

**By Eyad AL-Ghanem**

Supervision

**Prof. Saeb AL-Ganaideh**

**Al-Zaytoonah University of Jordan, 2020**

### **Abstract**

This study aimed to identify the impact of the brand image and its dimensions (brand awareness, brand association, perceived quality, and brand loyalty) on prescriptions of Jordanian physicians, and to achieve the main study objective

The population were the Jordanian physicians in private clinics and in private hospitals in Jordan, the study tool was questionnaire, the questionnaire distributed to convenience sample where from the data was collected was (240) participants of study population, the data collected were analyzed by using the SPSS software.

The study resulted in finding that statistically significant effect of the brand image of International pharmaceutical companies on prescriptions of Jordanian physicians, and this effect was positive

The results revealed the recommendations after found out from the previous result, International pharmaceutical companies that own a brand name need to focus more on study variables (dimensions of brand image) because they have role in improving prescription decisions of physicians

**Keywords: Brand image, prescription of physicians, Jordanians physicians**