

Descriptive Analysis of Marketing Mix Utilizing the 7P Methodology Encompassing Product, Price, Promotion, People, Process, and Physical Evidence in Pharmacies

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ABSTRACT

The dynamic pharmaceutical industry witnesses constant shifts, influenced by changing consumer preferences, evolving regulatory frameworks, and technological advancements. Pharmacies, as crucial healthcare service providers, play a central role in delivering pharmaceutical products and services to the community. Within this context, understanding and optimizing the Marketing Mix (7Ps) becomes paramount for pharmacies to effectively address the evolving needs of their clientele. The study, employing a mixed-methods approach, explores elements such as Product, Price, Promotion, People, Process, and Physical Evidence. The analysis, based on a sample of 100 respondents, reveals commendable mean scores across all aspects, categorizing them as "Very Good." Specifically, Product scored 3.35, Price 3.41, Place 3.44, Promotion 3.30, People 3.37, Process 3.39, and Physical Evidence 3.38. These results highlight the pharmacy's excellence in implementing the Marketing Mix, crucial for enhancing customer satisfaction and loyalty.

INTRODUCTION

The pharmaceutical sector experiences constant shifts influenced by changing consumer preferences, evolving regulatory frameworks, and technological advancements (Prasetyawan, F., 2022). Pharmacies, as essential healthcare service providers, occupy a central role in delivering pharmaceutical products and services to the community (Imron, M., 2021). In this context, the imperative to comprehend and optimize the Marketing Mix (7Ps) becomes paramount for pharmacies in effectively addressing the evolving needs of their clientele. Developed by McCarthy, the Marketing Mix comprises essential components such as Product, Price, Promotion, People, Process, and Physical Evidence, presenting a comprehensive framework for the analysis and strategic planning of marketing efforts (Thabit, T., & Raewf, M. (2018). Within the pharmacy sector, these elements assume particular significance due to their direct impact on customer perceptions, satisfaction levels, and brand loyalty (Ilmi, T., 2022).

The "Product" facet entails considerations of the variety and quality of pharmaceutical products available at pharmacies, taking into account factors like innovation, therapeutic effectiveness, and assortment (Prasetyawan, F., 2022). Delving into "Price" involves an exploration of the pricing strategies employed by pharmacies, encompassing competitive pricing, discounts, and affordability, all of which significantly influence consumer decision-making (Dianati, S., 2022).

The "Promotion" dimension encompasses marketing and communication strategies aimed at creating awareness and influencing consumer behavior. Pharmacies employ diverse promotional tactics, including advertising, sales promotions, and community engagement initiatives, to establish a robust market presence (Restyana, A., 2022). The human element is encapsulated in "People," recognizing the importance of knowledgeable and customer-oriented pharmacy staff. The expertise, interpersonal skills, and dedication of staff members contribute significantly to customer satisfaction and loyalty, thereby shaping the overall success of the pharmacy (Anjani, H. D., 2018).

The "Process" component relates to the efficiency and effectiveness of the pharmaceutical service delivery system, encompassing aspects such as prescription fulfillment, customer service, and overall operational processes, all of which collectively contribute to the customer's overall experience (Hanaysha, J. R., 2021).

"Physical Evidence" pertains to tangible elements that influence customer perceptions, including the ambiance, layout, and overall physical presentation of the pharmacy (Darmawan, D., & Grenier, E., 2021). These factors contribute to the creation of a positive and trustworthy image in the minds of consumers. Given the intricacies of the pharmaceutical industry and the indispensable role pharmacies play in public health, a comprehensive analysis of the Marketing Mix, with a specific focus on the 7Ps, becomes indispensable (Do, Q., & Vu, T., 2020).

This research seeks to explore the nuanced interplay of these elements within the context of pharmacies, shedding light on their individual and

collective impact on customer satisfaction, loyalty, and overall business success. (Prasetyawan, F., 2023). Examination and understanding of these facets, this study aspires to offer valuable insights for pharmacy practitioners, policymakers, and researchers, contributing to the continuous enhancement of pharmaceutical services for the broader community's benefit.

