CONSUMER BUYING BEHAVIOR OF RETAIL PHARMACY INDUSTRY WITH SPECIAL REFERENCES TO DELHI AND NCR

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ABSTRACT

Consumer buying behavior of customer to purchase medicine is far different from any other product .Customer can avoid many things but cannot neglect medicine .Consumer buying behavior of customer cannot be same all cross India it may differ from location to location .There are various factor responsible for consumer buying behavior at retail pharmacy .Purpose of this study is to find the consumer buying behavior of unorganized retail pharmacy in Delhi and NCR .Purpose of this study is understand emerging challenges of unorganized pharmacy due to consumer buying behavior .Delhi and NCR are is emerging as a center of Online retail and organized retail pharmacy .All major organized and online retail pharmacy are running successfully in Delhi and NCR. Purpose of this study is to find customer preference and influence between new generation retail pharmacy and traditional unorganized retail pharmacy.

Keywords: Consumer buying behavior, Organized and unorganized retail pharmacy, Delhi and NCR.

INTRODUCTION:

India's $6 billion domestic pharma retail market is in the midst of change as the old order is giving way to the new. The crowded, neighborhood medicine stores are being replaced by swanky, large format pharmacy chains promoted by organized players that allow shoppers to browse through a vast range of products including not just medicines, but also body-care products in air-conditioned comfort. The entry of organized players is changing the face of the pharmacy business, which today is highly fragmented. According to Technopak Advisors, of the total 900,000 stores across the country, the share of the organized market is just about to 3-4%.It is important fpr unorganized Pharmacy to maintain dominance to know consumer buying behavior and as per Kotler and Keller (2011) that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. There are four major factors that influence buying behavior

[A] CULTURAL factors include a consumer's culture, subculture and social class. These factors are often inherent in our values and decision processes .cultural factor may have low impact on consumer buying medicine but high on other good and services.

[B] SOCIAL factors include reference groups, aspirational groups and member groups, family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly. Social factor may give low impact on consumer buying medicine but may give high impact on other goods and services.

[C] PERSONAL may give high impact on consumer buying medicine .factors include such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self-concept. These may explain why our preferences often change as our situation' changes.

[D] PSYCHOLOGICAL factors affecting our purchase decision include motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes. These factors help consumers to develop product and brand preferences. This factor may have low impact on consumer buying medicine but high on other goods and services so consumer buying behavior will be more depend personal factor than any other factor and to get personal factor questionnaire are very important tools. Customer personal factor are highly involve while purchasing medicine from any retail pharmacy

LITERATURE REVIEW:

KPMG (2006). As per this study India has the potential to become the region's hub for pharmaceutical and biotechnology discovery research, manufacturing, exporting and health care services within the next decade. However, in order for this to happen, it is imperative that the regulatory environment continues to improve. Otherwise, India needs to look to the achievements of China, where the government's strong commitment pro-industry policies have produced a positive environment that not only offers drug manufacturers a product patent regime but also, and crucially, data protection. India's continuing failure to do so needs to be urgently rectified. According to this study there has never been a more important time for India's government and its drug producers, both multinational and domestic, to work together in partnership for the good of the industry and the nation. With its enormous advantages, including a large, well-educated, skilled and English speaking workforce, low operational costs and improving regulatory infrastructure.

Carlisle George (2009) Done study on Internet Pharmacies: Global threat requires a global approach to regulation; This paper investigates the growing phenomenon of selling drugs and medical services over the Internet via Internet Pharmacies. It discusses some of the benefits of Internet Pharmacies and some serious concerns that they bring for regulators, governments and global consumers. In addition, the paper compares regulatory frameworks governing the operation of Internet. These potential problems are further compounded by the inability of nation states to effectively control websites not located within their physical jurisdiction. There is a pressing need

for nation states to develop a global approach/strategy to collectively address the issue of online drugs and medical services. This global approach/strategy should entail cooperative agreements (e.g. for enforcement), and the harmonization of national policy and legislation, to reflect internationally agreed standards. Failure to address this problem may result in serious consequences (in the future) for the health and well-being of the global community. Almalu R1, Amudha R1, L Cresenta Shakila motha, Nalini R(2011) done study on online pharma retail is promising /unpromising avenue :an Indian context .The Indian pharmaceuticals industry needs a new regulatory framework to effectively bring e-pharmacy under its ambit. The Drugs and Cosmetics Act does not have any guidelines for e-commerce players in the pharmaceuticals sector. The government authority has also aimed to integrate e-pharmacy in the existing system the government's stance so far has been to ensure that only licensed pharmacies sell prescriptions drugs, which is in line with the position taken by most regulators in the US, the UK, and many Euro nations. The public has made clear that they want access to every commodity and consumable, from asparagus to zucchini, online and delivered to their home. This new paradigm in pharma retailing will require both a commitment to "getting it right" by the stakeholders and an eye on regulation. It is becoming clearer that the growth of online pharmacy business depends on how much they will manage to fit themselves into the legal framework.

