

# **Factors Affecting Customers Selection of Pharmacies in the City of Amman**

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## **Abstract**

This research aims to identify and evaluate the different factors, which may affect customers' decision in selecting a pharmacy in the city of Amman, and study the possible impact of branded pharmacy on the original relationship between the independent and dependent variables. Five factors were chosen based on literature review (convenience, physical environment, sales promotions, qualified and experienced pharmacists and customer service), three main hypotheses and twelve sub-hypotheses were developed. To achieve the purpose of the study, a descriptive analytical methodology, quantitative approach and Survey strategy utilizing questionnaire were used. The population of this research consisted of customers from Amman who decided and choose a community pharmacy to buy from for their personal use or on behalf of others, estimated at 935 thousand households (around 4 million people). A self-administered questionnaire was developed based on previous studies to collect the primary data; 1070 questionnaires were distributed in different community pharmacies in Amman using nonprobability convenience sampling technique (pharmacy intercept), a total of 822 questionnaires were collected and after the filtration process, 801 questionnaires were sent to statistical analyses. The main result of the research concluded that there is a statistically significant effect of the selected factors on the customers' selection of pharmacies in the city of Amman. The results revealed that customer service has the highest effect on customers' selection of pharmacies, followed by qualified and experienced pharmacists and convenience, respectively. On the other hand, sales promotions and physical environment have the least impact. The results also showed that there is a partial statistically significant mediation effect of branded pharmacy on the original relationship between the selected factors and customers' pharmacy selection, indicating that the brand name has a

slight impact on the pharmacy selection for customers who live in Amman. The demographic variables were found to have no statistically significant moderating effect on the original relationship between the selected factors and the pharmacy selection. Based on the research findings, managerial implications and future research recommendations were provided.

**Keywords: Pharmacy Selection, Community Pharmacy, Convenience, Physical**

**Environment, Sales Promotions, Qualified Pharmacists, Customer Service, Branded**

**Pharmacy, Amman.**