APPENDICES

APPENDIX I: DOCTORS RESPONSE

I. Descriptive Analysis:

Table 9: Percent distribution of background information of doctors by cities

Background Information	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Qualification						
MBBS	65.0	65.0	65.0	70.0	75.0	67.7
MD	25.0	25.0	25.0	20.0	20.0	23.2
Other professional qualification	10.0	10.0	10.0	10.0	5.0	9.1
Year of Practice						
Up to 5 years	0.0	0.0	6.0	6.0	10.0	4.3
6-10 years	20.0	10.0	15.0	20.0	10.0	14.8
11-15 years	10.0	29.0	15.0	10.0	15.0	16.0
16-20 years	25.0	16.0	19.0	25.0	15.0	20.2
21-25 years	16.0	20.0	10.0	0.0	25.0	14.0
26 and above years	29.0	25.0	35.0	39.0	25.0	30.7
Average duration of practice (Years)	***21.2***	***21.4***	***20.7***	***20.7***	***19.9***	***20.8***
Monthly income						
>1,00,000/month	94.0	94.0	100.0	100.0	100.0	97.6
2,00,000-3,00,000/month	6.0	6.0	0.0	0.0	0.0	2.4
Total N =	**50**	**50**	**50**	**50**	**50**	**250**

Table 10: Percent distribution of mode of practice by cities

Mode of Practice	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Type of Practice						
Own clinic	94.0	100.0	100.0	100.0	100.0	98.8
In a hospital setting	6.0	0.0	0.0	0.0	0.0	1.2
Methods adopted while suggesting medicines for a specific disease						
Give patients dispensed drugs	6.0	6.0	6.0	6.0	6.0	5.9
Only prescribe medicines to patients to purchase from local	16.0	6.0	10.0	16.0	10.0	11.4
Use combination of both	78.0	88.0	84.0	78.0	84.0	82.7
Total N =	**50**	**50**	**50**	**50**	**50**	**250**

Percent distribution, mean and standard deviation of attitudinal information by cities

Table 11: The process of consultation

The Process of Consultation	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
A. I prescribe fixed set of brands for specific disease						
Neither agree nor disagree	6	6	0	6	6	4.7
Agree	35	49	35	35	29	36.9
Strongly Agree	59	45	65	59	65	58.4
Mean	***4.6***	***4.4***	***4.7***	***4.6***	***4.6***	***4.6***
Standard Deviation	***0.6***	***0.6***	***0.5***	***0.6***	***0.6***	***0.6***
Total N =	***50***	***50***	***50***	***50***	***50***	***250***
B. When New Drugs available, I do most commonly is:	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
-To use the drug on few patients and monitor						
Strongly disagree	6.0	6.0	6.0	0.0	10.0	5.4
Disagree	20.0	6.0	15.0	6.0	15.0	12.3
Neither agree nor disagree	20.0	34.0	10.0	25.0	35.0	24.6
Agree	35.0	25.0	48.0	25.0	35.0	33.5
Strongly agree	20.0	25.0	15.0	38.0	6.0	20.8
Not reported	0.0	6.0	6.0	6.0	0.0	3.5
Mean	***3.5***	***3.5***	***3.4***	***3.9***	***3.1***	***3.5***
Standard Deviation	***1.2***	***1.3***	***1.3***	***1.3***	***1.1***	***1.3***
-To seek information from published findings on the efficacy of new drug						
Strongly disagree	0.0	0.0	0.0	0.0	5.9	1.2
Disagree	0.0	6.0	10.0	6.0	0.0	4.3
Neither agree nor disagree	16.0	15.0	10.0	15.0	15.7	14.5
Agree	45.0	54.0	40.0	35.0	39.2	42.6
Strongly agree	39.0	25.0	40.0	44.0	39.2	37.5
Mean	***4.3***	***4.0***	***4.1***	***4.2***	***4.1***	***4.1***
Standard Deviation	***0.7***	***0.8***	***1.0***	***0.9***	***1.0***	***0.9***
Believe on MR briefs on the information about the new drug						
Strongly disagree	10.0	6.0	15.0	10.0	6.0	9.4
Disagree	0.0	10.0	6.0	0.0	15.0	6.3
Neither agree nor disagree	30.0	35.0	35.0	25.0	15.0	28.1
Agree	30.0	29.0	29.0	45.0	38.0	34.4
Strongly agree	30.0	20.0	15.0	20.0	25.0	21.9
Mean	***3.7***	***3.5***	***3.3***	***3.7***	***3.7***	***3.6***
Standard Deviation	***1.2***	***1.1***	***1.2***	***1.1***	***1.2***	***1.2***
Total N =	**50**	**50**	**50**	**50**	**50**	**250**

