

APPENDIX III: PHARMACISTS RESPONSE

Descriptive analysis

I. Details of the Pharmacist store

Table 49: Details of the Store

| Number of store own | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|---------------------------|-----------|--------|-------|------|--------|-------|
| 1 | 100.0 | 94.0 | 94.0 | 90.0 | 94.0 | 94.5 |
| 2 | 0.0 | 6.0 | 6.0 | 10.0 | 6.0 | 5.5 |
| Store size | | | | | | |
| <250 sq ft | 75.0 | 66.0 | 76.0 | 68.0 | 70.0 | 70.9 |
| >250 sp ft | 25.0 | 34.0 | 24.0 | 32.0 | 30.0 | 29.1 |
| Total N = | 50.0 | 50.0 | 50.0 | 50.0 | 50.0 | 250 |
| Establishment year | | | | | | |
| Before 1990 | 35.0 | 39.0 | 35.0 | 25.0 | 35.0 | 34.0 |
| 1991 - 1995 | 10.0 | 20.0 | 6.0 | 20.0 | 15.0 | 14.1 |
| 1996 - 2000 | 25.0 | 16.0 | 29.0 | 10.0 | 15.0 | 19.1 |
| 2001 - 2005 | 29.0 | 25.0 | 29.0 | 39.0 | 29.0 | 30.5 |
| 2006 onward | 0.0 | 0.0 | 0.0 | 6.0 | 6.0 | 2.3 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

Table 50: Location of the Store

| Location of drug store | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|--------------------------------|-----------|--------|-------|------|--------|-------|
| Near Consulting Doctor Chamber | 6.0 | 29.0 | 35.0 | 15.0 | 10.0 | 19.1 |
| Inside the hospital premises | 0.0 | 6.0 | 0.0 | 6.0 | 6.0 | 3.5 |
| In a locality | 29.0 | 35.0 | 35.0 | 35.0 | 20.0 | 30.9 |
| In a commercial area | 65.0 | 29.0 | 29.0 | 44.0 | 65.0 | 46.5 |

Table 51: Type of Store

| Store type | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|------------------------------|-----------|--------|-------|------|--------|-------|
| Family run business | 80.0 | 88.0 | 80.0 | 75.0 | 63.0 | 77.2 |
| Work as an employee | 10.0 | 6.0 | 10.0 | 16.0 | 25.0 | 13.4 |
| Retail chain | 10.0 | 6.0 | 10.0 | 10.0 | 6.0 | 8.3 |
| Store in a hospital premises | 0.0 | 0.0 | 0.0 | 0.0 | 6.0 | 1.2 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

Table 52: Equipments for Storage

| Equipments | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|------------------|-----------|--------|-------|------|--------|-------|
| Fridge | 94.0 | 94.0 | 94.0 | 90.0 | 100.0 | 94.5 |
| No equipments | 6.0 | 6.0 | 6.0 | 10.0 | 0.0 | 5.5 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |
| No of equipments | | | | | | |
| 1 | 78.0 | 84.0 | 94.0 | 80.0 | 100.0 | 87.4 |
| 2 | 16.0 | 10.0 | 0.0 | 10.0 | 0.0 | 7.1 |
| No equipments | 6.0 | 6.0 | 6.0 | 10.0 | 0.0 | 5.5 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

II. Store Management

Table 53: Category of stock in the Store

| Categories of Products Stock | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|--------------------------------------|-----------|--------|-------|-------|--------|-------|
| Health care products | 100.0 | 90.0 | 100.0 | 84.0 | 94.0 | 93.7 |
| Vitamins & Nutritional care products | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Baby care products | 100.0 | 94.0 | 100.0 | 100.0 | 100.0 | 98.8 |
| Personal care products | 100.0 | 94.0 | 100.0 | 90.0 | 94.0 | 95.6 |
| Beauty care products | 94.0 | 94.0 | 100.0 | 90.0 | 80.0 | 91.7 |
| Food & Snack products | 75.0 | 60.0 | 70.0 | 65.0 | 65.0 | 66.8 |
| Alternative medicines | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Others* | 0.0 | 0.0 | 0.0 | 0.0 | 6.0 | 1.2 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

* Homeopathic medicine

Table 54: Period for keeping the stock

(Weighted average of the period for stock keeping was taken as 4 for Daily, 3 for Weekly, 2 for Monthly and 1 for 2-3 months. To get the highest average and the lowest average across product categories)

| Stock period by products | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|---------------------------|-------------------|--------|-------|------|--------|-------|
| Health care products | (Wtg. Avg. 2.709) | | | | | |
| Monthly | 25.0 | 20.0 | 20.0 | 20.0 | 29.0 | 22.9 |
| Weekly | 75.0 | 50.0 | 60.0 | 49.0 | 55.0 | 57.7 |
| Daily | 0.0 | 20.0 | 20.0 | 16.0 | 10.0 | 13.0 |
| Not response/not reported | 0.0 | 10.0 | 0.0 | 16.0 | 6.0 | 6.3 |

| | | | | | | |
|---|--------------------------|-----------|-----------|-----------|-----------|------------|
| Vitamins & Nutritional care products | <i>(Wtg. Avg. 3.157)</i> | | | | | |
| Monthly | 6.0 | 10.0 | 20.0 | 16.0 | 25.0 | 15.4 |
| Weekly | 84.0 | 50.0 | 35.0 | 39.0 | 59.0 | 53.5 |
| Daily | 10.0 | 40.0 | 45.0 | 45.0 | 16.0 | 31.1 |
| Baby care products | <i>(Wtg. Avg. 2.793)</i> | | | | | |
| Monthly | 25.0 | 15.0 | 29.0 | 15.0 | 30.0 | 23.0 |
| Weekly | 59.0 | 54.0 | 49.0 | 63.0 | 60.0 | 57.0 |
| Daily | 16.0 | 15.0 | 16.0 | 15.0 | 10.0 | 14.5 |
| 2-3 months | 0.0 | 10.0 | 6.0 | 6.0 | 0.0 | 4.3 |
| Not response/not reported | 0.0 | 6.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Personal care products | <i>(Wtg. Avg. 2.749)</i> | | | | | |
| Monthly | 16.0 | 15.0 | 39.0 | 10.0 | 39.0 | 23.9 |
| Weekly | 69.0 | 54.0 | 45.0 | 70.0 | 45.0 | 56.5 |
| Daily | 10.0 | 25.0 | 16.0 | 10.0 | 10.0 | 14.1 |
| 2-3 months | 6.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Not response/not reported | 0.0 | 6.0 | 0.0 | 10.0 | 6.0 | 4.3 |
| Beauty care products | <i>(Wtg. Avg. 2.711)</i> | | | | | |
| Monthly | 6.0 | 16.0 | 25.0 | 16.0 | 30.0 | 18.5 |
| Weekly | 78.0 | 59.0 | 59.0 | 59.0 | 40.0 | 59.1 |
| Daily | 10.0 | 20.0 | 16.0 | 16.0 | 10.0 | 14.2 |
| Not response/not reported | 6.0 | 6.0 | 0.0 | 10.0 | 20.0 | 8.3 |
| Food & Snack products | <i>(Wtg. Avg. 1.974)</i> | | | | | |
| Monthly | 6.0 | 10.0 | 20.0 | 20.0 | 16.0 | 14.2 |
| Weekly | 49.0 | 29.0 | 40.0 | 35.0 | 39.0 | 38.6 |
| Daily | 20.0 | 16.0 | 10.0 | 10.0 | 10.0 | 13.0 |
| 2-3 months | 0.0 | 6.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Not response/not reported | 25.0 | 39.0 | 30.0 | 35.0 | 35.0 | 33.1 |
| Alternative medicines | <i>(Wtg. Avg. 3.183)</i> | | | | | |
| Monthly | 6.0 | 10.0 | 16.0 | 20.0 | 35.0 | 17.3 |
| Weekly | 69.0 | 35.0 | 39.0 | 45.0 | 29.0 | 43.5 |
| Daily | 25.0 | 49.0 | 45.0 | 35.0 | 35.0 | 38.0 |
| 2-3 months | 0.0 | 6.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Others stock | | | | | | |
| Daily | 0.0 | 0.0 | 0.0 | 0.0 | 6.0 | 1.2 |
| Not response/not reported | 100.0 | 100.0 | 100.0 | 100.0 | 94.0 | 98.8 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

