

A Study of Customers' Preference for Home Delivery Services Available for Pharmaceutical Products in Nashik

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Abstract:

Indian pharmaceutical market is changing with the technological advancements. Digitalization has made pharmaceutical products available any time anywhere. Prices of medicines are almost same; there is no price competition in this sector. In this scenario, everyone is trying to provide better facilities like quick home delivery to its customers. This paper investigates the customers' awareness, preferences and satisfaction about home delivery services available for pharmaceutical products in Nashik city, India. The data for research was collected from 50 Units (sample respondents) residing in Nashik city, India. From the study it is found that customers' are aware and prefer home delivery services available for pharmaceutical products. Customers' are highly satisfied with home delivery services available for pharmaceutical products.

Keywords: pharmaceutical, home delivery, customer, preference, satisfaction.

Introduction

Indian pharmaceutical market is changing with the technological advancements. There are pharmacy chains like Apollo pharmacy giving competition to local medical store. Further, digitalization has made pharmaceutical products available anytime anywhere through mobile apps. These mobile apps for pharmaceutical products provide prescribed medicines and online consultation as well to the customers creating competition for local medical stores and chains of stores. Since, prices of medicines are almost same, generally a small discount is given by local medical store and a similar discount is available through online purchase as such there is no price competition in this sector. In this scenario, everyone is trying to

provide better facilities like quick home delivery to its customers. Consumers satisfied with service quality are most likely to remain loyal (Ajbani 2014).

Review of Literature:

George (2009) investigated the increasing trend of selling drugs and medical services over the Internet via Internet Pharmacies. The benefits of Internet Pharmacies and some serious concerns that they bring for regulators, governments and global consumers are discussed. There is a extreme need for nation states to develop a global approach/strategy to collectively address the issue of online drugs and medical services.

Chaturvedi et.al (2011) discussed that many internet pharmacies offer overnight shipping, allowing customers to avoid the delay of regular mail. Internet pharmacies can offer privacy that is often lacking in a traditional retail.

Pandiya and Chauhan (2011), in their study established that the top five pharmacies traits customer looked for were prompt and caring service, friendliness and reliability of the pharmacist, convenient location and time.

Bonna and Moinie (2014) in their study revealed that a relationship of confidence must be established between customer and pharmacy and this relationship can be long lasting only if customer is satisfied with service.

Priyanka and Ashok (2016) revealed that online pharmacy has some challenges along with opportunity. Online pharmacy is threat for Electronic health records security. Online pharmacy offer easy availability of illegal substances and Encourage direct to consumer advertising of prescription drugs which is illegal .Risks are more associated with online purchasing of drugs. Sale of drugs without prescription offered by some pharmacies has led to harmful consequences.

Kandhare (2011) in his study found that pharmacy store choice behaviour among consumers indicates that image and perceptions along with individual characteristics have significant impact on the final outcome.

Objectives of the Study:

The objectives of the research are:

1. To know the customers' awareness about home delivery services available for pharmaceutical products.
2. To know the customers' preference for home delivery services available for pharmaceutical products.
3. To know the customers' satisfaction about home delivery services available for pharmaceutical products

Null Hypotheses:

H_{0a}: Customers' are not aware about home delivery services available for pharmaceutical products.

H_{0b}: Customers' do not prefer for home delivery services available for pharmaceutical products.

H_{0c}: Customers' are not satisfied with home delivery services available for pharmaceutical products.

Alternative Hypotheses:

H_{1a}: Customers' are aware about home delivery services available for pharmaceutical products.

H_{1b}: Customers' prefer home delivery services available for pharmaceutical products.

H_{1c}: Customers' are satisfied with home delivery services available for pharmaceutical products.

Research Methodology:

The research methodology adopted is as follows:

Research Type: This is a Descriptive and analytical research.

Methods of Data Collection: Primary and secondary methods to collect data were adopted. Structured questionnaire was used to collect primary data. Questionnaire consisted questions relating to demographic profile and customers' opinion regarding home delivery services available for pharmaceutical products. The survey was conducted in the month of August 2019. Secondary data was collected from journals, published literature etc.

Sample Design: The present study is based on the primary data collected from 50 Units (sample respondents) customers' in Nashik city, India. These 50 respondents' were selected by using convenience sampling technique.

Data Analysis:

The analysis based on the opinions given by 50 Units (sample respondents) customers' is as follows:

Table 1
Demographic Profile of the Respondents'

Sr.No	Variable	Characteristics	Percent
1	Gender	Male	44
		Female	56
2	Age Group (in years)	18-25	20
		26-40	42
		41 – 60	38

3	Educational Qualification	Under Graduate	12
		Graduate	58
		Post Graduate	30

Source: Data collected through survey.

From the table it is reflected that 44 percent of the respondents were males and 56 percent were females. 42 percent of respondents' were between 26-40 years of their age, 38 percent were between 41-60 years of their age and 20 percent between 18-25 years of their age. 12 percent of the respondents were Under Graduates, 58 percent were graduates, 30 percent were post graduates.

Customers' opinion regarding home delivery services available for pharmaceutical product

Table 2

Customers' Awareness regarding home delivery services available for pharmaceutical product

Awareness	Percentage Respondents (%)	Chi-Square value, Degrees of Freedom (df)	p value	Interpretation
Yes	100	100.000 , 1	p= 0.000	Highly significant difference in proportions. Ho is rejected
No	00			
Total	100			

Source: Data collected through survey

All the customers' are aware about home delivery services available for pharmaceutical products. There is highly significant difference in proportions of responses, at p=0.000, Chi-Square value- 100.000, Degrees of Freedom (df) - 1. This reflects that customers' are aware about home delivery services available for pharmaceutical products.

