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Consumerism and pharmaceutical companies in Belgium and in the Philippines: a comparative study on the awareness of the basic rights of consumers ¹

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1. Introduction

1.1 Concept of consumerism

Consumerism is a protest. It is an organised effort of consumers seeking redress, restitution and remedy for the dissatisfaction they are suffering or have suffered for the product they purchased.

According to Peter Drucker (1972: 253), consumerism means that the consumer looks upon the manufacturer as somebody who is interested, but who really doesn't know what the consumer's realities are. The consumer regards the manufacturer as somebody who does not make the effort to find out, who does not understand the world in which the consumer lives, and who expects the consumers to be able to make distinctions which the consumers is neither able nor willing to make.

Drucker cites the existence of consumerism as an indication of the failure of total marketing concept. Consumerism shows the failure of marketing to anticipate consumer needs. He considers consumerism as "the shame of total marketing concept".

Virginia Knauer, a former US President Special Assistant for Consumers Affairs, summarised consumerism as:

.....a challenge to business to live up to its full potential - to give consumers what is promised, to be honest, to give people a product that will work and is reasonably safe, to respond effectively to legitimate complaints, to provide information concerning relevant characteristics of a product the basic principle upon which so much of our nations' business was structured - "Satisfaction, guaranteed or your money back". In short, the thrust of consumerism is to motivate business towards quality.

Consumerism is seen as part of a wider social movement which aims to protect cultural values, physical environment and quality of life. According to Duyck (1975) consumerism is the expression of a wider social movement which is concentrated on the exchange mechanism in the market economy and its social consequences and which aims to attain a lasting equilibrium between different parties in the market.

1.2 Causes of consumerism

The purchasing power of consumers has decreased due to world-wide inflation. It is logical that the consumers as the end users of goods want to get their money's worth.

The interaction of a large number of socio-economic factors in our society will tend to create a feeling of dissatisfaction among the consumers. These elements can be of macroeconomic nature (inflation, recession), micro-economic (marketing practice of companies), social-cultural (increasing free-time, exploitation of physical environment), political (distrust of political leaders) or judicial (insufficient legislation, insufficient control). In this stage of development, consumerism can develop from the con-

sciousness stage to the action stage, supported by new and existing organisations and accelerated by some publications or events or press articles (Kotler, 1992).

The causes of protest by consumers can be summarised by the following observations: consumers are disappointed, frustrated, dissatisfied, and indignant because of unrealised expectation (Aaker & Day, 1989: 7-11). Consumers' disappointments can be traced to the inadequacy of information on the products, complicating the task of buying and preventing consumers from buying intelligently. Consumers are dissatisfied with the quality of the products backed up by confusing and worthless warranties.

Consumers are sceptical about the usefulness and truthfulness of the information relayed by commercial sources. Some complaints on advertisements are: intrusiveness and clutter, irrelevance of the advertisement, stereotyped role portrayals and promotion of unrealistic or insupportable expectation.

Impersonal and unresponsive marketing institutions contribute to consumerism. The existence of self-service retailing and use of computers contribute to the impersonal relationship between the buyers and the sellers. Consumers cannot identify the top executives or the proper authority to voice out their problems regarding the product or services.

Today, products are enormous in quantity and more complex to evaluate. Against this tremendous number of products are amateur buyers who do not have the time nor the capacity to obtain information that will help them in making the decision to buy.

1.3 Consumer rights

Social economic justice for the consumers is based on the following consumer rights adopted at the ASEAN (Philippines, Thailand, Indonesia, Malaysia and Singapore) Consumer Protection convention in Manila on October 4, 1980:

1. The right to basic goods and services, fair prices and choice. This is the right to have access to a variety of products and services at competitive prices, and in the case of government or private monopolies, to have an assurance of satisfactory quality of goods and services at fair prices.
2. The right to safety. This refers to the right to be protected against products and services which are dangerous to health.
3. The right to information or the right to be protected against dishonest, deceitful or grossly misleading information, advertisement, labeling or other practices and to be given the facts needed to make a choice.
4. The right to representation or the right to be assured that the consumer interest will be heard in the making and the execution of government policies.
5. The right to redress, to receive compensation for misrepresentation or shoddy goods or services and, where needed, free legal aid or an accepted form of redress for small claims.
6. The right to consumer education which will enable the consumer to acquire knowledge and skills to be an informed consumer throughout life.

7. The right to healthy environment or right to freedom, equality and adequate conditions of life in an environment that permits a life of dignity and well-being, and which carries with it the concomitant solemn responsibility to protect and improve the environment for present and future generations.

There is no uniform direction of consumerism in the European Communities (EC) but there is a public concern for consumer problems which led to passage of numerous legislature to protect the consumers. The EC on April 14, 1975 proclaimed five rights to which European consumers are entitled, namely the right to protection of health and safety, the right to the protection of economic interest, the right to compensation for damage suffered, the right to information and education, and the right to representation (right to be heard) (Reich & Micklitz, 1980: 2).

In comparison with the ASEAN seven consumer rights, the right to protection of health and safety of the European Communities is the same as the ASEAN's right to safety; the right to the protection of economic interest is the same as the ASEAN's right to basic goods and services, fair prices and choice; and the right to compensation for damaged suffered is equivalent to ASEAN's right to redress. The European consumers have recognised the right to information and education as one right, while the ASEAN countries separated the right to information and the right to consumer education. The ASEAN countries have adopted a more complete list of consumer rights by including the right to a healthy environment.

1.4 Consumer organisations

Consumer organisations are an expression of consumerism. The discontented consumers are binding themselves to express their dissatisfaction and to demand better products and services.

The International Organisation of Consumers Union (IOCU) is the forefront of the consumer movement. It is an independent, non-profit, non-political foundation which aims to promote world-wide co-operation in comparative testing of goods and services, and in all other aspects of consumer information, education and protection (Villegas, 1977: 14).

The IOCU was founded in 1960 by five consumer unions from the United States, the United Kingdom, the Netherlands, Belgium and Australia. One hundred one (101) consumer organisations of 45 countries were members in 1970. Government financed consumer councils and consumer bodies supported by family organisations, labour unions and similar groups are also members of this organisation.

The Philippines consumer movements began in 1953 when Ambassador Rafaelita Soriano established the Consumers' Association. However, the organisation died a natural death because of lack of funds and the disinterest of its members.