Table 55: Quantity of stock that the store keeps by product category

(Weighted average of the quantity of stock in the stores was taken as 5 for >15pkt/box, 4 for 12-15 pkt/box, 3 for 5-10 pkt/box, 2 for 2-4 pkt/box and 1 for 0-1 pkt/box. To get the highest average and the lowest average across the product categories)

| Stock normally keep | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|---|------------------|--------|-------|------|--------|-------|
| Health care products | (Wtg. Avg.1.619) | | | | | |
| 0-1 pkt/box | 49.0 | 45.0 | 29.0 | 44.0 | 39.0 | 41.4 |
| 2-4 pkt/box | 35.0 | 29.0 | 65.0 | 35.0 | 29.0 | 38.7 |
| 5-10 pkt/box | 10.0 | 16.0 | 6.0 | 6.0 | 20.0 | 11.3 |
| 12-15 pkt/box | 6.0 | 0.0 | 0.0 | 0.0 | 6.0 | 2.3 |
| Not response/not reported | 0.0 | 10.0 | 0.0 | 15.0 | 6.0 | 6.3 |
| Vitamins & Nutritional care products | (Wtg. Avg.2.477) | | | | | |
| 0-1 pkt/box | 39.0 | 25.0 | 10.0 | 20.0 | 45.0 | 27.7 |
| 2-4 pkt/box | 16.0 | 25.0 | 35.0 | 25.0 | 10.0 | 22.3 |
| 5-10 pkt/box | 35.0 | 29.0 | 35.0 | 29.0 | 29.0 | 31.6 |
| 12-15 pkt/box | 10.0 | 6.0 | 10.0 | 20.0 | 10.0 | 10.9 |
| >15 pkt/box | 0.0 | 15.0 | 10.0 | 6.0 | 6.0 | 7.4 |
| Baby care products | (Wtg. Avg.1.875) | | | | | |
| 0-1 pkt/box | 49.0 | 29.0 | 20.0 | 39.0 | 45.0 | 36.3 |
| 2-4 pkt/box | 35.0 | 44.0 | 55.0 | 45.0 | 25.0 | 41.0 |
| 5-10 pkt/box | 16.0 | 15.0 | 25.0 | 16.0 | 20.0 | 18.4 |
| 12-15 pkt/box | 0.0 | 0.0 | 0.0 | 0.0 | 10.0 | 2.0 |
| >15 pkt/box | 0.0 | 6.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Not response/not reported | 0.0 | 6.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Personal care products | (Wtg. Avg.1.884) | | | | | |
| 0-1 pkt/box | 49.0 | 43.0 | 25.0 | 45.0 | 43.0 | 41.2 |
| 2-4 pkt/box | 35.0 | 25.0 | 35.0 | 20.0 | 15.0 | 25.8 |
| 5-10 pkt/box | 10.0 | 15.0 | 35.0 | 25.0 | 25.0 | 21.9 |
| 12-15 pkt/box | 6.0 | 6.0 | 6.0 | 0.0 | 6.0 | 4.6 |
| >15 pkt/box | 0.0 | 6.0 | 0.0 | 0.0 | 6.0 | 2.3 |
| Not response/not reported | 0.0 | 6.0 | 0.0 | 10.0 | 6.0 | 4.2 |
| Beauty care products | (Wtg. Avg.1.783) | | | | | |
| 0-1 pkt/box | 45.0 | 20.0 | 20.0 | 39.0 | 35.0 | 31.6 |
| 2-4 pkt/box | 39.0 | 39.0 | 65.0 | 45.0 | 15.0 | 40.6 |
| 5-10 pkt/box | 10.0 | 29.0 | 10.0 | 6.0 | 15.0 | 14.1 |
| 12-15 pkt/box | 0.0 | 6.0 | 6.0 | 0.0 | 10.0 | 4.3 |
| >15 pkt/box | 0.0 | 0.0 | 0.0 | 0.0 | 6.0 | 1.2 |
| Not response/not reported | 6.0 | 6.0 | 0.0 | 10.0 | 19.0 | 8.2 |
| Food & Snack products | (Wtg. Avg.1.247) | | | | | |
| 0-1 pkt/box | 54.0 | 25.0 | 20.0 | 39.0 | 29.0 | 33.6 |
| 2-4 pkt/box | 6.0 | 16.0 | 30.0 | 10.0 | 15.0 | 15.2 |

| | | | | | | |
|------------------------------|-------------------------|-----------|-----------|-----------|-----------|------------|
| 5-10 pkt/box | 15.0 | 20.0 | 10.0 | 10.0 | 15.0 | 14.1 |
| 12-15 pkt/box | 0.0 | 0.0 | 10.0 | 0.0 | 6.0 | 3.1 |
| >15 pkt/box | 0.0 | 0.0 | 0.0 | 6.0 | 0.0 | 1.2 |
| Not response/not reported | 25.0 | 39.0 | 30.0 | 35.0 | 35.0 | 32.8 |
| Alternative medicines | <i>(Wtg. Avg.2.912)</i> | | | | | |
| 0-1 pkt/box | 39.0 | 25.0 | 6.0 | 20.0 | 49.0 | 27.8 |
| 2-4 pkt/box | 20.0 | 20.0 | 20.0 | 20.0 | 16.0 | 18.8 |
| 5-10 pkt/box | 16.0 | 16.0 | 25.0 | 16.0 | 0.0 | 14.5 |
| 12-15 pkt/box | 0.0 | 10.0 | 10.0 | 16.0 | 25.0 | 12.2 |
| >15 pkt/box | 25.0 | 29.0 | 39.0 | 29.0 | 10.0 | 26.7 |
| Others | | | | | | |
| 0-1 pkt/box | 0.0 | 0.0 | 0.0 | 0.0 | 6.0 | 1.2 |
| Not response/not reported | 100.0 | 100.0 | 100.0 | 100.0 | 94.0 | 98.8 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

Table 56: Proportion of monthly income from each product category
 (Weighted average of the monthly income from each product category in the stores was taken as 3 for <30 percent, 2 for <20 percent and 1 for <10 percent. To get the highest average and lowest average across the product categories)

| Proportion of Monthly Income | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|---|-------------------------|--------|-------|------|--------|-------|
| Health care products | <i>(Wtg. Avg.1.131)</i> | | | | | |
| <10 percent | 84.0 | 75.0 | 84.0 | 78.0 | 88.0 | 82.0 |
| <20 percent | 6.0 | 6.0 | 10.0 | 0.0 | 0.0 | 4.3 |
| <30 percent | 10.0 | 10.0 | 6.0 | 6.0 | 6.0 | 7.5 |
| Not response/not reported | 0.0 | 10.0 | 0.0 | 16.0 | 6.0 | 6.3 |
| Vitamins & Nutritional care products | <i>(Wtg. Avg.2.189)</i> | | | | | |
| <10 percent | 70.0 | 55.0 | 65.0 | 65.0 | 69.0 | 64.6 |
| <20 percent | 20.0 | 39.0 | 29.0 | 35.0 | 25.0 | 29.9 |
| <30 percent | 10.0 | 6.0 | 6.0 | 0.0 | 6.0 | 5.5 |
| Baby care products | <i>(Wtg. Avg.1.213)</i> | | | | | |
| <10 percent | 84.0 | 78.0 | 84.0 | 78.0 | 84.0 | 82.0 |
| <20 percent | 6.0 | 16.0 | 10.0 | 16.0 | 10.0 | 11.4 |
| <30 percent | 10.0 | 0.0 | 6.0 | 6.0 | 6.0 | 5.5 |
| Not response/not reported | 0.0 | 6.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Personal care products | <i>(Wtg. Avg.1.220)</i> | | | | | |
| Not response/not reported | 0.0 | 6.0 | 0.0 | 10.0 | 6.0 | 4.3 |
| <10 percent | 80.0 | 65.0 | 78.0 | 78.0 | 73.0 | 74.9 |
| <20 percent | 10.0 | 29.0 | 16.0 | 6.0 | 15.0 | 15.3 |
| <30 percent | 10.0 | 0.0 | 6.0 | 6.0 | 6.0 | 5.5 |

