Effectiveness of Relationship Marketing Tools on Building Brand Perception: With Reference to Surgery Transplant Products in Sri Lankan Pharmaceutical Industry

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Abstract

The pharmaceutical industry is one of the rapidly growing industries in global and even local contexts. Industry practices referring to marketing and business development are found as peculiar in terms of its norms and legal frameworks operate. The "transplant segment" of the medical sector in Sri Lanka too seems to be a competitive segment as per the intensity of investment and competition exist. Having focused to the behavioral significance of this product segment in Sri Lankan context, researchers investigated about how customer relationship practices impact to develop perception and market positioning of the product brands. Researchers used 40 sample units (medical professionals) from different areas where the transplant surgery methods being implemented actively, and empirical data were collected through structured questionnaires. The independent variables were recognized as four variables namely personnel sponsorship, institutional sponsorship, continuous medical educational programs and commitment rewards where brand perception was referred as dependent variable measured through 3 items namely price, quality and packaging were taken as dependent variables driven to perception . As per the four hypotheses tested, it was found that all the relationship marketing practices significantly impact on the brand perception. The contribution of personnel sponsorship and continuous medical educational (CME) programs were found as most effective relationship marketing tools indicating above 0.6 of correlation coefficient at 95% confidence level whereas commitment rewards was also figured as an effective relationship marketing tool at above averaged level.

Keywords: *Pharmaceutical industry****,*** *Surgery Transplants Products****,*** *Customer Relationship****,*** *Brand Perception*

1. Introduction

1.1 Introduction to the Pharmaceuticals industry of Sri Lanka and overview of its behavior

Researchers did select one of the critical care segments of pharmaceutical industry for conduct this research. Here researchers discuss about Sri Lankan pharmaceutical industry referring to its competitiveness, buying decision contexts and industry behavior as to provide an overview of the industry in the outset. Pharmaceutical industry is one of the leading turnovers building industry in Sri Lanka and one of the biggest profits making industry in the world. (IMF Data, SL, 2012)

Sri Lanka is under the category of developing countries in the world, have make big impact on pharmaceutical manufactures to establish their present and establish business in the country. Healthcare sector of Sri Lanka is one of the fast growing and fast changing segments in South Asia. Due to rapid changing and demanding of the health services requirement of the country, it shows very competitiveness among the companies in Pharmaceutical sector. As per the statistical review towards Sri Lankan pharmaceutical industry, Pharmaceuticals represent LKR67.70bn (USD524mn) in 2013, to LKR74.81bn (USD570mn) in 2014. In overall, healthcare sector is valued as LKR261.04bn (USD2.20bn) in 2013, to LKR285.55bn (USD2.18bn) in 2014 **(**Business Monitor International Jul 17, 2014).

More than 80% of the pharmaceuticals requirement of the country is fulfilled by the foreign companies and 20% is manufactured domestically (IMF Data, SL, 2012). Foreign pharmaceutical companies have dominated the critical sector pharmaceutical requirements of the country. This is because of the technical knowledge, proper infrastructure and huge investment requirements have become as complex barriers to Sri Lankan manufacturers to invest for the industry. Sri Lanka's pharmaceutical sector has received investment from domestic and foreign - notably Indian - investors in recent years, as economic growth has picked up and the government focused on improving the domestic pharmaceutical sector. In June 2014, Cipla (Mauritius), a subsidiary of the Indian drug maker Cipla, signed a definitive agreement with its existing Sri Lankan distributor to acquire a 60% stake in a new company in Sri Lanka. Under the terms of the agreement, the new company will market Cipla's products in Sri Lanka. The sum being considered for the transaction is USD14mn and is subject to regulatory approval, the company stated in a filing to the Bombay Stock Exchange.