Ashwin Kumar Chaturvedi*, Umesh Kumar Singh, Amrish Kumar(2011) done Study on online pharmacy an strategy for medication .The Internet has revolutionized the way in which ordinary people conduct their everyday business. People can bank pays bills, manage investments, order various products, and obtain information on an infinite number of topics online. It is not surprising that such an innovation would provide a vehicle for the layperson to educate them and guide the direction of their health. Nor is it surprising that the healthcare industry would seize this opportunity to modernize a commonplace function—prescription dispensation. 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.

D. B. Anantha Narayana, Kusum Devi, Asha A. N, Nimisha Jain1, Uday Bhosale and T. Naveen Babu1 (2011). This study has for the first time brought out documented quantitative data on the availability of pharmacies/chemist outlets, identification of chemist and outlets, neatness, storage, belief in chemist and trust in their roles and work done. These results point out that the visibility of "pharmacist" in the medical shop needs to be enhanced greatly. Pharmacists need to create a more professional image and ease of identification within the outlet by wearing a specific dress, uniform, badge is highly necessary. More work needs to be done to almost create a brand image for a pharmacist that they are qualified and trained persons, knowledge on Green and Red Cross signs, neatness of the outlets, information provided to patients.

Jasmin Pandiya and Sudhinder Singh Chauhan (2011). They study the importance of service quality determinant in customer satisfaction. There are many determinants in customer satisfaction but service quality is one of most important factor. Today retail pharmacy business is witnessing dramatic changes in India. This study has been conducted in two phases, first phase is carried out in order to generate ideas and understand the current practice in pharmaceutical retailing and purchase of medicine by customer whereas second phase to, measure service quality expectations in retail pharmacy. The study shows that service quality perceived as a tool to increase value for customer satisfaction and as a means of positioning in competitive pharmaceutical retail market. Study shows that convenient location, Short waiting, reasonable price, pharmacist liking, parking availability is top criteria for choosing for purchasing medicine at particular pharmacy retail in India. The study also finds that the top five pharmacies characteristic customer looked for were prompt and caring service, friendliness and reliability of the pharmacist, convenient location and time.

Wai Kuan Chong, Weng Chi Chao, Hao Hu1 LiJen Cheng (2013) done study on Responses of community pharmacies to rapidly rising competition: A survey study in Macao The community pharmacies around the world are facing rapidly rising competition and asking for exploratory knowledge about how to respond to such kind of market pressure. The objective of this study is

to investigate community pharmacies' responses of business strategy and internal management to the rapidly rising competition. Questionnaire designed through field interview were sent out by mail to all the 135 community pharmacies in Macao and 67 (49%) valid questionnaires were collected. To meet the fast-rising competition, the community pharmacies widely chose to increase product categories, search more suppliers, and provide pharmaceutical and medical service, but were uncertain about providing drug delivery service. Internally they chose to improve pharmacy layout, provide staff training, increase product stock, and improve communication with wholesalers. But they were reluctant to provide more promotion gifts and price discount and felt incompetent about investing into branding management. Rising competition pressures are forcing community pharmacies to enrich business scope, increase professionalism, and improve service quality, aiming to differentiate themselves from competitors. But their innovation actions in strategy and business are limited by their financial and human resources and management capabilities.

Gulshan Akhtar (2013).as per this study that pharmaceutical industry contributes to the welfare of humanity and provides significant socio-economic benefits to the society through creation of jobs, supply chains and community development. The industry also plays an important role in technological innovation, which may reduce costs of economic activity elsewhere in the economy. The country accounts for an estimated 10% of global production and 2% of world markets in pharmaceuticals. It has over the years made significant progress in infrastructure development, technical capability and hence produced a wide range of pharmaceutical products. The industry now produces bulk drugs under all major therapeutic groups. It has a sizable technically skilled manpower with prowess in process development and downstream processing.

Raman Shreedhar (2013). He finds out the strategies of successful business of unorganized retail pharmacy because all retail businesses are not surety of success. The purpose of this study is to investigate growing competition in unorganized retail pharmacy. Online retail pharmacy and organized retail pharmacy business are facing growing competition. Result of this study shows that there are six major strategies adopted by successful unorganized retail pharmacy. First strategy of successful pharmacy is location and customer relationship. There should be space for parking so that not only local customer should purchase easily but also outsider customer can park their vehicle easily. Second strategy understanding of customer need and good range of product variety is important for successful retail strategy. Third strategy is good product quality for better customer satisfaction and quick service for long customer relation. fourth strategy is good atmosphere of store and it should be eye catchy and fifth strategy is deals with discount because now a day's customer are getting huge discount from organized retail pharmacy and from online retail pharmacy to counter this issue unorganized retail pharmacy should work on less margin high sale formula.

