



International Conference on

*Multidisciplinary Research in Global Challenges and
Perspectives of Sustainable Development*

on 21th December 2019 at St. Jerome's College, Anandhanadarkudy,
Nagercoil, Tamilnadu, India

“A Study on Preference of Hospital Pharmacies in Tirunelveli City”

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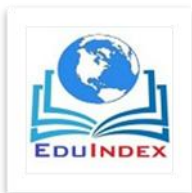
Abstract

Hospital pharmacies are the medical stores found inside the hospital premises. They typically provide medications for the hospitalized patients only and they not established retail and also they not provide prescription services to the public. These hospital pharmacies run only for the benefit of hospitalized patients. Some hospitals have retail pharmacies within them which provides over-the-counter as well as prescription medications to the public, but these pharmacies not comes under the hospital pharmacies. The researcher analyzed about the preference of hospital pharmacies in Tirunelveli city and suggested some measures with the conclusions.

Keywords: Hospital pharmacy, Hospitalized patients, Preference.

INTRODUCTION

Hospital pharmacy is the organization or one of the departments of hospital to manage the storage procurement, preservation, packaging, compounding, preparation, dispensing, distribution of medicine in the hospital. The hospital pharmacies' main aim or objectives should be the satisfaction of the patients. It is mainly established for patients' welfare only. Then management's aim is to utilize the staff effectively, render the effective and efficient service to the patients and doctors and cost containment. The hospital pharmacy should be located in the ground floor with storage in basement, accessible to all areas of hospital. Also it should have OPD units (Out Patient Department) to serve the OPD patients. Drugs are of four types namely, General drugs, inflammable drugs, narcotic drugs and cold storage drugs.



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General drugs: These drugs should be arranged alphabetically in the cabinet or as per the use, antibiotics, anti-hypertensive etc. expiry drugs should be disposed as per the rule.

Inflammable drugs: There should be separate enclosure to be made for the inflammables like spirit, gases and chemicals with adequate ventilations and fire-fighting arrangements.

Narcotic drugs: There should be separate and special arrangement like morphine, pethidine, barbiturates etc.

Cold storage drugs: drugs such as antibiotics, vitamins, and liver extracts should be stores in cold room Between 8 to 15 degree Celsius. The room should be air conditioned with temperature control facility.

Objectives of the study

- ✓ To know the demographic factor of the respondents buying in hospital pharmacies.
- ✓ To identify the Preference of respondents in selecting Hospitals
- ✓ To know the factors influenced to buy drugs in a particular hospital pharmacy
- ✓ To suggest measures according to the analysis.

Research Methodology

The researcher contacted the respondents personally with well-prepared questionnaire. The questionnaire prepared and divided in to two parts of which part one was used together demographic details of the respondents and the second was related to preferences of hospital pharmacies in Tirunelveli District. The secondary data were collected from journals website and books.

Limitation of the study

The article has following limitations;

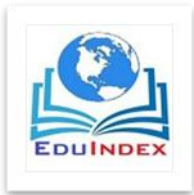
- People may be careless and may not give correct answer to the questions
- It is totally based on personal effort of individuals.
- Some of the respondents are not able to understand the questionnaire.
- Some of the respondents are unable to understand English.
- Some respondents are not interested in filling questionnaire.
- Time is a major constraint of our study.

Sampling Area

The study is conducted on the respondents i.e. the customers buying in Tirunelveli city.

Sample size

The research focused on the respondents who willingly wanted to complete the questionnaire, totally 100 respondents filled the questionnaire.



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Sampling Design

The sample was designed by the convenience based random sampling method.

Analytical Tool

The filled in questionnaires were analyzed and the statistical tool such as percentage method, chi square, garret ranking technique were used.

TABLE-1. Gender wise classification

S. No:	Gender	Number of Respondents	percentage
1	Male	60	60%
2	Female	40	40%
	Total	100	100%

Source: Primary data

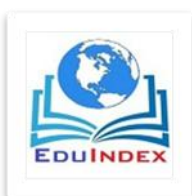
It is clear from table-1 that 60% of the respondents are male and 40% of the respondents are female.

