

Table 4. Factor loadings

Items	Disease - Treatment Efficacy	Administration - Usage	Health Care System - Cost	Pharmaceutical Industry
Q12	0.878			
Q13	0.873			
Q11	0.868			
Q10	0.863			
Q14	0.846			
Q9	0.771			
Q5		0.764		
Q6		0.737		
Q4		0.730		
Q3		0.712		
Q2		0.654		
Q8			0.853	
Q7			0.844	
Q1			0.723	
Q17				0.898
Q16				0.878

Question 15 excluded from the analysis; all loadings below 0.4 are not presented.

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization