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## THE EFFECT OF BRAND ON INTERNATIONAL PHARMACEUTICAL TRADE OF GENERIC DRUGS

### ABSTRACT

Branding is the process of registering the name of the product in the customer's mind. Customers indicated that they would rather buy branded drugs in the main treatment group proposed in the study. This translates into a strong increase in overall competitiveness. The market is based on three main players: the country, doctors and patients. Some of the industry's main issues include government price controls, the cost of new product launches, and the increasing number of people influencing product choices, meaning it's no longer just doctors. In a longer period of time, it is much easier to build awareness, because learning can be improved through repetition and reinforcement of learning. Many studies have been conducted into whether brands play a role in consumer purchases. Currently, pharmaceutical brands are still in their infancy in the technological methods employed by their FMCG counterparts. In the rapidly changing consumer goods industry, pharmaceutical companies are developing products as early as possible due to the competitive market. In some cases, the power of branding is so great that, for example, the Nescafe brand is often used as a collective name when associated with coffee. In the world of branded drugs, the research and development cycle is long, the risk is high, and the costs are high. The results of this study will be beneficial; for pharmaceutical companies in better understanding the environment of the market and the position of both of this medication in the consumer's perspective.

**Key Words:** Pharmaceutical industry, Generic brands, Branded medicines, Customer buying behaviour, Branding

### 1. INTRODUCTION

The prime aim of the research is to critically explore the role of branding in the pharmaceutical industry and the impact of generic brands on customer buying behavior.

Customer-based brand equity occurs when the targeted customer has increased the magnitude of brand knowledge and awareness and favors the brand in general (Duh and Diniso, 2020). Thus, brands create a separate personality in the minds of customers; this is intentionally done by marketers to create awareness of the brand to capture the market.

The recent advancement in the branding of medical products has become apparent, which has bestowed some changes in the marketing of medication (Latwal and Chandra, 2020). The change is well embraced by some of the pharmaceutical companies regarding branding their medicines. The approaches towards marketing are also embraced by these

companies to adopt the newly modified strategies. These strategies are essential for pharmaceutical brands as the environment of this industry have changed which has motivated these company to create their products as brands to help to sell these products (Jiménez-Castillo and Sánchez-Fernández, 2019).

Due to the competition that has been created between generic and branded medications, some companies are now aiming towards increasing the sale of branded medication by selling these products without a prescription (Latwal and Chandra, 2020). This unethical and illegal act practiced by some pharmaceutical companies is becoming apparent, which is aim to boost sales of these medical products. The research shall evaluate the ways that these companies acquire in selling these brands without prescription.

Previous studies have shown that when generic and branded brands are compared, the increased inclination of the customer is towards branded medication is significant (Latwal and Chandra, 2020). There is a major difference in the price of both of these kinds of medication brands. The studies have shown that customers are more inclined to purchase the product that they are using previously (Tatham, 2020). These products have impacted the consumer more impact as compared to the generic medication. A study highlighted that brand name is a major factor for the customer during making their decision regarding purchasing a medication brand (Jiménez-Castillo and Sánchez-Fernández, 2019). There is a significant difference between the preference for drugs with prescription and non-prescribed drugs.

The instant trend of brands in consumer goods has become popular in recent years. The brands are now becoming a major part of medication products, although these products are necessity products as they are emerging with specified brands, they are recognised more. The generic brands were ruling over the medication products previously. Still, the presence of branded medication have somehow modified the consumer's perception and with the presence of proper marketing by branded medications consumers are becoming more inclined towards these products. Hence the study is conducted to compare and contrast the performance of generic and branded brands. There is little evidence available regarding the buying behaviour of customers of generic and branded medication. The current study will help in gaining valuable insights regarding the perception and inclination towards variables such as the price of the generic and branded product. Moreover, the study is crucial to understand the procedures that certain companies are opting to promote the selling of medication without prescriptions. The identification of these ways is essential for the study to understand the mechanism behind these acts to seek profit.

There is significant competition between generic and branded medication and drugs. The advent of marketing strategies in promoting pharmaceutical products have also become popular; the research shall provide valuable insights regarding the comparison of generic and branded medicine and drugs. The core difference and perception of consumers regarding both of these brands shall be discussed in length in the research which is highly relevant to understand the depth of role that these two sorts of pharmaceutical categories play in capturing the market.

