APPENDIX II: PATIENTS RESPONSE

Descriptive analysis

I. Relationship with the Physician

Table 22: Visit the physician

During illness, visit physician	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Yes	100.0	100.0	100.0	100.0	100.0	100.0
Total N =	50	50	50	50	50	250

Table 23: Cause of Visit the physician

(Weighted average of the causes of visit to the doctor was taken as 5 for Rank1, 4 for Rank2, 3 for Rank 3, 2 for Rank 4 and 1 for Rank 5. To get the highest average and the lowest average of the reasons to visit the doctor)

Causes of visit to the doctor	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total		
Illness during seasonal changes (fever, cold etc)		-			(Wtg	g. Avg. 5.124)		
Rank # 1	84.0	69.0	55.0	65.0	75.0	69.4		
Rank # 2	10.0	16.0	25.0	25.0	20.0	19.2		
No Rank/ Not a cause of visit	6.0	16.0	20.0	10.0	6.0	11.4		
Acute iliness		(Wtg. Avg. 1.03						
Rank # 1	6.0	16.0	16.0	10.0	10.0	11.4		
Rank # 2	0.0	6.0	10.0	10.0	6.0	6.3		
Rank # 4	6.0	0.0	0.0	0.0	0.0	1.2		
No Rank/ Not a cause of visit	88.0	78.0	75.0	80.0	84.0	81.1		
Minor illness (scratches, wounds etc)	(Wtg. Avg. 2.027							
Rank # 1	10.0	16.0	29.0	20.0	10.0	16.9		
Rank # 2	16.0	16.0	6.0	16.0	16.0	13.7		
Rank #3	6.0	10.0	10.0	6.0	10.0	8.2		
No Rank/ Not a cause of visit	69.0	59.0	55.0	59.0	65.0	61.2		
Formal visit(s) while passing by the area					(W	ftg. Avg. 0.06)		
Rank # 2	6.0	0.0	0.0	0.0	0.0	1.2		
No Rank/ Not a cause of visit	94.0	100.0	100.0	100.0	100.0	98.8		
Visit because he/ she is our family doctor					(Wt	g. Avg. 2.322)		
Rank # 2	45.0	49.0	40.0	20.0	35.0	37.8		
Rank # 3	0.0	6.0	10.0	25.0	10.0	10.2		
Rank # 5	6.0	0.0	0.0	0.0	0.0	1.2		
No Rank/ Not a cause of visit	49.0	45.0	50.0	55.0	55.0	50.8		

Others*	(Wtg.						
Rank # 1	0.0	0.0	0.0	6.0	6.0	2.4	
Rank # 2	0.0	0.0	6.0	6.0	6.0	3.5	
Rank # 3	6.0	0.0	0.0	0.0	0.0	1.2	
No Rank/ Not a cause of visit	94.0	100.0	94.0	88.0	88.0	92.9	
Total N =	50	50	50	50	50	250	

^{*} Others include pain in hand, Malaria, Diabetes, BP and Gynecological problem

II. Inquiry about doctor

Table 24: Inquire about reputation and background

Inquire about doctor reputation and background before visit	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Yes	45.0	60.0	75.0	70.0	65.0	62.8
No	55.0	40.0	25.0	30.0	35.0	37.2
Total N =	50	50	50	50	50	250

Table 25: Inquiry from information sources, when visiting the doctor for the first time (Weighted average of the information sources about the doctor was taken as 4 for Rank1, 3 for Rank 2, 2 for Rank 3 and 1 for Rank 4. To get the highest average and the lowest average of the information sources)

Information sources	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total	
Ask neighbors/ friends, if visiting for the first time	<u></u>				(Wtg	g. Avg. 2.370)	
Rank # 1	6.0	6.0	6.0	6.0	10.0	6.6	
Rank #2	63.0	94.0	54.0	54.0	55.0	64.0	
Rank #3	6.0	0.0	15.0	15.0	10.0	9.3	
No rank given	25.0	0.0	25.0	25.0	25.0	20.2	
Ask our colleagues/ seniors/ sub- ordinates in office	(Wtg. Avg. 1.04						
Rank # 1	0.0	0.0	10.0	0.0	0.0	2.0	
Rank # 2	0.0	0.0	16.0	20.0	10.0	9.0	
Rank #3	25.0	55.0	10.0	35.0	45.0	34.1	
Rank # 4	6.0	0.0	0.0	0.0	0.0	1.2	
No rank given	69.0	45.0	65.0	45.0	45.0	53.7	
We have our family doctor					(Wtg	g. Avg. 3.865)	
Rank # 1	94.0	94.0	83.0	94.0	90.0	91.0	
Rank # 2	6.0	6.0	6.0	6.0	10.0	6.7	
Rank # 3	0.0	0.0	6.0	0.0	0.0	1.2	
No rank given	0.0	0.0	6.0	0.0	0.0	1.2	

Others					(Wt	g. Avg. 0.165)
Rank # 2	10.0	0.0	0.0	0.0	0.0	2.0
Rank # 3	6.0	0.0	6.0	6.0	0.0	3.5
Rank # 4	0.0	6.0	6.0	0.0	6.0	3.5
No rank given	84.0	94.0	88.0	94.0	94.0	91.0
Total N =	50	50	50	50	50	250

Table 26: Information seek about the doctor (Weighted average of the information seek about the doctor was taken as 6 for Rank1, 5 for Rank 2, 4 for Rank3, 3 for Rank 4 and 1 for Rank 5. To get the highest average and the lowest average of the information seek)

