

ABSTRACT

Medical doctors are involved in medical practice countrywide dealing with curative and preventive aspects of medicine. Many of them are working in the production or purchase and distribution of medications that make them vital in prescribing various medications. Therefore many pharmaceutical companies in Myanmar are trying to develop their share in the market and competing with other pharmaceutical companies by using more and more promotional activities directed to medical doctors. The study focused on the investigation of the relationship between marketing mix and decision choice for Alaxan drug by physicians. There are four main groups of independent variables- product, price, place, promotion, and the dependent variable is decision choice for Alaxan drug by physicians in Myanmar.

This research used a structured questionnaire by distributing and collecting 145 questionnaires to the private practicing medical doctors in Patheingyi area, Myanmar. Spearman Rho correlation analysis was applied to all hypotheses. The research found that product, price, place, and promotion have positive relationship with decision choice for Alaxan drug by physicians in Myanmar. Among four elements of marketing mix, promotion has the strongest positive relationship (correlation coefficient of 0.574) with decision choice for Alaxan drug by physicians in Myanmar.

Hence, the researcher recommends that marketers of Alaxan drug should specifically consider all these elements as contributors to successfully formulate marketing strategy, with special emphasis on promotion element.