## 2. LITERATURE REVIEW

Generic drugs are copies of brand-name drugs, purpose, side effects and side effects, testing methods, risks, safety and efficacy as the original drug. In other words, their pharmacological effects are very similar to their comparative names. An example of a generic drug for diabetes is metformin. Metformin is a trademark of Glucophage (Symptoms are often exaggerated, medications do not) (Jung, Hwang and Yoo, 2020). The most commonly used medication for high blood pressure is metoprolol, but the same medication's trade name is Lopressor. Most people b worry that generic drugs are often cheaper than prescription drugs. They have to think if quality and quality have not been adjusted to degrading the product that (Food and Drug Administration) requires chemical public safety and training is like a type of name drug. Generic drugs are cheaper because manufacturers have no cost to develop and purchase a new drug (Maniadakis, Kourlaba, Shen and Holtorf, 2017).

By the time the company launches a new drug, it has already spent considerable time researching, developing, marketing and advertising that drug. A patent is granted to the manufacturer of medicine for the exclusive right to sell the medicine during the patent implementation. After the patent, manufacturers can apply to the FDA for approval to manufacture and market a generic version of the product, and without the initial cost of drug development, other companies can afford to manufacture and sell it for little money. As more and more companies start producing and selling drugs, competition between them can lower prices even further (França and Litewka, 2019). Therefore, there is no truth in the myths that conventional drugs produced in factories are harmful or even worse than prescription drugs. The FDA applies it to all places that manufacture the same drugs and over-the-counter drugs, and many companies manufacture both brands as well as generic drugs. The FDA estimates that 50% of generic drug production is labelled (Kuo, Wang & Ou, 2020).

## 3. RESEARCH METHODOLOGY

This chapter has highlighted the research design, philosophy, and approach based on which the data collection has been carried out in the study. The chapter has justified the reasons behind the selection of

adapted data collection methods in the study, along with their strengths and weaknesses. In addition, the section has discussed the effectiveness of the data collection methods, which had been utilized for the collection of relevant data and the type of data analysis methods adapted for analyzing and interpreting results and findings.

### **3.1. Research Philosophy**

This research philosophy of the current study was pragmatism as this philosophy backs the information if the said information relates to discusses topic. The research philosophy incorporates the view that there are various ways to interpret the world and conducting research (McFarland, Waliczek, Etheredge, and Lillard, 2018). The philosophy supports the views that a single perspective is unable to provide complete knowledge regarding a phenomenon. The current research has focused on philosophy as it provided better insights to compare the consumption of branded and generic medication and their role in the pharmaceutical industry.

This philosophy approaches the research objectives with a mixed-method approach as it the aim to reach authentic results. The research objectives were approached broadly to understand the consumption of branded and generic products (Liu, 2016). The further research objectives discovered in length by this philosophy as it approaches the study with a mixed-method philosophy. The orientation behind pragmatism is problem-oriented that considers the research question in different spectrums and evaluates each of the objectives to arrive at the answer of the research question with authentic and well-researched results.

This research philosophy does not support the perception that there is no single reality; thus, the philosophy emphasises different approaches to conclude the research (Leikas and Kulju, 2018). The philosophers that support pragmatism believe that pragmatism revolves around observing the research by observing human experience and beliefs. This philosophy's prime nature is that knowledge is based on the habits that are constructed in society. As per a study, pragmatism is focused on discovering the uncovered or unknown elements needed to be discussed in the research (Kelly and Cordeiro, 2020). This philosophy aims to acquire multiple approaches towards answering the research questions and discovering all areas that the research aims towards. Pragmatism helped in conducting this research effectively as this philosophy is focused on the mixed-method philosophy to understand the research problem and understand the objectives in light to arrive at the results. Pragmatism has a mixed-method approach of working towards the problem. This was a five-step method in which the philosophy chooses to work around the research. The first step includes understanding the research problem; the second includes the representation of the research problem as per the researcher's views (Kelly and Cordeiro, 2020). the third step incorporates the explanation of the action that shall be taken to arrive at the results. The next two steps include designing the research and implementation of the plan by conducting the research.

