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**Section – I**

**Demographic Profile: Please kindly put a sign (x) in the appropriate box that represents your honorable person:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| **Gender** | **☐Man** | **☐Woman** | **☐Others** |  |
|  |  |  |  |  |
| **Age Group** | **☐18-24 years** | **☐25-30 years** | **☐31-40 years** | **☐More than 40 years** |
|  |  |  |  |  |
| **Are you a Pharmacist** | **☐Yes** | **☐No** |  |  |
|  |  |  |  |  |
| **Status** | **☐Single** | **☐Married** | **☐Divorced** |  |
|  |  |  |  |  |
| **Monthly Income (Dinar)** | **☐Below 500** | **☐500-1000** | **☐1000-2000** | **☐Above 2000** |

**Section – II**

**Please Tick a single option at the front of each question to show your level of agreement or disagreement.**

**1. Strongly Disagree 2. Disagree 3. More or less Disagree 4. Undecided 5. More or less agree 6. Agree 7. Strongly Agree**

| **Sr. #** | **Question Statement** | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Entertainment**  |
|  | Are the content of pharmaceutical firms interesting on social media platforms |  |  |  |  |  |  |  |
|  | Are the Pharma firms’ pages on social media platforms exciting? |  |  |  |  |  |  |  |
|  | Is it fun to collect information about Pharmaceutical firms on social media platforms? |  |  |  |  |  |  |  |
|  | Is it easy to spend time through Pharma firms’ social page |  |  |  |  |  |  |  |
| **Customisation** |
|  | Is it possible to search for customized information about Pharma firms on social media platforms? |  |  |  |  |  |  |  |
|  | Are Pharma firms’ pages on social media provide customized services? |  |  |  |  |  |  |  |
|  | Are Pharma firms provide lively feed information I am interested in on social media platforms?  |  |  |  |  |  |  |  |
|  | Is it easy to use Pharma firms’ social pages? |  |  |  |  |  |  |  |
| **Interaction** |
|  | Is it easy to express your opinion through Pharma firms’ Social pages? |  |  |  |  |  |  |  |
|  | Is it easy to convey your conversation or opinion to SM's other users on the Pharma firms ‘pages? |  |  |  |  |  |  |  |
|  | Is it likely to establish a two-way interaction through Pharma firms’ pages SM platforms? |  |  |  |  |  |  |  |
|  | Is it probable to share information on Pharma firms’ SM pages with other customers? |  |  |  |  |  |  |  |
| **Trendiness** |
|  | Do you find the content of Pharma firms on social media platforms up to date?  |  |  |  |  |  |  |  |
|  | Are Pharma firms’ using the trends on social media platforms?  |  |  |  |  |  |  |  |
|  | Is the content of Pharma firms on social media platforms are the newest information? |  |  |  |  |  |  |  |
| **Electronic Word of Mouth** |
|  | Is it possible to share information with other users through Pharma firms’ pages on social media platforms? |  |  |  |  |  |  |  |
|  | Would you pass information about Pharma firms’ pages on social media to your friends? |  |  |  |  |  |  |  |
|  | Would you upload content about Pharma firms’ pages on social media platforms?  |  |  |  |  |  |  |  |
| **Source :**Man Lai Cheung, Guilherme Pires, Philip J. Rosenberger(2019) |
| **Indifferent\_Quality** |
|  | Customers are notified of product shipment one day prior through social media |  |  |  |  |  |  |  |
|  | Service personnel on social pages (i.e., order and delivery personnel) have professional training and a certain degree of understanding about drugs |  |  |  |  |  |  |  |
|  | Customized logistics processing and packaging services are available on social pages |  |  |  |  |  |  |  |
|  | There is no limit on order time on social pages |  |  |  |  |  |  |  |
|  | Customers can place online orders using the electronic platform/Online orders are accepted |  |  |  |  |  |  |  |
|  | Delivery services are available on weekends and holidays if reached through social pages |  |  |  |  |  |  |  |
|  | Customers receive order-processing status on social pages |  |  |  |  |  |  |  |
|  | Information on materials related to healthcare medicines and procurement advice are provided on social pages |  |  |  |  |  |  |  |
|  | Services such as medical waste recycling, waste disposal, and autoclaving are available on social pages |  |  |  |  |  |  |  |
|  | Escrow inventory services are provided on social pages |  |  |  |  |  |  |  |
| **Must\_be\_Quality** |
|  | Pharma firms have good word-of-mouth, reputation, and popularity |  |  |  |  |  |  |  |
|  | Processes including order content (items and quantities) and bill of lading documents are correctly executed through social pages |  |  |  |  |  |  |  |
