

Impact of Relationship Marketing Practices on Doctors' Prescribing behaviour towards J. L. Morison Son & Jones Brands in Sri Lankan Context

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Abstract

In modern marketing practices, relationship marketing becomes impertinent strategic tools. It can be applied in different industry in different scales. When it comes to the pharmaceutical industry, end users of most of medicines cannot decide the brand of the drugs prescribed by doctors. On the other words most of medical practitioners often continue to prescribe brand-name drugs to their patients even when less expensive generic equivalents are available. Apart from the prevailing conditions, some multinational companies like J L Morrison's Ltd may not provide un ethical marketing practices to promote their brand through doctors.

In this context, it is important to investigate role of relationship marketing practices in prescribing behaviour of doctors in local context. Accordingly, main purpose of this study is to assessing the impact of relationship marketing practices effect on the prescribing behaviour of doctors towards JLM brands. As the empirical nature of the study, data were collected through structured questionnaire designed based on the measurement indicators identified in literature and field experience of the researcher. Accordingly, sample was selected from main cities of the country with the purpose of getting the doctors' responses about the main research issues. Accordingly, 125 respondents were included in each sample. The respondents were selected based on convenience sampling method to represent all medical consultants who are relevant to the JLM brands in Sri Lankan market. Frequencies, percentages, descriptive statistics, and correlation analysis etc. were employed as data analysis tools.

Reliability test was carried out and Cronbach's Alpha values of each construct was found that a good interrater reliability exist with the data. The results indicated that there are positive relationships between all three aspects of relationship marketing practices adopted by JLM brands and doctors' prescribing behaviour. Further it is noted that perceptions of doctors towards relationship marketing practices are favourable and positive tendency for prescribing JLM brands. The results provide evidence to accept all hypotheses. Finally, researchers have emphasized some implications to marketers of pharmaceutical industry to develop their marketing strategies for encouraging doctors for prescribing JLM brands in competitive markets.

Keywords: *Relationship marketing, Prescribing behaviour, Pharmaceutical industry.*

Introduction

Background of the study

Customers are most important aspect of the any company. Therefore, company should consider needs and want of their customer. In pharmaceutical consumers directly not involve with the manufacturer or distributor of the product. Physicians and chemist are directly involved with the drug distributors in the industry. Prescription of the doctors will be most important to improve sales of the company in pharmaceutical. But it is little hard to generate with the competition of the industry.

JLM consider satisfying their direct customers to improve amount of prescription which is related to the company products. "The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential (Kotler, 2000).

It's simply can define as Satisfying need and wants of customers by using limited resource of the company. JLM try to face this scarcity by implementing varies types of strategies for their marketing activities. However, these strategies are help to develop competitive advantage by using limited resources. Relationship marketing is vital strategy to develop customer perception toward the company. However, JLM is trying to do this aspect for their business to improve loyalty of customers. In this research purpose to understand Impact of relationship marketing activity to Growth of Sales of J.L. Morison Son & Jones (Ceylon) PLC

Relationship marketing is more important to success in pharmaceutical industry in Sri Lanka the research is evaluating all marketing aspect to improve sales and this consider impact of relationship marketing to growth of sales as well as this evaluate impact of activities to improve relationship with the direct customers.

Marketing strategies is more important to growth of sales. Sales and marketing go as to but both of these two as interconnectivity. However proper marketing always makes easy to increase sales of the company.

Research problem

Literature gap

Customer relationship management (CRM) is a leading new approach to business, which has already become popular among previous researchers (Szeinbach, Barnes, & Garner, 1997). When it comes to the pharmaceutical industry relationship marketing become most common tool which is adopted by pharmaceutical companies for encouraging doctors to prescribe their brands (Prosser and Walley, 2003). Further Corckburn (1997) argued that most of pharmaceutical companies in the countries with poor trade policies, penetrate the market with cheap products by influencing to doctors for prescribing their brands. Therefore, most of scholars (e.g. Couturier, Zaleski, Jolly, Durieux, 2000) explore that relationship marketing tools of pharmaceutical industry has huge impact on prescribing behaviors of doctors. However, some researchers argue that doctors may consider quality of drug before recommending to the patient. In those circumstances relationship marketing practices are inappropriate even in pharmaceutical industry (Vancelik, Beyhun, Acemoglu, Calikoglu,2009). Therefore, this area should be further investigated in different socio-cultural contexts in the world.

that relationship marketing has an effect on relationship quality which leads to customer retention (Amer M. Shoter, 2015) that relationship marketing as a string tool in developing professional rapport for building brand perception for the high ended and sophisticated medical product brands (P. L. P. Geethanga1 and D. M. R. Dissanayake,2014)

According to the findings of Amer and Gethangel there is relationship of relationship marketing and sales of medical products. According to those researches there are improvements of sales by using relationship marketing activities in pharmaceutical industry. But according to some other studies relationship marketing activities concern as a unethical practice of pharmaceutical marketing. Further it was proved that pharmaceutical companies initiate unethical marketing activities and health specialists/doctors accept these gifts and help companies to continue unethical marketing activities (Saeed Abbas Shah, 2014)

With these three arguments researcher can understand there are no universal conclusion for impact of relationship marketing to the sales growth of pharmaceutical products. As researcher feel this study try to do research to clarify these concepts with deep analysis of the literature with new findings.

Empirical gap

There are many companies are involving in the pharmaceutical business in the Sri Lanka. Its more than 350 companies including pharmaceutical and surgical devices. Cipla, Glaxo, Hemas and bauris is leading the market however there are limited number of doctors and pharmacies are available in the country to involve in the business. All companies are fighting for take their market share from this limited customer base.

Marketing strategies are more important to attract these limited customers with this huge competition of the market. However, customer turnover is very high according to the current behaviour of the pharmaceutical market. Finally, relationship is more important in the industry to sustain.

Pharmaceutical industry is mass market. It's not like other country this industry is going as different business. When it's come to import regulation is not much strong in this industry. Pharmaceutical industry is becoming more competitive than earlier due to that poor entry barrier.

Physicians and chemist come as direct customers in this industry. But customer base is not increase like increase of Company and products. People who are involving this business can't close their eyes due to huge competition. Relationship marketing is becoming more important in this business not only that it will be the key tool to promote pharmaceutical products.

Pharmaceutical industry is now becoming highly competitive Zydus, Cipla, Sun pharma, GSK, Gettz, CCL and Torrent are playing big role in pharmaceutical market. all this giant is aggressively involving their promotion's with relationship marketing. All competitors are targeting this customer with different marketing activities therefore it's very difficult to protect customer sustainability of the business.

Evaluation of current attitudes towards Relationship marketing is taken as the rational significant to this study. Out of Relationship marketing strategy what is directly affect to positive attitude or negative attitude. Doctors' attitudes cannot be directly observable & this can only be evaluated from their behavior and response. Thus, what they do & what they say.

J.L. Morison Son & Jones (Ceylon) PLC has shown continues decline during last five years of their revenue. It has happened due to high customer turnover of the company. This research is going to find solution for this customer turnover of the company. Existing consumer base is one of main channel that generate new business to the J.L. Morison Son & Jones (Ceylon) PLC. The main advantage this study is to understand of their need and wants. Because if we not build our relationship with them competitor immediately can get benefit from it and it will be blocking the inflow of business to the J.L. Morison Son & Jones (Ceylon) PLC. Hence result of this study would help management to develop future marketing plan & decision making by highly focusing on relationship marketing

This study is mainly focused on how relationship marketing would affect to change doctors' attitude. Based on this study it is possible to influence to consumers' mind with the correct strategy. Many organizations do not have the relationship marketing strategy required for successfully manage their customer. When effective relationship marketing activity is recognizing as a core or one of organizational competence recruit in high financial performance the most successful organization has superior relationship marketing strategy for keep their customer. However, there is sufficient studies were not conducted relevant to present research issue in current research contexts. With aforesaid background, further studies are needed for exploring the relationship marketing and doctors' prescribing behavior. Therefore, the present research is focused on **“To what extent relationship marketing practices influence on Doctors' prescribing behavior towards J. L. Morison Son & Jones brands in Sri Lanka**

Research objectives

As relationship marketing is most valuable part of effecting to customer retention, in this research, the researcher developed following objectives.

