

In-Store New Technologies and Consumer Experience in Pharmacy

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Abstract

This study explores the impact of new technologies on consumer experiences in pharmaceutical retail. Technologies such as artificial intelligence (AI), the Internet of Things (IoT), and augmented reality (AR) are transforming pharmacies by enhancing service efficiency and personalization. A qualitative study of 14 participants in Rome reveals that patients-as-consumers generally perceive these innovations as beneficial, improving convenience and access to information through tools like self-service kiosks and digital prescription management. However, concerns are raised about the potential loss of personal interaction between pharmacists and customers, highlighting the need to maintain the human element in healthcare. While technology can enhance services, it should complement rather than replace personal care. The study suggests that the strategic integration of these technologies can improve pharmacy services, provided that ethical and practical challenges are addressed.

Keywords: Pharma stores; in-store new technology; servicescape; intention to use; consumer experience;

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