

**FACTORS THAT IMPACT DOCTOR'S PERCEPTION
IN BANGKOK, THAILAND**

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**FACTORS THAT IMPACT DOCTOR'S PERCEPTION IN BANGKOK,
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ABSTRACT

The pharmaceutical industry invests heavily in promotion, and it uses a variety of promotional strategies to influence physicians' prescribing decisions. Within this research, medical representatives are the key personnel working in promoting the medicines. One significant consequence of the interactions between physicians and medical representatives is a conflict of interests which may contribute to the over prescribing of medications and thus negative effects on patients' health and economics. There is limited detailed information published on the reasons why physicians interact with medical representatives. This study aims to qualitatively explore physicians' perceptions about interactions with medical representatives and their reasons for accepting the medical representatives' visits.

In-depth interviews were used to gain a better understanding of physicians' perceptions of medical representative visits. A total of 12 physicians from private hospital were interviewed.

KEY WORDS: Doctor/ Medical Representatives/ Perception of customer/
Pharmaceutical Company/ Thailand

28 pages

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CHAPTER I

INTRODUCTION

Nowadays, there are various products used for health care which are not only medicaments for relieving pain or treating disease, but also Vitamin, supplementary and skin treatment. The personnel working in the hospital, however, mainly use these products to treat their patients for better qualities of life or symptom relief. With an advance technology, the pharmaceuticals have continuously developed by the manufacturers for health care purposes. Interestingly, people these days seem to concern more about their health and diet; as a consequence, the purchase and consumption of medicines increase dramatically especially for high-income families (Hu, Schwarz & Uhan, 2012). Health care products, therefore, are interested and highly competitive in the health care market due to a tremendous growth every year.

Regarding the medicine market, there are two major types of medicines namely originator medicines and generic medicines (Simoens, 2007). The originator medicines are the medicine that chosen by the company. The name is often chosen to be memorable for advertising, or to be easier to say or spell than the generic name. The generic medicines are a group of medicines that have similar actions often have similar-sounding generic names (Harding, 2015). The medicine market in Thailand had a 2013 value of approximately 4,700 million US dollars, equivalence to 150,000 million Baht consisting of modern medicines and generic medicines equally (Thailand's medical industry, 2013). Between 2008 and 2013, the yearly average growth of the drug market was around 5.5 percent (Thailand's medical industry, 2013). Although the market had a notably growth rate every year, an average growth of generic drug sale was only 4.3 percent which was lower than the average growth rate stated in of pharmaceutical patent (Patented drug) as well as in the over-the-counter (OTC) drug at the same time (Thailand's medical industry, 2013).

Based on population, Thailand market value of originator medicines has increased every year from 54 dollars per person in 2008 to 68 dollars per person in 2013 (Research and Markets, 2013). Regarding the information, a yearly average

growth from 2008 to 2013 is approximately 5 percent generated by 2 distribution channels which are the hospitals 80 percent and drugstores 20 percent. The largest market share of the medicine industry is owned by the government hospitals with the value of more than 30,000 million Baht. The share value is significantly massive with over 163 manufacturers in the market; as a result, the pharmaceutical business in Thailand is highly competitive.

It is generally agreed that there is either ailment or serious disease to be treated. Thus, the health care staff is required to pay attention carefully to select the best medicine and health care support to treat the patients. Furthermore, other factors such as age, body weight and general condition of the patients also affect a result of treatment. The manufacturers, therefore, have tried to convey both pros and cons or even side effects of the medicines to the professionals in the hospital, who are responsible for treating the patients, by training product knowledge to the medical representatives. The medical representatives are assigned by the manufacturers or the dealers to introduce the medicines to the professionals in the hospital in order that the medicines can be used correctly and effectively to the patients (Jang & Shimin, 2005).

The medical representatives are professionally trained medical product knowledge, selling skill and communication skill aiming to keep a good relationship with the personnel in the hospitals. Noticeably, the doctors are the ones whom the medical representatives meet more often. In other words, the doctors are the direct customers of the medical representatives. Consequently, it is important for the representatives to understand the customers' needs and try to persuade them to use the products aiding their patients effectively. According to EMEAC (2008), the customers' needs could be divided into 8 categories including education, networking, media support, enabling political empowerment, improve patient outcomes, pharmaceutical company needs, value of money, and competent customer interaction.

- The customers prefer to be one of the members of the group with the same education background and knowledge as the information can be freely shared and the thinking process would be the same which would reduce conflict within the group.