Table 3

Home delivery services availed for pharmaceutical products

Service Aailed	Percentage of Respondents (%)	Chi-Square value, Degrees of Freedom (df)	p value	Interpretation
Yes	72	19.360 , 1	p= 0.000	Highly significant difference in proportions.
No	28			
Total	100			

Source: Data collected through survey

72 percent customers' have availed home delivery service whereas 28 percent customers' have not availed home delivery services available for pharmaceutical products. There is highly significant difference in proportions of responses, at $p=0.000$, Chi-Square value- 19.360 , Degrees of Freedom (df) - 1. This reflects that customers' have availed home delivery services available for pharmaceutical products.

Table 4

Preference towards Home Delivery Services Available for Pharmaceutical Products.

Respondents' Opinions	Percentage of Respondents (%)	Chi-Square value, Degrees of Freedom(df)	p value	Interpretation
Always	54	107.600 , 4	0.000	Highly significant difference in proportions, Ho is rejected
Most of the times	34			
Sometimes	08			
Rarely	04			
Never	00			
Total	100			

Source: Data collected through survey.

54 percent of the respondents would always prefer most home delivery services available for pharmaceutical products whereas 34 percent prefer most of the times, 8 percent sometimes and 4 percent

rarely prefer home delivery services available for pharmaceutical products. Difference in the proportions of responses is highly significant, at $p = 0.000$ Chi-Square value-107.600 , Degrees of Freedom (df)-4.

Table 5

Channel used for availing home delivery services for pharmaceutical products.

Respondents' Opinions	Percentage of Respondents (%)
Mobile Apps	52
Local Pharmacy's whatsapp	78
Phone	38
Text Message	24

Source: Data collected through survey.

The respondents were liberated to give more than one selection. 78 percent have used local pharmacy's whatsapp, 52 percent mobile apps, 38 percent phone call and 24 percent text message to avail home delivery services available for pharmaceutical products.

Table 6

Satisfaction Level of Customers Regarding Home Delivery Services Available For Pharmaceutical Products.

Satisfaction Level of Customers'	Percentage of Respondents (%)	Chi-Square value, Degrees of Freedom (df)	p value	Interpretation
Highly satisfied	56	137.200, 4	$p = 0.000$	Highly significant difference in proportions. H_0 is rejected
Satisfied	40			
Neutral	02			
Dissatisfied	02			
Highly Dissatisfied	00			

Total	100			
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Source: Data collected through survey.

As reflected from table 6- 56 per cent of customers are highly satisfied with home delivery services available for pharmaceutical products. 40 per cent customers are satisfied whereas 2 per cent of customers are neither satisfied nor dissatisfied and 2 percent are dissatisfied. There is highly significant difference in proportions of responses, at $p=0.000$, Chi-Square value-137.200, Degrees of Freedom (df) - 4. This reflects that most of the customers are satisfied with home delivery services available for pharmaceutical products.

Testing of Hypotheses:

H_{0a}: Customers' are not aware about home delivery services available for pharmaceutical products. As reflected in table 2; difference in the proportions of responses is highly significant, Hence H_{0a} is not accepted at $p = 0.000$, by applying Chi square test to test the homogeneity of proportions of responses of the respondent customers'.

Inference: Customers' are aware about home delivery services available for pharmaceutical products.. Hence the alternative hypothesis, H_{1a}: Customers' are aware about home delivery services available for a pharmaceutical product is accepted.

H_{0b}: Customers' do not prefer for home delivery services available for pharmaceutical products. As reflected in table 4; difference in the proportions of responses is highly significant, Hence H_{0b} is not accepted at $p = 0.000$, by applying Chi square test to test the homogeneity of proportions of responses of the respondent customers'.

Inference: Customers' prefer home delivery services available for pharmaceutical product. Hence the alternative hypothesis, H_{1b}: Customers' prefer home delivery services available for pharmaceutical product is accepted.

H_{0c}: Customers' are not satisfied with home delivery services available for pharmaceutical products. As reflected in table 6; difference in the proportions of responses is highly significant, Hence H_{0c} is not accepted at $p = 0.000$, by applying Chi square test to test the homogeneity of proportions of responses of the respondent customers'.

Inference: Customers' are satisfied with home delivery services available for pharmaceutical product. Hence the alternative hypothesis, H_{1c} : Customers' are satisfied with home delivery services available for pharmaceutical product is accepted.

Findings:

1. All the customers are aware about home delivery services available for pharmaceutical products.
2. Most of the customers (72 percent) have availed home delivery services available for pharmaceutical products.
3. Most of the customers' (54 percent) always prefer most home delivery services available for pharmaceutical products.
4. Most of the customers' (78 percent) have availed home delivery services available for pharmaceutical products through whats app of local pharmacy.
5. Most of the customers' (56 per cent) are highly satisfied with home delivery services available for pharmaceutical products.

Conclusions:

Everything is available at doorstep and pharmacy is not an exception as all the pharmaceutical products are home delivered. This has brought change in local pharmacy as well and created awareness. From this research it is concluded that customers are aware about home delivery services available for pharmaceutical products. Customers' have availed home delivery services available for pharmaceutical products. Customers' prefer most home delivery services available for pharmaceutical products. Customers' have availed home delivery services available for pharmaceutical products through whats app of local pharmacy. Customers are highly satisfied with home delivery services available for pharmaceutical products.

Suggestions:

1. Pharmacy owners should promote their home delivery services through mouth to mouth publicity.
2. Local pharmacy should create their app for business expansion.

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