1. To examine relationship marketing practices employed by J. L. Morison Son & Jones brands in Sri Lanka
2. To identify the willingness of medical practitioners to prescribe J. L. Morison Son & Jones brands
3. To determine relative impact of each relationship marketing practices on doctors' prescribing behaviour towards J. L. Morison Son & Jones brands
4. To recommend strategies for encouraging doctors' prescribing behaviour towards J. L. Morison Son & Jones brands by successfully adopting to relationship marketing practices

Research questions

In order to achieve aforesaid objectives, the researcher developed following research questions.

1. What are the relationship marketing practices employed by J.L. Morison Son & Jones brands in Sri Lanka?
2. Whether doctor's preferred to prescribe J.L. Morison Son & Jones brands?
3. Which relationship marketing practices are influenced on doctors' prescribing behaviour towards J.L. Morison Son & Jones brands?
4. What are the relationship marketing strategies recommend to J.L. Morison Son & Jones brands for encouraging doctors' prescribing behaviour towards their brands?

Significant of the study

Physicians are the most important customer in the pharmaceutical industry. As a customer medical practitioner are having busy schedule in their life, its little difficult to find time for promote drugs for the valuable doctors. However due to high competition many representatives are trying to approach doctors every day. Due to that situation many doctors try to avoid pharmaceutical representative to survive their time. At the same time due to lack knowledge of representatives' doctors interest getting decrease to learn about the products through the representatives.

As a solution for this situation many companies easy to improve their relationship with doctors to face competition.

Well trained and strategic marketing representative always overcome this situation by using their skills. But as a company they have to facilitate their employees to overcome these situations by improving some relationship marketing activities. Attract new customer is not easy due to this competition of the industry therefore customer retention is more useful than finding of new one. Not only that retention is cost effective than the new attraction.

Its little difficult to understand level of customer satisfaction with the promotions of pharmaceutical. But representatives should closely monitor their customer's prescription behaviours to get an idea about satisfaction. In this industry many doctors expecting personalises and customer wise service. Medical representatives should verify their service after sales not only that before do the personalise service representatives must develop trust with the doctors

Reminders about the products are essential in this business. Relationship may not enough to take prescription other than doing reminders for the brands. There are some other factors also can affect to the promotions and sales but this research highly focuses about the relationship building strategies and their involvement to the business.

Customer retention is more important and profitable than acquiring new customers, but retention is not easy in this volatile market situation. It's more difficult in pharmaceutical due to huge competition of the industry.

Methodology

The methodology has used to understand the relationship marketing activity and its impact to develop sales in the JLM. Initially researcher has developed conceptual frame work with hypothesis. Hypothesis was developing by using literature review.

Conceptual framework

As per the details given in the chapter 2 relationship marketing practices in pharmaceutical industry has been investigated many researches(Schemerhorn,2001) According to them sponsorship, continuous medical education and CSR programme become more inflation on doctors prescribing behaviour as JL Morrison plc company is currently employing all those relationship marketing practices researcher reasonably assumed that those three variables represent the relationship marketing practices in present research context Accordingly researcher developed conceptual

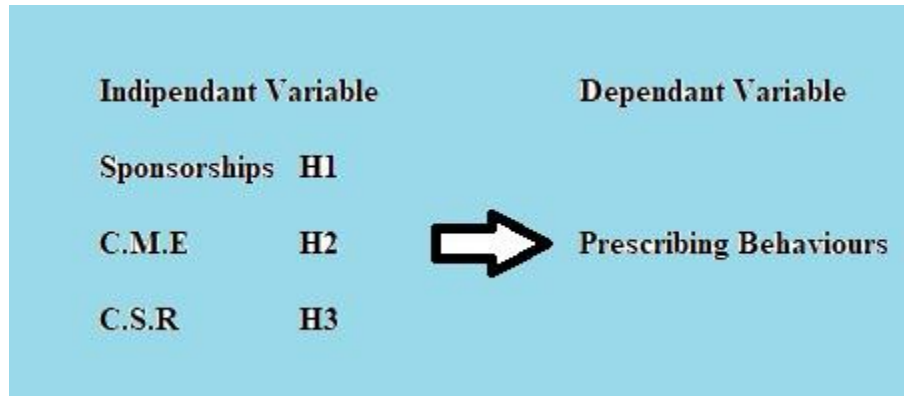


Figure 1. Conceptual frame work

Hypothesis

In order to demonstrate the relationship between independent and dependant variable researcher developed three hypotheses. Each Hypothesis can be justified based on detail literature given on chapter 2. For Eg: = The researches such as Gilbert, & G. Lindzey etc. empirically proved that sponsorships, CME and CSR of medical sector has significant and direct influence on doctors prescribing behaviour. Therefore, researcher reasonably assumed those relationships will be applicable to the present research context as well. Accordingly, three hypotheses were developed as follows.

H1-There is a significant positive relationship between sponsorships and doctors prescribing behaviours towards JL Morison brands.

H2-There is a significant positive relationship between CME and doctors prescribing behaviours towards JL Morison brands.

H3-There is a significant positive relationship between CSR and doctors prescribing behaviours towards JL Morison brands.

Definitions

In the conceptual framework 4 variables are given. Meaning of those definition in present research context has been discussed in follows,

1. **Relationship marketing practices** – It refers to all the sponsorships, CME and CSR programmes employed by JL Morrison companies during last year with the purpose of developing the relationship with medical practitioners.
2. **Sponsorships** - This refers to providing free samples sponsoring to College events and Social events etc.... adopted by JL Morrison and PLC for developing the relationship with doctors.
3. **CME** - That means different educational programmes, conferences, Seminar and research Symposiums etc... Sponsored by JL Morrison Company to participate doctors for their event with the purpose of updating their knowledge on the new development of medical sector.
4. **CSR**- That means different social programmes conducted by JL Morrison Company for enhancing social welfare and provide financial support to organize those programmes to doctors.
5. **Prescribing behaviours** - That means tendency of doctors to prescribe JL Morrison brand their patients, recommend product in public forum and providing positive product comments with the others.

Table 1. Different variables of the conceptual frame work have been operationalized in the following table

	Concept	Variable	Indicator	measure
01	Relationship marketing	Sponsorships	Education programme	5S1
			Clinical meeting	5S2
			Hospital developments	5S3
			Clinical trials	5S4
		CME	Overseas education	6S1
			Overseas workshop	6S2
			Local workshops	6S3
		CSR	Ward developments	7S1
			Clinical funds	7S2
			OPD funds	7S3
02	Prescribing behaviour	How customers feel pc pharma Relationship marketing strategy	Brand Name	QPS81
			Recommendation for others	QPS82
			Positives comments to the Brand	QPS 83

Research method

Research method is systematic process which is use to collect primary data for the research. Method can be varying according to the research type and framework of the study. Research method use to achieve research objective by using systematic way. This can be both qualitative and quantitative, research method suggested the way of data collections. It can be interview or questionnaire survey.

There are many ways to obtain information as a data for research .in this research survey method has use to collect data from the respondent. Questionnaire has used as an instrument of gathering data to the research

Through the survey researcher has gathered information's to by asking many questions to understand customer CME, CSR and their prescribing pattern. Demographic characteristics also evaluated to understand behavior of respondents. The questionnaire has distributed among selected samples to get more accurate information to the research. As a widely using survey method questionnaire has used for the research. Accordingly, 100 doctors selected and collect the data using self-administration questionnaire as data collection instrument.

Research measuring instrument – survey questionnaire

Likert scale questionnaire has used to gather information's for the research. Mostly used four answers questions for the questionnaire. Questions have been started from strongly agreed to strongly disagree. Maximum 5 has given as a mark for the strongly agreed and minimum 1 has given for the strongly disagree.

5 Strongly agree. 4 Agree 3 don't know 2 Disagree 1 strongly disagree.

This type of questionnaire easy to analyze not only that it's easy to prepare for the research. As an instrument of data collection likert type questionnaire is more popular than the others. Especially this will evaluate attitude type of behaviors.

Contact method – personal interview

The entire sample has selected randomly. 100 sample has interviewed personally. researcher has met all respondent personally and distributed questionnaire for them. Some respondents are only given oral answers researcher has completed questionnaire accordingly.

Sample design process

There are five steps in Sample designing process. The steps are target population define, sample frame determine, sampling techniques, sample size and execute sample process.

Target population

Targeted sample is concern as a target population. This is initial stage of the process. The sample has designs according to the target population. Their target group of this research can be illustrating as below

Elements: All physicians and specialists in Colombo and suburb are.