Pragmatism was selected for current research as it approaches the research objectives with mixed methods (Bryant, 2017). Through this pragmatism aided in conducting the research by opting all necessary approaches to reach the results of the conducted research. This philosophy aided in focusing on discovering all the necessary information that is related to the topic. The selection of this philosophy was able to fulfil the research objectives in a more effective manner.

### **3.2. Research Design**

To accomplish the aims and objectives of the conducted study, it is important to determine suitable research design so that data can be collected efficiently (Story and Tait, 2019). The conducted research aims to analyse the effect of branding on the international trade of pharmaceutical drugs. Considering the scope of the study, two research designs can be adapted for collecting reliable and relevant data, namely qualitative and quantitative researches. The determining research design of the study included the adaptation of both qualitative and quantitative designs for gathering relevant data (Neumayer and Plümper, 2017). Therefore, it can be indicated that the chosen research design of this study is based on a mixed methodology. Qualitative research is also known as "explanatory" or "subjective" research methodology in which the data is collected, analysed, and interpreted in the descriptive form (Venkatesh, Brown & Sullivan, 2016).

No statistical or numerical analysis is performed in the study that is based on a qualitative research design. Qualitative research is beneficial in observing the behaviour, perspectives, attitude, and reasons for the target population in the investigated phenomenon in the social context (Bazeley, 2017). Thus, the use of qualitative research design in the conducted study was beneficial in obtaining the perception of the consumers towards the generic and branding medicines to assess their purchasing behaviour in the pharmaceutical industry. Furthermore, this research design contributes to providing an in-depth analysis of the phenomena to gain a better understanding of the research topic (Bazeley, 2017).

According to Venkatesh et al. (2017), it has been claimed that the qualitative research method assists the researcher in assessing each aspect of the identified social issue. It has been argued that in the current study that people have different attitude and perspectives towards the consumption of generic and brand medicines in the pharmaceutical industry (Creamer, 2017). Moreover, contradictory evidence has been found that evaluates that for some people, generic medications are more effective and of good quality as compared to branding medications (Goertzen, 2017). On the other hand, studies highlighted the perception of generic medications as the "second-best option" for the patients, belonging to low socioeconomic status. Qualitative research has been significant in analysing detailed understanding of this topic so that sufficient information can be generated to address the research questions (De Vaus, 2016).

Allan (2020) highlighted another advantage of qualitative research, indicating that these research methods are preferred by many researchers as they collect a broad and wide range of information related to the research topic. In addition, one of the benefits of qualitative research is its cost-effective and less time-consuming nature for collecting relevant data (Speklé and Widener, 2018).

In contrast to qualitative research, quantitative research methods are known to provide accurate and reliable information related to the research topic with minimised risk of researcher bias (Aspers and Corte, 2019). Quantitative research is one of the data collection methods in which the data or information is collected and analysed in statistical forms, such as figures or numbers in graphical or bars representation. According to Apuke (2017), it has been highlighted that quantitative research design contributes to maintaining the focus and direction of the research towards the developed aims and objectives. Quantitative research assists the researcher in determining the association between variables in the study to assess their influence on the identified social phenomenon (Yates and Leggett, 2016).

As compared to qualitative research, this research design involved a structured collection of data to avoid generalisation. Another advantage of quantitative research is its replicative nature (Goertzen, 2017). Quantitative data can be effectively replicated and utilised into another study for further investigation on the identified issue. According to Bazeley (2017), the major benefit of this research design is its capability to produce authentic and reliable data, which are gathered directly from the target population in the social context. Under this research design, the data collection process adopts a systematic approach to conduct an empirical investigation for observing the identified research phenomena (Park and Park, 2016).

For conducting the empirical investigation, statistical or computational models and techniques can be implemented for developing hypothesis which has to be addressed at the end of the research (Vaske, 2019). Such research method is widely known for its utilisation different fields like sociology, marketing, or psychology for proving the correctness of the developed hypothesis. Another advantage of this research method is that it does not rely on the data provided in the already existing literature (Aspers and Corte, 2019). This research calculates facts to strengthen the findings of the study, increasing its significance. In this regard, this research design has assisted in measuring the relationship between the perception and attitude of the consumers in the pharmaceutical industry towards generic medications and brand medications, in indicating its impact on the selling at the international level (Speklé and Widener, 2018).

