

## Patients Questionnaire



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

Dear Respondents,

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

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

Thanking You.

—  
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**Assumptions:**

1. Most patients are not aware of the efficacy of the medicine brands prescribed by the doctors.
  2. Most patients have their family physicians.
  3. Patients trust on the efficacy of the medicines prescribed by their family physician.
  4. Patients normally prefer physicians whom they visited before.
  5. Patients do not mind in paying expensive prescription fees to the physicians they are comfortable with.
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## Patient Questionnaire

### I. Relationship with the Physician:

(Please tick mark whichever is applicable)

(a) When you are ill, do you visit the Physician?

- i. Yes \_\_\_\_\_
- ii. No, I believe in home treatment for seasonal illness \_\_\_\_\_

(b) Cause(s) of your visit?

(Please rank your choice)

- i. Illness during seasonal changes (fever, cold etc) \_\_\_\_\_
- ii. Acute illness \_\_\_\_\_
- iii. Minor illness (scratches, wounds etc) \_\_\_\_\_
- iv. Formal visit(s) while passing by the area \_\_\_\_\_
- v. Visit because he/ she is our family doctor \_\_\_\_\_
- vi. Other (Please specify) \_\_\_\_\_

### II. Inquiry about Doctor:

(a) While visiting a doctor, do you inquire about his/her reputation and background?

(Please tick mark whichever is applicable)

- i. Yes \_\_\_\_\_
- ii. No \_\_\_\_\_

(b) What are the information source(s) you explore, while visiting a doctor for the first time?

(Please rank these as per your preference)

- i. Ask neighbours/ friends, if visiting for the first time \_\_\_\_\_
- ii. Ask our colleagues/ seniors/ sub-ordinates in office \_\_\_\_\_
- iii. We have our family doctor \_\_\_\_\_
- iv. Other (please specify) \_\_\_\_\_

(c) What kind of information(s) do you seek about the doctor?

(Please rank these as per your preference)

- i. His/ her reputation \_\_\_\_\_
- ii. His/ her past history \_\_\_\_\_
- iii. His/ her experience \_\_\_\_\_

- iv. His/ her effectiveness in treatment \_\_\_\_\_
- v. Efficacy of medicines that he/ she prescribes \_\_\_\_\_
- vi. Others (please specify) \_\_\_\_\_

(c) Are you satisfied with your present doctor?

(Please tick mark whichever is applicable)

- i. Yes \_\_\_\_\_
- ii. No \_\_\_\_\_

(d) If no, are you thinking of changing your doctor?

(Please tick mark whichever is applicable)

- i. Yes \_\_\_\_\_
- ii. No \_\_\_\_\_
- iii. Want to have second & last try \_\_\_\_\_
- iv. Not yet decided \_\_\_\_\_

(e) What are the reasons for your dissatisfaction with the present physician?

(Please rank these as per your preference)

- i. Prescribed medicines are not effective \_\_\_\_\_
- ii. Do not properly devote time to listen to our brief \_\_\_\_\_
- iii. Do not guide properly \_\_\_\_\_
- iv. Prescription fees is very high \_\_\_\_\_
- v. Away from my place \_\_\_\_\_
- vi. Other (please specify) \_\_\_\_\_

**Attitudinal Information:**

**III. Prescription behaviour of Physician:**

(5 as strongly agree, 4 as agree, 3 as neither agree nor disagree, 2 as disagree, 1 as strongly disagree)

5      4      3      2      1

(a) While visiting the physician, do you normally feel that:

- i. He/ she prescribe medicines for similar number of days \_\_\_\_\_

	5	4	3	2	1
ii. He/ she ask you to visit him/ her again	___	___	___	___	___
iii. Prescribes fixed set of medicine brands for specific illness	___	___	___	___	___
<b>(b) Do you feel that the prescribed medicine(s) will provide you relief:</b>					
i. Immediately	___	___	___	___	___
ii. Take few days but will not aggravate	___	___	___	___	___
iii. Illness will take its own time	___	___	___	___	___
<b>(c) Physician while listening to your brief about the illness and prescribing you medicines, shows his/ her moral and professional obligation in improving your health</b>					
___	___	___	___	___	___
<b>(d) When the physician is prescribing you medicines, you are mostly not aware about its effectiveness</b>					
___	___	___	___	___	___

**IV. Behaviour of your local retail pharmacist:**

- (a) Your local retail pharmacist tries to give you the substitute brand, in case the brand prescribed is not available (0 as *not aware*)
- \_\_\_
- (b) In that case, do you protest to provide the same brand mentioned in the prescription slip. (Yes) \_\_\_ (No): \_\_\_ (specify)
- (If Yes then give options, if No terminate the question)
- \_\_\_

**V. Prescription fees:**

- (a) Does the price of medicines really matters to you, when it is through the doctor's prescription?

(Please tick mark whichever is applicable)

- i. Yes \_\_\_
- ii. No \_\_\_

(b) The prescription fees of the physician will be worth

paying because:	5	4	3	2	1
i. Prescribed medicines are effective	—	—	—	—	—
ii. Of the location and ambience	—	—	—	—	—
iii. No other equally qualified and effective physician near-by	—	—	—	—	—
iv. Maintains good relationship	—	—	—	—	—
v. Trust of getting right prescription and guidelines	—	—	—	—	—
vi. Other (please specify) _____					

(c) Do you think that the prescription fees you are paying is because:

i. He/ she is located at paush area	—	—	—	—	—
ii. Ambience where he/she sits	—	—	—	—	—
iii. Average prescription fees in the city	—	—	—	—	—
iv. Other (please specify) _____					

**VI. Attributes perceived while buying Generic and/or Ethical medicines:**

(a) Do you normally look into the prescription slip to enquire about the effectiveness of the prescribed medicine(s)	—	—	—	—	—
(b) I normally stick to the medicine name prescribed in the slip	—	—	—	—	—
(c) I sometimes do ask for substitute medicines, in case the prescribed medicine is not available with the chemist near to my vicinity	—	—	—	—	—

**VII. Personal Details:**

(a) Name: \_\_\_\_\_

(b) Age (18-21yrs) : \_\_\_\_\_  
 (22-26yrs) : \_\_\_\_\_  
 (27-31yrs) : \_\_\_\_\_  
 (>31yrs) : \_\_\_\_\_

(c) Male (M)/Female (F) : \_\_\_\_\_

(d) Qualification:

i. Under-Graduate : \_\_\_\_\_

ii. Graduate : \_\_\_\_\_

iii. Post-Graduate : \_\_\_\_\_

iv. Other (please specify) : \_\_\_\_\_

(e) Family size:

i. Husband & Wife : \_\_\_\_\_

ii. Husband, wife and one child : \_\_\_\_\_

iii. Husband, wife and two or more child : \_\_\_\_\_

iv. Joint family : \_\_\_\_\_

v. Unmarried : \_\_\_\_\_

(f) Income group:

i. <60,000/annum : \_\_\_\_\_

ii. 60,000-1,50,000/ annum : \_\_\_\_\_

iii. 1,50,000- 2,00,000/ annum : \_\_\_\_\_

iv. >2,00,000/annum : \_\_\_\_\_

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Thanks!