Information seek	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
His/ her reputation					(Wtg	j. Avg. 2.970)
Rank # 1	0.0	0.0	0.0	6.0	0.0	1.2
Rank # 2	15.0	16.0	16.0	20.0	16.0	16.4
Rank # 3	10.0	20.0	6.0	20.0	20.0	14.8
Rank # 4	35.0	20.0	29.0	29.0	20.0	26.6
Rank # 5	35.0	39.0	39.0	20.0	39.0	34.4
No rank given	6.0	6.0	10.0	6.0	6.0	6.6
His/ her past history					(Wtg	g. Avg. 2.752)
Rank # 1	0.0	0.0	0.0	6.0	6.0	2.3
Rank # 2	10.0	10.0	10.0	0.0	0.0	5.9
Rank # 3	6.0	29.0	25.0	20.0	20.0	19.9
Rank # 4	35.0	20.0	20.0	29.0	35.0	27.7
Rank # 5	35.0	25.0	35.0	35.0	39.0	34.0
Rank # 6	0.0	6.0	0.0	0.0	0.0	1.2
No rank given	15.0	10.0	10.0	10.0	0.0	9.0
His/ her experience					(Wto	g. Avg. 4.679)
Rank # 1	45.0	38.0	44.0	35.0	35.0	39.5
Rank # 2	20.0	6.0	10.0	20.0	29.0	16.7
Rank #3	35.0	25.0	25.0	29.0	19.0	26.7
Rank # 4	0.0	25.0	15.0	10.0	6.0	11.2
Rank # 5	0.0	6.0	0.0	6.0	6.0	3.5
No rank given	0.0	0.0	6.0	0.0	6.0	2.3
His/ her effectiveness in treatment					(Wtg	g. Avg. 4.605)
Rank # 1	44.0	35.0	39.0	38.0	48.0	40.9
Rank # 2	19.0	35.0	20.0	15.0	15.0	20.8
Rank #3	25.0	10.0	20.0	15.0	25.0	18.9
Rank # 4	6.0	6.0	10.0	15.0	6.0	8.5
Rank # 5	0.0	10.0	6.0	10.0	0.0	5.0
No rank given	6.0	6.0	6.0	6.0	6.0	5.8
Efficacy of medicines that he/ she prescribes					(Wt	g. Avg. 4.070)
Rank # 1	10.0	25.0	15.0	15.0	10.0	15.0
Rank # 2	35.0	35.0	44.0	44.0	38.0	39.2

Total N =	50	50	50	50	50	250		
No rank given	94.0	88.0	100.0	88.0	94.0	92.9		
Rank # 6	0.0	6.0	0.0	6.0	6.0	3.5		
Rank # 5	0.0	0.0	0.0	6.0	0.0	1.2		
Rank # 4	6.0	6.0	0.0	0.0	0.0	2.4		
Others	(Wtg. Avg. 0.131							
No rank given	6.0	10.0	6.0	10.0	6.0	7.3		
Rank # 5	15.0	10.0 .	6.0	10.0	6.0	9.2		
Rank # 4	15.0	15.0	10.0	6.0	25.0	14.2		
Rank # 3	19.0	6.0	19.0	15.0	15.0	15.0		

Table 27: Satisfied with present doctor

Satisfied with present doctor	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Yes	90.0	84.0	94.0	100.0	100.0	93.7
No	10.0	16.0	6.0	0.0	0.0	6.3
Total N =	50	50	50	50	50	250

Table 28: Changing the doctor for future treatments

Thinking of changing present doctor	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Yes	100.0	38.0	0.0	-	*	50
Not yet decided	0.0	63.0	100.0	-	-	50
Total N =	5	8	3	-		16

Table 29: Reasons for dissatisfaction

(Weighted average of the reasons for dissatisfaction with the doctor was taken as 5 for Rank1, 4 for Rank 2, 3 for Rank 3, 2 for Rank 4 and 1 for Rank5. To get the highest average and the lowest average of the reasons for dissatisfaction)

Reasons for dissatisfaction	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Prescribed medicines are not effective					(Wi	g. Avg. 3.587)
Rank # 1	0.0	63.0	100.0	_	· -	47.1
Rank # 2	50.0	0.0	0.0	_	-	17.6
Rank #3	50.0	0.0	0.0	-	-	17.6
No rank given	0.0	38.0	0.0	_	-	17.6
Do not properly devote time to listen to our brief					(Wt	g. Avg. 1.169)
Rank # 2	0.0	33.0	0.0	-	-	16.7
Rank # 4	0.0	33.0	0.0	-	-	16.7
Rank # 5	50.0	0.0	0.0	-	-	16.7
No rank given	50.0	33.0	100.0	-	-	50.0

Do not guide properly					(WI	g. Avg. 1.232)			
Rank # 1	50.0	0.0	0.0	-	-	17.6			
Rank # 5	0.0	38.0	0.0	-	_	17.6			
No rank given	50.0	63.0	100.0	-	-	64.7			
Prescription fees is very high	(Wtg. Avg. 1.704)								
Rank #3	. 0.0	63.0	0.0	-	-	29.4			
Rank # 4	50.0	0.0	0.0	-	-	17.6			
No rank given	50.0	38.0	100	-	*	52.9			
Away from my place					(Wi	g. Avg. 1.232)			
Rank # 2	0.0	38.0	0.0	-		17.6			
Rank #3	50.0	0.0	0.0	-	-	17.6			
No rank given	50.0	63.0	100.0	-	-	64.7			
Other					(Wi	g. Avg. 3.353)			
Rank # 1	50.0	38.0	0.0	-	-	35.3			
No rank given	50.0	63.0	100.0	-	-	64.7			
Total N =	5	8	3	•	-	16			

Table 30: Prescription behavior (a)

