

A COMPARATIVE STUDY OF ORGANIZED & UNORGANIZED PHARMACY RETAIL STORES WITH SPECIAL REFERENCE TO MUMBAI & PUNE REGION PRELIMINARY LITERATURE REVIEW

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ABSTRACT

A research study was carried comparing dimensions of organizational structure, management functions, customer perception and customer satisfaction of retail pharmacy stores from the organized and unorganized sectors. Before carrying the full-fledged study a preliminary literature review was carried to understand the major research gap and also to find out the same can be addressed. The preliminary literature review lays down a strong footing for the main literature review. The current status of knowledge has been summarized, the gaps identified and, the expected contributions have been outlined. This paper presents the preliminary literature review.

Keywords: Organizational Structure, Management Functions, Customer Perception and Customer Satisfaction, Organized Retail in Pharmaceuticals, Unorganized Retail in Pharmaceuticals.

Introduction

A research study was carried comparing dimensions of organizational structure, management functions, customer perception and customer satisfaction of retail pharmacy stores from the organized and unorganized sectors. Before the full-fledged study was undertaken a literature review was scheduled. The literature review becomes a slightly difficult task when a large amount of literature exists on a given topic. The problem arises, mainly in the selection of the relevant piece of literature for conducting a review. In this era of strong search engines, thousands of articles, books, and other literature items are accessible to researchers at the click of the mouse. In such situations, there is always a risk of the focus on the core concepts getting diluted. The researcher might be tempted to engage in a literature review that is not so relevant. To address these challenges, a preliminary literature review was undertaken as an initial step. This paper presents the same.

Preliminary literature review

Khan (2019) found that without any doubt, even on slow economy phases, India's organized retail industry is on a high development. Stable economic progress with high disposable revenues, favorable location and demographic benefits, and easy credit facility offers the essential urge to develop modern retailing set-ups. Though, numerous

challenges endure causing obstacles in this development, especially in the Lucknow region. To know more about this, the basic data was attested on SPSS for confirmation.

Sellappan & Shanmugam (2020) found that all recognized businesses are vibrating, and retailing in the current technology-led unstable business setting is no exclusion. A study of retailers' entrepreneurial side will depict the vital attitudes to endure in the novel world format. The study is an endeavor towards this end. The study demonstrates that the retailer's entrepreneurial angle is encouraged by five aspects: autonomy, innovation, risk-taking, competitive ferociousness, and pro-activeness. The study reveals the five dimensions and their dominance on business performance. The study emphasizes that the skill of leading retail business performance depends on attitude alignment. This effort will push retailers and the trade market to foster the entrepreneurial angle.

Chawla et al. (2019) found that the retail industry is one of the biggest sectors and the second-largest employment provider after agriculture in India. Due to easy access and unrestricted information requirements for setting up a retail store/ outlet, hawkers, street vendors, and small Kirana stores can be seen effortlessly in India. There is no obligation to have a retail management degree and any specified criteria to set up a retail store. So, small unorganized retailers seize the larger part

of retail in India. In India, both organized and unorganized retail stores co-exist. The organized retail sector is glancing in and creating its place faster in the sector, helping in developing the retail industry in India. Indian retail segment owns a natural planned benefit of one of the youngest populaces globally, which is inclined to be more experimental, risk-taker, and techno-savvy and can entice foreign stakeholders to invest in India FDI. The current study initially tries to trace out the motives for India's retail segment's growth and the opportunities and challenges experienced by an organized and unorganized retail segment. The study also recommends ways to reinforce the retail industry in India.

Fesharaki (2019) found that the study aims to assess the effect of community pharmacists' nonverbal communication on patients' fulfilment throughout the counseling procedure. Vocalics, kinesics, haptics, olfactics, proxemics, atmospherics, chronemics, and oculosics are the eight scopes of nonverbal communication that have been taken into consideration. To collect information related to the study's goal, a survey was led among the pharmacies in the city of Tehran (Iran). A survey form was given to patients waiting to collect their medicine, inquiring about the pharmacists' nonverbal communication and their fulfilment of service meets. Projected theories were verified with a structural equation modelling method using the Smart PLS software set. The outcomes strongly aid the hypothetical model and recommend a noteworthy association among the customers' fulfilment and nonverbal communication components (excluding proxemics and haptics). The study's uniqueness is that it is the first experiential study to assess all pharmacists' nonverbal signals' features and their impacts on patient gratification. Seeing the Iran retail market's comparatively high development rate, the study has deep insinuations for academics and pharmacy practice.

Kushwah & Gupta (2019) found that millions of retail stores already exist in India, and this number is increasing day by day. Assessing the whole market, the unorganized retail stores capture a larger part than the retail segment. In

western countries, this scenario is the opposite. This conclusion is taken after understanding that organized retail stores deliver various products with several offers and have proficiency in being a retailer. Simultaneously, the unorganized retailers are usually less proficient and usually have no proper training to function in the shop than their counterparts. The study attempts to recognize customer's viewpoints towards organized as well as unorganized retailers.

Goode et al. (2019) found that by paying more attention to product preparation and supply, the community-based pharmacy approach is developing to become a health care destination within the traditional community-based pharmacy's limitations. The community-based pharmacy approach is growing beyond the traditional community-based pharmacy to offer care to patients where they require it. Community-based pharmacist practitioners who are chiefly focused on leading and progressing team-based patient care facilities in communities to enhance patient wellbeing comprise this revolution. The study will evaluate the community-based pharmacist practitioner's task in the United States and community-based pharmacy approach enhancements.

