

# FACTORS AFFECTING THE INTENTION TO CHOOSE PHARMACY SERVICE IN THE PEOPLE'S REPUBLIC OF CHINA

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## ABSTRACT

The objectives of this research were: (1) to study opinions about choosing pharmacy services in the People's Republic of China; and (2) to study factors affecting the intention to choose pharmacy service in the People's Republic of China.

The research was quantitative research. The population was consumers aged 20 years and over. The exact population is unknown. Therefore, the research sample was calculated using Cochran's formula, numbering 429 people, using a simple random sampling method. Using a questionnaire as a tool to collect data. Statistics used in the analysis include frequency, percentage, standard deviation and statistics of the pearson correlation coefficient.

The research findings were found that: (1) consumers are intent on receiving drugstore services that adapt to market factors all three new aspects were at a high level. (2) The factors that most affect the decision to choose pharmacy services are: Communication with Consumers understand the store's environmental conservation image. and that pharmacists can have A network for referring patients who need hospital services by being able to refer them from pharmacies.

**Keywords:** New Marketing Development, Consumer Needs, Pharmacy Business

## Research Background

Today's consumers choose to buy medicine for their own use when they are sick, up to 27.2 percent. The reason is because There is no time to get treatment. Not convenient for traveling by consumers who choose to buy modern medicine for their own use Most are between the ages of 15-60 and have low incomes. Although

residents outside the municipality have a higher proportion Buy modern medicine for personal use slightly more than in the city, but the rate of illness among residents in the municipality and outside the municipal area are no different. At present, most pharmacies are in Bangkok and Perimeter Because rural pharmacies may not be the main source of drug distribution to the people, but they are Distribute important medicines to community or health clinics rather than however, the pharmacy business has the increase in income continues to increase in line with the products in the field of activities.

Increased health in which provinces with a high provincial gross product per population will have a greater number of drug stores. From statistical data on the number of business establishment licenses. There were 11,771 modern drugstores in 2015 and increased to 27,165 in 2018, representing a 2.3-fold increase within 3 years, causing pressure to adapt in order to survive. In the midst of increased business competition, competition strategies must be created to meet the needs of consumers.

At present, consumer behavior has changed: consumers are more interested in-service quality, emphasizing the value received rather than the quantity purchased. Want to be treated differently with an emphasis on individuality. Like fast, responsive service. Use your feelings and imagination in making decisions. more than reason. In addition, consumers are conscious of society and the environment. Especially consumers in Developed countries often have quite a lot of awareness of environmental problems and social problems. More concern for society. Therefore, adding value to services that show social responsibility For example, adopting the country's policy that stipulates various service activities in pharmacies. Activities to add value to drugstores their own to increase service value or bringing issues The environment is one tool in marketing planning, such as the 6 green marketing concepts: policy, product development, and communication, transparency, confidence and participation. therefore, has the effect of promoting the image of the organization to meet the needs of consumers. n addition, technology plays an increasingly important role in the lives of consumers. It affects consumer behavior in many ways, including people changing their behavior towards e-Payment more and

carrying less cash with them for safety. And we are moving towards a fully cashless society for Thai consumers soon with technology that supports spending and consuming goods and services more conveniently. In 2018, a survey from Visa found that Thai consumers preferred to conduct financial transactions. Through digital channels such as debit/credit cards Payment applications on smartphones and QR codes: 57% and 43% still prefer to use cash. Moreover, according to a Facebook survey in 2019, it was found that more than 90 percent of Thai online shoppers compare purchasing experiences before making a decision, and 60 percent learn about new products and brands through social media. causing the business sector to start using electronic commerce Selling products online and communication such as Facebook or websites to create touch points by creating experiences with customers through products or services. Results from a survey of 120 consumers in Bangladesh It was found that the majority of consumers (102 people) agreed that digital media makes them more familiar with brands and product information. The media that had the greatest impact on awareness was video (63 cases), followed by articles (27 cases) and pictures (24 cases), respectively.

