ST. MARY'S UNIVERSITY

DEPARTMENT OF MARKET MANAGEMENT

FACTORS AFFECTING CUSTOMERS PREFERENCE OF COMMUNITY PHARMACIES AT ADDIS ABABA, ETHIOPIA

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FACTORS AFFECTING CUSTOMERS SELECTION OF COMMUNITY PHARMACIES AT ADDIS ABABA, ETHIOPIA

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BY ELENI ZEKARIYAS

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APPROVED BY THE COMMITTEE OF EXAMINERS

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Declaration

I hereby declare that the thesis entitled "**Factors Affecting Customers Selection of Community Pharmacies at Addis Ababa, Ethiopia**" is my original work prepared under the guidance and support of my advisor Mohammed M. (Ph.D.) It has been carried out and submitted in partial fulfillment of the requirements for the Degree of Master of Art in Marketing Management to the Department of Marketing Management; College of Business and Economics, St. Mary's University. I also would like to confirm that it has not been previously submitted for any diploma or degree to any college or university and that all sources of materials used in the study are duly acknowledged.

Eleni Zekariyas	_____	_____
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Approval

The thesis entitled "**Factors Affecting Customers Selection of Community Pharmacies at Addis Ababa, Ethiopia**" submitted by **Eleni Zekariyas** in partial fulfillment of the requirements for the award of a Master Degree in **Marketing Management** to the Department of Marketing Management; College of Business and Economics; St. Mary's University has been carried out under my supervision. Therefore, I hereby approve and recommend that it has fulfilled the thesis requirements and can be submitted to the department for examination as the university advisor.

Mohammed M. (Ph.D.)	_____	_____
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Certification of Approval

We, here under, as members of the Examining Board of the Final MA Open Defense, have read and evaluated the thesis entitled "**Factors Affecting Customers Selection of Community Pharmacies at Addis Ababa, Ethiopia**" submitted by **Eleni Zekariyas**. We certify/recommend that it has fulfilled the requirements for the partial fulfillment of the requirement for Master Degree in **Marketing Management** in the Department of Marketing Management; College of Business and Economics; St. Mary's University.

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Abbreviations and Acronyms

- **FIP -** International Pharmaceutical Federation
- **WHO -** World Health Organization
- **OTC-** Over the Counter
- **TPB -** Theory of Planned Behavior
- **Q-methodology -** A research method used to study people's "subjectivity" — that is, their viewpoint.
- **Df -** Degrees of Freedom
- **ETB -** Ethiopian Birr (currency)
- **SPSS -** Statistical Package for the Social Sciences
- **SERVQUAL -** A service quality framework that measures the gap between customer expectations and perceptions of service across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.
- **ANOVA -** Analysis of Variance
- **CONV**: Convenience
- **SALESP**: Sales Promotions
- **QUAL&EXP**: Qualified and Experienced
- **CUSTSERV**: Customer Service
- **F&FREC**: Family and Friends' Recommendation
- **CUSTSEL**: Customers Selection

Abstract

This study investigates the factors affect customers' selection of community pharmacies in Addis Ababa, Ethiopia, aiming to provide insights that can enhance service delivery and customer satisfaction. The research focuses on key determinants such as convenience, sales promotions, Staff's Professionalism, customer service, and recommendations from family and friends. The methodology includes the use of a structured questionnaire to collect quantitative data from a sample of 206 respondents. The data were analyzed using descriptive statistics, correlation analysis, and multiple regression analysis to understand the relationships between the independent variables (convenience, sales promotions, Staff's Professionalism, customer service, and recommendations) and the dependent variable (customers' selection of community pharmacies). The findings reveal that convenience, customer service, and recommendations from family and friends significantly influence customer choices. Convenience, including factors such as proximity to residential areas and flexible operating hours, emerged as a crucial determinant. High-quality customer service, characterized by staff courtesy, responsiveness, and empathy, also plays a significant role in customer selection. Recommendations from family and friends highlight the substantial impact of word-of-mouth in shaping customer preferences and decisions. While sales promotions and the qualifications of pharmacists show positive relationships with customer choices, their impacts are less pronounced. The study concludes that community pharmacies better prioritize enhancing convenience, improving customer service, and leveraging positive word-of-mouth recommendations to attract and retain customers. These strategies are essential for building a competitive edge in the market. The insights from this study are valuable for pharmacy owners, and healthcare practitioners aiming to improve service delivery and customer satisfaction in community pharmacies. Additionally, the study suggests that future research could explore the impact of digital and online pharmacy services, the role of demographic factors such as age and income, and the influence of healthcare policy changes on customer preferences.

Key Terms: *Community Pharmacy, Convenience, Sales Promotions, Staff's Professionalism, Customer Service, Recommendations from Family and Friends*

CHAPTER ONE

1. INTRODUCTION

Background of the Study

Community pharmacies serve as vital points of access to healthcare services, particularly in urban centers like Addis Ababa, Ethiopia. In Ethiopia, the healthcare system is characterized by a mix of public and private providers, with community pharmacies playing a significant role in providing essential medications, health products, and pharmaceutical services to the population (Mekonnen et al., 2013; Tadesse & Taye, 2018).

Despite the critical role played by community pharmacies, there is a lack of research focusing specifically on how consumers select their community pharmacy in Addis Ababa, Ethiopia (Tesfaye, 2016; Woldu & Tadesse, 2019). Customers' choice of a community pharmacy is influenced by various factors that are crucial in their decision-making process. Numerous studies have been conducted to explore the different aspects that impact customers' decisions when selecting a pharmacy (Brown et al., 2012; Gebre & Kassa, 2020).

Community pharmacies are crucial access points for healthcare, providing essential medications, health products, and patient-centered services such as medication therapy management, immunizations, and health screenings. They contribute significantly to public health through health promotion and disease prevention programs. While they face challenges like competition and regulatory pressures, they offer opportunities for expanding healthcare delivery through telepharmacy and personalized medicine. Research in community pharmacy practice focuses on improving patient outcomes and integrating pharmacists into the broader healthcare team.

A previous record focused on risk management in community pharmacy practice in Abu Dhabi, highlighting the significance of understanding and managing risks in influencing customers' choices (Hagar A, 2020). (Ghattas,A, 2020) aimed to identify factors influencing customer decisions in selecting a community pharmacy in Amman,

emphasizing convenience, physical environment, sales promotions, qualified pharmacists, and customer service as key factors. (Mei.W, 2021) researched factors attracting consumers to visit community pharmacies in Malaysia, providing insights into what customers value when choosing a pharmacy. And good customer service, engagement and professionalism provided by staff, sales promotion, environment, and convenience of the pharmacy are the factors to attract and retain more customers (Mei.W, 2021). A recent study developed an instrument to analyze the evaluative criteria used by patients/customers in selecting a community pharmacy, providing valuable insights into customers' priorities (Niki.G, 2021).

Recognizing patient preferences for pharmacy characteristics can improve patient satisfaction and financial performance in community pharmacies (Pranav M. 2020).

In order to ensure appropriate pharmaceutical care, it is important for pharmacists to understand the needs of consumers. Scholars have emphasized the significance of this understanding, and organizations like the International Pharmaceutical Federation (FIP) and World Health Organization (WHO) have also stressed the importance of pharmacists comprehending consumers' concerns and demands to ensure the quality of pharmaceutical care (Hong .C 2018).

Recognizing patient preferences for pharmacy characteristics can improve patient satisfaction and financial performance in community pharmacies (Pranav M. 2020). Given the lack of research in this area, conducting research on factors affecting customers' selection of community pharmacies in Addis Ababa is essential. Such research will not only contribute to the existing body of knowledge but also provide practical insights that can inform policy-making and improve healthcare delivery in the city.

Statement of the problem

Community pharmacies play an important role in connecting people with the healthcare system because they are easily accessible (Wirth, 2016). However, little is known about the factors that influence consumers' choice of these establishments in Addis Ababa, Ethiopia (Tesfaye, 2016; Woldu & Tadesse, 2019). Although Addis Ababa has an increasing number of community pharmacies, not much research has been done to determine what factors

influence consumers' decisions when choosing one over the other. Pharmacy owners may find it difficult to optimize service delivery, improve accessibility, and raise customer satisfaction levels in the city's pharmacy landscape if they lack a thorough understanding of these factors (Brown et al., 2012).

This knowledge gap is especially worrisome in light of Addis Ababa's diverse population and its various needs and preferences. Convenience factors, like accessibility and closeness to residential areas, are probably going to have a big impact on what customers decide to buy (Gebre & Kassa, 2020). In the context of community pharmacies in Addis Ababa, other factors that may influence customers' decisions include sales promotions, the availability of licensed and experienced pharmacists, customer service standards, and referrals from friends and family. However, these factors have not received much attention (Jones et al., 2015).

To improve customer loyalty, accessibility, and service quality, stakeholders must comprehend the factors influencing customers' choice of community pharmacies. To provide pharmacy owners, legislators, and medical professionals in Addis Ababa, Ethiopia with useful insights, it is essential that empirical research be conducted in order to fully identify and analyze these factors (Mekonnen et al., 2013).

Research Questions

1. How does convenience influence customers' choice of community pharmacies?
2. What is the effect of sales promotions on customers' pharmacy choices?
3. How do Staff's Professionalism' ability to provide accurate medication advice and counseling, influence customers' preferences?
4. What role does customer service, encompassing aspects such as staff courtesy, responsiveness, and empathy, play in customers' selection of community pharmacies?
5. To what degree do recommendations from families and friends influence customers' choices of community pharmacies?

Research Objectives

1.1.1. General Objective

To explore the factors affecting customers' selection of community pharmacies in Addis Ababa, Ethiopia.

1.1.2. Specific Objectives

1. To investigate the impact of convenience on customers' choice of community pharmacies.
2. To examine the effectiveness of sales promotions in attracting pharmacy customers.
3. To evaluate the significance of Staff's Professionalism in influencing customers' preferences.
4. To analyze the role of customer service towards community pharmacies selection.
5. To determine the impact of recommendations from families and friends on customers' choices of community pharmacies.

Significance of the Study

The findings of this study has significant implications for different parties who are engaged in the delivery and use of healthcare services within in Addis Ababa, Ethiopia. The following points elaborate on the significance of this study:

Informed Decision-Making: in order to improve business performance and sustainability, community pharmacy owners and operators must have a detailed understanding of the factors influencing customers' selection. Pharmacy owners can better cater their services and marketing strategies to the needs and preferences of their target market by understanding the factors that influence customer choice. To draw in and keep consumers, this may involve investing in staff development and training, enhancing the physical space, running successful sales campaigns, optimizing pharmacy locations, and relying on positive word-of-mouth recommendations.

Contribution to Knowledge: Furthermore, healthcare practitioners, including pharmacists and other healthcare professionals, will gain valuable insights into the needs and expectations of their patients and customers. By understanding the factors influencing pharmacy selection, healthcare practitioners can collaborate more effectively with community pharmacies to ensure continuity of care and optimize health outcomes for patients. This may involve initiatives such as pharmacist-led medication counseling and adherence support programs, collaborative care models between pharmacies and healthcare facilities, and initiatives to improve patient education and empowerment.

Improved Service Delivery: for the general public, this study has the potential to improve access to high-quality healthcare services and promote informed decision-making regarding pharmacy selection. By raising awareness of the factors that contribute to a positive pharmacy experience, individuals can make more informed choices about where to seek healthcare services, thereby improving their overall healthcare experience and outcomes.

In summary, this study has the potential to drive positive change within the pharmacy sector in Addis Ababa, Ethiopia. It holds significant implications for healthcare practice, policy-making, and academic scholarship. By shedding light on the consumer choices and experiences within these settings, ultimately contribute to the delivery of high-quality, accessible, and patient-centered healthcare services for the city's residents and beyond.

Scope of the study

This study explored multilayered factors influencing customers' selection of community pharmacies in Addis Ababa, Ethiopia. The scope of the study includes:

Geographical Focus: The research is conducted exclusively within the boundaries of Addis Ababa, the capital city of Ethiopia. While other regions of the country may exhibit unique characteristics and healthcare dynamics, they are beyond the scope of this study.

Conceptual Scope: This study focuses on consumer-centric aspects to provide insights into the factors driving consumers' selection of community pharmacies in Addis Ababa. It explored convenience, sales promotions, Staff's Professionalism, customer service, and family and friends' recommendations to understand consumer preferences. The study excludes perspectives from other stakeholders within the pharmaceutical sector, such as pharmacists, pharmacy staff, and healthcare providers, maintaining a clear focus on consumer behavior.

Design/methodology/approach: Descriptive analytical methodology, with a quantitative approach using survey strategy is applied to gather comprehensive data on factors influencing customers' selection of community pharmacies.

Limitations of the study

While this study aims to provide valuable insights, several limitations should be acknowledged:

Sampling Constraints: The study's results were limited by the sample size and sampling procedures employed. While efforts will be made to ensure representativeness, the study did not capture the full diversity of consumer perspectives within Addis Ababa. This constraint could affect the comprehensiveness of the findings, as some demographic or socioeconomic groups were underrepresented or overrepresented, leading to potential biases in the results. To mitigate this, future research should consider larger and more diverse samples to enhance the robustness and applicability of the findings across different consumer segment.

Resource Constraints: The study may be limited by constraints such as time, budget, and access to data. These constraints may affect the scope of the study, sample size, data collection methods, data analysis techniques employed and may influence the interpretation of the findings.

Data Collection Challenges: The research may face challenges related to data collection, including participant recruitment, response rates, and data quality. Efforts will be made to address these challenges through careful planning and methodological consistency.

Despite these limitations, the study aims to provide valuable insights into the factors influencing customers' selection of community pharmacies in Addis Ababa, Ethiopia, thereby contributing to the existing body of knowledge in this area and informing evidence-based decision-making for stakeholders within the city's pharmacy sector.

Organization of the study

The following outlines the structure and organization of the study:

The study was structured into five chapters. In the initial chapter, it delved into the introduction, encompassing the background, statement of the problem, research questions, research objectives, significance of the study, scope and limitations, definition of key terms, and the overall organization of the study. Moving on to chapter two, it focused on the review of related literature, covering both theoretical and empirical aspects, along with the conceptual framework and research hypotheses. In chapter three, it elaborated on the research methodology employed in the study. The fourth chapter was dedicated to the presentation, analysis, and interpretation of the collected data. Finally, in chapter five, it provided a summary, conclusion, and recommendations based on the study's findings.

CHAPTER TWO

2. LITERATURE REVIEW

Introduction

This chapter reviews the existing literature on factors influencing customer choice of community pharmacies. It begins by exploring the theoretical frameworks that underpin consumer behavior in this context, specifically focusing on the Theory of Planned Behavior and the Consumer Decision-Making Process. Following this, the chapter delves into various factors that impact customers' selection of pharmacies, including convenience, sales promotions, the qualifications and experience of pharmacists, the quality of customer service, and recommendations from family and friends. By synthesizing insights from recent studies, this literature review aims to provide a comprehensive understanding of the key determinants that drive consumer preferences and behaviors in the community pharmacy sector.