Newby (2019) found that to optimize patient care with limited resources, the study set out to transform the pharmacy practice model. The study shifted duties that did not need clinical judgment in the pharmacist's dispensary to the determined technician. The shifted responsibilities comprised order entry, order entry authentication, and ultimate check of medications and arrangements. The pharmacy staff well-acknowledged the variations in responsibilities. The pharmacist practice altered from a reactive procedure, in which the pharmacist used to wait for orders to be directed to the pharmacy, to a proactive procedure where the pharmacist team up directly with patients and the health care squad. The pharmacists could offer daily medication therapy management for every inpatient in the novel practice model compared with just reactive targeted care in the previous practice model. Execution of the new practice model at the site led to a decrease in time for

medications to be delivered to the patient and lessened pharmacy-related medication faults. A novel pharmacy practice approach was successfully applied, and hence the pharmacy technician responsibilities were extended to the point where they perform all the distribution responsibilities in the dispensary. This, in turn, permitted a variation in the pharmacist role, which was focused on everyday proactive direct patient care and medication therapy function.

Grifalconi et al. (2020) found that while the populace in other nations is progressively preferring generic medicines, Italy still lags in their consumption despite the optimistic rise seen in the last few years. The study intends to inspect the reason for the limited dispersion of generics in Italy and to examine the populace's insight of them. A survey was led in the northwest of Piedmont by managing face-to-face interviews. Four hundred consumers were interviewed in 4 pharmacies, as were 56 pharmacy students and 61 pharmacists. The information discovered that a substantial number of individuals have an adverse insight of generics; consumers are most doubtful (46%) about the quality of medicines, compared to pharmacists (15%) and students (0%). 46% of consumers think generic medicines and originators have different chances of causing adverse drug reactions (ADR), while this is 12% for pharmacists and 13% for students. 46% of customers have uncertainty about generics' efficacy, as do 8% of pharmacists and none of the students. Lastly, 43% of customers are not exposed to generic replacement. Despite advertising campaigns for the dispersion of generics, the behavior of doubt continues both in the general populace and in health experts. Investment in continuous training for pharmacists must be sustained as they are the healthcare experts that most often come into contact with the populace and, through correct counseling, have the highest chance to overcome this distrust. It is vital to emphasize that each pharmacist's involvement makes the change directly associated with the patient.

Grew et al. (2019) found that customer understandings are important to understand service quality and know its exact

measurement. The study has previously created a theory-based, quantitatively and qualitatively well-versed service quality survey form applying a price-focused marketing strategy (PFMS) for Australian community pharmacies. The survey form evaluates six service quality areas: Ecological Quality, Health and Medications Advice, Health Results, Non-Prescription Facility, Association Quality, and Technical Quality. For CFA, in total, 319 replies were gathered. On the assessment of the alteration indices, four items were deleted. The final model's gathered information was as follows: Satorra-Bentler scaled $\chi^2 = 211.4$, TLI = 0.95, RMSEA = 0.031, CFI = 0.96, df = 155 (90% confidence interval = 0.016–0.042). Construct legitimacy of all concepts was created from optimistic convergent and discriminant validity tests. The composite reliability values for all constructs were ≥ 0.7 , hence confirming construct dependability. A positive test for strong invariance established that the model constructs are equitable across regional and metropolitan backgrounds, ages, education levels, and gender. The study has established the survey form's legitimacy to measure consumer insights of community pharmacy service quality. The tool can be functional in Australian community pharmacies' regional and metropolitan backgrounds to advise enhancements service delivery features.

Hua et al. (2020) found that the study aims to deliberate the pharmacy care and pharmaceutical administration in a hospital during the coronavirus disease 2019 (COVID-19) pandemic and offer domestic and foreign pharmacists contributing the pandemic prevention and control. The pharmacists provided pharmaceutical care for 1848 patients who were diagnosed with mild COVID-19 disease. They guaranteed the timely supply of the medicines and lessened drug-induced dangers through medication assessment and supervision, thus growing patient amenability and supporting the patients to reinforce their confidence in overcoming the disease. The new COVID-19 module pharmaceutical care model has played a vital role in overcoming the pandemic crises of COVID-19 in China and can be applied on an extensive scale.

Summary of current state of knowledge

The current knowledge is largely confined to studies from foreign nations. Not much research in Indian context is seen for organized and unorganized retail sectors. Authors like Khan (2019) have mentioned that the organized pharmacy retail sector in India is in a development mode. Thus, it is still early days especially for the organized retail pharmacy in India.

Research gap

Organized retail pharmacy is in its primitive stage in India. The decision to include literature from the years 2019 and 2020 had one of its rationale in this. Most of the studies have been carried in foreign countries. Studies in the Indian context are few as can be seen from the preliminary literature review.

Expected contribution to the subject

This study is expected to provide a comparative analysis of the organized and unorganized retail pharmacy stores in India with special focus on two variables – organizational structure and effectiveness of management functions. Its contribution will be beneficial for the academia and the industry as well, especially, the retailers from the unorganized sector who can benchmark practices from the organized sector, if they are found to be effective. Other sectors who operate in an organized and unorganized mode can also benefit from the knowledge produced from the study because organizational structure and effectiveness of management functions are basic elements for any type of business.

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