

A Study on the Factors Influencing Consumer Purchasing Behavior at Chain Pharmacies in Vancouver, Canada

Wang, Yu-Chen

Department of Health Business Administration, Hungkuang University, Taichung, Taiwan (R.O.C.)

Lee, Yii-Ching

Department of Health Business Administration, Hungkuang University, Taichung, Taiwan (R.O.C.)

Chang, Chia-Yu

Department of Health Business Administration, Hungkuang University, Taichung, Taiwan (R.O.C.)

Abstract

Research Objectives: This study investigates consumer behavior and demographic determinants within the chain pharmacy market in Vancouver, Canada, providing strategic references for operators to optimize marketing and service quality.

Research Methods: Utilizing purposive sampling, a questionnaire survey was conducted from July 22 to August 23, 2025, yielding 99 valid responses. Data were analyzed using descriptive statistics, t-tests, and ANOVA.

Research Results: Respondents were predominantly female (61.62%) and students. Shoppers Drug Mart and London Drugs dominate the market, securing high satisfaction in product variety but lower ratings in pricing and efficiency. Pharmaceuticals (49.50%) and cosmetics were primary purchases among young female students. Annual expenditures were polarized, with high-spenders flocking to Costco. ANOVA revealed that older groups (25+) rated store layout significantly higher than youth, while employed individuals showed significantly higher satisfaction with pricing competitiveness than students.

Research Conclusions: Although maintaining steady baseline satisfaction, local chain pharmacies must improve pricing competitiveness and service speed. Operators should implement segmented marketing tailored to different age and occupational cohorts, while enhancing high-value consumer retention to achieve sustainable competitive advantages in the contested retail health market.

Keywords

Chain pharmacy stores, Vancouver, Consumption patterns, Satisfaction analysis.