Theoretical Literature

2.1.1. Customer Behavior Theories

Customer behavior theories are essential in understanding the myriad factors that influence how individuals make decisions regarding the purchase of goods and services, including those offered by community pharmacies. These theories provide a structured way to analyze the psychological, social, and economic determinants of customer actions. By applying these theories, researchers and practitioners can better predict and influence customer behavior, leading to improved service delivery and customer satisfaction.

One of the foundational theories in this realm is the Theory of Planned Behavior (TPB), which explains how attitudes, subjective norms, and perceived behavioral control drive individuals' intentions and actions. This theory is particularly relevant in the context of

community pharmacies, where customer decisions are influenced by their beliefs about the benefits of the pharmacy services, the opinions of significant others, and their perceived ease of accessing and using these services (Conner & Armitage, 1998).

Another important framework is the Consumer Decision-Making Process, which outlines the stages consumers go through from recognizing a need to evaluating the post-purchase experience. This process involves several steps, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Understanding each of these stages helps community pharmacies tailor their strategies to meet customer needs effectively and ensure a positive overall experience (Kotler & Keller, 2012).

Incorporating insights from these theories, community pharmacies can enhance their service offerings, improve customer engagement, and foster long-term loyalty. By understanding what drives customer behavior, pharmacies can implement targeted interventions such as personalized marketing, enhanced customer service, and strategic location planning to meet the specific needs and preferences of their clientele.

2.1.1.1. Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a significant theoretical framework used to understand customer behavior in various contexts, including community pharmacies. TPB posits that an individual's intention to engage in a behavior is influenced by three key components: attitudes towards the behavior, subjective norms, and perceived behavioral control. In the context of community pharmacies, this theory can elucidate how customers decide where to purchase their medications and seek pharmaceutical services (Ajzen, 1991).

Dhanraj and Lavanya (2022) utilized TPB to analyze consumer behavior in choosing between community pharmacies, e-pharmacies, and multi-channel options. Their study involved a comprehensive analysis using a self-regulated questionnaire distributed to 426 participants. The research found that subjective norms, which refer to the perceived social pressures to perform or not perform a particular behavior, significantly impacted customers'

choices across different pharmacy channels. This finding suggests that recommendations from family, friends, and healthcare providers, as well as societal expectations, play a crucial role in shaping customer behavior in the pharmaceutical sector (Dhanraj & Lavanya, 2022).

Further, the study highlighted the importance of perceived behavioral control, which pertains to the ease or difficulty of performing the behavior, in influencing customer decisions. In the context of community pharmacies, factors such as the accessibility of the pharmacy, ease of navigating the pharmacy layout, and the availability of online services can significantly impact perceived behavioral control. By understanding these factors, community pharmacies can develop strategies that enhance customer convenience and satisfaction, thereby improving their competitive edge in the market (Pavlou & Fygenson, 2006).

Additionally, TPB's component of attitudes toward the behavior, which encompasses the positive or negative evaluations of engaging in a behavior, is critical in understanding customer preferences. Customers' attitudes towards a community pharmacy can be shaped by their experiences with the quality of service, the professionalism of the staff, and the overall environment of the pharmacy. Positive experiences can lead to favorable attitudes and increased likelihood of repeat visits, while negative experiences can deter customers from returning (Fishbein & Ajzen, 2010).

2.1.1.2. Consumer Decision-Making Process

The consumer decision-making process in the context of community pharmacies involves several stages, each influenced by various internal and external factors. This process typically includes problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Understanding this process is crucial for community pharmacies aiming to attract and retain customers (Blackwell et al., 2006).

Fleming et al. (2019) explored the decision-making process of community pharmacists regarding their willingness to engage patients about prescription drug misuse. Using TPB as a framework, their study identified several key beliefs and attitudes that influence

pharmacists' decision-making. For instance, behavioral beliefs about the potential benefits and drawbacks of engaging patients, such as improving patient health outcomes versus the risk of losing customers, played a significant role. Normative beliefs, including expectations from regulatory bodies and family members, also impacted pharmacists' decisions (Fleming et al., 2019).

The evaluation of alternatives is another critical stage in the decision-making process, where consumers compare different community pharmacies based on various attributes such as location, service quality, product availability, and pricing. In a competitive market, pharmacies must differentiate themselves by offering superior services and fostering positive relationships with customers. Effective marketing strategies, loyalty programs, and personalized services can enhance the perceived value of a pharmacy, influencing the customer's final purchase decision (Kotler & Keller, 2012).

Post-purchase behavior, which involves the customer's evaluation of their experience after the purchase, is also crucial. Satisfied customers are more likely to become repeat customers and recommend the pharmacy to others, contributing to positive word-of-mouth marketing. On the other hand, negative experiences can lead to customer attrition and damage the pharmacy's reputation. Therefore, community pharmacies must continuously assess and improve their services to ensure high levels of customer satisfaction and loyalty (Oliver, 1997).

In summary, understanding the Theory of Planned Behavior and the consumer decision-making process provides valuable insights for community pharmacies to enhance their service offerings and better meet customer needs. By focusing on the key factors influencing customer behavior, pharmacies can develop effective strategies to attract and retain customers, ultimately contributing to their success and growth in the competitive healthcare market.

2.1.2. Healthcare Service Quality Theories

2.1.2.1. SERVQUAL Model

The SERVQUAL model is a widely used framework for assessing service quality in various sectors, including community pharmacies. It was developed by Parasuraman, Zeithaml, and Berry to measure the gap between customer expectations and perceptions of service quality across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This model has been applied in numerous studies to evaluate and improve service quality in community pharmacies.

One study conducted by Diaz del Valle Robles (2014) utilized the SERVQUAL model to measure service quality in community pharmacies in Tegucigalpa, Honduras. The study involved 321 respondents who completed a SERVQUAL questionnaire. The findings revealed significant gaps between customer expectations and perceptions, particularly in the dimensions of assurance and responsiveness. The study concluded that the SERVQUAL model is an effective tool for identifying areas needing quality improvements from the patients' perspective, suggesting that management should focus on enhancing these dimensions to improve overall patient satisfaction (Diaz del Valle Robles, 2014).

Another study by Kashfi et al. (2022) assessed the quality of services in outpatient teaching hospital pharmacies in Iran using the SERVQUAL model. The study found that there were significant gaps between patient expectations and perceptions in all six dimensions measured, with the largest gap observed in the 'access' dimension. The study emphasized the need for interventions to enhance staff empathy and teamwork skills, as well as the importance of an efficient feedback system to improve service quality and reduce the existing gaps (Kashfi et al., 2022).

Ningrum et al. (2020) applied the SERVQUAL model to evaluate patient satisfaction in a pharmacy in Mataram, Indonesia. The study revealed that the majority of patients were satisfied with the services provided, with the highest satisfaction levels reported in the dimensions of tangibles and empathy. This study highlights the significance of maintaining high standards in these dimensions to ensure patient satisfaction and loyalty (Ningrum et al., 2020).

2.1.2.2. Health Belief Model

The Health Belief Model (HBM) is another critical framework used to understand health behaviors and guide health interventions. It is based on the idea that a person's beliefs about health problems, perceived benefits of action, and barriers to action can predict health-related behaviors. The HBM includes constructs such as perceived susceptibility, perceived severity, perceived benefits, perceived barriers, cues to action, and self-efficacy.

Syed et al. (2021) applied the HBM to assess community preventive practices against COVID-19 in Saudi Arabia. The study found that constructs such as perceived susceptibility, perceived severity, perceived benefits, and cues to action were positively associated with adherence to preventive measures. This highlights the potential of using the HBM in community pharmacies to promote health behaviors and preventive practices among the population (Syed et al., 2021).

Anggraini et al. (2019) utilized the HBM to study factors affecting community pharmacists' services for women with chronic diseases during pregnancy and breastfeeding. The study showed that self-efficacy was the most significant factor influencing pharmacists' willingness to provide active medication information services. The findings suggest that enhancing pharmacists' confidence through continuous education and training can improve their service delivery (Anggraini et al., 2019).

Carico et al. (2021) explored the use of the HBM to guide community pharmacists' communication during the COVID-19 pandemic. The study emphasized that pharmacists could use the HBM constructs to effectively communicate with patients about the importance of preventive measures, thereby reinforcing behaviors that limit the spread of the virus. This application of the HBM demonstrates its versatility and effectiveness in guiding health communication strategies in community pharmacies (Carico et al., 2021).

In summary, both the SERVQUAL model and the Health Belief Model offer valuable frameworks for assessing and improving service quality and health behaviors in community pharmacies. By leveraging these models, pharmacies can enhance their service delivery,

promote positive health behaviors, and ultimately improve patient satisfaction and health outcomes.

Factors Influencing Customer Choice of Community Pharmacies

2.1.3. Convenience

Convenience is a critical factor that significantly influences customers' choice of community pharmacies. This encompasses both the physical proximity of the pharmacy to residential areas and the flexibility of its opening hours. Proximity ensures that customers can access the pharmacy with minimal travel, which is particularly important for those with mobility issues, busy schedules, or urgent medication needs. Studies have shown that customers prioritize pharmacies that are conveniently located near their homes, as this reduces travel time and enhances accessibility (Ghattas & Al-Abdallah, 2020; Kevrekidis et al., 2017). Additionally, the opening hours of a pharmacy are crucial; extended hours provide greater flexibility for customers who may need to visit outside of regular business hours due to work or other commitments. Pharmacies that offer early morning, late evening, and weekend hours are better positioned to meet the needs of their customers, thereby enhancing satisfaction and loyalty (Rosenthal & Ballou, 2023; Tan et al., 2018). Consequently, emphasizing convenience in terms of both location and operating hours can significantly improve a community pharmacy's appeal and customer retention.

2.1.3.1. Proximity to Residential Areas

Proximity to residential areas is a critical factor influencing customers' choice of community pharmacies. Customers prefer pharmacies that are conveniently located near their homes, as this reduces travel time and effort, especially for those with mobility issues or busy schedules. According to Ghattas and Al-Abdallah (2020), convenience, which includes the proximity of the pharmacy to customers' residences, plays a significant role in the selection process. The study found that convenience ranked highly among the factors affecting pharmacy choice, underscoring the importance of strategic location for community pharmacies to attract and retain customers (Ghattas & Al-Abdallah, 2020).

In another study, Kevrekidis et al. (2017) identified that younger consumers, termed 'convenience customers,' prioritized proximity when choosing a pharmacy. This segment of customers rated convenience factors, including location, higher than other factors. The study's findings highlight the necessity for community pharmacies to be accessible and conveniently located to meet the needs of different customer segments (Kevrekidis et al., 2017).

Patel et al. (2020) conducted a systematic review on patient preferences for community pharmacy attributes and found that location convenience was consistently rated as one of the most important factors influencing pharmacy choice. The review emphasized that the ease of accessing the pharmacy significantly impacts patient satisfaction and loyalty, suggesting that pharmacies located near residential areas are more likely to be frequented by customers (Patel et al., 2020).

2.1.3.2. Opening Hours

The opening hours of community pharmacies are another crucial factor that affects customer choice. Pharmacies with extended hours are more likely to attract customers who require flexibility due to their work schedules or other commitments. The study by Tan et al. (2018) highlighted that extended opening hours were a significant convenience factor for patients managing conditions like allergic rhinitis, who often need timely access to medications. The availability of the pharmacy during early mornings, late evenings, and weekends can significantly enhance customer satisfaction and loyalty (Tan et al., 2018).

Rosenthal and Ballou (2023) investigated the behaviors and preferences of college students regarding community pharmacies and found that convenience in terms of opening hours was a critical determinant. Many students preferred pharmacies that were open late or during weekends to accommodate their academic schedules. This study underlines the

importance of flexible operating hours in meeting the diverse needs of different customer groups, particularly younger populations (Rosenthal & Ballou, 2023).

Moreover, Patel et al. (2020) also noted that operating hours were a frequently reported attribute in their review. Patients valued pharmacies that provided accessibility beyond standard working hours, which allowed them to obtain medications and advice without the constraints of regular business hours. This flexibility is particularly beneficial for individuals with chronic conditions who may need urgent medication refills outside typical business hours (Patel et al., 2020).

In summary, both proximity to residential areas and extended opening hours significantly influence customer choice of community pharmacies. Pharmacies that are conveniently located and offer flexible hours are better positioned to meet customer needs, enhance satisfaction, and build loyalty. By prioritizing these convenience factors, community pharmacies can improve their competitive advantage and ensure they effectively serve their communities.

2.1.4. Sales Promotions

Sales promotions are a significant factor in influencing customer choice in community pharmacies. These promotions can take various forms, such as discounts, promotional offers, and loyalty programs, which can attract customers by providing financial incentives and added value.

2.1.4.1. Discounts

Discounts are a common sales promotion tool that can significantly impact customers' purchasing decisions at community pharmacies. Research by Ben Said et al. (2019) demonstrated that discount offers, such as "buy one, get one free" or percentage discounts on specific products, are highly effective in attracting customers. These promotions not only increase the perceived value of the purchase but also encourage customers to try new products or brands that they might not have considered otherwise (Ben Said et al., 2019).

2.1.4.2. Promotional Offers

Promotional offers, including free samples and bundled products, are also influential in driving customer behavior. According to Farris et al. (2015), community pharmacies that employ promotional offers, such as providing free samples of new medications or bundling related products at a reduced price, can enhance customer satisfaction and loyalty. These promotions provide customers with the opportunity to test products before committing to a purchase, thereby reducing perceived risk and increasing the likelihood of repeat visits (Farris et al., 2015).

2.1.4.3. Loyalty Programs

Loyalty programs are another effective sales promotion strategy used by community pharmacies to retain customers. These programs often include rewards points for purchases, exclusive discounts, and special offers for loyal customers. Research by Seidenberg et al. (2021) indicated that loyalty programs could foster a stronger relationship between the pharmacy and its customers, encouraging repeat business and increasing customer lifetime value. These programs are particularly effective when they offer tangible benefits that customers perceive as valuable, such as discounts on future purchases or access to special services (Seidenberg et al., 2021).

2.1.5. Staff's Professionalism

Staff's Professionalism play a crucial role in influencing customer choice of community pharmacies. Customers value the expertise and professional advice provided by pharmacists, which can significantly impact their decision to patronize a particular pharmacy.

2.1.5.1. Medication Advice

Medication advice is a critical service provided by qualified pharmacists that enhances customer trust and satisfaction. A study by Ghattas and Al-Abdallah (2020) found that the ability of pharmacists to provide accurate and personalized medication advice was a key factor in customers' selection of a pharmacy. Customers rely on pharmacists for guidance

on medication usage, potential side effects, and drug interactions, making expert advice a vital aspect of pharmacy services (Ghattas & Al-Abdallah, 2020).

