

Preferences of Multinational & National Brands in Health Care Department

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Abstract

The current study was conducted in order to find out any relationship between National and Multinational brands and health care consultant preferences. For this purpose data was obtained from four different hospitals in District Bannu .Two hospital belong to private sector that are Shah Medical Complex (SMC) and Amjad child and mother health care center(ACMHCS) .And two public sector government hospitals namely District headquarter hospital for children (DHQ) and Khalifa Gul Nawaz Teaching Hospital (KGNTH).convenience sampling method was applied to select appropriate number of Health care consultants in pediatrics department. Information was collected through primary data and for this purpose a well structured questioners was designed. Total number of 160 Questioners were distributed among all the selected hospitals and receive 129 in response. Of these 129 respondents some of the questioners were not filled properly. Finally we select 120 questioners .In order to check relationship of health care consultant's preferences with different Multinational and national brands we applied Chi- Square test. the results obtain from research shows that there is significant association between health care consultants preferences and prices and quality of the product .At the same time the relationship between Health care consultants and Frequent visits of Medical representatives, efficacy, country of the origin, government polices are also important.

Keywords: Health Care consultants, Multinational and National Brands, HCC Preferences.

1. Background of the study

In the developing nation the basic amenities of life e.g. health, Education, safety, employment, old age benefits, developmental plans and other necessities of life in the responsibility of state government. Almost in all developing nation these basic ingredients of life become at lowest level because of government unfriendly policies, greed of politician, democratic roles but following titular behaviors and other major flaws. Among all of the above basic requirement of life health facilities must be at the top. Because a healthy nation is the sign of progress and prosperity for any country. In this prospective the role of pharmaceutical department plays an important role. In Pakistan the pharmaceutical industry is increasing their share in nations growth while at the same time crumbling against major disease with rocket flying rate. That is the reason that today in Pakistan. More than 530 pharmaceutical plants are in working although the condition of country is trouble some because of energy crises corruption low infrastructure, lack of good governance. Out of the 530 companies 30 are handled by multinational group.

Rochan and gurwitz (1998) says that all medicine are consist of chemicals if it is not used by advice of experts that why prescription by qualified doctor's and relaying on the advice of these are now growing concept in developing nations particularly Pakistan. But before prescribing any medicine to end user there are different factor which may be kept in mind by the health care consultants. And these are the relative prices of different products, brand availability - end user response and efficacy as well as services accompanied with brand, government polices and visits of product expert representatives (PER)

1.1 Scope of the Study:-

This study will be beneficial for health consultants and pharmaceutical companies to know about their brand preference by expert in the filed of pediatrics, segment because the customer purchase products on behalf of their prescription. As the end user have very limited lore in direct purchase behavior because of limitation of time as well as low knowledge.

1.3 Research Question

Today almost all manufacturing companies offer different packages to doctor in order to prescribe their product as a marketing strategy in this growing competitive edge. We will answer the questioning this in this regard. And our research questions are

1. Is doctor's prescribed (MN/NA) brand because of its efficacy?
2. Is doctor's prescribed these different brands because of price.
3. Is doctor's prescribed different brand because of side effect of the product & patient life?
4. Is doctor's prescribing these brands because of the origin of its manufacturing.

5. Is doctor's prescribed these brands because of easy availability in the market.

1.4 Important of the study

This study is quite unique in nature because of the fact that all most our southern region e.g. Miran shah, Mir Ali and Dosli lacks of health facilities particularly for kids for this purpose they come to Bannu district for treatment of their kids at Bannu comparably are a having basic necessities of life and health. For this purpose we select 4 hospitals 2 private sector and 2 government sectors. This research will through light on relation ship between consultants preferences and other factor's that are describe earlier. And marketing companies will gives dimension to their strategy.

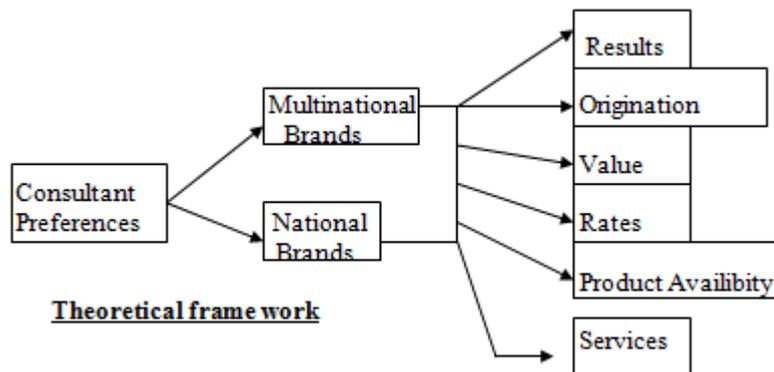
Objective of the study

The main objective of the study is as;

1. To find out relationship between consultant prescription preferences e.g. (quality, price, efficacy, availability. Motivation (Hygiene) factor and services as well as origin of particular product country) in peditrics hospitals to national and multinational brands.
2. Is there any role played by doctor's professionals. Marketing representative in promotion of their products.
3. To emphasize on the factor's of effect ion of professional preferences of multinational an national brands depending on price and quality.
4. To recommend and suggest different strategies on research finding of the study.

