

IMPACT REVERSE MARKETING TOOLS TO REDUCE DRUG MISS USE BEHAVIORS

**An Exploratory Study The views a sample of pharmacists
working in the private sector of the Alnagf**

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Abstract:-

Purpose: - Current research aims to discovered the relationship and effect between the reverse marketing tools through to the consumer drags miss uses behavior in the holy city of Alnagf

Research Methodology: -to identified the problem of the research in several questions about the nature of the link and effect relationship between research variables and for that outline supposedly as a way to get the data, and based on your search descriptive analytical method, and the research community (310) of pharmacists working in private pharmacies in the holy city of Alnagf and applied research on the sample (210) and pharmaceutically rate (71.9%) data were analyzed using a combination of statistical methods and results were extracted using a computer program (Amos.V.21& Spss.V.21) .

Results: - The research findings to a group of the most important and there is a realistic problem suffered by the Iraqi society in general and consumers of drugs in the city of Alnagf in particular and practical results showed the existence of a positive relationship between some de- marketing tools and consumer behavior pharmacological.

Keywords: - Reverse marketing tools, medicine, pharmaceutical and consumer behavior, the indiscriminate use of drugs, private pharmacies in the holy city of Alnagf.

The first topic is the procedural structure

First, the research problem

The phenomenon of random and wrong consumption of medicines has become widespread in Iraqi society, especially for a while, but what has increased its severity is the current conditions that the country is going through in light of the spread of diseases, poverty, displacement and lack of commitment to the mechanisms of dispensing medicine and guiding the patient in the correct way to take it by some concerned Therefore, a number of studies and research in this field have resorted to analyzing factors so that their application can contribute to addressing the excessive demand for medicines, especially since consumers of these products are affected by a number of factors that push them to have special behaviors towards medicines, some of which are wrong, by looking at a group of research And previous studies that reverse marketing strategies have a social background in the field of marketing as part of social marketing, especially that these strategies work in an environment of goods and services that are scarce

and can also be harmful and harmful to the consumer if he uses them in an irrational way

Hence the emergence of the idea of research, which was based on social marketing theories in explaining the relationship between the main research variables, which are (reverse marketing tools, and drug consumer behavior). Regardless of the validity of those beliefs (Beliefs) and that these beliefs are the result of the experiences of others or the result of their own experiences and that these individuals will analyze, explain and explain the reasons that led them to form these attitudes

Therefore, the research problem can be formulated in the following questions1- What is the level of use of reverse marketing tools by the pharmacists in the research sample?

2- What is the widespread drug consumer behavior in the holy city of Alnagf according to the opinions of the research sample.

3- What is the relationship between reverse marketing tools and pharmaceutical consumer behavior?

Third, the objectives and justifications of the research

The objectives of the research were to seek to achieve the following:

A- Identifying the nature of the relationship between reverse marketing tools and the significance of its dimensions and the behavior of the pharmaceutical consumer, and focusing on what this relationship produces between the research variables in the process of reducing wrong medication behavior.

B - The research seeks to present the previous knowledge that Wen presented in the field of two dimensions of research (foreign and Arab research) and the possibility of transferring it to the Iraqi business environment by presenting a set of conclusions

Fourth: Research hypotheses

- First Hypothesis: There is a significant correlation between reverse marketing tools, the significance of its variables, and consumer drug behavior.

- The second hypothesis: There is a significant effect of reverse marketing tools and the significance of its variables on the consumer's drug behavior.

Fifthly, the research sample

In order to determine the sample size of the current research community, which amounted to 310 pharmacists, (Herbert Arkin, Robert Mason, Stephen Tampson) was used, and through these equations, the appropriate sample size for the study was determined, which amounted to 172 pharmacists

First: The creation and development of reverse marketing

Marketing in general represents the mechanism used to meet the demands of customers and one of its most important basic functions is the bulk of goods and services available to the final consumer. The delivery of goods and services at the right time and the right place is of great importance to the customer's satisfaction, and these demands for goods and services may equal or exceed the real capacity of the organization producing the service or the good. In this case, the demand must be controlled or reduced. The tool used to manage demand is reverse marketing tools. (lawther et al., 1997: 315-325.)