LITERATURE REVIEW

The pharmaceutical industry, marked by its ever-evolving landscape, has been the subject of extensive scholarly attention as researchers seek to understand the intricate dynamics that shape its functioning. Within this realm, the Marketing Mix (7Ps), conceptualized by McCarthy, has emerged as a pivotal framework for comprehending the multifaceted strategies employed by businesses, particularly within the pharmacy sector. This literature review aims to provide a comprehensive overview of the existing body of knowledge pertaining to the Marketing Mix and its application in pharmacies, delving into each of the 7Ps: Product, Price, Promotion, People, Process, and Physical Evidence.

Product

The "Product" dimension of the Marketing Mix has been a focal point of investigation within the pharmaceutical context. Scholars have explored the significance of product variety, innovation, and therapeutic efficacy in influencing consumer choices. Research has highlighted the pivotal role played by pharmacies in ensuring a diverse and high-quality assortment of pharmaceutical products to meet the diverse healthcare needs of the community (Seaton, A. V., & Bennett, M. M., 1996).

Price

Pricing strategies in the pharmaceutical sector have garnered scholarly attention due to their impact on consumer behavior and market competition. Studies have delved into the complexities of pharmaceutical pricing, including considerations of competitive pricing, discounts, and affordability. The role of pricing in shaping consumer perceptions and choices has been examined in the context of pharmacies, with a focus on balancing financial sustainability and accessibility (Van Waterschoot, W., & Van den Bulte, C., 1992).

Promotion

Effective promotion is essential for establishing and maintaining a strong market presence for pharmacies. Academic investigations have explored various marketing and communication strategies employed by pharmacies, including advertising, sales promotions, and community engagement initiatives. The effectiveness of these promotional tactics in creating awareness and influencing consumer behavior has been a subject of scholarly inquiry (Singh, M., 2012).

People

The human element, encapsulated in the "People" component, underscores the critical role of competent and customer-oriented pharmacy staff. Research has delved into the impact of staff expertise, interpersonal skills, and commitment on customer satisfaction and loyalty. Studies have explored training programs, recruitment strategies, and the overall management of human resources within pharmacies (Ivy, J., 2008).

Process

Efficiency and effectiveness in pharmaceutical service delivery systems fall under the "Process" component of the Marketing Mix. Academic inquiries have investigated aspects such as prescription fulfillment, customer service, and overall operational processes within pharmacies. Research findings shed light on the significance of streamlined processes in enhancing the overall customer experience (Constantinides, E., 2006).

Physical Evidence

The tangible elements that shape customer perceptions, categorized as "Physical Evidence," have been explored in the context of pharmacies. Scholars have investigated the impact of the pharmacy's ambiance, layout, and overall physical presentation on customer trust and satisfaction. Understanding how these factors contribute to the creation of a positive and reliable image in the minds of consumers has been a key area of interest (Hawassa, E., 2022).

METHODOLOGY

This study employs a rigorous and comprehensive research methodology to scrutinize the Marketing Mix (7Ps) within the context of pharmacies, with the overarching goal of providing a nuanced understanding of how each element of the Marketing Mix functions within these establishments. The ultimate aim is to contribute to the advancement of pharmaceutical services for the wider community. The methodological framework encompasses the meticulous selection of research participants, the delineation of data collection procedures, and the utilization of analytical techniques aimed at ensuring the validity and reliability of the study's findings.

Research Design

In pursuit of a thorough exploration of the Marketing Mix in pharmacies, the study adopts a mixed-methods research design. This approach integrates qualitative and quantitative methodologies to triangulate data, providing a holistic perspective on both the intricacies and broader patterns characterizing the marketing strategies employed by pharmacies.

Sampling Strategy

A stratified purposive sampling strategy is employed to ensure a representative sample across diverse types of pharmacies. Stratification criteria include location (urban, suburban, and rural), size (small, medium, and large), and ownership (independent, chain, and hospital-affiliated). This strategy

guarantees a comprehensive and varied sample, capturing the inherent heterogeneity within the pharmaceutical sector.

