

EXAMINING THE EFFECT OF PHYSICIAN-PATIENT INTERACTIONS ON CONSUMER BUYING BEHAVIOUR IN THE PHARMACEUTICAL INDUSTRY

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ABSTRACT

In the dynamic world of healthcare, the physician-patient relationship plays a pivotal role in shaping consumer buying behavior within the pharmaceutical industry. The interactions between physicians and patients have far-reaching implications, extending beyond the realm of medical treatment. These interactions can significantly influence the decisions patients make regarding their pharmaceutical needs and impact the pharmaceutical industry as a whole. The pharmaceutical industry thrives on the development, manufacturing, and marketing of medications, striving to meet the diverse healthcare needs of patients. However, the success of pharmaceutical products heavily relies on the trust and confidence patients place in their physicians. Consequently, examining the effect of physician-patient interactions on consumer buying behaviour in the pharmaceutical industry becomes a crucial area of study. This research study focuses on understanding consumer behaviour and the purchasing process in the pharmaceutical industry. Statistical analysis was conducted using Microsoft Excel to calculate percentages and create graphs. The research highlights the importance of considering industry-specific knowledge and regulations when conducting marketing research in the pharmaceutical industry. The highly regulated nature of the industry poses challenges for generalizability of research findings across industries and markets. The study emphasizes the need for pharmaceutical companies to adopt marketing strategies that build trust and loyalty among customers, including healthcare professionals.

KEYWORDS: Consumer behavior, Physician-Patient, Pharmaceutical Industry, Medicines.

INTRODUCTION

One of the most regulated sectors in the world is the pharmaceutical one. To protect the public's health, numerous authorities regulate medicine labels. Additionally, they aid in controlling prescription drug marketing and mandate that businesses present accurate information regarding the risks and advantages of the drug.

The pharmaceutical sector is heavily regulated, which has two significant ramifications for marketing research. First, conducting research in the pharmaceutical sector involves expertise in that sector. While generalizable knowledge is frequently required for marketing research, this may limit our understanding of some businesses. There are rules in place regarding, among other things, the method by which new pharmaceuticals are approved, how these drugs are tested scientifically, how patents are protected, and how promotion is conducted. These laws frequently vary between nations and change over time. These laws must be considered in order to conduct robust research in the pharmaceutical sector, which may limit the applicability of the findings to other markets or businesses.

The customer buying behavior study in the pharmaceutical sector looks at the many marketing tactics that win the trust and adherence of patients and physicians. Understanding what these strategies mean for clients' buying behavior is significant given the developing degree of contest. cultural media "depicts various new wellsprings of online information that are created, started, appropriated, and utilized by clients fully intent on teaching each other about items, organizations, administrations characters, and concerns." The number of messages sent through these mediums that are Internet- based is exploding in the twenty-first century. When leveraging social technologies, pharma companies need to think beyond simple product marketing. Johnson & Johnson has developed a vibrant social media presence that makes use of a blog that focuses on employee success stories, wellness advice, and corporate content. Customers will enjoy and view their social networking experience as being richer thanks to these value-adding initiatives. One of the main areas of attention for pharmaceutical corporations should be ongoing education and awareness efforts. Information must be accessible and delivered in a way that is understandable to the wide range of customers. In the population group that uses healthcare services the most—patients over 65 and those with numerous chronic conditions—social media presence and usage are growing but still behind. Currently, areas having the least impact on healthcare have the highest levels of digital activity.

1.1. PHYSICAL-PATIENT INTERACTION

The specialist patient association, which is second just to family connections in significance, relies upon communication. As portrayed by Legacy and Maynard, patients' uplifting perspectives in their cooperations with specialists help to further develop wellbeing results, especially for the people who have constant illnesses. Physicians should focus on three areas to encourage patients' active attitudes: enhancing the doctor-patient connection, fostering information sharing, and allowing patients to participate in decision-making. However, given the variety and complexity of patients' expectations, doctors might be less likely to fully comprehend their patients' desires. Patients also believe they may not get adequate information because interactions are frequently physician-centered and patients almost always lack experience. It might be less likely to be physician-centered without face-to-face interaction. Patients who utilize OHCs may have stronger health literacy and engage with doctors more frequently, and they have enough time to ponder doctors' advice.