The history of reverse marketing as a new concept in marketing science dates back to 1971 when it was suggested by Kotler and Weavey that there was a problem in the supply of a group of elements and to address this problem it was suggested that the use of reverse marketing tools

with the aim of discouraging demand for a specific group and general category and on a temporary or permanent basis This is to control demand as well as to generate and satisfy that demand (Kotler & Levy, 1971:76.

The change in global governmental trends, changes that occurred in the orientations of society and the radical transformations in the global market during the last era of the last century, where the view of reverse marketing became from a social point of view as “the process that aims to reduce demand by discouraging consumption or the use of products such as alcohol and cigarettes.” and other harmful substances that pose health risks to society” (Shiu&Walsh, 2009:269.(

Second: The concept of reverse marketing

Kotler and Levi (1971) coined the term reverse marketing in the early 1970's, when the concept of marketing was being expanded outside the narrow range as an art and science based on sales volume through the use of the variables product, price, place (distribution), and promotion (ie, communication) where ((Kotler & Levy by giving a concept of reverse marketing as (the aspect of marketing that works to discourage the demand of customers in general or a group of them in particular on a temporary or permanent basis) (kotler & levy, 1971:76.(

There are many definitions of reverse marketingKotler&Levy, 1971:74-80 is the aspect of marketing that reduces the encouragement of customers in general or in part from buying, whether on a temporary or permanent basis

Cullwick, 1975:51 The task of marketers is to shape demand to align with the organization's long-term goals rather than blindly engineering an increase in sales without considering these goals

Hannaet al., 1975: 63 Strategic plans and policies directed at counteracting the adverse effects of shortages generated by the increase in demand.

Samli&yavas, 1985:135 One of the tools used by management to control product supply and demand

Clements, 1989:90 A deliberate, positive action by the organization towards undesirable market segmentation.

Beeton & Pinge, 2003: 313 An attempt to reduce the will of customers in general or a specific type of customer to consume a specific product temporarily or permanently

Moore, 2005:703 Obstructing the consumption or use of a particular product or service

SpringerNetherlands, 2005:49-57 Discourage consumers from buying Reverse marketing can also be an alternative to profit when product improvements are traded off without high and impactful costs.

Udupa, 2007:1 The most effective strategy capable of reducing demand rather than increasing it, as well as being a part of social marketing.

Wall, 2007:123 A deliberate attempt to use marketing strategies to motivate customers to change their behavior and habits regarding goods and services where their environmental impacts are most severe.

Tahi, 2007:2 An attempt to dissuade customers from actively over-consuming a particular good or service to achieve higher social interests.

Sadiq, 2009: 104 A strategy used as an attempt to limit and reduce demand in order to match supply. Which can target an entire market or specific sectors of it.

Thal & Zhang, 2011: 2 An organization's business strategy aimed at reducing demand for a number of products in order to improve quality

The type of marketing that can contribute to making changes in the orientation of the customer and the organization alike to create new trends associated with forms of social value, in order to reduce demand for the consumption of some products, as well as to preserve human health, the environment and natural resources.

Crawford, 2014:38 It is a form of marketing that uses the same marketing tools to remove or reduce consumer demand.

He believes that reverse marketing is a set of steps taken by the organization, which aims to modify the behavior of consumers in the right direction when they purchase its products with high demand to achieve social, economic and health interests.

Sixth: Reverse marketing tools

Gbadeyan (2010: 450-451))

mentions different types of means and tools for reverse marketing are

A - High price: The government sometimes raises prices for a specific product or service by imposing taxes on them, which leads to raising the final prices of the product or service, and then the demand for it decreases by customers, as this leads to discouragement of purchasing a larger quantity of the product or service. .

B - Counter-advertising: Counter-advertising is defined as the advertisement that is used to limit the consumption of a product or its use that is described as harmful to the environment and to humans alike (Agostinelli & Grube, 2002: 15) and this can be a form of counter-propaganda through which it is presented Advising people not to use a particular product or service, such as encouraging people to leave the consumption of tobacco, cigarettes and alcoholic beverages because of their dangerous health effects on them, and these messages are transmitted to people in many ways, such as print and electronic media. Organizations' use of counter-advertisements takes several forms, including: (Shiftmanet al. , 2001: 33.)

