



The importance of after-sales in the medicines sector in the city of Campina Grande-PB

Importância do pós-venda no segmento de medicamentos na cidade de Campina Grande-PB

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ABSTRACT

The main objective of this article is to explain the importance of after-sales in attracting and retaining customers. It is necessary for any company to treat customer relationships as a priority, focusing on meeting the needs and satisfying its customers. For a successful after-sales strategy, it is essential that the company knows well the behavior of its audience and all the stages that the consumer goes through, from sales to after-sales. Understanding all the after-sales tools will be a competitive advantage that will bring excellent results. The methodology used in this study is based on quantitative research, which aims to understand the phenomena through data collection, pointing out behaviors and predilections, as well as other actions of consumer individuals who belong to a certain group or society.

Keyword: After-sales, Behavior, Loyalty.

1 INTRODUCTION

Every business needs to take customer satisfaction into consideration. Worrying about positive and negative opinions after the purchase is extremely important, so that through this survey the points to be improved are analyzed, thus ensuring a better service and above all passing on to the customer the trust and concern that the company has with him, so that loyalty is achieved.

Therefore, it is necessary to understand that consumer behavior involves a series of decisions that are directly influenced by the social context in which they are inserted and their



routine needs. The marketing strategy is essential for loyalty, prioritizing the relationship with the customer, that is, the understanding of how this individual behaves in relation to what the company offers, such as: its product, its ideas, the customer experience and even the time it takes for the consumer to satisfy their needs and desires.

Based on this, from the customer's first contact to the after-sales, when they have already consumed the product, these are important stages, in which loyalty will only be achieved if each of these stages is explored correctly.

After-sales is related to the evaluation of the customer after consumption, being important to generate new ideas and bring improvements, it is not only used to know the opinion of customers about the product in question, but also about their satisfaction with the company and the service they received. Loyalty policies, such as promotions, discounts, etc., are other ways to build loyalty.

Therefore, the research in question is carried out based on the need to identify the importance of after-sales and what factors related to after-sales influence customer loyalty.

In view of these facts, the following research question was elaborated: in what aspects has the after-sales process contributed to customer loyalty in the drug segment in the city of Campina Grande-PB?

2 THEORETICAL BACKGROUND

Capitalism moves the world, selling and consuming is what leverages social media, for this reason consumer behavior, according to Solomon (2011, p.33), is the study of the processes that encompass the selection, purchase, use and disposal of products, services, etc. In this way, consumer behavior is analyzed from selection to disposal.

It is these factors that will determine the customer's return to the establishment, whether or not they will recommend the company based on the service they received and whether their needs/expectations were met so that loyalty is achieved.

Consumer behavior is defined as "[...] physical and mental activities performed by consumer and industrial goods customers that result in decisions and actions, such as purchasing and using products and services, as well as paying for them." Sheth, Mittal and Newman (2001, p. 29)

Mental activities are everything that is formed in the individual's brain, all the information he has about a certain product or service that in the end will guide him in decision making. Consequently, when the need is generated in the consumer's mind, we have a second point to observe, which is physical activities. Driven by the need and by the information stored in their



mind about a certain product or service, the consumer moves to a physical store, for example, so that the mental and physical aspects are united and can generate decision-making

Therefore, after the customer meets his momentary need, he will make a whole analysis of the establishment, the product or service, as well as the service he received. When they understand that their need has been met, the consumer will evaluate whether the product fits their expectations and it is from this stage of the consumer experience that they will define whether they will buy again and whether they will speak well, and recommend the product or not.

By understanding the complexity and importance of the behavior study process, it is clear that it is not enough just to know your customer, but to understand more deeply their behavior, their reaction to products, and their encouragement to certain campaigns and companies.

Among the competitive advantages that, according to Sheth, Mittal and Newman (2001), lead the company to have a better performance due to an increase in profitability and revenue growth, we would like to highlight customer loyalty in times of crisis: when the company uses its resources to cultivate more committed customers, They are more willing to help the company in times of crisis. A practice that stands out and is included in this competitive advantage is after-sales, which increases the likelihood that customers will buy more products from it, thus being a strong ally for customer retention and loyalty.

Another advantage that is related to after-sales revenue growth according to Sheth, Mittal and Newman (2001), are: Buy in a single place. Satisfied and loyal customers bring more business to the company, if only because most customers prefer to make purchases in one place. Thus, companies have the possibility to expand their line of products and services, meeting the needs of customers. In these two aspects of competitive advantages, after-sales stands out as a strong ally of these practices, that is, systems that bring the company closer to its customers, so that they have more information about their needs and desires, being important both for new customers, but especially for its older customers.

The business should use this tool as a way to measure the satisfaction of its customers, and this can increase loyalty. Customer feedback is important to measure your excellence in your products and/or services. After-sales includes not only understanding if the customer still needs your products, but also understanding if that product and/or service still satisfies them. Knowing these points, let's consider some examples of after-sales.