2.1.5.2. Counseling Services

Counseling services offered by pharmacists also significantly influence customer choice. These services include health and wellness counseling, chronic disease management, and lifestyle advice. According to Anggraini et al. (2019), pharmacists who provide comprehensive counseling services help customers manage their health more effectively, thereby enhancing customer satisfaction and loyalty. The study highlighted that customers appreciate the personalized attention and support received from pharmacists, which can differentiate one pharmacy from another (Anggraini et al., 2019).

2.1.6. Customer Service

Customer service is a pivotal factor in the selection of community pharmacies. The quality of service provided by the pharmacy staff, including their courtesy, responsiveness, and empathy, greatly impacts customer satisfaction and loyalty.

2.1.6.1. Staff Courtesy

Staff courtesy is an essential component of customer service that influences customer perceptions of a pharmacy. A study by Rosenthal and Ballou (2023) found that courteous and friendly staff significantly enhance the customer experience. Customers are more likely to return to a pharmacy where they feel valued and respected by the staff, highlighting the importance of training pharmacy employees in customer service skills (Rosenthal & Ballou, 2023).

2.1.6.2. Responsiveness

Responsiveness of the pharmacy staff, including their ability to promptly address customer inquiries and concerns, is another crucial factor. Ningrum et al. (2020) reported that quick and efficient service enhances customer satisfaction and reduces waiting times, which are

important for busy customers. Pharmacies that prioritize responsiveness can build a reputation for reliability and efficiency, attracting more customers (Ningrum et al., 2020).

2.1.6.3. Empathy

Empathy shown by pharmacy staff towards customers is vital for building trust and rapport. Empathetic staff can better understand and address the individual needs of customers, providing a more personalized service. Patel et al. (2020) highlighted that empathy in customer interactions leads to higher levels of satisfaction and loyalty, as customers feel their concerns are genuinely cared for (Patel et al., 2020).

2.1.7. Recommendations from Family and Friends

Recommendations from family and friends significantly influence customer choice of community pharmacies. Word-of-mouth referrals are powerful because they come from trusted sources and can validate the quality and reliability of a pharmacy. According to Kevrekidis et al. (2017), recommendations from close acquaintances play a crucial role in shaping customer perceptions and decisions. Customers often rely on the experiences and opinions of their social circle when choosing a pharmacy, making positive word-of-mouth an important asset for any community pharmacy (Kevrekidis et al., 2017).

Empirical Review

2.1.8. Convenience

Convenience is a pivotal determinant in customers' selection of community pharmacies. According to Ghattas and Al-Abdallah (2020), proximity to residential areas significantly reduces the time and effort required for customers to access pharmacy services, making it a primary factor in their decision-making process. Pharmacies situated closer to customers' homes or workplaces are preferred due to the ease of access. This is particularly important for individuals with mobility issues or busy schedules who prioritize minimal travel time (Ghattas & Al-Abdallah, 2020). Studies confirm that convenience, including both location

and flexible operating hours, ranks highly among the factors influencing pharmacy choice (Kevrekidis et al., 2017).

Furthermore, according to Tan et al. (2018), the operational hours of a pharmacy critically impact customer decisions. Pharmacies offering extended hours, such as early mornings, late evenings, and weekends, cater to the needs of customers who require flexibility due to work or other commitments. This flexibility is essential for individuals needing urgent medication refills or managing chronic conditions that necessitate regular pharmacy visits. The availability of pharmacies during these extended hours enhances customer satisfaction and loyalty, ensuring access to necessary medications and services at convenient times (Tan et al., 2018; Rosenthal & Ballou, 2023).

Additionally, Kevrekidis et al. (2017) note that other convenience factors such as ease of parking and the presence of drive-thru services also influence customer preferences. Convenient parking facilities reduce the hassle of accessing the pharmacy, particularly for elderly customers or those with physical disabilities. Drive-thru services further enhance convenience by allowing customers to pick up prescriptions without leaving their cars, collectively contributing to a pharmacy's appeal by simplifying the process of obtaining medications and health products (Kevrekidis et al., 2017).

2.1.9. Sales Promotions

Sales Promotions are empirically shown to significantly influence customer choice in community pharmacies. According to Ben Said et al. (2019), discounts are a common sales promotion tool that can make medications and health products more affordable. Customers are attracted to pharmacies offering discounts on medications, which help them save money and encourage the trial of new products they might not have considered otherwise (Ben Said et al., 2019). Such financial incentives are particularly appealing in markets where price sensitivity is high, making discounts an effective tool for increasing customer traffic and sales.

Furthermore, Farris et al. (2015) highlight that promotional offers, including free samples and bundled products, provide additional value to customers. These offers serve as a risk-

free way for customers to try new medications or health products, thereby reducing the perceived risk associated with purchasing unfamiliar items (Farris et al., 2015). For instance, a pharmacy might bundle a commonly purchased medication with a new supplement at a reduced price, encouraging customers to explore new products while enjoying savings. This strategy not only boosts sales but also enhances customer satisfaction by offering more value for their money.

According to Seidenberg et al. (2021), loyalty programs are another powerful promotional strategy that can influence customer behavior. These programs reward repeat customers with points that can be redeemed for discounts, exclusive offers, or special services. Studies show that loyalty programs foster a stronger relationship between the pharmacy and its customers, encouraging repeat business and increasing customer lifetime value (Seidenberg et al., 2021). By providing tangible benefits, loyalty programs help build customer loyalty and significantly enhance a pharmacy's competitive edge in a crowded market.

2.1.10. Staff's Professionalism

The presence of Staff's Professionalism is crucial for ensuring customer trust and satisfaction. According to Ghattas and Al-Abdallah (2020), customers rely on pharmacists for accurate medication advice, counseling, and support in managing their health conditions. The expertise of pharmacists in providing personalized medication advice and addressing potential side effects or drug interactions significantly impacts customer preferences (Ghattas & Al-Abdallah, 2020). Effective consultative selling, where pharmacists provide comprehensive medication information and empathetic interactions, has been shown to enhance patient satisfaction and loyalty (Taye, 2018).

Moreover, Anggraini et al. (2019) emphasize the importance of the qualifications and continuous professional development of pharmacists. Pharmacists who stay updated with the latest medical research and pharmaceutical advancements are better equipped to provide high-quality care. This continuous learning ensures that pharmacists can offer the most current and effective treatments, which in turn increases customer confidence in the pharmacy's services (Anggraini et al., 2019). Customers appreciate the knowledge and

professionalism of pharmacists, which can differentiate one pharmacy from another and make a significant impact on their choice.

According to Erku and Aberra (2018), the availability of pharmacists to provide personalized counseling and support is also a key factor. Pharmacists who take the time to listen to customers' concerns and offer tailored advice contribute to a positive customer experience. This personalized approach can be particularly important for managing chronic conditions, where ongoing support and advice are crucial for effective treatment. The ability of pharmacists to build strong, trust-based relationships with customers can lead to increased loyalty and frequent visits (Erku & Aberra, 2018).

2.1.11. Customer Service

Customer Service quality, including staff courtesy, responsiveness, and empathy, directly influences customer satisfaction and loyalty. According to Rosenthal and Ballou (2023), courteous and friendly staff enhance the overall customer experience, making customers feel valued and respected. Research shows that customers are more likely to return to a pharmacy where they feel welcome and appreciated, highlighting the importance of staff training in customer service skills (Rosenthal & Ballou, 2023). Friendly interactions with pharmacy staff can create a positive atmosphere that encourages repeat business.

Ningrum et al. (2020) state that responsiveness is another critical aspect of customer service. Quick and efficient service, which reduces waiting times, is particularly important for busy customers who need their medications promptly. Pharmacies that prioritize responsiveness by efficiently managing queues and addressing customer inquiries can build a reputation for reliability and efficiency, attracting more customers (Ningrum et al., 2020). Prompt service ensures that customers can get their medications without unnecessary delays, which is crucial for maintaining high levels of customer satisfaction.

Additionally, Patel et al. (2020) highlight that empathy shown by pharmacy staff towards customers is vital for building trust and rapport. Empathetic staff can better understand and

address the individual needs of customers, providing a more personalized service. This personal touch can significantly enhance customer satisfaction, as customers feel that their concerns are genuinely cared for (Patel et al., 2020). Empathy in customer interactions leads to higher levels of satisfaction and loyalty, as customers are more likely to return to a pharmacy where they feel understood and supported.

2.1.12. Recommendations from Family and Friends

Recommendations from Family and Friends significantly influence customer choices. According to Kevrekidis et al. (2017), word-of-mouth referrals from trusted sources, such as family and friends, validate the quality and reliability of a pharmacy. Customers often rely on the experiences and opinions of their social circle when choosing a pharmacy, making positive word-of-mouth an important asset (Kevrekidis et al., 2017). Personal recommendations carry a lot of weight, as they are perceived to be unbiased and trustworthy compared to advertisements or other promotional efforts.

Ghattas and Al-Abdallah (2020) note that recommendations from healthcare providers also play a crucial role. Physicians and other healthcare professionals often refer patients to specific pharmacies they trust for accurate dispensing and professional service. These referrals can significantly influence customer choices, as patients tend to follow the advice of their healthcare providers. Studies have shown that pharmacies recommended by doctors or other health professionals tend to have higher levels of customer trust and loyalty (Ghattas & Al-Abdallah, 2020).

Additionally, Patel et al. (2020) observe that online reviews and ratings have become an increasingly important source of recommendations. Many customers consult online reviews before choosing a pharmacy, valuing the experiences shared by other customers. Positive reviews can attract new customers, while negative reviews can deter them. Therefore, maintaining a positive online presence and encouraging satisfied customers to leave reviews can be beneficial for community pharmacies (Patel et al., 2020). Online platforms provide a broad reach for customer testimonials, enhancing the visibility and reputation of the pharmacy.

Conceptual Framework

The conceptual framework illustrates how five independent variables—convenience, sales promotion, customer service, family and friends' recommendation, and Staff's Professionalism—affect the dependent variable, which is customers' selection of community pharmacies. Each arrow represents the direct influence of these factors on customers' decision-making, suggesting that aspects such as proximity, promotional offers, service quality, personal recommendations, and pharmacist expertise significantly shape customer preferences in choosing a pharmacy.

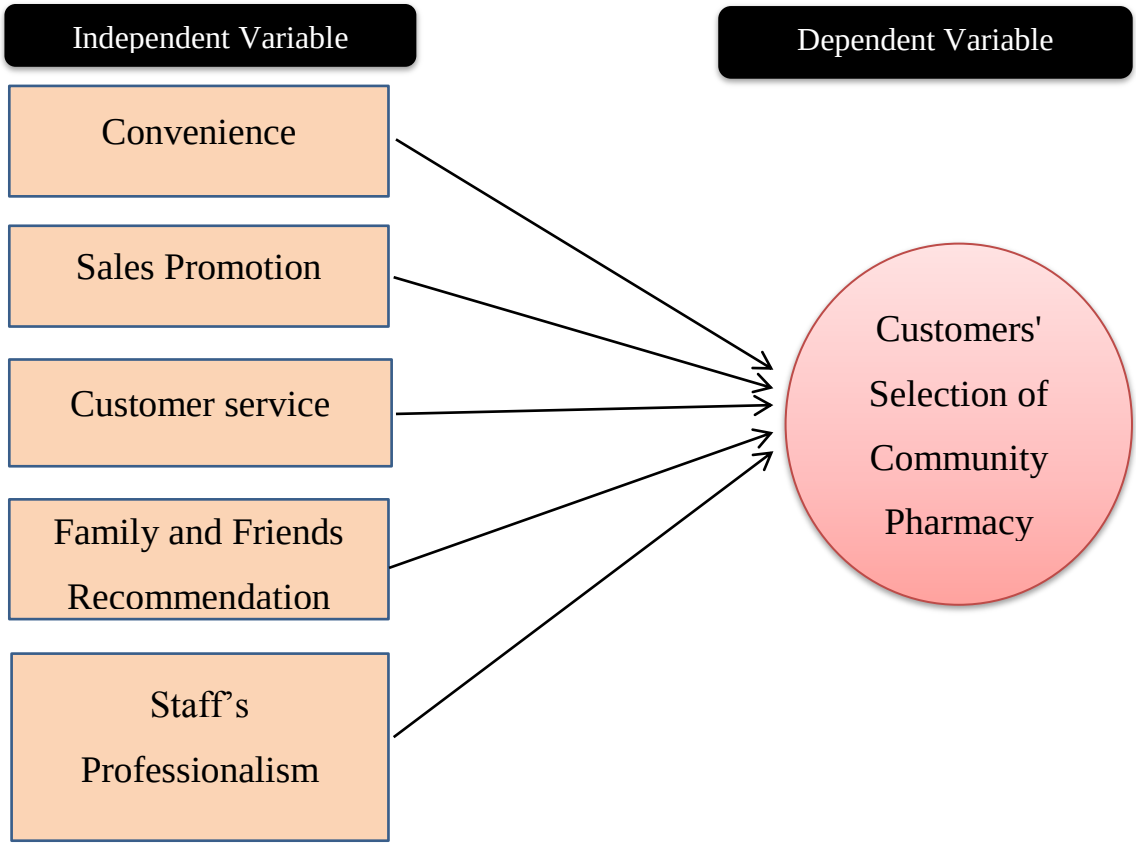

Figure 2. 1 Conceptual Framework

Source: Shaharuddin, S., Zamaludin, A., Hashim, R., Hadi, M. A., & Ming, L. C. (2015)

CHAPTER THREE

3. RESEARCH METHODOLOGY

Research Design

This study employs a blend of descriptive and explanatory research designs. Descriptive research gathers information about the current state of phenomena, focusing on measurable data for statistical analysis. Explanatory research elucidates the cause-and-effect relationships between factors like convenience, sales promotions, customer service, family and friends' recommendations, and pharmacist qualifications, and customers' choice of community pharmacies in Addis Ababa. This method provides a comprehensive understanding of both existing conditions and underlying reasons behind customer behaviors.

Research Approach

The research is predominantly based on the collection of quantitative data through a structured questionnaire. Consequently, a quantitative research approach employed to investigate the factors influencing customers' selection of community pharmacies in Addis Ababa. This method enables the observation, recognition, and assessment of the impact of various factors, such as convenience, sales promotions, customer service, recommendations, and pharmacist qualifications, on customer buying behavior.

Population, Sample size, sampling procedure

3.1.1. Target Population:

The target population for this study includes consumers visiting community pharmacies in Addis Ababa, Ethiopia. Given the large population size of approximately 5,704,000 individuals in Addis Ababa, it is crucial to gather a representative sample to ensure the findings are accurate and generalizable.

3.1.2. Sample Size:

To calculate the margin of error using Cochran's formula, we need to understand the formula and the parameters involved. Cochran's formula is used to determine a representative sample size for a large population when conducting a survey or study.

$$n_0 = \frac{Z^2 \cdot p \cdot (1-p)}{e^2}$$

Where:

n_0 is the sample size.

Z is Z-value (e.g., 1.96 for 95% confidence level)

p is the estimated proportion of the population (0.5 if unknown)

e is the margin of error (the desired level of precision).