|  | Processes for batch numbers and validity period management are strictly implemented; i.e., drugs with a validity period of less than 6 months are not displayed on social pages |  |  |  |  |  |  |  |
|  | The rate and extent of damage received are disclosed/low on social pages |  |  |  |  |  |  |  |
|  | Logistics equipment and distribution vehicles related temperature requirements of drugs can be shared easily on Social Pages |  |  |  |  |  |  |  |
|  | Goods are delivered on time to customers booked through social pages |  |  |  |  |  |  |  |
|  | The order (i.e., item and quantity) delivery rate is accurate through social media pages |  |  |  |  |  |  |  |
|  | Customer enquiries are answered within the promised period discussed on social pages |  |  |  |  |  |  |  |
|  | Return and exchange processes are prompt and appropriate through social media pages |  |  |  |  |  |  |  |
|  | Service personnel (i.e., order and delivery personnel) quickly address delivery errors on social pages |  |  |  |  |  |  |  |
|  | Customers are notified of delayed shipment on social pages |  |  |  |  |  |  |  |
|  | Service staff (i.e., order and delivery staff) are kind and courteous on social pages |  |  |  |  |  |  |  |
|  | Customers are notified of out-of-stock products on social pages |  |  |  |  |  |  |  |
|  | Customers are notified of product packaging changes in advance on social pages |  |  |  |  |  |  |  |
|  | Out-of-stock orders are promptly processed on social pages |  |  |  |  |  |  |  |
|  | Customer complaints are immediately addressed and resolved on social pages |  |  |  |  |  |  |  |
|  | Shipment of damaged goods or incorrect invoices and bills of voucher are promptly corrected on social pages |  |  |  |  |  |  |  |
|  | Social media customer service staff provides professional and satisfactory answers on social pages |  |  |  |  |  |  |  |
|  | The social pages of Pharma firms are accurate and error free |  |  |  |  |  |  |  |
|  | Pharma Firms have advanced equipment (e.g., warehouses, pickup systems, shelves) |  |  |  |  |  |  |  |
|  | Deliveries are made as per time specified by customers on social pages |  |  |  |  |  |  |  |
|  | There are channels for customer complaints on social pages |  |  |  |  |  |  |  |
|  | Inventory location or shelf service is designated as per customer needs on social pages |  |  |  |  |  |  |  |
|  | Batch number and validity period requirements specified by the customer are met on social pages |  |  |  |  |  |  |  |
| **One\_Dimensional\_Quality** |
|  | Urgent orders are accepted through social pages and processed with timely delivery |  |  |  |  |  |  |  |
|  | Deliveries are completed every other day after receiving the order on social media |  |  |  |  |  |  |  |
|  | Information technology (RFID and barcode) offers information on drug history and temperature control on social pages |  |  |  |  |  |  |  |
|  | There is a limit on the minimum order amount on social pages |  |  |  |  |  |  |  |
| **Source :** Mu-Chen Chen a,\* , Chia-Lin Hsu b , Li-Hung Lee (2020) |
| **Value Creation** |
|  | There is a new customer value created in terms of transactionefficiency when using the Social Media Marketing Activities (SMMA) |  |  |  |  |  |  |  |
|  | There is a time-efficiency benefits when choosing to use theSMMA |  |  |  |  |  |  |  |
|  | There is an energy-efficiency benefits when choosing to use theSMMA |  |  |  |  |  |  |  |
|  | SMMA provides a various payment options that benefitsthe Pharmacists |  |  |  |  |  |  |  |
|  | SMMA provides a various delivery options that benefitsthe Pharmacists when purchasing products |  |  |  |  |  |  |  |
| **Source** : Andika Putra Wijaya1 , Innocentius Bernarto , Agus Purwanto(2020) |
| **Transaction Efficiency**  |
|  | The transaction process benefits the pharmacists when running a pharmacy business  |  |  |  |  |  |  |  |
|  | Pharmacists are being benefited by the SMMA because it givesa wide range of delivery options  |  |  |  |  |  |  |  |
|  | The adaptation process is much easier because the SMMAfeatures are easy to be learned.  |  |  |  |  |  |  |  |
| **Source** : Andika Putra Wijaya1 , Innocentius Bernarto , Agus Purwanto(2020) |
| **Customer Satisfaction** |
|  | I am more benefited because of the quickness of transaction process  |  |  |  |  |  |  |  |
|  | I am more benefited because of the wide range of products that being offered  |  |  |  |  |  |  |  |
|  | I am more benefited because of better price point compared to the conventional firms  |  |  |  |  |  |  |  |
|  | I am more benefited because of the quickness when processing personal data  |  |  |  |  |  |  |  |
| **Source** : Andika Putra Wijaya1 , Innocentius Bernarto , Agus Purwanto(2020) |