In March 2014, the Bangladeshi government announced that it is ready to collaborate to establish a bio similar pharmaceutical joint venture (JV) with Sri Lanka, reports the Island. The government will support the production of bio similar pharmaceuticals, such as insulin, in Sri Lanka and finalize them to finished product levels with a guaranteed cold chain.The Sri Lanka Pharmaceuticals & Healthcare Report features Business Monitor International (BMI)'s forecasts for drugs and healthcare expenditure and imports and exports, focusing on the growth outlook for the prescription, OTC, patented drugs and generics market segments. BMI's Sri Lanka Pharmaceuticals & Healthcare Report provides industry professionals, strategists, company executives, investors, analysts and sales/marketing heads with independent forecasts and competitive intelligence on the Sri Lankan pharmaceutical and healthcare industry. **(**Business Monitor International Jul 17, 2014).

1.2 Highlights of Global Pharmaceuticals Industry

The US is at the top of the global pharmaceutical market and is expected to hit almost $345 billion in 2014 according to industry. The US is followed by the Japanese market, which is followed by the European market as leaders in this industry (IMS Health Market Prognosis, March 2010) .However, according to research carried out by the International Federation of Pharmaceutical Wholesalers (IFPW), there are significant disparities between growth rates in developed and emerging markets based on their capacity to bounce back from the economic crisis. The latter includes 17 countries, which pharmaceutical market intelligence firm IMS divides into three segments:

- The first includes only China for which analysts predict will become the third-largest pharmaceutical market in the world in 2011, with a forecast $40 billion increase by 2013 to match US market growth. The industry predicts the pharmaceutical market in China will reach almost $49 billion in 2015. Market growth in China is being fuelled by rising cases of chronic diseases, an aging population, and increased healthcare investment and insurance.

- The second segment of emerging pharmaceutical markets includes Brazil, India and Russia, which together are predicted to increase between $5 billion and $15 billion by 2013. Additional research from industry shows that Brazil will be growing strong on its own, and is expected to be worth almost $35 billion in 2015.

- The third segment is comprised of Mexico, Venezuela, Argentina, Turkey, Poland, Thailand, Indonesia, Vietnam, Egypt, South Africa, Pakistan, Ukraine and Romania. (IMS Health Market Prognosis, March 2010)

As per the statistics available, all segments represent 17 emerging pharmaceutical markets predicted to grow at a rate of around 16% in 2011 to reach between $170 billion-$180 billion largely due to an increase in healthcare spending by government, and private and public bodies, according to IFPW research (IMS Health Market Prognosis, March 2010).

According to the same, within developed markets, IFPW forecasts around a 6% growth rate, far lower than emerging market growth in 2011. Even lower growth rates are predicted in Europe, where the top five markets, namely the UK, France, Spain, Italy and Germany, are forecast to grow at around 2% (IMS Health Market Prognosis, March 2010).

1.3 Product Category Context of the Study

Researchers concern about the “kidney transplant category” pharmaceutical requirement in this study which falls into critical care treatment drugs category or life serving drugs category. There are drugs which are used as prior to the transplant surgery and post-transplant drugs. Few pharmaceutical companies only represent this life serving drugs suppliers segment in Sri Lanka market. Companies which operate in these segments are Novartis, Roach, Cipla, Emcure and Panacea biotic. Among them Novartis and Roach are known as innovative or original companies and others are generic companies.

At the present contest Colombo and Kandy are only the locations that kidney transplantation surgeries being carried out regular manner. In Colombo region, there are sophisticated facilities to undertake this type of surgeries in government sector hospitals as well as private sector hospitals. Kandy is one of the pioneering Kidney Transplantation center located in the country and it has exceeded one thousand five hundred transplantations (IMF Data, SL, 2012). Because of few players in the market it’s shown that there are their own differentiations in terms of product quality and price against the generic brands. Those leading product brands mostly concern about quality at a premium price. Any how the Relationship Marketing practices which they have built make differentiation among the stakeholders, and relationship marketing has developed good impact on customer perception and its make remarkable market positioning for sustainable sales in general pertained to pharmaceutical industry practices.

