

**FACTORS THAT INFLUENCE CONSUMERS ON PURCHASING
IN STAND-ALONE DRUGSTORE IN BANGKOK, THAILAND**



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**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
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**FACTORS THAT INFLUENCE CONSUMERS ON PURCHASING
IN STAND-ALONE DRUGSTORE IN BANGKOK, THAILAND**

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FACTORS THAT INFLUENCE CONSUMERS ON PURCHASING IN STAND-ALONE DRUGSTORE IN BANGKOK, THAILAND

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M.M. (MARKETING AND MANAGEMENT)

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ABSTRACT

This qualitative research has studied the consumer behavior, consumer insight including factors that influence consumers on purchasing in stand-alone drugstore in Bangkok, Thailand. Research will be useful for business owner of stand-alone drugstore to enhance performance in order to compete more with chain drugstore. Also, use the finding as guideline to develop marketing strategy for stand-alone drugstore in Bangkok, Thailand. This research emphasize to interview the respondents are consumers who usually buy products in stand-alone drugstore in Bangkok and pharmacists who work mainly in drugstore in Bangkok.

The most factors that influence consumers on purchasing in stand-alone drugstore in Bangkok, Thailand are store location because convenient in term close to their home and office, have parking lots. The second rank is personal selling because full time pharmacist in drugstore shows credibility. The third ranks are product and service. Product is important for consumers as drugstore provides many choices of products in that category which cover in medical and cosmeceutical product. Service quality, because staffs should have service mind and good explanation and pay attention to consumers.

In the same result of this research when interviews with both consumers and pharmacist is the most factors influence consumers on purchasing in stand-alone drugstore in Bangkok is “Store location”.

KEYWORDS: Drugstore in Bangkok / Stand-alone drugstore / Factors influence consumers / Consumer behavior / Pharmacy

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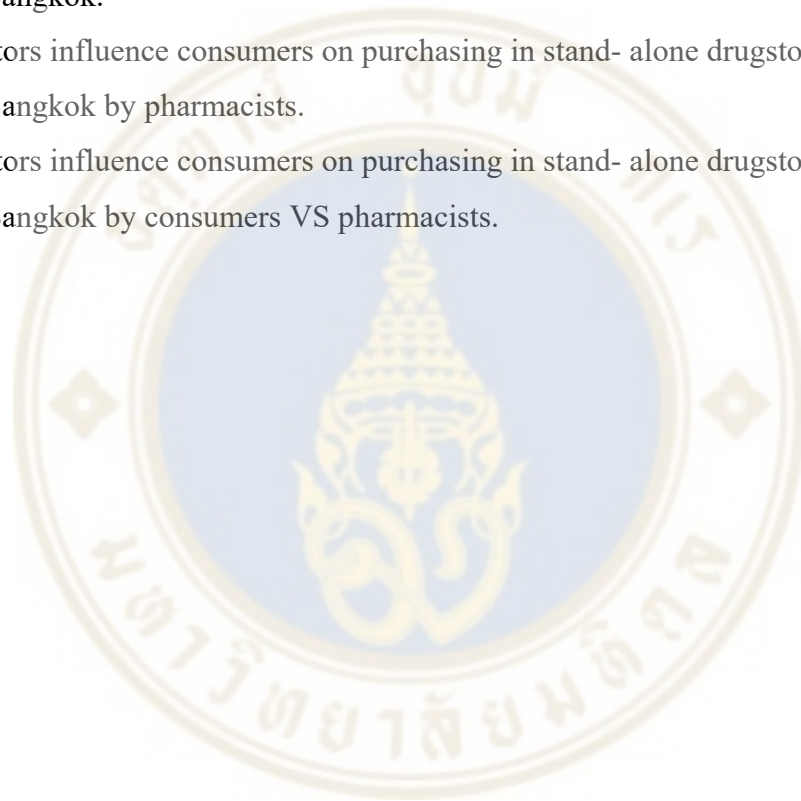
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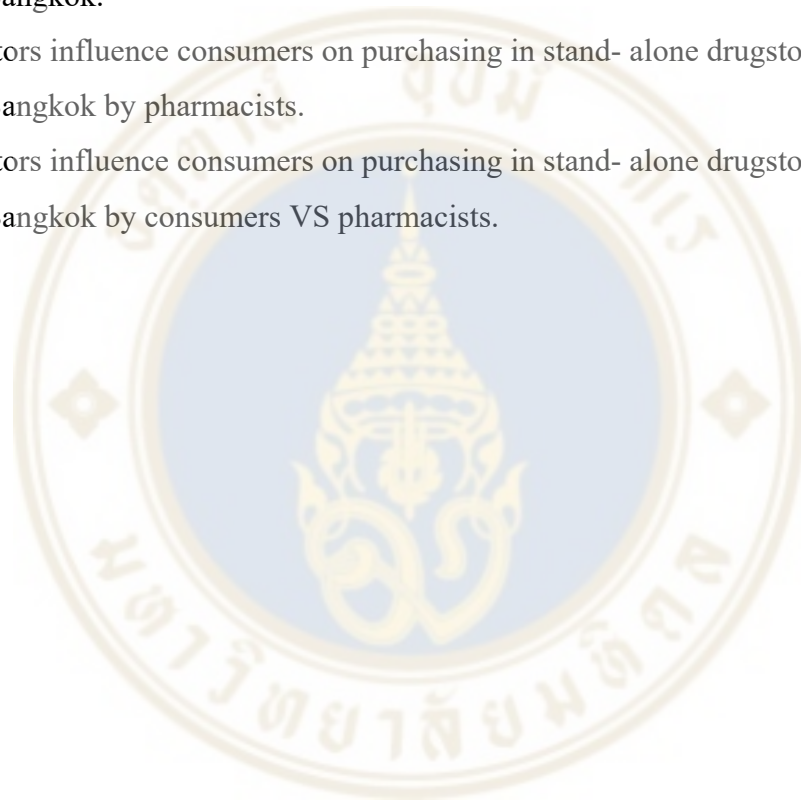
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CHAPTER I

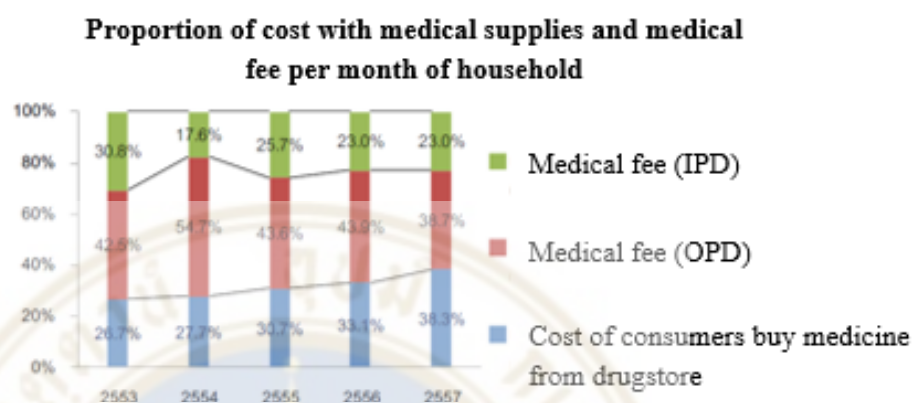
INTRODUCTION

Drugstore is an important place for people in society (Kuawiriyapan, 2012) because medicine is a part of four factors as a basis of life. Drugstore is a primary treatment that opens long period in daily, convenient for people to buy some medicine that help them to relieve the illness in the beginning phase such as headache, diarrhea, and constipation. Hence, drugstores have ability to seek profits and provide the right instruction of drug usage to consumers. As trends Thai people have more health conscious, they will find some medicine to treat while feel uncomfortable at the beginning phase. Also, almost people thought that they have to wait and take more time when go to hospital. Nowadays, Thailand has high competitive in drugstore business as growth in 10-12 percent in year 2015 with market size (in values) is about 34,000-35,000 Million Baht (Kasikorn research center, 2015) and open AEC (ASEAN Economic Community) that enhance Ministry of Public Health change some policy to meet international standard. Pharmacists and SME drugstores have to adapt themselves to develop marketing strategies to be able compete in this market and be able to comply with the laws and Good Pharmacy Practice (GPP). There are divided in two types of drugstore in Thailand which are chain store in 10 percent and stand-alone in 90 percent (15,359 Stores in Thailand, 2014).

1.1 Problem Statements

According to growth rate in 10-12 percent enhance high competition in drugstore market and open ASEAN Economic Community in 2015, attract many new entrants like major entrepreneur invest in chain drugstores (from abroad) into the market by coordinating with modern trade such as hypermarket and convenient store because they have advantage in store location. So, it's very challenge for new entrants in drugstore market. In additions, increasing more demand of consumers to buy

medicine at drugstore is so attractive for new comers. Hence, drugstores have opportunity to gain more consumers who are both travelers and Thai consumer because they can take care themselves when gets illness in the beginning phase.



