

**Table 4 Behaviors and attitude of Physicians towards PRs between experience years and practice sittings (N=300)**

Questions	Behaviours of physicians						Attitude of physician				
	Yrs of experience		P value	Hospital Affiliation		P value	Questions	Hospital Affiliation		P value	
	<15 (N=131)	>15 (N=16)		Private Hospital (N=40)	Gov Hospital (N=260)			Private Hospital (N=40)	Gov Hospital (N=260)		
PRs provide accurate information about new medications.	Agree	68 (52)	67 (40)	.092	35 (88)	100 (38)	< .001	PRs play an important role in CME for practicing physicians	35 (88)	155 (60)	.003
	Neutral	22 (17)	40 (24)		3 (8)	59 (23)			3 (8)	47 (18)	
	Disagree	41 (31)	62 (37)		2 (5)	101 (39)			2 (5)	58 (22)	
PRs provide accurate information about old (established) medications	Agree	63 (48)	79 (47)	.948	33 (83)	109 (42)	< .001	PRs perform an important teaching function at this institution	23 (58)	55 (21)	< .001
	Neutral	35 (27)	48 (28)		5 (13)	78 (30)			12 (30)	71 (27)	
	Disagree	33 (25)	42 (25)		2 (5)	73 (28)			5 (13)	134 (52)	
Discussions with PRs have an unfavorable impact on my prescribing behaviors.	Agree	41 (31)	34 (20)	< .001	32 (80)	43 (17)	< .001	PRs should be banned from presentations at medical institution	16 (40)	63 (24)	.001
	Neutral	29 (22)	12 (7)		5 (13)	36 (14)			17 (43)	68 (26)	
	Disagree	61 (47)	123 (73)		3 (8)	181 (70)			7 (18)	129 (50)	
Gifts from PRs have an unfavorable impact on my prescribing behaviors, regardless of the monetary value	Agree	45 (34)	31 (18)	< .001	27 (68)	49 (19)	< .001	I was given sufficient training during medical school/residency about interacting with PRs	22 (55)	20 (8)	< .001
	Neutral	27 (21)	15 (9)		9 (23)	33 (13)			14 (35)	14 (5)	
	Disagree	59 (45)	123 (73)		4 (10)	178 (68)			4 (10)	226 (87)	
Gifts from PRs have an unfavorable impact on other physicians' prescribing behaviors, regardless of the monetary value	Agree	59 (45)	57 (34)	.122	29 (73)	87 (33)	< .001	PRs help to support important conferences and speakers at this institution	25 (63)	209 (80)	.003
	Neutral	38 (29)	55 (33)		9 (23)	84 (32)			13 (33)	31 (12)	
	Disagree	34 (26)	57 (34)		2 (5)	89 (34)			2 (5)	20 (8)	
I would have the same degree of contact with PRs whether or not promotional gifts were distributed	Agree	68 (52)	115 (68)	.010	26 (65)	157 (60)	.078	Pharmaceutical representatives employ marketing techniques in their interactions	19 (48)	220 (85)	< .001
	Neutral	39 (30)	28 (17)		12 (30)	55 (21)			20 (50)	26 (10)	
	Disagree	24 (18)	26 (15)		2 (5)	48 (18)			1 (3)	14 (5)	
It is appropriate to receive gifts of low monetary value from PRs	Agree	35 (27)	30 (18)	.011	23 (58)	42 (16)	< .001	An expert faculty member should be present at all presentations by pharmaceutical representatives	28 (70)	223 (86)	.003
	Neutral	31 (24)	26 (15)		15 (38)	42 (16)			11 (28)	24 (9)	
	Disagree	65 (50)	113 (67)			176 (68)			1 (3)	13 (5)	