1.4 Research Problem

Kidney transplantation is a one of the most critical surgeries carried out in healthcare/medical sector in Sri Lanka. More than 95% of transplant surgeries are carried out in government hospitals and others are in private sector institutions and visiting foreign countries like India, Singapore, Malaysia etc. Because of life serving surgery and treatment Dr’s, staff, patients and other stakeholders are dedicated to the overall quality and the benefit of the medical instruments and medical treatment drug pre & post environment. Many companies have tried to enter and retain their business in the impending profit making segment, but in the long run it has disintegrated their objectives due to many reasons. It seems to be a problem with the sustainability of the profit making or the problem through retaining in this competitive segment without implementing proper strategies.

Kidney transplantation segment is comparatively a larger profit making market niche, but very competitive market among the few players in the pharmaceutical industry in Sri Lanka. However, it is a known factor that the demands for these types of medicines are increasing day by day due to increasing patient population in the country.

Therefore, pharmaceutical companies have to implement constructive strategies for product development and marketing ends to sustain in this product category. Researchers have focused on how marketing related strategies, particularly relationship marketing as a well-known industry practice could be effectively executed to develop brand perception amongst the medical professionals as most important stakeholder category in developing market performance. This has been a critical area to study due to intensive competition remains along with product augmentation strategies followed by the few leading brands where a profound quality concerns are maintained by the doctors in prescribing the brands to end users.

1.5 Significant of the study

It is an industry norm that executing relationship marketing strategies, to develop professional word of mouth amongst the medical field practitioners due to the legal framework that obstructs public advertising to promote pharmaceutical products besides over the counter (OTC) brands. Companies practice various relationship marketing methods to make attention from the Dr’s , chemists , distributors , patients and other decision makers as their main stakeholder. The application of relationship marketing strategies for life serving medical segment which is considered as a critical care segment needs to follow effective parameters in recognizing the productivity to contribute for sales revenue. Therefore, the outcome of this study has provided knowledge on “contribution to practice” for the pharmaceutical sector professionals to rethink of crafting industry specific strategies. Also this research provides insights for the existing and new entry pharmaceutical companies to develop and implement constructive industry practices to perform along with the best practices since the said product category is a critically important one for the nation. The validity of the findings of this study can be claimed as higher since the sample size is 40 where the total population is 60 doctors who are qualified in using the said product.

1.6 Objective of study

The objectives of the study have been recognized as key objective and specific objectives as given below.

1.6.1 Key Objective:

To study the effectiveness of Relationship Marketing towards the brand perception of Transplant Product brands

1.6.2 Specific Objectives:

- To investigate most effective relationship marketing tool practiced by the industry players in building brand perception
- To study the comparative significance of different relationship marketing strategies practiced by the industry competitors in building brand perception for Transplant Product brands.
- To recognize the effective relationship marketing tolls to be executed for building brand perception towards Transplant Product brands.

1.7Limitation of the study

It has only focused on the areas namely Galle, Polonnaruwa, Colombo, Kandy, Kurunegala and Anuradhapura as to collect the data from Doctors as the sample units but there are few other places where doctors found as using the said products. There are sixteen consultant neurologists and more than twelve vascular surgeons in Sri Lanka at the progress and but researcher finds difficulties in meeting some of these consultants to participate in this research program due to their time constrains.

Out of the five geographical territories as said above, transplant surgeries are carried out only in the Kandy Colombo, Kurunagala and Anuradhapura. Colombo has been recognized as the place conducting more than 65% of total transplant surgeries in Sri Lanka (Annual Report GMOA, 2012).

2. Literature Review

Literature review of this study has been fragmented into different scopes as per the nature of the study. Researchers used the existing theories and models in building the study framework followed by deductive approach.