1.5 Limitation of the study

There are certain limitations in this study in order to find solid information about the study. As this study is limited to health care consultants serving in the field of peditrics because of time constraints we select only 4 hospitals. Distract hospital for children and shah medical complex as well as Amjad child & women health care center and district headquarter / khalifa Gul Nawaz hospital.



2. Litratue Review

According to chetley (1993) says that almost every where in developing countries cost associates to the product plays an important role in consultant prescription of multinational or national brands. As if poor's have no enough amount to buy multinational product how he can prescribe multinational brands. Jones et al. (1996) conclude that in professional prescription of different product the role of sales representative is very important, if the representative frequently visit to the health care consultants and told him about the product features like availability, safety, efficacy and other benefits associates to the product. It will make good image of product in the eyes of doctor's. While at the same time the availability of particular brand in the market also play an important role in prescribing different brands by health care consultants.

According to trape & lesson (1996) the health care consultant play role of trainer of future prescriber.

Dukes (1998) he says that drug therapy should not be taken lightly because the end user must be kept in mind before the final prescription, if end users are not able to purchase particular brand. What is the benefit of that product having no customers.

Togonl & Laporate (1993) that quality is the best practice in order to increase sells an take attention of health care prescriber because the end user want satisfaction and it may be full fill only if it is accompanied by designed results e.g. end of the disease. But this practice is mostly applied in developed nations where as in developing countries its depend on circumstances.

3. Research Methodology

3.1 Universe of the Study

Since the study is concerned with the preferences of health care consultants regarding the use of national and multinational brands, so all health care consultants serving in the purposively selected public sector hospitals at Bannu was considered as universe of the population. Further, through convenience sampling technique instead of obtaining the information from all health care consultants only health care consultants serving in pediatrics wards have been focused in the purposively selected hospitals. Thus the sampling is confined to specific type of healthcare consultants. The reason for it is that the key opinion leaders of the pediatrics were easily available for delivering information unlike other specialties. It is important to mention that the study in hand includes only public sector hospital and not private hospital which selected through purposive sampling method.

3.2 Variables of the Study

In order to check the perceptions of healthcare consultants regarding the use of national and multinational brands, different variables were considered. It included, various brands like iron therapy, antibiotics, multivitamins, antiemetic and calcium in terms of price, efficacy, services, regular visits, country of region, government rules and regulations as independent variables. Similarly, the health care consultants' prescriptions preferences for multinational and local brands were considered variables in Pediatrics. All these variables were qualitative in nature and measured through a Liker scale.

3.3 Date Collection

The present study is based on the primary data which were collected through a well designed questionnaire covering all aspects of the study objectives. The questionnaire was pre-tested and modified accordingly to ensure its reliability and validity. It is important to mention that the primary data were collected during 2010-11. similarly, where needed, secondary data was utilized that were taken from the published source like internet, research publications, journals, magazines, books and other printed materials of the mentioned hospitals.

3.4 Hypothesis of the Study

This study consist of different Hypothesis which are describe as;

H₀; There is no significant relationship between Prices, Efficacy, Side effect, Services and Quality of Different products of MN/NA related to pediatrics and healthcare consultant preferences.

H₁; There is significant relationship between Price, Efficacy, Side effect, Services and Quality of Different products of MN/NA related to pediatrics and healthcare consultant preferences.

3.5 Data analysis

All the collected data was analyzed through (SPSS) statistical package for social sciences version ,17.The results were presented as percentages and counting. In order to measure the variables validity BI Variant method was applied in order to find any relation between the variables and health care consultants preferences about the products of national and multinational brands. While for checking any relationship between the different factors like efficacy, price, quality, side effects and country of origin as well as frequent visits of representatives with health care preferences i use Chi Square.