C. When I take a history of my patients, I elicit their personal health beliefs about their illness	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Strongly disagree	0.0	6.0	6.0	0.0	6.0	3.5
Disagree	0.0	0.0	0.0	0.0	6.0	1.2
Neither agree nor disagree	10.0	20.0	10.0	16.0	10.0	13.0
Agree	30.0	39.0	55.0	35.0	49.0	41.7
Strongly agree	60.0	35.0	29.0	49.0	29.0	40.6
Mean	***4.5***	***4.0***	***4.1***	***4.4***	***4.0***	***4.2***
Standard Deviation	***0.7***	***1.0***	***0.9***	***0.7***	***1.0***	***0.9***
Total N =	**50**	**50**	**50**	**50**	**50**	**250**

Table 12: Sources of information for prescribing medicines

Sources of Information for prescribing Medicines:	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
My normal practice is to seek regular information of updates about the promotional schemes and samples from the MRs						
Strongly disagree	0.0	0.0	6.0	0.0	10.0	3.1
Disagree	0.0	6.0	6.0	0.0	10.0	4.3
Neither agree nor disagree	6.0	16.0	0.0	16.0	6.0	8.6
Agree	45.0	59.0	49.0	35.0	49.0	47.5
Strongly agree	49.0	20.0	39.0	49.0	25.0	36.5
Mean	***4.5***	***4.0***	***4.2***	***4.4***	***3.7***	***4.1***
Standard Deviation	***0.6***	***0.8***	***1.0***	***0.7***	***1.2***	***0.9***
Frequency of visits by MR provide me the confidence on the authenticity and efficacy of specific medicine brand						
Strongly disagree	0.0	0.0	0.0	0.0	6.0	1.2
Disagree	6.0	0.0	0.0	6.0	0.0	2.3
Neither agree nor disagree	25.0	25.0	45.0	20.0	35.0	30.0
Agree	44.0	55.0	25.0	39.0	35.0	39.7
Strongly agree	25.0	20.0	29.0	35.0	25.0	26.8
Mean	***3.9***	***4.0***	***3.9***	***4.1***	***3.8***	***3.9***
Standard Deviation	***0.8***	***0.7***	***0.9***	***0.9***	***1.0***	***0.9***
Frequency of visits by MR helps me in deciding the preference set of brands of medicine for specific disease						
Disagree	0.0	6.0	16.0	0.0	10.0	6.3
Neither agree nor disagree	25.0	20.0	20.0	20.0	10.0	18.9
Agree	35.0	45.0	39.0	45.0	40.0	40.9