Prescription behavior of physician	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
He/ she prescribe medicines for similar number of days						
Strongly disagree	6.0	0.0	0.0	0.0	0.0	1.2
Disagree	0.0	0.0	6.0	6.0	0.0	2.4
Neither agree nor disagree	20.0	16.0	10.0	10.0	16.0	14.1
Agree	20.0	29.0	16.0	29.0	20.0	22.7
Strongly agree	55.0	55.0	69.0	55.0	65.0	59.6
Mean	4.2	4.4	4.5	4.4	4.5	4.4
Standard Deviation	1.1	0.7	0.9	0.9	0.8	0.9
He/ she ask you to visit him/ her again						
Neither agree nor disagree	16.0	10.0	0.0	10.0	6.0	8.3
Agree	20.0	25.0	20.0	30.0	29.0	24.9
Strongly agree	65.0	65.0	80.0	60.0	65.0	66.8
Mean	4.5	4.6	4.8	4.5	4.6	4.6
Standard Deviation	0.8	0.7	0.4	0.7	0.6	0.6
Prescribes fixed set of medicine brands for specific illness						
Strongly disagree	6.0	0.0	0.0	0.0	0.0	1.2
Disagree	0.0	0.0	6.0	0.0	0.0	1.2
Neither agree nor disagree	15.0	6.0	20.0	6.0	10.0	11.4
Agree	25.0	39.0	10.0	35.0	30.0	27.8
Strongly agree	54.0	55.0	65.0	59.0	60.0	58.4

Mean	4.3	4.5	4.4	4.6	4.5	4.4
Standard Deviation	1.1	0.6	1.0	0.6	0.7	0.8
Total N =	50	50	50	50	50	250

Table 31: Prescription behavior (b)

Prescribe medicine provide relief	Ahmedabad	Baroda	Surat	Purie	Mumbai	Total
Immediately				-		
Strongly disagree	10.0	0.0	6.0	6.0	16.0	7.4
Disagree	10.0	10.0	0.0	10.0	0.0	5.9
Neither agree nor disagree	10.0	10.0	10.0	20.0	20.0	13.7
Agree	16.0	16.0	15.0	10.0	6.0	12.5
Strongly agree	55.0	65.0	63.0	55.0	59.0	59.4
No response	0.0	0.0	6.0	0.0	0.0	1.2
Mean	4.0	4.4	. 4.2	4.0	4.0	4.1
Standard Deviation	1.4	1.0	1.4	1.3	1.5	1.3
Take few days but will not aggravate				-		
Strongly disagree	25.0	29.0	25.0	20.0	20.0	23.9
Disagree	0.0	0.0	0.0	0.0	6.0	1.2
Neither agree nor disagree	35.0	16.0	16.0	25.0	20.0	22.4
Agree	29.0	29.0	29.0	45.0	55.0	37.6
Strongly agree	10.0	20.0	29.0	10.0	0.0	13.7
No response	0.0	6.0	0.0	0.0	0.0	1.2
Mean	3.0	3.0	3.4	3.3	3.1	3.1
Standard Deviation	1.3	1.7	1.6	1.3	1.2	1.4
Iliness will take its own time						
Strongly disagree	0.0	6.0	6.0	6.0	10.0	5.5
Disagree	0.0	0.0	6.0	0.0	0.0	1.2
Neither agree nor disagree	20.0	10.0	29.0	6.0	25.0	18.0
Agree	40.0	45.0	25.0	44.0	45.0	39.8
Strongly agree	40.0	39.0	35.0	44.0	20.0	35.5
Mean	4.2	4.2	3.8	4.3	3.7	4.0
Standard Deviation	0.8	1.0	1.1	1.0	1.1	1.0
Total N =	50	50	50	50	50	250

Table 32: Prescription behaviour (c and d)

Perception behavior	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Physician while listening to your brief about the illness and prescribing you medicines, shows his/ her moral and professional obligation in improving your health						
Neither agree nor disagree	6.0	16.0	0.0	10.0	0.0	6.3
Agree	35.0	35.0	40.0	40.0	25.0	35.2
Strongly agree	59.0	49.0	60.0	50.0	75.0	58.5
Mean	4.6	4.4	4.6	4.4	4.8	4.5
Standard Deviation	0.6	0.7	0.5	0.7	0.4	0.6
When the physician is prescribing you medicines, you are mostly not aware about its effectiveness					M 00000011 10 10 10 10 10 10 10 10 10 10 1	
Strongly disagree	29.0	35.0	29.0	25.0	40.0	31.8
Neither agree nor disagree	6.0	10.0	16.0	6.0	10.0	9.4
Agree	20.0	25.0	29.0	44.0	40.0	31.8
Strongly agree	45.0	29.0	25.0	25.0	10.0	27.1
Mean	3.5	3.2	3.2	3.5	2.8	3.2
Standard Deviation	1.7	1.7	1.6	1.5	1.6	1.6
Total N =	50	50	50	50	50	250

Table 33: Behaviour of local retail pharmacist

Behavior of Local Retail Pharmacist	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Your local retail pharmacist tries to give you the substitute brand, in case the brand prescribed is not available					•	
Not aware	16.0	10.0	10.0	10.0	10.0	11.0
Strongly disagree	29.0	20.0	39.0	39.0	29.0	31.4
Disagree	0.0	0.0	6.0	0.0	0.0	1.2
Neither agree nor disagree	0.0	0.0	6.0	10.0	10.0	5.1
Agree	35.0	55.0	29.0	35.0	25.0	36.1
Strongly agree	20.0	16.0	10.0	6.0	25.0	15.3
Do you protest to provide the same brand mentioned in the prescription slip			-			
Yes	88.0	88.0	75.0	69.0	65.0	76.9
No	6.0	6.0	20.0	25.0	20.0	15.3
No response	6.0	6.0	6.0	6.0	16.0	7.8
Total N =	50	50	50	50	50	250

