

APPENDIX

PHARMACY SURVEY

(To be completed by pharmacy owners/managers)

All survey results will be treated in strict confidence

- 1) Name of Pharmacy : _____
- 2) Address of Pharmacy : _____

- 3) Telephone number : _____
- 4) Opening hours : _____
- 5) Opening days : _____
- 6) Number of regular staff employed : _____
- 7) Proportion of customers during the following hours:-

% of Customer

Time: 9.00am to 12.00noon	_____
12.00noon to 3.00pm	_____
3.00pm to 6.00pm	_____
6.00pm to 9.00pm	_____

- 8) Age group of customers on a typical day.

% of Customer

Below 20 years	_____
From 20-29 years	_____
From 30-39 years	_____
From 40-49 years	_____
Above 50 years	_____

- 9) Average purchase per customer in value \$RM.....

- 10) *Customer purchases in terms of product category.
(base on teller analysis)*

% of total purchase

- | | | | |
|-----|-------------------------------------------------------|---|-------|
| (a) | Prescription drugs | : | _____ |
| (b) | Over the counter medicine | : | _____ |
| (c) | Toiletries | : | _____ |
| (d) | Household | : | _____ |
| (e) | Baby Products | : | _____ |
| (f) | Confectioneries | : | _____ |
| (g) | Others (Medical equipment, :
diagnostic kits etc.) | : | _____ |

- 11) *Proportion of customers during the week:*

% of total customer

- | | |
|-----------|-------|
| Monday | _____ |
| Tuesday | _____ |
| Wednesday | _____ |
| Thursday | _____ |
| Friday | _____ |
| Saturday | _____ |
| Sunday | _____ |

- 12) *Ethnic group of customers*

% of total customer

- | | |
|---------|-------|
| Malay | _____ |
| Chinese | _____ |
| Indian | _____ |
| Others | _____ |

PHARMACY SURVEY(To be completed by pharmacy customers)

Please circle the most appropriate number. Only mark one number for each question.

QUESTIONS	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE
1.) I usually do not like to wait for service when I shop at my pharmacy.	1	2	3	4	5
2.) I will only shop at a pharmacy where the staff are courteous to me.	1	2	3	4	5
3.) Courtesy is more important to me than the location or prices of a pharmacy.	1	2	3	4	5
4.) I usually need help and advice from the pharmacist whenever I visit the pharmacy.	1	2	3	4	5
5.) I only shop at pharmacies where I know the pharmacist personally.	1	2	3	4	5
6.) I usually do not like to shop at a pharmacy too far away from my home.	1	2	3	4	5
7.) The convenient location of a pharmacy is more important to me than the prices charged.	1	2	3	4	5
8.) I only shop at pharmacies located in shopping complexes.	1	2	3	4	5
9.) I will only shop at pharmacies where there is convenient parking spaces.	1	2	3	4	5
10.) I only visit pharmacies where the prices are cheaper than other nearby pharmacies.	1	2	3	4	5
11.) The prices of the products are more important than the quality of services given.	1	2	3	4	5

PHARMACY SURVEY

Please circle the most appropriate number. Only one number should be mark for each question

QUESTIONS	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE
12.) I usually compare prices when I shop at pharmacies.	1	2	3	4	5
13.) I only visit pharmacies where I am given a special discount for my purchases	1	2	3	4	5
14.) I prefer to shop at pharmacies with high quality/branded products even if the prices charged are higher.	1	2	3	4	5
15.) The lightings and decor of a pharmacy are important to me.	1	2	3	4	5
16.) I usually do not like to visit pharmacies with untidy selves and stock display.	1	2	3	4	5
17.) I prefer to shop at pharmacies where the goods are neatly arranged and easily located without help from the staff.	1	2	3	4	5
18.) For me the good environment of a pharmacy may be more important than the prices and location.	1	2	3	4	5
19.) I prefer to visit pharmacies where there is a wide varieties of a particular product that I am looking for.	1	2	3	4	5
20.) I only visit pharmacies when there is an advertisement of a sale on.	1	2	3	4	5
21.) I usually select things that I want to buy from advertisements or brochures of a pharmacy.	1	2	3	4	5
22.) I usually shop at pharmacies that have been recommended to me by my friends/colleages.	1	2	3	4	5

PHARMACY SURVEY
(CONTINUED)

[illegible]

SECTION II

PERSONAL DATA

Please circle one number for each of the following questions

All data provided will be treated with strict confidence and your responses will be combined with others in the final report.

- | | |
|------------------------------|-------------------------------------------------------------------------------------------------------|
| 1. Your age group | 1: Under 21 years
2: 21 to 30 years
3: 31 to 40 years
4: 41 to 50 years
5: Above 50 years |
| 2. Your sex | 1: Male
2: Female |
| 3. Your ethnic group | 1: Malay
2: Chinese
3: Indian
4: Others |
| 4. Your marital status | 1: Single
2: Married (with children)
3: Married (without children)
4: Divorced/Widowed |
| 5. Highest educational level | 1: Primary School or less
2: Secondary school
3: University/ College |
| 6. Present occupation | ----- |

7. Number of person in your household

- 1: One
- 2: Two
- 3: Three
- 4: Four
- 5: Five or more (specify)

8. Monthly Family Income

- 1: RM 1000 to RM 2000
- 2: RM 2001 to RM 3000
- 3: RM 3001 to RM 4000
- 4: RM 4001 to RM 5000
- 5: Above RM 5000