Strongly agree	39.0	29.0	25.0	35.0	40.0	33.9
Mean	***4.2***	***4.0***	***3.8***	***4.2***	***4.1***	***4.0***
Standard Deviation	***0.8***	***0.9***	***1.0***	***0.7***	***1.0***	***0.9***
When I receive written promotional material from drug companies, I read it thoroughly						
Disagree	0.0	0.0	0.0	10.0	0.0	2.0
Neither agree nor disagree	10.0	20.0	10.0	16.0	30.0	17.1
Agree	55.0	50.0	60.0	59.0	40.0	52.8
Mean	***4.3***	***4.1***	***4.2***	***3.8***	***4.0***	***4.1***
Standard Deviation	***0.6***	***0.7***	***0.6***	***0.8***	***0.8***	***0.7***
I refer Medical Journal(s) to update myself with the latest developments in my field						
Strongly agree	35.0	30.0	30.0	16.0	30.0	28.2
Strongly disagree	6.0	0.0	0.0	0.0	0.0	1.2
Neither agree nor disagree	35.0	25.0	25.0	25.0	10.0	24.3
Agree	15.0	45.0	16.0	35.0	60.0	34.1
Mean	***4.0***	***4.1***	***4.4***	***4.2***	***4.2***	***4.1***
Standard Deviation	***1.1***	***0.8***	***0.9***	***0.8***	***0.6***	***0.9***
I read drug advertisements while reading Medical Journal(s)						
Strongly agree	44.0	29.0	59.0	39.0	30.0	40.4
Disagree	0.0	0.0	6.0	6.0	0.0	2.3
Neither agree nor disagree	29.0	29.0	35.0	15.0	20.0	25.8
Agree	35.0	35.0	20.0	35.0	25.0	30.1
Strongly agree	35.0	35.0	39.0	44.0	55.0	41.8
Mean	***4.1***	***4.1***	***4.0***	***4.2***	***4.4***	***4.1***
Standard Deviation	***0.8***	***0.8***	***1.0***	***0.9***	***0.8***	***0.9***
Total N =	**50**	**50**	**50**	**50**	**50**	**250**

Table 13: Prescription behaviour

Prescription Behavior:	**Ahmedabad**	**Baroda**	**Surat**	**Pune**	**Mumbai**	**Total**
When I prescribe, I compare the costs of different medicine brands which have the same efficacy						
Strongly disagree	6.0	0.0	0.0	6.0	0.0	2.4
Disagree	16.0	6.0	15.0	0.0	0.0	7.5
Neither agree nor disagree	10.0	35.0	15.0	10.0	30.0	20.0
Agree	39.0	39.0	35.0	49.0	30.0	38.4
Strongly agree	29.0	20.0	35.0	35.0	40.0	31.8
Mean	***3.8***	***3.8***	***3.9***	***4.1***	***4.1***	***3.9***
Standard Deviation	***1.2***	***0.8***	***1.1***	***1.0***	***0.8***	***1.0***

Table 14: Cautiousness about fixed set of medicinal brands

Cautiousness about fixed set of medicinal brands	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
A. I normally prescribe my patients the pre-determined set of medicine brands for specific disease						
Strongly disagree	0.0	0.0	0.0	0.0	10.0	2.0
Disagree	6.0	6.0	6.0	10.0	10.0	7.4
Neither agree nor disagree	29.0	25.0	10.0	25.0	16.0	21.1
Agree	35.0	44.0	49.0	45.0	29.0	40.6
Strongly agree	29.0	25.0	35.0	20.0	35.0	28.9
Mean	***3.9***	***3.9***	***4.2***	***3.8***	***3.7***	***3.9***
Standard Deviation	***0.9***	***0.8***	***0.8***	***0.9***	***1.3***	***1.0***
B. Gifts, samples, promotional schemes and frequent visits by MRs, helps me to decide my final choice of medicine brands for specific disease						
Strongly disagree	10.0	0.0	0.0	6.0	10.0	5.1
Disagree	10.0	0.0	6.0	6.0	16.0	7.5
Neither agree nor disagree	20.0	10.0	39.0	25.0	20.0	22.7
Agree	16.0	50.0	10.0	38.0	49.0	32.5
Strongly agree	45.0	40.0	45.0	25.0	6.0	32.2
Mean	***3.8***	***4.3***	***4.0***	***3.8***	***3.3***	***3.8***
Standard Deviation	***1.4***	***0.7***	***1.0***	***1.1***	***1.1***	***1.1***
Total N =	**50**	**50**	**50**	**50**	**50**	**250**

