

Abstract

New drugs are pivotal in supporting a pharmaceutical company's survival and development. However, when lesser new rugs are available, price regulation formulary choice become tighter and generic drug enter the market. So pharmaceutical firms need take good advantage of marketing is also becoming more importance. This paper aims to contribute to the design of appropriate marketing strategy under such condition from the perspective physician prescribing behavior.

Through the literature review, we found that physician's prescription behavior is influenced by quantity and quality of information. A certain amount of information would lead physician to decision make; the quality of information determined how "good" a decision is. This study also discussed the impact of have on the various source of information physician prescription. Through questionnaire, we found that most pharmaceutical companies only concerned about the quantity information; by contrast, information available in hospital is of better quality, although being lesser amount; academic institute tend to provide both. Through interviews, we found that lead information sources provided different quantity is willingness and ability of source. Lead information sources provided different quality is credibility and closeling of source.

The study concluded that the more message information sources provide to physicians, the more likely they change their prescription decision. The credibility and similarity of information sources play an important role in their prescription decision. We suggested that pharmaceutical companies should pay more attention to providing more information to target physicians. Second, pharmaceutical industry should capitalize on using all available information sources. Finally, pharmaceutical industry should build up database of physician prescription behavior.

Key word: information, physician prescription behavior, pharmaceutical enterprise