Marketing Challenges to Medical Representatives inObtaining Chemists Support

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ABSTRACT

The study was conducted to investigate the pharmaceutical industry's personal selling and sales promotion practises used to make the prescribed drugs available and to get doctor's prescriptions honoured at the chemists' level from medical representatives' differing perspectives on the chemist's behaviour. Medical representatives are the pillars of the pharmaceutical industry. Medical Representatives' performance with chemists is critical in maintaining prescribed medicines at chemist level and sales of those medicines helpful to get commercial value to the pharmaceutical companies. Stratified random sampling was used to select 411 medicalrepresentative respondents at random from the first five highest medical representatives' available cities in Andhra Pradesh state.. This research article discusses the various promotional challenges that medical representatives face in maintaining physicians prescribed medicines andgetting honoured at the chemist's level.

Keywords: Pharmaceutical Industry, Medical Representatives, Promotional Challenges

I. INTRODUCTION

Medical Representatives are critical in promoting pharmaceutical products to stakeholders such as doctors, chemists, and stockists. The job is role linked with multiple activities and requires a lot of skills and abilities. Medical Representatives have to maintain a regular call average when meeting doctors, chemists and stockists. It is very challenging to maintain the call average as per company norms. Along with meeting ten to thirteen doctors on a daily basis, they have to visit six to ten chemists every day. Meeting chemists and gaining their support to make prescribed drugs available, informing chemists about product offers, prices, packing, drug usage, medicine stock availability at stockist level, and many more activities need to be done by Medical Representatives.

II. REVIEW OF LITERATURE

There are several studies have attempted about chemist behaviour in dispensing drugs to patients. Goel P and others (1996) revealed that pharmacy location with respect to community socioeconomic status and the type of town (urban/rural) may also effect pharmacy through (i) staffing patterns (for example, pharmacy staff with less training available in poorer areas (ii) the clients themselves, who in poorer areas may have less education and may demand certain types of treatments. Vinay R Kamat and Mark Nichter (1998) examined that the day-to-day activities of a pharmacy are

typically managed by untrained countered attendants who are familiar with medicine stocked and conditions for which they are commonly prescribed or advertised. Girish taneja and Prof.Usha Arora (2008) revealed that good margins, discount and gift schemes motivate chemists to push products of a particular company. Hale Zerrin Toklu and Meral KeyerUysal(2008) examined that the majority of the community pharmacists in Kadikoy have insufficient knowledge about pharmacovigilance practices. Maria Rubio Valera and others (2012) revealed that factors related to economic issues, management and practitioners' attitudes and perceptions might be crucial for triggering collaboration. Abhinav Kumar and AbhishekKumar Dokania (2014) revealed that there is a need of formal education andtraining program for the pharmacy attendants where they can gain necessary knowledge to maintain pharmacy. Magdalena Iorga and others (2015) examined that pharmacist relationship with healthcare representative is mostimportant criterion in the dispensing of a particular prescription drug and thepharmacist relationship with the doctors' is next important. Keene Saavedra and others(2016) revealed that pharmacists are confident about resisting about undue influence from industry and believe that physiciansare more appealing targets for industry promotion and also are more easily influenced.Yejide Olukemi Oseni (2019) revealed that the existing laws and regulations are inadequate to regulate the current pharmacy practices in Nigeria. Habeebbullah oladipo and others (2022) identified that the functions of pharmacists are presently underutilized and their potential role in patient care can be seen as a missed opportunity to improve the healthsystem in Nigeria. This study is about promotional challenges faced by Medical Representatives' in getting honouring doctors' prescriptions at chemist level and analyzing the causes and reasons. It is observed that most of the studies are available on chemist behaviour but there are no proper researches have been made in the field of promotional challenges faced by Medical Representatives in getting support from chemist. Getting honouring doctors' prescriptions at chemist level is most crucial job of medical representative which give commercial value to the pharmaceutical companies.

III. OBJECTIVES OF THE STUDY

To assess the views of the medical representatives towards the chemists.

To find out the marketing challenges faced by the medicalrepresentatives in the pharmaceutical products promotion to chemists.

IV. METHODOLOGY

Research Design

Questionnaire Design: A structured questionnaire was designed and the survey was conducted with 411 respondents of first five highest medical representative populated cities of Andhra Pradesh by using stratified randomsampling. Statistical technique used: Chi-square tests for a five- point Likert scale questionnaire, i.e., strongly agree (SA) to strongly disagree (SDA). Statistical tool used for

analysis is SPSS version 22.