Table 34: Prescription cost

Does the price of medicines really matters to you, when it is through the doctor's prescription?	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Yes	70.0	80.0	70.0	70.0	75.0	72.9
No	30.0	10.0	20.0	30.0	20.0	21.9
No response	0.0	10.0	10.0	0.0	6.0	5.2
Total N =	50	50	50	50	50	250

Table 35: Prescription fees (a)

Prescribed medicines are effective	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Strongly disagree	6.0	0.0	0.0	0.0	0.0	1.2
Disagree	6.0	6.0	0.0	0.0	6.0	3.5
Neither agree nor disagree	6.0	6.0	10.0	6.0	0.0	5.5
Agree	19.0	20.0	10.0	35.0	25.0	22.0
Strongly agree	63.0	69.0	80.0	59.0	69.0	67.8
Mean	4.4	4.6	4.7	4.6	4.6	4.6
Standard Deviation	1.1	0.8	0.7	0.6	0.7	0.8
Of the location and ambience			A	*		
Strongly disagree	45.0	35.0	44.0	44.0	39.0	41.6
Disagree	6.0	10.0	0.0	0.0	10.0	5.1
Neither agree nor disagree	10.0	20.0	6.0	25.0	20.0	16.0
Agree	29.0	20.0	35.0	25.0	16.0	24.9
Strongly agree	10.0	16.0	15.0	6.0	16.0	12.5
Mean	2.6	2.7	2.8	2.5	2.6	2.6
Standard Deviation	1.6	1.5	1.7	1.4	1.5	1.5
No other equally qualified and effective physician near-by						··· <u> </u>
Strongly disagree	35.0	30.0	29.0	25.0	29.0	29.8
Disagree	0.0	10.0	6.0	0.0	6.0	4.3
Neither agree nor disagree	20.0	20.0	10.0	25.0	25.0	20.0
Agree	16.0	20.0	29.0	20.0	25.0	22.0
Strongly agree	29.0	20.0	25.0	29.0	15.0	23.9
Mean	3.1	2.9	3.2	3.3	2.9	3.1
Standard Deviation	1.7	1.5	1.6	1.5	1.5	1.6
Maintains good relationship						
Strongly disagree	6.0	6.0	0.0	0.0	0.0	2.3
Disagree	10.0	0.0	10.0	6.0	0.0	5.1
Neither agree nor disagree	15.0	6.0	6.0	20.0	10.0	11.3
Agree	15.0	25.0	25.0	25.0	25.0	23.3
Strongly agree	54.0	63.0	59.0	49.0	65.0	58.0

Mean	4.1	4.5	4.4	4.2	4.6	4.3
Standard Deviation	1.3	1.0	1.0	0.9	0.7	1.0
Trust of getting right prescription and guidelines	***************************************					
Strongly disagree	6.0	0.0	0.0	0.0	0.0	1.2
Neither agree nor disagree	0.0	10.0	6.0	0.0	6.0	4.3
Agree	35.0	20.0	20.0	50.0	25.0	30.0
Strongly agree	59.0	70.0	75.0	50.0	69.0	64.4
Mean	4.5	4.6	4.7	4.5	4.7	4.6
Standard Deviation	0.9	0.7	0.6	0.5	0.6	0.7
Others						
Strongly disagree	0.0	6.0	0.0	0.0	0.0	1.2
Neither agree nor disagree	6.0	6.0	6.0	0.0	0.0	3.5
Agree	0.0	0.0	0.0	0.0	6.0	1.2
Strongly agree	10.0	0.0	6.0	6.0	6.0	5.5
No other reasons	84.0	88.0	88.0	94.0	88.0	88.6
Mean	0.7	0.2	0.4	0.3	0.5	0.4
Standard Deviation	1.6	0.7	1.3	1.1	1.4	1.2
Total N =	50	50	50	50	50	250

Table 36: Prescription fees (b)

Prescription fees paying because	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
He/ she is located at posh area	***************************************			 	<u>, , , , , , , , , , , , , , , , , , , </u>	•
Strongly disagree	55.0	44.0	45.0	44.0	45.0	46.7
Disagree	6.0	6.0	10.0	10.0	20.0	10.1
Neither agree nor disagree	10.0	15.0	10.0	25.0	0.0	12.1
Agree	20.0	19.0	16.0	15.0	10.0	16.0
Strongly agree	10.0	15.0	20.0	6.0	25.0	15.2
Mean	2.3	2.6	2.6	2.3	2.5	2.4
Standard Deviation	1.5	1.6	1.6	1.3	1.7	1.6
Ambience where he/she sits	•					······································
Strongly disagree	45.0	35.0	35.0	35.0	39.0	37.7
Disagree	10.0	6.0	10.0	6.0	0.0	6.2
Neither agree nor disagree	20.0	25.0	20.0	25.0	16.0	21.0
Agree	16.0	15.0	16.0	19.0	29.0	19.1
Strongly agree	10.0	19.0	20.0	15.0	16.0	16.0
Mean	2.4	2.8	2.8	2.8	2.8	2.7
Standard Deviation	1.4	1.6	1.6	1.5	1.6	1.5
Average prescription fees in the city	•			***************************************	***************************************	
Strongly disagree	16.0	10.0	10.0	6.0	0.0	8.2

Total N =	50	50	50	50	50	250
Standard Deviation	2.0	1.4	1.5	2.0	1.5	1.7
Mean	1.0	0.5	0.5	1.0	0.5	0.7
No other reasons	80.0	88.0	90.0	80.0	90.0	85.7
Strongly agree	20.0	6.0	10.0	20.0	10.0	13.1
Agree	0.0	6.0	0.0	0.0	0.0	1.2
Others						
Standard Deviation	1.4	1.4	1.3	1.2	0.9	1.2
Mean .	4.0	3.9	4.1	4.3	4.4	4.1
Strongly agree	49.0	45.0	49.0	63.0	55.0	52.3
Agree	25.0	25.0	25.0	15.0	29.0	24.2
Neither agree nor disagree	10.0	10.0	16.0	10.0	10.0	10.9
Disagree	0.0	10.0	0.0	6.0	6.0	4.3