As for pharmacies, they are starting to provide more services through social media in various channels, such as using Facebook or Line as a connection point between patients and pharmacists (17, 20). Service recipients have an attitude that It is good about the benefits received and recommends that pharmacies should increase their use. Because service recipients use social media to Ask about the use of medicine by yourself and your relatives using the Line channel the most (20), along with the situation of coronavirus disease 2019. causing pharmacies to adjust to support spending through Applications of government projects such as Half-Half and remote pharmacy services (tele pharmacy) from pharmacies, therefore, digital marketing strategies are proposed, including reaching (Reach), communicating with consumers (Act), trading (Convert), building engagement with consumers (Engage). It can be seen that new marketing factors include the use of technology using digital marketing concepts, adding value to services that show social responsibility, such as adopting policies in at the national level, various service activities in pharmacies have been determined to organize activities in their stores. yourself to add service value or

using environmental issues as one of the tools Marketing planning (14) therefore has the effect of promoting the image of the organization to meet the needs of consumers. This causes pharmacies to adapt and develop marketing strategies to best meet the needs of consumers.

Therefore, this research wants to study the relationship of new marketing factors that affect Pharmacy business consisting of Use of technology using digital marketing concepts. Environmental conservation using green marketing concepts. and value-added activities in pharmacies to the intention to use the service Consumer Pharmacy To be further used in developing marketing strategies from new marketing factors. Able to respond to changing consumer behavior.

### Research Objective

1. To study opinions about choosing pharmacy services in the people's republic of china.
2. To study factors affecting the intention to choose pharmacy service in the people's republic of china.

### Research Framework

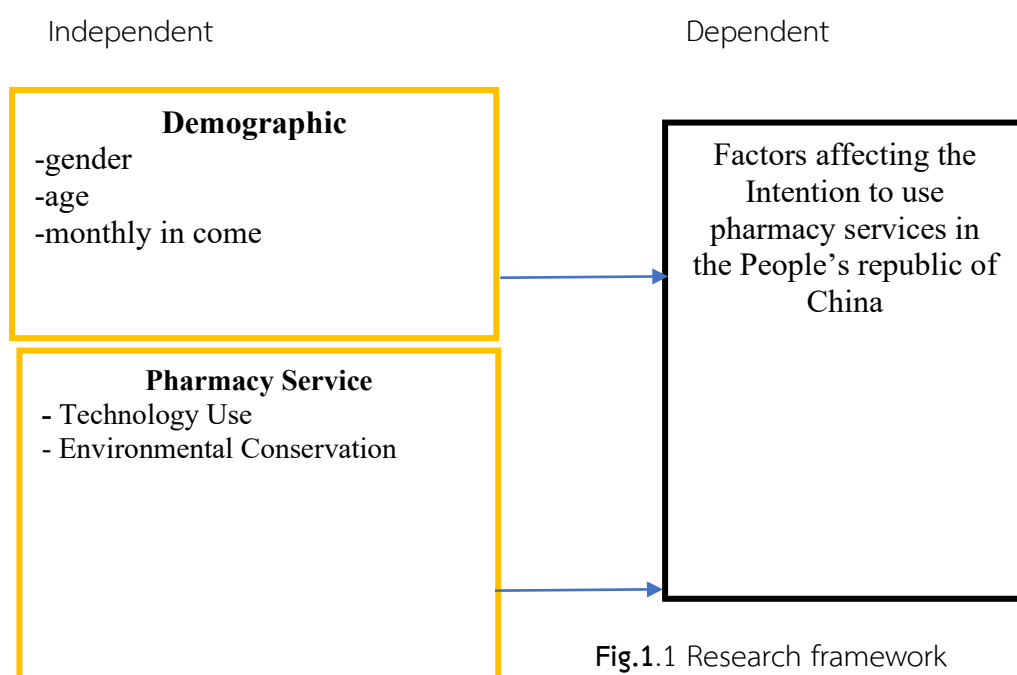


Fig.1.1 Research framework

## Research Model

The researchers conducted the research according to the research process and quantitative research methods. This is a descriptive study by using questionnaires to collect information from population samples. The research mainly adopts the methods of literature research, interview and questionnaire.

Literature research method mainly collects scholars' previous research on this issue through the school library and network system. On this basis, the supporting data for this study are extracted. At the same time, try to avoid repeated research in the selection of research topics and research angles. On the basis of literature research, this paper puts forward the corresponding research hypotheses and constructs the research model.

### Population and Sample

The population used in this research is Chinese citizens aged 20 years and over.

The sample group in the study was the sample group consisted of Chinese citizens residing in the selected provinces, 7 provinces selection criteria include:

- 1.Cantonese
2. Gansu
- 3.Guizhou
- 4.Jilin
- 5.Zhejiang
- 6.Jiangxi
- 7.Anhui

### Research Tools

The research instrument is a questionnaire, which is a step-by-step guide to improving the instrument based on literature review and research, especially by examining 3 components and their effectiveness, criticizing general information, and surveying 4 general opinions. Specially includes verification... Currently, income is still a growing question of 2 or more with only one reason given.

### The statistics used in data analysis

data analysis There are the following methods.

### **Descriptive data analysis**

1. Descriptive analysis is used to explain demographic and demographic results.

2. Reference statistics It is used to analyze factors that are related to the intention to choose to use drugstore services by analyzing data on several independent variables at the level of interaction. with the dependent variable being level Intention to use pharmacy services which is stratified level information Therefore, the statistics used are multiple regression analysis to create a level of relationship and create an equation showing the relationship

### **Research Results**

The results of the survey of a sample of 429 people found that new marketing factors in terms of Application of technology in pharmacies Environmental conservation and value-adding activities within the store are all important to consumers' intention to choose drugstore services. at a very important level the factor with the highest importance score from the survey was the factor of value-adding activities within the store (3.77 points).

When analyzing the relationship between new marketing factors with the intention of choosing to use Pharmacy services using multiple regression relationships yield the following equations: From the above equation, there are only 2 variables that affect the intention to use pharmacy services at the significance level of 0.05, which are communication about environmental conservation activities. and activities Refer patients from pharmacies.

For communication about environmental conservation activities, there is a correlation coefficient level of 0.414, meaning that pharmacists or personnel within the pharmacy need to Communicate with consumers about the policy or environmental conservation activities that the pharmacy participates in, such as announcing a policy to refrain from using plastic bags or Place medication instructions on the medicine box instead of the plastic bag. Compliant in the United States It was found that stores that joined the policy of refraining from using plastic bags had increased sales. (49) Therefore, if a pharmacy plans to adopt marketing

activities regarding environmental conservation, it should focus on clearly communicating the store's various policies to consumers.

As for other variables related to environmental conservation, including development or investment to change Packaging is an environmental conservation material, having signs showing environmental conservation activities, showing transparency of activities, building confidence among consumers regarding continuous activities. and joining agencies or communities' Environmental conservation activities There was no relationship with intention to use pharmacy services. at the statistical significance level of 0.05.

while patient referral activities from pharmacies It is another variable for additional activities. The value within the store affects the intention to use pharmacy services at the significance level of 0.05 with a correlation coefficient of 0.221. Pharmacies should have channels for referring patients to access treatment. in the hospital when necessary, such as being able to screen patients with chronic diseases who need further treatment at the hospital, consistent with the study of Sunee et al, it was found that doing activities to review the list of refill medicines medicines and manage usage problems, including solving problems by referring them to hospitals This results in a high level of patient satisfaction. In addition, the patient referral system between hospitals and pharmacies can reduce A discrepancy occurred. Increase cooperation in drug use.

For other value-adding activities within the store, such as participation with people in the community, screening for chronic diseases or asthma, tracking the effectiveness of treatment for chronic diseases, providing smoking cessation services, refilling medicines at nearby pharmacies. and visiting patients' homes did not affect their intention to receive treatment. Pharmacy service.

Although technological factors may not affect the intention to use pharmacy services in terms of access, communication with consumers, trading, and building engagement with consumers, this contradicts previous studies which found that recipients of pharmacy services Selling drugs has a good attitude towards the fact that community pharmacists provide services through social media Because service recipients view it as beneficial and should continue to have it. In this study,

most of the service recipients used the service through the pharmacy Line service. Moreover, from the survey results in the Thai population in 2021. It was found that the group that purchases products online the most in Thailand is people between the ages of 45 and 54, with a purchase rate as high as 86.6 percent, followed by people between the ages of 16 and 24, with a proportion of purchasing products. At 84.8 percent, next were people in the age range of 35 - 44 years, between the ages of 25 - 34 years and the age range of 55 - 64 years. with the ratio of purchasing products online were 84.2, 83.3 and 71.7 percent, respectively. Although the results of this study found that technological factors It has no effect on intention to choose to use pharmacy services. But when considering the trend of using technology or purchasing Online products have been found to have a high purchase rate among younger people. Therefore, if the pharmacy has a target group of younger populations may consider Increase the ability to support online spending to Supporting the currently increasing number of young people.