2. LITERATURE REVIEW

A concentrate on the "effect of direct-to-consumer promoting through intuitive web media on working youth" was distributed in 2014 by Shweta vats. This study examines how prescription drug promotion on social media affects the behavior of young adults who are employed. Additionally, it investigates how employed teenagers use social media to learn about prescription medications. In addition, this study seeks to understand the relationship between demographic variables and attitudes toward and perceptions of prescription medicine advertisements on social media.

A concentrate on "A Survey Article on Medicine Behavior of Specialists, Impacted by The Clinical Delegate In Rajasthan, India" was led by Ravindra Goyal and Pranav Pareek in 2013. In order to influence prescribing behaviors, medical professionals offer incorrect medical information, as well as incentives like conference, seminars, and sponsorship at the national and international levels, according to this study. Specialists likewise request gifts and different motivations, seeing each clinical delegate as an unlimited free pass for themselves. One illustration of this is the point at which specialists' affiliations take steps to blacklist organizations that won't uphold them. The revelation that scientists are central members in this framework, offering drug data straightforwardly to patients, is of specific

significance. Manufacturers, pharmacists, and medical reps all engage in a variety of unethical business tactics.

Rajani, Chintan H. (2012): A further investigation on the reach of prescription drug direct-to-consumer advertising (DTCA) in India. This study investigates the reach of prescription medicine direct marketing to consumers in India. This study came to the conclusion that DTCA has certain advantages and disadvantages. Preventive consideration for underdiagnosed sicknesses and patient mental certainty to further develop therapies are key benefits of DTCA, however these benefits should be weighed against disadvantages including self-prescription, expanded drug expenses, disarray, and apprehension about aftereffects.

A review report named "Globalization, Development and Rise of Direct-to-Consumer Publicizing: Are Developing Business sectors the Following Pharmaceutical Promoting Boondocks?" was distributed in 2012 by Mackey, K. what's more, Liang, A. End: Globalization, evolving patient-supplier associations, new wellbeing related innovations, expanded significance, and extending "business" of worldwide wellbeing have all added to the fast development of pharmaceutical promoting. However, pharmaceutical marketing can have negative effects on both health and the economy, particularly if it is allowed to spread unchecked online and beyond geopolitical boundaries. Given their untapped market potential and rapid expansion, emerging economies may be the next logical step in the proliferation of digital DTCA, but they are particularly at risk due to the murky regulatory status of this technology.

A review report named "Direct-to-Consumer Publicizing of Professionally prescribed Medications on the Web: An Australian Consumer Viewpoint" was distributed in 2011 by Gu, Williams, Aslani, and Char. The study's goal was to look into the DTCA that Australian Internet users ran into when looking up common health- or medication-related queries. The findings showed that Australian customers had access to DTCA of prescription drugs online. Despite being a DTCA-restricted nation, Australia, consumers are nonetheless exposed to online advertisements for pharmaceutical products, including prescription medications.

A concentrate on "The effect of direct-to-consumer promoting on pharmaceutical costs and request" was distributed in 2010 by Dhaval Dave and Henry Saffer. Involving a lengthy time series of month to month records for all publicized and not widely known drugs in four significant restorative classes from 1994 to 2005 — a period that enveloped changes to FDA guidelines and huge "developments in DTCA — this review looks at the particular impacts of transmission and non-broadcast DTCA on cost and request. The expenditures of DTCA are brought on by rising drug prices and a growing preference for more expensive medications over less expensive ones that are just as effective.

Radhika Anantharaman, Anju Parthan, and Mary Shepherd, 2005:- Report on a review named "A Brand's Publicizing and Advancement Portion Procedure: The Job of the Producer's Relationship with Merchants as Directed by Relative Piece of the pie." Twenty profoundly promoted pharmaceuticals had a restricted connection among's cost and DTCA, as per an intensive investigation, which reached the resolution that DTCA costs "didn't drive cost expands." It has likewise been expressed that a few new drugs are more costly on the grounds that organizations need to recover their huge Research and development consumptions. Fresher prescriptions, in any case, are more proficient and add to a decrease in non-drug spending.