Primary Data: Primary data is collected through a structured questionnaire from medical representatives, with the highest number available in five citiesin Andhra Pradesh.

Secondary Data: Secondary data is collected from various journals, books and articles published in business news papers and on internet.

V. ANALYSIS OF THE DATA

Views of Medical Representatives' towards the Chemists responsesTable No 1. Chemist substitute's prescription

			Medical Representatives Working Cities					Total
			Vijayawa	Guntur	Vizag	Kurnoo	Rajahmundr	
Chemist substitutes my products prescription with other company products/drugs	SA	Count	43	37	29	26	15	150
		Expected	40.1	32.8	31.0	28.5	17.5	150.0
		% Of Total	39.1%	41.1%	34.1%	33.3%	31.3%	36.5%
	A	Count	38	30	35	35	21	159
		Expected	42.6	34.8	32.9	30.2	18.6	159.0
		% Of Total	34.5%	33.3%	41.2%	44.9%	43.8%	38.7%
	N	Count	8	7	12	10	6	43
		Expected	11.5	9.4	8.9	8.2	5.0	43.0
		% Of Total	7.3%	7.8%	14.1%	12.8%	12.5%	10.5%
	DA	Count	12	9	5	4	3	33
		Expected	8.8	7.2	6.8	6.3	3.9	33.0
		% Of Total	10.9%	10.0%	5.9%	5.1%	6.3%	8.0%
	SDA	Count	9	7	4	3	3	26
		Expected	7.0	5.7	5.4	4.9	3.0	26.0
		% Of Total	8.2%	7.8%	4.7%	3.8%	6.3%	6.3%
Total		Count	110	90	85	78	48	411
		Expected	110.0	90.0	85.0	78.0	48.0	411.0
		% Of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table No 1 shows the responses of medical representatives to the statement "chemist substitute's products prescription with other company products/drugs". Out of the total respondents, a majority (75.2%) of medical

14.3% of medical representatives did not agree with the statement, 10.5% ofmedical representatives chose to be neutral.

It is clear that out of total 110 respondents from Vijayawada, 43 (39.1 %) respondents strongly agreed with the statement. While 38 (34.5 %) respondents agreed with the statement, 8 (7.3 %) remained neutral, 12 (10.9
%) respondents disagreed and 9 (8.2 %) strongly disagreed.

Out of total 90 respondents from Guntur, 37 (41.1 %) respondents strongly agreed with the statement. While 30 (33.3 %) respondents agreed with the statement, 7 (7.8 %) remained neutral, 9 (10 %) respondents disagreed and
7 (7.8 %) respondents strongly disagreed.

Out of total 85 respondents from Vishakhapatnam, 29 (34.1 %) respondents strongly agreed with the statement. While 35(41.2 %) respondents agreed with the statement, 12(14.1 %) remained neutral, 5(5.9 %) respondents disagreed and4 (4.7 %) respondents strongly disagreed.

Out of total 78 respondents from Kurnool, 26 (33.3 %) respondents strongly agreed with the statement. While 35(44.9 %) respondents agreed with the statement, 10 (12.8 %) remained neutral, 4 (5.1 %) respondents disagreed and
3 (3.8 %) respondents strongly disagreed.

Out of total 48 respondents from Rajahmundry, 15(31.3 %) respondents strongly agreed with the statement. While 21 (43.8 %) respondents agreed with the statement,6 (12.5 %) remained neutral, 3 (6.3 %) disagreed and3 (6.3
%) respondents strongly disagreed.

Table No 2. Chemist asks product offers

	Medical Representatives Working Cities					Total
	Vijayawad	Guntur	Vizag	Kurnool	Rajahmundr	

Chemist asks more offers on product/drugs availability	SA	Count	45	42	31	30	19	167
		Expected Count	44.7	36.6	34.5	31.7	19.5	167.0
		% Of Total	40.9%	46.7%	36.5%	38.5%	39.6%	40.6%
	A	Count	32	27	34	30	18	141
		Expected Count	37.7	30.9	29.2	26.8	16.5	141.0
		% Of Total	29.1%	30.0%	40.0%	38.5%	37.5%	34.3%
	N	Count	13	6	10	7	3	39
		Expected Count	10.4	8.5	8.1	7.4	4.6	39.0
		% Of Total	11.8%	6.7%	11.8%	9.0%	6.3%	9.5%
	DA	Count	11	7	5	3	4	30
		Expected Count	8.0	6.6	6.2	5.7	3.5	30.0
		% Of Total	10.0%	7.8%	5.9%	3.8%	8.3%	7.3%
	SDA	Count	9	8	5	8	4	34
		Expected Count	9.1	7.4	7.0	6.5	4.0	34.0
		% Of Total	8.2%	8.9%	5.9%	10.3%	8.3%	8.3%
Total		Count	110	90	85	78	48	411
		Expected Count	110.0	90.0	85.0	78.0	48.0	411.0
		% Of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table No 2 shows the responses of medical representatives to the statement “chemist asks more offers on product/drugs availability”. Out of the total respondents, a majority (74.3%) of medical representatives across the five cities have agreed with the statement. While 15.6% of medical representatives did not agree with the statement, 9.5% of medical representatives chose to be neutral.