- Sampling unit: General hospital Colombo and Sri Jayewardenepura Time – 2016.

Determine the sampling frame

This is the part of the sample population. This can select randomly to distribute questionnaire for obtain information. This has selected from total sample population in selected are. In this research researcher has randomly select physicians for the response

Select a sampling technique

Due to simple random sampling method there is an equal chance to response in each category of physicians for the research.

Determine the sample size

Collect response from 100 number of random samples in the target population in selected area.

Execute the sampling process

- Target population – physicians, and specialists in Colombo and suburb
- Sampling frame – 10% of doctors who are doing privet practice
- Sampling technique – simple random sampling for target population
- Sample size – 100 physicians in Colombo area
- Sampling process – likert scale questionnaire for respondents.

Data presentation and data analysis

JLM management is using different type of relationship marketing activities to improve relationship with the doctors. Ultimate objective of the relationship is improving number of prescriptions by developing awareness of brand. The chapter elaborate the method of data collected to achieve research objective through the conceptual frame work. This will describe the findings deeply and it will test the hypothesis which was given.

First section of the chapter will discuss about the sample and method of the data collection.in that part Weill elaborate behaviours of sample and their experiences in the industry. The second section will discuss about their willingness to prescribe products of the Company. Third section research discuss about the current relationship marketing activities of JLM.

Subsequently empirical results of other statistical tools were discussed in the last section with the purpose of testing hypotheses and demonstrate the relationship among key variable of the conceptual model.

Overview of data collection and preparing data base

As per the details of methodology data was collected by interviewing of direct customers (physicians) in Colombo area. The researcher personally done questionnaire survey and collected some data's through the personal interview with physicians of the area. Mainly these data were collected from the Colombo national hospital and Sri Jayewardenepura Hospital. The respondent rate was 100% from the selected samples. Research has done one interview on two times due to busy schedules of some important respondents. However, 100 samples were success to analyses in final assessment due to rejections of some questionnaires with missing values and extreme cases.

The questionnaire has given more information's to make understandable of the data of the research. 25 likert scale questions are covered all relevant area of the study. Result which was gathered through the response can be categorized in different ways to analyse.

This report has analysed data by using new technology, the instrument SPSS has used to analyse data of the research. Standard deviations and correlation have been calculated through the SPSS. The software has analysed all the aspects of relationship marketing including CME, CSR and many more. Data has presented by using charts, graph and some table for better understanding of the research.

Reliability test

The researcher analysed the reliability of the conceptual model by using some theories which is related to test. Examine the internal consistency of dependent and independent variable is necessary to get an idea about the result of the research. Therefore, Cronbach's alpha reliability coefficient was utilized to examine the above mention constancy. Moreover, Haired et al. (1998) noted that general acceptable lower limit for Cronbach's alpha is 0.70 but it can go down to 0.60 in exploratory research. The table 4.1 shows the Cronbach's alpha for the independent and dependent variables calculated using reliability measures in SPSS 16.

Table 2. Reliability test

Constructs	N of Items	Cronbach's Alpha
Sponsorship	5	.879
CME	4	.712
CSR	3	.846
Prescribing Behaviour	3	.703

Source: Survey Data 2016.

Cronbach's alpha of the given independent and dependent variables showing from 0.703 (acceptable) to 0.879 (very reliable). The range of Cronbach's alpha is showing acceptable situation of the findings. Especially; Sincerity shows higher reliability values among other relationship marketing dimensions. Therefore, data base can be used for the analysis of the present study.

The sample profiles

The demographic category is more important in research sample. The research has covered all relevant demographic groups to get more accurate respond. Age, Gender and their education background is more important in this research, relationship marketing activity can be varying according to the level of income of physicians After collecting data, the researcher developed the sample profiles (table 4.2) based on several demographic characteristics included in the questionnaire.

Table 3. Sample profile

Variables	Categories	Frequency	Percentage	Total
Age	18-25	21	20.8	100
	26-35	26	25.7	
	36-40	32	31.7	
	Above 40	21	20.8	
Gender	Male	60	60	100
	Female	40	40	

Marital Status	Married	79	78.2	100
	Unmarried	21	20.8	
Income	Below 100000	7	6.9	100
	100000-200000	34	33.7	
	200000-400000	46	45.5	
	Above 400000	13	12.9	
Education	MBBS	21	20.8	100
	MD	47	46.5	
	PHD	32	31.7	

Source: Survey Data 2016

According to the sample profile, majority of respondents represent age of above 35. And male respondents are little higher than female respondents (60% and 40%) As the researcher expected all respondents were well off people who are earning more than Rs. 100,000 per month. The most important matter is nearly 80% respondents are in level of consultant. Because of the sample represent all demographic categories and sample characteristics are almost similar to the characteristics of the population, findings are reliable to assess the impact of relationship marketing activity on their prescribing behaviour.

General information about the doctors and their prescribing behaviour

The doctors are the decision makers of the pharmaceutical product use of end users. Therefore, physicians are more important in pharmaceutical industry for their business. However, doctors not consume the products mostly consume by patents according to the prescription of doctors. This industry is involving with the life of people, drugs help to cure the product as well as it will damage the people. All the drugs are poison is common phrase in the pharmaceutical industry. Therefore, recommendation of doctors is vital to use of medicines in life. Because of this conditions prescription behaviour of physicians is more important in the pharmaceutical context. Representative's skill of identified doctors prescribing behaviours are more important to increase the sales of the company.

Area of specialty

Develop countries always go for original brand for their patents but third world countries mostly depend on the generic product with low prices. But generic products can't be equal to the original product. However generic companies are not much bother to justify quality of their products to the market. As we discussed in literature review some researcher has analyzed generic products are moving due to some unethical practices in the companies as well as physicians of the industry. Finally, general physicians and consultants are playing big role in this industry.

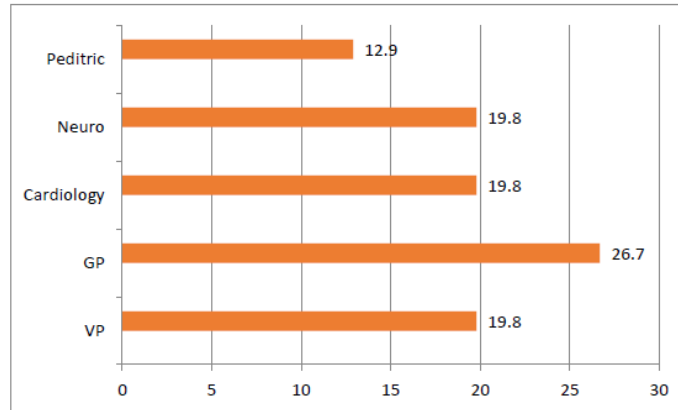


Figure 2. Area of specialty

Source: Survey Data 2016

According to the figures which was analyses General physicians are more important to the business of JLM however according to the classification number of GPs volume is higher than consultants. When we take consultants it also can be divided according to the specialty of the area. According to the chart given VP, Cardiologist and neurological specialties are more important to understand relationship activities in the JLM. The research has distributed the questionnaire according to the above chart to take more accurate feedback to the research.

Experience in medical practice

Experience is most important part of medical practice because experiences add more value to attract patients to the practice. Demands for the activities are very much according to the seniority of the profession. Requirement of more experience physicians are higher than the new physicians. The researcher has distributed the questionnaire among the different level of experience doctors. That distribution will help to get accurate requirement of relationship marketing activity in JLM.

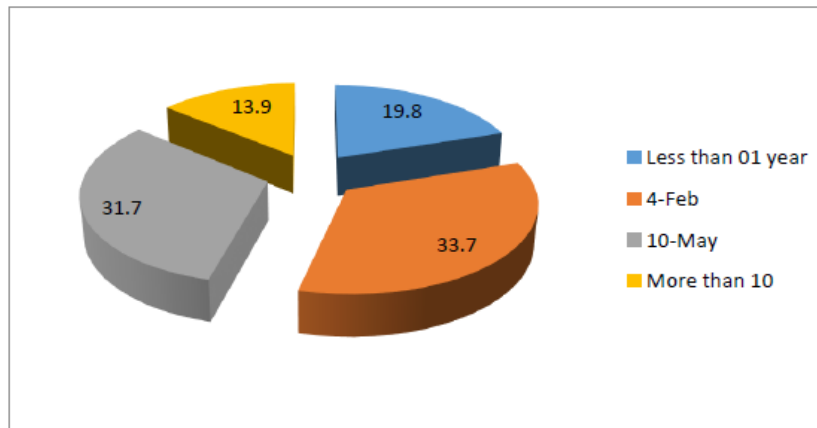


Figure 3. Experience of medical practice

Source: Survey Data 2016

Write Up the researcher has distributed questionnaire from beginners to most senior doctors, very simply this has distributed to just after internship to professors of medicines. Response of more experience doctors is highly affected to analyse reality in the industry. Therefore, this research highly focused doctors who have more than 10 years’ experience as physicians. Minimum number of new doctor’s sample represents

new generation and their response also important to understand future requirement of relationship marketing.

