

*Customer Satisfaction level towards
Deendayal Prime Minister Jan Aushadhi
Stores (DPMJAS) at Gandhinagar Region*

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management
Academic year, 2015-2017
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INTRODUCTION

Satisfaction

- “Person’s feeling of pleasure or disappointment which resulted from comparing a product’s perceived performance or outcome against his/ her expectations”.

(Kotler and Keller, 2006, p.144)

“**Perception** is defined as consumer’s belief, concerning the service received or experienced”.

(Rai, 2008)

Customer satisfaction = Customer Perception of the Service Received – Customer Expectation of Customer Service.

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- **Degree of satisfaction** provided by the goods or services of the company as measured by the number of repeat customers.
 - **Customer satisfaction survey** is process of discovering whether or not a company's customers are happy or satisfied with the product or services provided by the company.
 - **Customer satisfaction analysis**, the customer service level is a great tool used for determining how well one is servicing the customers. But some companies make it even better. They know that having a product in stock doesn't ensure customer satisfaction. These customers want to be sure that an order completely meets the expectations.



STUDY QUESTION

- To understand the customer satisfaction towards Deendayal Prime Minister Jan Aushadhi store, Gandhinagar region (Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan District), Gujarat.

AIM:

- To understand the customer satisfaction towards Deendayal Prime Minister Jan Aushadhi store, Gandhinagar region (Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan District), Gujarat.

OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

To find out the customer satisfaction towards Deendayal pharmacy store at Gandhinagar region (Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan Districts), Gujarat.

SECONDARY OBJECTIVES:

- To identify the customer satisfaction towards the services rendered by Deendayal pharmacy store at Gandhinagar region (Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan Districts), Gujarat.
- To access the customer satisfaction towards quality, availability, price of medicines in Deendayal pharmacy store at Gandhinagar region (Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan Districts), Gujarat.



SCOPE

- This type of research is necessary for every organization who wants to satisfy their customers with the given value of products and services. This research will assist the organizations.

LIMITATIONS OF STUDY

- 1. The study was conducted in Deendayal Stores located in Gandhinagar Region with 100 respondents only. The result of which may vary in other locations.
- 2. The respondents' response may be bias.

RESEARCH METHODOLOGY

- **STUDY DESIGN** – Descriptive Study
- **STUDY AREA**- Gandhinagar Region

Population includes customers of Deendayal store at different Districts, i.e

- Gandhinagar
- Mehsana,
- Banaskantha,
- Sabarkantha, and
- Patan

- **DURATION OF STUDY** –3 months
- **SAMPLE SIZE** – 100 patients from 5 different district stores.