4.Results and Discussion

Table 4.1 shows the results about frequency distribution about various factors associated with health care consultants preferences. It is evident from the table that prescription about the antibiotic for children on behalf of efficacy of the product is prescribed by almost every one hospital. And the percentage ratio for antibiotic preferences by professionals at peditaratic ward shows the result of 70% along with other factor that are most important are Price associated with product .the percentage results for price consideration with suggesting Antibiotics is19% while rest of the option is almost negligable.when question related to early health recovery was analyses .the result shows that almost all medical professionals refer multination products in form of Milk for children's in order to cover early health problems and the percentage results are 75% for origin of country in order to satisfy the need of the heath care professional .in the same result associated with early heath recovery prescription the second major and important role is played by price and representative visits that is 9.0% and 7.5% respectively. Fewer of them shows positive association with government regulation related to products. In case of multi vitamins heath care consultants preferences shows that they are primarily associated with the brand and product quality as in this stage of life no compromise about health of children can be taken. Their first priority is quality with 88% and than price as second choice 7%. As Pakistan is devolving country and most of the patients belong to for flung area and they have lack of resources in term of monetary as well as social. That is the reason the price consideration for poor people are kept in mind and play an important role in prescription of product related to multi vitamins

Table 4.1 Frequency distribution Representing Health Care Preferences' about Multinational and National Brands in term of various attributes

Attributes	Multi vitamins	Early days Treat	Antibiotics
Efficacy	04(04%)	01(1%)	70(70%)
Price	11(11%)	09(9%)	19(19%)
Quality	75(75%)	10(10%)	02(02%)
Origin of country	05(5%)	70(70%)	05(05%)
Services	01(1.00%)	02(02%)	00(00%)
Product availability	02(2%)	02(2%)	02(02%)
Representative visits	03(3%)	05(5%)	03(03%)

Table 4.2 Frequency distribution Representing Health Care Preferences' about Multinational and National Brands in term of availability of products

Option	Multi vitamins	Early day treatment	Antibiotics	Iron deficiency control
MNCs	69(65.33%)	51(43.98%)	45.45(39.99%)	35.39(29.66%)
NCs	51(34.66%)	69(56.02%)	74.55(60.01%)	64.28(70.33%)
Total	120(100)	120(100)	120(100)	120(100)

MNCs=Multinational Companies; NCs= National Companies

Table 4.2 describes in detail about the availability of products related to different multinational companies and national companies working in Pakistan .In prescribing Multi vitamins to patients by health care preferences shows that total availability of different product in case of multinationals brands associated with Multinational companies are 69 that comprises of (65.33%) .because of easy availability and access they don't compromise on quality .hence their first choice are multinational products (Wood Ward, Warrick, Johnson and Johnson, Merck). In case of early day treatment the products like related to new born children milk necessities as well as in order to increase milk in mother most of the product preferences by health care consultants are relaying on local or national products. The reason is that in many cases poor suffer a lot in new born children cases that's why as they have no educate resources in order to purchase highly priced medicine. health care consultant try to prefer local e.g. national brands in order to support a large community .the percentage results related to MNCs are 51 that comprises of 43.98%) while nationals companies product are 69 That comprises of(56.02%) .

Table 4.3 Frequency distribution of product purchase about knowing the side effects of products

Always	07(03.99%)
Often	18(14.12%)
Occasionally	09(05.55%)
Seldom	14(09.39%)
Never	72(65.55%)
Total	120(100)

Table 4.4 ;Association of Brand Preferences' with different other Options

Variables	Chi -Square	P-Value	
Multi vitamens	6.321	<0.031	Significant
Early day treat	3.245	<0.445	Non Significant
Iron thraphy	3.099	<0.199	Non Significant
Antibiotic	5.689	<0.055	Significant

5 Conclusion and Recommendations

After finding the results and analyzing them the following conclusion is drawn;

- 1;Mostly drugs are prescribed to the patients keeping in mind the status of the patients. nature of the diseases and efficacy of the products.
- 2;Health care consultants preferences are motivated by experienced Sales representatives frequent visits and strong contacts with the professionals in their field.
- 3;Mostly those products are prescribed that have enough market availability. if product described by professional are not available in the market and patients feel difficulty in finding different products prescribed by health care

consultants. They don't like this behavior of company and try to prescribe competitors product in their respective range.

4;Country of origin play an important role in prescribing different products form wide range of products in similar group.

5;social factors ,different services offer by companies as well as cognitive dissonance also play an important role in influencing health care preferences.

6;quality is one the important future of products. As in early stage of children when they are in need of such product having highest level of standards are needed for their survival .here quality of product play an important role in covering all other aspect of product. So in many cases health care consultant prefer to prescribe products of multinational companies.

Recommendations

The pharmaceutical companies should follow the strategy of "Quality with cost efficiency". in order to compete with multinational companies local companies should follow the strategy of international standards .that is proper training and development programs must be arrange t the employees in order to gain the attention of health care consultants. the second important strategy for competing MNCs is make availability of products in market as well as price skimming strategy for competition must be implemented. Instead of colorful packaging emphasize must be given toward efficacy of the products. Local companies need to minimize any complaints about their products. For this purpose Customer relationship management (CRM) must be enhanced. Government should impose regulation regarding any un ethical practices by health care consultants as well as by Pharmaceutical companies.

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