Given that you have a sample size (n) of 206, let's rearrange Cochran's formula to solve for the margin of error (e):

$$e = \sqrt{\frac{Z^2 \cdot p \cdot (1-p)}{n}}$$

Plugging in the values:

Z=1.96 (for a 95% confidence level)

p=0.5

n=206

$$e = \sqrt{\frac{(1.96)^2 \cdot 0.5 \cdot (1-0.5)}{206}}$$

$$e = \sqrt{\frac{3.8416 \cdot 0.25}{206}}$$

$$e = \sqrt{\frac{0.9604}{206}}$$

$$e = \sqrt{0.00466}$$

$$e \approx 0.0683$$

The sample size for this study is calculated using the Taro Yamane formula, which is appropriate for large populations. The formula is:

$$n = \frac{N}{1+N(e^2)}$$

Where:

- **n** is the sample size
- **N** is the population size (5,704,000)
- **e** is the margin of error

$$n = \frac{5,704,000}{1+5,704,000(0.0697^2)}$$

$$n = \frac{5,704,000}{1+5,704,000(0.00486)}$$

$$n = \frac{5,704,000}{1+27,720}$$

$$n = \frac{5,704,000}{27,721}$$

$$n \approx 206$$

Given a desired sample size of 206 and solving for the margin of error, we determine that a margin of error of approximately 0.0697 is required. Therefore, the sample size for this study is 206.

3.1.3. Sampling Technique procedure:

A convenience technique is employed to select participants. This involves randomly selecting consumers from various community pharmacies across different geographical areas within Addis Ababa. This approach ensures diversity and enhances the representativeness of the sample. Random sampling will help in minimizing bias and providing a comprehensive view of the factors influencing customers' selection of community pharmacies.

By using this sampling technique, the researcher's objective aims to collect data that accurately reflects the experiences, needs, and satisfaction levels of the target population, thus providing valuable insights for improving pharmacy services in Addis Ababa.

Data source and data collection method

Primary data is collected directly from consumers in community pharmacies through surveys. These surveys are administered either in-person or via online platforms (Telegram) to accommodate different preferences and increase response rates. Secondary data is sourced from existing literature and relevant databases to provide contextual background and support for the primary data. Combining primary and secondary data sources allows for a comprehensive analysis. Primary data provides current and specific insights directly from the target population, while secondary data offers additional context and supports the findings with existing research.

Methods of Data Analysis

Quantitative data from surveys is analyzed using SPSS version 26. Initially, the data was cleaned for inconsistencies and missing values. Descriptive statistics, such as mean, median, mode, and standard deviation, is summarized the sample characteristics. Cronbach's alpha was assessed the reliability of the survey instrument, with a value of 0.7 or higher considered acceptable. Inferential statistics, including correlation and regression analysis, is examined the relationships between factors like convenience, sales promotions, customer service, recommendations, and pharmacist qualifications on customers' selection of community pharmacies. Hypotheses is tested at a 95% confidence level ($p < 0.05$). The results will be interpreted and discussed in the context of existing literature to provide insights for improving pharmacy services in Addis Ababa.

3.7 Ethical Consideration

In the study focusing on factors affecting customers' selection of community pharmacies in Addis Ababa, ethical considerations are of utmost importance. This includes ensuring informed consent where participants are fully aware of the study's purpose and their right to

withdraw at any time. Protecting the confidentiality and privacy of participant data is crucial, necessitating measures for data security and anonymization to prevent personal identification. The research maintains a commitment to minimizing any potential risks to participants, maintaining transparency and honesty throughout the process, and adhering to legal and regulatory standards. Additionally, the researcher avoids any conflicts of interest, ensuring that the study's findings are unbiased and reflective of the true experiences and opinions of the participants. These ethical guidelines are essential to uphold the integrity of the research and the dignity and rights of all participants involved.

CHAPTER FOUR

4. RESULT AND DISCUSSION

Introduction

This chapter presents the analysis, presentation, and interpretation of the questionnaire data. The collected questionnaires were thoroughly checked for consistency before being coded and entered into SPSS. Descriptive statistics, such as frequency distribution and percentages, were utilized to analyze the general data. Means and standard deviations were used to examine the relationships among the variables.

Regression analysis was employed to explain the relationships between the independent variables (Convenience, Sales Promotions, Staff's Professionalism, Customer Service, and Family and Friends Recommendation) and the dependent variable (Customers' Selection of Community Pharmacy) in Addis Ababa, Ethiopia. The findings are presented in tables for clarity and comprehensive understanding.

Response Rate

The table below presents the response rate of the questionnaires distributed for the study on the factors affecting customers' selection of community pharmacies in Addis Ababa, Ethiopia. The data collection process involved distributing a set number of questionnaires to customers across various community pharmacies, and the table summarizes the number of questionnaires distributed, the number returned, and the response rate achieved.

Table 4. 1 Response Rate

Response Rate	**Frequency**	**Percentage**
Filled	206	100
Not Filled	0	0
Total	**206**	**100**

Source: Field Survey, 2024

The response rate table indicates that all 206 distributed questionnaires were completed and returned, achieving a 100% response rate. This exceptional response rate enhances the reliability and validity of the study, ensuring that the data is representative of the target population without the risk of non-response bias. The complete data set strengthens the robustness of the statistical analysis and the credibility of the research findings, providing valuable insights for pharmacy owners, healthcare professionals. The high engagement level of participants suggests strong interest in the topic, contributing to the study's overall significance.

Data Validity

To ensure data validity for the study on the factors affecting customers' selection of community pharmacies in Addis Ababa, Ethiopia, the research team conducted a pre-test of ten questionnaires with a representative sample of the target population. This pre-test aimed to confirm that respondents consistently and accurately interpreted the questions. Based on the feedback received, the wording of the questionnaire was refined to eliminate ambiguities and misinterpretations, thereby enhancing the clarity and quality of the final questionnaire. This process ensured that the data collected was reliable and provided a solid foundation for subsequent analysis.

Reliability Test

To assess the reliability of the data collected for the study on the factors affecting customers' selection of community pharmacies in Addis Ababa, Ethiopia, Cronbach's Alpha was calculated for each set of items related to the different variables. The results are as follows:

Table 4. 2 Data Reliability

Variable Cronbach's	Alpha	N of Items
Convenience	0.810	5
Sales Promotions	0.832	5
Staff’s Professionalism	0.827	5
Customer Service	0.828	5
Family and Friends Recommendation	0.818	5

Overall	**0.861**	**25**

Source: Field Survey, 2024

All variables have Cronbach's Alpha values above 0.8, indicating high reliability and internal consistency of the items. The overall reliability score of 0.861 for all items combined confirms the questionnaire's robustness, ensuring that the data collected is reliable for further analysis.

Demographic Analysis

The general demographic information of the respondents is summarized in the table below, which includes gender, age, marital status, academic qualification, and monthly income.

Table 4. 3 General Information/ Demographic Data

			Frequency	Percent	Valid Percent	Cumulative Percent
Age	Valid	Under 18	1	0.5	0.5	0.5
		18-24	37	18.0	18.0	18.4
		25-34	60	29.1	29.1	47.6
		35-44	52	25.2	25.2	72.8
		45-54	21	10.2	10.2	83.0
		55 and above	35	17.0	17.0	100.0
		Total	**206**	**100.0**	**100.0**	
Gender	Valid	Male	96	46.6	46.6	46.6
		Female	110	53.4	53.4	100.0
		Total	**206**	**100.0**	**100.0**	
Marital status	Valid	Single	80	38.8	38.8	38.8
		Married	91	44.2	44.2	83.0
		Divorced	17	8.3	8.3	91.3
		Widowed	18	8.7	8.7	100.0
		Total	**206**	**100.0**	**100.0**	
Occupation		Student	16	7.8	7.8	7.8
		Employed	158	76.7	76.7	84.5
		Unemployed	32	15.5	15.5	100.0
		Total	**206**	**100.0**	**100.0**	
Monthly income	Valid	Less than 1000 ETB	11	5.3	5.3	5.3
		1000-5000 ETB	21	10.2	10.2	15.5
		5000- 10,000 ETB	58	28.2	28.2	43.7
		Above 10,000	116	56.3	56.3	100.0

		ETB				
		Total	**206**	**100.0**	**100.0**	
Pharmacy Type	Valid	I have no preference	101	49.0	49.0	49.0
		Chain of pharmacies (specific brand)	32	15.5	15.5	64.6
		Single Community pharmacy (specific)	73	35.4	35.4	100.0
		Total	**206**	**100.0**	**100.0**	
Product Type	Valid	Prescribed medication	48	23.3	23.3	23.3
		Baby care products	24	11.7	11.7	35.0
		Over the counter	55	26.7	26.7	61.7
		Chronic medication	29	14.1	14.1	75.7
		Food supplements	12	5.8	5.8	81.6
		Cosmetics	17	8.3	8.3	89.8
		Others	21	10.2	10.2	100.0
		Total	**206**	**100.0**	**100.0**	

Source: Field Survey, 2024

The age distribution of the respondents shows that 0.5% are under 18, 18.0% are between 18-24, 29.1% are between 25-34, 25.2% are between 35-44, 10.2% are between 45-54, and 17.0% are 55 and above. The majority of respondents are between 25-44 years old, indicating that the study captures a significant portion of the adult population who are likely the main consumers of community pharmacy services.

The gender distribution indicates that 46.6% of the respondents are male and 53.4% are female. There is a slightly higher representation of female respondents, which may reflect higher engagement with pharmacy services among women.

The marital status of the respondents shows that 38.8% are single, 44.2% are married, 8.3% are divorced, and 8.7% are widowed. This diverse distribution ensures that the study encompasses varied perspectives regarding community pharmacy usage across different marital statuses.

Regarding occupation, 7.8% of the respondents are students, 76.7% are employed, and 15.5% are unemployed. The high percentage of employed respondents suggests that working individuals are a key demographic for community pharmacies, possibly due to their financial capability and need for healthcare services.

The monthly income distribution shows that 5.3% earn less than 1000 ETB, 10.2% earn between 1000-5000 ETB, 28.2% earn between 5000-10,000 ETB, and 56.3% earn above 10,000 ETB. Over half of the respondents earn above 10,000 ETB monthly, indicating that higher-income individuals are prominent users of community pharmacies, which may influence their preferences and expectations.

For pharmacy type preference, 49.0% of respondents have no specific preference, 15.5% prefer a chain of pharmacies, and 35.4% prefer a single community pharmacy. Nearly half of the respondents have no specific preference for pharmacy type, suggesting that factors other than branding (e.g., convenience, service quality) may be more critical in their selection process.

The product type distribution reveals that 23.3% purchase prescribed medication, 11.7% buy baby care products, 26.7% buy over-the-counter products, 14.1% buy chronic medication, 5.8% buy food supplements, 8.3% buy cosmetics, and 10.2% buy other products. A diverse range of products is purchased, with a notable emphasis on over-the-counter and prescribed medications, highlighting the importance of stocking a wide variety of products to meet customer needs.

Descriptive analysis of Variables

Respondents were asked to rate their level of agreement with statements related to various factors affecting their selection of community pharmacies on a Likert scale of 1 to 5, with 1 indicating "Extremely important," 2 indicating "Important," 3 indicating "neutral," 4 indicating "Slightly important," and 5 indicating "Not important at all." The analysis

includes the calculation of mean and median values to determine the overall agreement with each factor. The outcomes are as follows:

Table 4. 4 Descriptive analysis of Variables

	N	Mean	Std. Deviation
Convenience	206	2.91	1.089
Sales Promotions	206	2.90	1.022
Staff's Professionalism	206	2.88	1.036
Customer Service	206	2.87	1.063
Family and Friends' Recommendation	206	2.88	1.036
Valid N (listwise)	206		

Source: Field Survey, 2024

The mean values for the variables Convenience, Sales Promotions, Staff's Professionalism, Customer Service, and Family and Friends' Recommendation are all around 2.88 to 2.91, indicating a moderate level of agreement with these factors influencing the selection of community pharmacies. The standard deviations, ranging from 1.022 to 1.089, show a reasonable spread around the means, indicating variability in respondents' perceptions. This variability suggests that while these factors are moderately important to customers, there are differences in how individuals prioritize them. Understanding these differences can help community pharmacies tailor their services to better meet customer expectations and preferences.

Inferential Analysis

4.1.1. Correlation Analysis

Correlation measures the strength and direction of the relationship between two variables, with the correlation coefficient r ranging from -1 to 1. A value of r=1 indicates a perfect positive correlation, r=−1 indicates a perfect negative correlation, and r=0 indicates no linear relationship. Correlations are categorized as weak ($0.0 < |r| < 0.3$), moderate ($0.3 \leq |r|$

< 0.5), strong ($0.5 \leq |r| < 0.7$), and very strong ($0.7 \leq |r| \leq 1.0$). Good correlations ($|r| \geq 0.5$) are useful for predictions. Weak correlations ($|r| < 0.3$) indicate insignificant relationships, making predictions unreliable. Negative correlations can be good or bad depending on context. While correlations identify relationships, they do not imply causation.

The table below presents the Spearmans correlation coefficients between the independent variables and the dependent variable (Customers' Selection of Community Pharmacy):

Table 4. 5 Correlations

Spearman's rho		Convenience:	Sales Promotions:	Qualified and Experienced Pharmacists:	Customer Service:	Family and Friends' Recommendation:	Customers Selection of Community Pharmacy
Convenience:	Correlation Coefficient	1.000	.892**	.885**	.915**	.886**	.885**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
Sales Promotions:	Correlation Coefficient	.892**	1.000	.883**	.891**	.923**	.875**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
Qualified and Experienced Pharmacists:	Correlation Coefficient	.885**	.883**	1.000	.875**	.870**	.859**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
Customer Service:	Correlation Coefficient	.915**	.891**	.875**	1.000	.886**	.884**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
Family and Friends' Recommendation:	Correlation Coefficient	.886**	.923**	.870**	.886**	1.000	.882**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
Customers Selection of Community Pharmacy	Correlation Coefficient	.885**	.875**	.859**	.884**	.882**	1.000
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	

Source: Field Survey, 2024

The Spearman's rho correlation table reveals significant positive correlations between various factors influencing customers' selection of community pharmacies. Convenience shows a strong positive correlation with sales promotions (0.892), qualified and experienced pharmacists (0.885), customer service (0.915), family and friends' recommendations (0.886), and customers' selection of community pharmacy (0.885). This indicates that when convenience is enhanced, it positively impacts other factors and overall customer selection of community pharmacies. Sales promotions also exhibit strong positive correlations with qualified and experienced pharmacists (0.883), customer service (0.891), family and friends' recommendations (0.923), and customers' selection of community pharmacy (0.875), suggesting that effective sales promotions are closely linked to improvements in these areas.

Qualified and experienced pharmacists have strong correlations with customer service (0.875), family and friends' recommendations (0.870), and customers' selection of community pharmacy (0.859). This implies that having skilled pharmacists is crucial for customer satisfaction and choice. Customer service itself correlates highly with family and friends' recommendations (0.886) and customers' selection of community pharmacy (0.884), underscoring the importance of high-quality customer service in attracting and retaining customers. Family and friends' recommendations also show a strong correlation with customers' selection of community pharmacy (0.882), indicating that recommendations play a powerful role in influencing customer choice.

