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## **A Study of Customers' Preference for Home Delivery Services Available for Pharmaceutical Products in Nashik**

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### **Abstract:**

Indian pharmaceutical market is changing with the technological advancements. Digitalization has made pharmaceutical products available any time anywhere. Prices of medicines are almost same; there is no price competition in this sector. In this scenario, everyone is trying to provide better facilities like quick home delivery to its customers. This paper investigates the customers' awareness, preferences and satisfaction about home delivery services available for pharmaceutical products in Nashik city, India. The data for research was collected from 50 Units (sample respondents) residing in Nashik city, India. From the study it is found that customers' are aware and prefer home delivery services available for pharmaceutical products. Customers' are highly satisfied with home delivery services available for pharmaceutical products.

**Keywords:** pharmaceutical, home delivery, customer, preference, satisfaction.

### **Introduction**

Indian pharmaceutical market is changing with the technological advancements. There are pharmacy chains like Apollo pharmacy giving competition to local medical store. Further, digitalization has made pharmaceutical products available anytime anywhere through mobile apps. These mobile apps for pharmaceutical products provide prescribed medicines and online consultation as well to the customers creating competition for local medical stores and chains of stores. Since, prices of medicines are almost same, generally a small discount is given by local medical store and a similar discount is available through online purchase as such there is no price competition in this sector. In this scenario, everyone is trying to