It is clear that out of total 110 respondents from Vijayawada, 45(40.9 %) respondents strongly agreed with the statement. While 32 (29.1 %) agreed with the statement, 13 (11.8 %) remained neutral, 11 (10 %) respondents
disagreed and 9 (8.2 %) strongly disagreed with the statement.

Out of total 90 respondents from Guntur, 42(46.7 %) respondents strongly agreed with the statement. While 27 (30%) respondents agreed with the statement, 6 (6.7 %) remained neutral, 7(7.8 %) respondents disagreed and8 (8.9 %) strongly disagreed with the statement.

Out of total 85 respondents from Vishakhapatnam, 31(36.5 %) respondents strongly agreed with the statement. While 34 (40 %) respondents agreed with the statement, 10 (11.8 %) remained neutral, 5(5.9 %) respondents disagreedand5 (5.9 %) strongly disagreed with the statement.

Out of total 78 respondents from Kurnool, 30(38.5 %) respondents strongly agreed with the statement. While 30(38.5 %) respondents agreed with the statement, 7(9 %) remained neutral, 3 (3.8 %) respondents disagreed and 8 (10.3 %) strongly disagreed with the statement. Out of total 48 respondents from Rajahmundry, 19(39.6 %) respondents strongly agreed with the statement. While 18 (37.5 %) respondents agreed with the statement, 3 (6.3 %) remained neutral, 4 (8.3 %) respondents disagreed and 4 (8.3 %) strongly disagreed with the statement.

Table No 3. Chemists asks gifts

			Medical Representatives Working Cities					Total
			Vijayawad	Guntur	Vizag	Kurnool	Rajahmundr	
Chemists asks gifts	SA	Count	34	32	20	22	16	124
		Expected Count	33.2	27.2	25.6	23.5	14.5	124.0
		% Of Total	30.9%	35.6%	23.5%	28.2%	33.3%	30.2%
	A	Count	45	36	38	39	18	176
		Expected Count	47.1	38.5	36.4	33.4	20.6	176.0
		% Of Total	40.9%	40.0%	44.7%	50.0%	37.5%	42.8%
	N	Count	16	13	20	9	11	69
		Expected Count	18.5	15.1	14.3	13.1	8.1	69.0

		% Of Total	14.5%	14.4%	23.5%	11.5%	22.9%	16.8%
	DA	Count	11	6	5	5	2	29
		Expected Count	7.8	6.4	6.0	5.5	3.4	29.0
		% Of Total	10.0%	6.7%	5.9%	6.4%	4.2%	7.1%
	SDA	Count	4	3	2	3	1	13
		Expected Count	3.5	2.8	2.7	2.5	1.5	13.0
		% Of Total	3.6%	3.3%	2.4%	3.8%	2.1%	3.2%
Total		Count	110	90	85	78	48	411
		Expected Count	110.0	90.0	85.0	78.0	48.0	411.0
		% Of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table No 3 shows the responses of medical representatives to the statement “chemists ask gifts”. Out of the total respondents, a majority (73%) of medical representatives across the five cities have agreed with the statement.While 10.3% of medical representatives did not agree with the statement, 16.8% of medical representatives chose to be neutral.

It is clear that out of total 110 respondents from Vijayawada, 34(30.9 %) respondents strongly agreed with the statement. While 45 (40.9 %) respondents agreed with the statement, 16 (14.5 %) remained neutral, 11 (10 %) respondents disagreed and 4 (3.6 %) strongly disagreed with the statement.

Out of total 90 respondents from Guntur, 32(35.6 %) respondents strongly agreed with the statement. While 36(40 %) respondents agreed with the statement, 13 (14.4 %) remained neutral, 6 (6.7 %) respondents disagreed and3(3.3 %) strongly disagreed with the statement.

