

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			