The strong interrelationships among these factors suggest that community pharmacies should adopt a comprehensive strategy to enhance customer selection and satisfaction. Improving one area is likely to have a positive ripple effect on others. For instance, enhancing convenience by optimizing the location, accessibility, and ease of use of pharmacy services can significantly impact customer satisfaction and preference. Pharmacies should consider factors such as proximity to residential areas, ample parking, and extended hours of operation to improve convenience. Effective sales promotions can drive customer traffic and influence their choice of pharmacy. Pharmacies should design attractive promotional offers and loyalty programs that not only attract new customers but

also retain existing ones, ensuring that these promotions are communicated effectively to reach a wide audience.

Investing in the training and development of pharmacists is crucial. Skilled pharmacists can provide better customer service, offer expert advice, and build trust with customers. Continuous professional development and certification programs can help maintain high standards. Exceptional customer service is critical for customer retention and positive word-of-mouth. Pharmacies should focus on creating a welcoming environment, training staff in customer relations, and ensuring that customers feel valued and heard. Personalized service can differentiate a pharmacy from its competitors. Encouraging satisfied customers to recommend the pharmacy to their friends and family can be a powerful marketing tool. Pharmacies can leverage customer testimonials, referral programs, and social proof to enhance their reputation and attract new customers.

4.1.2. Regression Analysis

4.1.2.1. Testing Assumptions of Classical Linear Regression Model (CLRM)

In this study, diagnostic tests were conducted to ensure that the data met the basic assumptions of the Classical Linear Regression Model (CLRM). These tests are crucial for validating the results and ensuring the reliability of the regression analysis. Consequently, the results for the model assumptions tests are presented as follows:

Linearity Test: The relationship between the independent and dependent variables was examined to confirm that it is linear. This assumption is essential because linear regression models the linear relationship between variables. To test this assumption, scatter plots of the independent variables against the dependent variable were created. The plots were inspected for a linear pattern, indicating that a linear model is appropriate. If the scatter plots show a random distribution, this would suggest that the linearity assumption is violated, necessitating a transformation of variables or the use of a non-linear model.

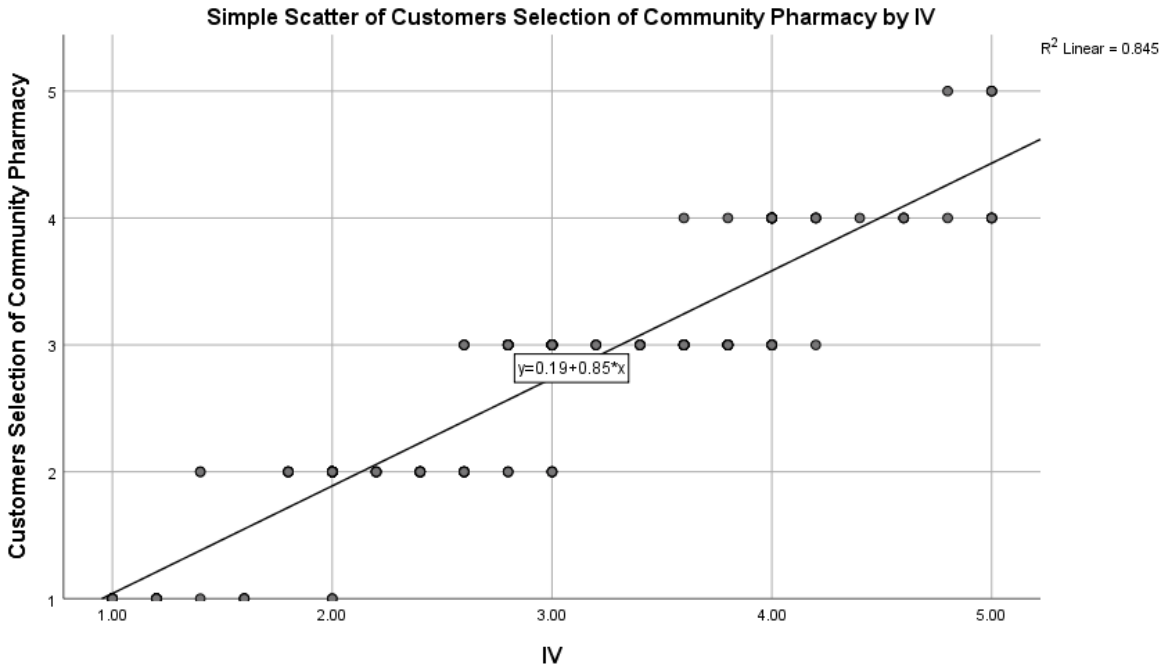

Figure 4. 1 Linearity Test between Independent Variables and Customers Selection of Community Pharmacies

Source: Field Survey, 2024

The scatter plot demonstrates a positive linear relationship between the independent variable and Customers' Selection of Community Pharmacy. The direction of the relationship is positive, as indicated by the positive slope (0.85) in the line of best fit. This means that as the value of the independent variable increases, the Customers' Selection of Community Pharmacy also increases.

The strength of this relationship is very strong, as suggested by the high R^2 value of 0.845. An R^2 value close to 1 indicates that a significant proportion of the variability in the dependent variable can be explained by the independent variable. In this case, 84.5% of the variation in Customers' Selection of Community Pharmacy is accounted for by changes in the independent variable.

The significance level (not directly shown in the plot but implied by the strong correlation) is likely to be less than 0.05, given the strength and clarity of the linear relationship, suggesting that this relationship is statistically significant.

The positive and strong linear relationship implies that improvements or increases in the independent variable (which could be any factor like convenience, sales promotions, qualified pharmacists, customer service, or family and friends' recommendations) are likely to lead to an increased selection of community pharmacies by customers. This highlights the importance of focusing on these factors to enhance customer selection and satisfaction.

For community pharmacies, this means that strategic improvements in key areas measured by the independent variable can have a significant impact on attracting and retaining customers. For instance, if the independent variable represents convenience, then ensuring the pharmacy is easily accessible and has flexible operating hours would likely lead to a higher customer selection rate.

In summary, the scatter plot and the derived equation indicate that enhancing the independent variable can strongly and positively influence the selection of community pharmacies. This emphasizes the need for community pharmacies to continuously improve the critical factors that matter to customers to drive better business outcomes and customer satisfaction.

Homoscedasticity: The presence of homoscedasticity was tested to ensure constant variance of the error terms. This assumption is crucial for the efficiency of the regression estimates. To test for homoscedasticity, a plot of the residuals versus the fitted values was examined. If the plot shows a random scatter (no clear pattern), it indicates homoscedasticity. However, if the plot reveals a pattern (such as a funnel shape), it suggests heteroscedasticity, indicating that the variance of the errors is not constant. In such cases, robust standard errors or transforming the dependent variable might be necessary.

To ensure homoscedasticity, which means that the variance of the error terms is constant across all levels of the independent variables, a visual inspection of the residuals was conducted.

- **Histogram of Regression Standardized Residuals**

The histogram of the regression standardized residuals provides a visual representation of the distribution of residuals.

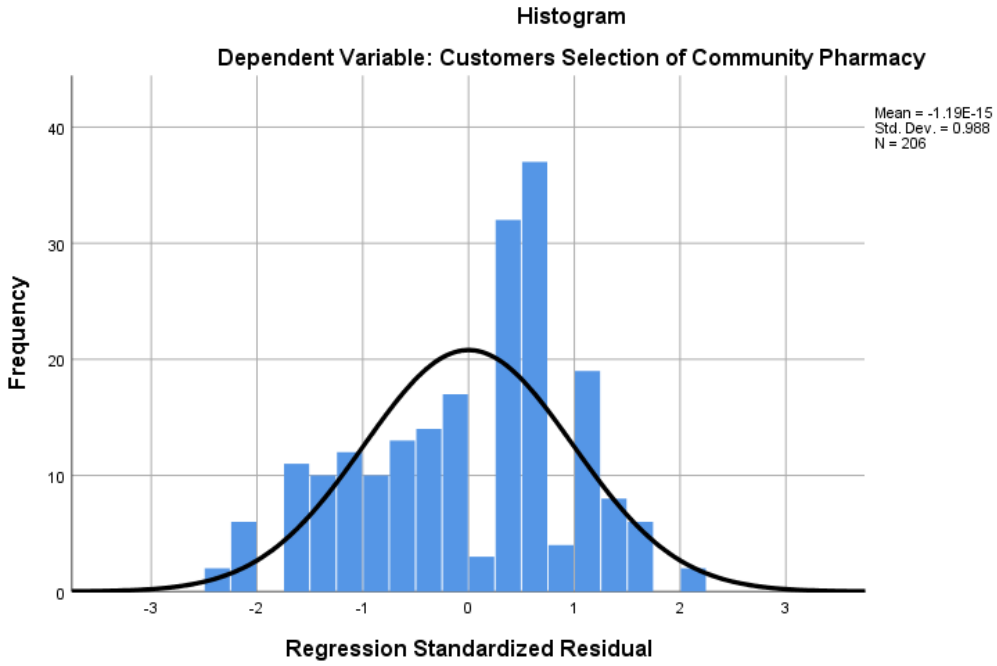

Figure 4. 2 Histogram of Regression Standardized Residuals

Source: Field Survey, 2024

The histogram of regression standardized residuals for the dependent variable (Customers' Selection of Community Pharmacy) is shown above. The distribution of the residuals appears to follow a normal distribution, which suggests that the assumption of homoscedasticity is met. The residuals are symmetrically distributed around the mean, with no significant skewness or kurtosis. This indicates that the variance of the residuals is consistent across all levels of the independent variables, confirming that the assumption of homoscedasticity in the Classical Linear Regression Model (CLRM) is satisfied. This ensures the reliability of the regression analysis results.

- **Scatterplot of Regression Standardized Residuals**

The scatterplot of regression standardized residuals against the predicted values helps to identify any patterns.

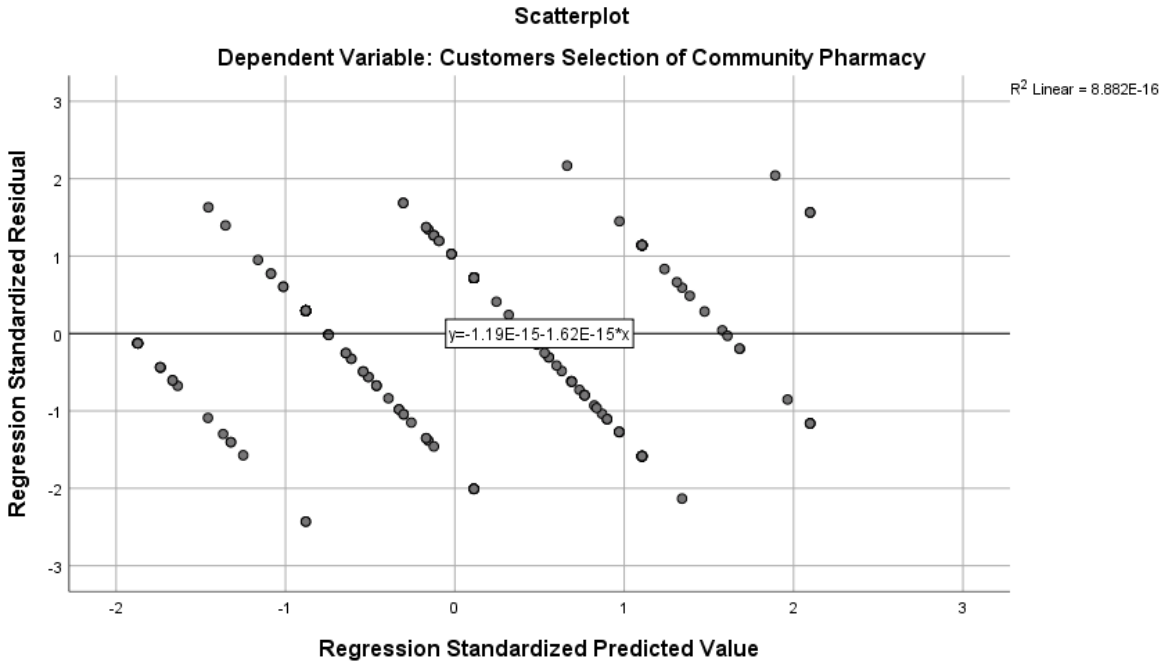

Figure 4. 3 Scatterplot of Regression Standardized Residuals
Source: Field Survey, 2024

The scatter plot above shows the relationship between the regression standardized predicted values and the regression standardized residuals for the dependent variable (Customers' Selection of Community Pharmacy). The pattern of the residuals appears to be randomly distributed around the horizontal line at zero, indicating no clear pattern or structure. This suggests that the variance of the residuals is consistent across all levels of the predicted values, confirming the assumption of homoscedasticity. Meeting this assumption ensures the reliability and validity of the regression analysis within the Classical Linear Regression Model (CLRM).

Normality: The normality of residuals was tested using the Kolmogorov-Smirnov and Shapiro-Wilk tests. These tests are important to verify that the residuals follow a normal distribution, which is an assumption for hypothesis testing in linear regression. The Kolmogorov-Smirnov test compares the sample distribution with a normal distribution, while the Shapiro-Wilk test assesses the null hypothesis that the data is normally distributed. In addition to these tests, a normal probability plot (Q-Q plot) was used to

visually inspect the normality of residuals. Deviations from the diagonal line in the Q-Q plot indicate departures from normality.

- **Kolmogorov-Smirnov and Shapiro-Wilk Tests**

The Kolmogorov-Smirnov and Shapiro-Wilk tests were conducted to assess the normality of the unstandardized predicted values. The results are presented in the table below:

Table 4. 6 Tests of Normality / Kolmogorov-Smirnov and Shapiro-Wilk Tests

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	0.138	206	0.000	0.969	206	0.000
a. Lilliefors Significance Correction						

Source: Field Survey, 2024

Both the Kolmogorov-Smirnov and Shapiro-Wilk tests returned significant results ($p < 0.05$), indicating that the residuals are not perfectly normally distributed. However, the deviation from normality might not be severe enough to invalidate the results of the regression analysis, especially given the relatively large sample size (N = 206). It is common for these tests to detect minor deviations from normality in large samples. The P-P plot and histogram previously examined show that the residuals approximately follow a normal distribution, suggesting that the assumption of normality is reasonably met for the purposes of the Classical Linear Regression Model (CLRM).

- **Normal Q-Q Plot of Unstandardized Predicted Value**

The Normal Q-Q Plot compares the observed values to the expected values if they were from a normal distribution.

