

# Reasons for Shopping

## Independent Pharmacy Research Study

Independent Pharmacy Market in U.S.

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Information +  
Insights & Actions

### Why Customers Shop at Their Independent Pharmacy According to Pharmacists

Pharmacists were given four choices and asked to indicate, by percentage, why shoppers are drawn to their store.



Based on 398 pharmacist respondents.

### Why Customers Shop at Their Independent Pharmacy

#### Shoppers' Reasons vs. Pharmacists' Perceptions Ranked

Respondents selected all that apply.

	Shopper	Pharmacist
Purchase prescriptions there	#1 73%	#3 82%
Customer service	#2 63%	#1 93%
Relationship with pharmacist	#3 60%	#2 87%
Close to home, workplace or doctor's office	#4 56%	#4 74%
Product selection	#5 43%	#6 28%
Competitive prices	#6 34%	#5 52%

Based on 323 independent pharmacy shopper respondents & 401 independent pharmacist respondents.

Shoppers were **2.5 times more likely** to be visiting their independent pharmacy to make an intentional purchase rather than buy an impulse item.

#### Customers' Primary Reason for Shopping There

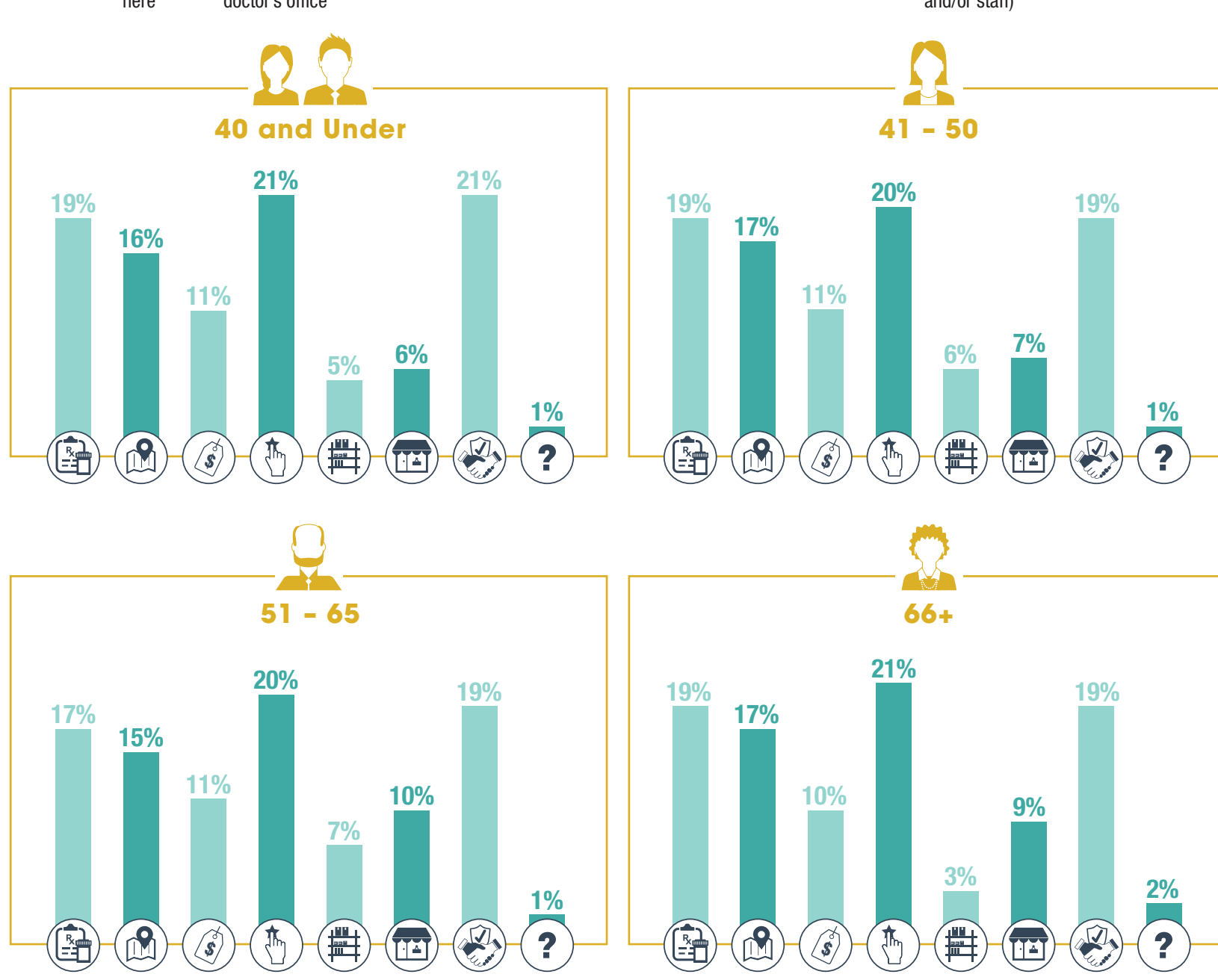
Respondents selected only one.