- Since every human body consists of several functions, the doctors need to have networking with each other not only within the same specialist, but different specialist also require in order to help the patients.
- The customers need credibility media supporting, information, and health news for refreshing and updating their knowledge.
- The customers need to be a leader and be acceptable from others by enabling political empowerment as it is believed that this position can help accessing the facts, arguments or healthcare system easily.
- The doctors want to improve patient outcome to support and comfort the active partner in care and also to develop a patient's compliance.
- Pharmaceutical company need helps the doctors to have an opportunity to do a research to develop and qualify them in the future.
- The doctors need to know that whether or not the product is value for money as they believed that the value of product sometimes illustrates quality and innovation of drugs.
- Competent customer interaction can help the customers understand high quality information which is reliable and relevant to them.

Having understood the customers' needs, the medical representatives practically work in two main channels which are drugstores and medical channels. The first is the drugstores where are the intermediate supply chain of medicines. The store employees, normally pharmacists, could suggest and help in deciding which drugs are suitable. The market share of drugstores is around 20 percent in the medical industry (Reportbuyer.com, 2014). The second is the medical channels namely hospitals, clinics, nursing home residents, and health centers. These are intermediaries in the supply of medicines mainly based on the decisions of doctors rather than patients. The treatment has to fit the symptoms and the severity of disease. The consumption through public hospitals with a share of about 80 percent, and private hospitals with a share of around 20 percent (Reportbuyer.com, 2014).

CHAPTER II

LITERATURE REVIEW

In Thailand, the prescription of doctors especially the medicines is one of the most critical concerning points from the outsiders. It is thought that many people do not feel comfortable with the decision of doctors when they diagnose and prescribe the medicines. Therefore, medical representatives always visit doctors and give him/her the gimmick and other things (Dhanjal, 2006). This will affect the outsider's mindset. Is it a bribe or not? Could they trust the doctors for their treatment? From this point the Pharmaceutical Research and Manufacturers Association, PReMA, brainstorm in the details to develop and modify the law to make others trust and believe in Medical Representative (Prema.or.th, 2010). PReMA started the project called MRAP, Medical Representative Accrediation Program to certificate medical representatives in order to have an understanding and knowledge of the appropriate guidelines both of Sales and Marketing including professional ethics as well.

One of the most impact factors is medical representative. Medical representatives have to response sale and customer relationship. From the research of the relationship between customer satisfaction and willingness to pay (Jennifer, 2005), the research has shown the relationship about sales and customer which are similar and effect the volumes of purchasing product. The relationship of medical representatives were stimulated doctors to prescribe their medicines. It is thought that medical representatives are the key personnel employed in promoting the products. The significant importance of an interactions between physicians and medical representatives is conflict of interests which may occur to the over prescribing of medications and thus negative effects on patients' health and economics.

The factor that doctors need from medical representative are including

1. **Greeting** from medical representative is an opening stage to communicate with doctors. This will help doctor relax and pay attention with medical representative to start the real conversation (Al-Areefi et al, 2013).
2. **General knowledge** that medical representative will inform to a doctors. The information help doctor interested with medical representative such as the doctor interesting in new guideline of treatment and a medical representative give them the update guideline so they will appreciate and feel happy with a medical representative (Bates et al., 2003).
3. **Product knowledge** (including media support) is also one thing that doctors need to know and gain from medical representative. Therefore, medical representatives have trained by the product manager who has researched all the detail of the product. This helps medical representatives discuss with the doctors and give feedback of the side effect or result of treating the medicine to the company. Product knowledge is the valuable and profitable that all medical representatives must have to serve the high quality of products information to the doctor (Randolph, 2014).
4. **Mutual benefit** is the marketing support from medical representatives and company. This can make doctors accept and communicate with a medical representative, including the academic support, the booth exhibition or the presentation in the department and hospital. The marketing of medicines has to be careful because it cannot advertise directly for gaining sales but it has to promote the advantage, indications or the information that support the doctors and patients benefits. Nowadays the pharmaceutical company has decreased margins as the increased of competition marketing. The activities have to measure the profit margin or return on investment. The marketers have to identify which activities are satisfied doctors to trust and to go along with a prediction of the company by discussing with medical representatives who take care and better know about customers' needs (Bates & Bailey, 2003).
5. **Service Mind** is also a major factor for quality of medical representatives that effect customer satisfaction and value (Fullerton, 2005). Ha and Jang (2010) also

confirmed that the service quality have a direct influence on customer satisfaction and return objective as well (Jooyeon et al., 2012).