2.1. Relationship Marketing

Relationship Marketing, (RM). Kotler and Keller (2006) define "RM in the consumer sector as a strategy for establishing relationships with consumers that perpetuate well beyond the first purchase". "Relationship marketing involves creating, maintaining and enhancing strong relationships with customers and other stakeholders. Relationship marketing orientated for the long term. The goal is to deliver long term value to customers and the measure of success is long term customer satisfaction". (European Journal of marketing/Stakeholder thinking in marketing. Michcal Jay (2005)

According to the definitions of relationship marketing, it largely describes about on return on investment, long term relationship and satisfaction of the participating parties. Pharmaceutical companies concern about various angles or various types of relationship strategies to implement with their key stakeholders, they usually undertake several actions to bridge this gap between company and stakeholders. Effective relationship marketing will effect to build continues purchasing customer base. So it will be profitable for the organizations in making comaptitive edge in the industry as well. Since the mass marketing promotions are prohibited in pharmaceutical industry, relationship marketing is consider as a compulsory or a definite need concept to continue business in the field of pharmaceutical.

2.2. Customer Relationship Strategies for Customer Retention and Word of Mouth

In according to the literature review customer loyalty held as ‘’ contingency perspective of conflict handling (Rahim, 2000) reasons that sellers must determine the right conflict management approach, after analyzing a particular situation (Van de Vliert et al, 1999). In general, the conflict management strategies aim to minimize negative outcomes and maximize positive consequences. This ability of the seller is competitive edge in terms of performing his professional selling executions to handle conflict in maintaining customer loyalty. Further customer retention refers to actions that a selling organization undertakes in order to reduce customer defections. Successful customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship. Customer retention (CR) is concerned with maintaining the business relationship established between a supplier and a customer (Gerpott et al, 2001). A growing body of literature suggests that customer loyalty has a positive impact on client retention (Rosenberg and Czepiel 1984; Reichheld and Sasser 1990).

Indeed the word of mouth communication also will play the major contribution to the pharmaceutical industry to develop a strong perception for a product. Word-of-mouth communications (WOM) have been studied in two ways, as an input into consumer decision-making (Bloch, Sherrell, and Ridgway, 1986; Feick and Price, 1987) and outcome of the purchase process (Holmes and Lett, 1977) As an outcome of the purchase process, marketing buzz is a term used in word-of-mouth marketing—the interaction of consumers and users of a product or service serve to amplify the original marketing message (Thomas Jr, 2006). Positive WOM communication is a direct outcome of customer loyalty (Srinivasan et al. (2002). Other studies have also concluded in their respective studios that customers are more likely to engage in positive word of mouth (Hagel and Armstrong (1997) and Dick and Basu (1994).

2.3 Stages of Marketing Characteristics towards CRM

Out of four waves of marketing thoughts (Mass marketing, Target marketing, Global marketing and Customer Relationship marketing) Customer relationship marketing shows a most suitable marketing concept for promoting pharmaceutical products as per the nature of the industry and best practices figures out in par with controlling rules being imposed for the same. According to John G. Sanchez (2002) explain that “ The first three marketing waves shared one thing in common. They focus on maximizing sales . In addition to the said, relationship marketing strategies are mainly depending on four pillars of knowing how to Identify, attract, defend and strengthen brand or company loyalty is the new marketing imperatives.CRM more about infrastructure and shares services than buying an appropriate application the most critical component of CRM is establishing a single, centralized customer record, which is very relevant to the needs of pharmaceutical companies” (Pharma Marketing News Corporation, 2007).

As per the insights of above said literature, pharmaceutical companies should know about the needs and preference of Dr’s and applies this in such a way that getting Dr’s committed as critical set of brand stakeholders.

As per the views published in Pharma Marketing News (2007), commitment is the Preferred Measure of Physician Relationships. Unlike behavioral measures, such as loyalty, that measure the past, commitment is an attitudinal metric that predicts future actions. For instance, through validations with both secondary and self-reported data, it has proven that committed physicians will deliver more than double the patient share to their preferred brand. It is said that pharmaceutical Industry spends huge amounts of money on Promotional tools used to interact with the physicians. This is not done as kind of generosity, but it is a well-planned marketing strategy used by the pharmaceutical industry to enhance their products sales (Randell, 1991).