DATA ANALYSIS AND INTERPRETATIONS

- GENDER-WISE DISTRIBUTION

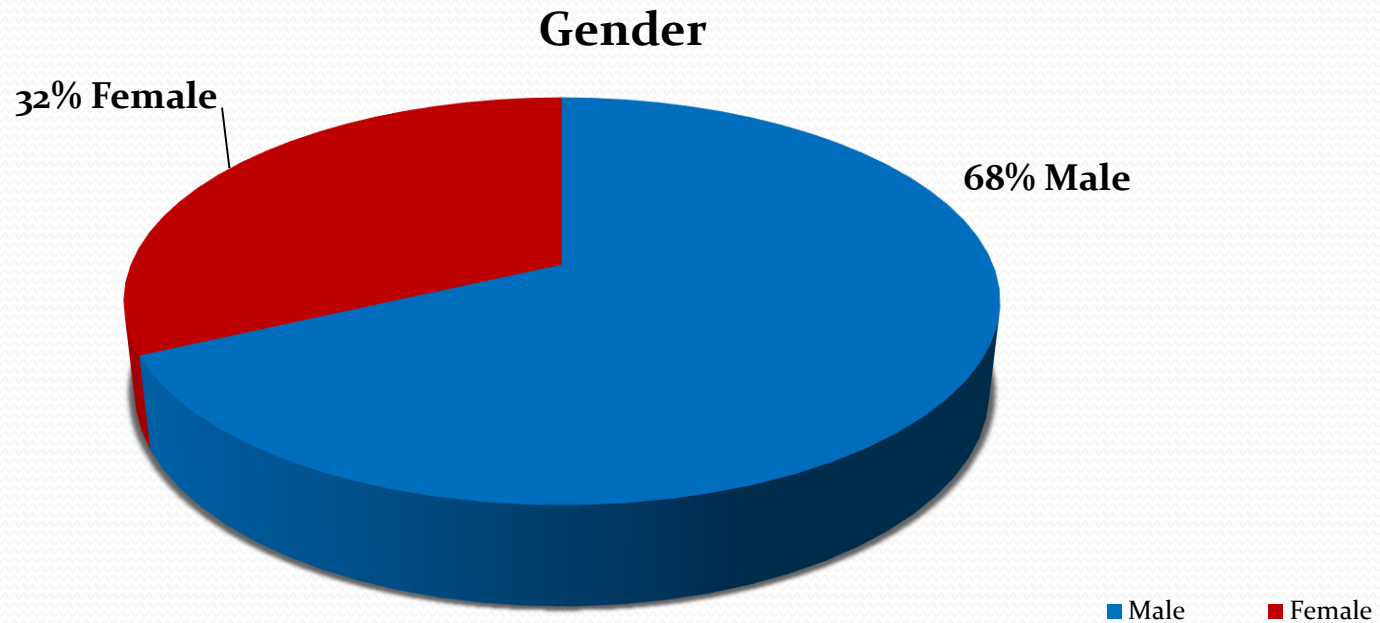


Figure 1. Gender Distribution

Interpretations:

From the sample data collection found that maximum male population (68%) visits the Deendayal Prime Minister Jan Aushadhi Stores

AGE-WISE DISTRIBUTION

Age		Male	Female
< 20 years	10	7	3
20-30 years	27	16	11
30-45 years	25	17	8
> 45 years	38	28	10
Total	100	68	32

Table 2. Age wise Distribution of male and Female

Interpretations:

From the sample data collection found that maximum people were coming from the age group >45 years.

OCCUPATION-WISE DISTRIBUTION

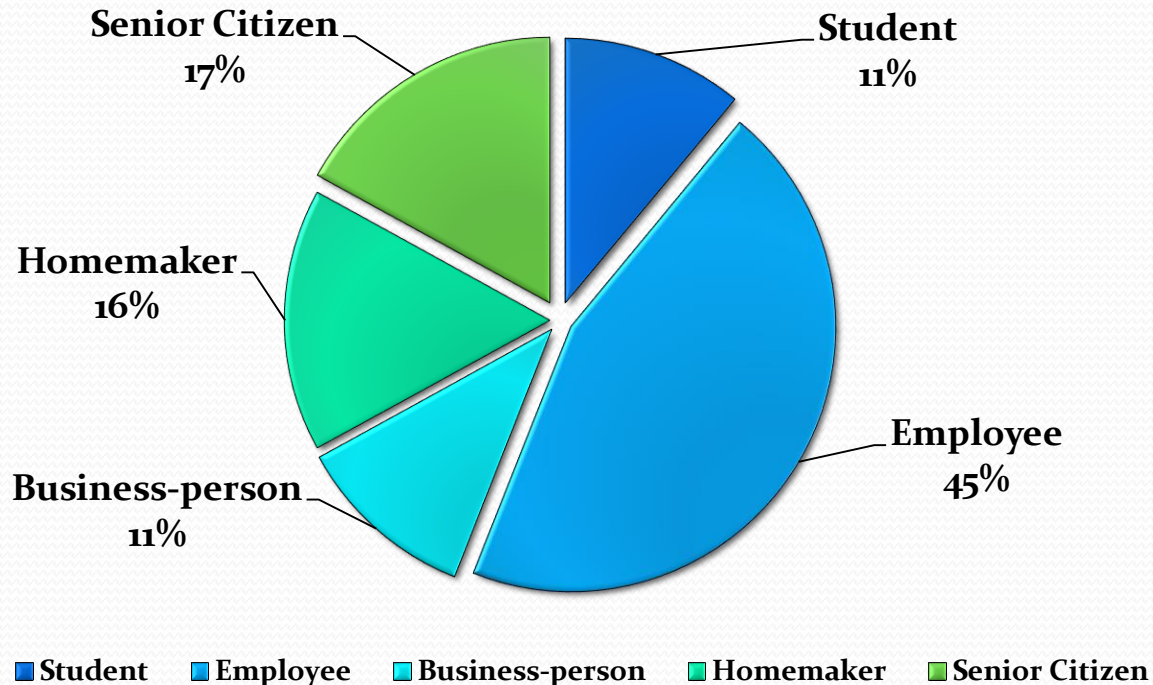


Figure 2. Occupation wise Distribution

Interpretations:

From the sample data collection found that maximum people visiting Deendayal stores were coming are Employees (45%), senior citizen (17%) and Students (11%).

ACCEPTABILITY OF MEDICINES

Frequency of visit

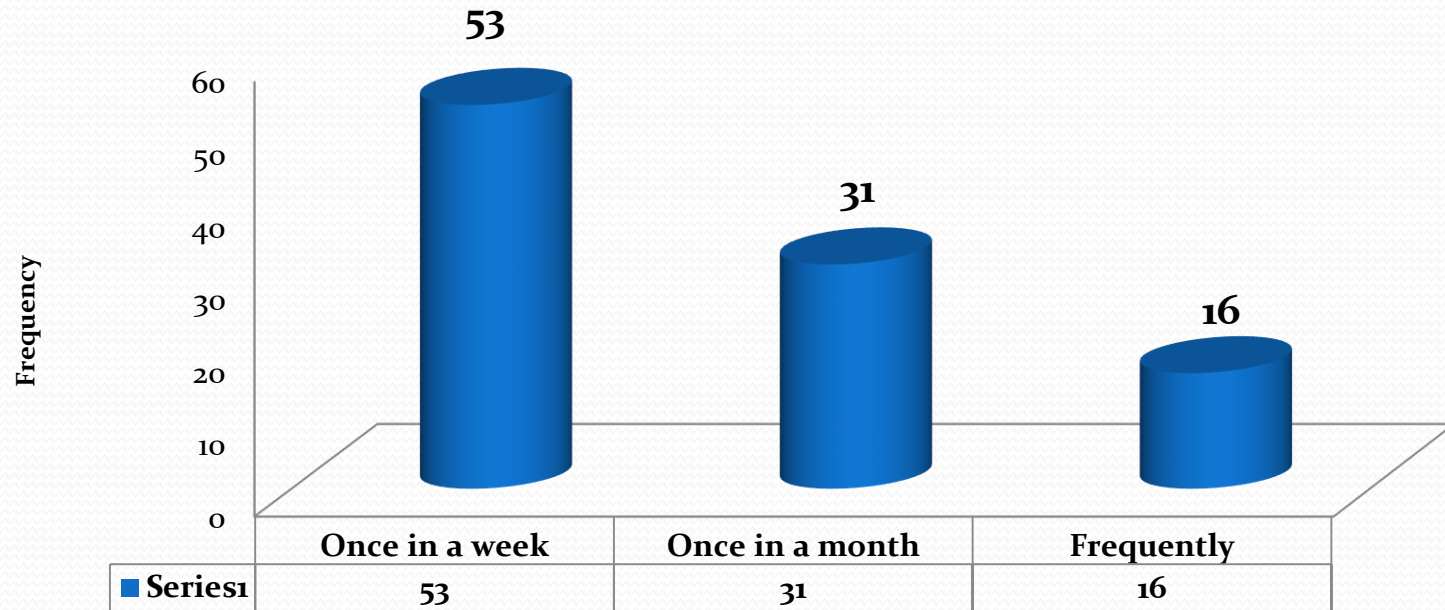


Figure 3. Frequency of visit

Interpretation:

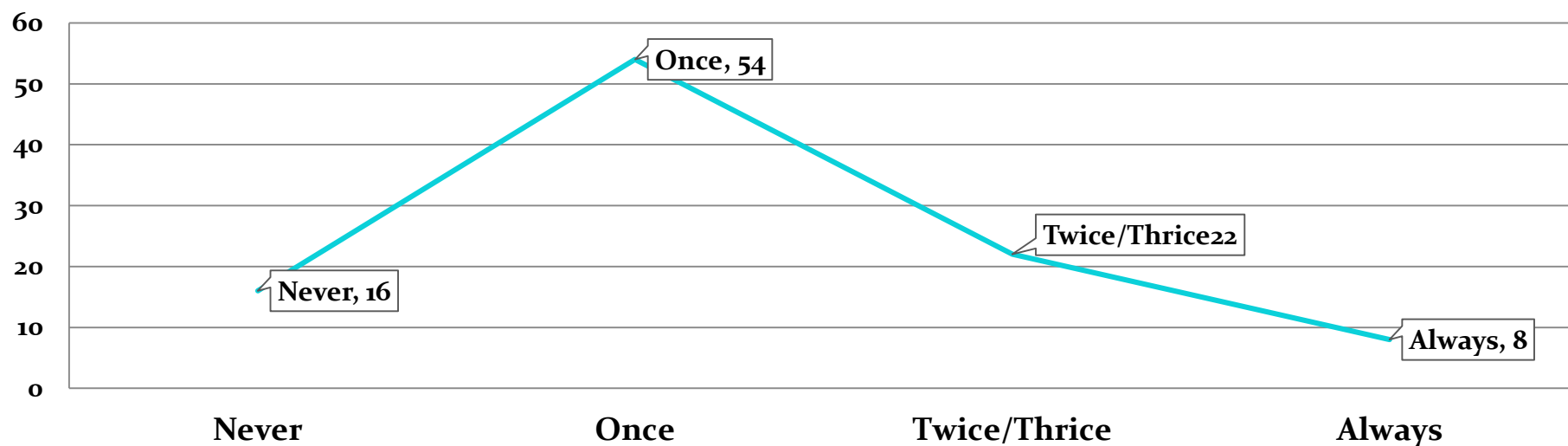
From the graph it is clearly understood that frequency of visits were not very often and showing that only 53 respondents out of 100 respondents were visiting the store once in a week.

AVALABILITY OF MEDICINES

3 Ever returned due to non-availability of medicines

Yes	40	40%
No	60	60%
Total	100	100%

ISSUE OF NON-AVAILABILITY OF MEDICINES



- **Interpretation:** 16% of respondents had never faced issue of non-availability whereas 84% of respondents had faced this issue. Out of this 84 respondents, 54 respondents (64.28%) had faced this issue one time. 22 respondents (26.19%) had faced this issue twice or thrice and only 8 respondents had faced this issue for all the time they visited the store.

Guidance by the Pharmacists	No. of Respondents
Never	14
Sometimes	35
Often	34
Always	17
Total	100

Interpretation: From the data drawn we came to know that around 86% of respondents were getting some kind of guidance for medication from the pharmacist. But the limitation is that we cannot determine the quality of guidance given by pharmacist.

ACCESSIBILITY OF MEDICINES

- **DISTANCE OF DEENDAYAL STORE FROM THE PLACE OF REQUIREMENT OF MEDICINES**

Distance from place of requirement	No. of Respondents
< 2 km	16
2-5 km	20
5-10 km	31
> 10 km	33
Total	100

Table 7. Distance of Deendayal stores

Interpretation: From the data obtained we came to know that 64% of respondents were coming far from more than 5 km from the location of Deendayal Store.

ADAPTABILITY OF MEDICINES

Reason for switching from previous drug provider	No. of Respondents
Price	28
Non-accessibility of other store	5
Awareness of Generic medicines	12
Doctor's recommendation	51
Other	4
Total	100

Table 8. Reason for switching from previous drug provider.

Interpretation:

Doctor's recommendation was the major reason for choosing Deendayal Stores over other conventional pharmacy stores.