From the review of literature, earlier studies described the factors that aim to doctor's perception and customer's satisfaction. These aspects are greeting, general knowledge, product knowledge, mutual benefits and service mind. Despite, the studies were conducted from various business industries such as car industry (Randolph, 2014), restaurant industry (Mama Vesuvio East, 2013) and pharmaceutical industry in other places except Thailand. Less research has been conducted to focus on doctor's perception with medical representative in Thailand. Since the doctor is an important person to contribute the pharmaceutical company in Thailand. This study may be useful to utilize findings for the trainings and retentions in organizations. This paper aims to discuss on key factors that lead to doctor's perception with medical representative in Bangkok, Thailand.

This can build the best result for everyone. Firstly, the company will get the right and useful method to develop the program to train the medical representatives. The company will produce the quality medical representatives. Secondly, the medical representatives will know the right way to do for their customers; this can increase the quality of medical representative career. Lastly, the doctor will give a better alternative solution, from both company and medical representatives, for response their needs.

CHAPTER III

RESEARCH METHODOLOGY

This chapter covers a process of gathering the data through a process of analyzing the data. The first section explains the research design describing the statistical methodology used for the study. The next section explains source of data and how to sampling the data; followed by data collection process together with the list of questions. What is more, advantages and disadvantages of the chosen methodology are illustrated. Finally, the last section explains data analyzing approach in detail.

3.1 Research Design

The study aims to understand behavior and perception of the doctors towards the medical representative; as a result, a qualitative method would be appropriate for this study. A qualitative research contributes to an insightful result helps describing information in detail rather than predicting (Denzin & Lincoln, 2011). Thus, ideas and comments from engaged respondents are broadly expressed comparing to a structured survey. A researcher, therefore, easily probes deeper to reach more understanding beyond initial responses and rationales. Furthermore, verbal and non-verbal languages which are valuable during interviews or discussions are observed (Denzin & Lincoln, 2011). There are several methods of qualitative research including an in-depth interview, a focus group or a group discussion from two to ten participants, diary and journal exercises, and a product placement, to name but a few (Wilson, 1997).

For this study, an in-depth interview is selected to gain insight information. There are several reasons support the chosen method. Firstly, the target respondents are the doctors who have uncertain schedule from various departments; consequently,

it difficult to invite many doctors together to participate in a group discussion sharing their opinion at the same time. Secondly, the questions will be asked aiming to gain insight information towards the medical representatives; so, some respondents might feel uncomfortable to express either positive or negative attitude.

3.2 Population and Sampling

Source of data for this study is primary data which has not been gathered before; in other word, the data is collected for the interested problem (Wiid & Diggines, 2009). The data is gathered from the target population which is the doctors working in the hospital in Bangkok, Thailand. The population is chosen by non-probability sampling named quota sampling. Regarding quota sampling method, the population is divided into subgroup with the same characteristics such as age, sex, and occupation according to the researcher's judgment (Wiid & Diggines, 2009). For this study, the doctors working in the hospital in Bangkok are divided into sub-groups by the department they are working namely General Medical, Cardiology, Nephrology, Dermatology, Endocrinology and Pediatrician. However, there are many departments in the hospital. The researcher, therefore, chooses six departments which are widely known as the main target departments generating high revenue to the manufacturers and dealers. Having selected six departments of the sample respondents, two doctors of each department are chosen by convenience sampling method (Oppong, 2012). In convenience sampling, the researcher simply chooses the respondents who are easy to reach due to availability and willingness to participate (Gravetter & Forzano, n.d.). Moreover, the proportion of the doctors is generally known that male doctors are over female doctors; hence, the selected respondents would be males over females. Thereby, the total of twelve respondents are selected to be participants for an in-depth interview for this study consisting of eight males from all six departments and four females from department of Cardiology, Dermatology, Endocrinology and Pediatrician.

3.3 Data Collection

Having designed respondents' characteristics, the next stage is gathering data from the respondents. A face-to-face interview is applied to individual respondents. On the one hand, there are several advantages of a face-to-face interview. First, it enables the researcher to establish understanding with potential participants and therefore gains their collaboration. Second, an interview aids the researcher clarifying unclear answers when suitable, and seeking follow-up information immediately. Third, a face-to-face interview produces the highest response rate compared to other types of survey. On the other hand, disadvantages of a face-to-face interview include impractical when there are large sample sizes involved causing time consuming and expensive (Leedy & Ormrod, 2001).