Number of patients sees for a day

Number of patients of doctors is more important to improve sale of the company, its little harder to build-up relationship with the doctors who have high number of patents per day. But it's no point of having patients if doctor not prefer to prescribe brands for the patents therefore prescription pattern of doctors is more important than number of patents per day

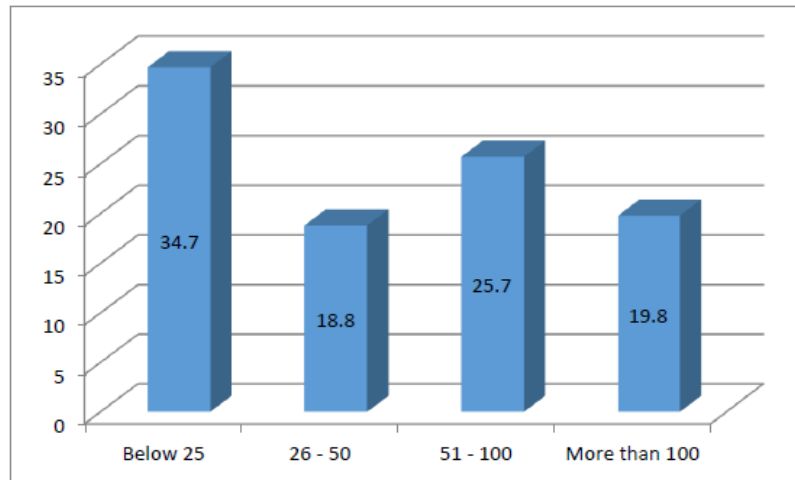


Figure 4. Number of patients sees for a day

Source: Survey Data 2016

According to the findings there are 34.7% doctors have below 25 average patents for the day. But graph is showing there 20% of doctors have capacity of more than 100. Responses of these doctors are more important to understand the objective of the research.

Willingness to recommend branded products

These parts of doctors are more important than the patent numbers per day. The doctors who has more than 100 patents and if they willing to recommend branded product will be the assets to the company. But if they not recommend branded it will be useless affect to make relationship with them.

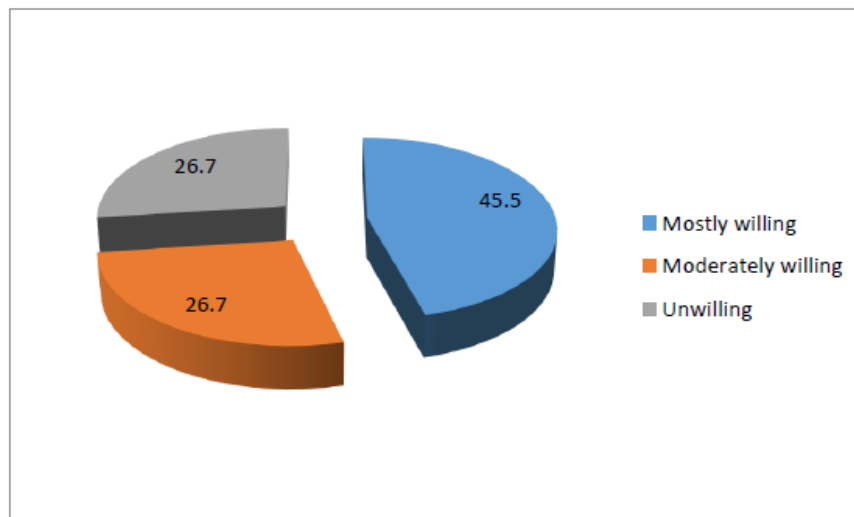


Figure 5. Willingness to recommend branded products

Source: Survey Data 2016

The finding shows there are 45.5% of physicians are mostly willing to prescribe branded product to their patients. 26.7% are moderately willing to recommend brand to their patents. However, figures showing more than 70% of physicians are willing to prescribe branded products to their patents.

Relationship marketing practices of JLM

JLM is one of the oldest pharmaceutical companies in Sri Lanka therefore they still try to practice old strategies to develop market share. JLM is highly concern about the pharmaceutical ethics therefore Relationship marketing practice of the company is far behind than the other leading companies in the industry.

Sponsorships

Doctor sponsorship is most common activity which is doing by pharmaceutical marketers to attract doctors for their brands. This can come as a general and personal. Many physicians are requesting sponsorships for personal activities but some are for public activities. These can be categorized as sponsorship for academic purpose or it can be for clinical meeting of the ward. Some physicians are developing hospital wards by using sponsorship of the companies. The large companies may sponsor for clinical research for the doctors in the government sector.

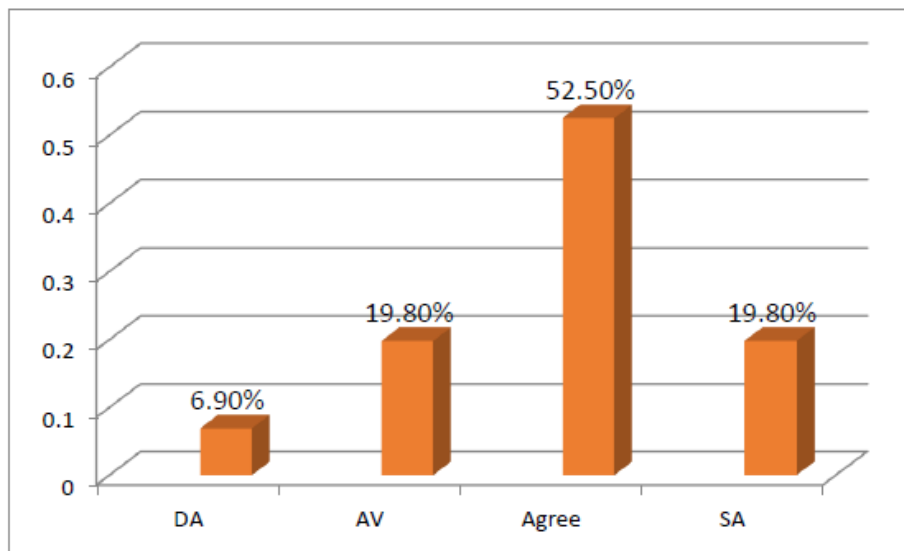


Figure 6. Perception about academic activity provided by JLM

Source: Survey Data 2016

Finding showing more than 70 % of physicians are agreed with the academic activity which is providing by JLM. JLM mostly helping to improve knowledge thru the education programs, that part is in favourable manner in JLM

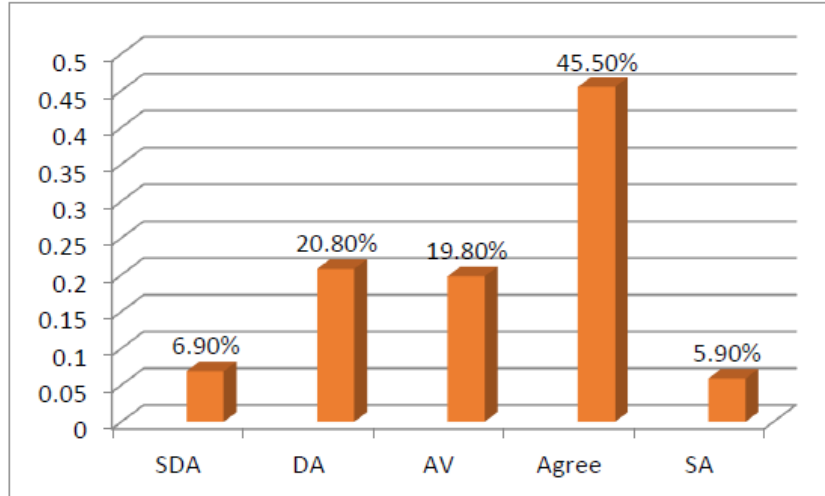


Figure 7. JLM organized clinical meetings regularly

Source: Survey Data 2016

JLM is not much concern about clinical meeting but result showing more than 50% of doctors are happy with the clinical meetings arrangement of the JLM. However clinical meetings help to improve relationship with doctors as well as it will increase brand awareness of the company among many physicians.