In the late 1950's, the National Federation of Women's Clubs (NFWC) created consumers groups among its provincial chapters all over the country. In 1961 the Consumers Federated Group of the Philippines (CFGP) was formed and in 1970 the Consumers Union of the Philippines (CUP) was or-

ganised (Mendoza, 1979). An independent and more purposeful and assertive organisation was formed in 1971, known as the "Kilusan ng mga Mamimili sa Pilipinas" (Vermeer, 1981: 20-21).

During the last half of 1978, the "Buklod ng Mamimili ng Nagkakaisang Tinig" was organised as Church-Based Consumer Movement (CBCM). This was made possible by the active participation of some leading church women, most of them pastors' wives. They were motivated to organise themselves as concerned consumers due to the then famous "lead-in-milk" controversy. Other consumer groups all over the country were organised during the same period.

In Belgium, the "Conseil de la Consommation" has been in existence since 1964 as a consultative organisation to promote consumer affairs. It issues advisory opinions on all matters of consumer affairs. The members are from the industry, trade unions, cooperatives and consumer and family organisations. The "Centre de recherche et information des organisations des consommateurs" (CRIOC) was founded in 1975. It prepares technical, economic, social and legal expertise for consumer organisations (Reich & Micklitz, 1980: 2). The main consumer association is known under the name of "Association des Consommateurs". It comprises of almost 300,000 members and edits the "test-achats" journals (Reich & Micklitz, 1980: 2).

There is a strong legislative on price control in Belgium to protect consumers. As a guideline, the market price is fixed. Traders are not allowed to price goods higher than normal. The government may order price ceilings. Price ceilings are in existence to agricultural products, cosmetics, calculators, tyres, several foodstuffs and beverages. Any businessman who wants to increase his product prices must give notice to the Commission for the Regulation of Prices. The Commission can delay, reject or approve the price increase.

The King has regulative power (Act on Commercial practice of July 14, 1971). Commercial practices refer to composition, demolition or origin, quality, labels, marks, signs and information. Advertisement is forbidden if it contains indications likely to mislead the public as to the identity, nature, composition, origin, quantity or characteristics of a product. however, under an Act of 1960, radio and television are prohibited from carrying advertisement".

Under the Belgian Act, the harmlessness of a drug must be registered by the manufacturer on the basis of documentation including the results of analytical pharmacological, toxicological and clinical investigation.

1.5 Statement of the problem

This study focuses on the awareness of pharmaceutical companies in Belgium and in the Philippines on the seven basic consumer rights. It undertakes to answer the following problems:

1. What is the degree of importance attached by the pharmaceutical companies in Belgium to the seven basic consumer rights?
2. What is the degree of importance attached by the pharmaceutical companies in the Philippines to the seven basic consumer rights?

3. Are there significant differences between the degree of importance given by the pharmaceutical companies in Belgium and the pharmaceutical companies in the Philippines to the seven basic consumer rights?

1.5.1 Hypothesis

Null Ho: No significant difference exists in the degree of importance given by the pharmaceutical companies in Belgium and by the pharmaceutical companies in the Philippines to the seven basic consumer rights.

Alternative hypothesis: There is significant difference in the degree of importance given by the pharmaceutical companies in Belgium and by the pharmaceutical companies in the Philippines to the seven basic consumer rights.

1.5.2 Objectives

The overall objective of this study is to determine the awareness of the pharmaceutical companies in Belgium and in the Philippines on the seven basic consumer rights. It, therefore, aims:

1. To compare the awareness of the pharmaceutical companies in Belgium and in the Philippines to the seven basic consumer rights.
2. To be able to determine how the pharmaceutical companies in Belgium and in the Philippines prioritise the seven basic consumer rights.

1.5.3 Instrument

A Likert-type researcher-made questionnaire was prepared by the researcher and used in this study. The questionnaire has two parts. Part 1 pertains to the respondent profile, while part 2 contains statements pertaining to the seven basic consumer rights. The statements show the company's probable practices, beliefs and adherence to the basic consumer rights. Most of the statements were adopted from the Barksdales and Darden (1972: 28-30) and de Leon (1980) questionnaires. Three consumers rights, namely, the right to redress, the right to consumer education and right to healthy environment, were not included in studies of Barksdales, Darden and de Leon. We, therefore, formulated the applicable statements. The instrument was pretested in Manila. Several statements not applicable to pharmaceutical companies were deleted.

Respondents were asked to indicate their perception as to their company's level of agreement to the statements. Table 1 shows the scales that were used by us to quantify responses.

Table 1: Scales used to quantify responses

1. Level of Agreement		
	Weight Positive Statement	Weight Negative Statement
Strongly Agree (SA)	4	1
Agree (A)	3	2
Disagree (D)	2	3
Strongly Disagree (SD)	1	4
Uncertain/do not know (U)	0	0
2. Level of importance		
Quantitative Scale	Degree of importance	
3.60-4.00	Extremely	
2.90-3.59	Highly	
2.20-2.89	Moderately	
1.50-2.19	Minimally	
0.80-1.49	Not important	
.00-0.79	Uncertain/do not know	

1.5.4 Data gathering

Primary and secondary data were gathered. Data pertaining to the pharmaceutical companies in Belgium were gathered in Belgium from May to June 1996. Data for the Manila pharmaceutical companies were gathered from July to September 1996.

1.5.5 Scope and limitations

This study used the seven consumer rights as adopted by the ASEAN countries. The study was not limited to the five basic consumer rights promulgated by the European Communities because the consumer rights adopted by the ASEAN countries are more complete.

This study included five pharmaceutical companies in Brussels and one pharmaceutical company in Genval. Due to time constraint, the study was limited to companies that are willing to be interviewed and/or willing to answer the questionnaires. All the respondent companies are active in research, production, sales and export. Most of the respondents belong to the top level management of the companies.

The pharmaceutical companies in the Philippines were likewise, purposely selected on the basis of their availability and proximity. The majority of the 10 companies is located in Metro Manila. Respondents were mostly next-in-line to top level management, sales supervisors and sales representatives of the companies.

All responses were presented collectively and not per company. Respondents and their respective companies were not identified.

Since this study is limited to several pharmaceutical companies only and no cross country sampling was done in both countries, the result may not represent the pharmaceutical industry as a whole. It may serve as an exploratory study for the future in-depth study on consumerism for both countries.