Table 37: Attribute perceived while buying medicines

Attribute perceived	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Normally look into the prescription slip to enquire about the effectiveness of the prescribed medicine(s)						
Strongly disagree	20.0	0.0	15.0	10v	6.0	10.2
Disagree	6.0	0.0	6.0	10.0	6.0	5.5
Neither agree nor disagree	6.0	10.0	0.0	10.0	0.0	5.1
Agree	20.0	45.0	44.0	35.0	39.0	36.7
Strongly agree	49.0	45.0	35.0	35.0	49.0	42.6
Mean	3.8	4.4	3.8	3.8	4.3	4.0
Standard Deviation	1.6	0.7	1.4	1.3	1.1	1.3
Normally stick to the medicine name prescribed in the slip						
Strongly disagree	6.0	0.0	0.0	0.0	0.0	1.2
Disagree	6.0	0.0	0.0	0.0	6.0	2.3
Neither agree nor disagree	15.0	16.0	10.0	20.0	15.0	15.2
Agree	19.0	20.0	16.0	16.0	25.0	19.1
Strongly agree	54.0	65.0	75.0	59.0	48.0	59.9
No response	0.0	0.0	0.0	6.0	6.0	2.3
Mean	4.2	4.5	4.7	4.2	4.1	4.3
Standard Deviation	1.2	0.8	0.7	1.3	1.3	1.1
Sometimes do ask for substitute medicines, in case the prescribed medicine in not available with the chemist near to my vicinity						
Strongly disagree	54.0	29.0	30.0	44.0	29.0	37.5

Disagree	10.0	6.0	0.0	6.0	10.0	6.3
Neither agree nor disagree	6.0	25.0	10.0	15.0	25.0	16.4
Agree	6.0	10.0	40.0	19.0	16.0	18.0
Strongly agree	25.0	29.0	20.0	15.0	20.0	21.9
Mean	2.4	3.1	3.2	2.6	2.9	2.8
Standard Deviation	. 1.7	1.6	1.6	1.6	1.5	1.6
Total N =	50	50	50	50	50	250

Table 38: Demographic profile of the patient

Personal Detail	Ahmedabad	Baroda	Surat	Pune	Mumbai	Total
Age	,					
18-21 yrs	6.0	10.0	16.0	10.0	16.0	11.3
22-26 yrs	35.0	35.0	20.0	15.0	16.0	24.2
27-31 yrs	20.0	29.0	10.0	6.0	10.0	14.8
>31 yrs	39.0	25.0	55.0	63.0	59.0	48.4
Not reported	0.0	0.0	0.0	6.0	0.0	1.2
Sex						
Male	25.0	35.0	45.0	40.0	40.0	37.2
Female	75.0	65.0	55.0	60.0	60.0	62.8
Qualification						
Under-graduate	45.0	45.0	59.0	40.0	50.0	47.8
Graduate	29.0	29.0	29.0	50.0	30.0	33.6
Post graduate	25.0	25.0	6.0	10.0	20.0	17.4
Others	0.0	0.0	6.0	0.0	0.0	1.2
Family Size			-			
Husband & Wife	6.0	10.0	10.0	0.0	6.0	6.3
Husband, wife and one child	10.0	20.0	20.0	15.0	16.0	16.0
Husband, wife and two or more child	45.0	25.0	16.0	25.0	29.0	28.1
Joint family	10.0	20.0	25.0	35.0	39.0	25.8
Unmarried	29.0	20.0	29.0	19.0	10.0	21.5
Widow/ Single	0.0	6.0	0.0	6.0	0.0	2.3
Income Group						
<60,000/annum	63.0	65.0	69.0	69.0	69.0	66.8
60,000-1,50,000/annum	25.0	29.0	10.0	10.0	16.0	18.0
1,50,000-2,00,000/annum	6.0	6.0	16.0	10.0	10.0	9.4
>2,00,000/annum	6.0	0.0	6.0	6.0	0.0	3.5
No response	0.0	0.0	0.0	6.0	6.0	2.3
Total N ≔	50	50	50	50	50	250

Table 39: [Factors: 18-21 years, 22-26 years, 27-31 years and more than 31 years;

Dependent variables: four composite variables]

		Sum of Squares	df	Mean Square	, F	Sig.
Prescription behaviour	Between Groups	21.384	4	5.346	.717	.581
of Physician	Within Groups	1826.016	245	7.453		
	Total	1847.400	249			
Prescription cost of	Between Groups	133.586	4	33.397	4.238	.002
the doctor	Within Groups	1930.889	245	7.881		
	Total	2064.475	249		·	
Reasons for the	Between Groups	24.988	4	6.247	.645	.631
prescription cost	Within Groups	2371.487	245	9.680	•	
	Total	2396.475	249			
Attributes perceived	Between Groups	141.138	4	35.285	5.840	.000
while buying	Within Groups	1480.337	245	6.042		
generic/ethical medicines	Total	1621.475	249			

Table 40: [Factors: Male, and Female; Dependent variables: four composite variables] ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Prescription behaviour	Between Groups	10.216	1	10.216	1.379	.241
of Physician	Within Groups	1837.184	248	7.408		
	Total	1847.400	249			
Prescription cost of	Between Groups	8.553	1	8.553	1.032	.311
the doctor	Within Groups	2055.922	248	8.290		
	Total .	2064.475	249			
Reasons for the	Between Groups	39.660	1	39.660	4.173	.042
prescription cost	Within Groups	2356.815	248	9.503		
	Total	2396.475	249			
Attributes perceived	Between Groups	.162	1	.162	.025	.875
while buying	Within Groups	1621.313	248	6.538		
generic/ethical medicines	Total	1621.475	249			