Sources: National Statistical Office, Ministry of Information and Communication Technology

Figure 1.1 Proportion of cost with medical supplies and medical fee per month of household

Currently, SME drugstores in type of stand-alone have to face with many obstacles to run the business with this such as lack of pharmacist for drugstore market in Thailand as Pharmacist 1.30 People:10,000 People (WHO, 2014) when comparing with Japan, Singapore, and Malaysia (Pharmacist 21.5, 4.1, 4.3 people : 10,000 People) (WHO, 2014). Also, governments have to protect consumers strictly by enforcing Good Pharmacy Practice (GPP) to business that related to drugstore since 2008. As Good Pharmacy Practice (GPP) induces new drugstores have to dispense medicines by real pharmacist with full times working. If any traditional drugstore cannot improve and meet the requirement, they cannot renew the pharmacy license and force to close down the business. In order to survive and can compete in Drugstore market, the owner of stand-alone drugstores have to improve what important factors that influence customers on purchasing in stand-alone drugstore in Bangkok, Thailand. Also, understand to attract and maintain consumers to repeat purchase by focus more on older customer, but fewer in young customer.

1.2 Research Questions

This study investigates how stand-alone drugstore can survive in high competition market.

- What are drugstore market overviews in Bangkok, Thailand?
- What are the factors that influence consumers on purchasing in stand-alone drugstore in Bangkok, Thailand?

1.3 Research Objectives

1. To study the marketing factors influence consumer in purchasing decision to select the stand-alone drugstore in Bangkok, Thailand.
2. To study consumers insights who purchase drugs from stand-alone drugstore in Bangkok, Thailand.
3. To study the guideline for develop marketing strategy for stand-alone drugstore in Bangkok, Thailand.

CHAPTER II

LITERATURE REVIEW

2.1 Drugstores market overview in Bangkok, Thailand

There are pharmacies that open business in 15,359 stores in Thailand. Divided into 4,794 stores in Bangkok and others provinces 10,565 stores which are in chain store 1,400 stores (Bureau of drug control, 2014) likes Boots, Watsons, P&F, Fascino, eXta Plus in 7-Eleven, and Save Drug by Bangkok Hospital. Bureau of drug control (2014) also shows that Bangkok has the highest number drugstore and following with Chonburi, Samutprakarn, Nonthaburi, and Pratumthani. District of Bangkok that has highest number of drugstores is Bangkok, Chatuchak, Bangkhen, Bangkhen, and Wangthonglang. Nowadays, The Revenue Department of Thailand is beginning to use Tax e-Payment system that including VAT seven percent in Drugstore within 2018. Pharmacist Tachapol Managing Director of Pharmax Retail Ltd., interviewed (Thansettakij, 2015) that in 2014 drugstore market faces with lack of pharmacist problems as change the course from study in five years to six years that affect chain drugstore slow down to expand branches but will be better then.

Nowadays, Thailand has 68.2 million people. There are 9.27 million people in capital like Bangkok with highest population in aged group between 25-54 years old in 46.5 percent who are in working period and have purchasing power, following with aged group between 0-14 years old in 14.47 percent, and aged group between 55-64 years old in 11.64 percent (CIA World Factbook, 2016). So, powerful target group should be focus in older customer which is better than young customer.

The 2013 Survey on Health and Welfare, Nation Statistical Office Ministry of Information and Communication Technology shows that Thai people who sick and not necessary to take a rest in hospital buy medicine or self-medicating in 17.6 percent when comparing with many ways of treatment. Almost people make decision to go to public hospital in 41.4 percent.

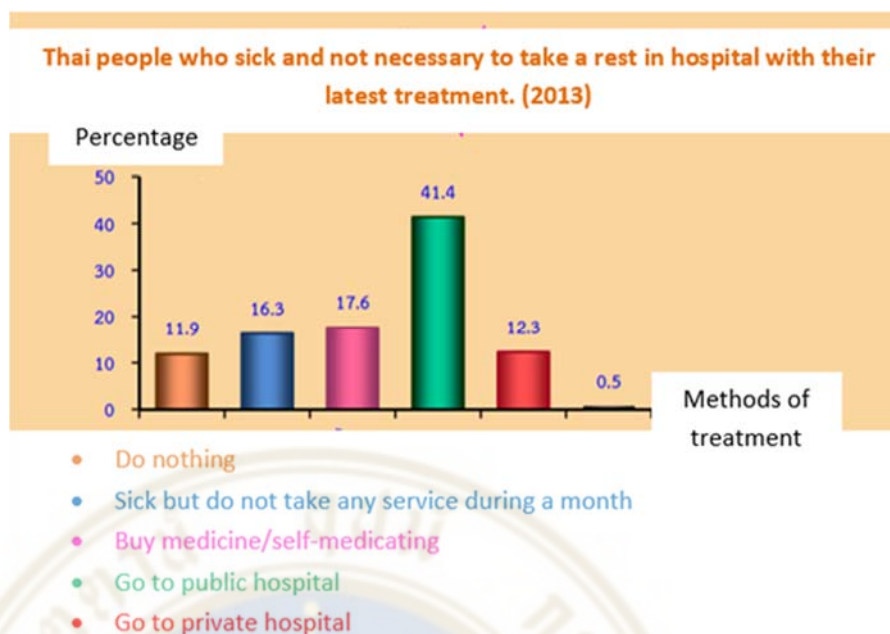


Figure 2.1 Percentage of Thai people who sick and not necessary to take a rest in hospital with their latest treatment (2013)

2.2 Factors that influence consumers on purchasing in stand-alone drugstore.

“Aspects of the services marketing mix, namely products, price, place, promotion, physical evidence, people and processes, have made for a dynamic competitive climate with increasing pressures on the livelihood of small- to medium-sized enterprises” (Schmidt and Pioch, 2004)

Many qualitative researches found differently in factors that influence customers most on purchasing in stand-alone drugstore. Kuawiriyapan (2012) found that personnel (need pharmacist for suggest), service (no long wait queue), and product are the most important factors in Bangkok. And Tangploy (2010) also indicated that product, personnel, and location are most important factors of consumers in Prhapradeang district of Samutprakarn.

2.2.1 Products

Product of drugstore is a combination of the sale of goods including medicines and related goods, and the supplying of services, both to patients and other healthcare providers (Ottewill et al., 2000). Medical products are experience goods in intangible characteristics (Narayanan et al., 2005), also inherent risks (Bissell et al., 2000). Moreover, pharmaceutical products can categorize as small transactions for relatively high unit cost, high risk involved in product, and health is concerned in ethical dimension (Corstjens, 1991). Some earlier literature explained that important product categories that are perceived as risky, customers often prefer specialty stores (Dashet et al., 1976). Consumers usually buy products to relieve their minor illnesses that are common symptoms such as headaches, colds, heartburn, and pain feet (Ya-Ning, 2006). Kuawiriyapan (2012) mentioned that five items that affected to drugstore are drug should be in good condition not expired, not old and dirty on packaging, in good quality, in obviously indicate name of manufacturer and expiry date, always available in stock.

2.2.2 Perceived Price

“Perceived price is positively influenced by objective price and negatively influenced by reference price. They support the positive price-perceived quality relationship found in previous studies and, further, show that the influence of price on perceived quality is lessened in the presence of substantial direct product information” Tung-Zong et al., 1994.

Bolton and Alba (2006) mentioned that the perceived fairness of the price increase is depending on the align ability of the cost and price increases. Furthermore, they predict that when a cost increase is nonalignable, consumers more acceptable to a price of service increase than a price of goods increase. Kuawiriyapan (2012) mentions that appropriate price of drug should be matches between drug quality and price should lower when comparing with others drugstore in terms of drug’s quality and brand of drug at the same types.

2.2.3 Store location

“Store location is considered to be one of the most important elements in retail marketing strategy, because it is a long-term decision, associated with long-term capital commitment.” (Zentes et al., 2012). The location of a retail is an important of success and a potential source of market power through its influence on consumer patronage. (Arnold et al., 1983; Kumar and Karande, 2000). Distribution channel factors influence drugstore service usage in much level are drugstore in well lighting not too dark, close to communities with markets and bus stops, clear visibility in-store display of products in category, and convenience for traveling (Kuawiriyapan, 2012). Furthermore, Craig et al., 1984 explained that good accessibility should be in the most central position in an area. Supported with earlier literature, retail pharmacies are central to their neighborhoods (Schmidt and Pioch, 2004). The results have shown positively in the previous studied that location is a significant driver for store performance is in line with other retail studies (Pan and Zinkhan, 2006) supporting with Zentes et al. (2012) found that location is a core element of retail store choice decision and significantly and positively relating to store performance.

2.2.4 Promotion

Promotions have shown in many studies have investigated the effects of promotions, for example displays or price cuts, features, and on sales. Promotions also effect on short-term sales (Hanssens, 2009). Promotions are specifically in category but should not vary across outlets. Also, not able to distinguish between feature promotions and price, and therefore, define a dummy variable, indicating whether a category was on promotion in some month (Van Heerde et al., 2000). Kuawiriyapan (2012) found factors that influence consumers in moderate affected to drugstore are given discount to customers when buy a large amount of drugs, discount can be offered upon bargain, give a free trial sample of non-oral drug, and offer member cards for special privilege.