The discussion guide for an interview consists of ten open-ended questions. The open-ended questions give an opportunity to the respondents freely express their opinions based on experiences (Babbie, 2008). Thus, this would help the researcher gain insight view for better analyzing an outcome. The interview may take around 20-30 minutes individually. The lists of the questions are provided as following:

1. What do you think about a medical representative's career? Has it changed from the past?
2. What do you feel when you meet the medical representatives?
3. What do you expect from the medical representatives when they visit you?
4. What do you think about the medical representatives who wear a uniform comparing to the non-uniform one?
5. When is the best time the medical representatives should reach you? How about the bad time?
6. How often in a week the medical representatives should visit?
7. Could you describe the style of medical representatives you prefer?
8. Could you describe the style of medical representatives you dislike?
9. What the important characteristics do you think the medical representative should have? (such as Greeting, Service mind, Product knowledge,

Academic Support, Other Information) And what is the most important characteristic in your view?

10. Could you please give me the suggestion to the medical representatives nowadays?

3.4 Data Analysis

The data analysis process occurs when the data is completely gathered. If data are collected primarily through interviews, an open-ended question might be used, followed by targeted questions about the predetermined categories. All approaches to qualitative content analysis require a similar analytical process of seven classic steps, including formulating the research questions to be answered, selecting the sample to be analyzed, defining the categories to be applied, outlining the coding process and the coder training, implementing the coding process, determining trustworthiness, and analyzing the results of the coding process (Kaid, 1989). Content analysis is a commonly used in qualitative research. The major differences among the approaches are coding schemes, origins of codes, and threats to trustworthiness. In conventional content analysis, coding categories are derived directly from the text data. With a directed approach, analysis starts with a theory or relevant research findings as guidance for initial codes. A summative content analysis involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context (Hsieh, 2005).

CHAPTER IV

RESEARCH FINDING AND DISCUSSION

This research is a study of “key success factors that impact doctors’ perception of medical representative in Bangkok, Thailand”. This section analyzes the research outcome in terms of a key factors influencing doctors’ perception towards medical representative. The data analysis was collected by an in-depth interview from twelve respondents of doctors in Bangkok, Thailand. The result of this analysis is accordingly;

4.1 Demographic Data

The twelve of doctors in this study are four females and eight men. The average ages of the respondents were between 30 – 60 years. The youngest respondent was 36 years old and the oldest respondent was 54 years old. All of the respondents are full-time employee. Most of the respondents are male accounted for 66.66 percent. Forty-one to fifty age range groups is the most popular in this study. However this study selected several of department of the respondents by interviewed two respondents in each department.

Demographic Background	Quality (n)	Frequency Percent (%)
Gender		
Male	8	66.66
Female	4	33.33
Total	12	100.0
Age Range Group		
30-40	3	25.00
41-50	7	58.33
51-60	2	16.66
Total	12	100.0
Department		
General Medical	2	16.66
Cardiology	2	16.66
Nephrology	2	16.66
Dermatology	2	16.66
Pediatrician	2	16.66
Endocrinology	2	16.66
Total	12	100.0

Service mind

All respondents mentioned service mind and quality as a top priority of approval level. They told that medical representative work as a sale, so they expect in terms of service and also quality of their treat.

“The service can be said to be thoughtful as well. But I know who did it by heart and who did by hidden benefits. So I will separate those kinds of people.”(Doctor 2, Endocrinology, male, 49 year-old)

“Most medical representatives is quite attention to details. They know what they have to react with doctors, to service and make us comfortable. It is a good

thing because this can reduce the time and make a quick work for both of medical representative and me.”(Doctor 4, Pediatrician, male, 45 year-old)

“If they have more consistency I will help them to prescript their medicine. Because they are hard-working and willing to response my need like when I don’t have time to do something they response immediately so I love the medical representatives who know their duty. ” (Doctor 7, General Medicine, male, 47 year-old)

“I like the person who always service and asked for my need that shows an attention. And some people can do it consistently. This will make it more advantageous than others. (Doctor 9, Pediatrician, female, 46 year-old)

“I totally expect the service of medical representative. If they made a mistake a second time, I will not trust them anymore. From my experienced, I feel very upset with one medical representative who forgot my arrival flight and the appointment that she has to pick me to my home. So I have to wait her for 2 hours and finally I have to call the taxi instead to pick me up and bring me back to my home.” (Doctor 10, General Medicine, male, 54 year-old)

This finding conforms from the previous studies (Fullerton, 2005; Jooyeon, 2012). Service mind always be the most important factors that motivate a good attitude of customers. Medical representatives were designed for taking care of doctors, finding customer (doctors) needs, operating any methods. To improve service quality, however, there is an analysis needed on several aspects such as consistency visit, sincere personnel and appropriately services.

