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APPENDICES

Appendix 1: Survey Location of retail pharmacy outlets

	Pharmacy Address	Urban	Sub-urban	Respondent Target	Respondent Actual
	<u>PENANG</u>				
1	Berry Pharmacy No.1, Jalan Machang Bubok, Taman Machang Bubok 14020 Bukit Mertajam		X	40	29
2	Farmasi Lynn 25 Lebuah Chulia, 10200 Penang	X		40	12
	<u>SELANGOR</u>				
3	Farmasi Alychem Sdn Bhd 5 Jalan 11A Selayang baru 6810 Batu Caves Selangor		X	40	17
4	Costant Pharmacy Pusat P'dagn. Puchong Prima ,F-01-04, Jalan Prima 5/3, Taman Puchong Prima 47100 Selangor.		X	40	106
4	Tong Woh Enterprise Sdn Bhd No. 19, Jln 52/1, Seksyen 52, 46200 Petaling Jaya, Selangor	X		40	9
	<u>KUALA LUMPUR</u>				
6	Pharm MedicLink Pharmacy 121, Jalan Midah Besar, Cheras Kuala Lumpur, KL 56000		X	40	40
7	Ling Chemist Sdn Bhd MMA Building 124 Jln Pahang Kuala Lumpur, KL 53000	X		40	12
	<u>PERAK</u>				
8	Quinpharm (M) Sdn Bhd 35, Jln Theatre 30300 Ipoh, Perak	X		40	21
	TOTAL	4	4	320	246

Appendix 2: Survey questionnaire



**UNIVERSITI MALAYA
FACULTY OF BUSINESS & ACCOUNTANCY
MASTER OF BUSINESS ADMINISTRATION**

**Research Title: Determinant Attributes Influencing
Retail Pharmacy Selection by Malaysian Consumers**

Dear Sir / Madam,

This survey is conducted as a requirement for the completion of the Master of Business Administration (MBA) programme in University of Malaya.

The general purpose of this research is to study the factors influencing selection of retail channel in obtaining pharmaceuticals. This will allow us to learn more of your buying habits.

This survey will take approximately 10 minutes to complete. Kindly answer ALL questions. Your responses will be strictly confidential and remain anonymous and will only be used for the purpose of academic research.

Your kind participation in this survey is highly valued and appreciated. Should you have any queries regarding this questionnaire, please do not hesitate to contact me as per below details.

Thank you very much for your time and support.

Yours sincerely,

Farid Kareem
Pharmacist & Graduate Student,
Graduate School of Business,
Faculty of Business and Accountancy,
University of Malaya,
50603 Kuala Lumpur.
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Part 1: Shopping Pattern

Instruction: Please tick (✓) on the appropriate column

1. How often do you purchase goods from retail pharmacies monthly?

<input type="checkbox"/>	Never	<input type="checkbox"/>	3-4 times
<input type="checkbox"/>	1-2 times	<input type="checkbox"/>	5 times or more

2. How much time you spend at the pharmacy each time?

<input type="checkbox"/>	below 30 min	<input type="checkbox"/>	60 - 90 min
<input type="checkbox"/>	30 - 60 min	<input type="checkbox"/>	more than 90 min

3. How much do you spend for medicines/health related products/services at the pharmacy monthly?

<input type="checkbox"/>	less than RM 100
<input type="checkbox"/>	RM 100 - RM200
<input type="checkbox"/>	RM 201 - RM 300
<input type="checkbox"/>	RM 301 - RM 400
<input type="checkbox"/>	RM 401 - RM 500
<input type="checkbox"/>	more than RM 500

4. How do you usually go to the retail pharmacy?

<input type="checkbox"/>	Walk	<input type="checkbox"/>	Car
<input type="checkbox"/>	Motorcycle	<input type="checkbox"/>	Others (Please specify):
<input type="checkbox"/>	Public Transportation		

5. Please indicate how frequent you shop for medicine/health related products/services at each the following type of retailer?

- a) Hypermarket (eg: Giant, Tesco, Carrefour)
- b) Supermarket (eg: Jaya Jusco, Isetan, Cold Storage)
- c) Retail pharmacy (eg: this pharmacy, Guardian, Caring Pharmacy)
- d) Convenience Stores (eg: KK Mart, 7-Eleven, 99-Speedmart)
- e) Traditional grocery Store (eg: Mini market, Chinese Medical Hall)

	Always	Often	Occasionally	Rarely	Never
a) Hypermarket					
b) Supermarket					
c) Retail pharmacy					
d) Convenience Stores					
e) Traditional grocery Store					

6. Please rank the following types of retailer choice according to your preference (1 being your most preferred store, and 6 as the least preferred)

- a) Hypermarket
- b) Supermarket
- c) Retail pharmacy: this retail pharmacy
- d) Retail pharmacy: other retail pharmacy.....
- e) Traditional grocery store
- f) Convenience store

Part 2: Store Attributes

Instruction: Please tick (√) at the column that reflects your perceived importance of store image attributes when shopping at your most preferred store.