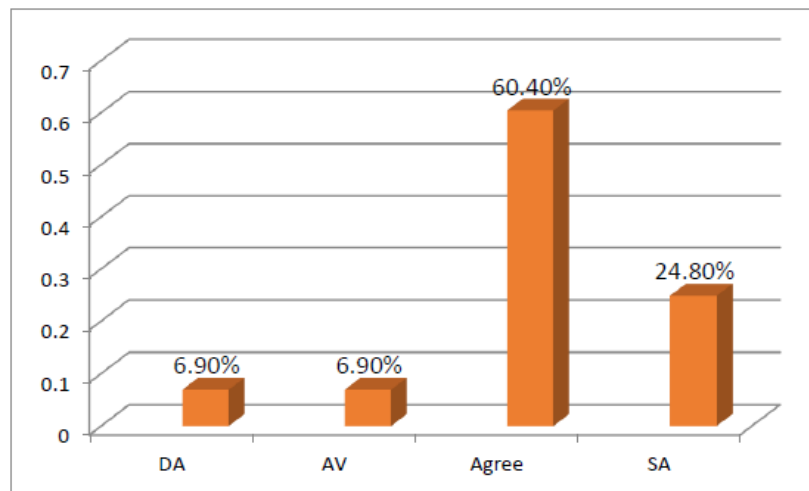


Figure 8. JLM provide funds to develop hospital wards

Source: Survey Data 2016

According to the findings large numbers of doctors are happy with concern of the ward development doing by JLM. It again shows their pharmaceutical ethics because all the activity should benefit to the patient according to the JLM policies.

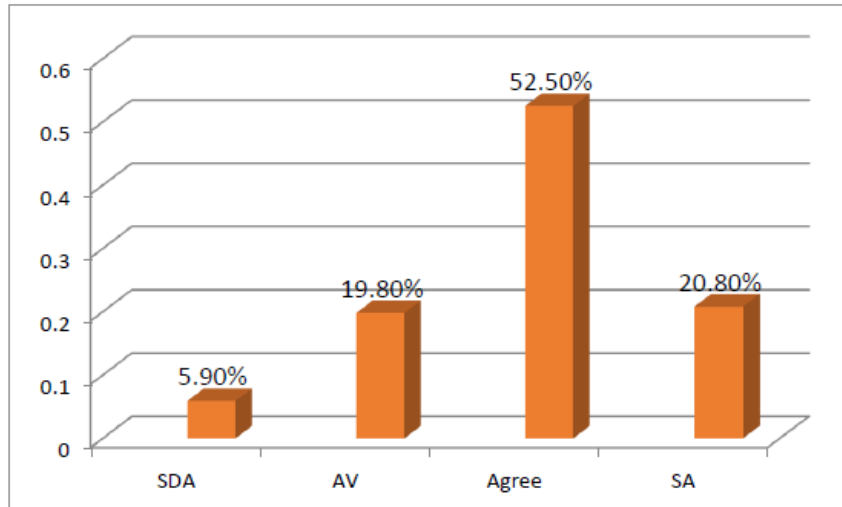


Figure 9. JLM provide clinical trial and evidence journals

Source: Survey Data 2016

Pharmacology is vast area to learn. some of them doing PHD degrees by base on this subject. But physicians are learning essential part of pharmacology to manage their patients. this industry is always updating due to rapid changes.

Therefore, physicians are acquiring knowledge about new updates from journals and clinical trials. Basically, research base companies are not going to do more relationship marketing but they always try to update doctors with proper knowledge there are 70 % of doctors are happy with JLM because of their clinical trials and evidence journal.

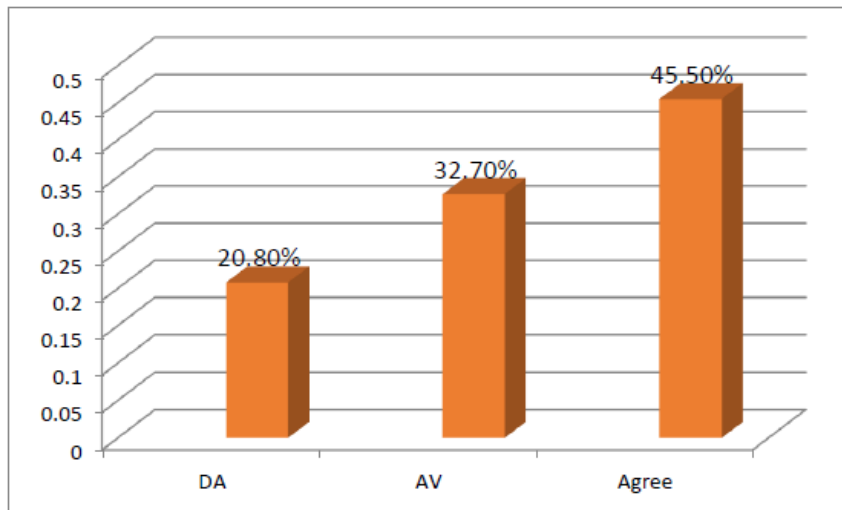


Figure 10. JLM organized free health camps for public populations

Source: Survey Data 2016

The findings show there are 79% of doctors are agreed with health camp arrangement of JLM. These events will help to increase brand awareness among people than the doctors. However, with awareness people will make confident to purchase brand of JLM.

Table 4. Descriptive statistics for Sponsorship

Variable	Mean	SD
Educational program for medical practitioners	3.8600	.81674
organized clinical meetings regularly	3.2300	1.07172
Provide funds to develop hospital wards	4.0400	.77746
Provide clinical trial and evidence journals	3.8300	.96457
Organized free health camps for public populations	3.2500	.78335
Sponsorships	3.6420	.46562

Source: Survey Data 2016.

According to the descriptive statistics given in the above table doctors highly perceived sponsorships given by JLM for hospital wards. Respective mean value is 4.04 the second important sponsorship goes to educational programme organised by JLM for medical practitioners. Accordingly provide critical trial and evidence journal also valued by medical practitioners. All those three aspects of sponsorships are at high score range. {3.67 – 5.00} However organizing the clinical meeting and helping the health camps are at moderate level. However overall sponsorships done by JLM was at moderate level but very close to upper margin (Mean = 3.64, SD = 0.46562) Therefore researcher concluded that sponsorships done by JLM is at satisfactory level.

CME

CME employed by JLM was tested based on three indicators. Q. No 7 –10 was designed to get the perception of doctors regarding this area. Initially responses given by doctors have been summarized into following figures.

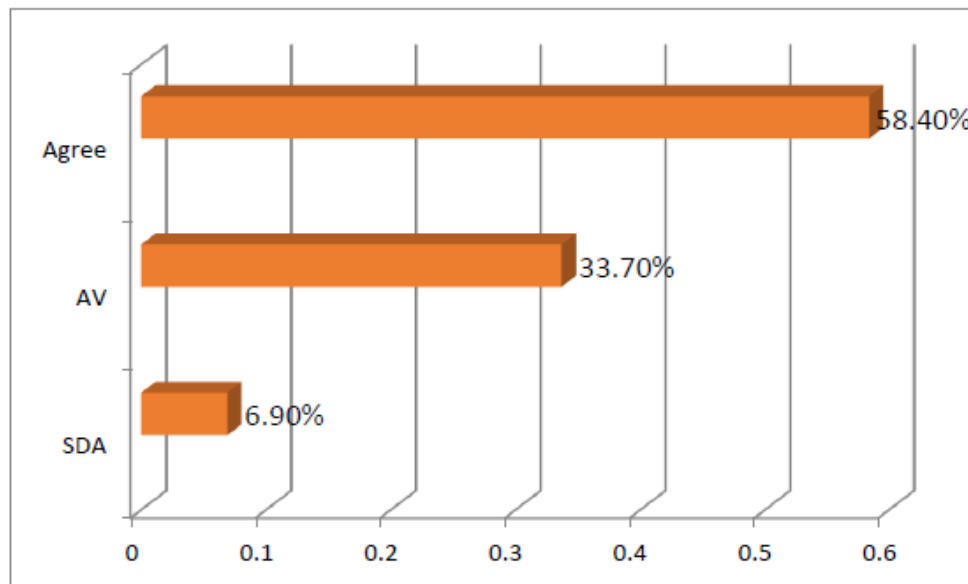


Figure 11. JLM provide overseas educational training programs

Source: Survey Data 2016

According to the question majority of the physicians are satisfied with their overseas educational training program. according to the annual report of this company their spending more financial budget for this activity. Not only has that principle companied also investing more for this promotion activity

