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ABSTRACT

This study deals with both retail pharmacies set-up and pharmacy customers' patronage preferences. A total of twelve retail pharmacies in the Klang Valley area were surveyed and a total of 114 pharmacy customers completed the required questionnaires.

The results from the pharmacy owners or managers' survey indicated that most of their customers are in the age group of between 30 and 49 years old and the most commonly purchased items were prescription medicines. Most of the pharmacies were opened between six and seven days a week and up to ten hours a day.

The results from the pharmacy customers' survey indicated that the most important factors that affect patronage of a pharmacy are service factors such as advice from the pharmacists and staff courtesy. The overall stock display and availability were also given high priority by the customers.



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HAMSIAH BT. MOHAMAD ZAHARI
UPR UNIT REPROGRAFI
PERPUSTAKAAN UTAMA
UNIVERSITI MALAYA