Out of total 85 respondents from Vishakhapatnam, 20(23.5%) respondents strongly agreed with the statement. While 38(44.7 %) respondents agreed with the statement, 20 (23.5 %) remained neutral, 5 (5.9 %) respondents disagreedand2 (2.4 %) strongly disagreed with the statement.

Out of total 78 respondents from Kurnool, 22(28.2 %) respondents strongly agreed with the statement. While 39 (50 %) respondents agreed with the statement, 9 (11.5 %) remained neutral, 5 (6.4%) respondents disagreed and3 (3.8 %) strongly disagreed with the statement.

Out of total 48 respondents from Rajahmundry, 16 (33.3 %) respondents strongly agreed with the statement. While 18 (37.5 %) respondents agreed with the statement, 11 (22.9 %) remained neutral, 2 (4.2 %) respondents disagreed and 1 (2.1 %) strongly disagreed with the statement.

Table No 4. Chemists ask high percent margins

			Medical Representatives Working Cities					Total
			Vijayawada	Guntur	Vizag	Kurnool	Rajahmundry	
Chemists ask higher percent of margins tokeep stocks	SA	Count	22	24	18	25	6	95
		Expected Count	25.4	20.8	19.6	18.0	11.1	95.0
		% Of Total	20.0%	26.7%	21.2%	32.1%	12.5%	23.1%
	A	Count	22	24	18	22	17	103
		Expected Count	27.6	22.6	21.3	19.5	12.0	103.0
		% Of Total	20.0%	26.7%	21.2%	28.2%	35.4%	25.1%
	N	Count	23	7	17	14	19	80
		Expected Count	21.4	17.5	16.5	15.2	9.3	80.0
		% Of Total	20.9%	7.8%	20.0%	17.9%	39.6%	19.5%
	DA	Count	22	18	16	8	4	68
		Expected Count	18.2	14.9	14.1	12.9	7.9	68.0
		% Of Total	20.0%	20.0%	18.8%	10.3%	8.3%	16.5%
	SDA	Count	21	17	16	9	2	65
		Expected Count	17.4	14.2	13.4	12.3	7.6	65.0
		% Of Total	19.1%	18.9%	18.8%	11.5%	4.2%	15.8%
Total		Count	110	90	85	78	48	411
		Expected Count	110.0	90.0	85.0	78.0	48.0	411.0
		% Of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.056[a]	16	.001
Likelihood Ratio	41.008	16	.001
Linear-by-Linear	6.268	1	.012
N of Valid Cases	411		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.59.

Table No 4 shows the responses of medical representatives to the statement "chemists ask higher percent of margins to keep stocks". Out of the total respondents, 48.2% of medical representatives across the five cities have agreed with the statement. While 32.3% of medical representatives did not agree with the statement, 19.5% of medical representatives chose to be neutral.
It is clear that out of total 110 respondents from Vijayawada, 22(20 %) respondents strongly agreed with the statement. While 22 (20 %) agreed withthe statement, 23 (20.9 %) remained neutral, 22 (20 %) respondents disagreedand 21 (19.1 %) strongly disagreed with the statement.

Out of total 90 respondents from Guntur, 24(26.7 %) respondents strongly agreed with the statement. While 24 (20 %) respondents agreed with the statement, 7 (20 %) remained neutral, 18 (20 %) respondents disagreed and17(18.9 %) strongly disagreed with the statement.

Out of total 85 respondents from Vishakhapatnam, 18(21.2%) respondents strongly agreed with the statement. While 18(21.2 %) respondents agreed with the statement, 17 (20 %) remained neutral, 16 (18.8 %) disagreedand16(18.8 %) strongly disagreed with the statement.

Out of total 78 respondents from Kurnool, 25 (32.1 %) respondents strongly agreed with the statement. While 22(28.2 %) respondents agreed with the statement, 14 (17.9 %) remained neutral, 8 (10.3 %) respondents disagreed and 9(11.5 %) strongly disagreed with the statement.

Out of total 48 respondents from Rajahmundry, 6(12.5 %) respondents strongly agreed with the statement. While 17 (35.4 %) respondents agreed with the statement, 19(39.6 %) remained neutral, 4 (8.3 %) disagreed and 2 (4.2 %) strongly disagreed with the statement.

Null Hypothesis

H_0: There is no significant association among cities in case of chemistdemand higher percent of margins to keep stocks.

