

CORELAȚII CU PRIVIRE LA PERCEPȚIA MARKETINGULUI DE MEDICAMENTE

CORRELATIONS REGARDING THE PERCEPTION OF DRUG MARKETING

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Abstract: The topic of the paper consists in identifying and presenting the correlations regarding the perception of marketing of pharmaceutical products from the pharmacist's perspective. A questionnaire was realized which aimed at emphasizing the pharmacists' point of view of the services and products offered by medicine suppliers. Also, the questionnaire illustrates the pharmacists' discontent linked to the medicine suppliers, which could be improved. To underline the representative results the obtained data was processed in the SPSS system version 19. After the SPSS analyses, I realized more significant correlations between the questions of the questionnaire which I will present in this paper.

Keywords: medicine storehouses, medicines, pharmacists