1.5.6 Statistical treatment of data

1. The weighted mean was used to determine the degree of importance attached to the seven basic consumer rights
2. Rank was used to identify the overall degree of the importance attached to the seven consumer rights by pharmaceutical companies in Belgium and by pharmaceutical companies in the Philippines.
3. The hypothesis was tested using the Mann-Whitney U test since data are ordinal and can be converted into rank. Also, the samples are independent.
 - The hypothesis was tested at .05 level of significance.
 - The formula used to derive the Mann-Whitney U value is:

$$U_1 = n_1 n_2 + \frac{n_1(n_1 + 1)}{2} - R_1$$

$$U_2 = n_1 n_2 - U_1$$

Where: n_1 and n_2 are the two samples sizes (6 and 10), and R_1 and R_2 are the sums of the ranks for each group

- The critical value of U at .05 level of significance is 11.
- The hypothesis is rejected if the computed U value is less than the critical U value at .05 level of significance.

1.5.7 Definition of terms and abbreviations

Consumer:

One who consumes or acquires goods or services for ultimate consumption.

Degree of importance:

As used in this research, is the companies' agreement or disagreement to the seven basic consumer rights.

Drugs:

Includes any chemical, substance, preparation or compound which is considered to have curative or preventive properties, irrespective of whether it is intended for use in human or veterinary medicine.

Ethical drugs:

Refers to those products which, whether legally available only with or also without a prescription, are commonly prescribed by doctors.

Pharmaceutical Establishments: (BFAD - Philippines):

- Manufacturers are those involved in the production of pharmaceutical products, including production, processing, compounding, finishing, filling, packing, repacking, altering, labeling, storage, distribution or sale;

- Traders are registered owners of drug products. They produce the raw materials and packaging components, and provide products monographs, quality control standards and procedures. They subcontract the manufacture of such products to licensed manufacturers. Traders may also engage in distribution and/or marketing of their products;
- Distributors/importers import raw materials, active ingredients and/or finished products for their own use or for wholesale distribution to other pharmaceutical establishments and outlets;
- Distributors/exporters export raw materials, active ingredients and/or finished products to other countries and
- Distributors/wholesalers procure raw materials, active ingredients and/or finished products from local establishments for local distribution on wholesale basis.

Drug Outlets (BFAD - Philippines):

- Drugstores, pharmacies, boticas, including hospital pharmacies, are drug outlets where registered drugs, chemical products, active principles, proprietary medicines or pharmaceutical specialities and dental medicines, galenical, or veterinary preparations are compounded and/or dispensed; and
- Retail outlets for non-prescription drugs including non-traditional outlets such as supermarkets and stores, are drug outlets where registered non-prescription or over-the-counter (OTC) drugs are sold in their original packages, bottles or containers or in small quantities not in their original containers.

Abbreviations:

- ASEAN : prior to 1997, ASEAN comprises of Asia countries, namely; Philippines, Thailand, Indonesia, Malaysia and Singapore.
- BFAD : Bureau of Food and Drugs
- EC : European Community
- EU : European Union
- OTC : over the counter drugs; non-prescription pharmaceuticals directly purchased by the patient.
- OECD : Organisation for Economic Co-operation and Development.

2. Consumerism in the pharmaceutical companies

The pharmaceutical industry is a unique one. Consumers have to purchase its products not by choice but by necessity, regardless of cost. It is a highly personal form of business where accuracy in meeting the consumers' need is vital and in most cases a matter of life and death. The pharmaceutical industry creates a different kind of demand from heterogeneous consumers. The consumers believe that their products offer a cure for the sick, relief to those in pain, a measure of tranquillity to the anxious and depressed, and occasionally an extension of life to those who are almost dying. It is, therefore, vital to test the adherence of the pharmaceutical companies to the seven basic consumer rights.

2.1 Pharmaceutical companies in the Philippines and in Belgium

2.1.1 Pharmaceutical companies in the Philippines

Pharmaceutical companies in the Philippines are grouped into two classes; namely, pharmaceutical establishments and drug outlets. Pharmaceutical establishments are companies engaged in the manufacture, importation, repacking and distribution of drugs and medicines. Drug outlets are drug-stores, pharmacies and other establishments that sell drugs and medicines at retail level or dispense medicines for direct use of consumers.

According to statistics released by the Bureau of Food and Drugs (BFAD), there were 1,324 licensed pharmaceutical establishments in the Philippines as of the end of 1993, consisting of 251 manufacturers, 341 traders, and 732 distributors, importers and wholesalers. Table 2 shows the manufacturing companies that are members of the Pharmaceutical & Healthcare Association of the Philippines (PHAP), which account for the bulk of the country's production capacity.

Table 2: PHAP member companies owning and operating drug manufacturing laboratories

Company Name	Location of Facility	Ownership
Abbot	Mandaluyong, MM	American
Astra	Paranaque, MM	Swedish
Boie	Las Pinas, MM	Filipino
Ciba	Canlubang, Laguna	Swiss
Danles	Calamba, laguna	French
Doctor's Pharmaceutical	Caloocan City, MM	Filipino
Euro-Med	Dasmariñas, Cavite	Filipino
Hizon	Quezon City, MM	Filipino
Intercepts	Paranaque, MM	Filipino
Interphil	Muntinlupa, MM & Canlubang	Filipino
Marsman Laboratories	Paranaque, MM	Filipino
Mead Johnson	Makati, MM	American
Metrolab	Pasig, MM	Joint Venture
Morishita-Seggs	Mandaluyong, MM	Joint Venture
Sara Lee	Makati, MM	American
Oro laboratories	Quezon City, MM	Filipino
Pascual laboratories	Balagtas, Bulacan	Filipino
Pfizer	Muntinlupa, MM	American
SmithKline Beecham	Tanay, Rizal	British
Socorro Pharmaceutical	Quezon City, MM	Filipino
Sterling Products	Mandaluyong, MM	American
Swiss Pharma	Canlubang, Laguna	Filipino
Unilab	Mandaluyong, MM	Filipino
Wamer Lambert	Pasig, MM	American
Wyeth	Makati, MM	American
YSS Laboratories	Makati, MM	Filipino

Source: PHAP, as of April, 1994
MM (Metro Manila)

There are about 4,000 drug outlets nationwide. Retail drugstores and hospital pharmacies have the biggest gross sales. The drug outlets account for P23.8 billion of sales as of 1993. Filipino-owned companies dominate pharmaceutical distribution and retailing. Philippine laws prohibit retailing by foreigners.

Sales are determined by the following factors (PHAP, 1994): The economy's performance in terms of Gross National Product and purchasing power, and the resultant family need and institutional budgets made available for medical care, including pharmaceuticals; the size of the population and its rate of

growth, as well as disease incidence which determine requirements for drug therapy; and the government's priorities and fiscal allocation for health. The government has a MEDICARE program which allows private and government employees to reimburse a certain portion of the costs of hospitalisation, drugs and medications incurred while in the hospital.