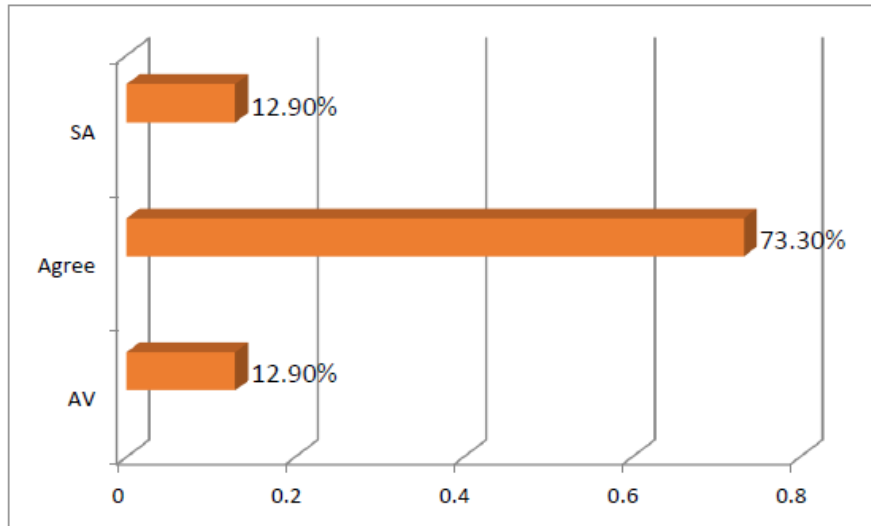


Figure 12. JLM provide funds participate overseas work shops

Source: Survey Data 2016

International training and workshops are vital to improve knowledge of doctors in the country. Many companies are helping them to participate these events. however, it will increase the goodwill of the company among doctors in the country. 87% of doctors are agree with that activity of JLM, it will good sign of relationship of JLM with doctors

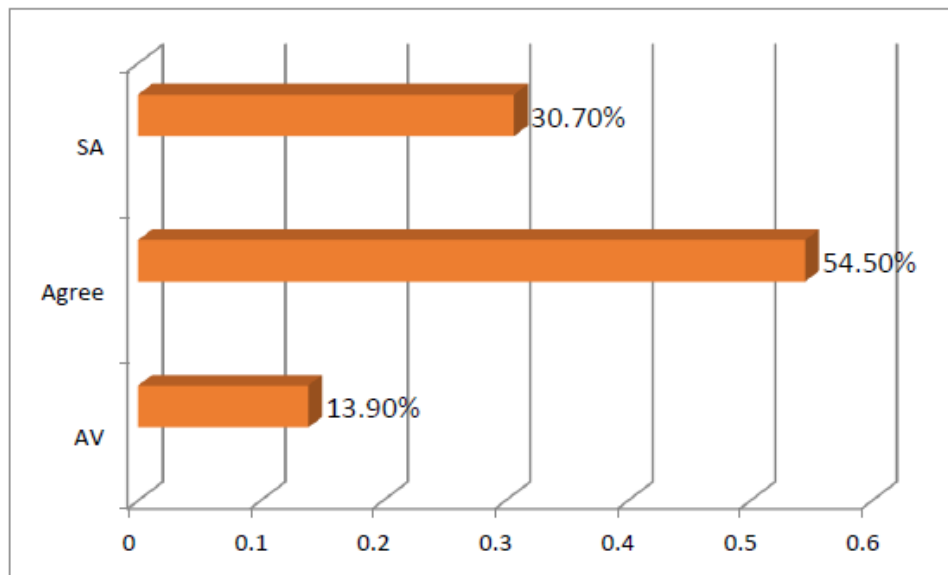


Figure 13. JLM provide educational programs to develop local Doctors workshops

Source: Survey Data 2016

According to the findings 86% of doctors are agreed with the CME conducting for workshop in the country to improve knowledge of doctors. However only 14% is responds averagely most important thing is there are no any disagreements with this question from respondents.

Table 5. Descriptive statistics for CME

Variable	Mean	SD
JLM provide overseas educational training programs	3.4500	.82112
provide funds participate overseas work shops	4.0000	.51247
provide educational programs to develop local Doctors workshops	4.1700	.65219
CME	3.8733	.42052

Source: Survey Data 2016.

According to the descriptive statistics relating to CME provided by JLM highest perceived value of doctors belongs to funds provided by the company to participate for overseas workshops. Further doctors have rated JLM is provided educational programme to develop the local docs. The mean value of both expects are 4.0 and 4.17 respectively. However, docs did not perceive overseas training programme at JLM as at high level. Even though some aspects of CME rated at moderate level overall CME provided by JLM was rated as high level. Respective mean vale is 3.8733 and SD is 0.42052.

4.9.3. CSR

The third dimension of relationship marketing programme was CSR programme organized by JLM. Accordingly question No..... () was designed to get the docs response of those programmes organized by JLM. Percentage and the frequencies of the doctor’s responses have been summarized to the following figures.

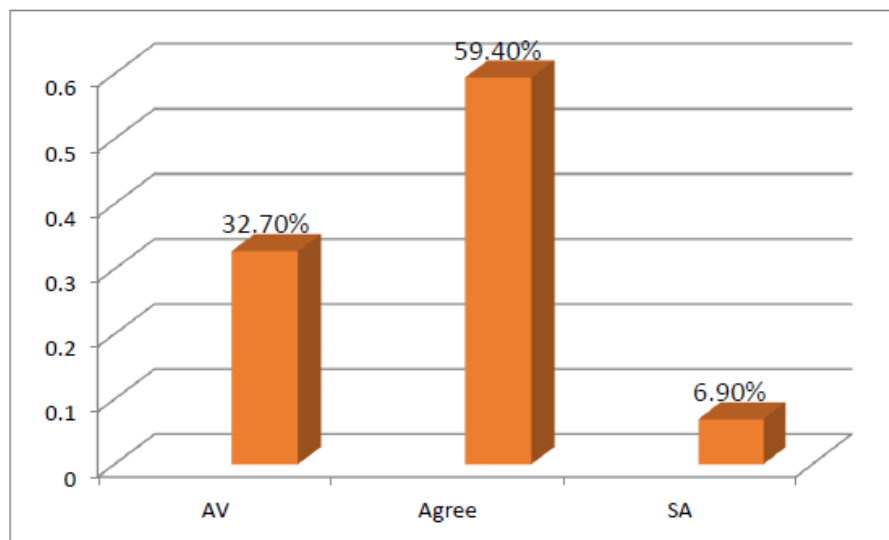


Figure. 14. JLM provide funds to develop hospital wards

Source: Survey Data 2016

According to the above finding there are no may doctors are expecting personal sponsorships other than the public sponcers. Many are expecting donation for wards and their academic purpose but it seems to be CSR project of the company. according to the finding many respondents are agreed with the relationship marketing of JLM

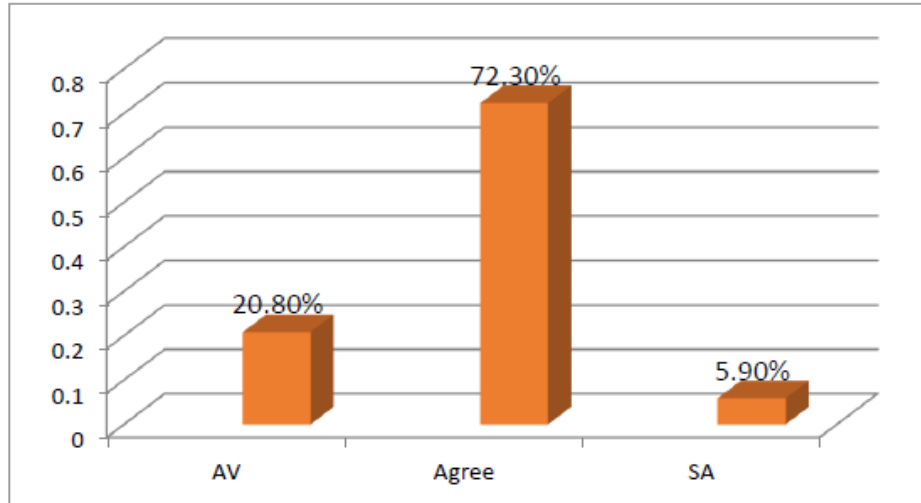


Figure 15. JLM provide funds to clinics

Source: Survey Data 2016

This figure showing there are no disagreement with relationship marketing activity of JLM for clinic developments of the hospital. JLM provide enough funds to develop clinics in the hospitals many physicians are happy with these factors of the company.