Table 41: [Factors: Under graduate, Graduate, Post-Graduate and Others; Dependent variables: four composite variables]

		Sum of Squares	df	Mean Square	F	Sig.
Prescription behaviour	Between Groups	6.334	3	2.111	.282	.838
of Physician	Within Groups	1841.066	246	7.484		
	Total	1847.400	249			
Prescription cost of	Between Groups	7.885	3	2.628	.314	.815
the doctor	Within Groups	2056.590	246	8.360		
	Total	2064.475	249			
Reasons for the	Between Groups	16.867	3	5.622	.581	.628
prescription cost	Within Groups	2379.608	246	9.673		
	Total	2396.475	249			-
Attributes perceived	Between Groups	21.601	3	7.200	1.107	.347
while buying generic/ethical	Within Groups	1599.874	246	6.504		
medicines	Total	1621.475	249			

Table 42: [Factors: Husband and wife; Husband, wife and one child; Husband, wife and two or more child; Joint family; Unmarried; Widow/Single; **Dependent variables:** four composite variables]

		Sum of Squares	df	Mean Square	F	Sig.
Prescription behaviour	Between Groups	216.365	5	43.273	6.474	.000
of Physician	Within Groups	1631.035	244	6.685		
	Total	1847.400	249		·	
Prescription cost of	Between Groups	144.998	5	29.000	3.686	.003
the doctor	Within Groups	1919.477	244	7.867		
	Total	2064.475	249			
Reasons for the	Between Groups	35.101	5	7.020	.725	.605
prescription cost	Within Groups	2361.374	244	9.678		-
1	Total	2396.475	249			
Attributes perceived	Between Groups	217.934	5	43.587	7.577	.000
while buying	Within Groups	1403.541	244	5.752		
generic/ethical medicines	Total	1621.475	249			

Table 43: [Factors: <60,000/annum, 60,000-1,50,000/annum, 1,50,000-2,00,000/annum, >2,00,000/annum; Dependent variables: four composite variables]

		Sum of Squares	df	Mean Square	F	Sig.
Prescription behaviour	Between Groups	118.822	4	29.705	4.210	.003
of Physician	Within Groups	1728.578	245	7.055		
	Total	1847.400	249			
Prescription cost of	Between Groups	155.394	4	38.849	4.986	.001
the doctor	Within-Groups	1909.081	245	7.792		
	Total	2064.475	249			
Reasons for the	Between Groups	422.370	4	105.592	13.105	.000
prescription cost	Within Groups	1974.105	245	8.058		
	Total	2396.475	249			
Attributes perceived	Between Groups	308.938	4	77.235	14.417	.000
while buying	Within Groups	1312.537	245	5.357		
generic/ethical medicines	Total	1621.475	249			

Table 44: [Factors: 18-21 years, 22-26 years, 27-31 years and more than 31 years; **Dependent variables:** 19 overall variables]

		Sum of Squares	df	Mean Square	F	Sig.
V1	Between Groups	10.551	4	2.638	3.612	.007
	Within Groups	178.924	245	.730		
	Total	189.475	249			
V2	Between Groups	1.792	4	.448	1.112	.351
	Within Groups	98.683	245	.403		
	Total	100.475	249			
٧3	Between Groups	17.653	4	4.413	7.528	.000
	Within Groups	143.622	245	.586		
	Total	161.275	249			
V4	Between Groups	20.484	4	5.121	3.247	.013
	Within Groups	386.391	245	1.577		
	Total	406.875	249			
V5	Between Groups	33.673	4	8.418	4.520	.002
	Within Groups	456.327	245	1.863		
	Total	490.000	249			
V6	Between Groups	6.238	4	1.560	1.521	.197
	Within Groups	251.237	245	1.025		
	Total	257.475	249			

V7	Between Groups	6.713	4	1.678	4.805	.001
	Within Groups	85.562	245	.349		
	Total	92.275	249			
V8	Between Groups	27.709	4	6.927	2.693	.032
	Within Groups	630.191	245	2.572		
	Total	657.900	249			
V9	Between Groups	3.355	4	.839	1.296	.272
	Within Groups	158.520	245	.647		
	Total	161.875	249			
V10	Between Groups	28.861	4	7.215	3.237	.013
	Within Groups	546.139	245	2.229		
	Total	575.000	249			
V11	Between Groups	65.052	4	16.263	7.392	.000
	Within Groups	539.048	245	2.200		
	Total	604.100	249			
V12	Between Groups	12.738	4	3.185	3.368	.010
	Within Groups	231.662	245	.946		
	Total	244.400	249			
V13	Between Groups	5.748	4	1.437	3.348	.011
	Within Groups	105.152	245	.429		
l	Total	110.900	249			
V14	Between Groups	8.747	4	2.187	.905	.462
	Within Groups	592.153	245	2.417		
	Total	600.900	249	į		
V15	Between Groups	11.022	4	2.756	1.190	.316
ŀ	Within Groups	567.453	245	2.316		
	Total	578.475	249			
V16	Between Groups	10.148	4	2.537	1.692	.152
	Within Groups	367.352	245	1.499		
	Total	377.500	249			
V17	Between Groups	51.797	4	12.949	9.247	.000
İ	Within Groups	343.103	245	1.400		
	Total	394.900	249			
V18	Between Groups	23.851	4	5.963	8.008	.000
	Within Groups	182.424	245	.745		
	Total	206.275	249			
V19	Between Groups	34.055	4	8.514	3.386	.010
	Within Groups	615.945	245	2.514		
	Total	650.000	249			

Table 45: [Factors: Male, and Female; Dependent variables: 19 overall variables]