C - Limited Distribution: Distribution is defined as (activities that make products available to customers at the time and place they desire when purchasing) (Pride & Ferrell, 2000:350). Usually, the organization uses more than one distribution channel to reach its customers, especially when it is a policy (Supply) prevails in the market, but if there are shortages in supply due to increased demand, the organizations will reduce the distribution outlets that they rely on to deliver products, and they will choose the best of these outlets in terms of return (profitability) (Kotler, 1974): 29), and there are some products whose distribution is limited to some warehouses and pharmacies, and their sale requires a license from the government, such as medicines, drugs and alcoholic beverages. Therefore, the distribution policy will differ in reverse marketing from the distribution policy in traditional marketing operations, and in this case organizations can benefit from the distribution policy. The special aspect of reverse marketing operations is to exclude customers and merchants whose profitability is weak (Groff, 1998: 130). The reverse is the identification of areas or parts that are the main cause of shortages (parts that cause excessive demand). As a result, the distribution outlets leading to these parts are reduced, but in a healthy way, customers do not feel unwanted. (Lawther et al., 1997:353), and by following the means of reverse marketing of the distribution outlets, the organizations will have a clear impact on the behavior of customers to reduce or leave excessive (excessive) consumption, especially if these means (place restrictions) are positively correlated

with Consumers' intention to change their consumption habits (Suhet al., 2009: 273) On the other hand, the official authorities represented by the government can have a significant impact on the success of the processes of reducing demand for products by following a policy (reducing distribution.)

D- Finding alternatives: The producing organization must find a suitable alternative or develop the product so that it is better in terms of health and consumption, when it wants to eliminate the old product from the market completely, so it uses reverse marketing in the field of services, and it must be accompanied by marketing alternative services in order to It is more effective from a practical point of view as well as maintaining customer satisfaction in the long term (kindra & Tylor: 1995)

i- Reducing the quality of the product: This is done by reducing the quality of the product's content, and this may lead to a gradual reduction in the demand for that product. Despite the use of this method in reverse marketing, some had another opinion and an opposite opinion on the use of this method (reducing the quality of the product) and its application in reverse marketing, as quality is an essential factor that cannot be compromised or bypassed. et al., 1997, Harvey&Kerin, 1977, Groff, 1998, hal&Zhang, 2012.

E - Legislation: Legal penalties from the perspective of reverse marketing include imposing more stringent control measures, especially on products with health risks, as it sometimes requires the enactment of a law prohibiting the sale or use of a product. It also includes taking strict punitive measures for those who do not adhere to those controls (Wilkinson et al., 2009:263; Wagenaar & Streff, 1990:197).

Pharmaceutical consumer behavior

First, the emergence and development of consumer behavior science

The study of consumer behavior is a relatively new science, as it originated in the United States of America in the years following World War II. Yen and marketing men have to rely on the theoretical framework of consumer behavior as a reference that helps them understand the behavior and actions of the consumer at each stage of the purchasing or consumer decision-making, as well as in identifying the personal, psychological and environmental factors affecting consumer behavior and that motivates him to take a certain action. And the scientific concepts taken from some sciences such as (individual and social) psychology, sociology, cultural anthropology, and economics represented the main reference for them, but they alone are not sufficient to explain consumer behavior, but may require marketing men to rely as well on Their own experiences and judgments to control it more (Banasa, 2003: 13) and consumer interest and purchasing behavior has developed, and this is confirmed by the historical development of the marketing concept.

Second: the concept of drug consumer behavior

Consumers are the target group of people who consume, purchase or use a particular product or service. There is a crucial part of the business sector that is concerned with understanding the purchasing behavior of customers..Therefore, in order to know the concept of consumer behavior, it is necessary to review some definitions according to what the following table shows:

Molina, 1990:39 the behaviors and actions that an individual takes from planning to buy the product, acquire it, and then consume it

William et al., 1995:1677-1682 The sum of the mental, emotional, and physiological activities associated with the selection, purchase, use, and evaluation of goods and services that satisfy their personal needs and desires goods, services and ideas, including the activities that precede the purchasing decision and affect the purchasing process

Noel, 2009:12 A study of consumer behavior through the consumer's examination of products and services during purchase and use of these purchases, and how they affect their daily lives.

