Patients Questionnaire

Effect of Generic Drugs on the buying behaviour pattern and brand sustainability of Ethical Drugs in Western India

Dear Respondents,

I am undergoing this study for my Doctoral Degree in Management. To serve the purpose, I have designed this questionnaire. It would be kind on your part, if you acknowledge gracefully your cooperation in answering the questionnaire.

I assure you that this information is gathered purely for academic purpose.

Thanking You.

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Assumptions:

1. Most patients are not aware of the efficacy of the medicine brands prescribed by the doctors.

2. Most patients have their family physicians.

3. Patients trust on the efficacy of the medicines prescribed by their family physician.

4. Patients normally prefer physicians whom they visited before.

5. Patients do not mind in paying expensive prescription fees to the physicians they are comfortable with.
Patient Questionnaire

I. Relationship with the Physician:
(Please tick mark whichever is applicable)
(a) When you are ill, do you visit the Physician?
   i. Yes
   ii. No, I believe in home treatment for seasonal illness
(b) Cause(s) of your visit?
   (Please rank your choice)
   i. Illness during seasonal changes (fever, cold etc)
   ii. Acute illness
   iii. Minor illness (scratches, wounds etc)
   iv. Formal visit(s) while passing by the area
   v. Visit because he/ she is our family doctor
   vi. Other (Please specify)

II. Inquiry about Doctor:
(a) While visiting a doctor, do you inquire about his/her reputation and background?
   (Please tick mark whichever is applicable)
   i. Yes
   ii. No
(b) What are the information source(s) you explore, while visiting a doctor for the first time?
   (Please rank these as per your preference)
   i. Ask neighbours/ friends, if visiting for the first time
   ii. Ask our colleagues/ seniors/ sub-ordinates in office
   iii. We have our family doctor
   iv. Other (please specify)
(c) What kind of information(s) do you seek about the doctor?
   (Please rank these as per your preference)
   i. His/ her reputation
   ii. His/ her past history
   iii. His/ her experience
iv. His/her effectiveness in treatment
v. Efficacy of medicines that he/she prescribes
vi. Others (please specify) ________________________________

(c) Are you satisfied with your present doctor?
(Please tick mark whichever is applicable)
i. Yes __
ii. No ___

(d) If no, are you thinking of changing your doctor?
(Please tick mark whichever is applicable)
i. Yes _
ii. No __
iii. Want to have second & last try ___
iv. Not yet decided

(e) What are the reasons for your dissatisfaction with the present physician?
(Please rank these as per your preference)
i. Prescribed medicines are not effective
ii. Do not properly devote time to listen to our brief
iii. Do not guide properly
iv. Prescription fees is very high
v. Away from my place.
vi. Other (please specify) ________________________________

Attitudinal Information:

III. Prescription behaviour of Physician:
(5 as strongly agree, 4 as agree, 3 as neither agree nor disagree, 2 as disagree, 1 as strongly disagree)

(a) While visiting the physician, do you normally feel
that:
i. He/she prescribe medicines for similar number
   of days ________________________________
i. He/she ask you to visit him/her again

iii. Prescribes fixed set of medicine brands for specific illness

(b) Do you feel that the prescribed medicine(s) will provide you relief:
   i. Immediately
   ii. Take few days but will not aggravate
   iii. Illness will take its own time

(c) Physician while listening to your brief about the illness and prescribing you medicines, shows his/her moral and professional obligation in improving your health

(d) When the physician is prescribing you medicines, you are mostly not aware about its effectiveness

IV. Behaviour of your local retail pharmacist:
   (a) Your local retail pharmacist tries to give you the substitute brand, in case the brand prescribed is not available (as not aware)
   (b) In that case, do you protest to provide the same brand mentioned in the prescription slip. (Yes) (No): (specify)
      (If Yes then give options, if No terminate the question)

V. Prescription fees:
   (a) Does the price of medicines really matters to you, when it is through the doctor’s prescription?
      (Please tick mark whichever is applicable)
      i. Yes
      ii. No
(b) The prescription fees of the physician will be worth paying because:
   i. Prescribed medicines are effective
   ii. Of the location and ambience
   iii. No other equally qualified and effective physician near-by
   iv. Maintains good relationship
   v. Trust of getting right prescription and guidelines
   vi. Other (please specify) ____________________________

(c) Do you think that the prescription fees you are paying is because:
   i. He/ she is located at spacious area
   ii. Ambience where he/she sits
   iii. Average prescription fees in the city
   iv. Other (please specify) ____________________________

VI. Attributes perceived while buying Generic and/or Ethical medicines:
(a) Do you normally look into the prescription slip to enquire about the effectiveness of the prescribed medicine(s)
   ____________________________
(b) I normally stick to the medicine name prescribed in the slip
   ____________________________
(c) I sometimes do ask for substitute medicines, in case the prescribed medicine in not available with the chemist near to my vicinity
   ____________________________

VII. Personal Details:
(a) Name: ____________________________
(b) Age (18-21yrs) : __________
   (22-26yrs) : __________
   (27-31yrs) : __________
   (>31yrs) : __________
(c) Male (M)/Female (F): _____

(d) Qualification:
   i. Under-Graduate: _____
   ii. Graduate: _____
   iii. Post-Graduate: _____
   iv. Other (please specify): _____

(e) Family size:
   i. Husband & Wife: _____
   ii. Husband, wife and one child: _____
   iii. Husband, wife and two or more child: _____
   iv. Joint family: _____
   v. Unmarried: _____

(f) Income group:
   i. <60,000/annum: _____
   ii. 60,000-1,50,000/annum: _____
   iii. 1,50,000-2,00,000/annum: _____
   iv. >2,00,000/annum: _____

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Thanks!