Data Collection

Qualitative Data

In-depth interviews with key stakeholders, including pharmacy owners, managers, and frontline staff, are conducted to gather qualitative insights into the strategies and considerations related to each component of the Marketing Mix. The development of semi-structured interview guides ensures consistency while allowing flexibility to explore emergent themes.

Quantitative Data

Survey instruments are meticulously designed to collect quantitative data from a larger sample of pharmacy customers. The survey encompasses aspects related to product preferences, pricing perceptions, promotional influences, interactions with pharmacy staff, perceptions of service processes, and the impact of physical evidence on consumer satisfaction. The survey is distributed through a combination of in-person administration and online platforms to ensure accessibility and diverse respondent participation.

Data Analysis

Qualitative data from interviews undergo thematic analysis, utilizing a systematic coding process to identify recurring patterns and themes. The NVivo software is employed for data management and analysis. Quantitative data are analyzed using statistical software, incorporating descriptive and inferential statistical techniques to discern patterns, correlations, and associations among variables. Cross-tabulations and regression analyses are utilized to explore relationships between Marketing Mix components and customer satisfaction.

Ethical Considerations

The study adheres to ethical guidelines, ensuring the voluntary participation of research subjects and safeguarding the confidentiality and anonymity of their responses. Informed consent is obtained from all participants, and the research is conducted in compliance with relevant ethical standards and institutional review board requirements.

Limitations

Acknowledging the inherent limitations of any research undertaking, potential constraints include sample representativeness, generalizability, and the dynamic nature of the pharmaceutical industry. These limitations are thoughtfully considered in the interpretation of findings and the formulation of recommendations.

RESEARCH RESULT

The data presented in this study encompass seven aspects of the marketing mix strategy at Pharmacy, namely the product, price, place, promotion, people, process, and physical evidence, which will be further analyzed descriptively. Descriptive analysis is the method employed to analyze data by describing or depicting the collected data as it is, without intending to draw conclusions that apply universally or generalize. Based on the results of the descriptive analysis, the characteristics of each research variable can be identified. This is achieved by using the percentage of each aspect of the marketing mix strategy derived from scoring each statement using the Likert scale.

The data source for the study is the subject of the obtained data. The instrument employed in this research is a questionnaire used to collect data. The data source is referred to as respondents, who answer the researcher's questions in accordance with the actual circumstances. Analysis Obtained from Each Aspect Based on the Marketing Mix Strategy in the following table :

Tabel 1. Analysis Obtained from Each Aspect Based on the Marketing Mix Strategy

No	Aspek	Item	Mean Score	SD	Categori
1	Product	7	3,35	0,78	Very Good
2	Price	3	3,41	0,83	Very Good
3	Place	3	3,44	0,72	Very Good
4	Promotion	3	3,30	0,78	Very Good
5	People	6	3,37	0,74	Very Good
6	Process	6	3,39	0,71	Very Good
7	Physical Evidence	5	3,38	0,76	Very Good
TOTAL		33			

Data : Processed, 2022

In this comprehensive assessment, an in-depth examination was conducted across seven key aspects encompassed by the Marketing Mix strategy: Product, Price, Place, Promotion, People, Process, and Physical Evidence. The data were meticulously compiled and organized in the table provided, revealing the mean scores and standard deviations for each aspect, along with their corresponding categorizations.

The analysis commences with the "Product" aspect, where a total of seven items were evaluated, yielding an impressive mean score of 3.35 with a standard deviation of 0.78. This result positions the aspect within the "Very Good" category, signifying a high level of performance in delivering pharmaceutical products at the Pharmacy. Moving on to the "Price" aspect, consisting of three items, a commendable mean score of 3.41 was achieved, accompanied by a standard deviation of 0.83. Once again, this places the aspect

within the "Very Good" category, indicative of an effective pricing strategy that resonates positively with customers.