Rajeeva, 2011: 1 is a display of consumer behavior in the search for, purchase, use, evaluation and disposition of products and services that they expect to meet their needs.

Banimina 9, 2011: 71 All activities undertaken by individuals in order to obtain goods, services and ideas and use them, including what concerns us, the activities that precede the purchasing decision and affect the purchasing process

Jana,2012:56-68, Consumer behavior is the study of processes - individuals or groups choosing, buying, using or disposing of products, services, ideas, and experiences to satisfy needs and desires

Spring 11, 2012 3: Direct actions and behaviors of individuals in order to obtain a product or service, and it includes procedures for making a purchase decision

12 Koolen,2014:

The acquisition, consumption and disposal of goods, services, activities, experiences, people and ideas by making a unit over time a human decision

Third, the importance of pharmacological behavior

The goal of knowing the pharmacological behavior of drug consumers in particular is to research everything related to the risks that can result from the wrong use of medicine and herbal medicine, and to correct some negative habits related to self-medication, storing medicines at home, monitoring drug production and expiration dates as well as contributing to raising awareness Pharmaceutical for the consumer.

The topic of pharmacological behavior has taken a wide range in recent times, as a result of the increase in incorrect behaviors among members of society in the use of medicine, including taking medicines without consulting a doctor or pharmacist, and going to herbalists and perfumers shops to take the appropriate treatment, as well as not adhering to the doctor's instructions in the use of medicines. Such as the time specified for the use of the drug and the non-adherence to the dose, as well as ignoring the warnings about the drugs and the way they are stored or used after the expiration date. In order to avoid the dangerous effects that may result from such behaviors, it is necessary to combine efforts to reduce these wrong behaviors and build a culture of correct drug consumption, taking into account Increasing the awareness of the drug consumer must be accompanied by mechanisms to address the causes of this phenomenon (Mohammed, 2009: 51.)

The third topic: the applied and statistical aspect of the research

- Results of the descriptive statistical analysis of the independent variable (reverse marketing tools:(

Relying on the advanced statistical program 21.SPSS.V to analyze the final results related to the answers of the sample members related to the paragraphs of the independent variable

(reverse marketing tools) according to Appendix, and after summarizing those results in an effort to extract the order of the paragraphs of this variable according to the weight that was obtained It has each of its five main axes, as shown in the following table

axis arrangement	Relative arithmetic mean	The independent variable (reverse marketing tools)
2	3,772	promotion
1	3,82	Education and education
3	3,694	Penalties and laws
5	3,315	Taxes
4	3,615	distribution outlets

Results of the descriptive statistical analysis of the dependent variable (wrong medication behavior (

Relying on the advanced statistical program 21.SPSS.V to analyze the final results related to the answers of the sample members related to the paragraphs of the dependent variable (wrong medication behavior), and after summarizing those results in an effort to extract the order of the paragraphs of this variable according to the weight obtained by each of its four main axes As indicated in the following table-:

axis arrangement	Relative arithmetic mean	Dependent variable (drug misconduct)
2	3,388	Purchasing power
3	3,291	pharmacological consumer awareness
1	3,511	save medicine
4	3,287	Oversight and legislation

Prepared by relying on the program 21.SPSS.V

Fourth: Test the quality of conformity of the scale instrument

Testing Goodness of The Measurement Instrument

The stability of the scale: Instrument Reliability: To verify the internal consistency of the paragraphs of each axis in the questionnaire, the Alpha Cronbach scale was used to determine the availability of the internal consistency component according to what is shown in the table (9) below. The scale is greater than 0.70, and this indicates that the research tool in general has a high stability coefficient and its ability to achieve the purposes of the study according to (Sekaran, 2003), as it is clear from the above table that the stability coefficient of all dimensions of the research amounted to (0.946), which is a high percentage, which confirms that the paragraphs The questionnaire is strongly and coherently linked, and the highest alpha coefficient reached (0.987) for education and education for pharmaceutical products, then promotion, consumer awareness, drug availability, control and legislation, then laws and penalties, taxes and prices, distribution outlets for products, and finally the purchasing power of the consumer with a value of (0.902).(