Product Knowledge

Product knowledge was deliberated to be an important factor which over 90% (11 out of 12 respondents) of respondent confirmed of its importance. They expect all medical representative have to know and deeply understand about their products, also think beyond not only their product knowledge but also the side effect

that impact with their product. This can help a medical representative to be a professional person in the field.

“It is enjoyable time, I like to discuss with them about the product guideline because they were trained by the product manager. They will give me some deep information about their product, and this can support my knowledge to make sure that I treat with a good medicine.” (Doctor 1, Cardiology, male, 48 year-old)

“I usually want to meet a medical representative to update the information of the product and the update guideline of treatment.” (Doctor 2, Endocrinology, male, 49 year-old)

“For medical representatives I want them to understand the best of their products to offer and inform to us, because I cannot check the product details by myself. So I have to believe the information that they presented by an updated information that a technical product support them.” (Doctor 6, Nephrology, male, 36 year-old)

“Should know the product and well presented.” (Doctor 8, Dermatology, female, 43 year-old)

“The most important of medical representatives is they should approach the product information. They have to know more about a document, if any, additional information was made immediately. This is probably the most important point.” (Doctor 11, Nephrology, male, 43 year-old)

This finding supports that of Wil Randolph (2004), confirming an importance of the information needed. Product knowledge is act like your brain. Most of doctors would like to talk and discuss about the products or medicines with medical representatives. Moreover, the product knowledge can built trust of the company and gain high revenue from the quality of itself. Thus, doctors are an innovative and brilliant in terms of cure their patients. The supports from medical representatives are the information about their product to let the doctors understand and know how to use it.

General Knowledge

The general knowledge is the normal thing that everyone can talk about it such as the weather, doctors' interested or news and content updated. Regarding respondents' perception, they all (100 percent of respondents) agreed that they like a medical representatives who has unexpected style and easily to talk with them in many story.

"I think, some of medical representative are know me very well, as they know what I am interested such as they update the information of Liverpool's team. I feel they work like a professional because they did not concentrate only their sale but they think about me, I feel better and I want to talk with them again." (Doctor 2, Endocrinology, male, 49 year-old)

"The immediate solution is essential for medical representatives. This can demonstrate their skills and abilities." (Doctor 3, Dermatology, female, 38 year-old)

"Sometimes I need to know the basic information like the price of the medicines, so the medical representative who has more experiences they can answer this question immediately but the new medical representative do not know their product's price. This will make me feel a bit annoying as well." (Doctor 7, General Medical, male, 47 year-old)

"I prefer smart medical representative, who know the basic of my department such as I am a cardiologist which means I usually treat the patients that have hearth problem, some medical representative did not know me well. I know because they sell the anti-histamine medicines, but I did not prescribe it, they have to talk and work with the allergy doctors. This can help me to identify a medical representative, who is smart or who is not." (Doctor 12, Cardiology, male, 38 year-old)

The study showed that general knowledge is the factors that can let the communication flows. There are many case studies applying to this factor. Bates (2003), for example, found that the freely and smoothly conversation contributed the good feeling and interesting in the interlocutor. The widely knowledge or information the sale persons know, the better result of happiness the customer gets. This will tend to replace in the future knowledge that sales person must have to gain benefit of their responsibilities.

Mutual Benefit

Mutual benefit is one factor that can influence doctor's perception. This will be an important reason that can contribute percent share, percent growth, and can support medical representative to generate sale.

“Moreover the product offerings, they have held to have the product meeting. This will recommend promoting to doctors and getting more knowledge, such as support for conferences.”(Doctor 1, Cardiology, male, 48 year-old)

“Sometimes I want to join the seminar, and at the same time one medical representative asked and invited me to join that seminar. I feel very happy with it. I also pleased with the medical representative who can respond my need.” (Doctor 5, Endocrinology, male, 37 year-old)

“If they have an activity such as weekend academic events, that have the interesting topic, I would love to go. Because I can update the information I need and relax in different place at the same time. However, I feel more comfortable when I discuss and talk with medical representative outside the hospital.” (Doctor 7, General Medicine, male, 47 year-old)

The research finding illustrates that the mutual benefits including activities supports from the company do not only contribute to positive perception towards both company and medical representative, but raise company sales. Furthermore, Bate and Bailey (2003) stated that both company and medical representative would gain advantages from the mutual benefit whether it is large or small such as being a sponsorship for either domestic or international event, giving an academic support, and providing medical support information.

