

FACTORS THAT INFLUENCE THE PRESCRIBING BEHAVIOUR OF REGISTERED MEDICAL PRACTITIONERS

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Abstract : This India is blessed with huge population in the world, and the effect of illness and health deterioration too. In order to supplement for the huge population base, many pharmaceutical companies are landed in India and involved in the production of drugs. Even though there are number of brands in the market, the medical practitioners prefer only few medicines which are introduced by the medical representatives. In this study an attempt has been made to identify the factors that influence the medical practitioners while prescribing the drugs.

IndexTerms - Drugs, Supplement, Medical Practitioner, Prescription.

I. INTRODUCTION

The production of drugs from India is supplied up to 50 percent for the global demand, and 50 percent to USA and UK. Further the Indian pharmaceutical sector was valued for 33 billion America dollars in the year 2017. (www.lbef.org). To add up the pharma companies strive its level maximum to push and popular their products like other sectors do. The very complicated problem in pharma marketing is that the end consumer cannot be taken as the final recipient and the recipients have to be reached through physician. The major marketing strategies include the product, price, promotion and place (Dr. Pramod kumar 2013). The product involves complex diversification primarily the drugs are based on therapeutic segmentation which covers antibiotics, gynecology, dermatology, vitamins/food supplements, analgesics, anti-infectives, cardiovascular, Gastro intestinal, respiratory and so on (Assocham2006). On the other hand, the drugs are classified as prescription and non-prescription drugs. The prescription drugs are not made without the specific prescription made medicine without a proper prescription. Generally these medicines were termed as OTC medicines, which mean medicines/ drugs which are legally allowed to be sold over the counter (OTC) (India.oppi.com). When considering the price, being India is a massive product of drugs, the prices were generally lesser when compared to other countries.

II. NEED FOR THE STUDY

The pharmaceutical research and development expenditure is less than the promotion and marketing, expenditure. In UK the estimated industry expenses were 200 million pounds in 1985 that works out at 2500 pounds for each doctor. The World Health Organization defines drug promotion as all informational and persuasive activities by manufacturers and distributors, the effect of which is to influence the prescription, supply, purchase or use of medicinal drugs. The term 'promotion' means those informational and marketing activities, the purpose of which is to induce prescribing, supply or administration of medical products. It includes the activities of medical representatives and all other aspects of sales promotion such as journal and direct mail advertising; participation in conference exhibitions; the use of audio visual materials; the provision of drug samples, gifts and hospitality for medical profession and seminars. The present study includes the influence of promotional activities given to the doctors and the influence which they have derived.

III. OBJECTIVE OF THE STUDY

- To Study and analyse the factors that influence prescribing behavior of Medical Practitioners.

IV. METHODOLOGY OF THE STUDY

The data were collected from both primary and secondary sources. Primary data were collected through distribution of structured questionnaires to 30 respondents in Tirupur city and secondary sources of information were collected through journals, magazines and published work.

V. ANALYSIS AND INTERPRETATION

The factors that influence the Medical practitioners in prescribing medicines includes product quality, Price, availability, Company Reputation, Face value of Medical representatives, Research molecule, Literature/Journals/Updates, Sponsors, New Molecules, Medical Programs, Packaging, Offers, Personal Gifts, Free Camps, Online portals, Samples, Reminder cards and High demanding from Representatives. These variables were tested with rank analysis in order to identify the priority variables that influence the Medical practitioner in prescribing medicines.

TABLE 1 : FACTORS INFLUENCING PRESCRIBING BEHAVIOR

S.No	Factors	HA	A	N	D	HD	Total	Rank
1	Product Quality	95	20	15	2	0	132	I
2	Price	35	72	9	4	0	120	III
3	Availability	20	40	45	2	0	107	XV
4	Company Reputation	30	32	36	8	0	106	XVI
5	Face value of Medical Reps	40	40	30	2	1	113	VII
6	Research Molecule	40	48	21	6	0	115	VI
7	Literature/Journals/Updates	20	48	39	2	0	109	XI
8	Sponsors	35	40	24	10	0	109	XI
9	New Molecules	25	44	33	6	0	108	XIV
10	Medical Programs	45	52	15	10	1	123	II
11	Packaging	25	36	48	0	0	109	XI
12	Offers	40	20	21	18	1	100	XVIII
13	Personal Gifts	25	48	12	18	0	103	XVII
14	Free Camps	60	36	18	6	0	120	III
15	Online Portals	35	40	30	6	0	111	X
16	Samples	30	52	27	4	0	113	VII
17	Reminder Cards	60	48	6	4	2	120	III
18	High demanding from Reps	50	32	21	10	0	113	VII

Source: Primary data

The above table explains the various factors which influences the prescription behavior of registered practitioner. Major factors which influences has been taken into the study, in that factor X1- Product quality plays a vital role in influencing factor for majority of the doctors and has ranked I with the score of 132, followed by the factor X10- Medical programs ranked II with a total score of 123, the factors X2,X14,X17-Price,free camps, Reminder cards equally ranked III with a total score of 120 and X6- Research molecule has ranked VI with the score of 115,the factor X5,X16,X18- Face value of medical rep's, Samples, High demanding from rep's three factors claims for a rank VII with a total score of 113 and X15- Online portal ranked X with a total score of 111 and factor X7,X8,X11-Literature/Journals/Updates, Sponsors Packaging ranked XI with a equalized total score of 109 and factors X9-New molecules ranked XIV with a total score of 108, the factors X3-Availability ranked XV with a total score of 108, the factors X4-Company reputation ranked XVI with a total score of 106, the factors X13-Personal gifts ranked XVII with a total score of 103, the factors X12-Offers ranked XVIII with a total score of 100.

VI. CONCLUSION

From the study it is understood that the factors such as product quality, medical programs, price, free camps and reminder cards has influenced the registered practitioner to the peak on selection prescribing drugs.

VII. REFERENCE

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