Table (3) is the stability of the scale

Alpha coefficient	Number of paragraphs	Axis	
.984	9	DP	The independent variable (reverse marketing tools)
.987	6	DH	
.929	7	DL	
.917	6	DR	
.916	7	DD	
.902	7	CI	(drug misconduct)C
.976	12	CO	
.968	8	CD	
.936	8	CC	

The structural model of the reverse marketing tools variable (the independent variable symbol D) according to what is shown in the figure below

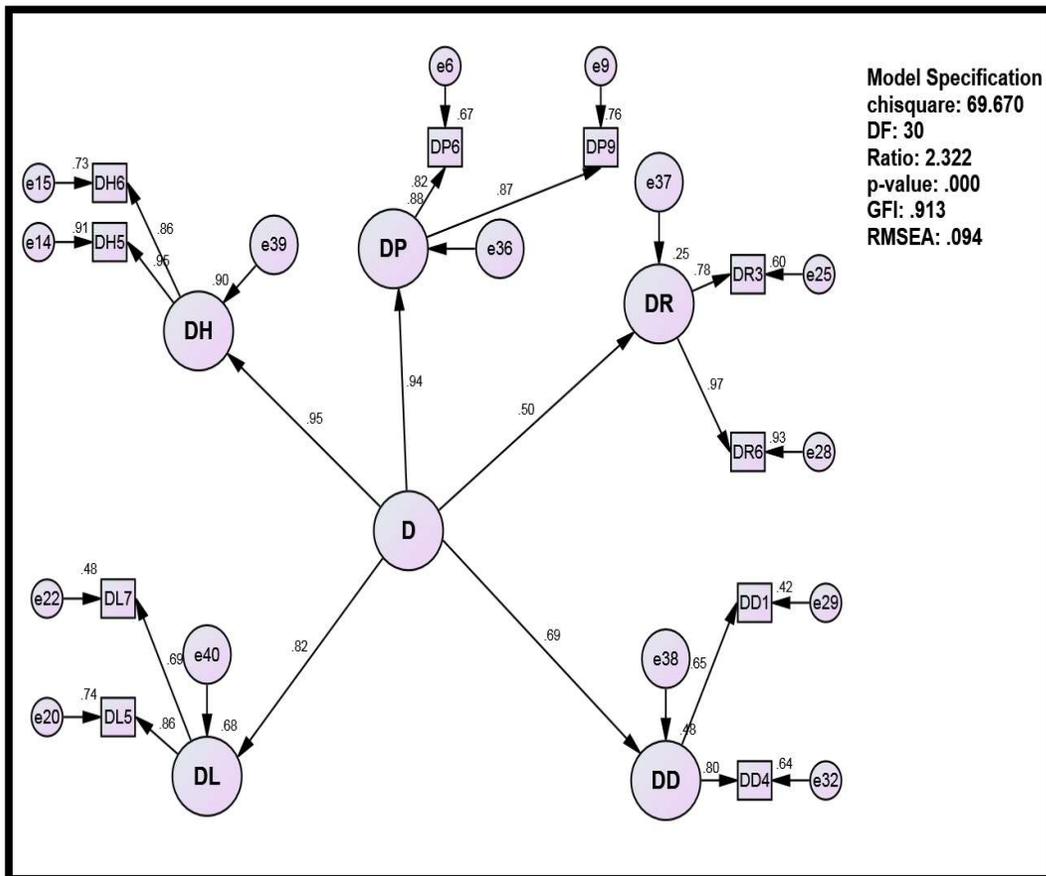


Figure (1): The structural model, not the reverse marketing tools

Source: Results of AMOS v.21

Table (4) Estimation of the reverse marketing tools model

path			Estimate
DP	<---	D	.936
DR	<---	D	.503
DD	<---	D	.695
DH	<---	D	.947
DL	<---	D	.822
DP6	<---	DP	.821
DP9	<---	DP	.872
DH5	<---	DH	.953
DH6	<---	DH	.857
DL5	<---	DL	.858
DL7	<---	DL	.690
DR3	<---	DR	.775
DR6	<---	DR	.966
DD1	<---	DD	.649
DD4	<---	DD	.801