According to Murray and Driscoll (1996) Promotional mix or a communication mix it's a blend of activities which can be practiced for effective promotional campaign. Generally most of the other industries including FMCG sector widely apply integrated promotional options. However, considering this transplant Pharmaceutical segment, it is legally prohibited to undertake mass publicity, public exhibitions, trade fairs, sales promotions, direct mail and direct response marketing. However, sponsorship for the community based welfare projects and institutional projects are being practiced in the pharmaceutical sector.

2.4 Brand Perception

According to Kotler (2002) Perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world". Accordingly, developing positive perception with the key stakeholders towards product brands and corporate is strategically important as per the nature of the pharmaceutical industry. The end uses of the product are convinced by the professional word of mouth which is generated through perception building with company contact points. The perception might be a process which consists of companies, product quality, price, availability and many in relating to the transplant segment.

3. Conceptualization and operationalization of variables

Researchers have approached the research methodology in overall as deductive approach whereas the conceptualization has been based on already published literature thoughts, particularly mentioning to pharmaceutical context. Accordingly, it has developed the variable relationship as given below.

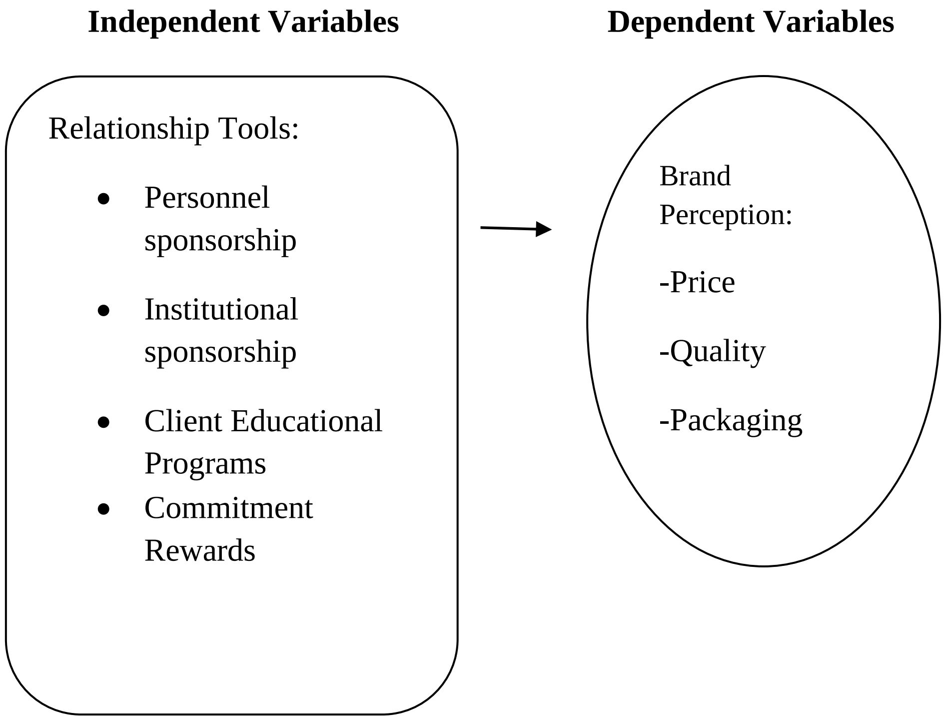

Figure 03: Conceptual Framework

3.1 Deductive approach in Variables Operationalization

The concepts of relationship marketing tools and variables have been operationalized in developing questionnaires. The main concept of relationship marketing tools has been operationalized in par with literature based justifications.

3.1.1 Personnel and Institutional Sponsorships

It is said that physicians are the most important players in pharmaceutical sales. They write the prescriptions that determine which drugs will be used by the patient. Influencing the physician is the most successful & important key to increase pharmaceutical sales. Pharmaceutical companies try to influence prescription behavior of doctors in favor of their brands by offering different kinds of promotional tools such as: samples, gifts and sponsorships (Arora and Taneja, 2006).

