

Understanding Service Expectations, Value-Added Service Needs, and Communication Preferences of Retail Pharmacy Customers in Nanded City

This study explores the expectations of retail pharmacies in Nanded City from their pharmaceutical distributors. We aim to identify core service expectations, preferred communication channels, and the impact of digital convenience on trust and satisfaction. The findings will help distributors like Shri Siddhivinayak Agencies enhance their service delivery and foster stronger relationships with retail partners.



Key Research Questions

1 Service Expectations

What core and value-added services do retail pharmacies expect from distributors?

2 Communication Channels

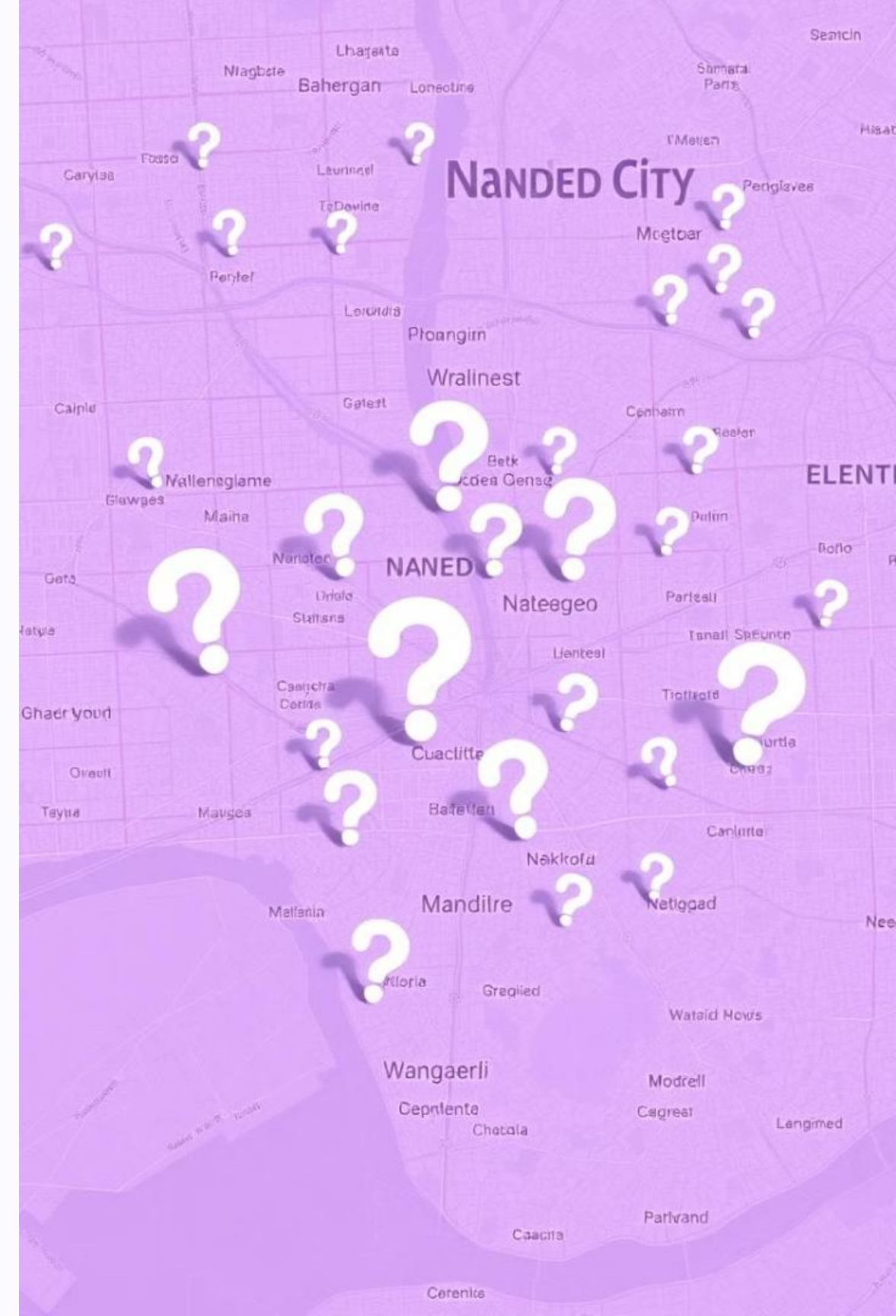
Which channels are preferred for orders, reminders, and updates?