Competition is stiff because of the increased availability of drugs and active substances. There is significant product innovation within the industry. In retailing, Unilab, a Filipino corporation has the largest market share of 21.5% of the total industry sales.

Advertising and promotion of drugs are allowed under Philippine laws, however, it differs between ethical and proprietary (OTC) products. Proprietary products are advertised in the mass media while ethical products are advertised only in medical journals and are directly mailed to physicians.

2.1.2 Pharmaceutical companies in Belgium

Pharmaceutical companies in Belgium can be characterised as international and multinational because majority of the companies have their own affiliate in other countries. The companies are classified by activity as follows:

- Class A are 7 companies that are engaged in manufacturing, sale, export and research.
- Class B are 16 companies that are active in production for sale and export.
- Class C are 15 companies that are engaged in manufacturing for Belgian market only.
- Class D are 29 foreign companies that do not have factories in Belgium but have a license for production.
- Class E are 89 companies that are allowed to import and distribute medicines.

Table 3 shows the top 10 pharmaceutical companies in Belgium in 1992 which are ranked in accordance with their assets. The market share of the four biggest companies in 1990 was 17.9%.

Table 3: Top 10 Pharmaceutical Companies in Belgium in 1992

Companies	Assets in Millions (BEF)
1. Jansen Pharmaceuticals	24.36
2. SmithKline Beecham Bio	13.40
3. Upjohn	10.90
4. Baxter	9.25
5. Zeneca	7.04
6. Ciba - Gelgy	4.64
7. Sandoz	4.39
8. Beecham	4.03
9. Roche	2.70
10. Continental Phan-na, Inc.	2.49

Source: CD-ROM, Paribas Bank, Belgium

The pharmacist has a total monopoly over the retail sale of medicines in Belgium. Pharmaceutical products must be obtained from or under the supervision of a registered pharmacist. It is the conception in Belgium that drugs are not sold implying a profit' but supplied implying a fee (EC, 1984: 13). Therefore, the pricing of drugs is controlled by government regulations. Likewise, reimbursement of the cost of drugs is within the structure of the State Social Security and Health Organisation (R.I.Z.I.V.)

Royal decree prohibits any advertising of pharmaceutical products. Only persons who are authorised to practice medicine, pharmacy or veterinary medicine in Belgium may be approved to be responsible for pharmaceutical information (EC, 1984: 27).

Pharmaceutical companies in the Philippines are grouped into two classes, either as a pharmaceutical establishment or a drug outlet, while pharmaceutical companies in Belgium are grouped according to activity. Drug outlets in the Philippines can sell drugs and medicines at retail level, while pharmacists are the only authorised distributors of drugs and medicines at retail level in Belgium. In the Philippines proprietary products are advertised, in the Belgium advertisements of any pharmaceutical products are prohibited.

2.2 Comparative study on awareness of consumer rights

2.2.1 Level of importance

Table 4 shows the degree of importance attached to the first consumer right, i.e. the right to basic goods, fair prices and choices, by the pharmaceutical companies in Belgium and in the Philippines. This right is generally known as the right to choose. It is intended to protect small companies from big companies in terms of competition. The objective is to increase the number of competitors to give the consumers the opportunity to choose the best product.

The seller cannot change what is prescribed by the physicians. In the Philippines, the buyer may ask for less costlier generic drugs. The seller may have the chance to suggest to the buyer the brand of medicines to buy in case of over-the-counter medications.

Table 4: Degree of importance attached to consumer right to basic goods, fair prices and choices by pharmaceutical companies in Belgium and in the Philippines

Statement	Belgium		Philippines	
	Wt.M	Verbal Int.	Wt.M	Verbal Int.
1. Your company believes that competition assures consumers of a fair price.	3.20	High	3.30	High
2. Your company accepts competition in order to provide consumers with satisfactory products.	3.00	High	3.20	High
3. Your company, regardless of cost, offers a wide variety of products for consumers to choose from	2.67	Moderate	3.50	High
4. Your company is more interested in serving the consumers than in making profits	2.00	Minimal	3.44	High
5. Your company advocates that high priced goods have satisfactory qualities. ®	1.83	Moderate	2.30	Moderate
6. Your company is able to raise the prices of its products anytime your company wishes to high prices to its product.®	3.00	High	2.70	Moderate
7. Your company advertisements contribute to high prices to its products. ®	3.75	Extreme	1.19	Minimal

® (reverse value)

Wt. Mean (Weighted mean)

As mentioned earlier, advertisement of drugs and medicines through media is not allowed in Belgium. Only advertisement through the medical journals to inform the practitioners is allowed. The respondents from the pharmaceutical companies in Belgium believe that if their companies advertise, it would

contribute to the high prices of its products. The respondents accept the presence of competition to provide consumers with satisfactory products and fair prices, which was rated highly important. Since prices of drugs and medicines in Belgium are government controlled, the respondents rated as minimally important "serving the consumers rather than making profit" and "advocating highly priced goods to have satisfactory qualities".

Pharmaceutical companies in the Philippines also believe that "competition assures consumers of a fair price and satisfactory products". The respondents have rated this factor as highly important. The highest rating of 3.50 was given to their company's ability to offer wide variety of products regardless of cost. They feel that their companies are highly ethical and do not believe that advertisements will contribute to high prices of drugs and medicines.

Pharmaceutical companies in both countries believe that "competition assures consumers of a fair price" and affirm that their companies accept competition in order to provide consumers with satisfactory products. Differences in their perceptions are noted in some of the statements. Belgian pharmaceutical companies rated as "moderately important" their companies' ability to offer a wide variety of products for consumers to choose from, while pharmaceutical companies in the Philippines rated this statement as "highly important". In Belgium retailing of drugs is under the strict supervision of the pharmacist restricting the consumers to buy what the physicians prescribed. While in the Philippines, distribution of drugs is done by any authorised outlet. The passage of the "Generic Law" in the Philippines, also mandates a variety of generic drugs to be offered to the consumers.