AFFORDABILITY OF MEDICINE

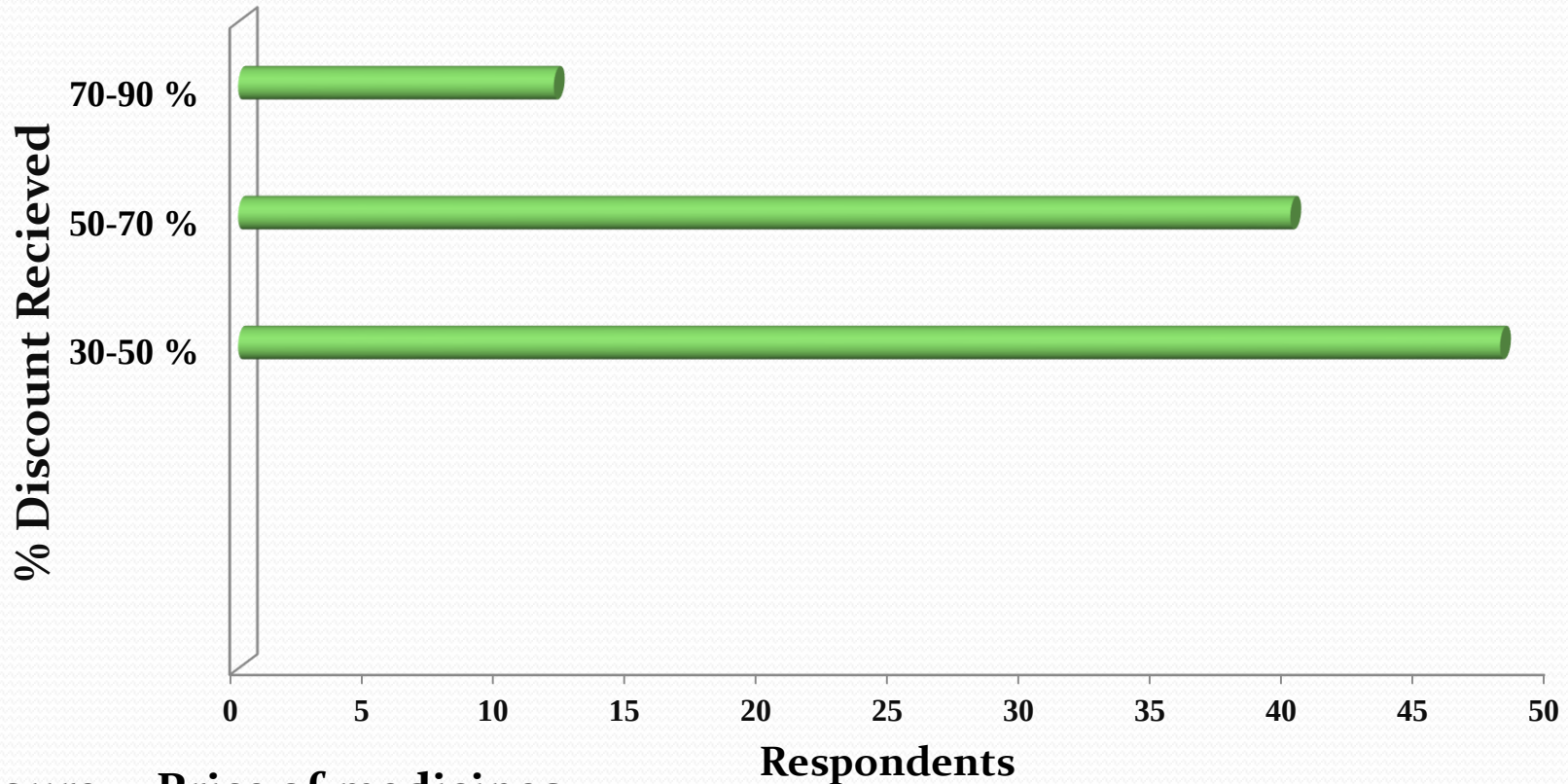


Figure 5. Price of medicines

Interpretation:

From the data obtained from the respondents, interpreted that all the respondents were admitting, they were getting at least 30% discount on all the medicines available at Deendayal Store. This discount rate is extended.