Table 15: Relationship with drug companies and retail pharmacists

Relationship with Drug companies and Retail pharmacists:	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
I prescribe medicine brands of drug companies with which I am most comfortable						
Strongly disagree	6.0	0.0	0.0	0.0	6.0	2.4
Disagree	0.0	6.0	0.0	0.0	0.0	1.2
Neither agree nor disagree	20.0	20.0	25.0	20.0	25.0	22.0
Agree	49.0	35.0	35.0	30.0	39.0	37.8
Strongly agree	25.0	39.0	39.0	50.0	29.0	36.6
Mean	***3.9***	***4.1***	***4.2***	***4.3***	***3.9***	***4.1***
Standard Deviation	***1.0***	***0.9***	***0.8***	***0.8***	***1.0***	***0.9***

I feel that relationships with drug companies can be build based on the frequency of launch of promotional schemes, gifts, sample of new drugs and visits from company's MR						
Strongly disagree	25.0	15.0	10.0	6.0	10.0	13.3
Disagree	10.0	15.0	10.0	10.0	20.0	12.9
Neither agree nor disagree	6.0	19.0	16.0	25.0	10.0	15.2
Agree	29.0	35.0	39.0	25.0	30.0	31.6
Strongly agree	29.0	15.0	25.0	35.0	30.0	27.0
Mean	***3.3***	***3.2***	***3.6***	***3.8***	***3.5***	***3.5***
Standard Deviation	***1.6***	***1.3***	***1.3***	***1.2***	***1.4***	***1.4***
Relationship with local retail pharmacist also plays major role in deciding final set of medicine brands for specific disease for my patients						
Strongly disagree	25.0	10.0	10.0	0.0	16.0	12.0
Disagree	10.0	10.0	6.0	15.0	10.0	10.1
Neither agree nor disagree	15.0	20.0	6.0	25.0	20.0	17.1
Agree	25.0	45.0	44.0	44.0	45.0	40.7
Strongly agree	25.0	16.0	35.0	15.0	10.0	20.2
Mean	***3.2***	***3.5***	***3.9***	***3.6***	***3.3***	***3.5***
Standard Deviation	***1.5***	***1.2***	***1.2***	***0.9***	***1.2***	***1.3***
Total N =	**50**	**50**	**50**	**50**	**50**	**250**

Table 16: Sources of detail inquiries about the medicine brands by cities

Make detail enquiry about the medicine brands from- Medical Magazines	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Most often	29.0	45.0	35.0	50.0	44.0	40.8
Sometimes	35.0	29.0	35.0	30.0	15.0	29.0
Rarely	35.0	20.0	29.0	20.0	35.0	27.8
Not reported	0.0	6.0	0.0	0.0	6.0	2.4
Make detail enquiry about the medicine brands from- MR's brief						
Most often	65.0	35.0	40.0	40.0	49.0	45.8
Sometimes	25.0	45.0	50.0	50.0	35.0	41.1
Rarely	10.0	20.0	10.0	10.0	10.0	11.9
Not reported	0.0	0.0	0.0	0.0	6.0	1.2
Make detail enquiry about the medicine brands from- Company promotional ads & materials						
Most often	25.0	39.0	39.0	35.0	35.0	34.6
Sometimes	44.0	25.0	20.0	35.0	39.0	32.7

Rarely	25.0	29.0	25.0	25.0	25.0	26.1
Not reported	6.0	6.0	16.0	6.0	0.0	6.6
Make detail enquiry about the medicine brands from-Other Medical practitioners						
Most often	20.0	25.0	10.0	15.0	16.0	17.3
Sometimes	20.0	20.0	25.0	25.0	29.0	23.9
Rarely	30.0	39.0	35.0	44.0	35.0	36.9
Not reported	30.0	16.0	29.0	15.0	20.0	22.0
Make detail enquiry about the medicine brands from-Others*						
Most often	20.0	16.0	20.0	16.0	29.0	20.1
Sometimes	0.0	0.0	0.0	0.0	6.0	1.2
Rarely	6.0	0.0	0.0	6.0	0.0	2.4
Not reported	75.0	84.0	80.0	78.0	65.0	76.4
Total N =	**50**	**50**	**50**	**50**	**50**	**250**