Pharmaceutical companies in the Philippines rated as "highly important" the statement that their companies are more interested in serving the consumers than in making profits, while Belgian pharmaceutical companies rated this as "minimally important". In Belgium the cost of drugs is controlled by government regulations and reimbursement of the cost of drugs is within the structure of the State Social Security and Health Organisation. Pharmaceutical companies in Belgium are, therefore, not profit oriented and do not advocate that high priced goods have satisfactory qualities. Although pharmaceutical companies in the Philippines are profit oriented, they believe that they are more interested in serving the consumers than in making profits. They, however, advocate that high priced goods have satisfactory qualities.

Table 5 shows the degree of importance attached to the right to safety.

The right to safety refers to the consumer's protection against the marketing of goods which are hazardous to health or life. All of the six statements are considered as extremely important by respondents from the pharmaceutical companies in Belgium. They agree that their products undergo extensive safety and performance testing, that their companies pull-out and destroy expired drugs and medicines from the market, that their companies maintain a "Quality Control" section or department and that their companies do not sell substandard products at a lower price. Although they believe that their companies conduct constant research to improve products, the respondents gave the lowest rate of 3.80 to the statement "the quality of your product has improved". Pharmaceutical companies in the Philippines rated as extremely important four out of six statements. They agree that their products

undergo extensive safety and performance testing, that their companies conduct constant researches to improve its products, that their companies maintain a "Quality Control" section, thereby, improving the quality of their products. The respondents consider the statements "your company pull-out and destroys all expired products from the market" and "your company sells substandard products at lower price" as highly important.

Table 5: Degree of importance attached to consumer right to safety by pharmaceutical companies in Belgium and in the Philippines

Statement	Belgium		Philippines	
	Wt.M	Verbal Int.	Wt.M	Verbal Int.
1. Your products undergo extensive safety and performance testing	4.00	Extreme	3.90	Extreme
2. Your company pulls-out and destroys all expired products from the market	4.00	Extreme	3.50	High
3. Your company conducts constant research to improve its products	4.00	Extreme	3.60	Extreme
4. Your company maintains a "Quality Control" Section	4.00	Extreme	3.80	Extreme
5. The quality of your product has improved.	3.80	Extreme	3.70	Extreme
6. Your company sells substandard products at lower price	4.00	Extreme	3.22	High

Pharmaceutical companies in both countries believe that their products undergo extensive safety and performance testing; that their companies maintain a "Quality Control" Section, and that their companies conduct constant research to improve their products. Although slightly different in the degree of importance attached to the statements pertaining to expired and substandard products, both countries attest that they pull-out and destroy all expired products from the market, and that their companies do not sell substandard products at lower price. Table 6 shows the degree of importance attached to the right of information by the pharmaceutical companies.

Table 6: Degree of importance attached to consumer right to information by pharmaceutical companies in Belgium and in the Philippines

Statement	Belgium		Philippines	
	Wt.M	Verbal Int.	Wt.M	Verbal Int.
1. Your products are properly labeled (expiration date, etc.) and contents properly indicated.	4.00	Extreme	3.90	Extreme
2. Your company gives enough facts and information about its products to enable physician/consumer to make wise decision in purchasing.	4.00	Extreme	3.80	Extreme
3. Your company's advertisements are reliable sources of information about the quality and performance of its products.	4.00	Extreme	3.60	Extreme
4. Your company believes that advertised products are more dependable than unadvertised products.(R)	3.20	Extreme	2.56	Moderate
5. Your product advertisements are not persuasive.	2.20	Moderate	2.11	Minimal
6. Your company's advertisement usually present true picture of the products advertised.	3.83	Extreme	3.22	High
7. Most of your labels contain complete information that consumers need to know.	4.00	Extreme	3.50	High

The right to information pertains to the consumer right to be protected against dishonest, deceitful or grossly misleading information, advertisements, labels or other practices. The right includes providing the consumer with sufficient information to make wise purchasing decisions.

Pharmaceutical companies in Belgium rated six statements as extremely important. The highest degree of importance was given to proper labeling of drugs which contain complete information and enough facts that physician or consumers need to know to enable them to make a wise purchasing decision. The respondents feel that the information they give to users through their physicians are reliable, dependable, and truthful. They believe that their companies do not need to persuade their users by using other form of advertisements.

Pharmaceutical companies in the Philippines rated three out of seven statements as extremely important. The respondents have given "proper label" the highest rating of 3.90. The respondents believe that their companies give enough facts and information about their products to enable physician/consumer to make a wise decision in purchasing. They agree that their company's advertisements are a reliable source of information about the quality and performance of their products and that their advertisements are informative rather than persuasive.

Pharmaceutical companies in Belgium and in the Philippines have almost identical perceptions regarding consumers right to information except on advertisement. Again the difference on the perceptions can be attributed to the fact that advertisement of drugs and medicines in Belgium is not allowed. Although advertisement of drugs and medicine is practised in the Philippines, the pharmaceutical companies believe that their advertisement is more informative rather than persuasive.

The right to be heard gives the assurance that the consumers' interest will be heard when companies formulate business policies. The degree of importance attached by respondents from the pharmaceutical companies is shown in Table 7.

Table 7: Degree of importance attached to consumer right to be heard by pharmaceutical companies in Belgium and in the Philippines

Statement	Belgium		Philippines	
	Wt.M	Verbal Int.	Wt.M	Verbal Int.
1. The physicians/consumers' complaints affect your company's policies.	3.00	High	2.80	Moderate
2. The procedures followed by your company in handling complaints and in settling grievances of consumers are satisfactory.	3.60	Extreme	3.30	High
3. Your company is aware of business ethics	4.00	Extreme	3.67	Extreme
4. Government regulatory sectors concerning consumer rights do not affect the policies of your company. ®	2.80	Moderate	2.50	Moderate
5. Your company considers government intervention regarding consumer's complaints as unfair. ®)	3.50	High	2.22	Moderate
6. Your company believes that most consumer complaints are not justified. ®	3.20	High	2.00	Minimal

Statements number 2 and 3 were rated as extremely important, while statements number 1, 5 and 6 were rated as highly important. Statement number 4 was rated as moderately important by respondents from the pharmaceutical companies in Belgium. It was pointed out during the interview that complaints come mostly from the prescribing physicians rather than from the patients. The patients complain directly to the physicians. Most companies have an open-line telephone to receive complaints from physicians. The respondents assert that their companies are aware of business ethics and have satisfactory procedures in handling complaints and in settling grievances. They do not im-

mediately believe that complaints are unjustified, when they receive one. They welcome government intervention as well as government policies on consumers' rights.