AMBIENCE OF DEENDAYAL MEDICAL STORES

Layout and Design of Medical Store

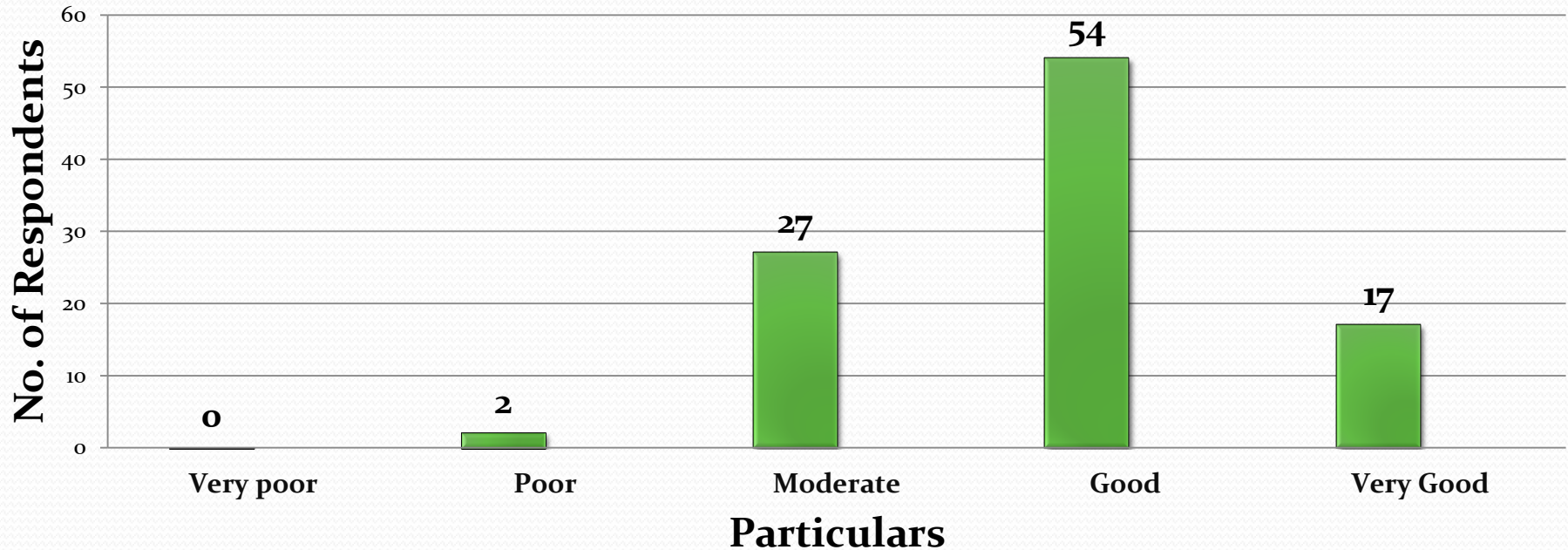


Figure 6. Layout and Design of Medical Store

Interpretation:

From the data obtained from the respondents, interpreted that 54% respondents were admitting that layout and design of Deendayal medical store was good and 17% were very good.