Selection of mixed methods in the research has several benefits as well as limitations (Neumayer and Plümper, 2017). One of the advantages of the mixed research design is that it can resolve the contradictions found in the analysed qualitative and quantitative data set (Connelly, 2016). For example, previous studies had shown a positive attitude and willingness of the patients towards the purchase of brand medicines. On the other hand, there is evidence, which highlights the positive perception and

opinions of the patients for generic medicines. Thus, through mixed methods, positive attitudes of consumers towards both brand and generic medicines can be justified by gathering their views and reasons based on their experiences. Furthermore, another advantage of mixed method design is high flexibility for incorporating meaningful data in the research, which can be obtained through both qualitative and quantitative methods (Story and Tait, 2019).

Therefore, it can be stated that mixed methods provide richness and comprehensiveness to the data in such a manner that all aspects of the phenomena are addressed. Although the benefits of the mixed methods are numerous, there are also some limitations that should be considered by the researcher (Allan, 2020). In research, using mixed research design can increase complexity during analysis and interpretation of the gathered data. Considering the nature of the mixed research design with both qualitative and quantitative data collection methods, it is rather challenging to create and conduct the study (Queirós et al., 2017). Moreover, collecting information from two different techniques is time-consuming and expensive. This has also increased the time which was utilised in collecting data and generating findings (Saldaña and Omasta, 2016).

According to Samii (2016), it has been argued that a mixed-method approach in the study causes a major issue of increased resource utilisation. It has been observed that mixed methods are highly labour-intensive, required a large number of resources for conducting both qualitative and quantitative research. However, regardless of these limitations, such research design is widely used by the researchers in various fields to gain an enhanced understanding of the research where the previous evidence is contradictory (Yates and Leggett, 2016). Application of this research design in the study has contributed to evaluating the effects of international trade of generic drugs in the pharmaceutical industry.

### **3.3. Research Approach**

The current research has focused on an inductive approach to conducting the research. The inductive reasoning begins with the observations and analyses the topics to reach a theory at the end of the process. (Ubi, Orji and Osang, 2020). The theories and the explanation does not conclude at the theoretical explanation at the initial stages of the research. This sort of approach has aided the current research in analysing and evaluating the patterns studied regarding the roles of generic and branded medication in the pharmaceutical industry and generates the observation in the form of theories (Harney, McCurry, Scott and Wills, 2016).

In an inductive approach, the researcher has the liberty to mould the research objectives as per his understanding. Through this approach, the researcher has altered the research direction in discovering the comparison and contrast of generic and branded medication and their perception that has altered (Leikas and Kulju, 2018). The aim of the inductive approach is not to neglect previous theories regarding a certain phenomenon. Rather, it focuses on moulding the understand of observation and arriving with fundamental theories that can aid in comprehending a certain phenomenon. The emphasis in this approach is to understand the patterns and relationships required to build a theory; the observation aid in generating the theory through the patterns (Kaushik and Walsh, 2019).

### **3.4. Data Collection Method**

As the current study is based on the research design of mixed methods, including both qualitative and quantitative, two different data collection methods had been applied for collecting relevant data. In general, qualitative data can be collected using two approaches; primary and secondary. In primary approach, the data is gathered directly from the participants through different qualitative techniques, including face-to-face or telephonic interviews, open-ended survey, Skype call, observational studies, and longitudinal or cross-sectional studies (De Vaus, 2016). On the other hand, the secondary approach involves the extraction of relevant information from the publications of previous authors found in the existing literature in the same research field. As compared to the primary approach, secondary approach gathers a large amount of evidence, sufficient for addressing the aim of research comprehensively (Story and Tait, 2019).