Pharmaceutical companies in the Philippines rated only one statement, number 3, awareness to business ethics, as extremely important. Statement number 2, that procedures followed by their companies in handling complaints and settling grievances are satisfactory, was rated as highly important, while 3 statements pertaining to complaints, government intervention and government regulatory sectors that would affect their business policies were rated as moderately important. The respondents consider complaints of patients pertaining to drugs and medicines as minimally important, and this attest to their belief that most of the complaints are not justified.

Slight differences in the perceptions of the pharmaceutical companies in Belgium and in the Philippines are noted on the consumer right to be heard, particularly on statements No. 1, 2, and 5. The pharmaceutical companies in Belgium attached a higher degree of importance to this consumer right than the pharmaceutical companies in the Philippines. There is big difference in their perceptions on the justification of consumer complaints. Belgian pharmaceutical companies consider it highly important while Philippine pharmaceutical companies consider it as minimally important. Pharmaceutical companies in Belgium believe that most complaints are justified, while in the Philippines, the companies believe that most complaints are unjustified.

The right to recourse and redress, or to fair settlement of just claims advocates receiving compensation for misrepresentation or shoddy goods or services. The degree of importance attached to this right by pharmaceutical companies is shown in Table 8.

Table 8: Degree of importance attached to consumer right to redress by pharmaceutical companies in Belgium and in the Philippines

Statements	Belgium		Philippines	
	Wt.M	Verbal Int.	Wt.M	Verbal Int.
1. Your company seldom shirk its responsibilities to the consumers.	3.33	High	2.83	Moderate
2. The quality of service provided by your company to complaining physicians/consumers is getting better.	3.40	High	3.20	High
3. Your product guaranties are generally backed by your company.	3.60	Extreme	3.20	High
4. Your company believes that exploitation of consumers by business firms deserves more attention than it receives.	3.33	High	2.87	Moderate
5. Generally, your company settles complaints more to the consumer's advantage.	2.80	Moderate	3.30	High
6. Your company believes that consumers often try to take advantage of manufacturers/dealers by making claims that are not justified. ®	3.20	High	2.78	Moderate

The respondents from the pharmaceutical companies in Belgium rated as extremely important their company's backing up their product guarantees. They consider 4 statements (number 1, 2, 4 and 6) as highly important. They do not believe that consumers of drugs would take advantage of the manufacturers by making claims that are not justified.

In the Philippines, respondents did not rate any of the six statements as extremely important. They consider as highly important statements number 2, 3, and 5. The highest rating of 3.30 was given to the statement that their company "settles complaints more to the consumer's advantage". The quality of the services they provide to complaining physicians/consumers is getting better, their product guarantees are generally backed by their companies, and they settle complaints more to the consumers' advantage. Generally, they perceived that patients are satisfied with their company's responses when complaining about defective products. Patients can directly complain to drug outlets. Considered as moderately important are statements number 1, 4, and 6. The pharmaceutical companies, therefore, shirk their responsibilities to the consumers, while exploitation of consumers by some drug companies deserves more attention than what it is receiving at this time.

The right to consumer education enables a consumer to acquire knowledge and skills to become an informed consumer throughout life. Table 9 shows the degree of importance attached to this consumer right by the pharmaceutical companies in Belgium and in the Philippines.

Table 9: Degree of importance attached to consumer right to consumer education by pharmaceutical companies in Belgium and in the Philippines

Statements	Belgium		Philippines	
	Wt.M	Verbal Int.	Wt.M	Verbal Int.
1. Your company believes that consumer education is part of its responsibilities	3.80	Extreme	3.40	High
2. Your company welcomes trade laws that will protect consumers against malpractice in the market place.	3.50	High	3.30	High
3. Your company participates in seminars on consumer education.	3.00	High	3.50	High
4. Your company disseminates good information but withholds adverse information regarding their products. ®	4.00	Extreme	2.60	Moderate

The pharmaceutical companies in Belgium rated as extremely important two out of four statements. Responses on statement number 1 attest that their company considers consumer education as part of their responsibilities. Along with this responsibility is the importance of their dissemination of all information, both adverse and good, regarding their products. Their company accomplished this by providing seminars or sending their best detailman to practising physicians to present the effects of their products, particularly on new drugs and medicines. Their company also welcomes trade laws that will protect consumers against malpractices in the market not only on drugs but on all products.

In the Philippines, respondents did not rate as extremely important any of the four statements. Statements number 1, 2, and 3 were rated as highly important. The pharmaceutical companies, therefore, believe that consumer education is part of their company's responsibilities: their company welcomes trade laws that will protect consumers against malpractice in the market; and their company participates in seminars on consumer education. Rated as moderately important is their company's ability to disseminate good information and to withhold adverse information regarding their products. They feel that adverse and good effects of drugs and medicines are all indicated in the label and in the drug literature accompanying the product.

The high degree of importance attached to the consumer right to consumer education by the pharmaceutical companies in Belgium and in the Philippines clearly indicates that the pharmaceutical companies believe in educating the consumers to enable them to acquire the proper knowledge to become an informed buyer. This is done by providing seminars and by sending their best detailman to practising physicians to present their products. There is a difference in the degree of importance attached to disseminating good information and withholding adverse information regarding their products. Belgian pharmaceutical companies consider this extremely important. Pharmaceutical companies in the Philippines feel that enough information is already indicated in the label and in the drug literature accompanying the product and therefore, consider this statement as moderately important only.

The right to a clean environment is also known as the right to a healthy environment. It is the right to freedom, equality and adequate conditions of life in an environment that permits a life of dignity and well-being which carries with it the concomitance of solemn responsibility to protect and improve the environment for present and future generations. The right differs from any of the other consumer problems because the purchase and decision does not by itself directly create a problem to the individual consumer. Table 10 shows the degree of importance attached by the pharmaceutical companies to this right.

Table 10: Degree of importance attached to consumer right to clean environment by pharmaceutical companies in Belgium and in the Philippines

Statements	Belgium		Philippines	
	Wt.M	Verbal Int.	Wt.M	Verbal Int.
1. Your company considers environment pollution a major responsibility.	3.60	Extreme	3.40	High
2. Your company believes that an average consumer is willing to pay higher prices for products that will cause less environmental pollution.	2.75	Moderate	3.00	High
3. Your company is concerned about environmental pollution.	3.80	Extreme	3.50	High
4. Your company adopts and implement measures to prevent environmental pollution.	3.80	Extreme	3.44	High

Three statements were considered as extremely important by pharmaceutical companies in Belgium. The respondents perceive that their company considers environmental pollution as one of their major responsibilities. Their company is concerned about environmental pollution and will adopt and implement measures to prevent pollution. They rated as moderately important the consumers' willingness to pay higher prices for products that will cause less environmental pollution.

