



## IMPORTANCE OF CHOICE ATTRIBUTES AMONG PHARMACEUTICAL RETAILS: A QUANTITATIVE RESEARCH WITH CONSUMERS IN JACAREÍ-SP.

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### **summary**

The retail pharmaceutical market is one of the largest in Brazil in terms of sales volume and physical units. This reality poses great challenges for the establishments with regard to attractiveness and competitiveness. The objective of this work is to identify the most important attributes in the process of choosing pharmacies in Jacareí - SP, so that it can be understood what is most relevant to the consumer in a pharmacy. This research is characterized by an empirical quantitative research, with an exploratory character; and as a research tool it was based on data collection - surveys, with 313 respondents. After data analysis, the attributes were classified by importance as follows: Cleanliness and hygiene (9.40); opening hours (9.16); price (9.06); presence of generic drugs (8.73); location (8.69); assortment / variety (8.67); service (8.49); payment methods (8.47); store environment (8.12); discounts linked to health insurance (8.01); promotions at the point of sale (7.80); parking (7.46); having digital channels (6.33); perform home deliveries (6.25); belong to a large chain (5.68). In addition to the ranking, socioeconomic analyzes were also carried out, which showed differences in the degree of importance when comparing genders and social classes.

**Key words:** Retail pharmaceutical market; Attributes of importance; Buying process.

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## 1. INTRODUCTION

The pharmaceutical market currently represents one of the largest retail sectors in Brazil. This is not only due to the growth in the number of medicines or the population itself, but also due to the expansion of the number of pharmacies and the strengthening of large chains.

According to a 2017 survey by the Institute of Science, Technology and Quality, the pharmaceutical sector was one of the least affected by the crisis; data reflected by the expressive number of pharmacies in the country. The sector's strength is also reflected in the turnover of approximately 85 billion reais in 2017, according to the Interfarma Guide.

However, the positive numbers do not minimize the internal dispute for market share and territorial expansion, which shows a great need for assertiveness and renewal within short periods of time, mainly because it is a retail sector, which demands extremely robust market perceptions. .

Taking into account the expanding scenario and the high number of units, a very important factor is the relationship with the consumer. Understanding the points of greatest importance to the customer is the same as mapping the path of process and results improvements, not least because Ward and Dagger (2007) say that part of consumers will not choose to develop relationships with all service providers that the surround.

Faced with this reality, the research problem itself arises: which attributes are most important to the consumer when choosing a pharmacy?

The context of this article is the city of Jacareí - SP, located in the Paraíba Valley and with an estimated population of approximately 229 thousand inhabitants (according to IBGE), it is an industrial reference and has a strong economy, taking into account the size of the municipality. The city has an expressive number of pharmacies, of the most varied networks and sizes, which makes the work more relevant, as a whole.

Thus, the general objective of this work is to identify the most important attributes in the process of choosing pharmacies in Jacareí - SP and, as a specific objective, to relate the main attributes of choice, in the view of consumers, using the perspective of the customer and the characteristics social, economic and demographic characteristics.

## **2. THEORETICAL REFERENCE**

### **2.1 PHARMACIES (RETAILS)**

As previously mentioned, the pharmaceutical sector has a strong structure, with gradual growth and geographical expansion. The main point of contact with retailers is pharmacies, which together represent about 75,000 units in Brazil, according to the newspaper “O Globo” (2017).

Brazil occupies the eighth world position in the pharmaceutical sector, with growth of 13.10% in 2017, according to the Interfarma Guide. According to the Institute of Science, Technology and Quality, pharmacies have booming expansion projects, especially in the case of large chains.

Barreto (2012) said that pharmacies have renewed themselves, creating new formats adapted to the regions they are allocated to (through programs, actions and strategies). This statement confirms the importance of knowing the consumer and his needs. Amorim (2012) expressed part of this market adaptation when citing the case of mergers of large networks, which achieve high levels of profitability and visibility.

It is worth mentioning that pharmacies do not profit only from medicines, but largely from beauty and hygiene products, which are not always so well explored in sales approaches.

### **2.2 BEHAVIOR OF CONSUMER AT THE PROCESS OF PURCHASE**

Consumer behavior is a holistic consolidation of several sciences, applied to the social context of shopping. Blackwell, Miniard and Engel (2005) cited that studying the consumer's mind, their actions and reactions in certain situations is the principle for mapping their behaviors.

