

Synopsis for Dissertation Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management

By

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FORMAT OF SYNOPSIS

Title: Impact of Digital Marketing Strategies on Pharmaceutical Sales Growth in the Indian Market

Introduction:

The pharmaceutical sector in India is witnessing rapid growth and evolution, with digital marketing playing a crucial role in shaping the industry landscape. This synopsis aims to explore the impact of digital marketing strategies on pharmaceutical sales growth in the Indian market. The increasing digitalization and changing consumer behavior present both challenges and opportunities for pharmaceutical companies to enhance their market presence and sales performance.

Research Question:

How do digital marketing strategies influence pharmaceutical sales growth in the Indian market?

Objectives:

1. To assess the current digital marketing strategies employed by pharmaceutical companies in India.
2. To analyze the relationship between digital marketing initiatives and pharmaceutical sales growth.
3. To identify key factors that contribute to the effectiveness of digital marketing campaigns in the pharmaceutical sector.
4. To recommend strategic insights for enhancing digital marketing practices to drive pharmaceutical sales growth.

Hypothesis:

H1: There is a positive correlation between the implementation of effective digital marketing strategies and pharmaceutical sales growth in the Indian market.

Material and Methods:

Study Design: This research will adopt a quantitative research design to analyze the impact of digital marketing strategies on pharmaceutical sales growth.

Setting: The study will focus on pharmaceutical companies operating in the Indian market, with a particular emphasis on their digital marketing practices.

Study Population:

Inclusion Criteria: Pharmaceutical companies actively engaged in digital marketing activities in the Indian market.

Exclusion Criteria: Pharmaceutical companies with limited or no digital marketing presence.

Study Tools: Data will be collected through surveys, interviews, and analysis of digital marketing campaigns and sales performance metrics.

Duration of Study: The study will be conducted over a period of six months, starting from July 2024 to December 2024.

Sample Size: A sample size of 100 pharmaceutical companies will be included in the study, with an equal distribution across different market segments.

Sampling Technique: Simple random sampling will be employed to select the pharmaceutical companies included in the study.

Data Collection Procedure: Data will be collected through primary sources such as surveys and interviews, as well as secondary sources including industry reports and sales data.

Operational Definitions:

- **Digital Marketing Strategies:** Refers to the various online marketing tactics and channels used by pharmaceutical companies to promote their products and engage with customers.
- **Pharmaceutical Sales Growth:** Represents the percentage increase in sales revenue generated by pharmaceutical products over a specified period.

Data Analysis Plan: Statistical software such as SPSS will be used for data analysis. Descriptive statistics and regression analysis will be conducted to examine the relationship between digital marketing strategies and pharmaceutical sales growth.

Ethical Considerations:

Informed consent will be obtained from all participants involved in the study. Measures will be taken to ensure data security, privacy, and confidentiality throughout the research process.

Implications of Research:

This research aims to provide valuable insights for pharmaceutical companies looking to optimize their digital marketing strategies and drive sales growth in the competitive Indian market. The findings of this study can inform strategic decision-making and enhance the overall marketing effectiveness in the pharmaceutical sector.

References:

References will be cited in the Vancouver Style format, adhering to appropriate referencing guidelines for academic research.

Faculty Guide

IIHMR University, Jaipur