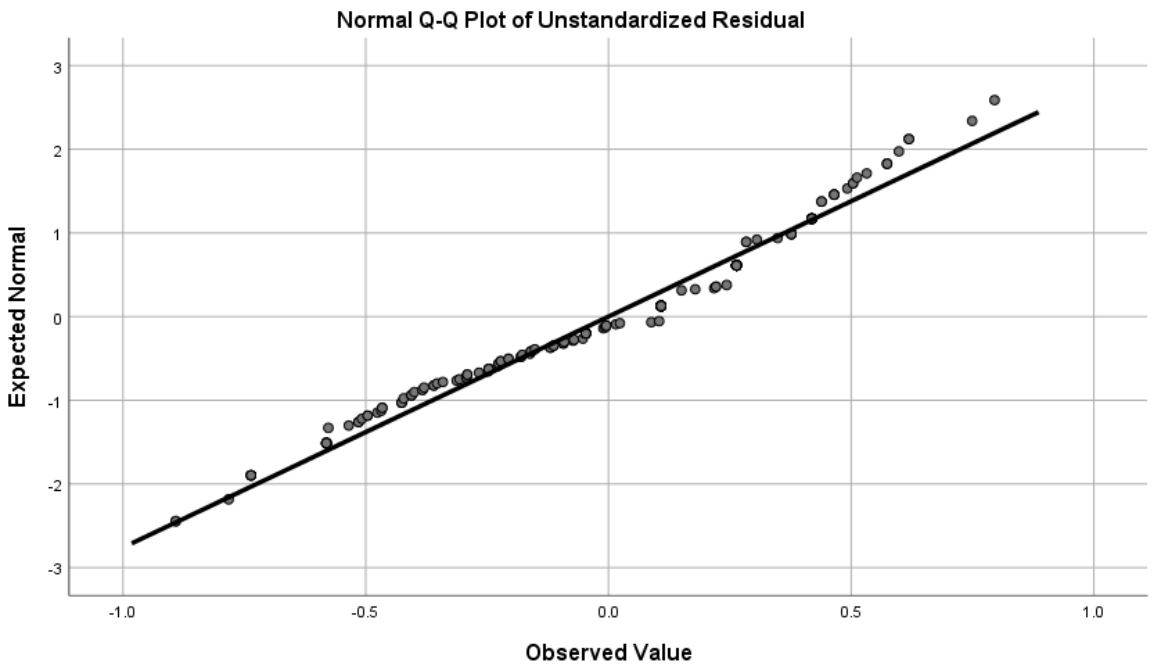

Figure 4. 4 Normal Q-Q Plot of Unstandardized Predicted Value
Source: Field Survey, 2024

The Normal Q-Q Plot of unstandardized residuals for the dependent variable (Customers' Selection of Community Pharmacy) is shown above. The points closely follow the diagonal line, indicating that the residuals are approximately normally distributed. This visual confirmation supports the assumption of normality, despite the significant results from the Kolmogorov-Smirnov and Shapiro-Wilk tests. The Q-Q plot suggests that the normality assumption for the Classical Linear Regression Model (CLRM) is reasonably met, ensuring the validity of the regression analysis results.

Multicollinearity: Variance Inflation Factor (VIF) was calculated to check for multicollinearity among the independent variables. Multicollinearity occurs when independent variables are highly correlated, which can inflate the variance of the coefficient estimates and make the model unstable. VIF values greater than 10 indicate significant multicollinearity, which can affect the reliability of the regression coefficients. In this study, VIF was computed for each independent variable and values below the threshold confirmed that multicollinearity was not a concern, ensuring the stability of the regression model.

To assess multicollinearity among the independent variables, Variance Inflation Factor (VIF) and Tolerance values were calculated. The results are presented in the table below:

Table 4. 7 Coefficients and Collinearity Statistics

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.202	0.079		2.561	0.011		
	Convenience:	0.201	0.069	0.237	2.929	0.004	0.117	8.534
	Sales Promotions:	0.115	0.078	0.127	1.482	0.140	0.104	9.598
	Staff's Professionalism:	0.113	0.062	0.127	1.834	0.068	0.161	6.220
	Customer Service:	0.175	0.067	0.201	2.625	0.009	0.130	7.673
	Family and Friends' Recommendation:	0.240	0.071	0.269	3.377	0.001	0.121	8.259
a. Dependent Variable: Customers Selection of Community Pharmacy								

Source: Field Survey, 2024

In the regression analysis of the factors influencing Customers' Selection of Community Pharmacy, multicollinearity is evaluated using Tolerance and Variance Inflation Factor (VIF) for each independent variable. Multicollinearity refers to a situation where two or more predictor variables are highly correlated, making it difficult to determine the

individual effect of each predictor on the dependent variable. High multicollinearity can lead to unreliable and unstable estimates of regression coefficients.

For Convenience, the tolerance value is 0.117, and the VIF is 8.534. These values indicate high multicollinearity, as a low tolerance value and a high VIF suggest that a significant proportion of the variance in Convenience is shared with other independent variables. This high multicollinearity means that it is challenging to isolate the unique effect of Convenience on Customers' Selection of Community Pharmacy, as it shares substantial variance with other predictors in the model.

Sales Promotions exhibit a tolerance value of 0.104 and a VIF of 9.598, which also indicate high multicollinearity. While the VIF is just below the commonly accepted threshold of 10, it is still very close, suggesting that multicollinearity is a concern. This high multicollinearity means that a large portion of the variance in Sales Promotions is explained by its correlation with other independent variables, complicating the determination of its unique contribution to customer selection.

Staff’s Professionalism have a tolerance value of 0.161 and a VIF of 6.220. These values indicate moderate multicollinearity. While the multicollinearity is not as severe as for Convenience or Sales Promotions, there is still a significant degree of shared variance with other predictors. This moderate multicollinearity implies that the estimates of the effect of Staff’s Professionalism on customer selection may be less stable and reliable than if multicollinearity were not present.

Customer Service shows a tolerance value of 0.130 and a VIF of 7.673, indicating high multicollinearity. The high VIF value suggests that Customer Service is highly correlated with other independent variables, making it difficult to determine its unique impact on Customers' Selection of Community Pharmacy. This high multicollinearity can lead to inflated standard errors and unstable coefficient estimates, reducing the reliability of the statistical inference for Customer Service.

Family and Friends' Recommendations have a tolerance value of 0.121 and a VIF of 8.259, indicating high multicollinearity. Similar to the other variables, the high VIF value means that a significant portion of the variance in Family and Friends' Recommendations is shared with other predictors. This high multicollinearity suggests that the estimated effect of recommendations from family and friends on customer selection may be unstable and sensitive to changes in the model.

Overall, the high VIF and low tolerance values for several predictors indicate that multicollinearity is a significant issue in this model. High multicollinearity can lead to unstable and unreliable coefficient estimates, making it harder to detect significant relationships. This instability makes it challenging to determine the unique effect of each independent variable on the dependent variable. To address multicollinearity, one might consider removing highly correlated predictors, combining them into a single composite variable, or using regularization techniques such as Ridge Regression or Lasso Regression, which are designed to handle multicollinearity by adding a penalty to the regression coefficients. Addressing multicollinearity through these approaches can lead to more robust and interpretable results, enhancing the reliability of the conclusions drawn from the regression analysis.

4.1.2.2. Regression Result

Regression analysis measures the relationship between a dependent variable and one or more independent variables, aiming to model and predict outcomes. The most common form, linear regression, fits a line to the data points to describe the relationship. The regression equation "y=a + bx" represents this line, where "y" is the dependent variable, "x" is the independent variable, "a" is the intercept, and "b" is the slope. A good regression model has a high R^2 value, indicating that a significant portion of the variance in the dependent variable is explained by the independent variable(s). Multicollinearity, where independent variables are highly correlated, can affect the reliability of the regression coefficients. Assumptions of regression include linearity, independence, homoscedasticity, and normality of residuals. Violations of these assumptions can lead to biased or inefficient

estimates. Regression analysis is powerful for making predictions and understanding relationships but must be used carefully to ensure valid results.

- **Model Summary**

The model summary provides an overview of the regression model's overall fit and explanatory power. It includes key statistics such as the correlation coefficient (R), the coefficient of determination (R Square), the adjusted R Square, and the standard error of the estimate. An R value above 0.7 is considered strong, indicating a robust relationship between the predictors and the outcome. An R Square above 0.5 signifies that the model explains more than half of the variance in the dependent variable, while a high adjusted R Square close to the R Square value suggests the model is well-fitted. A lower standard error of the estimate, closer to zero, indicates a more precise fit of the model.

Table 4. 8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920a	0.847	0.843	0.367
a. Predictors: (Constant), Family and Friends' Recommendation:, Staff's Professionalism:, Customer Service:, Convenience:, Sales Promotions:				

Source: Field Survey, 2024

The regression model summary, focusing on R Square and Adjusted R Square, provides important insights into the explanatory power of the model, specifically how well the independent variables explain the variability in the dependent variable, Customers' Selection of Community Pharmacy. Here is a detailed explanation including the context of each variable:

The R Square value of 0.847 indicates that 84.7% of the variability in Customers' Selection of Community Pharmacy can be explained by the independent variables in the model. This high R Square value suggests a very good fit, showing that the predictors collectively explain a substantial portion of the variation in customer selection.

The Adjusted R Square value of 0.843 is slightly lower than the R Square, reflecting a more accurate measure of the model's explanatory power by adjusting for the number of predictors and the sample size. This high Adjusted R Square value indicates that the model's high explanatory power is not inflated by the number of predictors, confirming the robustness of the relationship between the independent variables and the dependent variable.

- **Analysis of Variance / ANOVAa**

The Analysis of Variance (ANOVA) table breaks down the variance in the regression model into components attributed to the predictors and the residuals. It helps determine the statistical significance of the overall model. Key metrics include the sum of squares, degrees of freedom, mean square, F-statistic, and significance level (p-value). A larger regression sum of squares relative to the residual sum of squares indicates a better model fit. Higher degrees of freedom lead to more reliable results. An F value greater than 1, preferably above 4, indicates a significant model. A p-value less than 0.05 means the model is statistically significant, suggesting that the predictors have a meaningful impact on the dependent variable.

Table 4. 9 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148.505	5	29.701	220.727	.000b
	Residual	26.912	200	0.135		
	Total	175.417	205			
a. Dependent Variable: Customers Selection of Community Pharmacy						
b. Predictors: (Constant), Family and Friends' Recommendation, Staff's Professionalism, Customer Service, Convenience:, Sales Promotions:						

Source: Field Survey, 2024

Regression Sum of Squares (148.505): This value represents the variation in the dependent variable (Customers' Selection of Community Pharmacy) that is explained by the regression model. A higher sum of squares indicates that the model explains a large portion of the variance in the dependent variable.

Significance (p-value = 0.000): The p-value indicates the probability that the observed results occurred by chance. A p-value less than 0.05 indicates that the results are statistically significant. In this case, the p-value is 0.000, which is much less than 0.05, indicating that the regression model is statistically significant and the predictors (Convenience, Sales Promotions, Staff's Professionalism, Customer Service, Family and Friends' Recommendation) significantly influence the dependent variable (Customers' Selection of Community Pharmacy).

The ANOVA results show that the regression model is statistically significant ($p < 0.05$), indicating that the predictors collectively have a significant impact on the selection of community pharmacies by customers. The high F-statistic value further confirms that the model fits the data well. These findings imply that community pharmacies should focus on the identified predictors (Convenience, Sales Promotions, Staff's Professionalism, Customer Service, Family and Friends' Recommendation) to effectively attract and retain customers.

- **Regression Coefficients**

The coefficients table provides detailed information about the individual predictors in the regression model, including unstandardized coefficients, standardized coefficients (Beta), standard errors, t-values, and significance levels (p-values). Unstandardized coefficients represent the change in the dependent variable for a one-unit change in the predictor, with larger values indicating a stronger impact. Standardized coefficients (Beta) above 0.2 indicate meaningful predictors, with higher values showing greater importance. Smaller standard errors, ideally less than 0.1, suggest more precise estimates. t-values greater than 2 typically indicate significance, while a p-value less than 0.05 means the predictor significantly impacts the dependent variable.

Table 4. 10 Coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	0.202	0.079		2.561	0.011
	Convenience:	0.201	0.069	0.237	2.929	0.004
	Sales Promotions:	0.115	0.078	0.127	1.482	0.140
	Staff's Professionalism:	0.113	0.062	0.127	1.834	0.068
	Customer Service:	0.175	0.067	0.201	2.625	0.009
	Family and Friends' Recommendation:	0.240	0.071	0.269	3.377	0.001
a. Dependent Variable: Customers Selection of Community Pharmacy						

Source: Field Survey, 2024

(**Constant**): The constant term (B = 0.202, p = 0.011) represents the expected value of the dependent variable (Customers' Selection of Community Pharmacy) when all the predictors are zero. This value is statistically significant, indicating that there are other factors influencing the dependent variable not included in the model.

Convenience: The unstandardized coefficient for Convenience is 0.201 (p = 0.004), and the standardized coefficient (Beta) is 0.237. This indicates that an increase in Convenience is associated with a 0.201 unit increase in the Customers' Selection of Community Pharmacy, holding all other variables constant. This coefficient is statistically significant, suggesting that Convenience is a crucial factor in customers' selection of community pharmacies.

Sales Promotions: The unstandardized coefficient for Sales Promotions is 0.115 (p = 0.140), and the standardized coefficient (Beta) is 0.127. This indicates that an increase in Sales Promotions is associated with a 0.115 unit increase in the Customers' Selection of Community Pharmacy. However, this coefficient is not statistically significant, suggesting that Sales Promotions may not be a major determinant in customers' selection decisions.

Staff's Professionalism: The unstandardized coefficient for Staff's Professionalism is 0.113 (p = 0.068), and the standardized coefficient (Beta) is 0.127. This indicates that an increase in Staff's Professionalism is associated with a 0.113 unit increase in the

Customers' Selection of Community Pharmacy. This coefficient is marginally significant, implying that the qualifications and experience of pharmacists are important, but not as strong as other factors.

Customer Service: The unstandardized coefficient for Customer Service is 0.175 (p = 0.009), and the standardized coefficient (Beta) is 0.201. This indicates that an increase in Customer Service is associated with a 0.175 unit increase in the Customers' Selection of Community Pharmacy. This coefficient is statistically significant, highlighting the importance of high-quality customer service in influencing customers' pharmacy choices.

Family and Friends' Recommendation: The unstandardized coefficient for Family and Friends' Recommendation is 0.240 (p = 0.001), and the standardized coefficient (Beta) is 0.269. This indicates that a one-unit increase in Family and Friends' Recommendation is associated with a 0.240 unit increase in the Customers' Selection of Community Pharmacy. This coefficient is statistically significant, showing that recommendations from family and friends are a critical factor in customers' selection of community pharmacies.

The regression analysis reveals that Convenience, Customer Service, and Family and Friends' Recommendation are significant predictors of Customers' Selection of Community Pharmacy. Community pharmacies should focus on enhancing convenience and customer service and leveraging word-of-mouth recommendations to attract and retain customers. Although Sales Promotions and Staff's Professionalism are positively associated with customer selection, their impact is not statistically significant in this model. This suggests that while these factors are important, they may not be the primary drivers of customer decisions compared to convenience, service quality, and personal recommendations.