Cultural, social and personal factors influence consumer behavior in the purchase choice process (KOTLER and KELLER, 2012). This denotes the variability of attributes that can influence different consumer groups.

The study of behavior permeates fields of marketing, while it is related to the strategies of the marketing mix. Kotler and Keller (2006) cited customer autonomy as a differentiating factor in contemporary commercial relationships, while there are many tools to validate market information and provide a basis for the consumer.

Kotler (2000) says that the consumer who feels merely satisfied tends to change with better options, whereas the highly satisfied one hardly changes. This brings out the importance of understanding the consumer beyond the moment of purchase, which is already a reality for companies that adapt to market contingencies.

Blessa (2008) states that the sales orientation of pharmacies, in general, leaves the attention given to each customer at the discretion of the employee, as well as efforts to return to purchases. When there is no knowledge of consumer behavior, this assessment can be mistaken and irreversible.

## **2.3 CONSUMER CHOICE ATTRIBUTES**

Consumers seek to meet their needs, with respectful relationships and a full understanding of their demands, even if it requires greater attention and dedication from employees, as there is satisfaction and loyalty to the establishment (ESTEVEZ and DIAS, 2008).

Attributes are factors that influence the consumer's purchase decision, individually or collectively (PETER and OLSON, 1999). Solomon (2002) says that consumers have different purchasing decision processes than professional buyers, that is, they take into account attributes that may not be as relevant to others. This reality increases the complexity when creating actions that are not very segmented.

Francischelli (2009) believes that attributes related to services are more difficult to evaluate, taking into account that consumers usually consider the attributes of the object of purchase first. In the sector under study, it is important to evaluate both sides of the discussion, since the sales approach and the location are also preponderant factors in the purchase relationship.

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The criteria for the division of attributes vary according to the authors and their classifications, as they capture different conceptual immersions (DE MOURA, NOGUEIRA and GOUVÊA, 2012). For this reason, the application of the most cohesive attributes with the object of study and its applications can be considered. Alpert (1971) segmented the attributes of influence in the purchase decision as: salient, important and determinant, whereas Peter and Olson (2009) divide between concrete and abstract, for example.

For this work, the set of attributes proposed by Galão and Souza (2015) will be considered, which determine 10 evaluation factors for the supermarket retail sector, according to Chart 1.

Chart 1 - Attributes of choice in the supermarket retail sector according to Galão and Souza (2015).

Colocação	Atributos
1°	Preço
2°	Limpeza e Higiene
3°	Atendimento
4°	Sortimento/Variedade
5°	Promoção no PDV
6°	Formas de Pagamento
7°	Ambiente da loja
8°	Horário de funcionamento
9°	Localização
10°	Estacionamento

Fonte: Galão e Souza (2015)

These factors were chosen because of the consonance between the segments, taking into account the possibility of consumers looking for similar products in supermarkets and pharmacies, as well as the common retailer nature. Novaes, Amaral and Araújo (2016) cited that for handling pharmacies the most relevant attributes are: price, quality and service, which makes clear the relationship between the attributes mentioned above.

Chaves et al. (2017) used in his work the same attributes used by Galão and Souza (2015), but in the context of Jacareí - SP. The research sought to determine and order by importance the main factors of choice in supermarket retailers in the city. For the job, the following attributes were also added: advertising, brand quality, family / friends indicated, social actions from the supermarket and prizes by lot.

The results of the work by Chaves et al. (2017) were measured on a scale of 1 to 10 (1 not very important and 10 very important), and showed great importance to the attributes: Cleanliness and hygiene, price, service and variety / assortment of products.

The attributes used are related to those mentioned by Parente (2011), who spoke about the retail market as a whole based on the 6 P's of the Retail Mix (product mix, presentation, price, promotion, staff and location).

Several authors (BLACKWELL, MINIARD and ENGEL, 2005; TAPLIN, 2012; ALPERT, 1971; FRANCISCHELLI, 2009) highlighted the importance of work on attributes, both for their influence on the market and for the conceptual framework of the subject. The relevance of the theme is unanimous among the authors, even if different theories about it are exposed.

## **2.4 CONSUMER PROFILE**

To understand the market and the most relevant factors for consumers, it is also necessary to map their profile. There are several models for classifying and dividing consumers, such as the one proposed by Hortinha (2002), which divides the market into economic, social, demographic and geographic criteria.