3 Digital Impact

How do personalized communication and digital tools affect trust and satisfaction?

4 Service Barriers

What are the key barriers to better service delivery as perceived by pharmacies?



Research Objectives & Hypothesis

Objectives

- Evaluate personalized B2B communication's role in building trust.
- Identify preferred digital channels for communication and orders.
- Understand expectations for value-added services like online ordering and real-time stock.
- Examine how digital features influence engagement, loyalty, and efficiency.

Hypothesis

Retail pharmacies in Tier-2 cities like Nanded are more likely to engage with and remain loyal to distributors offering personalized communication, accessible value-added services, and digital convenience. A customer-centric (B2B) engagement model is expected to enhance satisfaction, repeat orders, and overall business performance.

Study Design and Population

Study Design

Descriptive cross-sectional primary research using a structured survey approach, targeting retail pharmacies in Nanded City, Maharashtra.

Study Population

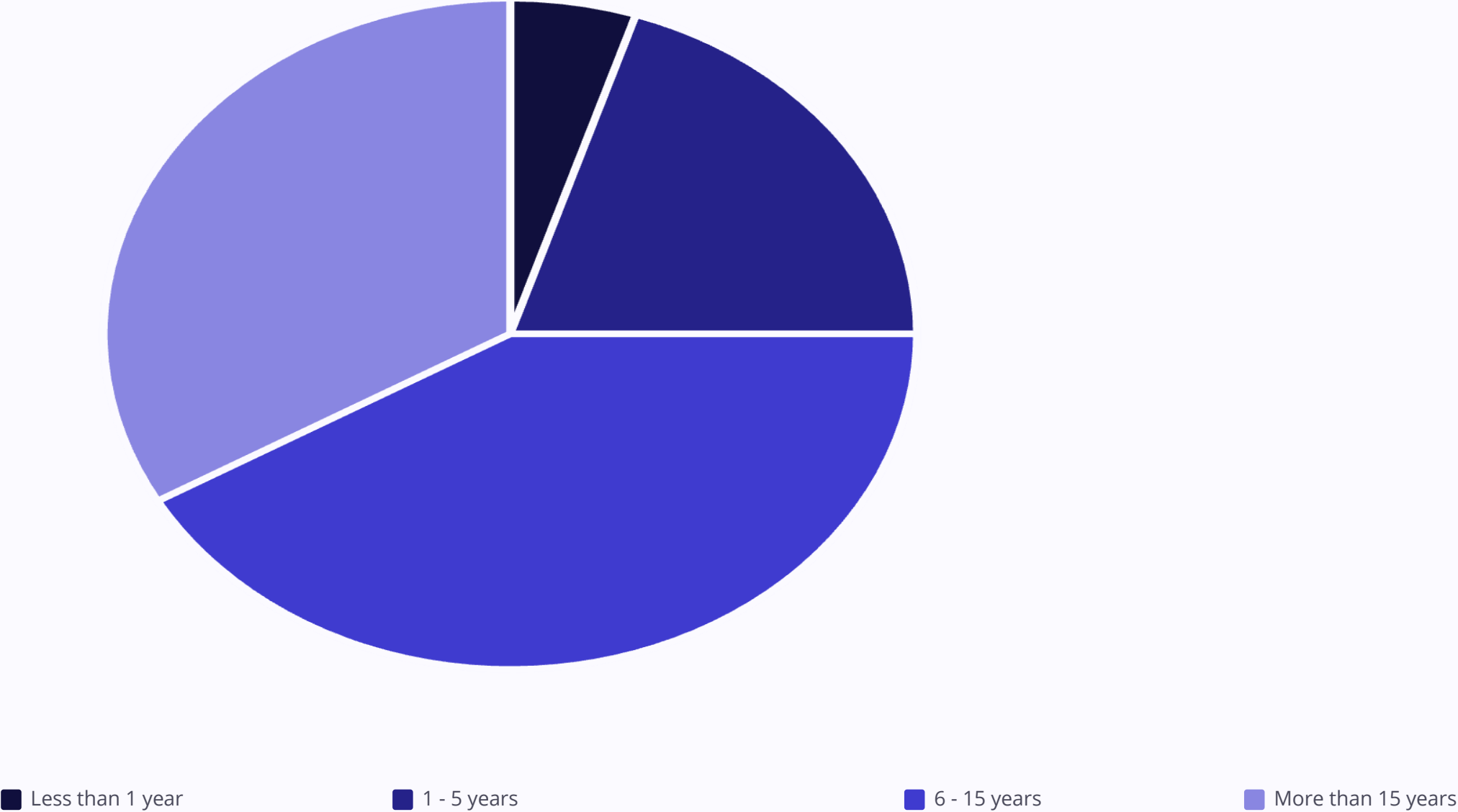
Owners, managers, or key decision-makers of retail pharmacies responsible for procurement and distribution relationships.