Table (5) estimates of the drug behavior model

path			Estimate
CI3	<---	CI	.681
CI5	<---	CI	.784
CO7	<---	CO	.952
CO9	<---	CO	.959
CO11	<---	CO	.983
CD2	<---	CD	.748
CD3	<---	CD	.908
CD6	<---	CD	.927
CD7	<---	CD	.940
CD8	<---	CD	.802
CC2	<---	CC	.930
CC3	<---	CC	.498
CC5	<---	CC	.909
CC6	<---	CC	.739
CC7	<---	CC	.871
CC8	<---	CC	.868

Figure (2) The final construction model for the research variables

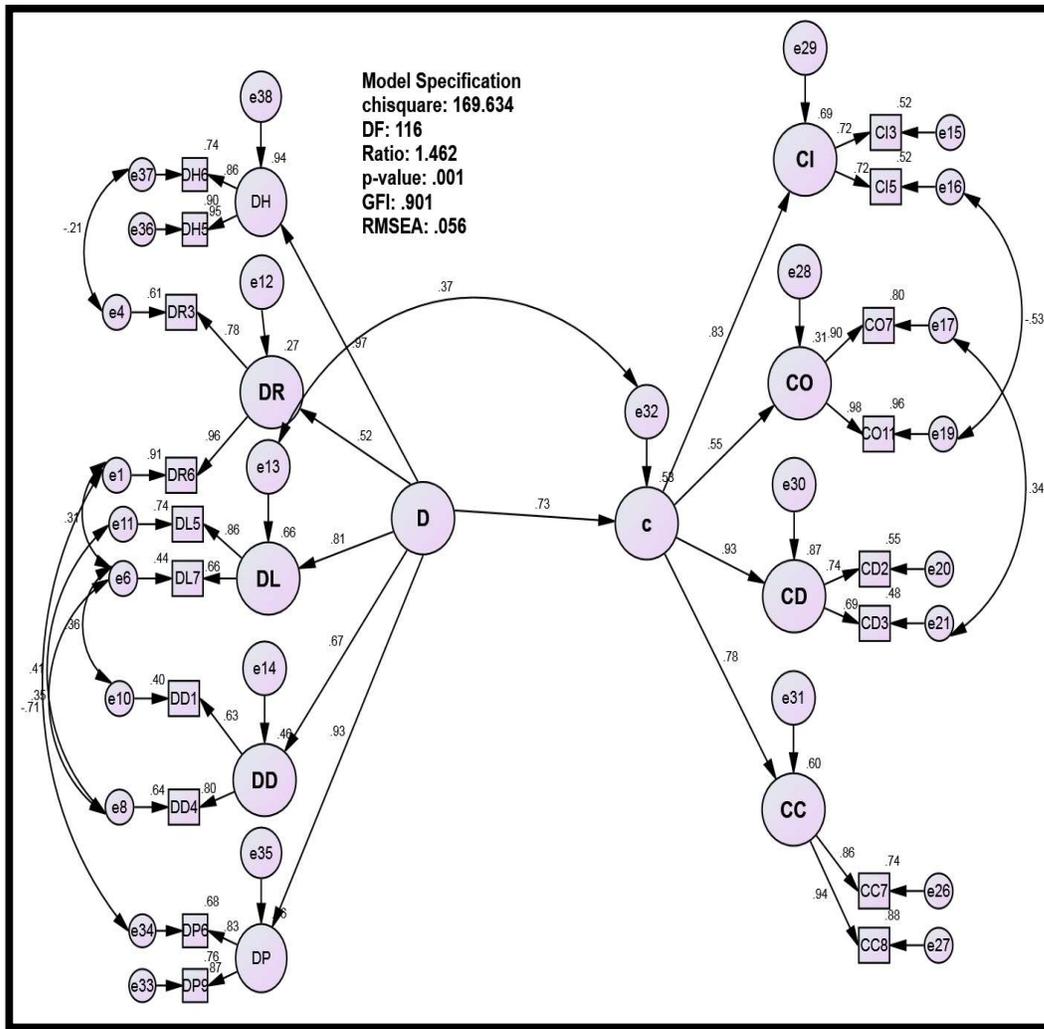


Table (6) estimates of the final structural construction model

	path	Estimate	S.E.	C.R.	P
c	<--- D	.729	.205	4.547	***
DR	<--- D	.518			
DL	<--- D	.814	.260	5.769	***
DD	<--- D	.675	.198	4.255	***
CI	<--- c	.830			
CO	<--- c	.553	.158	4.928	***
CD	<--- c	.932	.167	6.165	***
CC	<--- c	.775	.173	6.048	***
DP	<--- D	.929	.264	6.101	***
DH	<--- D	.968	.272	6.198	***
DR6	<--- DR	.955			