This segmentation of the market is based precisely on the characteristics of consumers, which are described by Sheth, Mittal and Newman (2001, p. 203) as personal characteristics that determine the customer's behavior, and are based on race, genetics, personality, age and gender, for example.

Verdume and Viaenne (2003) insert cultural aspects and socioeconomic characteristics as preponderant factors in the consumers' decision, as they define their behavior and vision at the time of purchase and post-purchase. Modahl (2000) argues that the study of consumers should be done following combined demographic and psychographic aspects.

In this work, the consumer profile will be used as a moderating variable, which can be defined as “a determining factor for a certain result, effect or consequence to occur, standing at a secondary level with regard to the independent variable, presenting a lower value than it” . (LAKATOS et al, 2003: 144).

Sheth, Mittal and Newman (2001) discuss the personal characteristics of consumers and their individual and group traits. These concepts denote the relevance of understanding the public as a whole, but seeking depth in the analysis, since the retail market is wide and varied, as well as customers.

### **3. METHODOLOGY**

The type of research applied to this work is empirical quantitative, exploratory; where the researcher analyzes the environment and the facts involved in his environment, but uses statistical analysis to validate and correlate the data (GIL, 1999). Quantitative research enables numerical comparisons of responses, encompassing surveys with large numbers of customers (SHETH, MITTAL AND NEWMAN, 2001, p. 452).

Kinnear and Taylor (1987) classify exploratory research as a preliminary step to deeper studies, that is, the initial part of the conceptual immersion about a theme. Taking into account the low number of studies with the same proposal and the use of the city of Jacareí - SP as the study base, the most appropriate methodology was considered.

A questionnaire was used as a research tool, considering the attributes studied and the numerical scale evaluated, for subsequent multivariate analysis of the data generated. "The questionnaire is a set of questions designed to generate data necessary to achieve the objectives of a research project". (MCDANIEL AND GATES, 2008, p. 322).

#### **3.1 POPULATION AND SAMPLE**

The population studied is made up of consumers in the city of Jacareí - SP who use pharmacies, without distinction by frequency of use. The study was not only aimed at city residents, but consumers in general.

The sample was made up of 313 respondents, consumers of pharmaceutical retail products in Jacareí-SP, so that it was possible to include a representative number of responses, taking into account the geographical limitations and the daily flow of customers in the city. There was no distinction by gender or frequency of purchases, so that the cut was as reliable as possible.

### **3.2 QUIZ**

The tool used for data collection was the questionnaire, which according to Sheth, Mittal and Newman (2001, p. 453), “typically use pre-specified numerical scales for response categories; therefore, they are discussed as a quantitative technique”.

Questions were asked that relate specific data of those surveyed, such as sex, age and income; and questions to measure the importance of the factors under study. These factors were assessed on a scale of 1 to 10, where 1 represents lesser importance and 10 greater importance. The questionnaire was applied after reading, understanding and agreeing to the informed consent form.

The attributes surveyed, as mentioned in the previous topic, were the same as those proposed by Galão and Souza (2015), which are: Price, cleaning and hygiene, service, assortment / variety, promotion at the point of sale, payment methods, store environment , opening hours, location and parking. In addition to the previous attributes, the following were included: Discounts linked to the health plan, presence of generic drugs, digital channels (sales and research), home delivery and belonging to a large chain; that make sense in the context of pharmaceutical retailers.

The attributes surveyed are entitled to the 6 P's of the retail mix, cited by Parente (2011, P. 124), therefore, are related to the way in which pharmacies operate and can be used as a research base for the segment.

## **4. ANALYSIS OF RESULTS**

### **4.1 GENERAL RANKING OF ATTRIBUTES**

In line with the objective of the work, the general ranking of the attributes of choice among pharmaceutical retailers in the city of Jacareí-SP is shown below. It is possible to notice a great variation between the highest value (9.40) and the lowest value (5.68), which denotes the presence of attributes with great difference in terms of added value, attributed by the consumer.

The attributes that exceeded 9 (nine) points of importance were: Cleaning and Hygiene (9.40), opening hours (9.16) and price (9.06). The attributes that did not reach 7 (seven) points

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of importance were: Having digital channels (6.33), making home deliveries (6.25) and belonging to a large network (5.68). Initially, the attributes of greater and

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minor importance have no direct correlation; which expresses greater targeting of the sample to specific groups of attributes.