A. Hamil & S. Sam Santosh (2014). According to this study there is no significant difference between more experienced retail medical stores and lesser experienced medical stores on various problems. In other words their views on the presence of problems are same between them. Taking into consideration of weighted average mean scores and F-test results it can be concluded doctors, customers and competitors are considered as the major problems and infrastructure facilities related issues are not at all considered.

Daniel Bennett and Wesley Yin (2014) done study on The Market for High-Quality Medicine: Retail Chain Entry and Drug Quality in India .This study examines the effect of chain store entry on drug quality and prices in the retail pharmacy market in Hyderabad, India. In contrast to prevailing mom-and-pop pharmacies, chains exploit scale economies to high-quality drugs at lower cost. With a unique data set and a natural experiment methodology, we show that chain entry leads to a relative 5 percent improvement in drug quality and a 2 percent decrease in prices at incumbent retailers. These changes do not depend on the socio-economic status of consumers, suggesting that chain entry improves consumer welfare throughout the market. Despite the likely role of asymmetric information in this market, we show that consumers partially infer these quality improvements. Findings suggest that in markets with asymmetric information, organizational technologies such as chains can play an important role translating demand into quality.

Liliane Bonna and Xavier Moinie (2014).The objective of this study was to find the characteristics of retail pharmacy that guarantees the better customer satisfaction. They have identified the core attribute of pharmacy retail as well as the factor that can contribute to high customer satisfaction. The aim of this study was to find out customer behaviour towards retail pharmacy. Pharmacy consumers are behaving more as patient in society then normal customer. Study shows that merchandising at the sale outlet has no effect on patient satisfaction. Whereas customer do not like to purchase medicine from self-service counter unlike customer like to purchase daily need from self-service counter as a result retail pharmacy can adjust pharmacy elements to increase the satisfaction level of their customer. Listening skills and medicine in stock are strongly contributed for customer satisfaction. Above all these elements is related to staff of the retail pharmacy. A relationship of confidence must therefore be established between customer and pharmacy and this relationship can be long lasting only if customer is satisfied with service.

R. Amudha R., L. Cresenta S. M. and Nalini R. (2016).According to their study the role, responsibilities, and liabilities of e-commerce market place and the product sellers need to be clearly defined. A nodal agency has been appointed by the DCGI for consolidating the guidelines and was to get views from industry bodies such as All India Chemists and Druggists Association, States Chemists and Druggists Associations, Indian Medical Association. The Indian pharmaceuticals industry needs a new regulatory framework to effectively bring e-pharmacy under its ambit. The Drugs and Cosmetics Act does not have any guidelines for e-commerce players in the pharmaceuticals sector. The government authority has also aimed to integrate e-pharmacy in the existing system. The public has made clear that they want access to every commodity and consumable, from asparagus to zucchini, online and delivered to their home. It is becoming clearer that the growth of online pharmacy business depends on how much they will manage to fit themselves into the legal framework. That's the gap many of the new entrants are looking to fill in. If operated within the legal framework, online medicines or Internet pharmacy provides an easy and convenient tool for the consumers.

BN Priyanka VP and Ashok BK (2016) Study done on E-pharmacies Regulation in India: Bringing New Dimensions to Pharma sector show that due to increasing of internet and smart phone in india there is bright future of online pharmacy in india .But this online pharmacy has bring some challenges along with opportunity. Study   show that online pharmacy offer many benefit like time saving and money saving. Online pharmacy offer 24/7 access possible. But at the same time there are many disadvantages with online pharmacy in India like Chances of drug abuse, Chances of drug misuse, and Chances of misdiagnosis. 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 offer by some pharmacies which lead to harmful consequences.

Mr. Shubham Goswami and Dr. Meera Mathu (2016) Done study on Retail goes online-An Indian perceptive The Retail Sector of Indian Economy is going through the phase of tremendous transformation. The impact of the alterations in the format of the retail sector changed the lifestyle of the Indian consumers drastically. There are divergent views on the future of e-retailing in India. Though much is yet to be achieved, remember E-retailing is a new industry in India. With growing broadband internet access, this industry may see an explosive growth. Apart from the brick -mortar formats, brick -click and click click formats are also increasingly visible on the Indian retail landscape. This paper investigates modern retail developments and growth on online retailing in country. Paper also discusses the challenges and opportunities available to the retailers to succeed

RESEARCH METHODOLOGY:

The present study comprises descriptive cum analytical approach, therefore in order to analyse consumer buying behavior of unorganized retail pharmacy, the study will confined sample of unorganized retail pharmacy respondents in the region of Delhi and NCR.