Sampling Method

Convenience sampling method, targeting 60 respondents with diverse pharmacy profiles.



Pharmacy Demographics & Operations



The majority of surveyed pharmacies (41.7% operating 6-15 years, 33.3% over 15 years) are well-established, indicating a mature market. This suggests a client base that values reliability and long-term relationships. Additionally, 75% offer home delivery, and over 80% use digital tools for inventory or sales, highlighting a digitally inclined market.



Core Service Expectations



Timely Delivery

80% consider it extremely important.



Order Accuracy

73.3% deem it extremely important.



Product Range

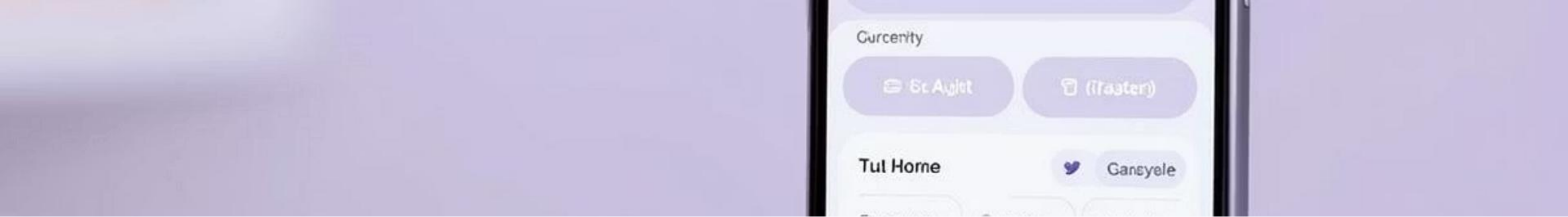
85% find a comprehensive range important.



Staff Responsiveness

65% rate it extremely important.

Retail pharmacies overwhelmingly prioritize timely and accurate deliveries, a comprehensive product range, and responsive staff. Clear billing and consistent pricing are also crucial, with over 90% considering them important. These factors are fundamental for building trust and loyalty with distributors.



Value-Added Services (VAS) Expectations

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Simplified Returns

Desired by 83.3% of pharmacies.
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Online Ordering Portal

Expected by 80% for 24/7 access.
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Real-time Stock Info

Valued by 75% for digital platforms.
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Digital Payments

Preferred by 66.7% for invoices.

Pharmacies highly desire simplified returns and online ordering portals. Real-time stock information and digital payment options are also key expectations. These findings provide a clear roadmap for distributors to enhance operational efficiency and digital convenience for their clients.

Communication Channel Preferences

86.7%

WhatsApp

Most preferred for messages/groups.

75.0%

B2B App/Portal

Highly preferred for dedicated ordering.

63.3%

Phone Call

Remains relevant for direct communication.

WhatsApp and dedicated B2B apps/portals are the most preferred communication channels for placing orders and receiving updates. Phone calls also remain highly relevant. Distributors should emphasize a multi-channel digital strategy, led by WhatsApp and a robust B2B platform, while maintaining phone support to meet diverse client needs.