- **Multiple Regression Analysis**

Multiple regression analysis was conducted to determine the effect of various factors on customers' selection of community pharmacies in Addis Ababa, Ethiopia. Based on the SPSS-generated table above, the regression equation ($Y = \beta0 + \beta1X1 + \beta2X2 + \beta3X3 + \beta4X4 + \beta5X5 + \varepsilon$) is as follows:

$$Y=0.202+0.201X1+0.115X2+0.113X3+0.175X4+0.240X5+\epsilon$$

Where:

- Y represents Customers' Selection of Community Pharmacy (dependent variable).
- X1 represents Convenience.
- X2 represents Sales Promotions.
- X3 represents Staff's Professionalism.
- X4 represents Customer Service.
- X5 represents Family and Friends' Recommendation.
- $\beta 0$ is the constant term.
- $\beta 1$-$\beta 5$ are the regression coefficients.
- ϵ is the stochastic error term.

According to the established regression equation, taking all factors into account (convenience, sales promotions, Staff's Professionalism, customer service, and family and friends' recommendation) constant at zero, the baseline selection of community pharmacies would be 0.202. The data analysis also shows that, taking all other independent variables at zero:

- A unit increase in Convenience will lead to a 0.201 increase in the selection of community pharmacies, which is statistically significant ($p = 0.004$).
- A unit increase in Sales Promotions will lead to a 0.115 increase in the selection of community pharmacies, but this effect is not statistically significant ($p = 0.140$).
- A unit increase in Staff's Professionalism will lead to a 0.113 increase in the selection of community pharmacies, which is marginally significant ($p = 0.068$).
- A unit increase in Customer Service will lead to a 0.175 increase in the selection of community pharmacies, which is statistically significant ($p = 0.009$).
- A unit increase in Family and Friends' Recommendation will lead to a 0.240 increase in the selection of community pharmacies, which is statistically significant ($p = 0.001$).

These results suggest that convenience, customer service, and family and friends' recommendation positively and significantly influence customers' selection of community pharmacies. Among them, family and friends' recommendation have the most substantial impact, followed by convenience and customer service. Staff's Professionalism also have a positive influence, but their impact is less significant compared to the other factors. Sales promotions, while positive, do not significantly influence customers' selection of community pharmacies in this model. This indicates that community pharmacies should focus on enhancing convenience, customer service, and leveraging word-of-mouth recommendations to attract and retain customers.

Hypothesis Testing

H1: Convenience positively and significantly influences customers' choice of community pharmacies in Addis Ababa.

The hypothesis that convenience positively and significantly influences customers' choice of community pharmacies is supported by the data, with a coefficient of 0.201, a t-value of 2.929, and a p-value of 0.004. This result suggests that proximity to residential areas and flexible opening hours are crucial factors for customers when selecting a community pharmacy. This finding aligns with existing literature that emphasizes the importance of accessibility and convenience in healthcare service utilization.

Hypothesis: Positive and significant

H2: Sales promotions positively and significantly influence customers' pharmacy choices in Addis Ababa.

The hypothesis that sales promotions positively and significantly influence customers' pharmacy choices is not strongly supported by the data, as indicated by a coefficient of 0.115, a t-value of 1.482, and a p-value of 0.140. While there is a positive relationship, it is not statistically significant, suggesting that discounts, promotional offers, and loyalty programs may not be primary determinants in customers' pharmacy choices. This finding indicates that other factors may have a stronger influence on customer decisions.

Hypothesis: Positive but not significant

H3: Staff's Professionalism positively and significantly influence customers' preferences in Addis Ababa.

The hypothesis that Staff's Professionalism positively and significantly influence customers' preferences is marginally supported by the data, with a coefficient of 0.113, a t-value of 1.834, and a p-value of 0.068. Although this result is close to being statistically significant, it suggests that the expertise and advice provided by pharmacists are important but may not be the most critical factor in customers' selection of community pharmacies.

Hypothesis: Positive and significant

H4: Customer service positively and significantly influencces customers' selection of community pharmacies in Addis Ababa.

The hypothesis that customer service positively and significantly influences customers' selection of community pharmacies is strongly supported by the data, with a coefficient of 0.175, a t-value of 2.625, and a p-value of 0.009. This result highlights the importance of courteous, responsive, and empathetic staff in attracting and retaining customers. Good customer service enhances the overall customer experience and is a critical determinant in pharmacy selection.

Hypothesis: Positive and significant

H5: Recommendations from family and friends positively and significantly influence customers' choices of community pharmacies in Addis Ababa.

The hypothesis that recommendations from family and friends positively and significantly influence customers' choices of community pharmacies is strongly supported by the data, with a coefficient of 0.240, a t-value of 3.377, and a p-value of 0.001. This result underscores the impact of word-of-mouth referrals and social proof in shaping customer preferences. Recommendations from trusted sources play a significant role in customers' decision-making processes.

Hypothesis: Positive and significant

Overall, the results from the hypothesis testing demonstrate that convenience, customer service, and recommendations from family and friends significantly impact customers' selection of community pharmacies in Addis Ababa. While sales promotions and the qualifications of pharmacists are positively related to customer choices, their influence is less pronounced. These findings provide valuable insights for community pharmacies aiming to attract and retain customers by emphasizing convenience, enhancing customer service, and leveraging positive word-of-mouth recommendations.

Table 4. 11 Summary of Actual and Expected Signs of Explanatory Variables on the Dependent Variables

Explanatory Variables	sig	Hypothesis Result
Convenience	0.004	Positive and significant
Sales Promotions	0.140	Positive but not significant
Staff's Professionalism	0.068	Positive and significant
Customer Service	0.009	Positive and significant
Family and Friends' Recommendation	0.001	Positive and significant

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

Introduction

This chapter presents the summary of the findings from this study, the conclusions derived from the data, and the limitations observed or experienced during the study. It also provides recommendations and suggestions for further research aimed at improving organizational performance through effective media advertising strategies.

Summary of the Study

The study titled "Factors Affecting Customers' Selection of Community Pharmacies in Addis Ababa, Ethiopia" by Eleni Zekariyas explores the various factors that influence consumer preferences when choosing community pharmacies in Addis Ababa. Conducted under the guidance of advisor Mohammed M. (Ph.D.) and submitted in partial fulfillment of the requirements for a Master of Art Degree in Marketing Management at St. Mary's University, this research aims to provide valuable insights for enhancing service delivery and customer satisfaction in the healthcare sector.

The primary objective of the study is to investigate the impact of convenience, sales promotions, Staff’s Professionalism, customer service, and recommendations from family and friends on customers' selection of community pharmacies. Understanding these factors is crucial for pharmacy owners, and healthcare practitioners to improve healthcare accessibility and ensure optimal service delivery.

Employing a blend of descriptive and explanatory research designs, the study utilizes a structured questionnaire to collect quantitative data from a representative sample of 206 consumers visiting community pharmacies in Addis Ababa. The data analysis includes descriptive statistics, correlation analysis, and multiple regression analysis to determine the relationships between the independent variables (convenience, sales promotions, Staff’s

Professionalism, customer service, and recommendations) and the dependent variable (customers' selection of community pharmacies).

Key findings from the study reveal that convenience, such as proximity to residential areas and flexible opening hours, significantly influences customers' choice of community pharmacies. While sales promotions are positively related to customer choices, they did not show a statistically significant impact. The presence of knowledgeable and experienced pharmacists positively influences customer preferences, although the effect is marginally significant. High-quality customer service, including staff courtesy, responsiveness, and empathy, significantly impacts customer selection. Additionally, recommendations from family and friends play a crucial role in customers' decision-making processes.

These findings imply that community pharmacies should prioritize convenience, enhance customer service, and leverage word-of-mouth recommendations to attract and retain customers.

Overall, the research underscores the importance of these factors in shaping consumer preferences and highlights the need for community pharmacies to focus on these areas to improve their competitive advantage and service delivery in Addis Ababa. This study provides a comprehensive understanding of the key determinants influencing customers' selection of community pharmacies, offering actionable recommendations for stakeholders in the healthcare sector.

Conclusion of the Study

The study aimed to identify and analyze the factors affecting customers' selection of community pharmacies in Addis Ababa, Ethiopia. The findings provide valuable insights into the significant determinants influencing customer choices.

Convenience: The study revealed that convenience, including proximity to residential areas and flexible opening hours, significantly influences customers' selection of community pharmacies. This highlights the importance of accessibility in customer decision-making,

emphasizing that pharmacies located near customers' homes and offering extended hours are more likely to attract and retain customers.

Customer Service: High-quality customer service emerged as a crucial factor in influencing customer choices. Characteristics such as staff courtesy, responsiveness, and empathy were found to significantly impact customers' selection of community pharmacies. This underscores the importance of providing excellent customer service to enhance customer satisfaction and loyalty.

Recommendations from Family and Friends: The influence of recommendations from family and friends was found to be significant, demonstrating the power of word-of-mouth in the healthcare industry. Customers are likely to trust and follow the advice of their close acquaintances when choosing a pharmacy, making positive recommendations a critical factor in attracting new customers.

Sales Promotions: While sales promotions, including discounts and loyalty programs, showed a positive relationship with customer choices, their impact was not statistically significant. This suggests that, although promotions can attract customers, they are not the primary determinant in the selection of community pharmacies.

Staff's Professionalism: The presence of Staff's Professionalism had a positive but marginally significant effect on customers' preferences. While the expertise and advice provided by pharmacists are important, they are not as critical as convenience, customer service, and personal recommendations in influencing customer decisions.

The study emphasizes the importance of convenience, customer service, and recommendations from family and friends in shaping customers' selection of community pharmacies in Addis Ababa. While sales promotions and the qualifications of pharmacists are positively related to customer choices, their influence is less pronounced. Community pharmacies should focus on enhancing convenience, improving customer service, and leveraging positive word-of-mouth recommendations to attract and retain customers effectively.

Recommendations of the Study

Based on the findings of the study, the following recommendations are proposed to help community pharmacies in Addis Ababa enhance their service delivery and attract more customers:

Community pharmacies should strategically enhance convenience by locating their outlets near residential areas, which can significantly boost foot traffic and customer loyalty. Additionally, offering extended operating hours to accommodate customers who may need services outside of regular business hours can provide a major competitive advantage, making the pharmacy more accessible and attractive to a broader range of customers.

Improving customer service is crucial. Pharmacies should invest in regular training programs for their staff to enhance their courtesy, responsiveness, and empathy. Excellent customer service can lead to higher customer satisfaction and repeat business. Implementing mechanisms to gather customer feedback on service quality and making continuous improvements based on their suggestions and complaints demonstrates a commitment to meeting customer needs and can further enhance the customer experience.

Leveraging recommendations from family and friends can significantly impact customer acquisition. Pharmacies should encourage satisfied customers to share their positive experiences with friends and family through referral programs that reward customers for bringing in new clients. Engaging with the community through outreach programs and participation in local events can also build strong relationships and enhance word-of-mouth referrals, creating a positive presence in the community.

While sales promotions were not found to be a significant determinant, they should not be disregarded. Pharmacies can design targeted promotional offers that appeal to specific customer segments, such as discounts on chronic medication or loyalty programs for regular customers. Effective communication channels should be used to inform customers about ongoing promotions, as clear and consistent communication can help attract more customers to take advantage of these offers.

Highlighting the role of Staff's Professionalism is essential. Pharmacies should ensure that their pharmacists have access to continuous professional development opportunities to keep their knowledge and skills up-to-date, enhancing their ability to provide high-quality advice and service. Educating customers about the qualifications and expertise of the pharmacists can build trust and influence their choices. Highlighting professional credentials and the quality of advice available can make customers more likely to choose a pharmacy based on the expertise of its staff.

By focusing on these key areas, community pharmacies in Addis Ababa can better meet the needs and preferences of their customers, thereby enhancing their competitive position in the market and fostering customer loyalty. These recommendations aim to address the primary factors influencing customer choices and ensure a high standard of service delivery in community pharmacies.

Generalizability: The findings of this study may have limited generalizability beyond the specific context of Addis Ababa, Ethiopia. Factors influencing pharmacy selection may vary across different regions, cultures, and healthcare systems, limiting the applicability of the findings to other settings.

Suggestions for Future Studies

Future studies should explore the impact of digital and online pharmacy services on customer preferences, investigate the role of demographic factors such as age and income on pharmacy selection, and assess the long-term effects of customer loyalty programs. Additionally, research could examine the influence of healthcare policy changes on community pharmacy utilization and expand the scope to include rural areas for a comprehensive understanding of customer preferences across different regions.

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Annex

Annex I Questionnaire for Respondents

Saint Mary's University,

School of Business

Questionnaire for Women Online Shopping Users in Addis Ababa

Dear Respondent,

The purpose of this questionnaire is to collect data about "Factors Affecting Customers Selection of Community Pharmacies at Addis Ababa, Ethiopia "for the partial fulfillment of MA degree in Marketing Management. The information you provide will be used only for academic purpose and kept confidential. Therefore, I kindly request you to provide reliable information for the quality of the research work.

Thank you in advance for your cooperation

Eleni Zekariyas

General Direction

- No need to write your name
- Read each question and put (√) on the given space/ box.