Primary Data *-* As the study follows descriptive cum analytical approach, the study will take the help of convenient random sampling method for collecting the primary data from sample respondent of customers through a well-designed questionnaire.

Secondary Data *-*The relevant secondary data will be collected from the annual reports of Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers Government of India, research journals, books, newspapers, various reports, and unpublished theses. The libraries of educational institutions will also be used for collecting the relevant information. Last but not the least the internet will also be used as a source of data.

Sampling Design and Sampling Unit*:* For collecting data, a total of 500 sample respondents from Delhi and NCR taken are customers who are buying the medicines from organized and unorganized retail pharmacy. *Analytical techniques employed* For testing the validity of hypotheses, the collected data will analyse through the appropriate statistical techniques such as chi-square, factor analysis, analysis of variance

Statement of the Problem: The Indian retail pharmacy business is the most fragmented, vast and un networked with millions of retail pharmacy across the country, is vulnerable and inefficient and retail pharmacy is the source of livelihood of the millions of people in India. In this background the present study attempts to analyze Consumer buying behavior of retail pharmacy in India with an special focus on Delhi and NCR. Keeping this in view the present study aims to achieve the following objectives pertaining to unorganized retail pharmacy.

OBJECTIVES OF THE STUDY:

The objectives of the present study are as follows.
1. To study the consumer buying behaviour in respect of unorganized retail pharmacy in Delhi and NCR.
2. To study the consumer preference to different retail pharmacy format in Delhi and NCR.

HYPOTHESES OF THE STUDY:

The present study seeks to test the following hypotheses:
H_0: There is no significant difference in the buying behaviour of customers towards the attributes of organized and unorganized retail pharmacy in Delhi and NCR.
H_0: Customer prefers to purchase from unorganized retail pharmacy as compared to organized retail pharmacy in Delhi and NCR.

NEED AND SCOPE OF THE STUDY:

Opinions are divided on Consumer buying behavior emerging of unorganized retail pharmacy business due to the growth of organized retail pharmacy and online retail pharmacy business in India. Concerns have been raised that the growth of organized retail pharmacy may have an adverse effect on consumer buying behavior of unorganized retail pharmacy business. It has also been argued that growth of organized retail pharmacy will ensure efficiencies in product availability, enabling better access to markets for customers, on the one hand and lower prices to consumers on the other. In the context of divergent views pertaining to consumer buying behavior of unorganized retail pharmacy posed by organized retail pharmacy business and online retail pharmacy. Against such a backdrop, the present study aims to identify the consumer buying behavior of unorganized retail pharmacy in India with special focus on Delhi and NCR.

DATA COLLECTION AND ANALYSIS:

The first section of questionnaire deals with the demographic profile of the sample customer respondents. It encompasses gender, age, educational qualification, marital status, occupation, monthly income and their location in which they live in. The second section of the questionnaire deals with emerging challenges and opportunities in unorganized retail pharmacy. The tabulation has been used to analyse the responses of the sample respondents.

DEMOGRAPHIC PROFILE:

[1] Respondents personal information: This part of the questionnaire consisted of the classified questions regarding gender, age, educational qualification, marital status, employment/occupation, monthly household income and location on the basis of which summary tables have been prepared. The classification has been schedule itself to elicit structured answers from the respondents have been tabulated and analysed. Admittedly, the factors influencing their motive to visit organized and unorganized pharmacy differs from one visitor to others. Even male and female respondents have different preferences. Age and income of the customers also play an important role while visiting a retail pharmacy. Basing on these parameters, summary Tables of the responses of the respondents have been prepared and analysed in the following table

Table 1: Demographic Profile of the Sample Customer Respondents (N* = 500)

S. No	Demographic Factors	Sample Respondents	Percentage	Cumulative Frequency
1	**Gender** Male Female	305 195	61 39	61 100
	Total	**500**	**100**	**-**
2	**Age** 15-30 years 31-40 years 41-50 years 51-60 years 61-70 years and above	95 60 185 115 45	19 12 37 23 9	19 31 68 91 100
	Total	500	**100**	**-**
3	**Marital Status** Married Unmarried	355 145	71 29	71 100
	Total	**500**	**100**	**-**
4	**Educational Qualification** Higher Secondary (10th) Diploma/(12th) Graduate Post Graduate M.Phil/Ph.D.	90 85 245 70 10	18 17 49 14 2	18 35 84 98 100
	Total	**500**	**100**	**-**
5	**Occupation** Student Self Employed Professionals Salaried Class House wife's	55 165 135 95 50	11 33 27 19 10	11 44 71 90 100
	Total	**500**	**100**	**-**
6	**Monthly Income** Less than Rs. 10000 Rs. 10000-20000 Rs. 20000-30000 Rs. 30000-50000 Above Rs. 50000	135 90 115 110 50	27 18 23 22 10	27 45 68 90 100
	Total	**500**	**100**	**-**
7	**Location** Delhi NCR	340 160	68 32	68 100
	Total	**500**	**100**	**-**