2.2.5 Service quality

Service quality is defined as a post-consumption evaluation of service by customer that compares their expectations with performance's perceptions (Carman,

1990; Cronin and Taylor, 1992; Parasuraman, 1988). Past studies, Gronroos (1982) also recommend that service quality can compare what customers feel and a seller should offer to consumer (i.e. their expectations) with the actual of seller's service performance. The Gronroos also explained the view service quality in two dimensions that are functional and technical quality. In contrast, the American view (Bhat and Malik, 2007; Parasuraman et al., 1985) defines service quality in five dimensions – tangibility, empathy, assurance, reliability and responsiveness. In additions, services are served by human beings and related to the exchange of human knowledge, expertise, and capabilities. These objects of exchange can fluctuate (Ellram et al., 2004), it is difficult to produce services with consistent characteristics and quality. Fitzsimmons et al. (1998) explained process of purchase services is more complex as it indicates the different risks for the buyer with evaluating the vendor, specification, and evaluation of the service. Kuawiriyapan (2012) indicated that service quality factors that affected in the highest level on drugstore service usage are fast service and not long queue, able to provide the requested medicine between buyer and seller is required.

2.2.6 Personnel selling

Pharmacists are key players in health care delivery who provide information about beginning illness treatment and the selection of appropriate products are now realized as precious duties for pharmacists around the world (Ya-Ning, 2006). Previous studied showed review on consumer point of views including with literature found that pharmacists were perceived as “Drug Experts” not only in experts on illness and health. Consumers were usually satisfied with gain health advice from pharmacists (Anderson et al., 2004). Also, results found that staff in pharmacy was very important in minor symptoms that given 94 percent of events occurred with advisement (Ya-Ning, 2006). In order to increase pharmacists' confidence, should attend training is needed to give public health services (Eades et al., 2011). Kuawiriyapan (2012) found that personnel selling factor affected most in the highest level on drugstore service usage when comparing with other marketing factors. Moreover, explained that the sales person should speak politely, honors to consumers and induces relax atmosphere.

Also, salesperson should be polite, and keep smile to consumers, has good knowledge about medicines, and dresses appropriately.



CHAPTER III

MATERIALS AND METHODS

This qualitative research will study the consumer insight what factors that influence consumers on purchasing in stand-alone drugstore in Bangkok, Thailand. In order to enhance stand-alone drugstore performance can competing more with chain drugstore. The results of the research will be useful to set positioning of store and improve by using effective marketing in the right ways.

3.1 Research Design

Qualitative method is applied for this research study. The purpose of this research is study current consumer behavior, consumer insight, and consumer trend including what factors that influence consumers on purchasing in stand-alone drugstore in Bangkok. Furthermore, will investigate what factors can create customers satisfaction into repeat purchase to stand-alone drugstore. As "Every coin has two sides", it would be conduct the interview survey for 10 interviewees by divided mainly into two groups which are five consumers and five pharmacists. This research helps to understand their point of view deeply in both sides that might show differently. Almost earlier research did quantitative survey.

3.2 Data Collection Methodology

3.2.1 The Population

As this research is qualitative research, interview is studied the current consumers who have experienced on purchasing products in stand-alone drugstore what factors that influence consumers on purchasing in drugstore in Bangkok area.

Also, pharmacists who are currently work in stand-alone drugstore especially in Bangkok.

3.2.2 Sampling

There are two groups of interviewees who are Thais aged between 25-54 years old and living in Bangkok because this aged group is mainly in population in Thailand who currently purchase the products at drugstore.

- Aged 25-30, education level at least in Bachelor degree : one person
- Aged 31-40, education level at least in Bachelor degree : two persons
- Aged 41-50 : one person
- Aged 51-54 : one person

In additions, interview five pharmacists who work in stand-alone drugstore especially in Bangkok (3 of owners/ 2 employees). The questions will be interview individually to participant. This research will investigate what factors that influences customers most on purchasing in drugstore. Including, understand consumer behavior and experienced with drugstore.

3.2.3 Data Collection

Researcher will start to know interviewee's background who are consumer including behavioral, attitude, and experience with drugstore. Then, researcher will ask questions to get insights from participants and they are requested to answer the question clearly, give the reasons, and show some examples.

For pharmacist, researcher will ask their point of views about what factors influence consumers most on purchasing in stand- alone drugstore. To make sure that customers and pharmacist think different or the same opinion.

3.3.4 Instrument

The following questions can investigate the result of this research;

Questions for Consumers

1. Consumers purchasing behavior in drugstore

- Have you ever purchased medicine or healthcare in drugstore? Why?
- Why you go to drugstore instead of hospital? Why do you like to buy from that drugstore?
- How many times you visit drugstore in a month?
- What's drugstore that you currently buy? (Chain or stand-alone drugstore and any other store nearby)
- Do you concerned and check about expiration dates of medicine?
- Do you have any congenital disease?

2. Product

- What's kind of products do you usually purchase in drugstore? Give examples. Buy for yourself or others?
- When you buy some health care product did you specify brands or any products that pharmacist or any staff recommends?
- Have you ever asked for specific brand of product, drugstore can provide specific products to you?
- If they don't have that product and cheer for the same category what you will do next and why?

3. Perceived price

- Do you think currently drugstore have reasonable price? Did you worry about price?
- How much do you purchase per time?

4. Store location

- Where's drugstore you usually go and purchase? Location?

5. Promotion

- Drugstore gives any promotion to you (such as give discount in big amount, sampling, premium, and member card)?
- What's promotion do you like most?

6. Service quality

- Please, explain the service that they give to you when you come into store?
- How many minutes did you take in drugstore in a times? Why? (Fast service or long queue).
- Did staff do any higher than your expectation?

7. Personnel selling

- Do you mind if you buy some medicine with staff who is not a real pharmacist? Why?
- What's good pharmacist in your aspect? Why?
- How they explained product to you? Good knowledge in medicine?
- What does characteristic of pharmacist do you like most? Why?

8. The factors influence consumers on purchasing in stand- alone drugstore

- In term of drugstore, what are factors influence you most on purchasing in stand-alone drugstore in Bangkok? (Please, give three factors and explain why?)
- What do you think drugstore should be improved most? Why?
- In term of drugstore, what are factors can influence you to repeat purchase? Most Impressed? Why?
- What factors can affect to you most and not come back purchase in drugstore again?

Questions for Pharmacists

The factors influence consumers on purchasing in stand-alone drugstore

- In your opinion, what are factors that influence consumers most on purchasing in stand-alone drugstore in Bangkok? (Please, give 3 factors and explain why?)
- What are factors can influence consumer to repeat purchase in your drugstore? Why?
- Did you implement any marketing strategies in your drugstore?
- Do you have any obstacles to run drugstore business? Why?



CHAPTER IV

RESEACH FINDINGS

For analyzing data, this research use methodology of face to face interview. This was collected the data from 10 respondents who are five of consumers and five of pharmacists. All questions that use during interview make us understand more about consumer behavior, consumer insight, and what factors that influence consumers on purchasing in stand-alone drugstore in Bangkok in both sides of Consumers who are always buying products in stand-alone drugstore and pharmacists who are working in stand-alone drugstore in Bangkok.

There are five of consumers and five of pharmacists who participated in this research.

Consumers

1. Ms. P, she is 31 years old and she is an employee of private company. She lives in Donmuang district, Bangkok.
2. Ms. S, she is 26 years old and she is an employee of private company. She lives in Khannayao district, Bangkok.
3. Mr. K, he is 51 years old and he is an employee of private company. He lives in Huai Khwang district, Bangkok.
4. Ms. N, she is 44 years old and he is an employee of private company. She lives in Laksi district, Bangkok.
5. Mr. A, he is 35 years old and he is an employee of private company. He lives in Chatuchak district, Bangkok.

Pharmacists

1. Ms. PJ, she is 28 years old and she is owner of stand-alone drugstore in Bangkok.
2. Ms. VJ, she is 38 years old and she is owner of stand-alone drugstore in Bangkok.

3. Mr. JL, he is 30 years old and he is employee of stand-alone drugstore in Bangkok.
4. Ms. PL, she is 28 years old and she is owner of stand-alone drugstore in Bangkok.
5. Ms. CK, she is 27 years old and he is an employee of stand-alone drugstore in Bangkok.

4.1 Consumers purchasing behavior in drugstore overview

Four interviewees purchased medicine and healthcare in drugstore because it's fast, convenience, easy because location of drugstore is also close to their home, market, and office. They don't want to waste their time to see a doctor in the hospital because long queue; take a long time, and more expensive when comparing with drugstore. They can buy the medicine which is not complicated disease and had sickness in the same basic disease before such as cold, sore throat, cream for insect bite, and stomachache. Also, they think that some basic symptom can take pill and will feel better and cured their sickness. Three of consumers go to drugstore 1-2 times per month. All of them buy medicine for themselves and family. In additions, participants like to buy medicine from stand-alone drugstore more than chain store because cheaper price and can get the local product. Mr. A also mentioned that he choose this drugstore because good medicine that right with his symptom, it's cured and relief his sickness. Three of them not check expiration dates during purchasing in the store but will check the expiration dates when perceived the packaging of the product look old. They also perceived that currently drugstore has many customers buy from there, high product turnover and modern in store's image. So, they think product is not in expired dates. Hence, they will check expiration dates before they consume medicine. Most of participants do not have any congenital disease.