Scales: 1= Not Important At All, 2= Not Important, 3=Neutral, 4=Important, 5=Extremely Important

1. Product (Merchandise)

- a) The store has an assortment of product range
- b) The availability of well-known brands
- c) The store offers quality merchandise
- d) The store offers guarantees on the merchandise sold
- e) The store offers competitive prices
- f) The store offers everyday low price
- g) The store offers prices lower than its competitor

1	2	3	4	5

2. Services

- a) The in-store service is generally good
- b) The employees provide prompt services
- c) The sales clerk/employees are courteous, helpful & friendly
- d) Sales transactions and records are error free
- e) The store accept major credit/debit cards
- f) The store has operation hours convenient to you
- g) The store has a friendly merchandise return policy

1	2	3	4	5

3. Store Appeal (Clientele)

- a) Shopping at this store is appeals to my social standing & class level
- b) Shopping at this store is consistent with my self-image
- c) The store personnel behaviour suits the store patrons

1	2	3	4	5

4. Physical Store Facilities

- a) The store layout makes it easy to find things and move around
- b) The store interior design, decorations, building and fixtures are sufficient
- c) The in-store facilities are sufficient (e.g. washroom, chair)
- d) The aisle design are appropriate and the shelves are not too high

1	2	3	4	5

5. Convenience

- a) The store is located near your work place or home
- b) The store is easily accessible to you
- c) The store location is convenient (e.g. near places you visit often-shopping, restaurant, bank etc.)
- d) There are convenient parking facilities near the store

1	2	3	4	5

6. Promotion

- a) The store offers discounts and holds sales promotions
- b) The store has loyalty program (Member Card) or discount coupons
- c) The store advertises its promotions in newspapers or mailers & flyers
- d) The store organizes special promotional campaigns or events

1	2	3	4	5

7. Store Atmosphere

- a) The store is inviting and I feel comfortable & at ease inside
- b) The in-store music is pleasing and relaxing
- c) The store is clean, neat and sufficiently lighted

1	2	3	4	5

8. Institutional Factors

- a) The store is of reputable standing in the community or state
- b) The store is trustworthy and reliable
- c) The store projects a suitable persona that I like (e.g. modern or classic/conservative)

1	2	3	4	5

9. Post-transaction Satisfaction

- a) I am satisfied with the products purchased here that I am currently using
- b) I am satisfied with the merchandise returns experience in this store
- c) I am satisfied with the assistance that has been provided for me for merchandise that I have purchased before

1	2	3	4	5

Part 3: Store Satisfaction

Instruction: Please tick (√) at the column that reflects your feeling after visiting the store

Scales: 1= Strongly Disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

- 1. The store performance met my expectation
- 2. The store did a good job in satisfying my needs
- 3. Using this store is a very satisfying experience
- 4. I am satisfied with my decision to shop at this store
- 5. I made the right decision when I decided to shop at this store

1	2	3	4	5

Part 4: Repeat visits

Instruction: Please tick (√) at the appropriate column which most closely matches your intention after visiting the store

Scales: 1= Strongly Disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

- 1. I plan to continue to shop at this store
- 2. I will shop more frequently at this store in the future
- 3. It is very likely that I shop at this store in the future
- 4. This store is my first choice in health related merchandise shopping

1	2	3	4	5

Part 5: Demographics

Instruction: Please tick (✓) for an appropriate answer in the column provided

1. Gender	
<input type="checkbox"/> Male	<input type="checkbox"/> Female
2. Ethic Group	
<input type="checkbox"/> Malay	<input type="checkbox"/> Indian
<input type="checkbox"/> Chinese	<input type="checkbox"/> Others (Please specify):
3. Age (years)	
<input type="checkbox"/> below 21 years	<input type="checkbox"/> 41-50 years
<input type="checkbox"/> 21 - 30 years	<input type="checkbox"/> 51-60 years
<input type="checkbox"/> 31 - 40 years	<input type="checkbox"/> above 60 years
4. Marital Status	
<input type="checkbox"/> Single	<input type="checkbox"/> Divorced/widow
<input type="checkbox"/> Married	
5. Highest level of Education	
<input type="checkbox"/> Secondary School	<input type="checkbox"/> Post Graduate Degree
<input type="checkbox"/> Diploma	<input type="checkbox"/> Others (Please specify):
<input type="checkbox"/> Bachelor Degree	
6. Occupation	
<input type="checkbox"/> Professional	<input type="checkbox"/> Manager
<input type="checkbox"/> Full time student	<input type="checkbox"/> Executive
<input type="checkbox"/> Unemployed	<input type="checkbox"/> Others (Please specify):
<input type="checkbox"/> Clerical staff	<input type="checkbox"/> Retiree
7. Monthly Income	
<input type="checkbox"/> Below RM 2,000	<input type="checkbox"/> RM 6,001 - RM 8,000
<input type="checkbox"/> RM 2,000- RM 4,000	<input type="checkbox"/> Above RM 8,000
<input type="checkbox"/> RM 4,001 - RM 6,000	
8. Size of household (including yourself)	
<input type="checkbox"/> 1-	<input type="checkbox"/> 5-6
<input type="checkbox"/> 2	
<input type="checkbox"/> 3-	<input type="checkbox"/> 7 and above
<input type="checkbox"/> 4	

You have successfully completed the survey.

Thank you for taking the time to answer the question.