| | | | | | | |
|----------------------------------|-------------------------|-----------|-----------|-----------|-----------|------------|
| Beauty care products | <i>(Wtg. Avg.1.181)</i> | | | | | |
| <10 percent | 69.0 | 69.0 | 78.0 | 75.0 | 65.0 | 71.0 |
| <20 percent | 16.0 | 25.0 | 16.0 | 10.0 | 10.0 | 15.3 |
| <30 percent | 10.0 | 0.0 | 6.0 | 6.0 | 6.0 | 5.5 |
| Not response/not reported | 6.0 | 6.0 | 0.0 | 10.0 | 20.0 | 8.2 |
| Food & Snack products | <i>(Wtg. Avg.0.869)</i> | | | | | |
| <10 percent | 55.0 | 40.0 | 45.0 | 55.0 | 55.0 | 50.0 |
| <20 percent | 20.0 | 20.0 | 20.0 | 10.0 | 0.0 | 13.8 |
| <30 percent | 0.0 | 0.0 | 6.0 | 0.0 | 10.0 | 3.1 |
| Not response/not reported | 25.0 | 40.0 | 29.0 | 35.0 | 35.0 | 33.1 |
| Alternative medicines | <i>(Wtg. Avg.1.533)</i> | | | | | |
| <10 percent | 69.0 | 69.0 | 59.0 | 75.0 | 65.0 | 67.1 |
| <20 percent | 16.0 | 16.0 | 6.0 | 10.0 | 16.0 | 12.5 |
| <30 percent | 16.0 | 16.0 | 35.0 | 16.0 | 20.0 | 20.4 |
| Others | | | | | | |
| <10 percent | 0.0 | 0.0 | 0.0 | 0.0 | 6.0 | 1.2 |
| Not response/not reported | 100.0 | 100.0 | 100.0 | 100.0 | 94.0 | 98.8 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

Table 57: Movement of stock by product category from the Store counter
(Weighted average of the movement of stock by product category in the stores was taken as 2 for fast moving and 1 for slow moving. To get the highest average and lowest average across the product categories)

| Movement of products | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|---|-------------------------|---------------|--------------|-------------|---------------|--------------|
| Health care products | <i>(Wtg. Avg.1.219)</i> | | | | | |
| Slow moving | 65.0 | 75.0 | 65.0 | 49.0 | 75.0 | 65.5 |
| Fast moving | 35.0 | 16.0 | 35.0 | 35.0 | 20.0 | 28.2 |
| Not response/not reported | 0.0 | 10.0 | 0.0 | 16.0 | 6.0 | 6.3 |
| Vitamins & Nutritional care products | <i>(Wtg. Avg.1.659)</i> | | | | | |
| Slow moving | 35.0 | 40.0 | 20.0 | 30.0 | 45.0 | 34.1 |
| Fast moving | 65.0 | 60.0 | 80.0 | 70.0 | 55.0 | 65.9 |
| Baby care products | <i>(Wtg. Avg.1.320)</i> | | | | | |
| Slow moving | 75.0 | 69.0 | 70.0 | 55.0 | 60.0 | 65.6 |
| Fast moving | 25.0 | 25.0 | 30.0 | 45.0 | 40.0 | 33.2 |
| Not response/not reported | 0.0 | 6.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Personal care products | <i>(Wtg. Avg.1.335)</i> | | | | | |
| Slow moving | 80.0 | 49.0 | 60.0 | 55.0 | 45.0 | 57.7 |
| Fast moving | 20.0 | 45.0 | 40.0 | 35.0 | 49.0 | 37.9 |
| Not response/not reported | 0.0 | 6.0 | 0.0 | 10.0 | 6.0 | 4.3 |

| | | | | | | |
|----------------------------------|-------------------------|-----------|-----------|-----------|-----------|------------|
| Beauty care products | <i>(Wtg. Avg.1.169)</i> | | | | | |
| Slow moving | 78.0 | 55.0 | 84.0 | 55.0 | 60.0 | 66.5 |
| Fast moving | 16.0 | 39.0 | 16.0 | 35.0 | 20.0 | 25.2 |
| Not response/not reported | 6.0 | 6.0 | 0.0 | 10.0 | 20.0 | 8.3 |
| Food & Snack products | <i>(Wtg. Avg.0.875)</i> | | | | | |
| Slow moving | 55.0 | 35.0 | 55.0 | 39.0 | 49.0 | 46.7 |
| Fast moving | 20.0 | 25.0 | 16.0 | 25.0 | 16.0 | 20.4 |
| Not response/not reported | 25.0 | 39.0 | 29.0 | 35.0 | 35.0 | 32.9 |
| Alternative medicines | <i>(Wtg. Avg.1.729)</i> | | | | | |
| Slow moving | 30.0 | 30.0 | 20.0 | 30.0 | 25.0 | 27.1 |
| Fast moving | 70.0 | 70.0 | 80.0 | 70.0 | 75.0 | 72.9 |
| Others | | | | | | |
| Slow moving | 0.0 | 0.0 | 0.0 | 0.0 | 6.0 | 1.2 |
| Not response/not reported | 100.0 | 100.0 | 100.0 | 100.0 | 94.0 | 98.8 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

III. Mode of payment for the procurement of stock

Table 58: Mode of payment and average credit period for credit purchase

| Mode of payment | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|------------------------------|-----------|-----------|-----------|-----------|-----------|------------|
| Cash | 40 | 45 | 59 | 55 | 50 | 49.8 |
| Credit | 20 | 10 | 6 | | 10 | 9.1 |
| Both | 40 | 45 | 35 | 45 | 40 | 41.1 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |
| Average credit period | | | | | | |
| <10 days | 42 | 64 | 24 | 33 | 38 | 41.5 |
| 10 days | 16 | 0 | 24 | 21 | 19 | 15.4 |
| 15 days | 16 | 36 | 24 | 13 | 12 | 20.0 |
| 20 days | 10 | 0 | 14 | 13 | 12 | 9.2 |
| A month | 16 | 0 | 14 | 21 | 19 | 13.8 |
| Total N = | 31 | 28 | 21 | 24 | 26 | 130 |