Understanding of Prescription

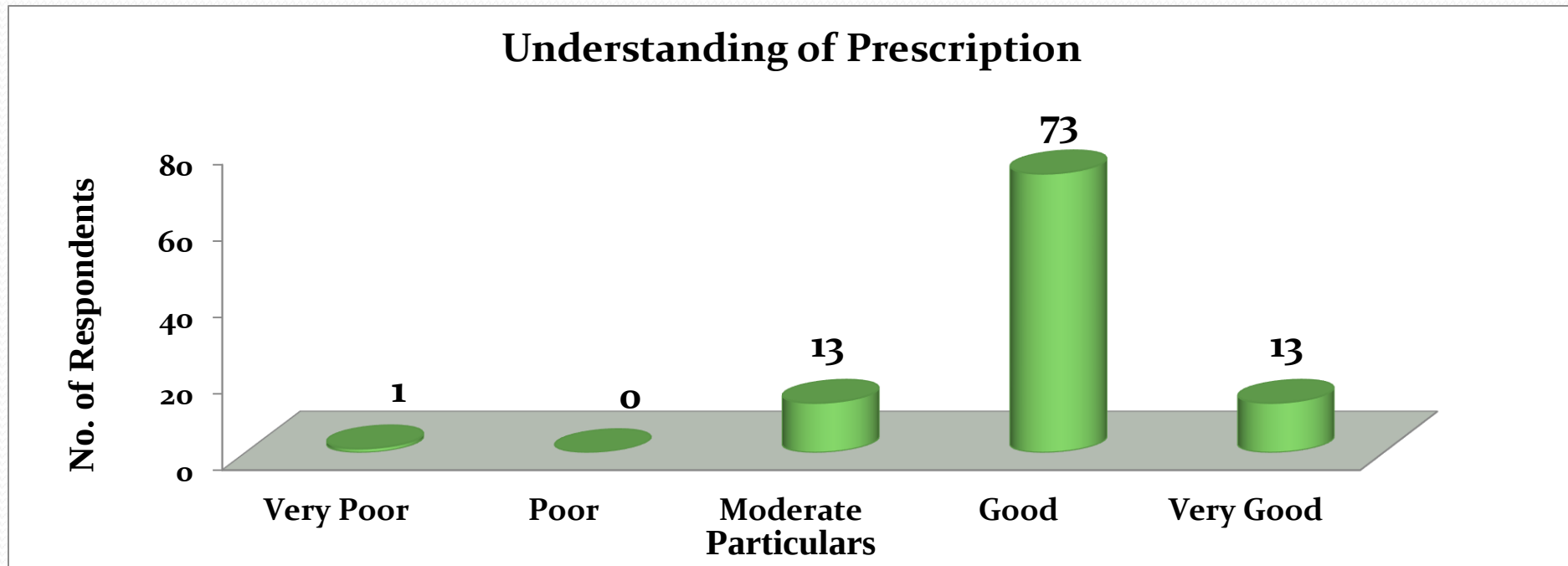


Figure 8. Understanding of the Prescription

Interpretation:

From the data obtained from the respondents, interpreted that 73% respondents were admitting that cleanliness of Deendayal medical store was good and 13% were very good, moderate.

COMFORT LEVEL WITH THE PHARMACIST

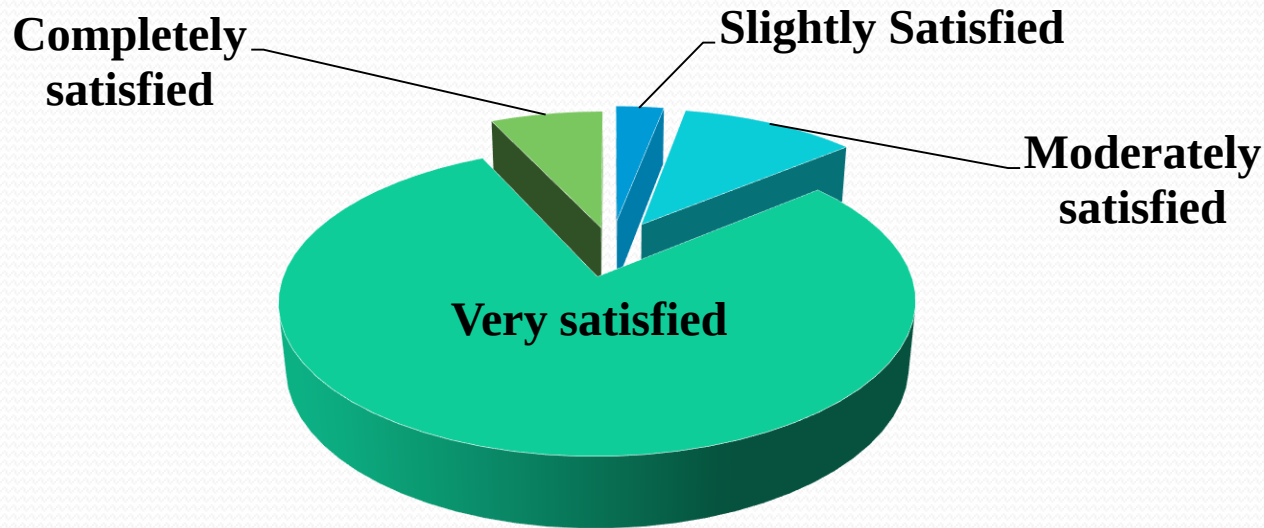


Figure 9. Comfort level with the Pharmacist

Figure 9 shows the comfort level of customers of patients with the pharmacist, so here 59% customers have rate this as very satisfied whereas 22% says that they completely satisfied.