It will be possible to compare the results above with factorial analyzes in later topics, so that the correlation is extended by statistical validation. This approach makes it possible to distinguish attributes in macro factors, which make the relationship between consumer choices and the marks awarded.

Table 2 - General ranking of the attributes of choice among pharmaceutical retailers in the city of Jacareí-SP.

	<b>ATTRIBUT E</b>	<b>AVERA GE</b>
1st	<b>Cleaning and Hygiene</b>	<b>9.40</b>
2nd	<b>Opening Hours</b>	<b>9.16</b>
3rd	<b>Price</b>	<b>9.06</b>
4th	<b>Presence of Generic Medicines</b>	<b>8.73</b>
5th	<b>Location</b>	<b>8.69</b>
6th	<b>Assortment / Variety</b>	<b>8.67</b>
7th	<b>Attendance</b>	<b>8.49</b>
8th	<b>Payment methods</b>	<b>8.47</b>
9th	<b>Store Environment</b>	<b>8.12</b>
10th	<b>Discounts linked to Health Insurance</b>	<b>8.01</b>
11th	<b>Promotions at the Point of Sale</b>	<b>7.80</b>
12th	<b>Parking</b>	<b>7.46</b>
13th	<b>Owning Digital Channels (sale and research)</b>	<b>6.33</b>
14th	<b>Home Delivery</b>	<b>6.25</b>
15th	<b>Belonging to a Large Network</b>	<b>5.68</b>

Source: Research data (2018)

The attributes were selected from the work of Galão and Souza (2015) and increased according to attributes that make sense to the pharmaceutical retail. Chaves et al. (2017) used the same job as a base of attributes for the supermarket retail in Jacareí-SP. Given the fact that the work covered the city of Jacareí-SP, it is possible to see in Table 3 the comparison

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between the attributes of the work by Chaves et al. (2017) and the work described here. There are attributes that, due to the specificities of each segment, are not present in both works.

Table 3 - Comparison between the attributes valued when choosing supermarkets and pharmacies in Jacareí-SP.

Work Chaves et al.			Attributes of choice in pharmaceutical retail		
	ATTRIBUT E	AVERA GE		ATTRIBUT E	AVERA GE
1st	Cleaning and Hygiene	9.47	1st	Cleaning and Hygiene	9.40
2nd	Price	9.40	2nd	Opening Hours	9.16
3rd	Attendance	9.21	3rd	Price	9.06
4th	Assortment / Variety	9.19	4th	Presence of Generic Medicines	8.73
5th	Quality	8.95	5th	Location	8.69
6th	Merchandising	8.93	6th	Assortment / Variety	8.67
7th	Store Environment	8.91	7th	Attendance	8.49
8th	Payment methods	8.77	8th	Payment methods	8.47
9th	Opening Hours	8.61	9th	Store Environment	8.12
10th	Location	8.58	10th	Discounts linked to Health Insurance	8.01
11th	Parking	8.09	11th	Promotions at the Point of Sale	7.80
12th	Social actions	7.77	12th	Parking	7.46
13th	Advertising	7.70	13th	Owning Digital Channels (sale and research)	6.33
14th	Indications	7.63	14th	Home Delivery	6.25
15th	Raffle Prizes	7.40	15th	Belonging to a Large Network	5.68

Source: Research data (2018)

According to the research data, it is possible to verify that Cleaning and Hygiene occupies the first position in both jobs. This denotes that, in Jacareí-SP, the retail consumer tends to place more value on establishments with a high degree of cleanliness and hygiene. It is also possible to note the presence of the price attribute among the top three places in both works, which corroborates the statement that price is one of the great differentials of retail.

Note that the opening hours attribute did not assume a prominent role in the research by Chaves et al. (2017), taking into account the position it occupies in the ranking. As for research on pharmaceutical retail, opening hours took second place; which may represent a greater appreciation of the consumer to the security of having access to medicines at different times, given the criticality of the products.

The same phenomenon described above could be observed with the location attribute, which assumed the fifth position in the pharmaceutical retail and only the tenth in the supermarket segment. This difference may also be related to the safety issue, which denotes the consumer's concern with accessing pharmacies with greater agility. This inference is corroborated by the fact that the attribute “belonging to a large chain” is the last one, which shows that the consumer gives more relevance to the location and opening hours than to the

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name / chain of the pharmacy.

