



Factors Affecting Physicians Prescriptions: an Empirical Study on Jordanian  
General Physicians

العوامل المؤثرة على قرار الأطباء في كتابه الوصفة الطبية: دراسة ميدانية على الأطباء العاميين في  
الأردن

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This thesis was submitted in partial fulfillment of the requirement for the

Master's Degree in Marketing

Applied Science Private University

Deanship of Scientific Research and Graduate Studies

Master of Marketing

February 2020

## **Abstract**

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The purpose of this research is to examine what are the most important factors that affect the prescription decisions writing in Jordan and their rank in term of importance. The dependent variable identified in this study is the physician's prescription decision. The independent variables are categorized in two main groups, marketing related factors consisting of (Medical Representative Visit, drug sample, .Pharmaceutical company reputation, and price of the drug), Physicians related Factors are consisting of (peers word of mouth, source of information, experience of the physicians), This research used quantitative research, descriptive – analytical approach. survey strategy was used ,the data was collected by distributing a questionnaire among the research sample,(409)responses generated, all the responders are general physicians from the public and private sector , located in Amman –Jordan. The research used descriptive analytical approach, Mean and standard deviation, simple regression ,multiple regression ,person correlation (R),(T)value,(F)value analysis and Cronbach Alpha( $\alpha$ ).The research results showed that marketing factors (Medical Representative visit, drug sample, .Pharmaceutical company reputation, and price of the drug) have a positive impact on physicians prescribing decisions, physician's factors (source of information,) also have a

positive significant effect on physicians prescribing decisions. Result showed that peers word of mouth and experience of the physicians have a negative significant effect on physicians prescribing decisions, Finally, the main recommendation is that company reputation is the most influential factor on physicians decision, pharmaceutical companies should focusing more on their image in the market and in the mind of the physicians' by building a good relationship with the physicians', and improving this relationship by a fruitful social activities.

***Keywords: Prescribing Decisions, Marketing Factors, Physician's Factors, and General Physicians.***