In addition, although the primary approach is considered highly reliable in gathering authentic and detailed evidence, it has been argued that there is a risk of invalid or false information from target participants (Couper, 2017). Therefore, the secondary approach has been chosen as the appropriate data

collection method for this study. The primary advantage of the secondary qualitative approach is that it contributes to providing a large amount of relevant data on the studied topic of generic or branded medicines. Moreover, using this data collection approach, the researcher was able to address each aspect of the conducted study. The relevant secondary data has been extracted from different sources, such as already published articles, journals, and case studies (Connelly, 2016).

According to Ruggiano and Perry (2019), secondary data is highly economical as compared to other data collection methods as it cost-and time-effective. The researcher can extract qualitative data from the secondary sources anywhere at any time without any physical or resource limitation (De Vaus, 2016). Furthermore, gathering a wide range of data through secondary approach has assisted in enhancing the understanding of the issue identified in the conducted study. Through a secondary approach, a sufficient amount of data has been gathered relating to the consumption of generic and brand medicines. However, Allan (2020) argued that although secondary data has numerous advantages in the study, there are major inclusion risks of invalid and outdated information. Such inclusion can potentially reduce the research significance, making the findings unreliable for their application at the practical level (Couper, 2017).

To overcome these drawbacks, inclusion and exclusion criteria had been developed to narrow down the search of secondary data. Inclusion and exclusion criteria had helped the researcher in extracting only relevant and updated information to maintain the research authenticity (Bansal et al., 2018). In addition to the secondary qualitative approach, other data collection method that had been selected for collecting quantitative data was a questionnaire or survey. Quantitative data can be collected using various data collection techniques, including close-ended surveys or questionnaire, experimental studies, descriptive studies with statistical analysis of pre-existing data (Aspers and Corte, 2019). In this research, the close-ended survey has been selected as a suitable approach for collecting quantitative data.

As compared to the qualitative survey, surveys conducted for gathering quantitative data are close-ended. Close-ended survey restricts explanation of the responses chosen by the participants regarding the identified topic (Connelly, 2016). The quantitative survey is highly structured with respect to the qualitative survey, maintaining the focus of the study towards the main aim and objectives. In the survey, the researcher asks the same developed questions from the target population in the pre-determined sample. According to Saldaña and Omasta (2016), survey research can be considered as the most useful and effective data collection for evaluating the perspectives and behaviour of the target population in relation to studied phenomena. It has been also asserted that such a method is effective in directing the process of data collection towards the main objectives of the research (Couper, 2017).

In the current study of exploring the effect of brand on the international trade of medicines in the pharmaceutical industry. However, the authors had emphasised on the drawbacks of conducting the quantitative survey (Schoonenboom and Johnson, 2017). This method requires extensive-labour due to the activities of recruiting participants and conducting questionnaire with them. As quantitative data is in the form of numerical figures, computational analysis is needed for statistical or mathematical representation of the findings (Saldaña and Omasta, 2016).

Therefore, the expert is required for running statistical analysis to generate accurate results. It has been also claimed that survey research is inflexible in nature, limiting the researcher from modifying the generated results, unlike qualitative research (Samii, 2016). However, with the combination of mixed data collection methods, flexibility is integrated through the qualitative approach. Moreover, to further mitigate the limitations of the survey, sampling technique, target population, and their size had been determined.

### **3.5. Search Strategy**

Whilst extracting and analysing data from secondary sources, it is important to determine suitable and reliable resources for gathering secondary data. Due to this reason, the databases which had been chosen in the study were “PsycInfo”, “EBSCO”, “ProQuest”, and “PubMed”. These databases are well-known resources for providing reliable secondary sources related to the research topic. Secondary sources which were searched in these databases were articles based on primary researches, case studies, and reports. To narrow down the search on the specific topic investigated in the study, particular key terms

had been utilised, including “International Trade”, “Generic Medicines”, “Brand Medicines”, “Pharmaceutical Industry”, and “Consumer perception”.

### 3.6. Inclusion and Exclusion Criteria

Inclusion and exclusion criteria are developed for mitigating the inclusion risk of outdated data or information whilst using secondary data collection method (Schoonenboom and Johnson, 2017). For the current study, based on the inclusion criteria, only those articles were selected for their analysis that had been published after 2009. Limiting the search for the articles between the period of 2010 and 2020 had contributed in ensuring that only recent and updated information is analysed to prevent inclusion of outdated and unreliable information which may not be suitable for their application in the practical world. In addition, articles which were free-text and written in the English language had been considered for their inclusion in the data collection.