Product in consumer's point of view

Consumers mostly buy painkiller like Paracetamol and Ibuprofen in drugstore. Also, buy sore throat and phlegm medicine, stomachache medicine i.e.

Salol et Menthol Mixture and Mixture Stomachic to relief their basic symptom. In additions, one of them buy cosmeceutical product like body lotion and acne lotion in stand-alone drugstore.

Every participant, specific to the brand if in general product that they have ever got that symptom such as Paracetamol will prefer “Tylenol”, Ibuprofen will prefer “Nurofen”, Hydrogel cooling plaster will prefer “Koolfever”, and relieves pain cool gel will prefer “Painelief”. If drugstore do not have the brand at that time and not urgent to use, they will wait for the experienced brand or buy from others store. But, many consumers mentioned that if they have urgently to use at that time, they will accept if pharmacist recommends this one is better medicine such as better in ways of side effect like not sleepy even through its more expensive than specific brand (Ms. N). Moreover, in case of advance symptom that is different form last symptom such as Ms. P said “I got Urinary Tract Infection (UTI) that is much more crisis than last time. So, I would some special recommend from pharmacist to use the right medicine with my bad symptom. It’s cannot use the same medicine as last time.” Some medicine of specific symptom is hard to find medicine in normal drugstore because they have to go to only in drugstore around hospital. Product variety and many items in drugstore is also important because they failed don’t have product that they want and also need more choices in each product category.

Perceived price in consumer’s point of view

Three of respondents think that it’s not reasonable price in drugstore because when they compare the price with my friends. Mr. K also mentioned that it’s expensive in department store when compare price with stand-alone drugstore where located outside department store. Supporting with Ms. N said that “It’s expensive in some medicine and cheap only in some medicine as compare the price with many stores.” Also Ms. S supported that “I think it’s expensive when compare the price of product that I ask my colleague to buy for me. But if it’s convenient and have to use as necessary, I will be okay because I cannot wait to buy from cheaper drugstore. I don’t worry about the price.” Mr. K also mentioned that “If I found that some product have lower price in this store among drugstores there, I will buy that’s product in cheaper drugstore next time.” Almost respondents, purchase approximately 200 Baht per time.

Ms. N also concerned that “I think stand-alone drugstore has cheaper price when comparing with drugstore in department store such as body lotion in stand-alone drugstore only 380 Baht, but in department store charge me about 480 Baht.”

Store location in consumer’s point of view

All respondents usually buy medicine close to home, office, and community area such as market because it’s convenient for them. In addition, drugstore should have good image that represent more reliable as Ms. S mentioned that “Store layout and image are important because it represent reliable, many products on shelf, easy to find product, and well in lighting.”

Promotion in consumer’s point of view

Two of those respondents have experienced with member card in drugstore. Ms. S said that “Member card can register for free to use card only, cannot tell the phone number like other card. They will give benefit in yearly to collect buying point and can get special discount.” Also, Ms. N mentioned that “Member card can register for free if meet requirement in amount of sales. Then, I can get special discount in member price and discount five percent in some items.” Both of them found that nothing special in member card. For those of three is not experienced with any promotion from drugstore.

Service quality in consumer’s point of view

Nowadays, almost drugstores have a good service in term of quick service as take only five to ten minutes per time, offer many choices of product to the consumer, advice side effect to the customers, good attitude of all staffs, and ways to communicate with consumers.

In contrast, consumers told the reasons why they are not come back to drugstores again that are pharmacist or staff crams medicine that’s not necessary to them, take pill and not cured their sickness, and wrong diagnosis.

Personnel selling in consumer's point of view

All of them preferred to buy medicine with pharmacist because they need recommendation and dispense medicine from pharmacist in complicated symptoms that they never got before and advanced disease. In case they buy general medicine such as headache, cold, sore throat, and stomachache that already know which medicine is suitable for them. They will accept to buy products with staff. Pharmacists in drugstore enhance more reliable and trust when comparing buy medicine from others like staff and pharmacist's family.

Respondents also like pharmacist who has service mind and can explain more how to use it, tell side effect and caution of each medicine, and provide various ways to relief their symptom.

There are many service of pharmacist that consumer don't like and should be improved as followings;

Ms. N said that "They recommend me well; explain how to take pill in which time. I found some pharmacist don't take note in label pack about how to use." and "Some pharmacist recommend drug too expensive to customer, so should firstly evaluate group of customer that have purchasing power or not. Some pharmacist picks the most expensive one to customer at the first time."

Ms. S mentioned that "Not crams product to me because they over offer medicine to me that not necessary at that time. Such as I have fever, they give me three to four packs per time. Also, suggest anti-biotic to relief sore throat that I don't have that symptom at that time. So, I say no with thanks."

Mr. A, concerned that "Pharmacist should sell drug only necessary for client. Not sell product only concern just high margin. And have ability to diagnosis symptom right with medicine and time duration of treatment."

Characteristic of pharmacist should have service mind, friendly, have good knowledge in medicine, clam, clean look, and welcome any question.

4.2 Factors influence consumers on purchasing in stand- alone drugstore in Bangkok.

Table 4.1 Factors influence consumers on purchasing in stand- alone drugstore in Bangkok by consumer.

| Participants | 1st Rank | 2nd Rank | 3rd Rank |
|---------------------|----------------------------|----------------------------|------------------------------------|
| Ms. P, 31 years old | Store location | Personal selling | Product |
| Ms. S, 26 years old | Store location | Personal selling | Store image |
| Mr. K, 51 years old | Store location | Personal selling | Service quality |
| Ms. N, 44 years old | Perceived price | Store location | Product |
| Mr. A, 35 years old | Store location | Personal selling | Service quality |
| Summary | Store location | Personal selling | Product and Service quality |

1st Rank: Store location because convenient for them in term of close to their home and office, have parking lots beside drugstore. Moreover, drugstore should clean inside the store and turn on bright light.

2nd Rank: Personal selling, Drugstore should have full time pharmacist because it show credibility. If they familiar with pharmacist as they buy as always with good relationship that's enhance trust. Ms. S said "Same as last time, staff will pick to me."

3rd Rank: Product and Service quality are equal.

Product is important for them in terms of many choices of products in that category. Also, varieties of product cover in medical and cosmeceutical product. They fail when drugstore don't have product that they want.

Service quality, staffs should have service mind and good explanation and pay attention to consumers. Moreover, not too hard sell such as suggest them to buy more drugs in order to standby in the next symptom might happen. Not cram the product to consumers.

What do you think drugstore should be improved most?

They all answers differently as following;

1. Ms. P said that “Should have full time pharmacist will be good standardize for drugstore in Thailand because will have the right recommendation for beginning symptom to all consumers.”
2. Ms. S mentioned that “Should have standard price in everywhere because nowadays buy this store cheaper price and other store is too expensive. Should not depend on only the owner of drugstore.”
3. Mr. K concerned that “Working hours should cover the night time. Because when I had urgent case to use medicine, it’s hard to find drugstore”
4. Ms. N said that “Service should improve in traditional drugstore and not standard in price.”
5. Mr. A explained that “It’s hard to find some specific product such as I can buy only drugstore where located nearby hospital.

Pharmacists: The factors influence consumers on purchasing in stand-alone drugstore

Table 4.2 Factors influence consumers on purchasing in stand- alone drugstore in Bangkok by pharmacists.

| Participants | 1st Rank | 2nd Rank | 3rd Rank |
|----------------------|----------------------------|----------------------------|----------------------------|
| Ms. PJ, 28 years old | Price | Product | Store location |
| Ms. VJ, 38 years old | Store location | Perceived Price | Personal selling |
| Mr. JL, 30 years old | Store location | Personal selling | Service quality |
| Ms. PL, 28 years old | Store location | Product | Personal selling |
| Ms. CK, 27 years old | Store location | Service quality | Perceived Price |
| Summary | Store location | Product | Personal selling |

1st Rank: Store location because convenient as drugstore close to their home, office, community, and market.

2nd Rank: Product because in term of variety in items as stand-alone drugstore have various product and cover in every group of customer such as medical equipment, medical food, and medicine. Consumers can make sure that when they come to this store, they can get product for sure. So, it's not waste consumer's time and transportation cost and also not fails to come to drugstore.

3rd Rank: Personal selling familiar with consumers and have a good relationship with community. Also, pharmacist should have good knowledge and diagnosis customer well to dispense the right medicine to consumers. Pharmacist should working in full time.

There are different implementing marketing strategies in drugstore.

Ms. PJ said that "I provided special discount for some product group of cosmeceutical in drugstore."

Ms. VJ mentioned that "Staff has to serve with many kind of consumer because consumers are different. So, pharmacist who is like a store manager should train staff about product knowledge, and have service mind to make customer satisfaction. Also, fast in service and should have good operation in service. Good flow in selling process such as how to provide medicine to consumer, calculate cost, and close sell. Manage to work staff sufficient in drugstore. Have variety product, new, and meet consumer's need. Price that can compete, interesting arrange product on shelf and can access easily. "

Mr. JL said that "I just give some discount when they buy in big lot."

Ms. PL mentioned that "I provided booth activities that sponsorship with medicine company to have free of checking bone mass detect, blood pressure, and measure skin health."