## 4.2 EXPLORATORY FACTOR ANALYSIS

Exploratory factor analysis makes it possible to group attributes into factors, based on the degree of correlation between them. In this study, the factor analysis generated six factors, according to the correlation of the attributes.

The factors are described numerically in figure 1, where the levels of correlation between each attribute within its factor can be observed. Some attributes had their name abbreviated to facilitate visualization within the statistical matrix and the attribute "perform home deliveries" was called delivery, in the tool.

The factors are, respectively: 1) Practicality factor; 2) Discount factor; 3) Store structure factor; 4) Perceived value factor; 5) Service factor; 6) Convenience factor.

Figure 1 - Correlation factors between attributes of choice of pharmaceutical retailers in Jacareí, with 6 factors.

**Rotated Component Matrix<sup>a</sup>**

	Component					
	1	2	3	4	5	6
Atendimento	-,050	,075	-,029	,208	,755	-,031
AmbienteLoja	,188	,129	,060	-,300	,724	,042
Estacionamento	,023	,017	,067	-,074	-,016	,914
FormasPagamento	,220	,096	,351	,572	,100	-,070
HoraFuncionamento	,082	,059	,579	,331	,104	,300
LimpezaHigiene	-,345	,252	,504	,161	,283	,096
Localização	-,006	,087	,768	-,117	-,149	-,054
Preço	-,083	,722	-,087	,147	,247	-,032
Variedade	,094	,685	,113	,028	,053	,097
Promoções	,289	,731	,229	,057	-,087	-,085
Genéricos	,039	,176	-,050	,752	-,124	-,085
CanaisDigitais	,698	,280	-,113	,212	,056	,056
Delivery	,810	,138	-,033	,193	-,018	,111
GrandeRedes	,654	-,151	,437	-,135	,158	-,211
DescontosPlanoSaúde	,335	-,085	-,080	,495	,276	,303

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

Source: Research data (2018)

The correlation of attributes described above is based on 6 factors, which are a way of reducing the number of variables, so that it is easier to carry out analyzes on them.

Factor 1, practicality, is predominantly composed of the attributes of having digital channels, making home deliveries and belonging to a large network. This factor is related to the possibility of having access to information, service channels or own stores in a more agile and practical way. The large chains have more stores, with easier access; home deliveries provide less time spent commuting and digital channels allow for prior research and online price comparisons.

Factor 2, discount, takes into account the variables price, assortment / variety and promotions at the point of sale. This factor represents the consumer's search for the best cost-benefit ratio, while he seeks the possibility of comparing products, finding promotional options and obtaining financial advantages at better prices.

Factor 3, store structure, has as its component variables the opening hours, cleaning and hygiene and location. These variables are related to accessibility and store conditions. It is a very important factor, taking into account the fact that it has 3 variables among the 5 best placed.

Factor 4, perceived value, correlates the variables presence of generic drugs, discounts linked to health plans and forms of payment. This factor combines attributes that are not part of the main actions of the business, but that are differential in the view of consumers. The presence of generics took 4th place in the ranking, which makes clear the importance of diversified actions to add value to the business.

Factor 5, service, highlights the service and store environment attributes. These are two attributes that are among the top 10, and are related to the approach of the sales team and the distribution of products and other items in the store, so that visual and verbal communication is a differentiator at the time of purchase. This factor is even more prominent as the majority of respondents (61.34%) visited pharmacies once a month, on average; that is, the impression that the consumer has can be decisive for his return.

Factor 6, convenience, is composed by the attributes parking, opening hours and discounts linked to health insurance. This factor integrates with items that say

respect for consumers who seek greater peace of mind when choosing a pharmacy, with the possibility of staying longer, shopping at flexible hours and choosing places that offer discounts.

It is possible to perceive the correlation between the factors, in some cases, given the fact that the same attributes occur in different factors. To make the analysis more refined, figure 2 presents the exploratory factor analysis with 3 factors. This analysis groups the variables into more robust blocks of factors. For this analysis, the factors were called: 1) Practicality factor; 2) Cost-benefit factor; 3) Store structure factor.

Figure 2 - Correlation factors between attributes of choice of pharmaceutical retailers in Jacareí, with 3 factors.

**Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
Atendimento	,055	,486	-,030
AmbienteLoja	,084	,276	,113
Estacionamento	,025	,032	,154
FormasPagamento	,363	,257	,371
HoraFuncionamento	,132	,181	,607
LimpezaHigiene	-,306	,431	,479
Localização	-,157	-,093	,758
Preço	,030	,749	-,017
Variedade	,121	,547	,213
Promoções	,285	,471	,343
Genéricos	,315	,348	-,044
CanaisDigitais	,752	,185	,025
Delivery	,830	,009	,108
GrandeRedes	,479	-,277	,489
DescontosPlanoSaúde	,513	,196	-,020

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

Source: Research data (2018)

Factor 1, practicality, has a connotation similar to the analysis with 6 factors. It consolidates the attributes of having digital channels and making deliveries, making clear the correlation between the variables and the importance of a diversified and agile service, mainly with the growth of e-commerce and the increase in the number of smartphones.

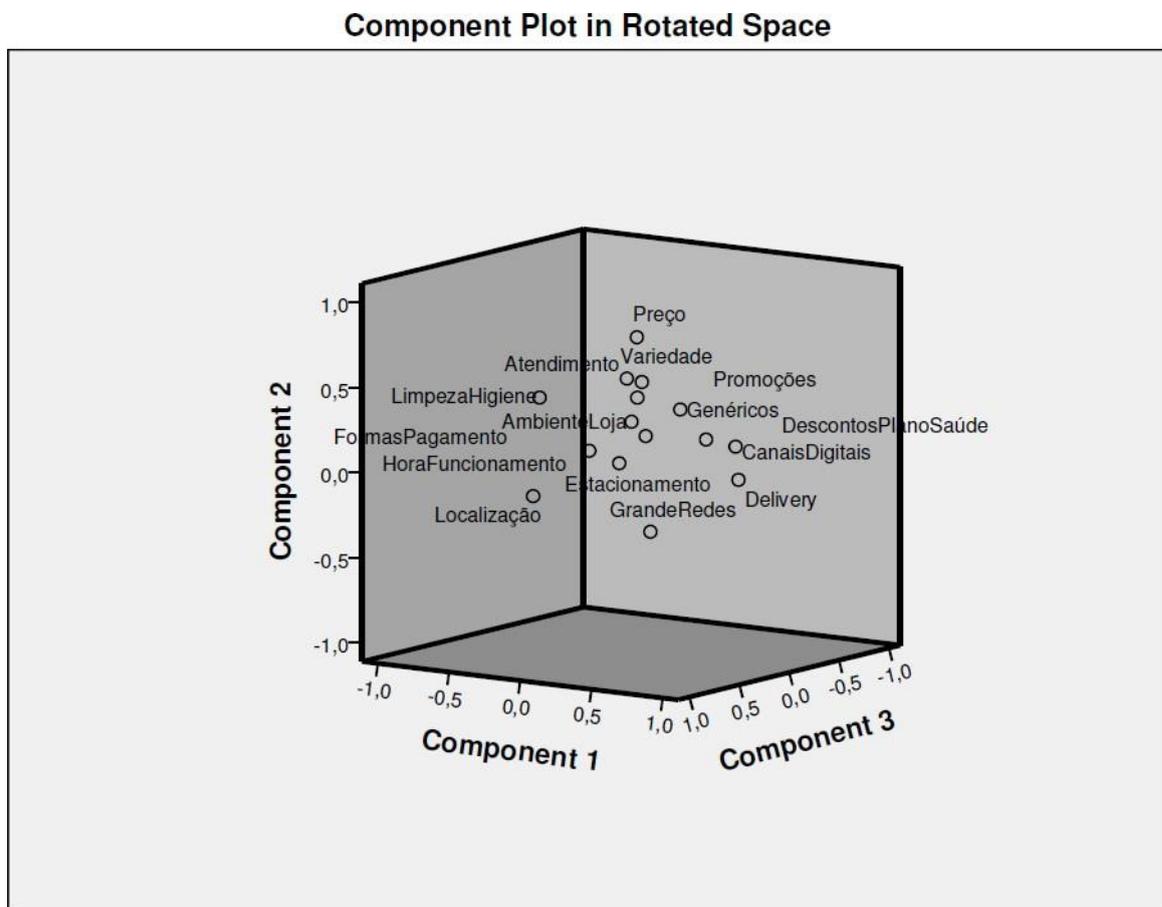
Factor 2, cost-benefit, is composed of the price and assortment / variety attributes. This factor demonstrates the need to have different options for different demands,

given the fact that pharmacies serve all social classes. The factor differs subtly from factor 2 of the previous analysis in that the promotions at the point of sale did not obtain a score equivalent to the first two (even though it was a high score). This phenomenon is due to the fact that the analysis has restricted the number of factors.