Alternative Hypothesis

H_1: There is a significant association among cities in case of chemistdemand higher percent of margins to keep stocks.

Significance Level: 0.05

From the chi square test it is revealed that $p<0.05$Therefore,

H_0 is rejected and H_1 is accepted.

Thus, there is a significant association among cities in case of chemistdemand higher percent of margins to keep stocks.

Table No 5. Chemist delays payments to stockist

			Medical Representatives Working Cities					Total
			Vijayawad	Guntur	Vizag	Kurnool	Rajahmundr	
Chemist delays payments to stockist against	SA	Count	21	27	16	10	7	81
		Expected	21.7	17.7	16.8	15.4	9.5	81.0
		% Of Total	19.1%	30.0%	18.8%	12.8%	14.6%	19.7%
	A	Count	23	24	17	19	11	94
		Expected	25.2	20.6	19.4	17.8	11.0	94.0
		% Of Total	20.9%	26.7%	20.0%	24.4%	22.9%	22.9%
	N	Count	22	17	19	26	17	101
		Expected	27.0	22.1	20.9	19.2	11.8	101.0
my product sbilling		% Of Total	20.0%	18.9%	22.4%	33.3%	35.4%	24.6
	DA	Count	22	18	17	13	8	78
		Expected	20.9	17.1	16.1	14.8	9.1	78.0
		% Of Total	20.0%	20.0%	20.0%	16.7%	16.7%	19.0%
	SDA	Count	22	4	16	10	5	57
		Expected	15.3	12.5	11.8	10.8	6.7	57.0
		% Of Total	20.0%	4.4%	18.8%	12.8%	10.4%	13.9%
Total		Count	110	90	85	78	48	411
		Expected	110.0	90.0	85.0	78.0	48.0	411.0
		% Of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.802[a]	16	.044
Likelihood Ratio	27.732	16	.034
Linear-by-Linear	.059	1	.808
N of Valid Cases	411		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.66.			

Table No 5 shows the responses of medical representatives to the statement. "Chemist delays payments to stockist against my products billing". Out of the total respondents, 42.6% of medical representatives across the five cities have agreed with the statement. While 32.9% of medical representatives didnot agree with the statement, 24.6% of medical representatives chose to be neutral. It is clear that out of total 110respondents from Vijayawada, 21(19.1 %) respondents strongly agreed with the statement. While 23 (20.9 %) agreed with the statement, 22 (20 %) remained neutral, 22 (20 %) respondents disagreed and 22 (20 %) strongly disagreed with the statement. Out of total 90 respondents from Guntur, 27(30 %) respondents strongly agreed with the statement. While 24 (26.7 %) respondents agreed with the statement, 17(18.9 %) remained neutral, 18 (20 %) respondents disagreed and4 (4.4 %) strongly disagreed with the statement.

Out of total 85 respondents from Vishakhapatnam, 16(18.8%) respondents strongly agreed with the statement. While 17 (20 %) respondents agreed withthe statement, 19 (22.4 %) remained neutral, 17(20 %) respondents disagreedand16 (18.8 %) respondents strongly disagreed with thestatement.

Out of total 78 respondents from Kurnool, 10 (12.8 %) respondents strongly agreed with the statement. While 19(24.4 %) respondents agreed with the statement, 26 (33.3 %) remained neutral, 13 (16.7 %) respondents disagreedand 10 (12.8 %) respondents strongly disagreed with the statement.

Out of total 48 respondents from Rajahmundry, 7(14.6 %) respondents strongly agreed with the statement. While 11 (22.9 %) respondents agreed with the statement, 17 (35.4 %) remained neutral, 8 (16.7 %) and 5 (10.4 %)strongly disagreed with the statement.

Null Hypothesis

H_0: There is no significant association among cities in case of chemist delaypayments.

Alternative Hypothesis

H_1: There is a significant association among cities in case of chemist delaypayments Significance Level: 0.05

From the chi square test it is revealed that $p>0.05$Therefore, H_0 is accepted and H_1 is rejected.

Thus, there is no significant association among cities in case of chemistdelay payments.