2.1 FOLLOUP UP

Folloup up is the follow-up of a process after its execution. In practice, it consists of contacting the customer a while after the purchase is made by sending messages, calls or e-mail. This contact becomes essential in knowing the level of customer satisfaction, as well as in reminding them of the company.

2.2 UPSELL E CROSS SELL

This after-sales strategy boils down to giving the customer an advantage in a product they already use. An example of this, in relation to the company studied in this article, a larger amount of supplementation or treatment is offered, for a greater discount on the purchase, making him obtain an advantage in the acquisition of the product.

2.3 LOYALTY PROGRAMS

One of the most well-known strategies by consumers, loyalty increases the chances of new customer purchases with the company. This approach allows you to create more personalized actions, based on your customers' consumption, making them feel part of the company in a certain way. In addition, this approach allows you to collect important data that helps create new actions depending on the profile of the customers.

2.4 WORK SPECIAL DATES

This type of after-sales service helps to generate proximity to the consumer, and demonstrates how important they are to the company. In this strategy, it is worth sending messages, emails or even sending a gift for these special dates.

2.5 REPORT RELEASES

Contacting customers to inform them of the launches is indispensable, since today's consumers often do not pay attention to the launches, that is, it is a way for the company to always be ahead and thus generate the feeling of exclusivity, thus generating new acquisitions.

For all these after-sales strategies to be efficient, it is necessary to have a team that understands your products and services well, and knows the customer profile well. After-sales is a relationship, and for this to be successful, it takes time, training, and efficient strategies to keep customers in the company's base, thus increasing the chances of new purchases in the future.



3 METHODOLOGY

The initial objective of the research was to explore the area of relationship, after-sales and loyalty. Data collection was carried out with the application of questionnaires and the results were later discussed. As it is a quantitative research, the objective is to understand the phenomena through the collection of numerical data, pointing out preferences and behaviors, as well as other actions of individual consumers who belong to a certain group or society.

Thus, in order to reach the data of this study, a questionnaire was used as a research instrument that was applied to 30 consumers of a pharmacy in Campina Grande – PB.

The questionnaire had items that allowed us to define characteristics of the respondents' socioeconomic profile. The approach was in direct contact with 30 consumers online, using the Google Forms platform and disseminating the link through a chat app in September and August 2023, presenting the questionnaires for them to answer according to their point of view.

4 RESULTS AND DISCUSSIONS

4.1 PROFILE OF INTERVIEWEES

Of the survey respondents, 50.0% were female and 50.0% were male, demonstrating that both sexes are present in compounding pharmacies.

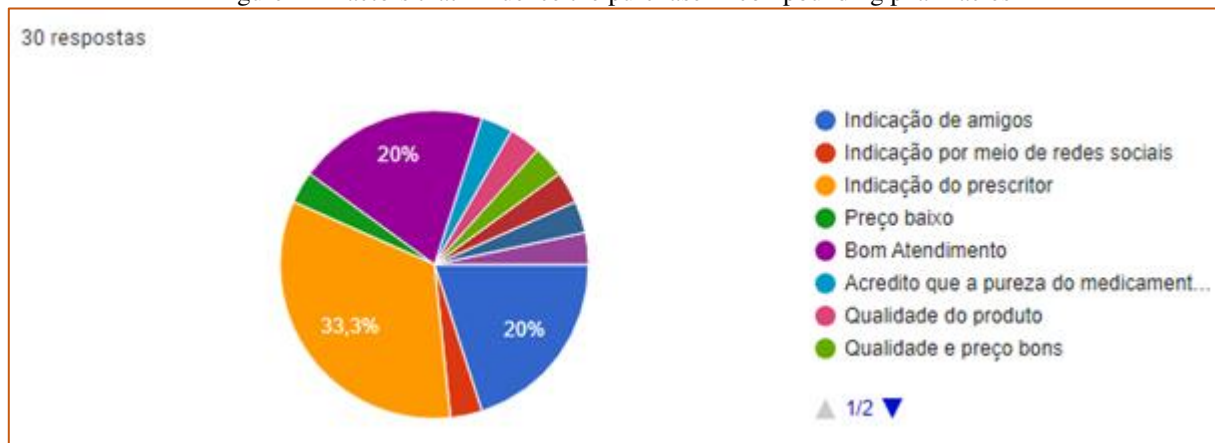
Regarding the age group, 30.0% are between 18 and 24 years old, representing the majority of the participants. The group between 25 and 34 years old had a percentage of 23.3%, the group between 35 and 44 years old had 26.7%. Only 20% of participants aged 45 years or older were obtained.

Regarding the marital status of the interviewees, 40.0% declared themselves single and 40% declared themselves married. Regarding the level of education, 33.3% of the interviewees have incomplete graduation, 26.7% have completed high school, 16.7% have completed graduation, thus concluding that the level of education is high.

4.2 FACTORS INFLUENCING THE PURCHASE

Many factors influence consumers to buy, based on this we highlight some that were most highlighted by the interviewees, in view of the data obtained it is possible to observe in figure 1 that the indication of the doctor who prescribed the prescription according to 33.3% of the interviewees is one of the most important factors to make a purchase. Next comes referral from friends with 20.0%, and finally good service, also with 20%, the rest was between low price, product quality, among other answers that can be seen in figure 1.

