LITERATURE REVIEW

1) Barrand, J., (1978) This is becoming increasingly important to provide good quality medical care as the interpersonal distance between the doctor and patient has been increasing...

2) Walker G. (1993) A study report on the pharmaceutical Industry "This report examines that in India now the daily visit of the doctors should be twelve and four visit to each doctor in a month. Drug samples can only be provided to a doctor in response to a signed request and should not exceed four days' treatment for a single patient. In Sweden, the representatives must meet a group of doctors after obtaining an appointment from the head of the department. On an average only two such meetings per year are permitted. The promotional material is screened by the head of the department and the presentation by representative allowed, only it the product information is new and scientific.

3) Paul, 1996 According to Philip Kotler, “the online marketing is the growing form of direct marketing”. The consumer’s perception of convenience, price, product information and service has been significantly affected by the internet and modern marketing requires businesses to be committed to consumer orientation (Jaworski and Kohli, 1993). Therefore a substantial web presence is absolutely essential for each and every one the companies today.

4) Rowley, 2001 Internet Advertising: It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers.

5) Ratchford et al. (2001) have told that each and every one the way through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. They also can efficient and effectively analyze the offerings and easily locate a low price for a specified product

6) Dave Chaffey (2002) defines eMarketing as Applying Digital technologies which form online channels (Web, e-mail, statistics and databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of consumers (within a multi-channel buying process and consumer lifecycle) each and every one the way through improving our consumer knowledge (of their profiles, behavior, value
and trustworthiness, dependability and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs. (http://www.wnim.com/archive/issue2904/eMarketing.htm) Chaffey's definition reflects the relationship marketing concept, it emphasis that it should not be technology that drives Electronic marketing, but the business model.

7) Zeithaml (2002) has defined that the success of e-tailing depends on the efficient website design, efficient and effective shopping and prompt delivery. The other e-store services are delivery on real time, return and replacement process, period of filling out online orders form, speed of response time to e-consumers’ queries.

8) Kim and Lee (2002) have suggested that the design of e- store influences consumers”access to e-store. In the e-store, website design, design of product and service contrast and information, time to complete online order form, easy of searching product and service, screen layout, screen complexity, page composition, information retrieval methods, information display, use of color and back ground, assistance to the user and speed of accessing the e-store are notable factors attracting e-consumers.

9) EastinandLaRose,2000)(http://www.wnim.com/archive/issue2904/eMarketing.htm) Chaffey's definition reflects the relationship marketing concept, it emphasis that it should not be technology that drives Electronic marketing, but the business model

10) Chaffey et.al, 2003 defines Internet Marketing as “The use of Internet and the related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the Internet media and other digital media such as wireless mobile, cable and satellite media”.

11) Biswas, 2004 The research literature suggests that the prior knowledge of the product knowledge is positively related to their perceived ability of information provided to them and negatively related to prior product knowledge with those who have lower product knowledge

12) Delone and Reif (2004) have found that at present consumers are more probably to continue shopping online while they have a greater know-how of online shopping. It is also found that young adults have amore positive attitude towards online buying.

13) Lavie and Tractinsky (2004) have expressed the expressive aesthetics of web-websites that convey a sense of creativity and uniqueness. This type of aesthetics is probably to serve an
important role while shopping for specialty goods. The expressive design is relevant to specialty goods because of their unique characteristics that emphasized the shopping know-how.

14) **Foux (2006)** suggests Social media is perceived by customers as a more trustworthy source of information regarding products and services than communication generated by organizations transmitted via the traditional elements of the promotion mix.

15) **Urban Glen (2006)** in his paper emphasizes that companies should act as advocates in promoting customer interest if they have to win business and retain their customers. In the author’s own words “When a company advocates for its consumers, the consumers will in turn advocate for the company”. The author has cited many valuable examples ranging from consumer products to high value industrial products and services to prove how various companies irrespective of the size of the company adopt techniques to satisfy consumer interest. The author is silent about the cost factor which could affect the company’s bottom-line on sustenance.

16) **Bauer et al., (2006)** have compared the services of online retail service vs. conventional, customary & traditional retail services. They have identified that the online retail services are broken into two rather distinct phases: the client interaction phase taking place online and the fulfillment phase taking place offline. They also have suggested that web-website quality is a matter of delivering both hedonic and utilitarian elements.

17) **Lempert, 2006; Vollmer & Precourt, 2008** The internet has become a mass media vehicle for consumer sponsored communication. It now represents the number one source of media for customers at work and the number two source of media at home. Customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions.

18) **Chaffey, 2007** It is important to understand the relationship between digital communication and traditional communication in the old media; for example, TV, radio, newspapers, magazines and billboard ads, the communication model was and is
one-to-many compared to one-to-one or many-to-many communication model in digital media like blogs, social networks, wikis and other social media


20) Jobber, 2007 The distribution of products, information and promotional benefits to target customers through interactive communication in a way that allows response to be measured. It accounts for direct connections with carefully targeted individual customers to obtain an immediate response and cultivate lasting customer relationship.

21) Cavusgil, 2008 In this study, researcher examines the impact of specific marketing communication activities (advertising and sales force) on physician. Study is focused on Gastrointestinal drugs (GID) as one therapeutic category. Researcher examines the financial impact (specifically, return on investment, or ROI) of pharmaceutical promotional activities. The results of this study provide guidance to managers as to how to optimize the promotional mix over a product's life cycle. It also investigates the effect of various promotional efforts (direct-to consumer advertising, journal advertising, and sales force) on sales.

