

Factors Influencing Patient Satisfaction, Perception, and Selection Toward Drug Brands and Their Countries of Origin in the Pharmaceutical Market of Benghazi, Libya

ABSTRACT

Background: The pharmaceutical market in Benghazi, Libya, is characterized by a wide variety of drug brands, and countries of origin, with a predominance of imported medications. Patients are frequently faced with multiple therapeutic options that, while pharmacologically similar, differ in perceived quality, price, and origin.

Methods: A cross-sectional, quantitative study was conducted in community pharmacies across Benghazi from January to March 2025. The questionnaire was specifically designed for this study, based on an extensive literature review and adapted to the local context. Data were collected through face-to-face interviews with 300 adult patients. The survey included questions on sociodemographic characteristics, medication preferences, satisfaction levels, and perceptions of drug brands, and country of origin. Statistical analysis was performed using SPSS version 23. Descriptive statistics summarized the data, while Chi-square tests were used to examine associations between influencing factors and patient satisfaction or perception.

Results: The results of the study revealed a significant association between patients' perceived effectiveness and their beliefs regarding the impact of both country of origin and brand reputation on drug quality ($p = 0.013$, $p = 0.001$). A statistically significant relationship between perceived effectiveness and patient satisfaction ($p < 0.001$). In contrast, recommendations from healthcare providers showed no statistically significant association with either satisfaction or perceptions of drug brands or country of origin ($p = 0.385$). Medication price was significantly associated with patient satisfaction ($p = 0.045$), but showed no significant link with perceptions of brand or origin. Regarding dosage form, there was a significant relationship with patient satisfaction ($p = 0.009$) and with brand perception ($p = 0.040$), while no significant association was observed with country of origin perception ($p = 0.375$). Advertising and packaging did not demonstrate significant effects on brand perception or country of origin ($p = 0.207$ and $p = 0.619$, respectively). Similarly, availability of medications showed no statistically significant associations with either satisfaction or perception ($p = 0.806$ and $p = 0.339$, respectively). Among demographic variables, age was significantly associated with patient satisfaction ($p = 0.002$) and belief in the importance of brand reputation ($p = 0.032$), but not with perception of the drug's country of origin ($p = 0.706$). Educational level was significantly associated with both satisfaction ($p = 0.012$) and brand perception ($p = 0.000$), but showed no significant relationship with perception of country of origin ($p = 0.175$). Finally, patients' consideration of "fewer side effects" as a selection factor was not significantly associated with satisfaction ($p = 0.604$), brand perception ($p = 0.387$), or country of origin perception ($p = 0.281$).

Keywords: Patient satisfaction, Drug brand perception, drug's Country of origin, pharmaceutical market in Libya, Consumer trust, Decision-making, Benghazi Libya.