Whilst extracting information, it should be ensured that the data gathered is reliable and authentic. For this purpose, the reference in the selected articles has been assessed to ensure credibility of the analysed data. On the other hand, based on the exclusion criteria, all those articles were excluded from the study, which had been published before 2010 to avoid inclusion of unreliable information. Moreover, articles which had been removed from the data analysis include articles in a language other than English. The main reason for restricting the inclusion of the articles to the English language is to maintain an easy understanding and interpretation of the generated findings for the audience.

### 3.7. Sample Strategy and Size

There are several techniques that the researcher can utilise for recruiting participants from the target population. Considering, the focus of the research, the target population of the study are the consumers in the international pharmaceutical market. Their perspective had been observed to explore their behaviour and attitude towards generic and brand medications. The sampling strategy used in this research is random probability in which each individual from the target population has an equal probability of their selection in the data collection process (Etikan and Bala, 2017). All the individuals are selected randomly to minimise any kind of researcher biases from the study. The main benefits of choosing random probability sampling are its cost-effective and less labour-intensive nature (Smith and Dawber, 2019).

This sampling strategy does not require the need for any technical person to recruit participants. Moreover, this method is also less time-consuming as compared to other sampling strategies, where careful consideration is required for selecting participants from the target population (Etikan and Bala, 2017). Generally, the participants are approached personally by the research team for gaining their consent for their involvement in the data collection process. However, the current pandemic situation of Covid-19 and preventive measures of social distancing has made approaching the participants restricted.

For this purpose, the survey had been conducted through email. In this method, the participants had responded to the survey questions on their convenience of location and time. The target population had been approached through their information available on the websites of multinational pharmaceutical companies. Initially, 45 individuals had been recruited for their participation in the study amongst them, only 20 responded and given their complete consent. Therefore, the sample size determined for the study is 20 consumers in the pharmaceutical industry.

### 3.8. Data Analysis

The data analysis method is the fundamental aspect of the research, which involves analysis and interpretation of the collected data for generating adequate results, addressing the research aim and objectives. There are various methods that can be adapted for analysing data in the research (Castleberry and Nolen, 2018). However, as the current study is based on the mixed research design, it had been necessary to consider the appropriate data analysis technique, which should be used. Therefore, in this research, the thematic analysis had been adapted for investigating underlying concepts, patterns, and words found in the large dataset. Thematic analysis is one of the widely used analysis technique, applied by researchers in various research fields (Nowell, Norris, White and Moules, 2017).

One of the major benefits of this analysis technique is that it has the ability to assess and analyse complex information, which is rather complicated for the researcher to interpret (Javadi and Zarea, 2016). Thematic analysis has been beneficial in developing themes so that each objective can be addressed efficiently. Moreover, it also offers flexibility to the research, providing the researcher with an opportunity to include or exclude information where necessary, depending on the data interpreted in the study. However, the major limitation, which has been identified in the study is that although thematic analysis offers flexibility, it can also create inconsistency (Ruggiano and Perry, 2019).

Braun and Clarke (2019) had supported the flexible approach of this analysis method, claiming that it provides a detailed, comprehensive, and rich interpretation of the data, which is rather complicated for human understanding. According to Braun and Clarke (2019), it has been asserted that rigorous thematic analysis is known to generate trustworthy and in-depth results and findings. However, Terry et al. (2017) argued that there is no clear demonstration of how such analysis technique can be applied in a rigorous manner within the study. Regardless, this method is considered as easily applied and simple for investigating the hidden concepts, texts, words, patterns in the data.

Thus, in the current study, thematic analysis has contributed in analysing a wide range of secondary data obtained from previous studies conducted related to the investigated topic of trade of generic and brand medicines at the international level. Such secondary data was gathered in a large amount; therefore, this analysis technique has been beneficial in evaluating and identifying meaningful information. According to Nowell et al. (2017), it has also been claimed that thematic analysis plays an important role in examining the opinions and attitude of the participants, identifying and contrasting between their perspectives to generate in-depth and reliable insights on the research topic (Castleberry and Nolen, 2018). As the conducted research is based on the questionnaire; thus, this analysis method was appropriate in assessing the motives behind their responses.