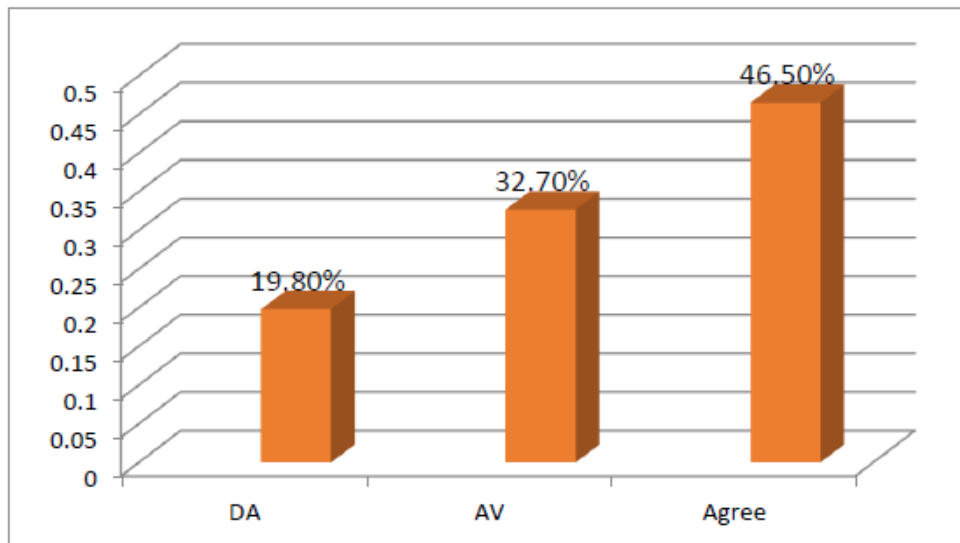


Figure 16. JLM provide funds to develop OPD Clinics

Source: Survey Data 2016

According to the above findings there are many doctors agreed with OPD renovation of their hospitals. This is happening due to process of government funding. Many OPD are not in the standard of the country therefore doctors are requesting fund from privet companies to develop their working OPDs however nearly 50% of doctors are agreed with JLM projects of OPD renovation

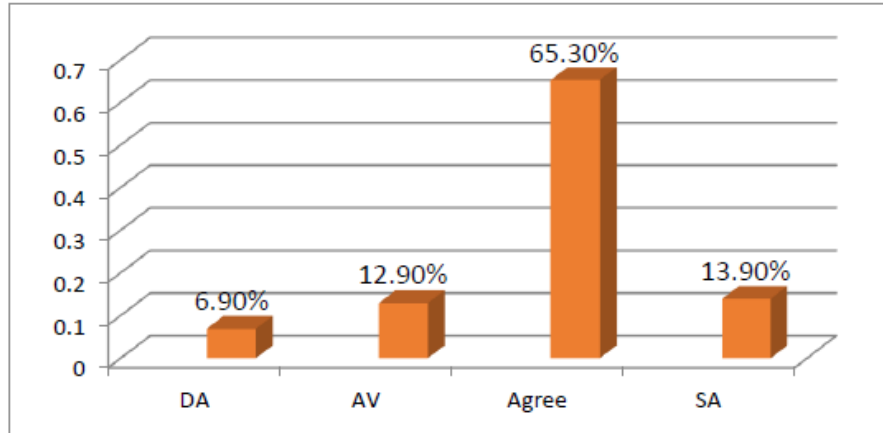


Figure 17. JLM provide funds to develop rural hospitals

Source: Survey Data 2016

The JLM highly concern about the rural hospital development projects, this result is showing there are 80% of doctors are agreed with contribution of JLM for rural hospital developments.

In addition to above analysis researcher calculated described statistics to identify perceived value of CSR programmes of given by JLM. Respective mean values and SD values are given in table 4.8.

Table 6. Descriptive Statistics for CSR

Variable	Mean	SD
provide funds to develop hospital wards	3.7400	.57945
provide funds to clinics	3.8500	.50000
provide funds to develop OPD Clinics	3.2700	.77662
provide funds to develop rural hospitals	3.8700	.73382
CSR	3.6825	.43061

Source: Survey Data 2016

The finding revealed that JLM provide more funds to develop rural hospitals. In addition to that they are providing funds to develop some clinics and developing hospital wards. However, doctors rated JLM is not in strong position in providing funds for developing OPD clinics. As a result of that overall perception about the CSR programme developed by JLM is at high level. Respective mean value is 3.6825.

Doctor's prescribing behaviour

Prescribing behaviour of doctors can be varying according to their experience and profession. However, it is more important to understand prescribing behaviour to take better outcome from the doctor to company. Prescription behaviour of doctors was tested from question No's 15 – 18 under the section C in questioner. Responses have been summarised in the following figures.

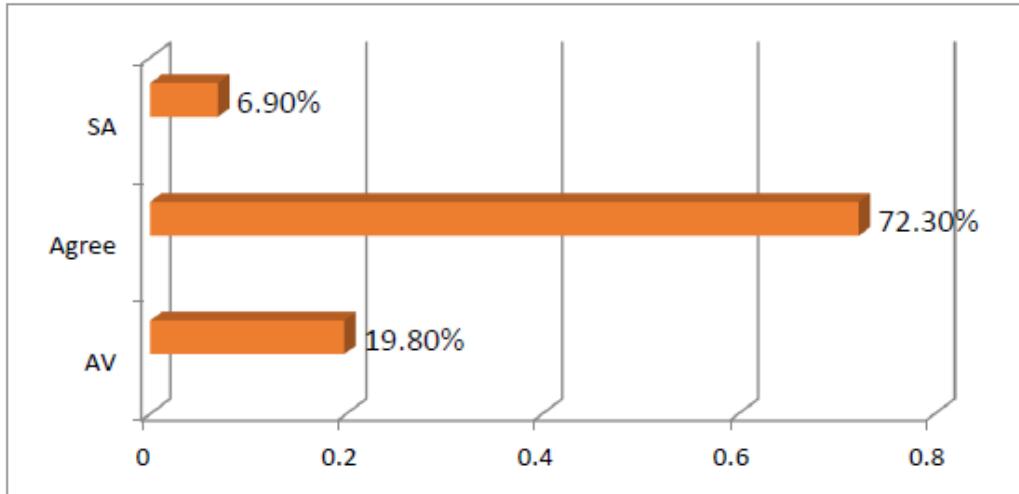


Figure 18. Prescribe brand name of JLM

Source: Survey Data 2016

The question has been evaluated brand awareness of doctors and its impact to ht JLM. It's not evaluated directly but it has showing favor of doctors towards the company brands.

Findings of research showing 80% of physicians are willing to prescribe JLM brands. As a old pharmaceutical company it's a considerable good percentage acquired by company. that means JLM conducting their promotions in proper way.