Figure 1 – Factors that influence the purchase in compounding pharmacies



Source: Authors' own

Maintaining a relationship between the company and its customers is extremely important to improve the quality of service, increase sales, promote new products and keep the customer always close. The heat map shows the degree of agreement of the respondents on statements related to the pharmacy of Campina Grande – PB and the reasons that lead us to return to the establishment. It is observed that 63.3% of the consumers who responded to the survey consider that their trust in the company is important. Of the respondents, 53.3% agree with the importance of the company facilitating problem solving, 60.0% of the interviewees answered that good service is essential for their return and 36.66% disagree that affordable price is fundamental. The other results can be found in the heatmap below.

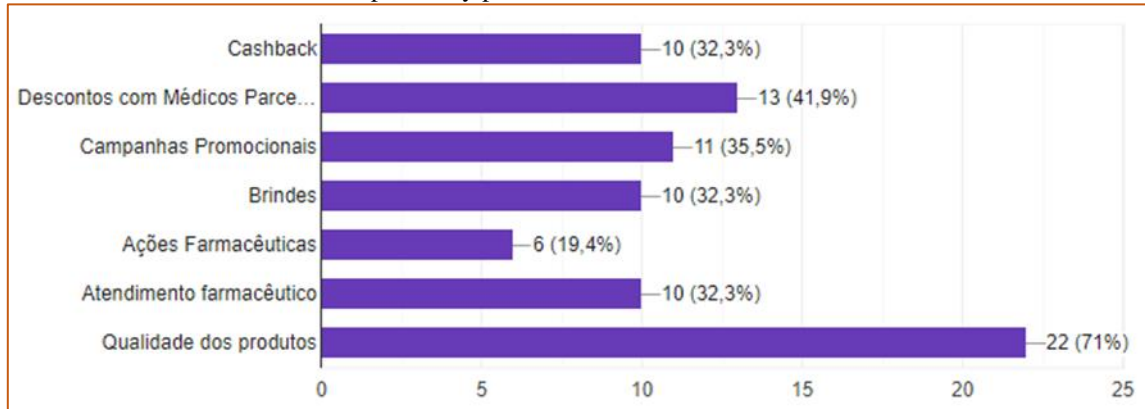
Heat map – In relation to the points offered by the pharmacy that bring the customer back to the establishment.

	Discordo totalmente	Discordo	Indiferente	Concordo	Concordo totalmente	Parametros
A confiança na empresa é indispensável	3,33%		3,33%	30%	63,33%	No primeiro parametro a predominancia concordo totalmente é de 63,33%
O preço é a coisa mais importante	20%	36,66%	18,66%	30%		No segundo parametro a predominancia discordo é de 36,66%
O bom atendimento é fundamental para meu retorno			6,66%	38,66%	60%	No terceiro parametro a predominancia concordo totalmente é de 60%
A fácil acessibilidade a resolver problemas		3,33%	3,33%	53,33%	40,33%	No quarto parametro a predominancia concordo é de 53,33%
O pós venda e o interesse demonstrado pela empresa	3,33%		10%	40%	50%	No quinto parametro a predominancia concordo totalmente é de 50%

Source: Authors' own

With the data collected in the research, the results shown in table 1 were obtained: 71% of the interviewees say that what brings them back to the pharmacy the most is the quality of the products.

Table 1 – Actions that the pharmacy provides to its customers that attract the most attention:



Source: Authors' own

In view of the results of the research, both the male and female public are present in the pharmacy, the quality of the products, the indication of other people, as well as professionals were highlights when referring to the most important factors that make the customer buy in the pharmacy. The customer also finds loyalty programs interesting, especially when there is some return, from discounts on medical consultations, as well as on the medicines themselves.

In a survey with the pharmacy, employees usually have a spreadsheet of the customers who are served, thus performing an after-sales with several of the questions already applied in the questionnaires,

This is a way to analyze the satisfaction of the public served, as well as visualize the points that need to be improved.

5 CONCLUSION

This research showed the importance of after-sales in the loyalty of customers of a pharmacy in Campina Grande-PB, in order to analyze consumer behavior, as well as the importance of after-sales in customer loyalty and satisfaction, the most important factors were identified according to the answer of the interviewees.

This study showed that the consumer is not only looking for the best price, in this segment of medicines the quality of the product and the indication of a professional stand out, as it is something related to health, the low price was not taken into account so much. The consumer also expects to be well served, seeking that the establishment is always willing to meet their needs.



The research was based on a convenience sample, where the respondents are characterized as "available" people, it is restricted to customers who have already bought in the establishments, and may or may not reside in the city of Campina Grande-PB, as there are pharmacy franchises in other cities.

This same research can be carried out in other segments, because when we deal with the commercial scope, the impacts caused by the existence or lack of an after-sales service must be analyzed so that the development of the company is not compromised. The opinion of customers, especially complaints, should be taken into account.



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