IV. Attitudinal Information

Table 59: Stock of medicine brands

| Stock of Medicine brand | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|--|------------|------------|------------|------------|------------|------------|
| Normally stock brands, which are prescribed by the doctor(s) nearby my store | | | | | | |
| Strongly Disagree | 0.0 | 0.0 | 0.0 | 0.0 | 6.0 | 1.2 |
| Disagree | 6.0 | 0.0 | 6.0 | 6.0 | 6.0 | 4.7 |
| Neither agree nor disagree | 10.0 | 6.0 | 6.0 | 15.0 | 15.0 | 10.5 |
| Agree | 39.0 | 20.0 | 35.0 | 25.0 | 25.0 | 28.7 |
| Strongly Agree | 45.0 | 75.0 | 54.0 | 54.0 | 48.0 | 55.0 |
| Mean | 4.3 | 4.7 | 4.4 | 4.3 | 4.1 | 4.4 |
| Standard Deviation | 0.8 | 0.6 | 0.8 | 0.9 | 1.2 | 0.9 |
| Selection of medicine brand(s) is normally done based on the specialty and preferences of the doctor | | | | | | |
| Disagree | 6.0 | 0.0 | 10.0 | 0.0 | 6.0 | 4.3 |
| Neither agree nor disagree | 29.0 | 25.0 | 20.0 | 25.0 | 16.0 | 23.2 |
| Agree | 39.0 | 39.0 | 40.0 | 39.0 | 59.0 | 43.3 |
| Strongly Agree | 25.0 | 35.0 | 30.0 | 35.0 | 20.0 | 29.1 |
| Mean | 3.9 | 4.1 | 3.9 | 4.1 | 4.0 | 4.0 |
| Standard Deviation | 0.9 | 0.8 | 1.0 | 0.8 | 0.8 | 0.8 |
| I visit Doctor(s) near-by my store to fix the set of medicine brands; their ranges and their quantity | | | | | | |
| Strongly Disagree | 10.0 | 29.0 | 25.0 | 25.0 | 20.0 | 22.0 |
| Disagree | 0.0 | 0.0 | 0.0 | 10.0 | 6.0 | 3.1 |
| Neither agree nor disagree | 20.0 | 0.0 | 16.0 | 6.0 | 25.0 | 13.4 |
| Agree | 50.0 | 35.0 | 39.0 | 39.0 | 29.0 | 38.6 |
| Strongly Agree | 20.0 | 35.0 | 20.0 | 20.0 | 20.0 | 22.8 |
| Mean | 3.7 | 3.5 | 3.3 | 3.2 | 3.3 | 3.4 |
| Standard Deviation | 1.1 | 1.7 | 1.5 | 1.5 | 1.4 | 1.4 |
| I do this because of the margin provided, by the drug manufacturer, for storing their brand of medicine | | | | | | |
| Strongly Disagree | 6.0 | 16.0 | 20.0 | 16.0 | 10.0 | 13.3 |
| Disagree | 10.0 | 6.0 | 0.0 | 0.0 | 10.0 | 5.1 |
| Neither agree nor disagree | 44.0 | 39.0 | 20.0 | 29.0 | 25.0 | 31.8 |
| Agree | 15.0 | 20.0 | 30.0 | 35.0 | 39.0 | 27.8 |
| Strongly Agree | 25.0 | 20.0 | 30.0 | 20.0 | 16.0 | 22.0 |
| Mean | 3.5 | 3.3 | 3.5 | 3.5 | 3.4 | 3.4 |
| Standard Deviation | 1.1 | 1.3 | 1.5 | 1.3 | 1.2 | 1.3 |

| | | | | | | |
|---|------------|------------|------------|------------|------------|------------|
| Also keep certain common products, which helps in increasing the frequency of visits of customers to my store | | | | | | |
| Strongly Disagree | 0.0 | 6.0 | 0.0 | 6.0 | 0.0 | 2.3 |
| Disagree | 0.0 | 6.0 | 6.0 | 0.0 | 6.0 | 3.5 |
| Neither agree nor disagree | 10.0 | 15.0 | 10.0 | 35.0 | 29.0 | 19.9 |
| Agree | 60.0 | 48.0 | 65.0 | 35.0 | 29.0 | 47.3 |
| Strongly Agree | 30.0 | 25.0 | 20.0 | 25.0 | 35.0 | 27.0 |
| Mean | 4.2 | 3.9 | 4.0 | 3.8 | 4.0 | 4.0 |
| Standard Deviation | 0.6 | 1.0 | 0.7 | 1.0 | 0.9 | 0.9 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

Table 60: Sources of information for keeping medicine brands

| Source of information | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|---|------------|------------|------------|------------|------------|------------|
| Normally stock medicine brands, looking at their fast or slow moving trends | | | | | | |
| Strongly Disagree | 0.0 | 6.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Disagree | 6.0 | 6.0 | 6.0 | 6.0 | 0.0 | 4.7 |
| Neither agree nor disagree | 16.0 | 29.0 | 20.0 | 15.0 | 20.0 | 20.0 |
| Agree | 29.0 | 29.0 | 20.0 | 35.0 | 30.0 | 28.6 |
| Strongly Agree | 49.0 | 29.0 | 55.0 | 44.0 | 50.0 | 45.5 |
| Mean | 4.3 | 3.8 | 4.3 | 4.2 | 4.3 | 4.2 |
| Standard Deviation | 0.9 | 1.1 | 1.0 | 0.9 | 0.8 | 0.9 |
| Preferences of brand(s) by the doctor(s) practicing nearby my store is the major reason to keep specific set of medicine brands | | | | | | |
| Strongly Disagree | 0.0 | 6.0 | 0.0 | 6.0 | 0.0 | 2.4 |
| Disagree | 0.0 | 6.0 | 0.0 | 0.0 | 10.0 | 3.1 |
| Neither agree nor disagree | 16.0 | 20.0 | 25.0 | 20.0 | 10.0 | 18.1 |
| Agree | 59.0 | 39.0 | 49.0 | 29.0 | 40.0 | 43.3 |
| Strongly Agree | 25.0 | 29.0 | 25.0 | 45.0 | 40.0 | 33.1 |
| Mean | 4.1 | 3.9 | 4.0 | 4.1 | 4.1 | 4.0 |
| Standard Deviation | 0.6 | 1.1 | 0.7 | 1.1 | 1.0 | 0.9 |
| Promotional Scheme(s) and trade discount(s) provided by the manufacturer, helps me in deciding on specific range of medicine brand(s)/ alternative brand(s) | | | | | | |
| Strongly Disagree | 6.0 | 0.0 | 10.0 | 0.0 | 6.0 | 4.2 |
| Disagree | 6.0 | 6.0 | 6.0 | 6.0 | 0.0 | 4.6 |
| Neither agree nor disagree | 15.0 | 15.0 | 15.0 | 15.0 | 16.0 | 15.4 |
| Agree | 15.0 | 25.0 | 35.0 | 25.0 | 20.0 | 23.9 |
| Strongly Agree | 58.0 | 54.0 | 35.0 | 54.0 | 59.0 | 51.7 |
| Mean | 4.2 | 4.3 | 3.8 | 4.3 | 4.3 | 4.2 |

| | | | | | | |
|--|------------|------------|------------|------------|------------|------------|
| Standard Deviation | 1.2 | 0.9 | 1.3 | 0.9 | 1.1 | 1.1 |
| Trade margin provided by the drug companies, help me to decide on the set of medicine brand(s)/ alternative brand(s) | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
| Strongly Disagree | 6.0 | 0.0 | 10.0 | 0.0 | 6.0 | 4.3 |
| Disagree | 6.0 | 0.0 | 10.0 | 6.0 | 0.0 | 4.3 |
| Neither agree nor disagree | 15.0 | 20.0 | 10.0 | 20.0 | 20.0 | 16.9 |
| Agree | 48.0 | 50.0 | 60.0 | 39.0 | 29.0 | 45.3 |
| Strongly Agree | 25.0 | 30.0 | 10.0 | 35.0 | 45.0 | 29.1 |
| Mean | 3.9 | 4.1 | 3.5 | 4.1 | 4.1 | 3.9 |
| Standard Deviation | 1.0 | 0.7 | 1.1 | 0.9 | 1.1 | 1.0 |
| I regularly refer to the latest index of medicine brands listed in the Chemist Association Circulars to procure the stocks | | | | | | |
| Strongly Disagree | 0.0 | 0.0 | 0.0 | 6.0 | 0.0 | 1.2 |
| Neither agree nor disagree | 20.0 | 25.0 | 25.0 | 16.0 | 10.0 | 19.3 |
| Agree | 55.0 | 45.0 | 35.0 | 59.0 | 50.0 | 48.8 |
| Strongly Agree | 25.0 | 29.0 | 39.0 | 20.0 | 40.0 | 30.7 |
| Mean | 4.1 | 4.1 | 4.2 | 3.9 | 4.3 | 4.1 |
| Standard Deviation | 0.7 | 0.8 | 0.8 | 0.9 | 0.7 | 0.8 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