Source: Compiled from primary data, N*= Total Sample Respondents

Table-(1) depicts the demographic profile of sample respondents which reveals that there were a total of 500 respondents, the majority of sample respondents i.e. 61 percent were male and the remaining i.e. 39 percent were female respondents. On the basis of the age, the respondents are divided into five categories, i.e., young (15-30 years), middle aged (31 to 40 years), upper-middle (between 41 to 50 years), matured (51 to 60 years) and old (above 60 years). It is observed from the Table that most of the sample respondents' fall in the upper-middle age group of 41-50 which comprises 37 percent of total customer sample respondents, followed by matured sample respondents belonging to the age group of 51-60 years which comprises 23 sample respondents. This is followed by young age group sample respondents i.e. 15 to 30 years (19 percent), middle age group i.e. 31-40 (12 percent), and old age group i.e. 61-70 (9 percent) respectively. Marital status has long been an important variable for distinguishing market segments. Therefore from the Table, it is clear that 71 percent of total respondents are married while 29 percent are un-married. The impulse and motives that sustain and regulate all mental activity and behaviour of individual guided by the respondents' education..

Customer Preference: In economics and other social science preference refers to the set of assumptions related to ordering some alternatives, based on the degree of happiness, satisfaction, gratification, enjoyment, or utility they provide, a process which results in an optimal "choice" (whether real or imagined). Consequently, in the context of this study preference can be affected by discount/offers, geographical location, Store attributes and through the idea or recommendation given by surrounding,persons.

Discount/Offers: Discount/offers refer to an amount or percentage deducted from the normal selling price of product. The noun discount means a reduction in price of a good or service.

Table 2: Reasons Influencing Customer Preferences

S. No.	Respondents Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	170	34	34
2	Disagree	105	21	55
3	Neutral	45	9	64
4	Agree	130	26	90
5	Strongly Agree	50	10	100
	Total	500	100	-

Source: Compiled from primary data

The aforesaid Table-(2) depicts the discount/offer influencing customer preference for retail pharmacy. The above Table shows that majority of sample customers i.e. 34 percent respondent are strongly disagree with the notion that discount/offer is an important reason for customers to make a choice in retail pharmacy, followed by 21 percent respondents who are disagree with the statement. On the other hand a major chunk of respondents i.e. 26 percent respondents are agree with this notion subject to exception of medical emergency, followed by 10 percent respondent who are strongly agree with statement that discount/offer influencing customer preference for retail pharmacy. Almost 9 percent of sample customers are indifferent regarding discount/offer influencing customer preference.

Location of Pharmacy: There is general perception among the public that location of a pharmacy plays an important role in influencing customer choice for a retail pharmacy.

Table 3: Location of Pharmacy Influencing Customer Preferences

S. No.	Respondents Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	125	25	25
2	Disagree	95	19	44
3	Neutral	40	8	52
4	Agree	190	38	90
5	Strongly Agree	50	10	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

As far as location of pharmacy near doctor/hospital is concerned, it is observed from the Table-(3) that the majority of respondents i.e. 38 percent agreeing that location is an important reason to select a particular pharmacy, followed by 10 percent respondents who have been strongly agree with this statement. Only 25 percent respondents have been strongly condemn the notion of location of pharmacy in influencing customer choice and preference, followed by 19 percent respondents who are disagree with the statement.

Store Attributes: Store attributes encompasses the various attributes of pharmacy like store image, product assortment, retailers attitude, product availability and other customer utility services offered

Table 4: Role of Store Attributes of Unorganized Pharmacy in Influencing Customer Buying Behaviour

S. No.	Respondents Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	180	36	36
2	Disagree	120	24	60
3	Neutral	70	14	74
4	Agree	70	14	88
5	Strongly Agree	60	12	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

No doubt that store attributes plays an important role in influencing customer buying behaviour in normal goods purchases, but this is not applicable and generalize in buying of medicines. It is proved from the Table 5.3 that for majority of sample customer respondents 36 percent strongly disagree that store attributes have any role in influencing their buying behaviour, followed by 24 percent respondents who are disagree with statement.