Factor 3, store structure, follows the same pattern as factor 3 of the previous analysis, with the difference of having the attribute belonging to a large chain as one of the highlights. This demonstrates that the ideal conditions described by consumers, in general, can be found in large networks. It can be inferred that the standardization used in large networks is an attribute well seen by the consumer, when well executed.

Below, in figure 3, it is possible to verify the distribution of attributes in 3D presentation, so that the correlation between variables and factors is clearer.

Figure 3 - Correlation factors between attributes of choice of pharmaceutical retailers in Jacareí with 3 factors, 3D presentation.



Source: Research data (2018)

### 4.3 SOCIOECONOMIC PROFILE ANALYSIS

In the previous topics it was possible to verify the statistical correlation of the attributes, so that the factors were determined with greater precision. This analysis provides us with a broad mathematical view of the study, with multiple possibilities for action. Another analysis that can be done is the socioeconomic profile, where the results point out the correlations and peculiarities of the sample according to their profile.

The questionnaire applied for this research obtained, in addition to the score for each attribute, some data from the respondents, which were grouped and classified. Below you can check the ranking of attributes by gender. It shows the difference in importance that men and women give to some attributes, as well as the similarity in others.

Table 4 - General ranking of the attributes of choice among pharmaceutical retailers in the city of Jacaréi-SP, by gender.

Male			Feminine		
	ATTRIBUT E	AVERA GE		ATTRIBUT E	AVERA GE
1st	Opening Hours	9.43	1st	Cleaning and Hygiene	9.55
2nd	Cleaning and Hygiene	9.24	2nd	Price	9.01
3rd	Price	9.12	3rd	Presence of Generic Medicines	8.93
4th	Assortment / Variety	8.65	4th	Opening Hours	8.91
5th	Location	8.64	5th	Location	8.74
6th	Presence of Generic Medicines	8.53	6th	Assortment / Variety	8.69
7th	Payment methods	8.53	7th	Attendance	8.52
8th	Attendance	8.47	8th	Payment methods	8.41
9th	Discounts linked to Health Insurance	7.96	9th	Store Environment	8.34
10th	Store Environment	7.89	10th	Discounts linked to Health Insurance	8.05
11th	Promotions at the Point of Sale	7.72	11th	Promotions at the Point of Sale	7.88
12th	Parking	7.67	12th	Parking	7.26
13th	Owning Digital Channels (sale and research)	6.19	13th	Owning Digital Channels (sale and research)	6.47
14th	Home Delivery	6.07	14th	Home Delivery	6.42
15th	Belonging to a Large Network	5.74	15th	Belonging to a Large Network	5.62

Source: Research data (2018)

It is possible to notice that there was a big difference between the main attributes, with emphasis on the first place, which for the female sex was cleanliness and hygiene and for the male sex it was opening hours. It is also noted that the last 5 attributes were the same for both sexes, which represents a greater difference in the attribution of importance to the attributes of greater weight. The attributes evaluated by the male gender obtained a less proportional distribution, with a high importance index in the first places and a sharp reduction in the last ones, while the female gender distributed the overall score more evenly.

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Another analysis that can be done is the separation of the ranking by social class. This type of division, apparently, should follow a predominantly financial logic, focusing

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for price and discounts. However, the results showed a certain variation in this criterion, as shown below. Respondents with an income above 10 minimum wages were considered high class and respondents with an income between 1 and 4 minimum wages were low and low middle class.

Table 5 - General ranking of the attributes of choice among pharmaceutical retailers in the city of Jacareí-SP, by social class.