Table 61: Stock preferences of medicine brands

| Stock Preference | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|---|------------|------------|------------|------------|------------|------------|
| When I order any specific medicine brand, I compare the costs of different medicine brands that have the same efficiency | | | | | | |
| Strongly Disagree | 0.0 | 0.0 | 10.0 | 6.0 | 6.0 | 4.3 |
| Disagree | 0.0 | 0.0 | 0.0 | 0.0 | 6.0 | 1.2 |
| Neither agree nor disagree | 25.0 | 16.0 | 25.0 | 29.0 | 29.0 | 25.1 |
| Agree | 45.0 | 49.0 | 20.0 | 39.0 | 39.0 | 38.4 |
| Strongly Agree | 29.0 | 35.0 | 45.0 | 25.0 | 20.0 | 31.0 |
| Mean | 4.1 | 4.2 | 3.9 | 3.8 | 3.7 | 3.9 |
| Standard Deviation | 0.8 | 0.7 | 1.3 | 1.0 | 1.0 | 1.0 |
| I normally look at the frequency of prescription slip(s) that comes and the medicine(s) prescribed, to decide on the stock to procure | | | | | | |
| Strongly Disagree | 0.0 | 0.0 | 0.0 | 6.0 | 0.0 | 1.2 |
| Disagree | 0.0 | 6.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Neither agree nor disagree | 16.0 | 20.0 | 29.0 | 35.0 | 16.0 | 23.0 |
| Agree | 55.0 | 29.0 | 35.0 | 25.0 | 29.0 | 34.8 |
| Strongly Agree | 29.0 | 45.0 | 35.0 | 35.0 | 55.0 | 39.8 |
| Mean | 4.2 | 4.2 | 4.1 | 3.9 | 4.4 | 4.1 |

| | | | | | | |
|---|------------|------------|------------|------------|------------|------------|
| Standard Deviation | 0.7 | 0.9 | 0.8 | 1.1 | 0.7 | 0.9 |
| I look at the shelf life of specific medicine brand while deciding on the stock level | | | | | | |
| Disagree | 0.0 | 6.0 | 10.0 | 6.0 | 0.0 | 4.3 |
| Neither agree nor disagree | 29.0 | 6.0 | 16.0 | 20.0 | 20.0 | 18.0 |
| Agree | 35.0 | 58.0 | 29.0 | 49.0 | 45.0 | 43.4 |
| Strongly Agree | 35.0 | 25.0 | 45.0 | 25.0 | 35.0 | 33.2 |
| Not reported | 0.0 | 6.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Mean | 4.1 | 3.9 | 4.1 | 4.0 | 4.2 | 4.0 |
| Standard Deviation | 0.8 | 1.2 | 1.0 | 0.8 | 0.7 | 0.9 |
| I also keep substitute brands of the same formulation(s) for a particular disease | | | | | | |
| Strongly Disagree | 0.0 | 0.0 | 0.0 | 6.0 | 6.0 | 2.3 |
| Disagree | 16.0 | 0.0 | 10.0 | 6.0 | 0.0 | 6.3 |
| Neither agree nor disagree | 20.0 | 29.0 | 29.0 | 10.0 | 29.0 | 23.4 |
| Agree | 29.0 | 16.0 | 45.0 | 35.0 | 35.0 | 32.0 |
| Strongly Agree | 35.0 | 49.0 | 16.0 | 44.0 | 29.0 | 34.8 |
| Not reported | 0 | 6 | 0 | 0 | 0 | 1.2 |
| Mean | 3.9 | 4.0 | 3.7 | 4.1 | 3.9 | 3.9 |
| Standard Deviation | 1.1 | 1.3 | 0.9 | 1.1 | 1.0 | 1.1 |
| I usually carry generic version of the same formulation(s) of branded medicines for a particular disease | | | | | | |
| Strongly Disagree | 10.0 | 6.0 | 6.0 | 6.0 | 19.0 | 9.4 |
| Disagree | 6.0 | 6.0 | 0.0 | 6.0 | 6.0 | 4.7 |
| Neither agree nor disagree | 25.0 | 20.0 | 20.0 | 29.0 | 15.0 | 21.9 |
| Agree | 39.0 | 39.0 | 35.0 | 29.0 | 44.0 | 37.5 |
| Strongly Agree | 20.0 | 29.0 | 39.0 | 29.0 | 15.0 | 26.6 |
| Mean | 3.6 | 3.9 | 4.1 | 3.8 | 3.3 | 3.7 |
| Standard Deviation | 1.2 | 1.1 | 1.0 | 1.1 | 1.4 | 1.2 |
| I carry generic version of the same formulation due to better margin than the branded medicine | | | | | | |
| Strongly Disagree | 15.0 | 10.0 | 0.0 | 16.0 | 20.0 | 12.1 |
| Disagree | 15.0 | 6.0 | 10.0 | 6.0 | 6.0 | 8.6 |
| Neither agree nor disagree | 15.0 | 10.0 | 25.0 | 20.0 | 20.0 | 18.0 |
| Agree | 35.0 | 39.0 | 39.0 | 29.0 | 29.0 | 34.4 |
| Strongly Agree | 19.0 | 35.0 | 25.0 | 29.0 | 25.0 | 27.0 |
| Mean | 3.3 | 3.9 | 3.8 | 3.6 | 3.4 | 3.6 |
| Standard Deviation | 1.4 | 1.3 | 0.9 | 1.4 | 1.4 | 1.3 |
| Generic version of the same formulation gives me better sales volume | | | | | | |
| Strongly Disagree | 16.0 | 0.0 | 6.0 | 16.0 | 16.0 | 10.6 |
| Disagree | 10.0 | 16.0 | 6.0 | 0.0 | 6.0 | 7.5 |
| Neither agree nor disagree | 10.0 | 20.0 | 20.0 | 25.0 | 20.0 | 18.8 |
| Agree | 39.0 | 25.0 | 39.0 | 29.0 | 29.0 | 32.5 |
| Strongly Agree | 25.0 | 39.0 | 29.0 | 29.0 | 29.0 | 30.6 |

| | | | | | | |
|---|------------|------------|------------|------------|------------|------------|
| Mean | 3.5 | 3.9 | 3.9 | 3.6 | 3.6 | 3.7 |
| Standard Deviation | 1.4 | 1.1 | 1.1 | 1.3 | 1.4 | 1.3 |
| Gifts, promotional schemes, trade discounts and margins are the major reasons in deciding the final set of medicine brands or its generic version | | | | | | |
| Strongly Disagree | 6.0 | 6.0 | 6.0 | 10.0 | 20.0 | 9.4 |
| Disagree | 20.0 | 6.0 | 0.0 | 0.0 | 6.0 | 6.3 |
| Neither agree nor disagree | 16.0 | 15.0 | 25.0 | 20.0 | 20.0 | 19.1 |
| Agree | 49.0 | 44.0 | 39.0 | 65.0 | 35.0 | 46.5 |
| Strongly Agree | 10.0 | 29.0 | 29.0 | 6.0 | 20.0 | 18.8 |
| Mean | 3.4 | 3.9 | 3.9 | 3.6 | 3.3 | 3.6 |
| Standard Deviation | 1.1 | 1.1 | 1.0 | 1.0 | 1.4 | 1.1 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

