

Characteristics of a Pharmacist Which Can Increase the Productivity of a Drugstore: A Study

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Article Info

Volume 83

Page Number: 7488 - 7491

Publication Issue:

May - June 2020

Article History

Article Received: 19 November 2019

Revised: 27 January 2020

Accepted: 24 February 2020

Publication: 18 May 2020

Abstract:

All businesses desire to develop and grow. The same can be said with the drugstores where the owners want their pharmacists to do well and grow. In today's age where no one has the time to wait, prompt attendance and dealing with customers is the need of the hour. Wishing to find out as to what is desired most by drugstore owners from their pharmacists, I drew up a questionnaire to be filled up by drugstore owners. The questionnaire had six variables which had to be ranked from 1 to 6, with 1 being the most important and 6 being the least important. The variables were quick in dealing with customers, dedication, experience, leadership, courteous, and punctuality. A total of 100 drugstore owners were interviewed.. A personal interview was conducted wherein the questionnaire was direct and structured. The results were such that dedication was ranked first followed by experience, quick in dealing with customers, ready to learn, courteous, and punctuality.

Keywords: Pharmacist, courteous, punctuality, experience and drugstore

1. Main text:

In today's world we have no time to wait. We want everything at the tip of our fingers. The same can be said when we visit a pharmacy or drugstore where we want our purchases or medicines to be quickly delivered to us.

So what should the drugstore owners need to do so as to make the customers happy. To find out the same I drew up a questionnaire with six variables which had to be ranked.

The first variable was quick in dealing with customers. This variable was selected because most people do not like to wait and if the pharmacist is slow in dealing with customers then they will lose patience and may not come again. As a result the pharmacist should know where the drugs are placed and be ready to answer quickly any query asked by the customers.

The second variable selected by me was dedication. Dedication is important because in today's world people jump from one job to another if they get more pay. In order that a pharmacist will stick to his present job and work with passion is indeed important to the drugstore owner. A dedi

cated pharmacist can increase the sales of a drugstore.

Next I selected experience. Experience is also important because young pharmacist are usually not as organized and mature enough as experienced pharmacist when it comes to handling queries or explaining dosages and uses to the public.

Leadership was another variable selected because a pharmacist should be a good leader to be successful at the workplace. Not only that he should nurture leadership qualities in others too. Leadership implies not panicking, and able to take right decisions at all times.

Courteous was my next variable. Courteous refers to how you handle customers. A friendly and helpful pharmacist can bring more customers into the drugstore than pharmacist who shows very little interest in his customers and does the job for the sake of doing.

The last variable selected was punctual to work. No drugstore owner desires his staff to be late to work. This is also very important because a pharmacy is a service organization and thereby a lot of importance should be given for punctuality at work .

These variables were put in a questionnaire which was given to drug store owners to be ranked.

2. Literature Review:

The literature review was done to find out which characteristics are desired in a pharmacist. According to Droege and Assa-Eley (2005) pharmacy graduates perceived themselves as care givers. The results of their study also showed that pharmacist showed leadership qualities as well as were able to deal with uncertainty.

Further Schommer, Pedersen, Gaither , Doucette, Kreling and Mott (2006) conducted a study wherein they asked the pharmacists as to how much time they would like to spend on dispensing, consultation, business management and drug store management and the amount of time which they actually spent. The results showed that pharmacist preferred to spend time in consultation and drugstore management but they don't spend adequate time in these areas.

Elvey, Hassell, Lewis, Schafheutle, Willis and Harrison (2015) did a study on patient centred professionalism in pharmacy : values and behaviors. They felt that patient centred professionalism in pharmacy was scarce as compared to other health professions and in particular with pharmacist early in their career. The study showed that pharmacist require more clinical roles which go beyond dispensing and supply of medicines and there should be more interaction with the patients.

Then there was Holdford (2003) with a study on leadership and their lessons for pharmacist. According to Holdford leadership is a skill that can be developed by those with necessary initiatives and courage. Pharmacist who are good leaders can serve the society well and also help to nurture leadership abilities in others.

And finally Humphrys and O'Brien (1986) conducted a study between skill utilization , professional orientation and job satisfaction wherein they found that community pharmacist had lower skill utilization and thereby job satisfaction . Skill utilization as such resulted in 32% of job satisfaction.

3. Objective:

1. To find out which characteristic of a pharmacist is most desired by a drugstore owner.

Research Design:

A random, direct, structured questionnaire was utilized wherein a personal interview was conducted on 100 drugstore owners of Goa. The research design was of an exploratory design.

5. Findings:

The Thurstone Case V scaling was used to analyze the data. The comparison between the variables was first made wherein the variables A,B,C,D,E and F were compared with each other. A- Quick in dealing with customers B- Dedication C-Experience D- Leadership E- Courteous and F- Punctuality

Table 1

	A	B	C	D	E	F
A	0.5	62/100	50/100	45/100	38/100	17/100
B	38/100	0.5	48/100	38/100	21/100	22/100
C	50/100	52/100	0.5	37/100	32/100	21/100
D	55/100	62/100	63/100	0.5	45/100	21/100

E	62/100	79/100	68/100	55/100	0.5	42/100
F	83/100	78/100	79/100	79/100	58/100	0.5

Converting to decimals we get,

Table 2

	A	B	C	D	E	F
A	0.5	0.62	0.5	0.45	0.38	0.17
B	0.38	0.5	0.48	0.38	0.21	0.22
C	0.5	0.52	0.5	0.37	0.32	0.21
D	0.55	0.62	0.63	0.5	0.45	0.21
E	0.62	0.79	0.68	0.55	0.5	0.42
F	0.83	0.78	0.79	0.79	0.58	0.5

Finding the values from the Thurstone Case V scaling table we get,

Table 3

	A	B	C	D	E	F
A	0	0.31	0	-0.13	-0.31	-0.95
B	-0.31	0	-0.05	-0.31	-0.81	-0.77
C	0	0.05	0	-0.33	-0.47	-0.81
D	0.13	0.31	0.33	0	-0.13	-0.81
E	0.31	0.81	0.47	0.13	0	-0.2
F	0.95	0.77	0.81	0.81	0.2	0

Adding the values of each column we get,

Table 4

	A	B	C	D	E	F
	1.08	2.25	1.56	0.17	-1.52	-3.54

Adding the least value which is -3.86 to all the variables we get,

Table 5

	A	B	C	D	E	F
	4.6	5.79	5.1	3.71	2.02	0

6. Conclusions:

1. Dedication was ranked number 1 because a dedicated employee is always an asset to any organization, in this case it is a drugstore.

2. Experience came second since an experienced employee is much more beneficial as compared to a green horn. In dealing with customers to answering their queries, an experienced pharmacist can do it all.

3. Quick in dealing with customers came next which means that a pharmacist who can deal with customers quickly will also be an asset to the drugstore.

4. Leadership was ranked fourth. A pharmacist should possess leadership qualities and also nurture the same among the remaining staff. He should not panic in times of adversity and be able to take the right decisions.

5. Courteous ranked fifth which means being friendly and kind to the customers could bring back customers again and again to a drugstore.

6. Punctuality ranked sixth which although it meant that it ranked last in the list of characteristics, it could also mean that the drugstore owners are not very particular that a pharmacist should be punctual to the minute.

7. Limitations of the study:

1. The study was conducted on 100 drugstore owners. As some questionnaires were found to be incomplete or wrongly filled up, they were discarded and new drugstore owners were selected.

2. Some other tools and techniques could have been used . However Thurstone Case V scaling was found to be sufficient.

8. Suggestions:

A year later the same study can be conducted and the results can be compared for consistency.

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