Purchase prescriptions there	37%
Relationship with pharmacist	15%
Close to home, workplace or doctor's office	13%
Family-owned, independent business, community involvement	12%
Customer service	12%
Overall shopping experience	4%
Product selection	3%
Cards & gifts	1%
Competitive prices	1%
Other	1%
Educational programs and/or guidance and counseling offered	1%

Based on 319 independent pharmacy shopper respondents.

### Why Customers Shop at Their Pharmacy by Age

- I get my prescriptions here
- Close to home, workplace, or doctor's office
- Competitive prices
- The service is outstanding
- Product selection
- Convenience of small store
- Relationship and trust (pharmacist and/or staff)
- Other



Based on 1,824 independent pharmacy shopper responses. Respondents selected all that apply.

#### Insights & Actions

While the reasons shoppers are buying from their independent pharmacy are largely the same across age groups, there is a noteworthy difference when it comes to the choices, "convenience of a small store" and "product selection." Those 51 and older chose the convenience of a small store much more than those under age 41. Product selection was more of a factor to those 65 and under than those 66 and older. Stores may not be able to alter their physical store size but can address convenience through store layout and department adjacencies for their older customers. To continue meeting the product selection demands of customers age 40 and under, a review of POS data or simple online survey could be utilized.

### Biggest Factor in Purchasing Non-Rx Products at Their Independent Pharmacy by Age

Shoppers were given four choices.

- Price
- Pharmacist recommendation
- Noticed product on endcap/display
- Other



Based on 319 independent pharmacy shopper respondents.