TABLE -2. Age wise classification

S. No:	Age	Number of respondents	Percentage
1	Below 25	10	10%
2	26-35	42	42%
3	36-45	27	27%
4	Above 45	21	21%
	Total	100	100%

Source: Primary data

The above table reveals that 42% respondents are 26-35years, 27% respondents are 36-45years, 21% respondents are above 45years and only 10 % of the respondents are below 25years of age.



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TABLE-3. Educational qualification wise classification

S. No:	Educational qualification	Number of respondents	Percentage (%)
1	Illiterate	18	18%
2	HSC	17	17%
3	Under graduate	38	38%
4	Post graduate	27	27%
	Total	100	100%

Source: primary data

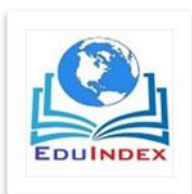
Table-3 shows that 38 % of the respondents completed under graduate, 27% of the respondents completed post graduate, 17% respondents completed higher secondary and 18% are illiterate.

TABLE -4. Occupation wise classification

S. No:	Occupation	Number of respondents	Percentage (%)
1	Cooli	26	26%
2	Business	19	19%
3	Professionals	17	17%
4	Salaried employee	38	38%
	Total	100	100%

Source: Primary data

Table-4 exhibits that 38% of the respondents are salaried employee, 26% of the respondents are cooli, 19% respondents doing business and 17% respondents are professionals.



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TABLE-5. Relationship between Gender and cost of medicines

S. No:	Gender/ Low cost	Very Strongly	Strongly	Moderate ly	Least	Total
1	Male	20	20	15	5	60
2	Female	5	15	15	5	40
	Total	25	35	30	10	100

Source: primary data

Degree of freedom = 1
Table value = 7.82
Calculation value = 5.93
Level of significance = 0.05

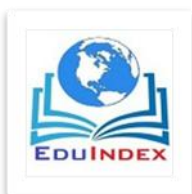
The above table 3.8 states that calculated value 5.93 is lower than the table value 7.82. So therefore there is no relationship between Gender and cost of medicines.

Garrot Ranking Method

TABLE-5. Preference of factors in selecting Hospitals

S.No:	Factors	6	5	4	3	2	1	Total
1.	Convenience	30	20	20	10	10	10	100
2.	Cost	20	40	10	15	10	5	100
3.	Reliability	30	20	10	10	10	20	100
4.	Quality	10	20	30	20	10	10	100
5.	Comfort	20	20	30	10	10	10	100
6.	Ambience	30	20	10	10	20	10	100

Source: Primary data



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TABLE-5.1. Garrot Ranking for the Preference of factors in selecting Hospitals

S.No	Factors	1	2	3	4	5	6	Total	Rank
1.	Nearby to the residence	180	100	80	30	20	10	420	III
2.	Cost	120	200	40	45	20	5	430	II
3.	Reliability	180	200	40	30	20	20	490	I
4.	Neatness of the hospital	60	100	120	60	20	10	370	V
5.	Comfort	120	100	120	30	20	20	300	VI
6.	Ambience	180	100	40	30	40	10	400	IV

Source: Primary data

The above table reveals about the preference of selecting hospitals by the respondents in Trunelveli district, the ranks of the given factors are as follows;

The respondents given 1st rank for the hospital for reliability, because it deals mainly with the health issues of the respondents,

They gave 2nd rank for cost, it plays a vital role for all middle class people,

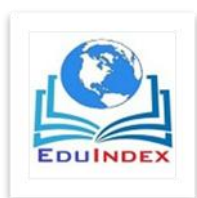
The respondents selected nearby to the residence as 3rd rank, for immediate remedy,

4th rank is given for the neatness of the hospital, its more important to the patients' health,

Comfort got the 5th rank as because of health hazards,

Finally ambience of the hospitals got the last preference by the respondents.