3.1.2 Continuous Medical Educational Programme

Several systematic reviews have documented that pharmaceutical industry sponsorship of drug studies is associated with findings that are favorable to the sponsor's product (Bekelman 2003). There are several ways that industry can sponsor a study, including single-source sponsorship, shared sponsorship, and provision of free drugs or devices only.

3.1.3 Commitment Rewards

Referring to pharmaceutical marketing practices, Manchanda and Honka (2005) note that much pharmaceutical marketing effort is directed at physicians and consumers with the goal of facilitating market exchanges that optimize the company's return on marketing investments (Narayanan et al. 2004; Ahearne et al. 1999).

3.1.4 Variable Relationship towards Brand Perception

It has suggested as product positioning strategies are product features, price/quality, product class dissociation, user, competition, benefit, heritage or cultural symbols (Fill 2006). On the other hand qualities, competitors, product users, product class, applications forms positioning strategies (Boone, Kurz 2001). As per the views of Kapferer, J.N. (1997), brand is the combination of all of the elements (name, symbol, design and packaging) by which the product differs from the competitors, thereby lending is a unique identity. It shows packaging as an element in developing brand image leading to brand perception.

3.2 Developing Hypotheses

Researchers have developed four hypotheses respectively.

H1: Personnel sponsorship and doctor's perception towards to the brands is significant correlated.

H2: Institutional sponsorship and doctor's perception towards to the brands is significant correlated.

H3: Commitment rewards and doctors' perception towards to the brand is significantly correlated.

H4: Continuous Medical Education tools and doctor's perception towards to the brand are significantly correlated

3.3 Data collection methodology

As per the background rationale briefed above, this study could content the approach of data collection in par with the nature of industry. Therefore; it has decided to approach Doctors and other relevant categories as sample units. Accordingly, researchers decided to approach for the sample units along with structured questionnaire.

3.4 Sample Profile

Data were collected through questionnaires and interviews from 40 respondents selected from government sector. However, as per the nature of this case study based research, the relevant population size for the study context is 60 heads due to legal eligibilities for working with this type of product range. Therefore, this study covers a significant proposition out of the total study population.

4. Data Presentation and Analysis

It has used the SPSS data analyzing (version 15) as to facilitate the inferential statistical analysis. Hypotheses were tested by using correlation analysis to figure out how far relationship strategies are correlated with brand perception referring to prices, quality and packaging. Hypotheses have been developed with special attention to the main dimension of personal sponsorship, institutional sponsorship, CME commitment and Commitment rewards towards doctors' perception.

4.1 Relationship between Personnel sponsorship and brand perception

The hypothesis has been developed as given below;
H1: Personnel sponsorship and doctor's perception towards to the brands is significantly core related.

In according to the figures given in Table 3.1, it does reflect 0.619 of strong correlation between personal sponsorship and perception. It does reflect that giving professionally related personal sponsorship could push the medical sector decisions makers to perceive brand perception significantly. Therefore, H1 can be accepted at 95% significant level as stated in the table 3.1.

Table: 4.1 Correlation between personnel sponsorship and brand perception

		Q4	Perception
Q4	Pearson Correlation	1	.619**
	Sig. (1-tailed)		.004
	N	40	40
perception	Pearson Correlation	.619**	1
	Sig. (1-tailed)	.004	
	N	40	40

**Correlation is significant at the 0.01 level (1-tailed)

4.2 Relationship between institutional sponsorship and brand perception

The hypothesis has been developed as;
H2: Institutional sponsorship and doctor's perception towards to the brands is significantly core related.

There is the positive core relationship between institutional sponsorship and perception of the doctors in regards to the transplant products category reflecting the coefficient as 0.199 as given in the Table 3.2. However, H2 is rejected due to degree of coefficient is not that significant even though the relationship reflects as positive?

It was found that due to the poor maintains of the government hospital or insufficient resource allocation demands higher degree of motivation towards institutional sponsorship. Therefore, the sponsorships related to medicine, instruments, and surgical equipment can be considered as attractive motives in getting professionals' contribution for the brand perception building. However, it was found that the comparative importance of this relationship marketing tool is less significant in this study.