OVERALL SATISFACTION LEVEL

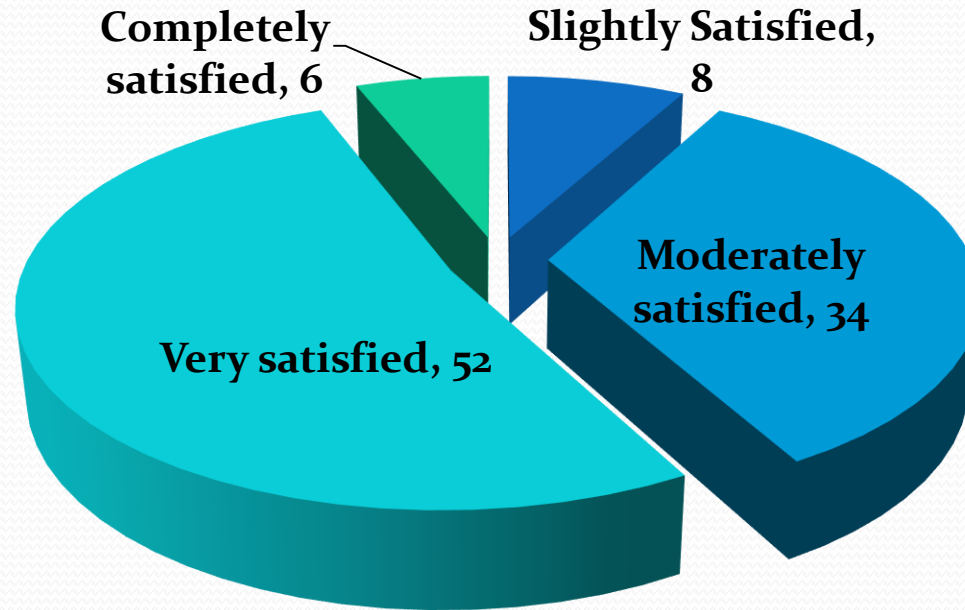


Figure 10. Overall satisfaction level of the Respondents

Interpretation:

The overall satisfaction of customers towards Deendayal Prime Minister Jan Aushadhi Store and its all services were 52% customer rates this factor as very satisfied with others stores, whereas 34% gave rate moderately and slightly.

FINDINGS

- The quality of medicines which were available at Deendayal Jan Aushadhi Stores was good.
- The price of medicine was low as compare to the other retail pharmacies, so it's affordable to all standards of population.
- The working hours of the store was 24 hours of all stores.
- 81% customers rate yes to the pharmacist for listening to them and advising them.
- 59% customers rate good for the layout and designing of the store which is an attractive factor.
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CONCLUSION

- From the above findings and results it was concluded that most of customers were satisfied with Deendayal Prime Minister Jan Aushadhi Store.
- The cleanliness, price of medicine, quality of medicines, ability of pharmacist etc., have rated very well.
- All Patients were comfortable with the pharmacists to sharing the things (condition of treatment and prescription), and also pharmacists giving their best suggestion to them.
- The affordability of medicine for customer was very good, because these generic brands have very low price as compare to the other branded marketed medicines.
- Also the customers were loyal towards Deendayal Prime Minister Jan Aushadhi Store.

RECOMMENDATIONS

1. There is need to improve upon rigorous IEC (Information Education Communication) activities. One area to work upon is to spread more awareness on Generic medicines and another is about opening of Deendayal Stores.
2. During study it was found that people residing in rural areas should have easy accessibility of this affordable pharmacy stores as they have very limited exposure of medical stores in rural areas. So it is recommended that more and more Deendayal Stores should cater to rural population.
3. Customers were coming from various disciplines and their understanding levels were different from each other. It is required to have some kind of Capacity Building Sessions for Pharmacist to train them to improve convincing power, interpersonal skills, communication skills etc.
4. To address issue of non-availability, it is required to adapt new methods for procurement, storage and supply of medicines.

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The background is white with a decorative border of orange pencils and red apples with green leaves. Small yellow dots are scattered throughout. The text is centered in a dark blue, hand-drawn font.

**THANK YOU,
TEACHER!**

WE APPRECIATE ALL THAT YOU DO.