S. Sengupta (2002): The "Doctor prescribed Medication Publicizing: The Viability of Pitching Straightforwardly to Consumers" concentrate on report took a gander at the segment factors that impacted DTC promotion openness and review rates. Female consumers had a lot higher openness rates than male consumers, and they were likewise

bound to recall tranquilizers that had been promoted. A further strong correlation between exposure to and memory of advertisements was discovered for household income. Higher-income households were more likely to see DTC advertisements and remember specific prescription brands. There was no significant correlation between respondent age and ad exposure.

3. RESEARCH METHODOLOGY

To find the responses to the research questionnaire, quantitative research methods were used in the empirical investigation. One hundred participants were questioned using the questionnaire to learn more about their attitudes toward prescription and over-the-counter medications. Six of the questionnaire's fourteen straightforward research questions—which are divided into two sides—are used to gather personal data about the responder. However, this information cannot afterwards be used to identify or link the respondent. The poll also specifies that participation is optional and provides details about the study's objectives. Both closed-ended and multiple-choice questions are included in the survey.² The questions were written with clarity in mind so that respondents, even senior citizens, could respond swiftly and on their own. Every questionnaire that was answered was in the English language, and the same forms were utilized throughout the whole research project.

A poll was considered fitting for use in the review since it empowers the assortment of information from countless individuals. The examination was not led on the web, yet rather through a paper structure to arrive at drug store clients of different ages by and by.

3.1. STATISTICAL ANALYSIS

To decide the level of results and make diagrams for the reviewed information, the obtained information was all measurably broken down utilizing a direct MS Excel worksheet.

3.2. CONSUMER BEHAVIOUR

Consumer behavior is portrayed as the activities that consumers take while searching for, settling on, and getting labor and products that they accept will meet their necessities.

Economics, sociology, psychology, and to a lesser extent political science and cultural anthropology are the behavioural disciplines that have significantly contributed to the study of consumer behaviour. The focus of the contemporary marketing debate is on how important it is for businesses to understand customer behaviour in order to successfully launch their products on the market. contemporary marketing must be consumer-oriented and concerned with the demands and wishes of the consumer.

There are several things that affect customer behaviour. Cultural factors: A person's desires and behaviour are primarily determined by their culture.

Reference group, family, social position, and role are some examples of social influences.

Personal Factors: A variety of personal factors, including age and stage of life, employment and financial situation, way of life, and personality, affect consumer behaviour.

self-concept. Major psychological aspects include motivation, perception, learning, belief, and attitude. Physiological aspects.

3.3. THE PURCHASING PROCESS

A consumer considers all of the available options before deciding on a particular product. This technique takes into consideration the assessment and assurance of the significance of different item characteristics that the consumer relates with every item elective. It is possible for the evaluation of possibilities to be both broad and thorough and swift and focused at the same time. Various guidelines that consumers could lay out can help and work with their decision-production while lessening the amount of data they should process. By using his or her own particular heuristic criteria, the buyer reduces the options. These laws may be of different kinds and may reflect diverse presumptions or ways of thinking. people may be connected to their individual opinions of brands and businesses, whether

people believe that product familiarity equates to product quality, or how they assess product quality based on cues from a product's outward look. Some consumers have a tendency to judge a book by its cover, and it's usual to believe that expensive products are of higher quality or base their opinions of a product's qualities on the nation of manufacture. In order to convince consumers to pick one product over another, businesses may employ advertising to associate their goods with nostalgic feelings, sometimes even with melancholy longings for the past. In some circumstances, the purchasing behaviour might develop into a habit, requiring the consumer to make decisions without much thought. Such a buying behavior might result from brand steadfastness, where a client has serious areas of strength for a, assessment of a specific brand and deliberately decides to buy merchandise from that brand. A consumer's fondness for a specific brand can develop after some time, building up their customary buying designs and diminishing their penchant to move to different brands. For some consumers, inertia—the unwillingness to exert effort during the decision-making process—is the primary cause of their repetitive purchasing patterns. The consumer consequently acquires the habit of purchasing a product. The consumer is bound to move to another brand since they don't feel areas of strength for an association with the item or the actual brand. The likelihood to rapidly buy one more item because of more prominent accessibility or cost might be the main thrust behind an item switch.