ANOVA

		Sum of	. ئىد	Mann Causan	p	0:-
V1	Between Groups	Squares .020	df 1	Mean Square	.026	Sig. .872
VI	Within Groups		-	.020	.026	.872
	Total	189.455	248	.764		
V2	Between Groups	189.475	249	222	000	000
V Z.	•	.003	1	.003	.800.	.930
	Within Groups Total	100.472	248	.405		
Wo.		100.475	249			
V3	Between Groups	.001	1	.001	.001	.971
	Within Groups	161.274	248	.650		
V4	Total	161.275	249			
V4	Between Groups	2.220	1	2.220	1.361	.245
	Within Groups	404.655	248	1.632		
	Total	406.875	249			
V5	Between Groups	2.269	1	2.269	1.154	.284
	Within Groups	487.731	248	1.967		
	Total	490.000	249			
V6	Between Groups	.742	1	.742	.717	.398
	Within Groups	256.733	248	1.035		
	Total	257.475	249			
V7	Between Groups	.040	1	.040	.107	.744
	Within Groups	92.235	248	.372		
	Total	92.275	249			
V8	Between Groups	6.626	1	6.626	2.523	.113
	Within Groups	651.274	248	2.626		
	Total	657.900	249			
V9	Between Groups	.592	1	.592	.911	.341
	Within Groups	161.283	248	.650		
	Total	161.875	249			
V10	Between Groups	10.300	1	10.300	4.524	.034
	Within Groups .	564.700	248	2.277		
	Total	575.000	249			
V11	Between Groups	8.268	1	8.268	3.441	.065
	Within Groups	595.832	248	2.403		**************************************
	Total	604,100	249			
V12	Between Groups	.076	1	.076	.077	.782
	Within Groups	244,324	248	.985		
	Total	244.400	249			
V13	Between Groups	4.476	1	4.476	10.430	.001
	Within Groups	106.424	248	.429		
	Total	110.900	249			
V14	Between Groups	4.476	1	4.476	1.861	.174
	Within Groups	596.424	248	2.405		

l	Total	600.900	249			
V15	Between Groups	3.209	1	3.209	1.383	.241
	Within Groups	575.266	248	2.320		
	Total	578.475	249			
V16	Between Groups	5.715	1	5.715	3.812	.052
	Within Groups	371.785	248	1.499		
1	Total	377.500	249			
V17	Between Groups	1.140	1	1.140	.718	.398
	Within Groups	393.760	248	1.588		
1	Total	394.900	249		·	
V18	Between Groups	.001	1	.001	.001	.974
	Within Groups	206.274	248	.832		
	Total	206.275	249			
· V19	Between Groups	2.076	1	2.076	.795	.374
	Within Groups	647.924	248	2.613		
<u> </u>	Total	650.000	249			

Table 46: [Factors: Under graduate, Graduate, Post-Graduate and Others; Dependent variables: 19 overall variables]

		Sum of Squares	df	Mean Square	F	Sig.
V1	Between Groups	4.696	3	1.565	2.084	.103
	Within Groups	184.779	246	.751		
	Total	189.475	249			
V2	Between Groups	1.308	3	.436	1.082	.357
	Within Groups	99.167	246	.403		
	Total	100.475	249			
V3	Between Groups	3.092	3	1.031	1.603	.189
	Within Groups	158.183	246	.643		
	Total	161.275	249			
V4	Between Groups	14.354	3	4.785	2.999	.031
	Within Groups	392.521	246	1.596		Ì
	Total	406.875	249			
V5	Between Groups	28.434	3	9.478	5.052	.002
	Within Groups	461.566	246	1.876		
·	Total	490.000	249			`
V6	Between Groups	10.885	3	3.628	3.620	.014
	Within Groups	246.590	246	1.002		·
	Total	257.475	249			
V7	Between Groups	.731	3	.244	.655	.581
	Within Groups	91.544	246	.372		
	Total	92.275	249			
V8	Between Groups	19.187	3	6.396	2.463	.063
	Within Groups	638.713	246	2.596		

l	Total	657.900	249			
V9	Between Groups	5.135	3	1.712	2.686	.047
į	Within Groups	156.740	246	.637		
	Total	161.875	249			
V10	Between Groups	8.802	3	2.934	1.275	.284
ł	Within Groups	566.198	246	2.302		
	Total	575.000	249			
V11	Between Groups	12.755	3	4.252	1.769	.154
	Within Groups	591.345	246	2.404		
	Total	604.100	249			
V12	Between Groups	2.981	3	.994	1.013	.388
	Within Groups	241.419	246	.981		
	Total	244.400	249			
V13	Between Groups	1.231	3	.410	.920	.432
,	Within Groups	109.669	246	.446		
	Total	110.900	249			
V14	Between Groups	13.976	3	4.659	1.953	.122
	Within Groups	586.924	246	2.386		
	Total	600.900	249			
V15	Between Groups	8.306	3	2.769	1.195	.312
	Within Groups	570.169	246	2.318		
	Total	578.475	249			
V16	Between Groups	18.361	3	6.120	4.192	.006
	Within Groups	359.139	246	1.460		
	Total	377.500	249			
V17	Between Groups	12.866	3	4.289	2.761	.043
	Within Groups	382.034	246	1.553		
	Total	394.900	249			
V18	Between Groups	.861	3	.287	.344	.794
	Within Groups	205.414	246	.835		
	Total	206.275	249			
V19	Between Groups	7.672	. 3	2.557	.979	.403
	Within Groups	642.328	246	2.611		
	Total	650.000	249			

Table 47: [Factors: Husband and wife; Husband, wife and one child; Husband, wife and two or more child; Joint family; Unmarried; Widow/Single; **Dependent variables:** 19 overall variables]