**Others include Association, CD, Books, Internet, Seminar, Literature, MMS, Practice, Collogues, Discussion, IBR etc*

Table 17: [**Factor:** MBBS, MD, Other professional qualifications; **Dependent variables:** Six composite variables]

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
The Process of Consultation	***Between Groups***	202.302	2	101.151	13.807	.000
	Within Groups	1809.573	247	7.326		
	Total	2011.875	249			
Source of Information for prescribing medicine	***Between Groups***	9.487	2	4.743	.513	.599
	Within Groups	2284.413	247	9.249		
	Total	2293.900	249			
Prescription Behaviour	***Between Groups***	67.380	2	33.690	3.108	.046
	Within Groups	2677.220	247	10.839		
	Total	2744.600	249			
Cautiousness about fixed set of Medical Brands	***Between Groups***	38.793	2	19.396	7.782	.001
	Within Groups	615.607	247	2.492		
	Total	654.400	249			
Relationship with DC & RP	***Between Groups***	96.431	2	48.216	7.678	.001
	Within Groups	1551.044	247	6.280		
	Total	1647.475	249			
Source of Inquiries	***Between Groups***	44.046	2	22.023	6.878	.001
	Within Groups	790.854	247	3.202		
	Total	834.900	249			

Table 18: [**Factors:** Upto 5 years, 6-10 years, 11-15 years, 16-20 years, 21-25 years, 26+ years; **Dependent variables:** Six composite variables]

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
The Process of Consultation	*Between Groups*	360.302	5	72.060	10.646	.000
	Within Groups	1651.573	244	6.769		
	Total	2011.875	249			
Source of Information for prescribing medicine	*Between Groups*	376.696	5	75.339	9.588	.000
	Within Groups	1917.204	244	7.857		
	Total	2293.900	249			
Prescription Behaviour	*Between Groups*	487.852	5	97.570	10.549	.000
	Within Groups	2256.748	244	9.249		
	Total	2744.600	249			
Cautiousness about fixed set of Medical Brands	*Between Groups*	58.482	5	11.696	4.789	.000
	Within Groups	595.918	244	2.442		
	Total	654.400	249			
Relationship with DC & RP	*Between Groups*	122.159	5	24.432	3.908	.002
	Within Groups	1525.316	244	6.251		
	Total	1647.475	249			
Source of Inquiries	*Between Groups*	81.821	5	16.364	5.302	.000
	Within Groups	753.079	244	3.086		
	Total	834.900	249			

Table 19: [**Factors:** MBBS, MD, Other professional qualifications; **Dependent variables:** 25 overall variables]

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
V1	*Between Groups*	4.923	2	2.462	7.901	.000
	Within Groups	76.952	247	.312		
	Total	81.875	249			
V2	*Between Groups*	27.769	2	13.885	9.419	.000
	Within Groups	364.106	247	1.474		
	Total	391.875	249			
V3	*Between Groups*	16.395	2	8.198	11.780	.000
	Within Groups	171.880	247	.696		
	Total	188.275	249			
V4	*Between Groups*	8.929	2	4.464	3.362	.036
	Within Groups	327.946	247	1.328		
	Total	336.875	249			
V5	*Between Groups*	3.809	2	1.905	2.335	.099
	Within Groups	201.466	247	.816		