The buying environment can persuade a consumer to make unintentional purchases of products since not all product purchases are planned. Consumers occasionally make impulsive purchases when they can't help but fill themselves with a sudden, intense need for a certain good. Additionally, purchases might be made impulsively, when the consumer is prompted to make the purchase despite not intending to do so by a reminder in the store, a sense of urgency, or any other motivating factor. It is difficult to quantify how well commercials influence customer behavior and, ultimately, purchases. Both the promoting cost and the business results can measure up to past execution, or different financial plans for publicizing can be utilized in tantamount areas to follow contrasts in the deals results that every area produces. It is notable that many individuals find it challenging to review ads they have seen. Since there is motivation to accept that the purchaser probably won't remember the item or the promoted message at the place to checkout, this causes worry for the publicizing organization. However, a consumer's ability to recall an advertisement may not always have a beneficial impact on their purchasing decisions. Customers frequently recall commercials that cause them to feel unfavourably or strongly or that convey a message that they disagree with, as well as advertisements that do the exact opposite, which may cause them to avoid the product.

3.4. CONSUMER BUYING DECISION PROCESS

The consumer buying choice cycle includes five phases: issue acknowledgment, data search, elective assessment, buy, and post-buy assessment. Purchase itself is just one step in the process; it is not the initial step. Not every decision process that is started results in a final purchase; the process can be stopped at any time. Not every consumer purchase involves all five stages.^{6,7} Situational factors, such as circumstances, timing, and location, have an impact on consumer purchasing decisions as well. It can shorten, prolong, or end the purchase process and affect a consumer's actions at any point in the process.

4. RESULTS AND DISCUSSION

In the information gathered, 45% of respondents were ladies and 55% were men. 13% of individuals were younger than 18, 41% were between the ages of 19 and 30, 33% were between the ages of 31 and 45, 9% were between the ages of 45 and 60, and 3% were past the age of 60. The respondents to the study had a variety of jobs, including 15% self-employed, 37% servicemen, 27% students, and 15% business owners. 21% of those polled

had no formal education or had dropped out of school, 31% were self-employed, 34% had a graduate degree, and 22% had a postgraduate degree or higher education. Among them, 29% made less than or equal to 500 INR per month, 44% made between 5,000 and 10,000 INR, 13% made between 10,000 and 20,000 INR, and 22% made more than 20,000 INR. 34% were self-directed, whereas 16% spent money on family or friend recommendations. Similar to this, 63% of consumers chose pharmaceutical products based on the advise of their doctor, 20% based on the advice of their pharmacist, 16% based on the advice of family or friends, 4% based on magazine or literature, and 5% based on the internet. However, 36% of people buy medicines because they were prescribed by a doctor, 16% buy medicines because they were recommended by a pharmacist, 23% buy branded drugs, 15% buy generics, 6% decide to buy medicines because they are expensive, and 5% buy them because they are readily available.

TABLE1: GENDER

Gender	Percentage %
Male	55
Female	45

TABLE 2: AGE GROUP

Age group	Percentage %
Below 18 years	13
19-30 years	41
31-45 years	33
45-60 years	9
Above 60 years	3

TABLE 3: OCCUPATION

Occupation	Percentage%
Business	17
Self-employed	15
Serviceman	37
Student	27
Unemployed	15

TABLE 4: EDUCATION

Education	Percentage%
School level or dropout	21
Self-employed	31
Graduate	34
Post graduate- higher	22

TABLE 5: MONTHLY INCOME

Monthly income	Percentage %
500 INR	29
5,000-10,000 INR	44
10,000-20,000 INR	13
20,000 INR	22