The "Place" aspect, evaluated through three items, garnered a mean score of 3.44 and a standard deviation of 0.72, solidifying its classification as "Very Good." This underscores the excellence in the distribution and accessibility of pharmaceutical products within the pharmacy's physical location. Similarly, the "Promotion" aspect, represented by three items, attained a mean score of 3.30 and a standard deviation of 0.78, maintaining the overall evaluation within the "Very Good" category. This suggests a well-executed marketing communication strategy that contributes positively to the pharmacy's market presence. Moving to the "People" aspect, consisting of six items, a mean score of 3.37 and a standard deviation of 0.74 were achieved, aligning with the "Very Good" categorization. This indicates the effectiveness of the pharmacy staff in providing excellent service and customer interaction.

The "Process" aspect, evaluated through six items, yielded a mean score of 3.39 with a standard deviation of 0.71, placing it in the "Very Good" category. This underscores the efficiency and effectiveness of the pharmaceutical service delivery system, contributing to an overall positive customer experience. Finally, the "Physical Evidence" aspect, represented by five items, obtained a mean score of 3.38 and a standard deviation of 0.76, positioning it within the "Very Good" category. This emphasizes the tangible elements within the pharmacy that shape customer perceptions, contributing to a positive and trustworthy image.

In summary, the total score of 33 across all aspects further underscores the excellence of Pharmacy in implementing the Marketing Mix strategy. The detailed breakdown of each aspect provides valuable insights into the strengths and areas of commendation within the pharmacy's overall marketing approach.

DISCUSSION

The outcomes derived from the extensive descriptive analysis undertaken at the pharmacy, encompassing a substantial sample size of 100 respondents, have provided invaluable insights into the intricate dynamics of consumer responses vis-à-vis the implemented marketing mix strategy. The dataset acquired encapsulates a multifaceted understanding of consumers' perceptions concerning the application of the 7Ps marketing mix strategy within the pharmaceutical domain. This analytical endeavor extends beyond mere quantitative metrics, delving into the qualitative realm to unravel the nuanced intricacies of consumer attitudes towards pivotal elements such as Product, Price, Place, Promotion, People, Process, and Physical Evidence.

Through the judicious examination of these diverse facets, this study seeks to unveil the underlying intricacies of consumer behavior within the pharmaceutical context, shedding light on the perceptual nuances that influence decision-making processes. The inclusion of perspectives from a substantial and diverse respondent pool not only fortifies the depth and breadth of the findings but also enhances the generalizability of the study's conclusions.

The empirical investigation is designed to elucidate the efficacy of the pharmacy's marketing strategies, unraveling the synergies and potential areas of improvement within the 7Ps framework. By offering a nuanced perspective on the interplay of these marketing elements as perceived by consumers, the study endeavors to provide actionable insights that can inform strategic decisions. This depth of understanding is crucial for navigating the competitive landscape of pharmaceutical retail, where consumer expectations and preferences are pivotal in shaping the success trajectory of establishments.

The results derived from this comprehensive analysis lay the groundwork for a strategic roadmap, empowering the pharmacy with the knowledge required for continuous refinement and optimization of its marketing approach. The aim is to not only meet but exceed consumer expectations, fostering an environment conducive to heightened customer satisfaction and unwavering loyalty within the pharmaceutical retail sector. Ultimately, the findings contribute to the broader discourse on effective marketing practices in the pharmaceutical industry, providing valuable benchmarks for both academic and industry stakeholders to enhance the overall quality of pharmaceutical services.

CONCLUSIONS AND RECOMMENDATIONS

In this extensive study, a meticulous examination of seven critical aspects of the marketing mix strategy at Pharmacy, including Product, Price, Place, Promotion, People, Process, and Physical Evidence, was conducted. The comprehensive analysis involved the utilization of descriptive methods, elucidating consumer perceptions through a survey of 100 respondents. The results, presented in Table 1, highlight the mean scores, standard deviations, and corresponding categorizations for each aspect, revealing a consistent "Very Good" performance across the board.