All of the statements pertaining to clean environment were rated as highly important by the pharmaceutical companies in the Philippines. The highest rate was given to their company's concern about environmental pollution while the lowest rate was given to the consumers' willingness to pay higher prices for products that will cause less environmental pollution.

The degree of importance attached by the pharmaceutical companies in Belgium to the consumer right to a clean environment is higher than the degree of importance attached by the pharmaceutical

companies in the Philippines except in their belief that an average consumer is willing to pay higher prices for products that will cause less environmental pollution. While pollution is a major consideration, and companies are willing to adopt measures to prevent environmental pollution, Belgian pharmaceutical companies doubt if the consumers will pay higher prices for products that will cause less environmental pollution. In the Philippines, the companies believe that the consumers will pay higher price for products that will cause less environmental pollution.

2.2.2 Overall degree of importance and the priority of the seven consumer rights

The overall degree of importance and the rank attached to the seven basic consumer rights by the pharmaceutical companies in Belgium and by the pharmaceutical companies in the Philippines are shown in Table 11.

Table 11: Overall degree of importance and rank attached to the seven basic consumer rights by pharmaceutical companies in Belgium and in the Philippines

Statements	Belgium			Philippines		
	Wt.M	Verbal Int.	Rank	Wt.M	Verbal Int.	Rank
1. Right to basic goods, fair prices and choice	2.71	Moderate	7	2.91	High	5
2. Right to safety	3.97	Extreme	1	3.63	Extreme	1
3. Right to information	3.67	Extreme	2	3.27	High	3
4. Right to be heard	3.36	High	5	2.74	Moderate	6
5. Right to redress	3.27	High	6	2.58	Moderate	7
6. Right to consumer education	3.53	High	3.5	3.20	High	4
7. Right to clean environment	3.53	High	3.5	3.33	High	2

Pharmaceutical companies in Belgium consider two basic consumer rights as extremely important, namely, the right to safety and the right to information. The right to safety gathered the highest rating of 3.97 while the right to information received a 3.67 rate. These two consumer rights are ranked as number 1 and number 2, respectively. Rated as highly important are the right to be heard, the right to redress, the right to consumer education and the right to a clean environment. The right to consumer education and right to a clean environment were equally ranked as rank number 3.5, while the right to be heard is ranked fifth followed by the right to redress as rank number 6. The first right, the right to basic goods, fair prices and choice has the lowest priority or is ranked 7 with the lowest rating of 2.71. This right is perceived to be moderately important. The respondents during the interview strongly believe that the consumers of drugs and medicines do not have much choice in buying their products since the choice is dictated by their prescribing physicians. There is not much problem in the prices because the government controls the prices of drugs and medicines in Belgium. Also, drugs and medicines are subject to reimbursement by the state Social Security and Health Organisation (R.I.Z.I.V.).

Respondents from the pharmaceutical companies in the Philippines have also given the right to safety the first priority among the seven basic consumer rights. This is the only right they rated as extremely important. Considered as highly important with their corresponding ranks are: the right to a clean environment, rank 2; the right to information, rank 3; the right to consumer education, rank 4; and the right to basic goods, fair prices and choice, rank 5. Rated as number 6 and 7 are the right to be heard and

the right to redress, respectively. It is observed that the implementation of the Generic Law in the Philippines has enabled the patients to choose generic drugs as against branded drugs prescribed by their physicians. Generic drugs cost lower than branded drugs. In the Philippines complaints are not popular more so redress is not easy to get, unless the complainants have the means to pursue their case.

2.2.3 Significant differences in the overall degree of importance attached to the seven basic consumer rights

Perceptions of the respondents were subjected to the Mann-Whitney U test to measure the significant differences attached to the seven basic consumer rights between the pharmaceutical companies in Belgium and in the Philippines. The computed U values are shown in Table 12. Except for the "right to basic good, fair prices and choices", significant differences exist in the degree of importance given by the pharmaceutical companies in Belgium and by the pharmaceutical companies in the Philippines to the other six basic consumer rights. The computed U values on these six basic consumer rights are less than the critical U value of 11.0 at 5% level of significance.

Table 12: Values Obtained in the Overall Degree of Importance Attached to the Seven Basic Consumer Rights by Pharmaceutical Companies in Belgium and in the Philippines

Basic Consumer Rights	Computed U Value	U * Critical value	Level of Differences	Accept or reject Ho
1. Right to basic goods, fair prices and choice	24.5	11.0	Not Significant	Accept
2. Right to safety	-10.5	11.0	Significant	Reject
3. Right to information	7.0	11.0	Significant	Reject
4. Right to be heard	-3.5	11.0	Significant	Reject
5. Right to redress	-5.0	11.0	Significant	Reject
6. Right to consumer education	-19.5	11.0	Significant	Reject
7. Right to clean environment	-19.0	11.0	Significant	Reject
Overall	2.5		Significant	Reject

*Appendix B - Mann-Whitney U Test

There is no significant difference on the perception of the respondents from the pharmaceutical companies in Belgium and in the Philippines on the right to basic goods, fair prices and choice. Pharmaceutical companies in both countries believe that competition assures the consumers of a fair price and affirm that their companies accept competition in order to provide consumers with satisfactory products.

Although there is a significant difference in the degree of importance attached to the right to safety, pharmaceutical companies in Belgium and in the Philippines rated this right as extremely important. The companies agree that this right has the number one priority among other rights. Differences are noted on their perceptions on pulling-out and destroying expired products from the market and on selling sub-standard products at lower price. Belgian companies pull-out and destroy expired products from the market immediately, while in the Philippines the drug outlets have the tendency to overlook expired products and continue to sell them.

The right to information is rated as extremely important by the pharmaceutical companies in Belgium while pharmaceutical companies in the Philippines rated it as highly important. Companies in Belgium

consider this right as second in priority, while companies in the Philippines consider this right as third in priority. The significant differences are noted on their perceptions towards their company's advertisements and the contents of their label. The pharmaceutical companies in Belgium do not need to persuade consumers through use of advertisements. They believe that their products' label contain all the information that the consumers need to know about the drugs. While in the Philippines, OTC drugs are advertised in mass media. Pharmaceutical companies in the Philippines believe that more information is disseminated through advertisement.