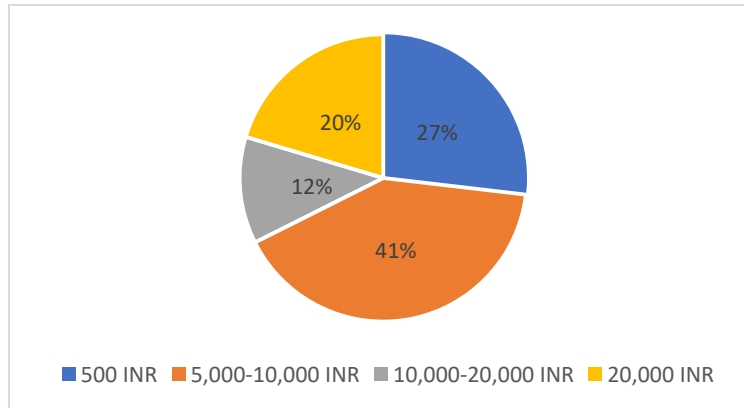


Figure 1: monthly income of consumers

TABLE 6: DECISION SOURCE FOR PRODUCTS

Decision Source for Products	Percentage %
Family/friend's suggestion	16
Self-directed	34
Physician's advice	63
Pharmacist's advice	20
Family/friend's advice	16
Magazine/literature	4
Internet	5

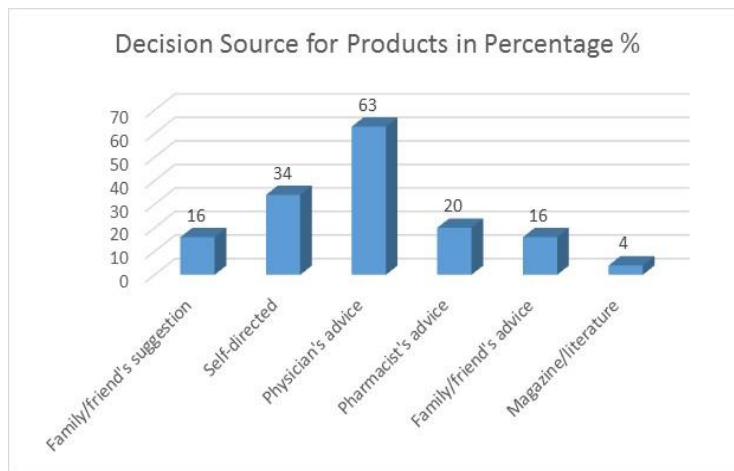
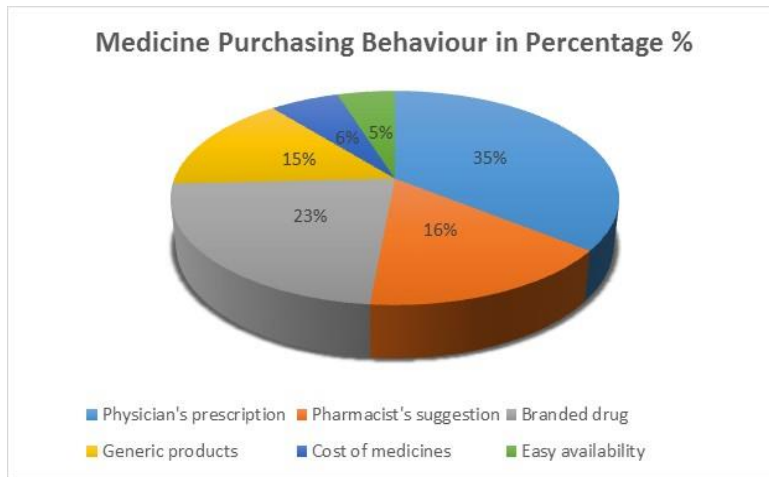


TABLE 7: MEDICINE PURCHASING BEHAVIOUR

Medicine Purchasing Behaviour	Percentage %
Physician's prescription	36
Pharmacist's suggestion	16
Branded drug	23
Generic products	15
Cost of medicines	6
Easy availability	5



For common gastrointestinal disorders (Flatulence, Acidity, Constipation, Ulcer, etc.), 37% of people were found to follow a doctor's prescription, 20% took medications on a pharmacist's recommendation, 12% preferred home remedies, 13% people listened to family or friends, 7% followed instructions from advertisements, literature, or the internet, and 21% made their own medication decisions. In a similar vein, typical pain-related issues including fever 17% of respondents were found to follow a doctor's prescription, 19% to take medications at the pharmacist's recommendation, 14% to prefer home cures, 13% to heed family or friend advise, 4% to follow directions in advertisements, literature, or the internet, and 37% to choose their medications on their own. for issues with the skin or hair 46% of people were found to follow a doctor's prescription, 14% to take medications on a pharmacist's recommendation, 15% to prefer home cures, 13% to heed family or friend advise, 5% to follow directions from advertisements, literature, or the internet, and 14% to choose their own medications. Regarding dental issues 17% of people take medications at the pharmacist's recommendation, 15% prefer home remedies, 9% of people follow family or friend advice, 2% follow instructions from advertisements, literature, or the internet, and 14% chose their own medications for common wounds, cuts, or injuries. 25% of respondents were found to follow a doctor's prescription, while 19% took medications at the pharmacist's recommendation, 17% preferred using home remedies, 5% listened to family or friends, 4% followed directions from advertisements, literature, or the internet, and 34% made their own medication decisions.