	Total	205.275	249			
V6	*Between Groups*	4.615	2	2.307	2.691	.070
	Within Groups	211.785	247	.857		
	Total	216.400	249			
V7	*Between Groups*	2.967	2	1.484	2.041	.132
	Within Groups	179.533	247	.727		
	Total	182.500	249			
V8	*Between Groups*	.995	2	.497	.642	.527
	Within Groups	191.280	247	.774		
	Total	192.275	249			
V9	*Between Groups*	.963	2	.481	.913	.403
	Within Groups	130.312	247	.528		
	Total	131.275	249			
V10	*Between Groups*	3.852	2	1.926	2.699	.069
	Within Groups	176.248	247	.714		
	Total	180.100	249			
V11	*Between Groups*	.091	2	.045	.060	.942
	Within Groups	186.309	247	.754		
	Total	186.400	249			
V12	*Between Groups*	12.048	2	6.024	6.431	.002
	Within Groups	231.352	247	.937		
	Total	243.400	249			
V13	*Between Groups*	1.382	2	.691	.647	.525
	Within Groups	263.893	247	1.068		
	Total	265.275	249			
V14	*Between Groups*	19.523	2	9.762	8.706	.000
	Within Groups	276.952	247	1.121		
	Total	296.475	249			
V15	*Between Groups*	2.169	2	1.085	1.219	.297
	Within Groups	219.706	247	.889		
	Total	221.875	249			
V16	*Between Groups*	1.424	2	.712	.739	.479
	Within Groups	238.051	247	.964		
	Total	239.475	249			
V17	*Between Groups*	7.068	2	3.534	3.806	.024
	Within Groups	229.332	247	.928		
	Total	236.400	249			
V18	*Between Groups*	16.152	2	8.076	6.788	.001
	Within Groups	293.848	247	1.190		
	Total	310.000	249			
V19	*Between Groups*	.939	2	.469	.579	.561
	Within Groups	200.336	247	.811		
	Total	201.275	249			
V20	*Between Groups*	42.709	2	21.354	12.723	.000
	Within Groups	414.566	247	1.678		
	Total	457.275	249			

V21	*Between Groups*	5.485	2	2.743	1.751	.176
	Within Groups	386.790	247	1.566		
	Total	392.275	249			
V22	*Between Groups*	25.752	2	12.876	19.936	.000
	Within Groups	159.523	247	.646		
	Total	185.275	249			
V23	*Between Groups*	.708	2	.354	.717	.489
	Within Groups	121.892	247	.493		
	Total	122.600	249			
V24	*Between Groups*	11.372	2	5.686	7.388	.001
	Within Groups	190.103	247	.770		
	Total	201.475	249			
V25	*Between Groups*	15.969	2	7.985	6.075	.003
	Within Groups	324.631	247	1.314		
	Total	340.600	249			

Table 20: [**Factors:** Upto 5 years, 6-10 years, 11-15 years, 16-20 years, 21-25 years, 26+ years; **Dependent variables:** 25 overall variables]

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
V1	*Between Groups*	3.224	5	.645	2.001	.079
	Within Groups	78.651	244	.322		
	Total	81.875	249			
V2	*Between Groups*	52.656	5	10.531	7.575	.000
	Within Groups	339.219	244	1.390		
	Total	391.875	249			
V3	*Between Groups*	32.660	5	6.532	10.242	.000
	Within Groups	155.615	244	.638		
	Total	188.275	249			
V4	*Between Groups*	26.701	5	5.340	4.201	.001
	Within Groups	310.174	244	1.271		
	Total	336.875	249			
V5	*Between Groups*	25.792	5	5.158	7.013	.000
	Within Groups	179.483	244	.736		
	Total	205.275	249			
V6	*Between Groups*	11.594	5	2.319	2.763	.019
	Within Groups	204.806	244	.839		
	Total	216.400	249			
V7	*Between Groups*	17.782	5	3.556	5.268	.000
	Within Groups	164.718	244	.675		
	Total	182.500	249			
V8	*Between Groups*	6.853	5	1.371	1.804	.113
	Within Groups	185.422	244	.760		