Due to this reason, the approach of thematic analysis has been selected as an appropriate and suitable technique for generating results and findings regarding the effects of international trade on generic medicines in the pharmaceutical industry. On the other hand, for statistical analysis of the questionnaire responses, "Statistical Package of Social Science (SPSS)" had been used. SPSS is considered as the simplest computational and mathematical tool for statistical analysis of the quantitative data (Urazbaev, 2020). The major benefit of SPSS is that even beginner can carry out SPSS for generating results (Bala, 2016). Thus, both thematic and SPSS analysis had been used in the research.

### **3.9. Ethical Considerations**

There is a certain ethical consideration that is needed to contemplate when conducting the research. The participation that is asked by the participants of the research needs to be considered with diligence to provide authentic and ethical results. The ethical consideration includes taking the consent of the participant (Harney et al., 2016). The current research has designed a questionnaire that consists of questions related to the research objectives. The questionnaire consists of questions that were asked by human participants. Therefore, according to the ethical consideration, each participant's consent was taken before conducting the data collection. This was done to maintain the privacy of the participants (Kaushik and Walsh, 2019). The research was not performed further if any participant had refused to answer the questions. Thus, the researcher needed to contemplate this moral consideration.

The participant's confidentiality was maintained and made a priority of the research to ensure that the participant was at ease while providing the researcher with their opinions and perspectives regarding the asked questions (McFarland, et al., 2018). The questions asked from the participants were strictly related to the scope of the research and did not surpass any irrelevant questions that may arise concerns from the participant. Thus, the ethical implication was analysed in length during the data collection stage of the conducted stage. The consideration aimed to provide all the options to the participant, which incorporated giving them the choice of refusing to participate in the research (Harney, et al., 2016). The honest approach was taken in the research to ensure that the participant was voluntarily providing their answers and was comfortable in every manner during the data collection stage.



#### 4. CONCLUSION

It was decided that although the adoption of the definition of generic medicines is similar, there are some differences between the different forces, especially in the interpretation of bioequivalence. For example, medication with narrow therapeutic indices has clear and unambiguous acceptance for bioequivalence in non-EU countries (Zahra et al., 2020). Such differences compared to the common factors, drug appearance, and packaging between generic names and generic drugs have led to the publication of reports explaining the differences in collaboration and outcomes. In a detailed discussion, however, these lessons and expressions of distrust should be weighed together with the many words that have demonstrated the balance function and acceptance of the gene and primary drug. The researchers examined the behaviours and beliefs of actors involved in drug production (i.e., writers, pharmacies, service providers, and patients/end users) and identified several psychological and psychological factors influenced by factors such as geography, age, and demographics (Şener and Karaferye, 2019)

This information clearly shows that some of their willpower actions need to be training and empowering for countries to take advantage of a transparent public drug economy to address common ills of these products. The banking system is an important part of these actions (Ugurlu, 2019; Ugurlu, 2020). Such methods of enhancing gene transfer should also be complemented by a thorough analysis of potential risk factors, such as personality differences and composition, and their implications. Thus, all the self-inspection of medical equipment used in the area may be control systems. Therefore, there is no denying the need to improve the reputation and credibility of traditional medicine in the eyes of healthcare providers and self-represented patients (Aytaç, 2018). The economic benefits of using common drugs cannot be denied, and in many countries, their use is needed to control health care costs.

Given that most patient-physician appointments end with a program, the price of a prescribed drug is a concern for both the patient and the government. This article attempted to address outgoing general law. Now that Ireland is ready to make the necessary legal changes to take advantage of the usual reimbursement and pricing rates, it is the responsibility of the Irish Health Authority, as well as coaches and service providers, to stay entirely up to date. Problems with the use of generic drugs. It is also essential to learn from the past and consider previous attempts to increase the availability of standardized medicines in Ireland, such as the Demonstrated Monitoring System (IDTSS) described earlier (Akman, A., 2020).

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