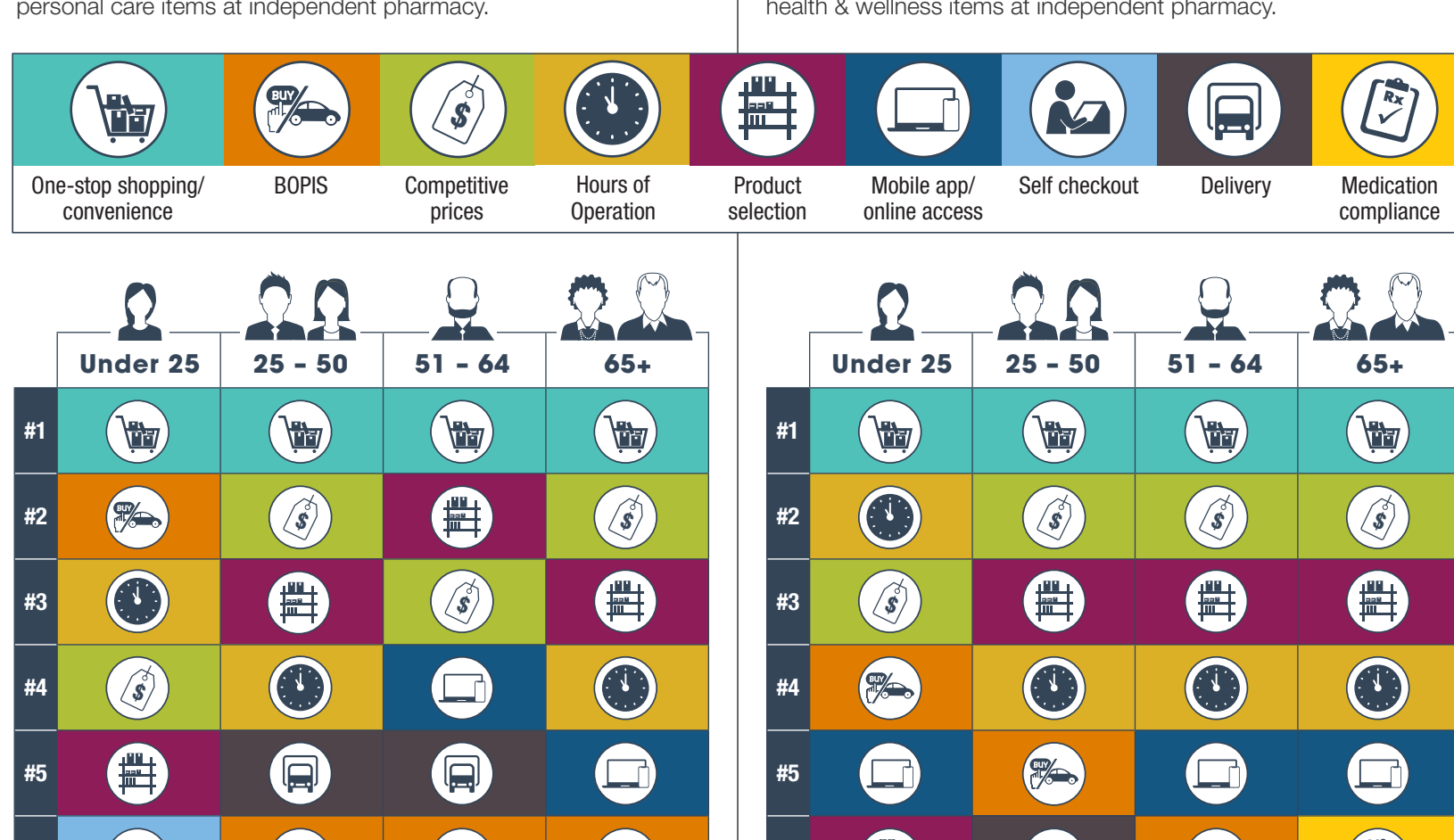
#### Insights & Actions

While the pharmacist recommendation is the most important factor for all ages, the gap between price and the pharmacist recommendation is much smaller for consumers 50 and under. If the under 51 consumer is a sought-after segment of the pharmacy or of brands featured in the front-end, sharpening prices may increase overall sales volume.

### By Age, Top Six Reasons Customers Shop...

#### For Personal Care Outside Independent Pharmacy

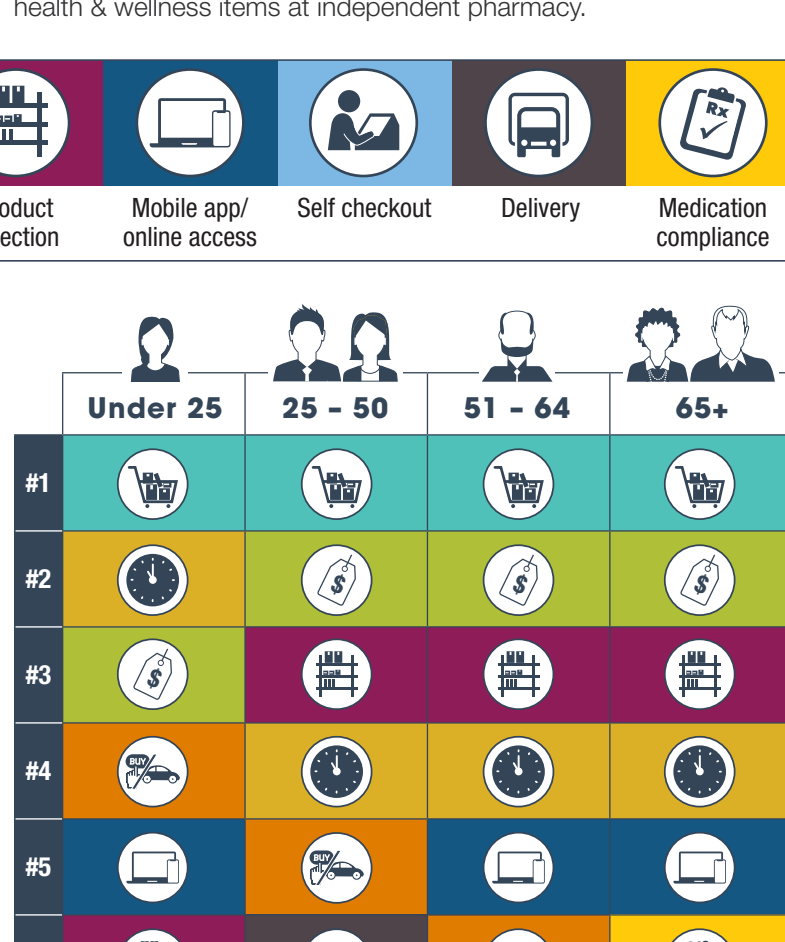
Based on those purchasing 50% or less of their personal care items at independent pharmacy.



Based on 469 independent pharmacy shopper responses. Respondents selected all that apply.

#### For Health & Wellness Outside Independent Pharmacy

Based on those purchasing 50% or less of their health & wellness items at independent pharmacy.



Based on 492 independent pharmacy shopper responses. Respondents selected all that apply.

#### Insights & Actions

For both personal care and health & wellness items, independent pharmacy shoppers most often cited "one-stop shopping/convenience" as a reason to shop elsewhere. However, product assortment, prices, and hours of operation were among other top motivators. Expanding product assortment and availability beyond the limits of the physical store (online catalog or e-commerce capabilities) may inspire more shopping at the independent pharmacy.