.

The article especially field (marketing) based studies reported in state and national daily news papers, business magazines, bulletins on pharma news by various pharma companies, clinical trial reports by various government and private medical colleges and hospitals, paper published from packaging material manufactures and packaging institutes too will be consulted.

Besides that visit of trade fair, pharma companies product display, packaging institutions and companies display on various packaging theme will be attended. Various private pharma companies as well as government institutions like NIPER, AIDMA, IIP etc. organizes time to time seminars, conferences on national and international basis will be attended for enhancing the sources of knowledge based on pharma packaging.

COLLECTION OF DATA

Primary and secondary data will be required for the present research work. The proposed study is based on primary and secondary data will be collected during the market survey of NCR.

In case of primary data a questionnaire will be prepared for customer (Medical Practitioner), consumer (patient), retailers (pharmacist), pharma production experts, pharma marketing executives, pharma packaging executives. The questionnaire will vary
according to the requirement. Sample size will be 300 from NCR taken from above respondents by interview and questionnaire.

Secondary data related to the identified and selected variables at marketing institutions, pharmaceutical institutions, and hospitals will be collected. Data related to pharma sales and growth, hospitals observations of the patients, various personal data collection by private hospitals and research centers will be a secondary source in this research work.

Research design will be based on the approach of conclusive research. It will be systematic sampling.

**Processing of data**

Considering the nature objectives and the need of the present study the collected data will be processed and classified by adopting various frequency distribution and different statistical methods. The classified data will be arranged in precise, short and systematic tables, based on purpose, origin and the combination of variables. The processed data will be neatly presented in a tabular form as per the research plan.

**Presentation and analysis of Data**

The information and data thus obtained from various sources will be analyzed. The process data will be systematically presented. Process data will be presented in the tabular form and graphical representation to understand the actual percentage role of packaging for ethical and OTC products. Attempts will be made to understand various results and their future prospects.
**Limitation:**
- Only fraction of total universe is covered.
- Primary data is assumed to be accurate/queries of replies given by respondence.
- Secondary data collected is limited perception. Much more may be available which cannot be collected.
- The representation of population selected may not be true reflection of entire population.
- The total study on pharma marketing and packaging will be limited to Indian context.
- Marketing survey will be limited in NCR only for primary data collection.

**Scope of study:**
The study on the finalized Research Topic “The Role of Packaging in the Sales Promotion of Pharmaceutical Products” will have abundant scope for various individuals as well as organizations:
- Pharmaceutical companies will get full marketing strategy in the packaging of their products in terms of sales promotion.
- Packaging companies will aware of the customer and consumers likening, taste behaviour and purchasing capacity.
- Consumers (Patients) will be aware of the role of packaging (Breakable/non-breakable) specially cases of children pharma products, Prices understanding will be another role by the research study.
- Medical practitioners can think for the patients convenience by proper comparative study of packaging material.
- More uniform representation could be made by adding no of respondents.
- The geographical area could be enhanced.
Factors other than packaging could be included which influence sales promotions.

- Specialist doctors/medicines could be studied exhaustively.
- Medical instruments could also be included in the study.

Chapter Scheme:

The research will be designed as following Chapter’s

01 INTRODUCTION
02 PHARMACEUTICAL INDUSTRY IN INDIA
03 INDIAN PACKAGING INDUSTRY
04 MARKETING PRACTICES IN PHARMACEUTICAL INDUSTRY
05 RESEARCH METHODOLOGY
06 MARKET SURVEY AND DATA COLLECTION
07 DATA ANALYSIS AND INTERPRETATION
08 CONCLUSION AND RECOMMENDATION
09 SUMMARY

Bibliography