	Total	192.275	249			
V9	*Between Groups*	24.164	5	4.833	11.009	.000
	Within Groups	107.111	244	.439		
	Total	131.275	249			
V10	*Between Groups*	15.372	5	3.074	4.554	.001
	Within Groups	164.728	244	.675		
	Total	180.100	249			
V11	*Between Groups*	32.402	5	6.480	10.268	.000
	Within Groups	153.998	244	.631		
	Total	186.400	249			
V12	*Between Groups*	32.313	5	6.463	7.470	.000
	Within Groups	211.087	244	.865		
	Total	243.400	249			
V13	*Between Groups*	53.376	5	10.675	12.292	.000
	Within Groups	211.899	244	.868		
	Total	265.275	249			
V14	*Between Groups*	18.987	5	3.797	3.339	.006
	Within Groups	277.488	244	1.137		
	Total	296.475	249			
V15	*Between Groups*	15.094	5	3.019	3.562	.004
	Within Groups	206.781	244	.847		
	Total	221.875	249			
V16	*Between Groups*	17.772	5	3.554	3.912	.002
	Within Groups	221.703	244	.909		
	Total	239.475	249			
V17	*Between Groups*	9.364	5	1.873	2.013	.077
	Within Groups	227.036	244	.930		
	Total	236.400	249			
V18	*Between Groups*	47.046	5	9.409	8.731	.000
	Within Groups	262.954	244	1.078		
	Total	310.000	249			
V19	*Between Groups*	3.030	5	.606	.746	.590
	Within Groups	198.245	244	.812		
	Total	201.275	249			
V20	*Between Groups*	42.689	5	8.538	5.025	.000
	Within Groups	414.586	244	1.699		
	Total	457.275	249			
V21	*Between Groups*	42.038	5	8.408	5.857	.000
	Within Groups	350.237	244	1.435		
	Total	392.275	249			
V22	*Between Groups*	37.095	5	7.419	12.216	.000
	Within Groups	148.180	244	.607		
	Total	185.275	249			
V23	*Between Groups*	10.153	5	2.031	4.406	.001
	Within Groups	112.447	244	.461		
	Total	122.600	249			

V24	*Between Groups*	17.985	5	3.597	4.783	.000
	Within Groups	183.490	244	.752		
	Total	201.475	249			
V25	*Between Groups*	13.362	5	2.672	1.993	.080
	Within Groups	327.238	244	1.341		
	Total	340.600	249			

Table 21: Percentages of the most preferred factors for prescribing a medicine brand by cities

Factor# 1	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Cost	9.0	15.0	20.0	10.0	0.0	10.7
Standard company / Reputation of company	25.0	15.0	29.0	29.0	38.0	27.2
Easy availability	0.0	9.0	0.0	0.0	6.0	3.1
Economical Brand	9.0	15.0	10.0	6.0	0.0	8.0
Disease/Symptoms of disease	6.0	0.0	0.0	16.0	6.0	5.4
Patient type/profile/history etc	0.0	6.0	20.0	0.0	6.0	6.1
Type of disease, its origin/infection type and stage	6.0	6.0	0.0	10.0	0.0	4.2
Past experience/based on past result	0.0	0.0	0.0	0.0	10.0	1.9
Do not have side effect/Allergy	9.0	0.0	6.0	10.0	6.0	6.1
Power of medicine	0.0	6.0	0.0	0.0	0.0	1.1
Quality/Effectiveness	19.0	15.0	0.0	10.0	19.0	12.6
Brand Image/ Product Image	6.0	6.0	0.0	0.0	0.0	2.3
Prescribe in normal dose/No high dose/2 days medicine only	6.0	0.0	6.0	0.0	0.0	2.3
No response / Not reported	6.0	9.0	10.0	10.0	10.0	8.8
Total N =	**50**	**50**	**50**	**50**	**50**	**250**