Part I: Demographic Information:

1. Age Group:

☐Under 18 ☐18-24] ☐25-34 ☐35-44

☐ [45-54] ☐ Above

2. Gender

☐Male ☐Female

3. Marital Status:

☐ [Single] ☐ [Married] ☐ [Divorced] ☐ [Widowed]

4. Occupation:

☐ [Student] ☐ [Employed] ☐ [Self-Employed] ☐ [Unemployed]

5. Household Income:

☐ [Less than 1,000] ☐ [1,000-5,000 Etb] ☐ [5,001-10,000 Etb]

☐ [>10,001 Etb]

6. How often do you visit a community pharmacy in Addis Ababa?

☐ [Daily] ☐ [Weekly] ☐ [Monthly] ☐ [Occasionally]

☐ [Rarely]

7. Type of pharmacies you deal with

☐ [I have no preference] ☐ [Chain of pharmacies (specific brand)] ☐ [Single Community pharmacy (specific)]

8. Types of products you seek in pharmacy

☐ [Prescribed medication] ☐ [Baby care products] ☐ [Over the counter] ☐ [Chronic medication] ☐ [Food supplements]

☐ [Cosmetics] ☐ [Others]

Part II: Items related to Convenience

Instructions: For each statement, please indicate your level of agreement on a scale from 1 to 5, where 1 = Extremely important, 2 = Important, 3 = Neutral, 4 = Slightly important, and 5 = Not important at all. Part I: Demographic Information:

No	***Items***	***Rating Scales***				
		1	***2***	***3***	***4***	***5***
1	The pharmacy's convenient location is					
2	The pharmacy's hours of operation fitting my schedule is					
3	Range of available medications price					
4	Ease of accessing the pharmacy by public transport					
5	The ability to easily reach the pharmacy by walking					

Part III: Items related to Sales Promotions

Instructions: For each statement, please indicate your level of agreement on a scale from 1 to 5, where 1 = Extremely important, 2 = Important, 3 = Neutral, 4 = Slightly important, and 5 = Not important at all. Part I: Demographic Information:

No	***Items***	***Rating Scales***				
		1	***2***	***3***	***4***	***5***
1	Attractive discounts and promotions offered by the pharmacy are					
2	Receiving notifications about sales and promotions from the pharmacy is					
3	Valuable benefits from the pharmacy's loyalty programs are					
4	Promotional offers, such as free health screenings or consultation services are					
5	Influence of sales promotions on my decision to purchase from this pharmacy is					

Part IV: Items related to Staff's Professionalism

Instructions: For each statement, please indicate your level of agreement on a scale from 1 to 5, where 1 = Extremely important, 2 = Important, 3 = Neutral, 4 = Slightly important, and 5 = Not important at all. Part I: Demographic Information:

No	***Items***	***Rating Scales***				
		1	***2***	***3***	***4***	***5***
1	Knowledge and qualifications of the pharmacists at this pharmacy are					
2	Trust in the advice provided by the pharmacists at this pharmacy is					
3	Pharmacists keeping up-to-date with the latest medical information is					
4	Personalized attention provided by the pharmacists to my needs is					
5	Confidence in the pharmacists' ability to manage my prescriptions is					

Part V: Items related to Customer Service

Instructions: For each statement, please indicate your level of agreement on a scale from 1 to 5, where 1 = Extremely important, 2 = Important, 3 = Neutral, 4 = Slightly important, and 5 = Not important at all. Part I: Demographic Information:

No	***Items***	***Rating Scales***				
		1	***2***	***3***	***4***	***5***
1	Friendliness and approachability of the pharmacy staff are:					
2	Satisfaction with the waiting time at the pharmacy is:					
3	Efficiency and effectiveness of the pharmacy staff in handling transactions are:					
4	Receiving prompt assistance whenever I have questions or concerns is:					
5	Overall customer service provided by the pharmacy is:					

Part VI: Items related to Family and Friends' Recommendation

Instructions: For each statement, please indicate your level of agreement on a scale from 1 to 5, where 1 = Extremely important, 2 = Important, 3 = Neutral, 4 = Slightly important, and 5 = Not important at all. Part I: Demographic Information:

No	***Items***	***Rating Scales***				
		1	***2***	***3***	***4***	***5***
1	Choosing this pharmacy based on recommendations from family is:					
2	Choosing this pharmacy based on recommendations from friends is:					
3	Trust in the opinions of family and friends when selecting a pharmacy is:					
4	Influence of positive experiences shared by family or friends on my decision is:					
5	Satisfaction with the pharmacy based on the recommendations received is:					

Part VII: Items related to Customers' Selection of Community Pharmacy

Instructions: For each statement, please indicate your level of agreement on a scale from 1 to 5, where 1 = Extremely important, 2 = Important, 3 = Neutral, 4 = Slightly important, and 5 = Not important at all. Part I: Demographic Information:

No	***Items***	***Rating Scales***				
		1	***2***	***3***	***4***	***5***
1	Satisfaction with my current community pharmacy is:					
2	Choosing this pharmacy over others available to me is:					
3	Intending to continue using this pharmacy for my healthcare needs is:					
4	Recommending this pharmacy to friends and family is:					
5	Meeting my overall expectations with this pharmacy is:					

አባሪ

አባሪ ፤ መጠይቅ ለምላሾች

ቅድስት ማርያም ዩኒቨርሲቲ፣

የንግድ ትምህርት ቤት

በአዲስ አበባ ላሉ ሴቶች የመስመር ላይ ግብይት ተጠቃሚዎች መጠይቅ

ውድ ተጠሪ

የዚህ መጠይቅ አላማ “በአዲስ አበባ ኢትዮጵያ የደንበኞች ምርጫ የማህበረሰብ ፋርማሲዎች ምርጫ ላይ ተጽዕኖ የሚያሳድሩ ምክንያቶች በማርኬቲንግ ማኔጅመንት ኤምኤ ዲግሪ በከፊል ለመሙላት” መረጃ መሰብሰብ ነው። ያቀረቡት መረጃ ለአካዳሚክ ዓላማ ብቻ ጥቅም ላይ ይውላል እና በሚስጥር ይጠበቃል። ስለዚህ ለምርምር ስራው ጥራት አስተማማኝ መረጃ እንድትሰጡኝ በትህትና እጠይቃለሁ።

ለትብብርህ አስቀድመህ አመሰግናለሁ

እሌኒ ዘካርያስ

አጠቃላይ አቅጣጫ

- **ስምዎን መጻፍ አያስፈልግም**
- **እያንዳንዱን ጥያቄ አንብብ እና (√) በተሰጠው ቦታ/ሳጥን ላይ አድርግ።**

ክፍል አንድ፡ የስነሕዝብ መረጃ፡

9. **እድሜ ክልል**:

☐**ከ18 ዓመት በታች** ☐18-24] ☐25-34 ☐35-44

☐[45-54] ☐55 **እናበላይ**

10.**ጾታ**

☐**ወንድ** ☐**ሴት**

11.**የጋብቻ ሁኔታ**:

☐[**ነጠላ**] ☐[**ያገባ**] ☐[**የተፋታ**] ☐[**የሞተባት**]

12.**ስራ፡**

☐[**ተማሪ**] ☐[**የተቀጠረ**] ☐[**በግል ተዳዳሪ**] ☐[**ሥራ አጥ**]

13.**የቤተሰብ ገቢ፡-**

☐[**ከ1,000 ያነሰ**] ☐[1,000-5,000 Etb] ☐[5,001-10,000 Etb]

☐[>10,001 **ብር**]

14.**በአዲስ አበባ የማህበረሰብ ፋርማሲን ምን ያህል ጊዜ ይጎበኛሉ?**

☐[**በየቀኑ**] ☐[**በየሳምንቱ**] ☐[**በየወሩ**] ☐[**አልፎ አልፎ**]

☐[**ከስንት አንዴ**]

15.**እርስዎ የሚያጋጥሟቸው የፋርማሲዎች አይነት**

☐[**ምርጫ የለኝም**] ☐[**የፋርማሲዎች ሰንሰለት (የተወሰነ የንግድ ስም)**] ☐[**አንድ የማህበረሰብ ፋርማሲ (የተለየ)**]

16.**በፋርማሲ ውስጥ የሚፈልጓቸው የምርት ዓይነቶች**

☐[**የታዘዘ መድሃኒት**] ☐[**የሕፃን እንክብካቤ ምርቶች**] ☐[**ያለማዘዣ መድሃኒት**] ☐[**የረጅም የበሽታ መድኃኒቶች**] ☐[**የምግብ ማሟያዎች**]

☐[**ኮስሜቲክስ**] ☐[**ሌሎች**]

ክፍል II፡ ከምቾት ጋር የተያያዙ ነገሮች

መመሪያዎች፡-ለእያንዳንዱ መግለጫ፣ እባክዎን የስምምነት ደረጃዎን ከ 1 እስከ 5 ባለው ሚዛን ያመልክቱ፣ 1 = እጅግ በጣም አስፈላጊ፣ 2 = አስፈላጊ፣ 3 = ገለልተኛ፣ 4 = በመጠኑ አስፈላጊ እና 5 = በፍጹም አስፈላጊ አይደለም። ክፍል አንድ፡ የስነሕዝብ መረጃ፡

ቁ	እቃዎች	የደረጃ አሰጣጦች				
		1	2	3	4	5
1	የፋርማሲው ምቹ ቦታ ነው					
2	ከእኔ መርሃ ግብር ጋር የሚስማማ የፋርማሲው የስራ ሰዓት ነው።					
3	የሚገኙ መድኃኒቶች ዋጋ ክልል					
4	በሕዝብ መጓጓዣ ወደ ፋርማሲው የመግባት ቀላልነት					
5	በእግር በመሄድ በቀላሉ ወደ ፋርማሲው የመድረስ ችሎታ					

ክፍል III: ከሽያጭ ማስተዋወቂያዎች ጋር የተያያዙ እቃዎች

መመሪያዎች፡-ለእያንዳንዱ መግለጫ፣ እባክዎን የስምምነት ደረጃዎን ከ 1 እስከ 5 ባለው ሚዛን ያመልክቱ፣ 1 = እጅግ በጣም አስፈላጊ፣ 2 = አስፈላጊ፣ 3 = ገለልተኛ፣ 4 = በመጠኑ አስፈላጊ እና 5 = በፍጹም አስፈላጊ አይደለም። ክፍል አንድ፡ የስነሕዝብ መረጃ፡

ቁ	እቃዎች	የደረጃ አሰጣጦች				
		1	2	3	4	5
1	በፋርማሲው የሚቀርቡ ማራኪ ቅናሾች እና ማስተዋወቂያዎች ናቸው።					
2	ከፋርማሲው ስለ ሽያጮች እና ማስተዋወቂያዎች ማሳወቂያዎችን መቀበል ነው።					
3	ከፋርማሲው የታማኝነት ፕሮግራሞች ጠቃሚ ጥቅሞች ናቸው።					
4	እንደ ነፃ የጤና ምርመራ ወይም የምክር አገልግሎት መኖር።					
5	ከዚህ ፋርማሲ ለመግዛት ባደረግኩት ውሳኔ ላይ የሽያጭ ማስተዋወቂያዎች ተጽእኖ ነው።					

ክፍል IV፡ ብቁ እና ልምድ ካላቸው ፋርማሲስቶች ጋር የተያያዙ እቃዎች

መመሪያዎች፡-ለእያንዳንዱ መግለጫ፣ እባክዎን የስምምነት ደረጃዎን ከ 1 እስከ 5 ባለው ሚዛን ያመልክቱ፣ 1 = እጅግ በጣም አስፈላጊ፣ 2 = አስፈላጊ፣ 3 = ገለልተኛ፣ 4 = በመጠኑ አስፈላጊ እና 5 = በፍጹም አስፈላጊ አይደለም። ክፍል አንድ፡ የስነሕዝብ መረጃ፡

ቁ	እቃዎች	የደረጃ አሰጣጦች				
		1	2	3	4	5
1	በዚህ ፋርማሲ ውስጥ ያሉ የፋርማሲስቶች ዕውቀት እና መመዘኛዎች ናቸው።					
2	በዚህ ፋርማሲ ውስጥ ባሉ ፋርማሲስቶች በሚሰጠው ምክር ላይ እምነት ይኑርዎት					
3	ፋርማሲስቶች የቅርብ ጊዜውን የሕክምና መረጃ ወቅታዊ ማድረግ					
4	ለፍላጎቱ በፋርማሲስቶቹ የቀረበ ግላዊ ትኩረት ነው።					
5	በፋርማሲስቶቹ የመድሃኒት ማዘዣዎቼን የማስተዳደር ችሎታ ላይ መተማመን					

ክፍል V: ከደንበኛ አገልግሎት ጋር የተያያዙ እቃዎች

መመሪያዎች፡-ለእያንዳንዱ መግለጫ፣ እባክዎን የስምምነት ደረጃዎን ከ 1 እስከ 5 ባለው ሚዛን ያመልክቱ፣ 1 = እጅግ በጣም አስፈላጊ፣ 2 = አስፈላጊ፣ 3 = ገለልተኛ፣ 4 = በመጠኑ አስፈላጊ እና 5 = በፍጹም አስፈላጊ አይደለም። ክፍል አንድ፡ የስነሕዝብ መረጃ፡

ቁ	እቃዎች	የደረጃ አሰጣጦች				
		1	2	3	4	5
1	የፋርማሲው ሰራተኞች ወዳጃዊነት እና አቀራረብ፡-					
2	በፋርማሲ ውስጥ ባለው የጥበቃ ጊዜ እርካታ -					
3	የመድኃኒት ቤት ሰራተኞች ግብይቶችን በማስተናገድ ረገድ ቅልጥፍና እና ውጤታማነት የሚከተሉት ናቸው፡-					
4	ጥያቄዎች ወይም ስጋቶች ሲኖሩኝ ፈጣን እርዳታ መቀበል፡-					
5	በፋርማሲው የሚሰጠው አጠቃላይ የደንበኞች አገልግሎት፡-					

ክፍል VI፡ ከቤተሰብ እና ከጓደኞች ምክር ጋር የተያያዙ እቃዎች

መመሪያዎች፡-ለእያንዳንዱ መግለጫ፣ እባክዎን የስምምነት ደረጃዎን ከ 1 እስከ 5 ባለው ሚዛን ያመልክቱ፣ 1 = እጅግ በጣም አስፈላጊ፣ 2 = አስፈላጊ፣ 3 = ገለልተኛ፣ 4 = በመጠኑ አስፈላጊ እና 5 = በፍጹም አስፈላጊ አይደለም። ክፍል አንድ፡ የስነሕዝብ መረጃ፡

ቁ	እቃዎች	የደረጃ አሰጣጦች				
		1	2	3	4	5
1	ከቤተሰብ በሚሰጡ ምክሮች መሰረት ይህን ፋርማሲ መምረጥ					
2	ይህንን ፋርማሲ ከጓደኞች በሚሰጡ ምክሮች መሰረት መምረጥ በፍጹም-					
3	ፋርማሲ በሚመርጡበት ጊዜ በቤተሰብ እና በጓደኞች አስተያየት ይመኑ-					
4	በውሳኔዬ ላይ በቤተሰብ ወይም በጓደኞቼ የተጋሩ አዎንታዊ ልምዶች ተጽእኖ በፍጹም፡-					
5	በተቀበሉት ምክሮች ላይ በመመርኮዝ በፋርማሲው እርካታ;					

ክፍል VII፡ ከደንበኞች የማህበረሰብ ፋርማሲ ምርጫ ጋር የተያያዙ እቃዎች

መመሪያዎች፡-ለእያንዳንዱ መግለጫ፣ እባክዎን የስምምነት ደረጃዎን ከ 1 እስከ 5 ባለው ሚዛን ያመልክቱ፣ 1 = እጅግ በጣም አስፈላጊ፣ 2 = አስፈላጊ፣ 3 = ገለልተኛ፣ 4 = በመጠኑ አስፈላጊ እና 5 = በፍጹም አስፈላጊ አይደለም። ክፍል አንድ፡ የስነሕዝብ መረጃ፡

ቁ	እቃዎች	የደረጃ አሰጣጦች				
		1	2	3	4	5
1	አሁን ባለኝ የማህበረሰብ ፋርማሲ እርካታ፡-					
2	ለእኔ ከሚገኙት ሌሎች ይህንን ፋርማሲ መምረጥ፡-					
3	ይህንን ፋርማሲ ለጤና እንክብካቤ ፍላጎቴ መጠቀሙን ለመቀጠል ማቀድ፡-					
4	ይህንን ፋርማሲ ለጓደኞች እና ቤተሰብ የሚመከር በፍጹም፡-					
5	ከዚህ ፋርማሲ ጋር ያለኝን አጠቃላይ ነገር ማሟላት፡-					