Ms. CK explained "I drug in detail and take note on medicine's bag in detail to make consumer understand what should avoid doing at this time. Also, have good service to everyone at the same standard. Use polite word with funny and keep smiling. Moreover, have free member card to consumers in order to let them collect the point and get discount at the next time."

Consumers VS Pharmacists

Table 4.3 Factors influence consumers on purchasing in stand- alone drugstore in Bangkok by consumers VS pharmacists.

| Participants | 1 st Rank | 2 nd Rank | 3 rd Rank |
|--------------|----------------------|----------------------|-----------------------------|
| Consumers | Store location | Personal selling | Product and Service quality |
| Pharmacists | Store location | Product | Personal selling |

In the same point of view, interviewer found that consumers and pharmacists think the same that **the most factors** influence consumers on purchasing in stand-alone drugstore in Bangkok is **“Store location”** because **convenient in term of close to their home, office, and have parking lots**. Mr. K the consumer explained that “Store location that convenient because close to my home and office.” And Ms. PJ the pharmacist said that “Convenient location because consumer thought that they need product right now so it’s waste time and have cost of transportation. It’s not worthy for them. Moreover, client maybe go to chain store because many branch and cover in many areas” So, store location of drugstore is the most important factor that the owner should focus first in the beginning to run the business because owner should survey the location that close to communities such as market, school, big village, hospital, and office building.

In contrast, there are different in second rank and third rank because consumers think that the second rank should follow with “Personal selling” because full time pharmacist is very important for consumers as it show reliability to them. Supported with Ms. P is the consumer said that “Personal selling that have full time pharmacist because it show credibility.” And Mr. A mentioned that “Personal selling because pharmacist can analyze symptom with the right medicine.” Hence, consumers preferred to buy medicine with pharmacist in order to make sure that their life will be safe and will be better. But, pharmacist thinks that “Product” is more important in the second rank because drugstore have many various products and covers every group of

customer such as medical equipment, medical food, and medicine. Personal selling is in third rank in pharmacist point of view but product and service is in third rank of consumer's point of view. According to Ms. PJ explained that "Product in term of variety in items because drugstore like stand-alone have many various product and cover every group of customer such as medical equipment, medical food, and medicine."

Moreover, consumers mentioned what factors affect consumers not repeat purchase in drugstore in many aspects. As Ms. P said "Pharmacist not crams product that I don't want to me. So, some store makes me annoyed. I thought that they may want to increase sales." Supporting with Mr. K mentioned "Staffs offer too much drug that is not fit to my symptom." In additions, consumers perceived the "price is too expensive" as Ms. N said. Also, Mr. K said "Take pill and not feel better". So, drugstore should be careful about those concerns in order to not lose consumers from your store.

Pharmacist and consumer think the same that personal selling in term of pharmacist dispends the right medicine and familiar with customer can enhance consumer to repeat purchase in drugstore. Reasonable price is also important as if drugstore charge price too expensive, they will not repeat purchase again.

There are no differences among age groups of customers in this research.

CHAPTER V

CONCLUSIONS

5.1 Conclusions

This qualitative research has studied the consumer behavior, consumer insight including what factors that influences consumers on purchasing in stand-alone drugstore in Bangkok, Thailand. Research will be useful for business owner of stand-alone drugstore to enhance performance in order to compete more with chain drugstore. Also, use the finding as guideline to develop marketing strategy for stand-alone drugstore in Bangkok, Thailand.

This research emphasize to interview the respondents are consumers who usually buy products in stand-alone drugstore in Bangkok and pharmacists who work mainly in drugstore in Bangkok.

Consumers always purchase medicine and healthcare in drugstore because it's easy, fast, convenience because location of drugstore is close to their home, market, and office. They preferred to buy medicine from drugstore when comparing with hospital because go to hospital take more time and more expensive. Consumers usually purchase basic medicine which is not complicated symptom such as cold, sore throat, and stomachache. Stand-alone drugstore is cheaper price and can get the localize product when comparing with chain drugstore.

Consumers most likely purchase Paracetamol and Ibuprofen. In additions, buy sore throat and phlegm medicine, stomachache medicine, and cosmeceutical product like body lotion and acne lotion in stand-alone drugstore. Every respondent, specific to the brand in general product such as Paracetamol will prefer "Tylenol", Ibuprofen will prefer "Nurofen", and Hydrogel cooling plaster will prefer "Koolfever". If drugstore do not have specific brand at that time and not urgent to use medicine, consumers will wait until product is available or buy from others store. The variety of products and many choices of each category in drugstore are also important because consumer will fail when don't have product that they want.

In terms of price, price of drug in department store has more expensive price when compare with the stand-alone drugstore. So, consumers preferred to purchase product in stand-alone drugstore. They will not compare the price when it is necessary and convenient at that time. All respondents purchase approximately 200 Baht per time.

Two of those respondents have experienced with member card in drugstore. Both of them found that nothing special in member card.

Drugstores have a good service in term of quick service as take only five to ten minutes per time, offer many choices of product to the consumer, tell side effect to the customers, good attitude of all staffs, and ways to communicate with consumers.

Consumers preferred to buy medicine with pharmacist because they need recommendation in complicated symptoms, tell side effect and caution of each medicine, and provide various ways to relief their symptom. Pharmacists in drugstore enhance more reliable and trust when comparing buy medicine from others like staff and pharmacist's family. Pharmacist should have service mind and can explain easily to consumer how to use the medicine.

The most factors that influence consumers on purchasing in stand-alone drugstore in Bangkok, Thailand are store location because convenient in term close to their home and office, have parking lots. Store image is also important because should look clean and turn on bright light. The second rank is personal selling because full time pharmacist in drugstore shows credibility. If consumers familiar with pharmacist with good relationship, that will enhance trust and repeat purchase. The third ranks are product and service. Product is important for consumers as drugstore provides many choices of products in that category which cover in medical and cosmeceutical product. Service quality, as staffs should have service mind and good explanation and pay attention to consumers. Not push the product too much over than consumer's need because they do not like.

In the same result of this research when interviews with both consumers and pharmacist is the most factors influence consumers on purchasing in stand-alone drugstore in Bangkok is "Store location" because convenient in term of close to their home, office, and have parking lots.

In conversely, there are different in second rank and third rank because consumers think that the second rank should following with “Personal selling” because full time pharmacist is very important for consumers as more reliability. But, pharmacist thinks that “Product” is more important in the second rank because drugstore have many various products and covers every group of customer such as medical equipment, medical food, and medicine to satisfy customer’s need. Personal selling is in third rank in pharmacist’s point of view, but product and service is in third rank of consumer’s point of view.

5.2 Recommendations

Nowadays, Marketing in drugstore is important, so company should develop marketing strategies well to satisfy consumer in the right ways and enable to increase sales volume. All marketing mixes are important for drugstore including products, price, store location, promotion, service quality and personal selling. We should develop marketing strategies in all aspects.

According to this research found that the most important factors influence consumers on purchasing in stand- alone drugstore in Bangkok are store location, personal selling, product and service quality. So, the company should firstly find and survey the location where appropriate to open drugstore as consumers think that convenience for them is the most important. Good location should be close to community area because has high density in population such as big village, market, office building, university, and bus stop because those areas have many people around there and estimate that location can draw high traffic to your store or not. Also, check that area have parking lot or allow parking the car in short time in case drugstore is located besides the main road. In additions, company should survey competitors around that area to estimate your capacity. Different location has different target market such as office building, people will buy specific brand and buy medicine as convenience and also necessary to use.

In terms of personal selling, pharmacists are so important for drugstore because they have to diagnosis the right medicine to consumers with good knowledge

and explain easily how to use the medicine in the right way to consumers. Entrepreneurs should concern to have pharmacist in store in full-time period as requirement of regulation to open drugstore.

Moreover, products in drugstore should variety in drugstore; company should provide not only medicine but including supplementary food, cosmeceuticals, medical equipment, and medical food. Stock management is also important, should estimate products which one should stock more (bestselling product) and which one should less in inventory. Products should be sufficient in store because if it out of stock at that time of consumers want to purchase, its means that you lose sales. And consumers will fail and may not back to store again as we cannot provide product for them. Stock should be appropriate in quantity not too much because it's a cost.

For service quality, the company should train all staffs to have service mind and friendly style to familiar with consumers to be a part of their community. This can encourage repeat purchase. Also, provide modern style of service such as use computer system in drugstore to build good operation in quick service and good store image in high technology. It's represent drugstore have good standard in price and also collect data of consumer purchasing behavior.

5.3 Limitations and suggestions for future research

This research has limitations of time, sample size, and hard to interview with pharmacists because pharmacists are work hard and has limited time for interviewer. The future research should interview larger in sample size and more variety in consumers that different in location and occupation. This research conduct only in qualitative method, to make sure with the results can confirm with quantitative method by use the questionnaire through survey. Hence, develop more questions to get more information of consumer's insight. Also, add more variable that is important factor to influence consumer on purchasing in stand-alone drugstore in Bangkok as I found from one respondent which is store image. This may be a big influence factor in the future.

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APENDIX A: Interviews

Participant 1 Ms. P, 31

Have you ever purchased medicine or healthcare in drugstore? Why?