The "Product" aspect, featuring seven items, obtained an impressive mean score of 3.35, signaling excellence in delivering pharmaceutical products. The "Price" aspect, consisting of three items, achieved a commendable mean score of 3.41, indicative of an effective pricing strategy. Similarly, the "Place" aspect, evaluated through three items, secured a mean score of 3.44, affirming the excellence in product distribution and accessibility. The "Promotion" aspect, with a mean score of 3.30, reflects a well-executed marketing communication strategy, contributing positively to market presence.

The "People" aspect, assessed through six items, earned a mean score of 3.37, attesting to the effectiveness of pharmacy staff in providing exemplary service. The "Process" aspect, featuring six items, achieved a mean score of 3.39, signifying the efficiency of the pharmaceutical service delivery system. Finally, the "Physical Evidence" aspect, represented by five items, garnered a mean score of 3.38, emphasizing the positive impact of tangible elements on customer perceptions.

The total score of 33 across all aspects underscores Pharmacy's excellence in implementing the Marketing Mix strategy. The detailed breakdown of each aspect provides valuable insights into the strengths and commendable areas within the pharmacy's overall marketing approach.

Based on the findings, it is recommended that Pharmacy continues its effective implementation of the 7Ps marketing mix strategy, capitalizing on its strengths. Given the consistently high ratings, the pharmacy should consider periodic reviews and updates to ensure alignment with evolving consumer expectations and industry trends. Furthermore, engaging in qualitative research to explore the specific aspects contributing to the "Very Good" categorization in each dimension could provide deeper insights. Customer feedback sessions, focus group discussions, and competitor benchmarking may offer valuable perspectives for strategic refinement. Continuous staff training and development programs are recommended to uphold the high standards in the "People" aspect. Additionally, leveraging digital platforms for promotional activities and exploring innovative marketing channels could enhance the effectiveness of the "Promotion" aspect. As the pharmaceutical landscape evolves, Pharmacy should remain adaptable, embracing technological advancements and industry best practices. Regular monitoring of customer feedback and market trends will enable the pharmacy to proactively address emerging challenges and opportunities, fostering sustained customer satisfaction and loyalty.

In conclusion, this study not only affirms Pharmacy's current strengths but also serves as a foundation for ongoing improvement initiatives. By leveraging these insights, the pharmacy can further solidify its position as a trusted healthcare service provider, meeting and exceeding the dynamic expectations of its diverse consumer base.

ADVANCED RESEARCH

The investigation titled "Analysis of Descriptive Marketing Mix Strategy in Central Pharmacy" represents an advanced research endeavor aiming to delve into the intricate nuances of the pharmaceutical retail landscape. Anchored in a robust conceptual framework, this research employs a mixed-methods approach, integrating both qualitative and quantitative methodologies to achieve a comprehensive understanding of Central Pharmacy's marketing mix strategy. The study involves an extensive literature review, synthesizing contemporary theories and empirical studies within the realms of marketing, pharmaceutical services, and consumer behavior. The research design includes a stratified purposive sampling technique to ensure the selection of diverse pharmacies representative of various geographic locations, sizes, and ownership structures.

The primary objective is to conduct a granular descriptive analysis of the seven key elements constituting the marketing mix (7Ps) in Central Pharmacy: Product, Price, Place, Promotion, People, Process, and Physical Evidence. Employing advanced statistical methods such as regression analysis and factor analysis, the research aims to unveil intricate relationships and dependencies among these elements, offering a nuanced perspective on their collective impact on consumer perceptions and behaviors. Furthermore, qualitative data collected through in-depth interviews with key stakeholders, including pharmacy owners, managers, and customers, will provide a rich context for

understanding the underlying dynamics and motivations shaping the observed quantitative patterns.

Ethical considerations are paramount, and the research adheres to established ethical guidelines, ensuring the voluntary participation, confidentiality, and anonymity of research subjects. Findings from this advanced research hold the potential to contribute significantly to both academic and industry discourses, offering actionable insights for pharmacy practitioners, policymakers, and researchers to optimize marketing strategies in the ever-evolving pharmaceutical retail sector.

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