RECOMMENDATION:

Recommendation generally refers to a suggestion as to the best course of action

Table 5: Role of Recommendation to Buy the Medicine from a Particular Retail Pharmacy

S. No.	Respondents Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	100	20	20
2	Disagree	65	13	33
3	Neutral	30	6	39
4	Agree	145	29	68
5	Strongly Agree	160	32	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

It is observed from the Table-(5) that 32 percent respondents are strongly agreed that recommendation plays an important role in selecting the particular pharmacy buying the medicines, followed by 29 percent respondents who have been agrees with this statement. Whereas only 20 percent respondent have been strongly disagreed that recommendation play any role in buying medicines from a particular pharmacy, followed by 13 percent respondents who have been simply condemn the statement.

Challenges to Unorganized Retail Pharmacy:
For Indian pharmacy retail market, the last few years were packed with several significant developments. The most prominent among these is the advent of retail chain pharmacies. Pharmacy retail market in India is one of the most unorganized and has the highest profit margins. It is a considerably big market and has tremendous scope to grow further. This has attracted many chain players in pharmacy retailing. The pharmacy sector is one among sectors which facing hard competition in its industry.

Customer Relationship Management:
Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth.

Table 6: CRM is an Area of Improvement in Unorganized Retail Pharmacy

S. No.	Respondents Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	130	26	26
2	Disagree	95	19	45
3	Neutral	60	12	57
4	Agree	145	29	86
5	Strongly Agree	70	14	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

From the aforesaid Table-[6] it is clear that most of the sample customer respondents i.e. 29 percent agree with the statement that unorganized retail pharmacy do some efforts to maintain good customer relationship for the retention of customers, followed by 14 percent respondents who are strongly agree

Lack of Professionalism: *Professionalism* is the conduct, aims, or qualities that characterize or mark a profession or a professional person; and when this specialized knowledge, intensive care of customer and his/her satisfaction is not ensured it is generally mark as lack of professionalism.

Table 7: Lack of Professionalism is an Area of Improvement in Unorganized Retail Pharmacy

S. No	Respondents Opinion	No.of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	60	12	12
2	Disagree	85	17	29
3	Neutral	55	11	40
4	Agree	205	41	81
5	Strongly Agree	95	19	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

It is observed from the Table-[7] that 41 percent respondents are agree that lack of professionalism is an area which needs unorganized retailers attention for improvement, followed by 19 percent respondents who have been strongly agree that various steps should be taken by unorganized retail pharmacy to achieve professionalism in the pharmacy business. Whereas a small chunk of total respondents i.e. 12 percent respondent have been strongly disagreed that lack of professionalism

Physical Appearance Outlet:
The physical appearance of pharmacy outlet is generally considered as an area where unorganized retail pharmacy are legging and need to be improved for attention and retention of customer in present competitive business environment.

Table 8: Pharmacy Outlet Appearance is an Area of Improvement in Unorganized Retail Pharmacy

S. No.	Respondents Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	75	15	15
2	Disagree	115	23	38
3	Neutral	45	9	47
4	Agree	210	42	89
5	Strongly Agree	55	11	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

The aforesaid Table-[8] discerns that majority of respondents i.e. 42 per cent have been agreeing that unorganized retail pharmacy outlet appearance is an area which needs to be improved, followed by 11 per cent respondents who have been strongly agreed with the statement.

Online Pharmacy Challenges:
The Indian Pharmaceutical industry was on a strong growth trajectory in the last decade. It has achieved several milestones and is well positioned to leverage emerging opportunities. However, it faces various challenges in the form of pricing of pharmaceutical products and online pharmacy which poses a serious threat to unorganized retail pharmacy.

Table 9: Online Pharmacy is a Big Challenge to Unorganized Retail Pharmacy

S. No.	Respondents Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	25	5	5
2	Disagree	80	16	21
3	Neutral	55	11	32
4	Agree	255	51	83
5	Strongly Agree	85	17	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

Table-[9] reveals the respondents opinion regarding the challenges of online pharmacy to unorganized retail pharmacy. Majority of the sample respondents i.e. 51 have been agreed that advent of online pharmacy is a big challenge to unorganized pharmacy in terms of their sales volume. Followed by 17 per cent strongly agreed and reflects the same opinion. Whereas only 5 per cent respondents have been strongly disagreeing that online pharmacy is a big challenge to unorganized pharmacy, followed by the 16 percent respondents reflects the similar notion

Privacy at Online Pharmacy:
The secrecy of information given by the customer while purchasing medicine through online is a matter of great concerns for the customer.