Yes, sure. Because it's fast, convenience and can buy the medicine which is not complicated disease like I had ever been sick in basic sick that disease before such as cold, sore throat, and stomachache. Also, I had experienced which medicine can help me to relief and get better feeling.

Why you go to drugstore instead of hospital? Why do you like to buy from that drugstore?

Go to hospital have to take time. Some time I need medicine as fast as possible. So, I buy the medicine in drugstore is more convenient.

How many times you visit drugstore in a month?

1-2 times/ month

What's drugstore that you currently buy? (Chain or stand-alone drugstore and any other store nearby)

I currently buy medicine from Chaimongkol drugstore where location in the market and close to my home. It's stand-alone drugstore. Around my home have many drugstores in that's zone but I usually buy drug from here.

Do you concerned and check about expiration dates of medicine?

Yes, I do. I check expiration dates as always in every product that I buy from there. This is the first thing that I check. I can say that it's before check the price.

Do you have any congenital disease?

No, I don't have.

What's kind of products do you usually purchase in drugstore? Give examples.

Buy for yourself or others?

Paracetamol, Salol et Menthol Mixture (white rabbit brand), Mixture Stomachic, and Air X. I usually buy for myself and family. For chain store, buy only cosmeceuticals or any product that use outside the body like pain relief or inhaler.

When you buy some health care product did you specify brands or any products that pharmacist or any staff recommends?

Yes, I buy in specific brand in 80% but in 20% I want pharmacist to recommend good drug that suitable with my symptom for example I got Urinary Tract Infection (UTI) that is much more crisis than last time. So, I would some special recommend from pharmacist to use the right medicine with my bad symptom. It's cannot use the same medicine as last time.

Have you ever asked for specific brand of product, drugstore can provide specific products to you?

Yes, I specific brand like Cepacol brand for sore throat that I had experience it's good and pain relief. I ask for some product that available only in Watson store like Painelief (Relieves pain with cool gel)

If they don't have that product and cheer for the same category what you will do next and why?

No, I reject to buy product in the same category like Painelief. I feel that it's not good quality like the old brand what I had ever used. If it's cheaper price, I still don't care and want only specific brand such as Paracetamol, I want only Tylenol.

Do you think currently drugstore have reasonable price? Did you worry about price?

Yes, I think it's already reasonable price when compare price from other chain store like Boots and Watson in general product such as Strepsils and White Rabbit. Standalone drugstore is cheaper than chain store 2-3 baht. If product more expensive only in 5-10 baht and necessary to use, I don't care. Price is not important to me. So, I thought that currently drugstore has reasonable price.

How much do you purchase per time?

200-250 Baht/time. Buy any other products stock in home.

Where's drugstore you usually go and purchase? Location?

At market that close to my home. Have parking lot. Clear glass of front door and good categorize the product in store.

Drugstore gives any promotion to you (such as give discount in big amount, sampling, premium, and member card)?

No.

What's promotion do you like most?

No promotion.

Please, explain the service that they give to you when you come into store?

Firstly, staffs will welcome say “Sawasdee” and what do you want today if simple product that specific brand, staff can give you immediately. In case of special symptom, they will invite me to go other side to talk with pharmacist. Pharmacist will ask me in detail such as how many days you got symptom, and take any pills before? Pharmacist not crams product for me, I just buy product that I don’t have in my home. Good in service.

How many minutes did you take in drugstore in a times? Why?

(Fast service or long queue).

Not take times just 5-10 minutes because 2-3 staffs that can welcome us with a Pharmacist.

Did staff do any higher than your expectation?

I impressed pharmacist that provide me good service and offer me many choices of product.

Do you mind if you buy some medicine with staff who is not a real pharmacist? Why?

Yes, I prefer pharmacist when I want product that have to eat and relief symptom from inside. But if I buy general product that I know already, I am okay to buy product with staff.

What’s good pharmacist in your aspect? Why?

Ask me about my symptom in detail and recommend me many ways to treat that symptom such as diarrhea, can use Oral Rehydration Salts (ORS) or take pill to stop immediately.

How they explained product to you? Good knowledge in medicine?

Ask my symptom in detail and recommend me various ways to relief the symptom.

What does characteristic of pharmacist do you like most? Why?

Explain medicine well.

In term of drugstore, what are factors influence you most on purchasing in stand-alone drugstore in Bangkok? (Please, give three factors and explain why?)

1. Store location that convenient in term of many parking lots and close to my home.

2. Personal selling that have full time pharmacist because it show credibility.
3. Have many products in that category because I fail when that store don't have product that I want. Want more choices.

What do you think drugstore should be improved most? Why?

Should have full time pharmacist will be good standardize for drugstore in Thailand because will have the right recommendation for beginning symptom to all consumers.

In term of drugstore, what are factors can influence you to repeat purchase?

Most Impressed? Why?

Same as three factors above.

What factors can affect to you most and not come back purchase in drugstore again?

Pharmacist not crams product that I don't want to me. So, some store makes me annoyed. I thought that they may want to increase sales.

Participant 2 Ms. S, 26

Have you ever purchased medicine or healthcare in drugstore? Why?

Yes, sure. Because it's easy and convenience for me. The location of drugstore is also close to my home. I don't want to waste my time to see a doctor.

Why you go to drugstore instead of hospital? Why do you like to buy from that drugstore?

Drugstore is convenient for me, when I got sick I can buy drug and take pill at that time.

How many times you visit drugstore in a month?

2 times/ month

What's drugstore that you currently buy? (Chain or stand-alone drugstore and any other store nearby)

I usually buy medicine at drugstore beside my home. Name is Ranya Krungthep. Also, have others drugstore on the next soi and far from home a bit is in Max Value.

Do you concerned and check about expiration dates of medicine?

No, have been never checked expiration dates because I think that it's new at that time for sure. But I will check only candy that a bit looks dirty and old in packaging. In my

opinion, store is looking modern and many consumers buy products from there all the time. So, products have to new and not expire as high turnover rate.

Do you have any congenital disease?

No, I don't have any congenital disease.

What's kind of products do you usually purchase in drugstore? Give examples.

Buy for yourself or others?

I usually buy painkiller like Tylenol, sore throat, and phlegm. Also, I really like to buy Koolfever that help fever relief and feel cool on my head.

When you buy some health care product did you specify brands or any products that pharmacist or any staff recommends?

Pharmacist recommend some medicine to me, I would ask them that I have ever used Tylenol. It's as same as Tylenol or not. I also preferred the brand that I want. But in some case if they recommend its same formula, sometime I will buy as they suggest.

Have you ever asked for specific brand of product, drugstore can provide specific products to you?

Yes, they can give me some time. But if it's too specific with some disease, so hard to find.

If they don't have that product and cheer for the same category what you will do next and why?

A few time, because in personal I like a Koolfever brand even they suggest me to use another brand. I still refuse when they offer another brand to me.

Do you think currently drugstore have reasonable price? Did you worry about price?

No, I think it's expensive when compare the price of product that I ask my colleague buy for me. But if it's convenient and have to use as necessary, I will be okay because I cannot wait to buy from cheaper drugstore. I don't worry about the price.

How much do you purchase per time?

200-250 Baht/time.

Where's drugstore you usually go and purchase? Location?

Close to my home

Drugstore gives any promotion to you (such as give discount in big amount, sampling, premium, and member card)?

Member card can register for free. Have to use card only to collect the point, cannot tell the phone number like other card. They will give benefit in yearly by collect buying point and can redeem to get special discount.

What's promotion do you like most?

Only member card. I think it's so so and maybe will not use in the future.

Please, explain the service that they give to you when you come into store?

Staffs say "Sawasdee ka, how are you today?" and I explain my symptom like headache, fever, have phlegm, and sore throat. Then, she turn around to prepare medicine for me. She will explain me this medicine for which disease. I thought that medicine they pick for me is general like headache accept some drugstore pick medicine which I not familiar with. I will ask them what it is.

How many minutes did you take in drugstore in a times? Why?

(Fast service or long queue).

I think fast because 3-4 staffs provide quick service to me.

Did staff do any higher than your expectation?

I impressed when staff recommend new product. That's will be better formula from the last one. Maybe more expensive but I want to feel better. Then, I feel better as they said. I will memorize name of good medicine in order to request in the next time.

Do you mind if you buy some medicine with staff who is not a real pharmacist? Why?

Yes, I prefer pharmacist and feel more reliable. If no pharmacist, I also buy but not feel good.

What's good pharmacist in your aspect? Why?

Not crams product to me because they over offer medicine to me that not necessary at that time. Such as I have fever, they give me 3-4 packs per time. Also, suggest antibiotic to relief sore throat that I don't have that symptom at that time. So, I say no with thanks.

How they explained product to you? Good knowledge in medicine?

They explain me well, and take note on pack about how to take pill in which time.

What does characteristic of pharmacist do you like most? Why?

Clean look. Not have hair color in red and dirty uniform.

In term of drugstore, what are factors influence you most on purchasing in stand-alone drugstore in Bangkok? (Please, give three factors and explain why?)

1. Store location that convenient because close to my home. Clean in store and turn on bright light
2. Personal selling that has I familiar with as I buy as always with good relationship. Just say same as last time, staff will pick to me.
3. Store layout and image because it represent reliable, many product on shelf, easy to find product, and well in lighting.