Table: 4.2 Correlation between institutional sponsorship and brand perception

		perception	Institution sponsor
perception	Pearson Correlation	1	.199**
	Sig. (1-tailed)		.010
	N	40	40
Institution sponsor	Pearson Correlation	.199**	1
	Sig. (1-tailed)	.010	
	N	40	40

**Correlation is significant at the 0.01 level (1-tailed)

4.3 Relationships between Continuous medical education programs and brand perception

The hypothesis has been developed as follows;

H3: Continuous medical education (CME) programs commitment and doctor's perception towards to the brand is significantly correlated.

It was a positive and significant correlation as given in Table 3.3 indicating 0.626 of coefficient. Therefore, H3 is accepted at 95% of confidence level.

As per the industry practice, arrangement of research and development activities in locally and internationally, facilitating and directing to the international knowledge share forum, facilitating raw material status and providing the in-depth knowledge of products are found as CME tools. In brief, it is clear that the practice of CME as an effective tool in motivating professional in building positive brand perception.

Table: 4.3 Correlation between Continuous medical education programs commitment and brand perception

		perception	CME/Other
perception	Pearson Correlation	1	.626**
	Sig. (1-tailed)		.016
	N	40	40
CME/Other	Pearson Correlation	.626**	1
	Sig. (1-tailed)	.016	
	N	40	40

**Correlation is significant at the 0.01 level (1-tailed)

4.4 Relationship between commitment rewards and doctors perception towards to the brand

Hypothesis has been developed as;

H4: Commitment rewards and doctors perception towards the brand is are significantly correlated

There is a positive and significant relationship between the commitment rewards and brand perception as per the results found in Table 3.4 which indicates coefficient t value as 0.470. Therefore, H4 is accepted at 95% confidence level.

According to the industry practice, companies try to enhance number of prescription flow related to the particular products, motivate to act as key opinion leader and generate more awareness of the products among the other doctors, and encouraging displaying the product range in end user touch points via commitment rewards. Therefore, researchers justify that those practices and tools as effective strategies in developing brand perception for this type of high ended medical products where the professional word of mouth plays a significant role.

Table: 3.4 Correlation between commitment rewards and brand perception

		perception	Commitment Rewards
Perception	Pearson Correlation	1	.470**
	Sig. (1-tailed)		.014
	N	40	40
Commitment Rewards	Pearson Correlation	.470**	1
	Sig. (1-tailed)	.014	
	N	40	40

**Correlation is significant at the 0.01 level (1-tailed)

5. Conclusion and summery of contribution to practice

In terms of the snapshot review of this research content, it can suggest strategic practices for the industry players in developing professional business strategies referring to product portfolios in transplant segment.

As per the scope of this study, researchers have analyzed the effectiveness of relationship marketing practices in building brand perception for kidney transplant product brands. According to the key findings, it was found that personnel sponsorship which records 0.619 of correlation coefficient and Continuous medical education (CME) which records 0.626 of correlation coefficient as the most effective relationship marketing tools to enhance brand perception for kidney transplant product brands. For the same, the impact of commitment reward strategy has also been found as an effective strategy reporting 0.470 coefficient value as correlation to brand perception. It was found that comparative importance of applying institutional sponsorship as a relationship marketing tool is less significant in this study as per correlation value record as 0.199 in relation to brand perception. However, the tools and methods undertaken in institutional sponsorship can be viewed as effective strategies in general referring to pharmaceutical industry practices.

Researchers in overall comment that relationship marketing as a string tool in developing professional rapport for building brand perception for the high ended and sophisticated medical product brands. When it refers for the kidney transplant products, researchers recommend the application of systematic, professional and competitive relationship marketing tools as competitive strategies to bring point of difference for the company's offering to consumer market. The finding of this study especially relevant for the contribution for the practice since it seems that empirical case study based research works are yet to be done for contributing to industry practices.