22) (Robichaud et al, 2008-09) in developing the non-residential market highlighted the communications challenges faced by architects informational needs and because of poor perception of the product. Communications take several forms, as preferred by the architects. These included design manuals, Internet websites (company or product specific), company manuals and brochures, and technical support from customer service representatives. Their research showed that marketing brochures did not alter the perceived identity of wood among architects, especially over the short term. This implied that the utility of a marketing brochure only exists for a brief moment thereby requiring that communications campaigns ought to take a longer-term, strategic view.

23) Steltzner, 2009 Online marketing is today seen by many practitioners as the new arena for market communication and on top of the list of users of the different mediums is Facebook, Blogs, Twitter, YouTube and LinkedIn
24) Jerry (2009) believes that Marketing on the internet have become the best and most widely accepted form of global communication. Internet marketing communication consists of the global sharing of ideas, concepts, and information about products and services.

25) Quiroga & Kamila (2010) in their research-Marketing and Face book, describe how fashion companies promote themselves on social media platforms such as Face book. This study took 34 Swedish companies into consideration.

26) Nida, Sadaf, Sanya & Umair (2010) in their research-Evolution of Digital Media as an IMC tool and its relevance for Pakistan aim to analyze the trends of digital media within IMC over the years in Pakistan, the factors that have contributed to the change and explore the importance of digital media in the marketing mix in future.

27) (Jeremy)(2010) Manufacturers are in a better position to monitor online discussions about their products: most U.S. companies that depend on copyright and trade mark recognition currently engage in brand-protection activities through aggressive surveillance and litigation. Hospitals increasingly are using social networks for promotional purposes and to gauge consumer experiences with their organizations.

28) Farrar, M., 2010 The use of online promotions enables managers in an organization to control cost and lead the company to success. There is the flexibility of advertising media including television (TV), press, and billboards attracts potential customers or the target market. However managers should consider different agencies as digital media to help meet the customer requirements including creative agencies, technology builders, and content providers.

29) A McKinsey survey showed that companies are using digital tools from Web sites to wikis extensively for customer service. Two-thirds use digital tools for product development and advertising online. Most companies today don't integrate their online and offline marketing efforts with an increased trend in the near future for companies to use online tools across the full spectrum of marketing activities.

30) Greene, J.A. & Kesselheim, A.S., 2010 Face book and Twitter, the largest social media Web sites, have more than 350 million users worldwide. Research surveys indicate that 60% of Americans turn first to the Internet when seeking health-related information as a result the pharmaceutical industries are gearing up to establish a social media presence
31) **Mckensy report April 2012** Pharmaceutical industry should move towards digital and interactive media and from 2009 to till date industry has adopted the social media or digital media offering the possibilities as online conversations with doctors and patients. In an article entitled “Demystifying social media” it was highlighted that social media still accounts for less than 1% of an average marketing budget but chief marketing officers want to increase this to 5%.

32) (Goi 2009) and (Muala & Qurneh 2012) showed that clear communication to the target market is vital for the success of any marketing program. This involves sales promotion, advertising, personal selling, public relations and direct marketing.

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35) **Pownall, 2011** Even as organizations realize the need to engage customers at as many touch points as possible, there is still a need to stay ahead of the rapidly shifting marketing and communication landscape by integrating social media into traditional strategies to reach out to B2B and B2C audiences. Online opportunities and their future impact on traditional marketing are as expensive as your imagination can provide.

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37) **According to IBM (2012)** pharmaceutical companies can use social media for brand monitoring and gaining valuable customer views to make the marketing innovative. Thus pharmaceutical companies can embrace the social media for better relationship with patients. Many a times it becomes difficult to rely on the advertisements in the pharmaceutical market.
but WHO (1998) has not addressed any problem related to advertisements shown in electronic media.

38) Oswal & Deshmukh, May 2012 Researcher studies current marketing practices in the pharmaceutical sector, examining Medical Representative, Drug Stores, Doctors and Consumer-oriented promotions. It presents examples of marketing practices and their impact on consumer and doctor behavior. It identifies negative impacts of these practices. This study is carried out in and around Pune region for existing anti diabetic drugs

39) Joanna Lord (2013) states that Online marketing in 2012 could be summed up in a few words: mobile, big brands and Google updates. As we look back at the events and advancements that shaped last year in online marketing, naturally we should look forward and wonder what 2013 will have in store. While the execution of all this might vary wildly, there is no doubt a few areas will capture our attention and be the driving forces behind business decisions over the next 12 months

40) Vinerean, Cetina, Dumitrescu and Tichindelean (2013) did this exploratory research based on primary data using university students in Romania to explore how to engage with different types of audience on social media marketing platforms (based on their online behavioural aspects), so as to maximize the effect of online marketing strategy. A linear model was examined to find out how different predictors related to online users and social networking sites, have a positive impact on audiences’ perceptions of online advertisement

LIMITATIONS OF THE STUDY

Despite all the earnest attempts made by the researchers to elicit all required data on impact of digital marketing on the consumer purchasing behavior, it is subject to certain limitations due to the fact that the data is based on individual opinion, which may bring in some bias.

1. The study of customer preferences is confined to only Mumbai. The findings may not be generalized to all areas. Hence this is a limitation of the study.

2. The perceptions of the consumers may have the limitation of personal “bias”, lack of expression etc, hence, the limitation is bound to creep into the study.

3. Since the Digital marketing is a new concept in pharmaceutical industry, the possibility of failure to understand customer’s preferences may include one or more critical factors.
4. The sample selected may not represent the universe and hence, there could be some differences between the study and actual things. In spite of the above limitations, the study throws light on understanding the impact of Digital marketing on the consumer purchasing behavior and explores the opportunities posed by digital marketing in maximizing the marketing benefits. Since the study was exploratory in nature, it is expected that this will pave the way for further research in the area.