			Medical Representatives Working Cities					Total
			Vijayawada	Guntur	Vizag	Kurnool	Rajahmundr	
Chemists ask high credit sales with least payments	SA	Count	22	26	17	13	4	82
		Expected Count	21.9	18.0	17.0	15.6	9.6	82.0
		% Of Total	20.0%	28.9%	20.0%	16.7%	8.3%	20.0%
	A	Count	12	25	6	13	24	80
		Expected Count	21.4	17.5	16.5	15.2	9.3	80.0
		% Of Total	10.9%	27.8%	7.1%	16.7%	50.0%	19.5%
	N	Count	34	13	32	31	7	117
		Expected Count	31.3	25.6	24.2	22.2	13.7	117.0
		% Of Total	30.9%	14.4%	37.6%	39.7%	14.6%	28.5%
	DA	Count	21	8	14	11	7	61
		Expected Count	16.3	13.4	12.6	11.6	7.1	61.0
		% Of Total	19.1%	8.9%	16.5%	14.1%	14.6%	14.8%
	SDA	Count	21	18	16	10	6	71
		Expected Count	19.0	15.5	14.7	13.5	8.3	71.0
		% Of Total	19.1%	20.0%	18.8%	12.8%	12.5%	17.3%
Total		Count	110	90	85	78	48	411
		Expected Count	110.0	90.0	85.0	78.0	48.0	411.0
		% Of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table No 6. Chemists ask high credit sales

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.244[a]	16	.000
Likelihood Ratio	64.199	16	.000
Linear-by-Linear Association	.592	1	.442
N of Valid Cases	411		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.12.			

Table No 6 shows the responses of medical representatives to the statement "chemists ask high credit sales with least payments". Out of the total respondents, 39.5% of medical representatives across the five cities have agreed with the statement. While 32.1% of medical representatives did not agree with the statement, 28.5% of medical representatives chose to be neutral.

It is clear that out of total 110respondents from Vijayawada, 22 (20%) respondents strongly agreed with the statement. While12 (10.9%) agreed with the statement, 34 (30.9 %) remained neutral, 21 (19.1 %) disagreed and21 (19.1 %) strongly disagreed with the statement.

Out of total 90 respondents from Guntur, 26 (28.9 %) respondents strongly agreed with the statement. While 25 (27.8 %) respondents agreed with the statement, 13 (14.4 %) remained neutral, 8(8.9 %)respondents disagreed and18 (20 %) strongly disagreed with the statement.

Out of total 85 respondents from Vishakhapatnam, 17(20%) respondents strongly agreed with the statement. While 6 (7.1 %) respondents agreed withthe statement, 32 (37.6 %) remained neutral, 14(16.5 %) respondents disagreed and16 (18.8 %) strongly disagreed with the statement.

Out of total 78 respondents from Kurnool, 13(16.7 %) respondents strongly agreed with the statement. While 13(16.7 %) agreed with the statement, 31 (39.7 %) remained neutral, 11 (14.1 %) disagreed and 10 (12.8 %) strongly disagreed with the statement. Out of total 48 respondents from Rajahmundry, 4(8.3 %) respondents strongly agreed with the statement. While 24 (60 %) respondents agreed with the statement, 7 (14.6 %)
remained neutral, 7 (14.6 %) disagreed and 6 (12.5 %) strongly disagreed with the statement.

Null Hypothesis

H_0: There is no significant association among cities in case of chemistdemand high credit

sales.

Alternative Hypothesis

H_1: There is a significant association among cities in case of chemistdemand high credit sales.

Significance Level: 0.05

From the chi square test it is revealed that $p<0.05$Therefore,

H_0 is rejected and H_1 is accepted. Thus, there is a significant association among cities in case of chemist demand high credit sales.

VI. LIMITATIONS OF THE STUDY

Although the study was well planned it suffered from some unavoidable limitations.

- The first and second lock downs imposed by COVID-19 have restricted the free movement from place to place in conducting the survey. Hence the study has been confined only to five major cities of Andhra Pradesh.
- The data collection from the respondents posed a major limitation. Some of the respondents were reluctant to answer the questionnaire nor had theytime to answer them fully.

VII. CONCLUSION AND SUGGESTIONS

Regular visits of medical representatives to doctors are vital in generating continuous prescriptions, which need to be honoured at the chemist level to give commercial value to the pharmaceutical companies and smooth sales generation. This, in turn, allows medical representatives to meet monthly targets while avoiding physical and mental stress and strain. A suitable mechanism should eventually emerge to maximise interaction among medical representatives, medical practitioners, chemists, and stockists. Pharmaceutical companies should set reasonable targets based on field research and realities, and ensure the medical representatives' quality of life at work. The chemists must strictly follow the doctors' orders, and the stockists must promptly meet the chemists' needs. This streamlining will help prevent unethical practises from creeping in and will reduce the challenges that medical representatives face in carrying out their prescribed duties.

VIII. REFERENCES

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