

Factors Influencing Prescribing Perceived Utility of Drugs: Experiences from Iraqi Kurdistan

Age (year): _____ **Gender:** Male Female

Education: Junior House Officer Senior House Officer GP Specialist Consultant

Working Sectors: Public Private Both Sectors

Working Shift: Morning (8 am-2 pm) Evening (2 pm-8 pm) Night (8 pm-8 am) Multi-shift

Perceived Utility*	Strongly disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	strongly agree
	1	2	3	4	5	6	7
I prescribe the drugs to patients according to their efficacy?							
I prescribe the drugs to patients according to tolerability of the generic drugs?							
I prescribe the drugs to patients according to easy availability?							
I prescribe the drugs to patients according to patient's satisfaction?							
I prescribe the drugs to patients according to effectiveness of physician job?							
Other Factors	1	2	3	4	5	6	7
I prescribe the drugs according to the patients' needs?							
I prescribe the drugs to patients according to evaluation of alternatives availability.							
I prescribe the drugs according to consumer perceptions of price?							
I prescribe the drugs according to product brand equity?							
I prescribe the drugs according to corporate brand equity? ***							
I prescribe the drugs according to opinion leaders' influence?							
I prescribe the drugs according to importance of physicians' perceptions and need achievement?							
I prescribe the drugs according importance of pharma brand age in brand awareness? ^							
I prescribe the drugs according to importance of customers' attitudes towards drug's favorability.							
I prescribe the drugs according to consumers' intend to purchase?							
I prescribe the drugs according to consumer's intentions/attitudes?							
I prescribe the drugs according to actual use of consumers?							
* Perceived utility of branded drugs refers to the physicians' overall assessment of the utility based on the perceptions of what is actually obtained from branded drugs. ** Perceived ease of use refers to the degree to which an individual believes that using a particular system would be free of effort. *** It refers to building a sustainable brand between the organization and its customers through proper value maintenance. ^ Age of a pharmaceutical brand is responsible for better brand awareness and thereby prescription support.							