

Independent Study	The Marketing Mix Factors Affecting Orthopedists' Prescription of Oral Form Non Steroidal Anti-inflammatory Drugs, in Changwat Chiang Mai		
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Abstract

The purpose of this study was to study the marketing mix factors affecting orthopedists' prescription of oral form non steroidal anti-inflammatory drugs, in Changwat Chiang Mai.

The sample of this study was 54 orthopedists working in hospitals in Changwat Chiang Mai. Questionnaires were used for collecting data. Statistical techniques, i.e., frequency, percentage, mean, and standard deviation, were used to analyze data.

Most respondents worked in government hospitals (90.7 percent). Seventy-five point nine percent worked in Maharaj Nakorn Chiang Mai Hospital. Majority of the respondents, 66.7 percent, did not have any part time work or clinic. And most of them had less than 5 years of experience in orthopedic field (51.9 percent).

The results of this study indicated that three factors that had the high important rating in affecting orthopedists' prescription of oral form non steroidal anti-inflammatory drugs were price, patient, and product, respectively. Two other marketing mix factors, promotion and place, received the important rating.