DR3	<---	DR	<u>.779</u>	.117	6.987	***
DL7	<---	DL	.660	.084	7.699	***
DD4	<---	DD	.797	.272	5.467	***
DD1	<---	DD	.631			
DL5	<---	DL	.859			
CI3	<---	CI	.720			
CI5	<---	CI	.721	.134	6.681	***
CO7	<---	CO	.895			
CO11	<---	CO	.979	.099	11.276	***
CD2	<---	CD	.742			
CD3	<---	CD	.694	.124	7.296	***
CC7	<---	CC	.859			
CC8	<---	CC	.937	.090	12.084	***
DP9	<---	DP	.869			
DP6	<---	DP	.826	.082	12.119	***
DH5	<---	DH	.951			
DH6	<---	DH	.858	.057	15.805	***

4 Hypothesis Testing

Table 7: The effect of the dimensions of reverse marketing tools on drug behavior

Path.	Estimate	S.E.	C.R.	P
<--- DC	.729	.205	4.547	***

Fourth topic: conclusions and recommendations

Conclusions

The existence of a real problem that society in general and the Iraqi consumer in particular suffers from, which is the problem of the wrong consumption of medicines.

Legislation related to dispensing and prescribing medicines is one of the main causes of problems facing reverse marketing tools, so it is necessary to activate governmental laws and legislation represented by the law of practicing the profession of pharmacy to be the legal cover for activating the reverse marketing strategy towards pharmaceutical products

The possibility of applying reverse marketing tools is one of the factors that appear strongly. In theory, all reverse marketing tools may be reasonable and applicable, but not all reverse marketing tools can be applied practically at the same time, and that each product has a set of these tools and tools that can be applied and benefited from

The consumer suffers from a decrease in the awareness of pharmacological consumption due to a lack of sufficient information for the consumer

The society's irrational use of medicine is often due to the behavioral trend and wrong beliefs held by the society, as well as the weak culture of using medicine in the society, as well as the instability of the economic and political matters that the country is going through.

The results related to the final structural model showed that all tracks were significant at the level (0.005), which matched the natural ratios of quality indicators.

The results of hypothesis testing showed a positive relationship (correlation / effect) between the variable of reverse marketing tools through its axes (promotion, education and education, taxes and prices, laws and penalties, and distribution outlets,) and between the axes of wrong drug behavior (purchasing power and consumer awareness). Pharmacovigilance, legislation and the provision of medicines(

Recommendations and future prospects

Based on the theoretical and applied conclusions reached by the research, we can summarize the most important recommendations and future prospects that will contribute to reducing the wrong behaviors towards pharmaceutical products for the Iraqi society in general, which are as follows

Working with doctors in hospitals and in primary health care programs and in campaigns to promote programs that aim at rational consumption of pharmaceutical products in order to reach a healthy and sound society.

Developing systems to promote the proper use of medicines for pregnant and lactating women, children and those with chronic diseases.

Developing modern systems to monitor the quality of the medicine in circulation, as well as monitoring the citizens' need for medicines so that the required treatments are completed as quickly as possible.

Opening effective drug information centers to educate citizens about medicine and answering their questions efficiently, in order to reach the optimal use of medicines, and establishing specialized units to collect information on patients' behavior towards medicines.

Increasing government funding to combat priority diseases and help the poor and disadvantaged in obtaining medicines for malaria, tuberculosis and chronic diseases, in addition to accident and emergency medicines in hospitals.

Commitment to drug supply within the national system for quality assurance and price control. Preparing an information leaflet on each of the essential medicines and printing the national list of essential medicines and their circulation levels and information leaflets in a booklet to be widely distributed.

Determining the essential drugs that are allowed to be circulated at each level of the therapeutic institutions

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