Table 62: Impact of generic and the branded version of the same medicine on the Cost of treatment of patient

| Impact of generic and the branded version | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|--|------------|------------|------------|------------|------------|------------|
| Patients normally look at the cheaper substitute of medicines (generic) for normal illness | | | | | | |
| Strongly Disagree | 20.0 | 29.0 | 0.0 | 10.0 | 25.0 | 16.8 |
| Disagree | 25.0 | 16.0 | 20.0 | 35.0 | 29.0 | 25.0 |
| Neither agree nor disagree | 45.0 | 45.0 | 65.0 | 35.0 | 35.0 | 44.9 |
| Agree | 10.0 | 10.0 | 6.0 | 10.0 | 6.0 | 8.2 |
| Strongly Agree | 0.0 | 0.0 | 10.0 | 10.0 | 6.0 | 5.1 |
| Mean | 2.5 | 2.4 | 3.1 | 2.8 | 2.4 | 2.6 |
| Standard Deviation | 0.9 | 1.0 | 0.8 | 1.1 | 1.1 | 1.0 |
| Patients normally do seek my advice for the cheaper substitute (generic) of medicine(s), mentioned in the doctor's prescription slip | | | | | | |
| Strongly Disagree | 20.0 | 25.0 | 16.0 | 20.0 | 25.0 | 21.0 |
| Disagree | 29.0 | 19.0 | 10.0 | 29.0 | 19.0 | 21.4 |
| Neither agree nor disagree | 29.0 | 35.0 | 45.0 | 25.0 | 35.0 | 33.9 |
| Agree | 6.0 | 6.0 | 20.0 | 10.0 | 15.0 | 11.3 |
| Strongly Agree | 16.0 | 15.0 | 10.0 | 16.0 | 6.0 | 12.5 |
| Mean | 2.7 | 2.7 | 3.0 | 2.7 | 2.6 | 2.7 |
| Standard Deviation | 1.3 | 1.3 | 1.2 | 1.3 | 1.2 | 1.3 |
| Patients of affluent class*, who regularly visit my store, do not care about the price of medicine(s) while buying for normal illness or based on the doctor's prescription slip | | | | | | |
| Disagree | 0.0 | 6.0 | 6.0 | 6.0 | 0.0 | 3.5 |
| Neither agree nor disagree | 16.0 | 10.0 | 6.0 | 6.0 | 16.0 | 10.6 |
| Agree | 16.0 | 20.0 | 20.0 | 39.0 | 20.0 | 22.7 |

| | | | | | | |
|---|------------|------------|------------|------------|------------|------------|
| Strongly Agree | 69.0 | 65.0 | 69.0 | 49.0 | 65.0 | 63.1 |
| Mean | 4.6 | 4.5 | 4.6 | 4.4 | 4.5 | 4.5 |
| Standard Deviation | 0.8 | 0.9 | 0.8 | 0.8 | 0.8 | 0.8 |
| Patients of middle or lower income class*, who regularly visit my store, purchase the medicine(s) of lower price for normal illness or based on the doctor's prescription | | | | | | |
| Strongly Disagree | 19.0 | 20.0 | 20.0 | 20.0 | 20.0 | 19.6 |
| Disagree | 35.0 | 29.0 | 10.0 | 20.0 | 29.0 | 24.7 |
| Neither agree nor disagree | 25.0 | 29.0 | 45.0 | 40.0 | 35.0 | 34.9 |
| Agree | 15.0 | 16.0 | 16.0 | 10.0 | 16.0 | 14.5 |
| Strongly Agree | 6.0 | 6.0 | 10.0 | 10.0 | 0.0 | 6.3 |
| Mean | 2.5 | 2.6 | 2.9 | 2.7 | 2.5 | 2.6 |
| Standard Deviation | 1.1 | 1.1 | 1.2 | 1.2 | 1.0 | 1.1 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

(* The Income class was mentioned based on the patient's physical appearance and the vehicle he/she normally carries)

V. Demographic profile of the pharmacist

Table 63: Personal details of the pharmacist

| Qualification | Ahmedabad | Baroda | Surat | Pune | Mumbai | Total |
|-------------------------|-----------|-----------|-----------|-----------|-----------|------------|
| B Pharma | 60.0 | 40.0 | 40.0 | 30.0 | 50.0 | 44.0 |
| M Pharma | 0.0 | 10.0 | 0.0 | 10.0 | 0.0 | 4.0 |
| Others | 40.0 | 50.0 | 60.0 | 60.0 | 50.0 | 52.0 |
| Year of Practice | | | | | | |
| 1-5 years | 25.0 | 25.0 | 20.0 | 49.0 | 40.0 | 31.9 |
| 6-10 years | 29.0 | 20.0 | 25.0 | 20.0 | 20.0 | 22.8 |
| 11-15 years | 10.0 | 29.0 | 39.0 | 16.0 | 20.0 | 22.8 |
| 16-20 years | 16.0 | 10.0 | 6.0 | 6.0 | 10.0 | 9.4 |
| 21+ years | 20.0 | 16.0 | 10.0 | 10.0 | 10.0 | 13.0 |
| Income | | | | | | |
| <60,000/annum | 88.0 | 88.0 | 84.0 | 84.0 | 73.0 | 83.6 |
| 60,000-1,50,000/annum | 6.0 | 6.0 | 10.0 | 10.0 | 6.0 | 7.4 |
| 1,50,000-2,00,000/annum | 0.0 | 0.0 | 0.0 | 0.0 | 6.0 | 1.2 |
| >2,00,000/annum | 6.0 | 6.0 | 0.0 | 0.0 | 0.0 | 2.3 |
| Not reported/Refused | 0.0 | 0.0 | 6.0 | 6.0 | 15.0 | 5.5 |
| Total N = | 50 | 50 | 50 | 50 | 50 | 250 |

Bivariate Analysis

Table 64: ANOVA

**[Factors: B. Pharma, M. Pharma, and Others;
Dependent variables: four composite variables]**

| | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|----------------|-----|-------------|-------|------|
| Stock selection of medicine brands | Between Groups | 38.640 | 2 | 19.320 | 2.541 | .081 |
| | Within Groups | 1877.635 | 247 | 7.602 | | |
| | Total | 1916.275 | 249 | | | |
| Sources of information for keeping medicine brands | Between Groups | 24.267 | 2 | 12.134 | 1.685 | .188 |
| | Within Groups | 1779.008 | 247 | 7.202 | | |
| | Total | 1803.275 | 249 | | | |
| Stock preferences of medicine brands | Between Groups | 166.036 | 2 | 83.018 | 2.605 | .076 |
| | Within Groups | 7871.364 | 247 | 31.868 | | |
| | Total | 8037.400 | 249 | | | |
| Impact of generic and branded version of medicine on cost of treatment | Between Groups | 60.467 | 2 | 30.234 | 3.549 | .030 |
| | Within Groups | 2104.008 | 247 | 8.518 | | |
| | Total | 2164.475 | 249 | | | |

Table 65: ANOVA

**[Factors: 1-5 years, 6-10 years, 11-15 years, 16-20 years, and above 20 years;
Dependent variables: four composite variables]**

| | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|----------------|-----|-------------|-------|------|
| Stock selection of medicine brands | Between Groups | 93.657 | 4 | 23.414 | 3.147 | .015 |
| | Within Groups | 1822.618 | 245 | 7.439 | | |
| | Total | 1916.275 | 249 | | | |
| Sources of information for keeping medicine brands | Between Groups | 95.657 | 4 | 23.914 | 3.431 | .009 |
| | Within Groups | 1707.618 | 245 | 6.970 | | |
| | Total | 1803.275 | 249 | | | |
| Stock preferences of medicine brands | Between Groups | 358.815 | 4 | 89.704 | 2.862 | .024 |
| | Within Groups | 7678.585 | 245 | 31.341 | | |
| | Total | 8037.400 | 249 | | | |
| Impact of generic and branded version of medicine on cost of treatment | Between Groups | 25.874 | 4 | 6.468 | .741 | .565 |
| | Within Groups | 2138.601 | 245 | 8.729 | | |
| | Total | 2164.475 | 249 | | | |