Table 10: Customer Privacy at Online Pharmacy

S. No.	Respondents Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	160	32	32
2	Disagree	170	34	66
3	Neutral	60	12	78
4	Agree	65	13	91
5	Strongly Agree	45	9	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

It is observed from the Table-[10] that 32 percent respondents are strongly disagreed are opined that there is no customer privacy in case of online medicine purchases, followed by 34 percent respondents who have been also reveals the similar opinion. Whereas only 13 percent respondent have been agree that the information provided by the customer while purchasing the medicine by online is kept secret, followed by 9 percent respondents who have been shows the similar opinion.

Online Pharmacy Used to Purchase Monthly Medicine in Advance:
Admittedly online pharmacy is preferred by the customer to purchases the medicines in bulk or monthly prescribed medicines in advance as they offered 20 to 30 percent discount.

Table 11: Online Pharmacy Used to Purchase Monthly Medicines in Advance

S. No.	Respondents Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	75	15	15
2	Disagree	150	30	45
3	Neutral	50	10	55
4	Agree	170	34	89
5	Strongly Agree	55	11	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

It is depicted from the Table [11] that 34 percent respondents agreed that, online pharmacy is generally opted by the customer for buying the monthly prescription of medicines in advance, followed by 11 percent respondents who have been strongly agree and shows the similar opinion.

Organized Vs Unorganized Retail Pharmacy:
The advent of organized Pharmacy is creating a major challenge to unorganized retail pharmacy. The change that has happened because of organized retail over unorganized retail is the fact that even small shops are changing their strategies of catering customers through improving its operations to offer better value to customers and retain them.

Availability of FMCGs at Organized pharmacy and Unorganized Pharmacy:
To-days Pharmacy Sector is more complex, offering number of FMCGs in addition of Medicines to the customers.

Table 12: Availability of FMCGs at Organized and Unorganized Pharmacy

S. No.	Respondents Opinion	No. of Respondents	Percent age	Cumulative Percentage
1	Strongly Disagree	80	16	16
2	Disagree	60	12	28
3	Neutral	30	6	34
4	Agree	165	33	67
5	Strongly Agree	165	33	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

As far as the availability of FMCGs at organized and unorganized retail pharmacy is concerned, it is discern from the Table- [12] that a major chunk of the respondents i.e. 33 percent agrees that a wide variety of FMCGs products are available at organized retail pharmacy as compared to unorganized pharmacy in addition of medicines,.

Service Differentiation at Organized and Unorganized Retail Pharmacy:

Admittedly, there is a difference in the services provided by the organized and unorganized retail pharmacy to their customers.

Table 13: Service Differentiation at Organized and Unorganized Pharmacy

S. No.	Respondents Opinion	No. of Respondents	Percenta ge	Cumulative Percentage
1	Strongly Disagree	135	27	27
2	Disagree	145	29	56
3	Neutral	10	2	58
4	Agree	165	33	91
5	Strongly Agree	45	9	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

As far as the difference in the services offered by the organized and unorganized retail pharmacy is concerned, the aforesaid Table-[13] discerns that majority of respondents i.e. 33 per cent have been agree that there is a difference in the services offered by the organized and unorganized retail pharmacy, followed by 9 per cent respondents who have been strongly agreed and reveals the similar opinion as given above.

Services Offered by Organized and Unorganized Retail Pharmacy:
There is a general perception among the customers that more services are offered by the organized pharmacy as compared to unorganized pharmacy.

Table 14: Service Offered by Organized and Unorganized Pharmacy

S. No.	Respondents Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Strongly Disagree	55	11	11
2	Disagree	105	21	33
3	Neutral	75	15	47
4	Agree	125	25	72
5	Strongly Agree	140	28	100
	Total	**500**	**100**	**-**

Source: Compiled from primary data

Table-[14] reveals the respondents opinion regarding the services offered by the organized pharmacy as compared to Unorganized Retail Pharmacy. Majority of the respondents i.e. 28 percent have been strongly agreed that more services are offered by the organized pharmacy as compared to unorganized retail pharmacy, followed by 25 percent respondents agreed and reflects the same opinion about the services offered by organized pharmacy.

Motivational Factors to Purchase from Organized Pharmacy:
From the Table [15] it could be observed that all the factors have a positive mean value. The positive mean value of a factor signifies the various motivation factors that persuade the customers to buy from the organized retail pharmacy.

Table 15: Motivational Factors to Purchase from Organized Pharmacy

Motivational Factor / Sub-factors	Rank	Frequency (N =500)	Mean Score	Std. Dev.
Skilled Staff	35	500	0.07	.959
Customer Loyalty Program	70	500	0.14	.994
Discount	105	500	0.21	**1.090**
Store Space & Maintenance	50	500	0.1	.979
Computer Billing System	15	500	0.03	.902
Parking Space	20	500	0.04	.935
Customer Relationship Management	65	500	0.13	**1.059**
Distance Proximity (Location)	140	500	0.28	**1.160**

Source: Compiled from primary data

From Table [15] it observed that there are three most significant factors which persuade the customers to buy from the organized retail pharmacy namely distance proximity (1.160), discount offered (1.090) by the organized retail pharmacy to the customers on MRP, followed by the customer relationship management (1.059). Customers feel comfortable to see all the drugs/medicines well organized. Unorganized retail pharmacy without proper store layout create negative image of the retail pharmacy.