What do you think drugstore should be improved most? Why?

Should have standard price everywhere because nowadays buy this store cheaper price and that store is too expensive. Not depend on only the owner of drugstore.

In term of drugstore, what are factors can influence you to repeat purchase? Most Impressed? Why?

Same as three factors above.

What factors can affect to you most and not come back purchase in drugstore again?

They not recommend in the right thing that cannot satisfy my need some times they recommend me too much and I feel krenjai and buy something.

Different with chain store

If I pain in muscle, boots and Watson will suggest me in pain relief cream. It's look different when comparing with stand-alone drugstore. I not familiar with that and I preferred stand-alone drug store.

Participant 3 Mr. K, 51

Have you ever purchased medicine or healthcare in drugstore? Why?

Yes, I have ever bought medicine from drugstore that close to my home and also in department store.

Why you go to drugstore instead of hospital? Why do you like to buy from that drugstore?

I thought that some basic symptom can take pill and will feel better such as headache, cream for insect bite.

How many times you visit drugstore in a month?

A time in 2-3 months because my mother and sister ask me to but for them.

What's drugstore that you currently buy? (Chain or stand-alone drugstore and any other store nearby)

I usually buy medicine at drugstore in department store where located beside my home. Not chain store like boot and Watson. I can't remember the name. At that department store has 3-4 drugstore. I choose a store where I pass and convenient for me. I don't worry about the price because in department store price not much different.

Do you concerned and check about expiration dates of medicine?

Yes, it's my habit. I check expiration dates every time because medicine will keep in my home and don't take pill much. I always keep medicine and forgot it. So, I preferred a longer time.

Do you have any congenital disease?

No, I don't have any congenital disease.

What's kind of products do you usually purchase in drugstore? Give examples.

Buy for yourself or others?

I buy painkiller and fever relief. And buy for my family.

When you buy some health care product did you specify brands or any products that pharmacist or any staff recommends?

I always specific to the brand what I want because my friend recommends me medicine to me like help relief for pain and fever, have to take Nurofen 400 mg which is better than Sara. When I come in drugstore, I tell them "I want Nurofen".

Have you ever asked for specific brand of product, drugstore can provide specific products to you?

Yes, almost they can give me because I buy in general medicine.

If they don't have that product and cheer for the same category what you will do next and why?

If they don't have specific brand that I want, I will accept and buy if it's necessary for me at that time. But if not necessary, I will reject and buy only brand that I preferred.

Do you think currently drugstore have reasonable price? Did you worry about price?

No, I think it's expensive in department store when compare the stand-alone drugstore where located outside department store. Such as drugstore that located in front of my

village but they don't have fulltime pharmacist. Maybe they let their husband and son buy drug instead pharmacist. That's lack of reliability. Stand-alone drugstore has cheaper price as it's their home don't have cost of rent. If I found that some product have lower price in this store among drugstores there, I will buy that product in cheaper drugstore next time.

How much do you purchase per time?

Less than 200 Baht/time

Where's drugstore you usually go and purchase? Location?

Close to my home

Drugstore gives any promotion to you (such as give discount in big amount, sampling, premium, and member card)?

No, maybe they have display promotion but I don't interest with it because I only focus on product that I want. I have long time experience with member cards at Facino but my card lost and I don't care and not apply it again.

What's promotion do you like most?

No.

Please, explain the service that they give to you when you come into store?

Staffs ask me what you want today. If I specific brand, I will tell them what I want but if I'm not sure I will ask them to suggest this categories. They told me ABC, then I ask how difference between those but I don't understand clearly about that I just choose some qualification medicine that I thought it fit to me.

How many minutes did you take in drugstore in a times? Why?

(Fast service or long queue).

Quick service, take less than 5 minutes per time.

Did staff do any higher than your expectation?

I had experience that pharmacist notice me "This drug have side effect to feel asleep, please don't drive the car". I impressed that they remind me.

Do you mind if you buy some medicine with staff who is not a real pharmacist?

Why?

Yes, I prefer to buy advance medicine with pharmacist. I will leave and buy other drugstore that have pharmacist. For common drug what I've already known, it's ok to buy with staff.

What's good pharmacist in your aspect? Why?

Have a good service mind and can explain more how to use it and what should be careful with each medicine. Hence, I think it represents they pay attention to us.

How they explained product to you? Good knowledge in medicine?

They explain me well and inform we what should be careful if take this drug.

What does characteristic of pharmacist do you like most? Why?

Service mind and friendly

In term of drugstore, what are factors influence you most on purchasing in stand-alone drugstore in Bangkok? (Please, give three factors and explain why?)

1. Store location that convenient because close to my home and office.
2. Personal selling have full time pharmacist because they can explain me in the right ways.
3. Service mind because should have good explanation and pay attention to consumers.

What do you think drugstore should be improved most? Why?

Working hours should cover the night time. When I have urgent case of use medicine

In term of drugstore, what are factors can influence you to repeat purchase?**Most Impressed? Why?**

Personal selling have pharmacist and price if good I will back to purchase their again.

What factors can affect to you most and not come back purchase in drugstore again?

Staffs offer too much drug that is not fit to my symptom.

Participant 4 Ms. N, 44**Have you ever purchased medicine or healthcare in drugstore? Why?**

Yes, I go to drugstore very often because it convenience and cheaper price when comparing with hospital.

Why you go to drugstore instead of hospital? Why do you like to buy from that drugstore?

I think it convenience and cheaper price when comparing with hospital. Also, some disease is not necessary to go to hospital such as sore throat and stomachache.

How many times you visit drugstore in a month?

2 times/ month

What's drugstore that you currently buy? (Chain or stand-alone drugstore and any other store nearby)

I usually buy medicine at drugstore beside my office (Facino) and drugstore at Prachachuen around my home that is standalone type with cheaper price. Have many drugstores around there.

Do you concerned and check about expiration dates of medicine?

No, have been never checked expiration dates during in store. But I will check it before take medicine because buy some medicine for a long time.

Do you have any congenital disease?

Yes, I have congenital diseases which are allergy and spasm disease.

What's kind of products do you usually purchase in drugstore? Give examples.

Buy for yourself or others?

I usually buy body lotion, acne lotion, and cosmeceutical product in drugstore as have cheaper price when comparing with shop in department store.

When you buy some health care product did you specify brands or any products that pharmacist or any staff recommends?

I always specify to the brand. If they don't have, I will accept when they recommend this is better one. Such as better in ways of side effect not sleepy.

Have you ever asked for specific brand of product, drugstore can provide specific products to you?

Yes, but sometime they don't have that brand in drugstore.

If they don't have that product and cheer for the same category what you will do next and why?

I will accept and buy product when pharmacist recommend this is better medicine even through more expensive than specific brand.

Do you think currently drugstore have reasonable price? Did you worry about price?

No, I think it's expensive in some medicine and cheap only in some medicine. I compare the price with many stores.

How much do you purchase per time?

200-500 Baht/time, I always buy many things that cheaper store such as sore throat candy and inhaler. I think that cheaper price when comparing with drug store in department store such as body lotion in stand-alone drug store only 380 baht but in department store charge me about 480 baht.

Where's drugstore you usually go and purchase? Location?

Close to my home and office

Drugstore gives any promotion to you (such as give discount in big amount, sampling, premium, and member card)?

Member card can register for free if meet requirement in amount of sales. Then, I can get special discount in member price and discount 5% in some items.

What's promotion do you like most?

So simple. Should cheap at first is better for me.

Please, explain the service that they give to you when you come into store?

Staffs say "Sawasdee ka. What do you want today?" what are your symptoms? How many days you got this symptom? Then, they will recommend take this pill and have any medicine that you are taking right now. I really impressed if I buy product with familiar pharmacist who have good relationship with me.

How many minutes did you take in drugstore in a times? Why?

(Fast service or long queue).

Only 5-10 minutes.

Did staff do any higher than your expectation?

Personal selling is friendly, attitude, ways to communicate with consumers.

Do you mind if you buy some medicine with staff who is not a real pharmacist?

Why?

I do serious to buy drug with pharmacist. Some symptom I need pharmacist but if they are not in drugstore, I leave and will back again.

What's good pharmacist in your aspect? Why?

Have service mind and pay attention to clients. Some pharmacist recommend drug too expensive for customer, so should first evaluate group of customer that have purchasing power or not. Some pharmacist picks the most expensive one to customer at the first time.

How they explained product to you? Good knowledge in medicine?

They recommend me well; explain how to take pill in which time. I found some pharmacist don't take note on label of package about how to use.

What does characteristic of pharmacist do you like most? Why?

Friendly and welcome any question.

In term of drugstore, what are factors influence you most on purchasing in stand-alone drugstore in Bangkok? (Please, give three factors and explain why?)

1. Price because I buy many thing at the same time.
2. Convenient Store location because close to my home and pass ways to back home. Some drugstore has many branches.
3. Product that variety and has many choice.

What do you think drugstore should be improved most? Why?

Service should improve in traditional drugstore and not standard in price.

In term of drugstore, what are factors can influence you to repeat purchase?

Most Impressed? Why?

Service and price

What factors can affect to you most and not come back purchase in drugstore again?

Price is too expensive.