The right to be heard is given the fifth priority by the pharmaceutical companies in Belgium, while the pharmaceutical companies in the Philippines have given it the sixth priority. This right is considered as highly important by companies in Belgium, while companies in the Philippines consider it as moderately important only. Companies in Belgium consider complaints as highly important, while companies in the Philippines consider this as moderately important. Companies in Belgium believe that they have an extremely good procedure in handling complaints. The companies have designated a 24-hour telephone line or a desk to accept physicians' complaints. Companies in Belgium do not normally receive complaints from patients. Patients complain to physicians, in return the physicians complain to the pharmaceutical companies. They believe, therefore, that most complaints are justified. Although companies in the Philippines consider procedures on complaints as highly important, most companies do not have a clear policy on complaints. They feel that the complainants should go first to their drug outlet. They do not have an exclusive telephone line or personnel to accept complaints from consumers. Complaints that reach their companies are received by their telephone operator who directs the call to any available personnel. Since the complaints are coming from consumers, not from physicians, they believe that most complaints are not justified.

Significant difference exist on right to redress. Companies in Belgium ranked this right as sixth in priority, while companies in the Philippines ranked this right as the seventh or the last in priority. Companies in Belgium are committed to their product guarantees, while companies in the Philippines give little importance to product guarantees. Companies in Belgium consider their responsibilities to their consumers as highly important, while companies in the Philippines consider their responsibilities as moderately important. Since most complaints in Belgium come from physicians, the pharmaceutical companies consider settling complaints more to the consumer's advantage. They do not believe that consumers would take advantage of the manufacturers by making claims that are not justified. Companies in the Philippines perceive that patients are satisfied with their company's responses when complaining about defective products. Patients can directly complain to drug outlets. There is, however, a tendency by the pharmaceutical companies in the Philippines to shirk away from their responsibilities to the consumers.

There is a significant difference on the respondents' perception of the right to consumer education by pharmaceutical companies in Belgium and in the Philippines. Pharmaceutical companies in Belgium rated as extremely important consumer education as part of their responsibilities, while companies in the Philippines rated this statement as highly important. Companies in Belgium extremely believe in disseminating good information and in not withholding adverse information regarding their products. The companies are willing to give seminars to physicians who will prescribe the medicines/drugs to

their patients. Companies in the Philippines feel that enough information is already in the label and in the drug literature accompanying the product. They believe that their medical representatives, who approach physicians, are capable of giving enough information about their products. Pharmaceutical companies of both countries, however, did not mention anything about educating the consumers about the effects of their drugs.

The right to a clean environment is rated as highly important by companies in Belgium and in the Philippines. Pharmaceutical companies in the Philippines consider this right as their second priority, while companies in Belgium consider this as their fourth priority. Companies in Belgium consider environmental pollution as extremely important; however, they doubt if the consumers will pay higher prices for products that will cause less environmental pollution. Pharmaceutical companies in the Philippines consider this right as highly important. They believe that Filipino consumers will pay higher prices for products that will cause less environmental pollution. Their perceptions are highly affected by their present environmental condition. Pharmaceutical companies in Belgium believe that they have a lesser polluted environment than the Philippines.

3. Conclusions and recommendations

Significant differences exist in the degree of importance given by the pharmaceutical companies in Belgium and by the pharmaceutical companies in the Philippines to six out of seven basic consumer rights. Cultural and legislative differences contribute to the disparity.

Companies in Belgium and in Philippines believe that consumers' right to safety is the most important consumer right. Their perceptions slightly differ on pulling-out and destroying expired products from the market and in selling sub-standard products at lower price. Companies in the Philippines should look closely on their policies regarding expired products and selling sub-standard products at lower prices. The government, through the Department of Health, should monitor the policies of pharmaceutical companies regarding expired and sub-standard drugs/medicines.

Companies in Belgium are showing a lower weighted mean on the right to basic goods, fair prices and choice than companies in the Philippines. Their differences lie on each government regulations pertaining to choice and to pricing of drugs and medicine. The government of both countries should implement regulations to control the tendency of physician to prescribe costlier drugs or to promote products of certain pharmaceutical companies. Both governments should promote a stricter price control legislation on drugs/medicines.

Significant differences are noted on the right to information. Differences exist on the perceptions regarding advertisements. Pharmaceutical companies in Belgium advertise drugs for the information of the physicians. The physicians are given the right to choose the drugs the patient will take. In the Philippines, advertisement of drugs is through mass media. New information on drugs is relayed to prescribing physicians through medical representatives. Patients are allowed to choose between generic and branded drugs, as mandated by law. The Belgian government may wish to adopt the same

generic law implemented in the Philippines to lower the cost of drugs in Belgium. The Philippine government may also limit advertisement on drugs to lower the cost of drugs in the Philippines.

Pharmaceutical companies in Belgium consider consumer complaints as justified, while companies in the Philippines believe that most consumer complaints are not justified. Since complaints in Belgium come mostly from physicians, complaints are more credible. While in the Philippines, most complaints are coming directly from consumers, drug companies have a tendency not to give credence to their complaints. The Department of Health in the Philippines should handle and determine the extent of complaints.

A more in-depth study on consumerism should be made in the pharmaceutical Industry for both countries. The study should include a cross-section of the countries and should include consumers' awareness on their basic consumer rights. We believe that consumers are not still aware of their basic rights, more so on the meaning of consumerism.

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APPENDIX A: PARTICIPATING PHARMACEUTICAL COMPANIES

Belgium

Bayer
Hoechst Marion Roussel
Sanofi-Winthrop
SmithKline Beecham
Solvay Pharma
UCB

Manila

Astra Pharmaceutical
Boie Incorporated
Cantrogen Pharma
Johnsons & Johnson, Phil.
Merdika Pharma
Mercury Drug
United Laboratories, Inc.
Zuellig Pharma

Interviews

Dr. Henri Vanden Baviere - Marketing and Sales Manager, Bayer, Brussels
Mr. Mike Evangelista - Sales Trainee, Bayer, Brussels
Mr. Nichel D'hondt - Sales Manager, Sanofi-Winthrop, Brussels
Mr. Robert Bils - Director of Personnel, Sanofi-Winthrop, Brussels
Mr. Georges Vandenhove, Director Human Resources, SmithKiine, Genval
Mr. Daniel Favresse, General Adviser, Solvay Pharma
Mr. Antonio Custodio, Manager - Johnson & Johnson's, Manila
Mr. Osmeno A. Mina, Marketing Service Manager, United Laboratories, Manila
Ms. Karen A. Villanueva, Communications Manager, Zuellig Pharma, Makati