Study Result:
1. The majority of sample respondents i.e. 34 percent respondent are strongly disagree with the notion that discount/offer is an important reason for customers to make a choice in retail pharmacy, followed by 21 percent respondents who are disagree with the statement.
2. As far as location of pharmacy near doctor/hospital is concerned, the majority of respondents i.e. 38 percent agreeing that location is an important reason to select a particular pharmacy. Only 25 percent respondents have been strongly condemn the notion of location of pharmacy in influencing customer choice and preference.
3. The majority of respondents 36 percent strongly disagreed that store attributes have any role in influencing the buying behaviour. Whereas 14 percent respondents are agrees that store attributes influence the customer preference and buying behaviour.
4. The majority of respondents i.e. 32 percent are strongly agreed that recommendation plays an important role in selecting the particular pharmacy buying the medicines, Whereas only 20 percent respondent have been strongly disagreed that recommendation play any role in buying medicines from a particular pharmacy. A small chunk of the respondents i.e. 6 have been simply indifferent towards the notion given above.
5. Most of the sample customer respondents i.e. 29 percent agreed that unorganized retail pharmacy do some efforts to maintain good customer relationship for the retention of customers. Whereas 26 percent sample respondents strongly disagree that customer relationship management is an area of improvement in unorganized retail pharmacy.
6. Almost 41 percent respondents are agree that lack of professionalism is an area which needs unorganized retailers attention for improvement, Whereas a small chunk of total respondents i.e. 12 percent respondent have been strongly disagreed that lack of professionalism is an area of improvement for unorganized retail pharmacy, around 11 percent of the respondents have been simply indifferent towards statement.
7. The majority of respondents i.e. 42 per cent have been agreeing that unorganized retail pharmacy outlet appearance is an area which needs to be improved. Whereas only 15 per

cent respondents have been strongly disagrees that unorganized retail pharmacy need to improve its retail outlet appearance.

8. Most of the sample respondents i.e. 51 have been agreed that advent of online pharmacy is a big challenge to unorganized pharmacy in terms of their sales volume. Whereas only 5 per cent respondents have been strongly disagrerd that online pharmacy is a big challenge to unorganized pharmacy.

9. Most of the respondents i.e. 32 percent are strongly disagreed are opined that there is no customer privacy in case of online medicine purchases. Whereas only 13 percent respondent have been agree that the information provided by the customer while purchasing the medicine by online is kept secret.

10. It is depicted that 34 percent respondents agreed that, online pharmacy is generally opted by the customer for buying the monthly prescription of medicines in advance, On the other hand only 15 % respondent are condemn the notion that online pharmacy is used to purchase monthly drug in advance.

11. A major chunk of the respondents i.e. 33 percent agrees that a wide variety of FMCGs products are available at organized retail pharmacy as compared to unorganized pharmacy in addition of medicines. Whereas a small chunk of total respondent i.e. 16 percent strongly disagree with the statement.

12. There are three most significant factors which persuade the customers to buy from the organized retail pharmacy namely distance proximity (1.160), discount offered (1.090) by the organized retail pharmacy to the customers on MRP, followed by the customer relationship management (1.059).

13. There are three most significant factors that affect the customer's choice of a particular retail pharmacy. The first most significant factor is distance proximity (2.800) from customer place of residence, secondly the offers and discount (1.059) offered by the unorganized retail pharmacy to their customers.

14. The single most significant factor that motivates the customers to buy the drugs/medicines from the online mode is the offers and discount (4.39) given by the online pharmacy chain to their customers. No doubt that other factors also matters, but in comparison of offers and discount their mean score is very less.

15. As far as the factors responsible for influencing customer's buying behaviour are concerned it is revealed that there two most significant factors influencing customer buying behaviour are location/layout (3.735) and availability of FMCGs (1.143) utility products in addition of medicines.

DISCUSSION:

The study focuses and conclusion is based on consumer buying behavior in unorganized retail pharmacy more particularly in Delhi and NCR. Broadly, this study is directed towards exploring the unorganized pharmacy, to unveil the complex nature of consumer buying behaviour in respect pharmacy store attributes, their preference to different retail pharmacy formats and the marketing strategy of pharmacies. Thus, the essence of the present study is to evaluate the customer preferences, perceptions for the selected retail pharmacy.

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