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Annexure

Table 4.1.1.2 Percentages of sample represent

Area	Kandy	Colombo	Anuradhapura	Kurunagala
%	30%	50%	12.50%	7.50%

Source: survey data, 2013

Table 4.3.1.2 positioning sequence of memorizing

Company	EX.Good	Good	AVG	Poor	V.Poor	Total
Novartis	12.5%	15%	60%	7.5%	0%	95%
Panacea	72.5%	27.5%	0%	0%	0%	100%
Cipla	0%	5%	27.5%	60%	7.5%	100%
Emcure	0%	10%	7.5%	25%	47.5%	90%
Roach	17.5%	42.5%	20%	15%	5%	95%

Source: Analyzed data, 2013

Table:4.4.1.2 percentage of personnel sponsorship as professional influencer

Company	EX.Good	Good	AVG	Poor	V.Poor	Total
Novartis	45%	32.5%	12.5%	7.5%	2.5%	100%
Panacea	60%	37.5%	2.5%	0%	0%	100%
Cipla	27.5%	32.5%	7.5%	25%	7.5%	100%
Emcure	22.5%	47.5%	17.5%	12.5%	0%	100%
Roach	30%	45%	25%	0%	0%	100%

Source: Analyzed data, 2013

Table: 4.6.1.2 percentage of sponsorship given to the institution development

Company	EX.Good	Good	AVG	Poor	V.Poor	Total
Novartis	22.5%	35%	10%	7.5%	5%	80%
Panacea	70%	27.5%	0%	2.5%	0%	100%
Cipla	22.5%	35%	20%	7.5%	5%	90%
Emcure	10%	30%	30%	20%	0%	90%
Roach	32.5%	22.5%	22.5%	7.5%	10%	95%

Source: Analyzed data, 2013

* N/R- Novartis - 04
* N/R- Cipla - 02
* N/R- Emcure - 02
* N/R- Roach - 02

Table: 4.7.1.2 percentage of sponsorship given as service sponsorships

Company	EX.Good	Good	AVG	Poor	V.Poor	Total
Novartis	20%	40%	20%	12.5%	7.5%	100%
Panacea	45%	27.5%	15%	12.5%	0%	87.5%
Cipla	17.5%	25%	25%	12.5%	12.5%	100%
Emcure	15%	22.5%	45%	15%	2.5%	100%
Roach	27.5%	30%	35%	7.5%	0%	100%

Source: Analyzed data, 2013

*****N/R – Panacea - 03
*N/R- Emcure - 03

Table: 4.10.1.2 Percentages of scientific knowledge and scientific applications

Company	EX.Good	Good	AVG	Poor	V.Poor	Total
Novartis	67.5%	32.5%	0%	0%	`0%	95%
Panacea	67.5%	25%	7.5%	0%	0%	100%
Cipla	50%	25%	25%	0%	0%	100%
Emcure	37.5%	20%	30%	12.5%	0%	100%
Roach	62.5%	37.5%	0%	0%	0%	100%

Source: Analyzed data, 2013

*N/R- Novartis -02

Table: 4.15.1.2 Parentages of display commitment

Company	EX.Good	Good	AVG	Poor	V.Poor	Total
Novartis	37.5%	37.5%	12.5%	0%	0%	87.5%
Panacea	62.5	25%	12.5%	0%	0%	100%
Cipla	37.5%	37.5%	7.5%	17.5%	0%	100%
Emcure	25%	30%	12.5%	32.5%	0%	100%
Roach	47.5%	42.5%	10%	0%	0%	100%

Source: Analyzed data, 2013

*N/R- Novartis - 05

Table: 4.20.1.2 Percentage of samples distribution

Company	EX.Good	Good	AVG	Poor	V.Poor	Total
Novartis	25%	12.5%	22.5%	15%	25%	100%
Panacea	65%	20%	15%	0%	0%	100%
Cipla	55%	25%	20%	O%	0%	100%
Emcure	55%	15%	30%	0%	0%	100%
Roach	22.5%	7.5%	5%	32.5%	32.5%	100%

Source: Analyzed data, 2013