Different with chain store

I have ever been buy product from only Boots. Boots will recommend import drugs to me with original quality. It's too expensive for me. I buy only in some product that stand-alone drugstore don't have.

Participant 5 Mr. A, 35

Have you ever purchased medicine or healthcare in drugstore? Why?

Yes, I think that my symptom is not too dangerous. When I have something wrong in my health, I will go to drugstore

Why you go to drugstore instead of hospital? Why do you like to buy from that drugstore?

If not sick too much, don't want to go to hospital.

How many times you visit drugstore in a month?

Less than 1 time in a month

What's drugstore that you currently buy? (Chain or stand-alone drugstore and any other store nearby)

Around Lardprao soi 1 because close to my home. It's stand-alone drugstore. Have 2-3 stores around there. Store that usually goes there is last of soi because good drug that fit with my symptom, make me relief my pain and feel better.

Do you concerned and check about expiration dates of medicine?

No, have been never checked expiration dates because I trust them that won't buy expired date products.

Do you have any congenital disease?

No, I don't have.

What's kind of products do you usually purchase in drugstore? Give examples. Buy for yourself or others?

I always buy fever relief and stomachache medicine. Buy for myself.

When you buy some health care product did you specify brands or any products that pharmacist or any staff recommends?

Not specify to the brand, I will explain my currently symptom and tell them which medicine can't make me feel better. I will specify the brand that is not good and don't help me feel better.

Have you ever asked for specific brand of product, drugstore can provide specific products to you?

I don't ask for specific brand.

If they don't have that product and cheer for the same category what you will do next and why?

I don't ask for specific brand. It's all depending on their recommend.

Do you think currently drugstore have reasonable price? Did you worry about price?

Reasonable price because less expensive than drugstore that located in department store. The stand-alone drug store that I buy is close to Union Mall. No worry about the price if they recommend me well I'm ok.

How much do you purchase per time?

More than 200 Baht/time

Where's drugstore you usually go and purchase? Location?

Close to my home

Drugstore gives you any promotion to you (such as give discount in big amount, sampling, premium, and member card)?

No promotion

What's promotion do you like most?

No promotion

Please, explain the service that they give to you when you come into store?

Staffs ask me "What do you want today?" Then, I tell want fever relief. They will ask me what your symptom is. After that, pharmacist picks medicine for me. I feel impressed as they pick medicine which appropriate with me.

How many minutes did you take in drugstore in a times? Why?

(Fast service or long queue).

Only 5 minutes.

Did staff do any higher than your expectation?

No.

Do you mind if you buy some medicine with staff who is not a real pharmacist?

Why?

Depend on my symptom. I want to buy drug with pharmacist in different symptom from the last time. I'm afraid that staff can't the right medicine to me. If it in general like headache, anyone can pick for me.

What's good pharmacist in your aspect? Why?

Sell drug only necessary for client. Not sell product only just high margin. And have ability to diagnosis symptom link with medicine and time duration of treatment.

How they explained product to you? Good knowledge in medicine?

They recommend me quite well as explain the side effect to me.

What does characteristic of pharmacist do you like most? Why?

Calm and have good knowledge in drug.

In term of drugstore, what are factors influence you most on purchasing in stand-alone drugstore in Bangkok? (Please, give three factors and explain why?)

1. Store location my home because close to Convenient
2. Personal selling because analyze symptom with the right medicine

3. Service because not to hard sell such as suggest me to buy more drug in order to standby in the next symptom might happened. Not cram the product.

What do you think drugstore should be improved most? Why?

It's hard to find some specific product such as can buy only drugstore located nearby hospital.

In term of drugstore, what are factors can influence you to repeat purchase? Most Impressed? Why?

Trust in pharmacist because can pick the right medicine to me and make me feel better.

What factors can affect to you most and not come back purchase in drugstore again?

Take pill and not feel better.

Pharmacist:

Participant 6 Ms. PJ, 28

In your opinion, what are factors that influence consumers most on purchasing in stand-alone drugstore in Bangkok? (Please, give 3 factors and explain why?)

1. Price because normally drugstore in type of stand-alone have to sell in cheaper price.
2. Product in term of variety in items because drugstore like stand-alone have many various product and cover every group of customer such as medical equipment, medical food, and medicine.
3. Convenient location because consumer thought that they need that product right now so it's waste time and have cost of transportation. It's not worthy for them. Moreover, client maybe to go chain store because many branch and cover.

What are factors can influence consumer to repeat purchase in your drugstore? Why?

1. Service that makes consumers impressed

2. Product covers to consumer's need because if consumer very impressed with our service mind but we don't have sufficient stock at that time, can lost this group of consumer in the long term.

Did you implement any marketing strategies in your drugstore?

Have special discount for product group of cosmeceutical.

Do you have any obstacles to run drugstore business? Why?

Don't have enough products to meet our consumer demand in some time. That's make us lost sales.

Participant 7 Ms. VJ, 38. Owner

In your opinion, what are factors that influence consumers most on purchasing in stand-alone drugstore in Bangkok? (Please, give 3 factors and explain why?)

1. Convenient location because close to community, office, and market.
2. Price because not too expensive, can negotiate have both retailer and wholesaler price.
3. Personal selling that familiar and have a good relationship with community.

What are factors can influence consumer to repeat purchase in your drugstore? Why?

1. Reliability because medicine can heal their sickness and feel better that make them impresses. Also familiar with people in community. Know client like/dislike
2. Product covers to consumer's need because if consumer very impressed with our service mind but we don't have sufficient stock at that time, can lost this group of consumer in the long term.
3. Reasonable price and worth when compare the result of heal with competitor around there.

Did you implement any marketing strategies in your drugstore?

1. Staff can serve with many kind of consumer because consumers are different. So, pharmacist who are like a store manager train staff about product knowledge, and service mind to make satisfaction
2. Have variety product, new, and meet consumer's need. Price that can compete, interesting arrange product on shelf and can access.
3. Fast in service and should have flow in service. Good flow in selling process such as how to provide medicine to consumer, calculate cost, and close sell. Manage to work staff sufficient in drugstore.

Do you have any obstacles to run drugstore business? Why?

Hard to change attitude of staff in company to proactive with that change and improve work process link with present and can compete in the future.

Participant 8 Mr. JL, 30. Employee

In your opinion, what are factors that influence consumers most on purchasing in stand-alone drugstore in Bangkok? (Please, give 3 factors and explain why?)

1. Price because consumers always compare the product. Some consumers buy only cheaper product in my store.
2. Personal selling by full time pharmacist.
3. Service with mind and good explanation

What are factors can influence consumer to repeat purchase in your drugstore? Why?

1. Personnel selling that have full time pharmacist because consumer will get right way to use medicine.
2. Price is Reasonable because if too expensive consumers will not repeat purchase again.

Did you implement any marketing strategies in your drugstore?

I just give some discount when they buy in big lot.

Do you have any obstacles to run drugstore business? Why?

I was worried about new rules of The Revenue Department of Thailand will have to pay VAT7% in drugstore that will have deadline at the end of next year because I don't know well in accounting. This tax e-payment will be a new barrier for Thailand.

Participant 9 Ms. PL, 28 owner

In your opinion, what are factors that influence consumers most on purchasing in stand-alone drugstore in Bangkok? (Please, give 3 factors and explain why?)

1. Location because good location make convenient to customer to buy product.
2. Variety of Product because can make sure that when consumer come to this store can get product that they want for sure. So, it's not waste consumer's time and transportation cost and not fail to come to drugstore.
3. Personal selling has good knowledge and diagnosis customer well to dispense the right medicine to consumers. Pharmacist should working in full time.

What are factors can influence consumer to repeat purchase in your drugstore? Why?

1. Pharmacist dispense right medicine. It's cured their sickness.
2. Good in service including service mind, fast service, take care, and make a positive conversation to relief the pain.

Did you implement any marketing strategies in your drugstore?

Provide booth that sponsorship with medicine company to have free of checking bone mass detect, blood pressure, and measure skin health.

Do you have any obstacles to run drugstore business? Why?

Communication between pharmacist and consumer that have the same understanding or not because different in educational level. Such as consumers review product in Pantip.com and TV commercial spot that is advertising. But I pharmacist point of view it's not the best in store because have another product better. So, it hard to explain.

Participant 10 Ms. CK, 27. Employee

In your opinion, what are factors that influence consumers most on purchasing in stand-alone drugstore in Bangkok? (Please, give 3 factors and explain why?)

1. Location because convenient that close to my home.

2. Service because go to hospital take time because long queue and 30 baht for every disease.
3. Price because go to private hospital, it's more expensive than drugstore

What are factors can influence consumer to repeat purchase in your drugstore? Why?

Close to home and office. Not too expensive and have pharmacist to explain drug to make consumers understand so, they will repeat purchase. Also, have member card enhance consumers back to collect the point.

Did you implement any marketing strategies in your drugstore?

Explain drug in detail and take note on medicine's bag in detail to make consumer understand what should avoid doing at this time. Also, have good service to everyone at the same standard. Use polite word with funny, keep smiling. Moreover, have free member card to collect the point and get discount at the next time.

Do you have any obstacles to run drugstore business? Why?

Medicine in store disappear because thief steal. And money disappear because wrong change when in rush hour.