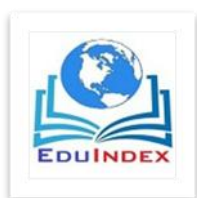
Garrot Ranking Method-2



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S. No.	Factors	8	7	6	5	4	3	2	1	Total
1.	Non-availability of medicines in outside medicals	10	20	20	10	10	10	10	10	100
2.	Doctors' prescription	15	15	25	10	13	12	5	5	100
3.	For uniform billing	13	12	12	10	13	10	15	15	100
4.	High cost in outside medicals	5	12	13	14	16	20	10	10	100
5.	Convenience	14	16	12	13	12	13	10	10	100
6.	Inside the hospital	18	12	15	15	10	10	10	10	100
7.	Difference in brand	12	13	13	12	12	14	16	8	100



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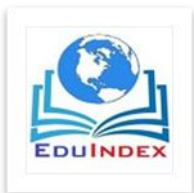
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8.	Fear of local drugs	14	11	12	14	16	13	10	10	100
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S. No.	Factors	8	7	6	5	4	3	2	1	Total	Rank
1.	Non-availability of medicines in outside medicals	80	140	120	50	40	30	20	10	490	III
2.	Doctors' prescription	120	105	150	50	52	36	10	5	528	I
3.	For uniform billing	104	84	72	50	52	30	30	15	437	VII
4.	High cost in outside medicals	40	84	78	70	64	60	20	10	426	VIII
5.	Convenience	112	112	72	65	48	39	20	10	478	IV
6.	Inside the hospital	114	8	90	75	40	30	20	10	493	II
7.	Difference in brand	96	91	78	60	48	42	32	8	455	VI
8.	Fear of local drugs	112	77	72	70	64	39	20	10	464	V

TABLE-6
Factors influenced to buy in a particular hospital pharmacy



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Source: Primary data

TABLE-6.1

Garrot Rank for the Factors influenced to buy in a particular hospital pharmacy

Source: Primary data

The above table shows the Factors influencing to buy in a particular hospital pharmacy of the respondents, the factors are ranked by the respondents and given below;

Firstly, the respondents are influenced by the Doctor's prescription, so it took 1st rank,

Most of the respondents told that, the pharmacy is inside the hospital so they prefer it and given 2nd rank,

Non-availability of prescribed medicines at outside medicals got 3rd rank,

Convenience of the respondents got 4th rank,

Fear of local or unbranded drugs got 5th rank,

Different branded medicines with high cost got 6th rank,

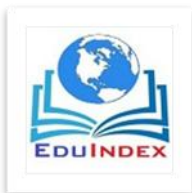
For claiming the medical insurance, some needs same uniform billings, so it got 7th rank,

Same medicine sometimes sold for high cost in outside medicals, so respondents gave 8th rank.

Findings

- In our research, there are 60% male and 40% female respondents.
- Majority (42%) of the respondents are 26-35 years.
- There are 38 % of the respondents completed under graduate.
- In our research there are 38% respondents are salaried employees.
- According to the chi-square test, there is no relationship between Gender and cost of medicines.
- The Garrot ranking method for factors preferred in selecting a particular hospital, respondents selected reliability as a 1st rank because it deals mainly with the health issues of the respondents.
- Medicines and all other items purchased inside the hospital pharmacies are higher in cost while compared to outside medicals.
- In the second Garrot ranking method of factors influenced to buy in a particular hospital pharmacy, the respondents are influenced by the Doctor's prescription, so it took 1st rank.

Suggestions



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- Respondents feel that they are forced to buy medicines in the hospital pharmacies, it should be changed by the doctors.
- Also the medicines prescribed by doctors are not sold in outside medicals, it's a major problem faced by the respondents.
- The cost of products in hospital pharmacies should be reasonable to the respondents.
- Most of the respondents feels that the purchased medicines are not fully used for the patients taking treatment inside the hospital and it is reused by the hospital management, so this doubt should be rectified by the hospitals.
- Neatness in some hospitals is not much satisfied by the respondents, so it should be taken into consideration by the hospital managements.
- Hospitals should maintain a good reliability among the patients because it matters more.
- Hospital pharmacies can run in a service motive to serve the best to their patients.

CONCLUSION

Hospitals will become another temple and doctors become our second God when we or our closed one admitted in hospitals. The respondents feel that they are used by the hospital management by their situation. Although it is very beneficial to the in-patients for buying medicines and related things in hospital pharmacies but the patients and their care takers faces some issues in buying the medicines and related items inside the hospitals.

The respondents in our research felt some inconvenience in purchasing inside the hospitals i.e. in the hospital pharmacies, the hospital managements should take into consideration and make several actions, it will be a direct benefit to all the peoples who are seeking the hospitals and its pharmacies because hospital walls heard more prayers than other spiritual walls.

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