		Sum of				
		Squares	df	Mean Square	F	Sig.
V1	Between Groups	10.193	5	2.039	2.774	.019
	Within Groups	179.282	244	.735		
	Total	189.475	249			
V2	Between Groups	4.081	5	.816	2.066	.070
	Within Groups	96.394	244	.395		
	Total	100.475	249			
V3	Between Groups	8.762	5	1.752	2.804	.018
	Within Groups	152.513	244	.625		
	Total	161.275	249			
V4	Between Groups	11.102	5	2.220	1.369	.237
	Within Groups	395.773	244	1.622		
	Total	406.875	249			
V5	Between Groups	84.114	5	16.823	10.113	.000
	Within Groups	405.886	244	1.663		
	Total	490.000	249			
V6	Between Groups	23.406	5	4.681	4.880	.000
	Within Groups	234.069	244	.959		
	Total	257.475	249			
V 7	Between Groups	6.179	5	1.236	3.502	.004
	Within Groups	86.096	244	.353		
	Total	92.275	249			
V8	Between Groups	47.640	5	9.528	3.810	.002
	Within Groups	610.260	244	2.501		
	Total	657.900	249			
V9	Between Groups	6,742	5	1.348	2.121	.064
	Within Groups	155.133	244	.636		
	Total	161.875	249			
V10	Between Groups	47.352	5	9,470	4.379	.001
	Within Groups	527.648	244	2.162		
	Total	575.000	249			
V11	Between Groups	91.290	5	18.258	8.687	.000
	Within Groups	512.810	244	2.102	0.00.	
	Total	604.100	249	2.102		
V12	Between Groups	13.974	5	2.795	2.959	.013
. , _	Within Groups	230.426	244	.944	2.000	.070
	Total	230.420	249	.544		
V13	Between Groups	.796	249 5	.159	.353	.880
'''	Within Groups	1	_	.451	.505	.000
	Total	110.104 110.900	244	.431		
V14	Between Groups	•	249	1 000	E 17	760
1 1 14	permeen aroups	6.302	5	1.260	.517	.763

	Within Groups	594.598	244	2.437		
	Total	600.900	249			
V15	Between Groups	19.624	5	3.925	1.714	.132
1	Within Groups	558.851	244	2.290		
	Total	578.475	249			
V16	Between Groups	29.730	5	5.946	4.172	.001
	Within Groups	347.770	244	1.425		
l	Total	377.500	249			
V17	Between Groups	27.106	5	5.421	3.597	.004
1	Within Groups	367.794	244	1.507		
1	Total	394.900	249			
V18	Between Groups	15.744	5	3.149	4.033	.002
	Within Groups	190.531	244	.781		l
l	Total	206.275	249			
V19	Between Groups	58.691	5	11.738	4.844	.000
	Within Groups	591.309	244	2.423		
	Total	650.000	249			

Table 48: [Factors: <60,000/annum, 60,000-1,50,000/annum, 1,50,000-2,00,000/annum, >2,00,000/annum; Dependent variables: *19* overall variables]

j	T		-			
		Sum of Squares	df	Mean Square	F	Sig.
V1	Between Groups	35.161	4	8.790	13.956	.000
	Within Groups	154.314	245	.630		
	Total	189.475	249			
V2	Between Groups	5.977	4	1.494	3.874	.005
	Within Groups	94.498	245	.386		
	Total	100.475	249			
V 3	Between Groups	2.660	4	.665	1.027	.394
	Within Groups	158.615	245	.647		
}	Total	161.275	249			
V4	Between Groups	114.383	4	28.596	23.953	.000
	Within Groups	292.492	245	1.194		
	Total	406.875	249			
V5	Between Groups	20.837	4	5.209	2.720	.030
	Within Groups	469.163	245	1.915		
	Total	490.000	249			
V6	Between Groups	13.897	4	3.474	3.494	.009
	Within Groups	243.578	245	.994		
	Total	257.475	249			
V7	Between Groups	.608	4	.152	.406	.804
	Within Groups	91.667	245	.374		
	Total	92.275	249			
	Between Groups	16.867	4	4.217	1.612	.172

V8	Between Groups	16.867	4	4.217	1.612	.172
, ,	Within Groups	641.033	245	2.616		
	Total	657.900	249	,		
V9	Between Groups	43.525	4	10.881	22.526	.000
	Within Groups	118.350	245	.483		
	Total	161.875	249			
V10	Between Groups	22.855	4	5.714	2.535	.041
	Within Groups	552.145	245	2.254		
	Total	575.000	249			
V11	Between Groups	10.803	4	2.701	1.115	.350
	Within Groups	593.297	245	2.422		
	Total	604.100	249			
V12	Between Groups	26.769	4	6.692	7.534	.000
	Within Groups	217.631	245	.888		
	Total	244.400	249			
V13	Between Groups	4.703	4	1.176	2.713	.031
	Within Groups	106.197	245	.433		
	Total	110.900	249			
V14	Between Groups	34.364	4	8.591	3.715	.006
	Within Groups	566.53 6	245	2.312		
	Total	600.900	249			
V15	Between Groups	47.911	4	11.978	5.531	.000
	Within Groups	530.564	245	2.166		
	Total	578.475	249			
V16	Between Groups	66.311	4	16.578	13.052	.000
	Within Groups	311.189	245	1.270		
	Total	377.500	249			
V17	Between Groups	108.495	4	27.124	23.202	.000
	Within Groups	286.405	245	1.169		
	Total	394.900	249			
V18	Between Groups	16.884	4	4.221	5.460	.000
	Within Groups	189.391	245	.773		
	Total	206.275	249	,		
V19	Between Groups	43.342	4	10.835	4.376	.002
	Within Groups	606.658	245	2.476		
	Total	650.000	249			