

Lifestyle and general medicines: A study of promotional-mix strategies in India

Received (in revised form): 26th October 2010

Sanjay Jain

is Associate Professor (Marketing) at Institute of Management Studies (IMS), Ghaziabad, India. He has total 11 years of experience in academics and pharmaceutical industry. He has done his PhD in pharmaceutical marketing and also received Doctoral-Fellowship from Indian Council of Social Science and Research (ICSSR), New Delhi.

Karunesh Saxena

is Director and Chairman of Faculty of Management Studies, M L Sukhadia University, Udaipur, India. He has vast teaching, research and consulting experience. He guided 18 PhDs, published 42 research papers and 3 books. His focus area is quantitative techniques.

ABSTRACT An empirical analysis has been carried out to identify the relative importance of promotional tools for prescription drugs in the pharmaceutical industry. Promotional-mix strategies have been classified corresponding to the two medicine classes, that is, Lifestyle and General, by using discriminant analysis on the primary data. It has been found that the pharmaceutical companies use different promotional strategies for different medicine classes. Also, the role and importance of each promotional tool vary according to the medicine class. The study helps in building a better understanding amongst the marketing managers of pharmaceutical companies for developing their overall promotional-mix strategy.

Journal of Medical Marketing (2011) **11**, 119–126. doi:10.1057/jmm.2010.35;

published online 26 November 2010

Keywords: promotional-mix strategy; lifestyle medicine; general medicine; discriminant analysis; pharmaceutical industry; prescription drugs