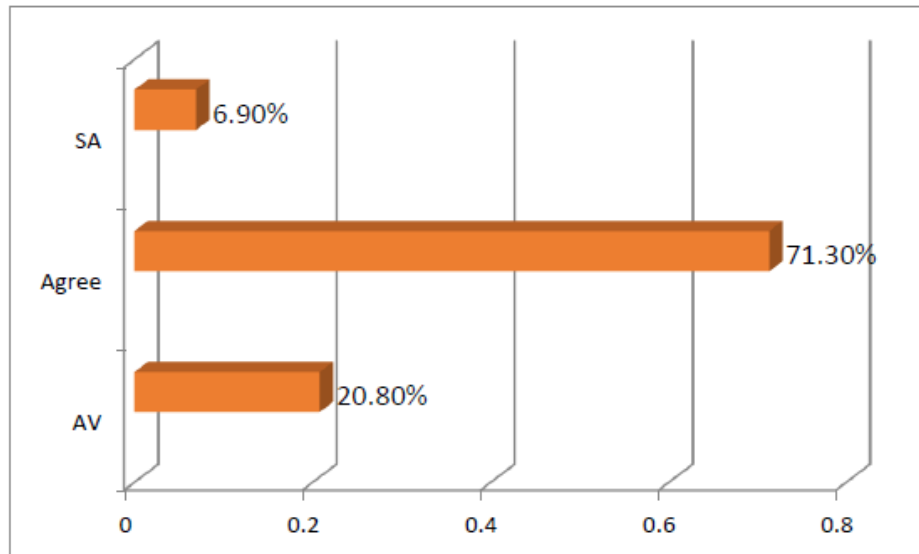


Figure 19. Recommend JLM brands in public forum

Source: Survey Data 2016.

With this question I tried to get idea about JLM awareness activity. according to the data we can see JLM is doing their sales promotion and brand development through their representative, and they are doing aggressive marketing activity for position their brand in consumer mind

According to the figures there are 79% of doctors are agree to prescribe JLM brands to outside. however, it's not happening accidently that only can happened due to heavy promotions of field staff.

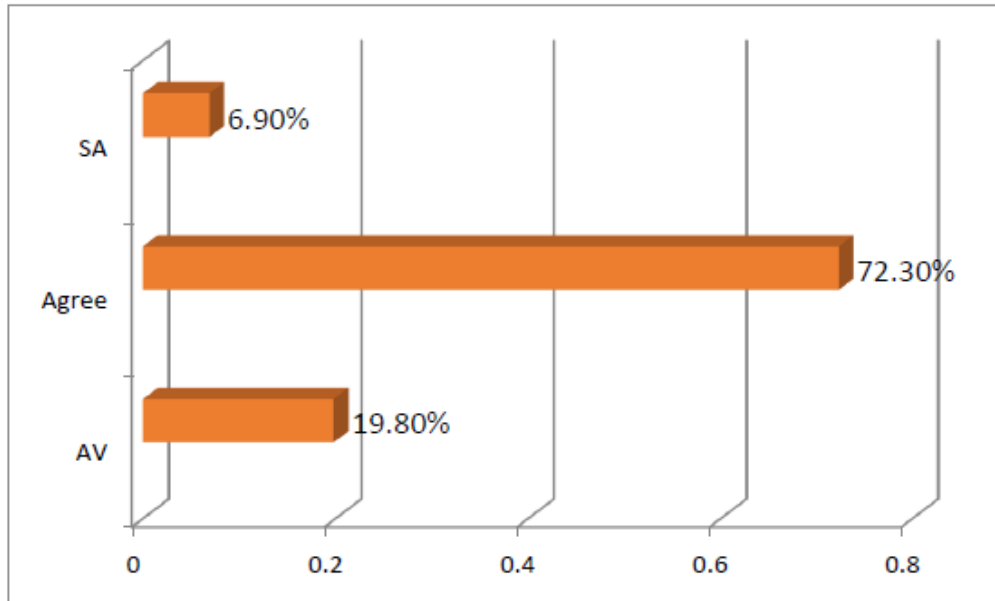


Figure 20. Share positive comments about JLM Brands

Source: Survey Data 2016

These figures showing 79% of doctors have good image about JLM and it showing their willingness to recommend JLM brand for the outsiders.

In addition to above analysis researcher calculated descriptive statistics to identify prescribing behaviour of doctors. Respective mean values and SD values are given in table 4.8.

Table 9. Descriptive statistics for prescription behaviour

Variable	Mean	SD
prescribe brand name of JLM	3.8700	.50562
recommend JLM brands in public forum	3.8600	.51286
share positive comments about JLM Brands	3.7700	.50062
Prescription behaviour	3.8667	.37003

Source: Survey Data 2016

According to descriptive statistic all the aspects of prescribing behaviour is at high level. That means the selected doctors in the sample highly recommend JLM brands to their patients and colleagues. Further they would like to recommend those brands at the public forum. Therefore, it is noted that prescription behaviour of docs towards JLM brand is at highly recommended level.

Correlations analysis and testing hypotheses

This section focused on analysis of the relationship between Relationship marketing activities and customer prescribing behaviour. Similar to the above analysis, impact of relationship marketing activities was calculated based on three dimensions such as Sponsorship, CSR, CME. Correlation between sponsorship and prescribing behaviour has been analysed in table.

According to the creation output given in above table correlation between sponsorship and prescribing behaviour is 0.632 it is significant under 0.01 levels that mean when sponsorship change by 1 it is influenced on prescribing behaviour from 0.632. Therefore Hypothesis 1 that is there is a significant positive

relationship between sponsorships and prescribing behaviour can be accepted based on empirical evidence of present research.

Table 10. Correlation between CME and prescribing behaviour

		TCME	TP
TCME	Pearson Correlation	1	.503**
	Sig. (2-tailed)		.000
	N	100	100
TP	Pearson Correlation	.503**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Survey Data 2014

The finding revealed that correlation coefficient between CME and prescribing behaviour is 0.503. It is significant at 0.01 level. That means CME done by JML has positive significant relationship with prescribing behaviour with docs. Therefore H2 i.e. there is a positive significant relationship between CME and prescribing behaviour can be accepted based on empirical evidences in present study.

Table 11. Correlation between CSR and prescribing behaviour

		TCSR	TP
TCSR	Pearson Correlation	1	.326**
	Sig. (2-tailed)		.001
	N	100	100
TP	Pearson Correlation	.326**	1
	Sig. (2-tailed)	.001	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Survey Data 2014

According to the correlation output given in table 4.20, Correlation coefficient between CSR programme done by JLM and prescribing behaviour is 0.326. It is significant under 0.01 level. Therefore, researcher concluded that H3 i.e. there is a positive relationship between CSR and prescribing behaviour can be accepted based on empirical evidence in this study.

Conclusion and recommendation

Conclusion

The research has evaluated and analysed impact of RM activities (CME, CSR, Sponsorships) for improve the relationship with physicians. Not only had that research evaluated their impact of growth or decline of sales in JLM. The findings are showing .632 co relation in between sponsorships and prescribing behaviour of doctors. The positive correlation indicates that there is impact of doing sponsorships for changes of sales.

CME also showing correlation .503 with the prescribing behaviours of the physicians. CSR and prescribing behaviours also indicate .326 correlation with prescribing behaviour of the customers.

The three hypotheses has evaluated through the questionnaire of research, it mainly concern about the above mention three dimension of the relationship marketing activities in JLM. The results are showing significant effect of the sponsorships, CME and CSR towards the prescribing behaviour of the physicians.

According to the secondary data of the JLM their sales flow is showing variations during the past few years. But according to the research findings level of satisfaction of doctors are in considerable situation towards the brand of JLM. Researcher can argue with these two segments because relationship marketing activities are in maximum but sales showing some variation. The researcher can conclude relationship marketing is not only element which is effect to the sales of the company. Or researcher can conclude that is not only element which can change prescribing behaviours of the doctors.

However, findings can conclude there are effect of RM activities to build up good rapport with the physicians. Not only has the relationship helped to increase the sales of the company.

Recommendations

According to the finding of the research researcher can highlight marketing implementation to the managers of JLM. This clearly advice to development of knowledge of the representatives are more important than the Sponsorship and other activities.

As mention in some existing research first impression is more important to build up good relationship with these high professional customers in the industry.

The other major aspect is communication skills of the representatives which can help to make relationship with doctors other than the relationship marketing activities. The relationship marketing is important increase customer retention but the above mention aspects are more important to start relationship with doctors. CME, CSR and sponsorships are requesting by doctors but to request representative should have to have good relationship with them. Therefore, above mention factors are more important to start relationship with physicians. Therefore, researcher is recommended to develop those mention skills of representative to improve their relationship with doctors.

Future researches

Finally, this research finding open a door for new research are of the pharmaceutical industry. However, this research also has an argument with relations ship marketing and the other factors such as quality of the products, prices and the availability. Therefore, future researchers can do the research about the factors effect to increase sales in pharmaceutical industry.

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