High class			Low / Medium Low Class		
	ATTRIBUT E	AVERA GE		ATTRIBUT E	AVERA GE
1st	Opening Hours	9.25	1st	Cleaning and Hygiene	9.55
2nd	Price	9.19	2nd	Opening Hours	9.19
3rd	Location	8.98	3rd	Price	9.15
4th	Assortment / Variety	8.87	4th	Presence of Generic Medicines	8.92
5th	Cleaning and Hygiene	8.83	5th	Assortment / Variety	8.80
6th	Discounts linked to Health Insurance	8.66	6th	Location	8.66
7th	Presence of Generic Medicines	8.62	7th	Payment methods	8.62
8th	Attendance	8.38	8th	Attendance	8.43
9th	Payment methods	8.06	9th	Promotions at the Point of Sale	8.42
10th	Parking	7.89	10th	Store Environment	8.22
11th	Store Environment	7.87	11th	Discounts linked to Health Insurance	7.74
12th	Promotions at the Point of Sale	7.83	12th	Parking	7.25
13th	Owning Digital Channels (sale and research)	5.77	13th	Home Delivery	7.06
14th	Home Delivery	5.11	14th	Owning Digital Channels (sale and research)	7.00
15th	Belonging to a Large Network	4.94	15th	Belonging to a Large Network	5.89

Source: Research data (2018)

It appears that 4 of the first 5 factors of both rankings are the same, even if in different rankings. This fact shows that some attributes are common to different classes when choosing a pharmacy. Price, for example, is rated higher in terms of importance to the upper class than lower and lower middle, which makes clear the real importance given to the attribute.

The presence of generic drugs is less important for the upper class consumer, which can be justified by the greater possibility of buying branded drugs. Another point to be highlighted is the classification of discounts linked to health plans, which is 6th for the upper class and 11th for low and low middle. This can be explained by the proportion of upper class people who have health insurance versus the proportion of low and lower middle class people who have health insurance.

The most important attribute for the upper class is the opening hours, which can be justified by the possibility of shopping at alternative times and feeling more secure because of this possibility. This attribute is related to factor 3 of the exploratory factor analysis, which discusses the store structure. However, when it comes to cleanliness and hygiene there is not the same classification of importance for the upper class, being only

5th place. This can be caused by the presence of many large chains in high-class areas, which have high standards of cleanliness and hygiene, making this attribute little noticed, in a general sense.

## 5. CONCLUSIONS

Pharmacies are high-turnover establishments, which bring daily consumption experiences, of different social classes and genders. In the survey it was possible to observe that the majority of the public goes to pharmacies once a month, on average. This data makes clear the need to invest in good service and good store structure, so that the consumer has a positive experience in the monthly visit.

The previous results are correlated with the “store structure” factor, described in the analysis of the results. This correlation denotes the integrity of the factors, which were created from the marks attributed by consumers. The factors related to practicality, price / discount and store structure were the highlights of the research, demonstrating that actions focusing on these aspects tend to bring greater attractiveness to the establishment.

It was also possible to infer at work, that the attributes "cleaning and hygiene" and "opening hours" alternated in the first place in all analyzes, including between genders and social classes. Opening hours were the most important for men and for the upper class, which shows greater value for the security of being able to access the establishment at different times. With this, it is possible to infer the need for stores to adapt in relation to opening hours, including the flow of customers' purchases.

Another conclusion that can be made from the results is that the first 5 placed and the last 5 placed remained in these blocks in most analyzes, which raises the need to review issues such as home delivery and presence of digital channels for purchase and research, since they are attributes that are on the rise in other segments.

Considering the comparison between the results of Chaves et al. (2017), about supermarkets, and the current work, it appears that in both segments the attributes cleanliness and hygiene and price are of a high degree of importance, which exposes similarities in the purchase requirements of the consumer of Jacareí-SP.

As benefits intended with the work, it is possible to mention the contribution to the development of the retail pharmacy segment in Jacareí-SP; a broader understanding of the consumption requirements of this type of consumer; as well as fostering the development of academic research in the municipality and opening up partnerships between the educational institution and other segments and institutions.

The work had sampling (respondents) and geographical limitations, serving the municipality of Jacareí-SP, so that the sample was more representative. It is also considered a limitation to the low disclosure of the objectives of academic research by public agencies, generating a certain fear of the population to participate or produce.

As future studies it is proposed to expand the analysis with different moderating variables, so that the market can be analyzed by size, location or target audience. Another possibility is to expand the study to more regions and other types of pharmacies, such as manipulation and popular, for example. An immersion in the socioeconomic characteristics can also be made, while the variables can bring several new inferences.

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