Table 66: ANOVA

[**Factors:** Not reported/Refused, <60,000/annum, 60,000-1,50,000/annum, 1,50,000-2,00,000/annum, and >2,00,000/annum; **Dependent variables:** four composite variables]

| | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|----------------|-----|-------------|--------|------|
| Stock selection of medicine brands | Between Groups | 43.823 | 4 | 10.956 | 1.434 | .223 |
| | Within Groups | 1872.452 | 245 | 7.643 | | |
| | Total | 1916.275 | 249 | | | |
| Sources of information for keeping medicine brands | Between Groups | 202.622 | 4 | 50.655 | 7.753 | .000 |
| | Within Groups | 1600.653 | 245 | 6.533 | | |
| | Total | 1803.275 | 249 | | | |
| Stock preferences of medicine brands | Between Groups | 1438.929 | 4 | 359.732 | 13.357 | .000 |
| | Within Groups | 6598.471 | 245 | 26.933 | | |
| | Total | 8037.400 | 249 | | | |
| Impact of generic and branded version of medicine on cost of treatment | Between Groups | 62.998 | 4 | 15.750 | 1.836 | .122 |
| | Within Groups | 2101.477 | 245 | 8.577 | | |
| | Total | 2164.475 | 249 | | | |

Table 67: ANOVA

[**Factors:** B. Pharma, M. Pharma, and Others; **Dependent variables:** 22 variables]

| | | Sum of Squares | df | Mean Square | F | Sig. |
|----|----------------|----------------|-----|-------------|-------|------|
| V1 | Between Groups | 1.678 | 2 | .839 | 1.062 | .347 |
| | Within Groups | 195.197 | 247 | .790 | | |
| | Total | 196.875 | 249 | | | |
| V2 | Between Groups | 9.253 | 2 | 4.627 | 7.114 | .001 |
| | Within Groups | 160.647 | 247 | .650 | | |
| | Total | 169.900 | 249 | | | |
| V3 | Between Groups | .176 | 2 | .088 | .042 | .959 |
| | Within Groups | 518.724 | 247 | 2.100 | | |
| | Total | 518.900 | 249 | | | |
| V4 | Between Groups | .558 | 2 | .279 | .177 | .838 |
| | Within Groups | 389.917 | 247 | 1.579 | | |
| | Total | 390.475 | 249 | | | |
| V5 | Between Groups | 5.717 | 2 | 2.858 | 3.793 | .024 |
| | Within Groups | 186.158 | 247 | .754 | | |
| | Total | 191.875 | 249 | | | |
| V6 | Between Groups | 1.958 | 2 | .979 | 1.100 | .335 |
| | Within Groups | 219.917 | 247 | .890 | | |
| | Total | 221.875 | 249 | | | |
| V7 | Between Groups | .959 | 2 | .480 | .589 | .556 |
| | Within Groups | 201.316 | 247 | .815 | | |

| | | | | | | |
|-----|----------------|---------|-----|--------|--------|------|
| | Total | 202.275 | 249 | | | |
| V8 | Between Groups | 23.185 | 2 | 11.592 | 10.656 | .000 |
| | Within Groups | 268.715 | 247 | 1.088 | | |
| | Total | 291.900 | 249 | | | |
| V9 | Between Groups | .113 | 2 | .057 | .058 | .944 |
| | Within Groups | 243.287 | 247 | .985 | | |
| | Total | 243.400 | 249 | | | |
| V10 | Between Groups | 1.109 | 2 | .554 | .948 | .389 |
| | Within Groups | 144.366 | 247 | .584 | | |
| | Total | 145.475 | 249 | | | |
| V11 | Between Groups | .638 | 2 | .319 | .331 | .718 |
| | Within Groups | 237.762 | 247 | .963 | | |
| | Total | 238.400 | 249 | | | |
| V12 | Between Groups | 5.823 | 2 | 2.912 | 3.983 | .020 |
| | Within Groups | 180.577 | 247 | .731 | | |
| | Total | 186.400 | 249 | | | |
| V13 | Between Groups | 2.017 | 2 | 1.009 | 1.214 | .299 |
| | Within Groups | 205.258 | 247 | .831 | | |
| | Total | 207.275 | 249 | | | |
| V14 | Between Groups | 3.876 | 2 | 1.938 | 1.676 | .189 |
| | Within Groups | 285.599 | 247 | 1.156 | | |
| | Total | 289.475 | 249 | | | |
| V15 | Between Groups | 15.804 | 2 | 7.902 | 5.974 | .003 |
| | Within Groups | 326.696 | 247 | 1.323 | | |
| | Total | 342.500 | 249 | | | |
| V16 | Between Groups | 8.369 | 2 | 4.184 | 2.534 | .081 |
| | Within Groups | 407.906 | 247 | 1.651 | | |
| | Total | 416.275 | 249 | | | |
| V17 | Between Groups | 7.267 | 2 | 3.634 | 2.318 | .101 |
| | Within Groups | 387.133 | 247 | 1.567 | | |
| | Total | 394.400 | 249 | | | |
| V18 | Between Groups | 5.013 | 2 | 2.506 | 1.969 | .142 |
| | Within Groups | 314.462 | 247 | 1.273 | | |
| | Total | 319.475 | 249 | | | |
| V19 | Between Groups | 1.817 | 2 | .908 | .867 | .421 |
| | Within Groups | 258.658 | 247 | 1.047 | | |
| | Total | 260.475 | 249 | | | |
| V20 | Between Groups | 11.340 | 2 | 5.670 | 3.684 | .027 |
| | Within Groups | 380.135 | 247 | 1.539 | | |
| | Total | 391.475 | 249 | | | |
| V21 | Between Groups | 2.505 | 2 | 1.252 | 1.997 | .138 |
| | Within Groups | 154.895 | 247 | .627 | | |
| | Total | 157.400 | 249 | | | |
| V22 | Between Groups | 28.020 | 2 | 14.010 | 11.873 | .000 |
| | Within Groups | 291.455 | 247 | 1.180 | | |
| | Total | 319.475 | 249 | | | |

Table 68: ANOVA
[Factors: 1-5 years, 6-10 years, 11-15 years, 16-20 years, and above 20 years;
Dependent variables: 22 variables]

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-----|----------------|----------------|-----|-------------|-------|------|
| V1 | Between Groups | 6.114 | 4 | 1.528 | 1.963 | .101 |
| | Within Groups | 190.761 | 245 | .779 | | |
| | Total | 196.875 | 249 | | | |
| V2 | Between Groups | 8.233 | 4 | 2.058 | 3.119 | .016 |
| | Within Groups | 161.667 | 245 | .660 | | |
| | Total | 169.900 | 249 | | | |
| V3 | Between Groups | 52.649 | 4 | 13.162 | 6.916 | .000 |
| | Within Groups | 466.251 | 245 | 1.903 | | |
| | Total | 518.900 | 249 | | | |
| V4 | Between Groups | 31.620 | 4 | 7.905 | 5.397 | .000 |
| | Within Groups | 358.855 | 245 | 1.465 | | |
| | Total | 390.475 | 249 | | | |
| V5 | Between Groups | .740 | 4 | .185 | .237 | .917 |
| | Within Groups | 191.135 | 245 | .780 | | |
| | Total | 191.875 | 249 | | | |
| V6 | Between Groups | 5.408 | 4 | 1.352 | 1.530 | .194 |
| | Within Groups | 216.467 | 245 | .884 | | |
| | Total | 221.875 | 249 | | | |
| V7 | Between Groups | 8.680 | 4 | 2.170 | 2.746 | .029 |
| | Within Groups | 193.595 | 245 | .790 | | |
| | Total | 202.275 | 249 | | | |
| V8 | Between Groups | 21.896 | 4 | 5.474 | 4.967 | .001 |
| | Within Groups | 270.004 | 245 | 1.102 | | |
| | Total | 291.900 | 249 | | | |
| V9 | Between Groups | 10.631 | 4 | 2.658 | 2.797 | .027 |
| | Within Groups | 232.769 | 245 | .950 | | |
| | Total | 243.400 | 249 | | | |
| V10 | Between Groups | 2.412 | 4 | .603 | 1.033 | .391 |
| | Within Groups | 143.063 | 245 | .584 | | |
| | Total | 145.475 | 249 | | | |
| V11 | Between Groups | 3.035 | 4 | .759 | .790 | .533 |
| | Within Groups | 235.365 | 245 | .961 | | |
| | Total | 238.400 | 249 | | | |
| V12 | Between Groups | 12.893 | 4 | 3.223 | 4.551 | .001 |
| | Within Groups | 173.507 | 245 | .708 | | |
| | Total | 186.400 | 249 | | | |
| V13 | Between Groups | 6.461 | 4 | 1.615 | 1.971 | .100 |
| | Within Groups | 200.814 | 245 | .820 | | |
| | Total | 207.275 | 249 | | | |