Greeting

Based on experience with medical representatives, all of the respondents like the unique style of medical representatives. Some medical representatives usually work in the morning before doctors went to the OPD room (outpatient department), so sometimes medical representative will be the first person who doctors met. The doctors said

“I feel happy when met them in the morning and talk about general thing not like educate me all the time.” (Doctor 1, Cardiology, male, 48 year-old)

“I feel relax when they smile or start with informal word.” (Doctor 4, Pediatrician, male, 45 year-old)

“Greeting can make me feel good like ice-breaking, this can bring me to play attention to them. But some medical representatives just say Sawasdee ka and remind their product. So I think, they did not want to inform me the detail or update anything else. So, I got nothing.” (Doctor 8, Dermatology, female, 43 year-old)

“Some greeting can lead to a highly assertive, to build me interesting and want to talk and discuss with them for a bit longer.” (Doctor 10, General Medical, male, 54 year-old)

“Greeting is not important for me because I did not want to talk with a medical representative in general. I only want to know the topic and objective that they want me to know, likes the event that they want to invite me or something like that.”(Doctor 12, Cardiology, male, 51 year-old)

Only a few studies refer to Greeting factor. Al-Areefi (2013) stated that Greeting simply means the introduction of communication aiding people feel more comfortable and relax. However, the result of this study has shown that 58% (7 out of 12 respondents) of the respondents agree that Greeting is the most important and necessary factor contributing to positive perception. This can be supported by Thai culture since Thais mostly show their friendliness and respect by smiling and greeting to elders or customers (Benedict, 1943).

CHAPTER V

RECOMMENDATIONS AND LIMITATIONS OF THIS STUDY

5.1 Practical Implications

Based on the results of all respondents, the priorities factors that influence doctor's perception with medical representative are service mind and product information. The medical representative should have both of service mind and the product knowledge to be stimulate and efficient to the customer. Moreover, both factors are totally differences. Service mind is in each person that totally difficult to train or teach. This can be one factor that can separate impressive level of medical representatives. On the other hand the product knowledge was trained by the product managers in every company, this can show the quality of the knowledge that medical representative must have. Product knowledge can contribute sales and show the professional of each medical representative. If they know and totally understand their product, it will help them to inform doctor to believe and trust their medicines. The other factors are general knowledge, mutual benefit and greeting. This study can support medical representatives to be friendly and respect for their customers by greeting them first. The general knowledge that each person known will be special aspects that response doctor's need and can talk with them longer than others. Thus, the general knowledge shows the worldwide or unique information that each person got. The continuously conversation can show the professionals in communication skills. In additions, mutual benefit is the factor that the company must concern. Apart from the effect of an increasing of competitors in pharmaceutical company, the mutual benefit will be one thing that can support product marketing and contribute the sales value.

5.2 Limitations of the Study and Suggestions for Future Research

This research has some limitations. The first limitation concerns the sampling frame. The study was used only one hospital in Bangkok, Thailand as a representative of doctor's perception. This may lead to future research to increase the number of hospital to reach many of respondents. There are many places that can link to the future research such as clinic and education hospital. Secondly, the participants are small sample size in using in-depth interview ($n = 12$) which is twelve doctors in private hospital in Bangkok, Thailand. Future research should increase the size of sample in order to increase the probability of the truly perception of the doctors. Moreover, the further research should study more on different person in the healthcare position such as pharmacist and nurse, to reach better understanding about the perception that they may have with the medical representative in Bangkok, Thailand. This is because the medical representatives have to contact not only the doctor but also the pharmacists and nurses in the hospital. It can provide some information from other position to develop and contribute style of medical representatives to contact with others person in hospital. Another limitation is the time periods of collecting data has some limit. The respondents are the doctor so they might not have the long period of time to interview in deep conversation. Also some of the respondents have an accidental event, this was missed an appointment between both researcher and respondents. In addition, there might be some other factors affecting doctor's perception which were not mentioned by respondents of this study such as the dress code of the medical representative, the quality of time that the medical representative must use. This may lead to different findings.

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