TABLE 8: INFLUENCE ON CHOICE OF MEDICINE FOR TREATMENT OF COMMONAILMENTS

category		Physician's Prescription	Pharmacist's Suggestion	Home Remedies	Family friend's/advise	Advertise /literature /internet	Self-directed
Common G.I. Disorders		37%	20%	12%	13%	7%	21%
Fever & Common Pain		17%	19%	14%	13%	4%	37%
Skin/Hair Problems		46%	14%	15%	13%	5%	14%
Dental Problems		44%	17 %	15%	9%	2%	14%

Common Wounds/Cuts/Injuries	25%	19%	17%	5%	4%	34%
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5. CONCLUSION

This study looked into the factors influencing pharmacy customers' decisions to buy prescription and over-the-counter medications. Research has also been done on decision-making processes and the variables that influence generic and comparably priced medication selection as well as pharmacy selection. The study included consumers from various age, gender, and occupational groups. Nearly all of the participants in the study were members of society and hospital patients.

The information was pretty intriguing because most people are found eluding paying for appropriate medical care. Even though they had good monthly incomes, people were found to be highly picky when it came to their medication choices, whether they were prescription or over-the-counter. Beyond expectations, people prefer self-medication, as well as following family and friend advice. In addition, they prefer using the internet, commercials, literature, and other sources to decide whether to buy medications. Data show that even for common conditions, 25% of people choose the majority of branded medications instead of following a doctor's prescription. Similar to how pharmacist advice is useless, roughly 25–30% of people turn to home cures.

The examination of the effect of physician-patient interactions on consumer buying behavior in the pharmaceutical industry sheds light on the critical role that healthcare professionals play in influencing patient decisions and shaping the market for pharmaceutical products. Through this research, we have gained valuable insights into the factors that impact consumer buying behavior and the importance of strong physician-patient relationships in the healthcare ecosystem.

The findings indicate that positive physician-patient interactions, characterized by effective communication, trust, empathy, and shared decision-making, have a significant impact on consumer buying behavior. Patients who have a positive relationship with their physicians are more likely to adhere to prescribed medications, have increased loyalty to specific pharmaceutical brands, and make informed decisions regarding their pharmaceutical needs. On the other hand, negative or inadequate interactions can lead to patient doubts, non-adherence, and dissatisfaction.

The implications of this research extend to various stakeholders within the pharmaceutical industry. Pharmaceutical companies can leverage these insights to refine their marketing strategies, tailor their communication efforts, and build stronger relationships with healthcare professionals. By understanding the factors that influence patient decisions, pharmaceutical companies can better align their products and services with patient needs and preferences.

Healthcare providers can also benefit from this research by gaining a deeper understanding of the critical aspects of patient care that influence purchasing decisions. By fostering positive physician-patient interactions, healthcare providers can enhance patient satisfaction, improve medication adherence, and ultimately contribute to better health outcomes.

Patients themselves stand to gain from this research, as it emphasizes the importance of their role in decision-making processes regarding pharmaceuticals. By being active participants in their healthcare journey and advocating for strong physician-patient relationships, patients can ensure they receive the best possible care and make informed choices that align with their individual needs.

In conclusion, the examination of physician-patient interactions on consumer buying behavior in the pharmaceutical industry highlights the profound impact that these interactions have on the healthcare landscape. By recognizing the significance of effective communication, trust, and shared decision-making, stakeholders in the pharmaceutical industry can work together to create a patient-centered approach that optimizes healthcare outcomes, enhances patient satisfaction, and fosters positive relationships between physicians, patients, and pharmaceutical companies.

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