| | | | | | | |
|-----|----------------|---------|-----|-------|-------|------|
| V14 | Between Groups | 35.752 | 4 | 8.938 | 8.631 | .000 |
| | Within Groups | 253.723 | 245 | 1.036 | | |
| | Total | 289.475 | 249 | | | |
| V15 | Between Groups | 7.128 | 4 | 1.782 | 1.302 | .270 |
| | Within Groups | 335.372 | 245 | 1.369 | | |
| | Total | 342.500 | 249 | | | |
| V16 | Between Groups | 14.091 | 4 | 3.523 | 2.146 | .076 |
| | Within Groups | 402.184 | 245 | 1.642 | | |
| | Total | 416.275 | 249 | | | |
| V17 | Between Groups | 16.595 | 4 | 4.149 | 2.690 | .032 |
| | Within Groups | 377.805 | 245 | 1.542 | | |
| | Total | 394.400 | 249 | | | |
| V18 | Between Groups | 8.488 | 4 | 2.122 | 1.672 | .157 |
| | Within Groups | 310.987 | 245 | 1.269 | | |
| | Total | 319.475 | 249 | | | |
| V19 | Between Groups | 4.651 | 4 | 1.163 | 1.113 | .351 |
| | Within Groups | 255.824 | 245 | 1.044 | | |
| | Total | 260.475 | 249 | | | |
| V20 | Between Groups | 11.023 | 4 | 2.756 | 1.775 | .135 |
| | Within Groups | 380.452 | 245 | 1.553 | | |
| | Total | 391.475 | 249 | | | |
| V21 | Between Groups | 10.990 | 4 | 2.747 | 4.598 | .001 |
| | Within Groups | 146.410 | 245 | .598 | | |
| | Total | 157.400 | 249 | | | |
| V22 | Between Groups | 1.829 | 4 | .457 | .353 | .842 |
| | Within Groups | 317.646 | 245 | 1.297 | | |
| | Total | 319.475 | 249 | | | |

Table 69: ANOVA
[Factors: Not reported/Refused, <60,000/annum, 60,000-1,50,000/annum, 1,50,000-2,00,000/annum, and above 2,00,000/annum; **Dependent variables:** 22 variables]

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-----|----------------|----------------|-----|-------------|--------|------|
| V1 | Between Groups | 7.068 | 4 | 1.767 | 2.281 | .061 |
| | Within Groups | 189.807 | 245 | .775 | | |
| | Total | 196.875 | 249 | | | |
| V2 | Between Groups | 6.305 | 4 | 1.576 | 2.361 | .054 |
| | Within Groups | 163.595 | 245 | .668 | | |
| | Total | 169.900 | 249 | | | |
| V3 | Between Groups | 13.371 | 4 | 3.343 | 1.620 | .170 |
| | Within Groups | 505.529 | 245 | 2.063 | | |
| | Total | 518.900 | 249 | | | |
| V4 | Between Groups | 7.183 | 4 | 1.796 | 1.148 | .335 |
| | Within Groups | 383.292 | 245 | 1.564 | | |
| | Total | 390.475 | 249 | | | |
| V5 | Between Groups | 8.625 | 4 | 2.156 | 2.883 | .023 |
| | Within Groups | 183.250 | 245 | .748 | | |
| | Total | 191.875 | 249 | | | |
| V6 | Between Groups | 10.119 | 4 | 2.530 | 2.927 | .022 |
| | Within Groups | 211.756 | 245 | .864 | | |
| | Total | 221.875 | 249 | | | |
| V7 | Between Groups | 8.930 | 4 | 2.233 | 2.829 | .025 |
| | Within Groups | 193.345 | 245 | .789 | | |
| | Total | 202.275 | 249 | | | |
| V8 | Between Groups | 23.858 | 4 | 5.964 | 5.452 | .000 |
| | Within Groups | 268.042 | 245 | 1.094 | | |
| | Total | 291.900 | 249 | | | |
| V9 | Between Groups | 9.747 | 4 | 2.437 | 2.555 | .040 |
| | Within Groups | 233.653 | 245 | .954 | | |
| | Total | 243.400 | 249 | | | |
| V10 | Between Groups | 7.130 | 4 | 1.783 | 3.157 | .015 |
| | Within Groups | 138.345 | 245 | .565 | | |
| | Total | 145.475 | 249 | | | |
| V11 | Between Groups | 38.375 | 4 | 9.594 | 11.751 | .000 |
| | Within Groups | 200.025 | 245 | .816 | | |
| | Total | 238.400 | 249 | | | |
| V12 | Between Groups | 10.805 | 4 | 2.701 | 3.769 | .005 |
| | Within Groups | 175.595 | 245 | .717 | | |
| | Total | 186.400 | 249 | | | |

| | | | | | | |
|-----|----------------|---------|-----|--------|--------|------|
| V13 | Between Groups | 36.174 | 4 | 9.044 | 12.949 | .000 |
| | Within Groups | 171.101 | 245 | .698 | | |
| | Total | 207.275 | 249 | | | |
| V14 | Between Groups | 34.332 | 4 | 8.583 | 8.242 | .000 |
| | Within Groups | 255.143 | 245 | 1.041 | | |
| | Total | 289.475 | 249 | | | |
| V15 | Between Groups | 39.015 | 4 | 9.754 | 7.874 | .000 |
| | Within Groups | 303.485 | 245 | 1.239 | | |
| | Total | 342.500 | 249 | | | |
| V16 | Between Groups | 51.823 | 4 | 12.956 | 8.709 | .000 |
| | Within Groups | 364.452 | 245 | 1.488 | | |
| | Total | 416.275 | 249 | | | |
| V17 | Between Groups | 24.350 | 4 | 6.087 | 4.030 | .003 |
| | Within Groups | 370.050 | 245 | 1.510 | | |
| | Total | 394.400 | 249 | | | |
| V18 | Between Groups | 41.998 | 4 | 10.500 | 9.271 | .000 |
| | Within Groups | 277.477 | 245 | 1.133 | | |
| | Total | 319.475 | 249 | | | |
| V19 | Between Groups | 6.450 | 4 | 1.612 | 1.555 | .187 |
| | Within Groups | 254.025 | 245 | 1.037 | | |
| | Total | 260.475 | 249 | | | |
| V20 | Between Groups | 13.240 | 4 | 3.310 | 2.144 | .076 |
| | Within Groups | 378.235 | 245 | 1.544 | | |
| | Total | 391.475 | 249 | | | |
| V21 | Between Groups | 5.747 | 4 | 1.437 | 2.321 | .057 |
| | Within Groups | 151.653 | 245 | .619 | | |
| | Total | 157.400 | 249 | | | |
| V22 | Between Groups | 10.097 | 4 | 2.524 | 1.999 | .095 |
| | Within Groups | 309.378 | 245 | 1.263 | | |
| | Total | 319.475 | 249 | | | |