## **Conclusion**

1. Pharmacies need to apply mindful marketing. Using the principle of recognize, recommend, relevance and remember, or the 4 R abbreviation that pharmacies should remember consumers. In detail to select products and present suitable personalized offers, such as brand recognition or the patient's previous treatment in order to present products related to the patient only for pharmacies in China But from a survey of Facebook users about seeing various brands advertised on Facebook, it was found that displaying personalized ads on Facebook can reduce Trust of advertisements Increase positive attitudes towards advertising and increased trust in advertisements with statistical significance It was also able to increase membership numbers by 15 percent and increase sales by as much as US\$1.1 million. When applying insightful marketing to submit personalized offers in the hotel B2B business using the Brainshark platform.

2. Online marketing and application of technology It is necessary to develop in order to Different management Both in terms of offering services Using technology



to help connect stores Selling drugs to consumers Including to create a membership system and manage customer relationships to be different. from other pharmacies, such as using content marketing: hero hub helps to create a membership system, etc. The results of this research are different from previous research on the application of technology in stores. Selling drugs in Thailand that focuses on using technology to adapt online services or providing pharmaceutical services only. However, the results of the survey of consumer opinions towards pharmacies in Portugal with a membership system to create awareness of value for money that are easy to exchange for prizes, are good quality and have high value Can increase loyalty to pharmacies in terms of attitude and word of mouth and price sensitivity Statistically significant ( $p < 0.01$ ) In addition, online marketing must take into account the laws of each country that may have regulations. of marketing activities that pharmacies are allowed to do differently Including various situations that may affect the use of technology in pharmacies, such as the outbreak of coronavirus 2019, causing pharmacies to use remote technology to provide health consultations and medicines to service recipients. Also known as Providing remote pharmacy services.

3. Service quality in this research, experts focus on building confidence. Make personnel must have knowledge and ability and there is a service format that is the same, consistent with the study of Narong and Nittana found that empathy Trustworthiness and confidence affect pharmacy loyalty. But in this research, experts have expanded their confidence. That means having knowledge Personnel competency in addition to knowledge and ability in medicine and treatment, it also includes the ability to communicate. which has never been mentioned in previous research in pharmacies. Communication capabilities that drive consumer emotions and storytelling skills consistent with Kittima and Teeraphon Mentions that storytelling strategies play an important role in brands and products, such as adding value through storytelling to create perceived additional value. towards products in the Khao Kho community. In terms of communication driven by emotions, a survey found that communication with reviews that Driving high emotions on Amazon can drive more product views than communicating with a "bad" review. Low emotional drive and increase sales more in addition, it increases the value of services as well.

Building trustworthiness in online media in terms of advertising or using brand communication messages. and influential people To create trustworthiness, it has a greater impact on the purchasing decision process than Create a price discount of 5-20 percent.

4. marketing mix There are still things that are necessary for the pharmacy business, such as products, prices, locations, and promotions, but strategies may need to be adjusted to suit behavior. Today's consumers, for example, products should be different from other stores, both products sold within the store and various services. Including efficient inventory management to have products available in time for distribution. Consumer trends Both products sold within the store and various services Including efficient inventory management to have products available in time for distribution. Consumer trends This increases sales opportunities and reduces pharmacy costs. which the study results This section differs from past studies on the marketing mix. that emphasizes factors such as location, price, and promotion and products through service from the storefront only In this study Experts have given their views on the importance of analyzing the marketing mix for both storefront services. and providing online services. In addition, in terms of products, in addition to the variety of product types, It also places importance on effective inventory management and management. Due to constant management An efficient warehouse can reduce costs and increase profits for pharmacies.

### **Suggestion**

1. New marketing factors should be explored in specific population groups, such as the elderly. This is because the elderly is a group that may have experience using drugstore services or have congenital diseases. It requires care in pharmacies or value-added activities at pharmacies that are different from those of younger consumers. Survey channels should be selected that are appropriate for the elderly, such as combining both data collection Online channels and face to face etc.

2. A new marketing strategy for the drugstore business developed from brainstorming ideas and experiences in doing the drugstore business. and experience seeing marketing from other businesses that the success of experts, therefore, if all

new marketing strategies developed or some parts are applied in various types of pharmacy businesses

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