

A Dissertation Report

On

CUSTOMER SATISFACTION TOWARDS “DEEN DAYAL JAN AUSHADHI STORE”

By

Sadhish Kumar Jain

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2015-2017



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

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In Bhavnagar Region

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Under Guidance of

Mr. Abhishek Dadhich

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1-Prabhu Dayal Marg, Sanganer, Airport

Jaipur 302029, Rajasthan

Ph: 0141 3924700, Fax: 3924738

Website: www.iihmr.edu.in

TO WHOMSOEVER MAY CONCERN

This is to certify that Sadhish Kumar Jain student of MBA Pharmaceutical from The IIHMR University; Jaipur has undergone dissertation training at Gujarart Medical Services Corporation Ltd. From 1st February to 31st April.

The Candidate has successfully carried out the study designated to his during dissertation training and his approach to the study has been sincere, scientific and analytical.

The Dissertation is in fulfillment of the course requirements.

I wish him all success in all her future endeavors.



Col (Dr.) Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur



Mr. Abhishk Dadhich
Assistant Professor
The IIHMR University, Jaipur



GUJARAT MEDICAL SERVICES CORPORATION LIMITED

(A Government of Gujarat Undertaking)

The certificate is awarded to

Mr. SADHISH KUMAR JAIN

In recognition of having successfully completed his Internship in the department of

LOGISTICS & SUPPLY CHAIN

and has successfully completed his Project on

**“Customer satisfaction towards Deendayal Jan Aushadhi Stores in
Bhavnagar Region, Gujarat”**

From 1st February to 30th April, 2017

AT

GUJARAT MEDICAL SERVICES CORPORATION LIMITED (GMSCL)

Gandhinagar, Gujarat

He comes across as a committed, sincere & diligent person who has
a strong drive & zeal for learning

We wish him all the best for future endeavors



[Handwritten Signature]

Managing Director

GMSCL

**Gujarat Medical Services Corporation Ltd.
Gandhinagar**

THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **A study on Customer satisfaction towards Deendayal Jan aushadhi stores in Bhavnagar region** submitted by **Mr. Sadhish Kumar Jain** Enrollment No. IIHMR-U/01/2015-17/044 under the supervision of **Mr. Abhishek Dadhich** for the award of MBA in Pharmaceutical management of the University carried out during the period from 1st February to 31st April. This embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.


Signature



THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my dissertation titled: **A study on Customer satisfaction towards Deendayal Jan Aushadhi Store in Bhavnagar region.**

A handwritten signature in blue ink, appearing to read 'S. Jain'.

Signature of student

Acknowledgment

“It would have not been possible without the assistance and encouragement of mention people. This one is certainly no exception.”

On the very start of this report, I would like to cover my sincere and genuine obligation towards the entire person who has helped me in this project. Without their guidance and reassurance, I would not have made progress in the project.

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Sadhish Kumar Jain

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Abstract:-

Customer satisfaction is the degree of contentment provided by the goods or services of the company as identified by the number of repeat customers. Customer satisfaction study is procedure of determining whether or not a company's customers are glad or fulfilled with the product or services provided by the company. It may be directed face to face, over the phone, via email or internet, or on handwritten forms. Customer responses to questions are then used to examine whether or not changes need to be made in business operations to increase overall satisfaction of customers. It is defined as "the number of customers, or ratio of total customers, whose repeated experience with a firm, its products, or its services exceeds specified satisfaction goals.

Objectives:

- To find out the customer satisfaction towards “Deen Dayal Jan Aushadhi Store” in Bhavnagar region, Gujarat.
- To access the customer satisfaction towards quality, availability, price of medicines in “Deen Dayal Jan Aushadhi Store”.

Methodology:

- **Study Method**
- Primary Research
- **Study type**
- Descriptive and Exploratory Study
- **Sample size-**
- 100 Patients
- **Study area-** Bhavnagar Region
- **Duration of study** –3 months

- **Data collection**

- In research the data involved will be from primary and secondary source. The primary data was collected through questionnaires (Mixed) and unstructured interviews. Questionnaires will have the advantage that the respondent will have adequate time to respond to questions and free from bias because the respondents will be guided and interviewer will not influence answers.

- **Research Instrument (tools and techniques)-**

MS EXCEL

- **Conclusion:**

From the above findings and results it is concluded that most of customers are very satisfied with Deendayal Jan Aushadhi Store. The cleanliness, price of medicine, quality, ability of pharmacist etc., have rated very well. All Patients are comfortable with pharmacist to sharing the things, and also pharmacist giving their best suggestion to them.

Also the customer loyalty is there towards Deendayal Jan Aushadhi Store.

Introduction:-

With more than six Crores people and population density of 308 per sq. km. Gujarat has a vision and commitment to provide effective and quality health care to all with special focus on reaching the unreached and serve the underserved. One of the highest priority goals of Department of Health & Family Welfare is to make the health system of Gujarat more available, accessible, accountable, equitable, transparent and cost effective.

The objective is to reduce the MMR, IMR, Address adverse sex ratio, combat malnutrition with multi-pronged strategy, effectively implement NHM programs provide state of art health and medical education. Also it aims to provide free Quality drugs and modern Diagnostic facility at door step and enabling information and Communication Technology as a strategic resource, making it an integral part of Health Governance.

With the expansion of health care network in the state and increasing budgetary provisions, CMSO was converted into Gujarat Medical Services Corporation, as per GR dated on 20 July 2012 as an autonomous body, to ensure timely procurement & distribution of drugs and medical equipment for all the State Health Institutions.

The changes in the healthcare dome there was a sensed need of emerging new as well as upgrading the existing working and procedures of CMSO, and accordingly develop an institution maintained with necessary organization to make the system approachable to meet the objectives of the worldwide health coverage.

By the view to match the altering demands and step of growth in the sector, CMSO was altered into **“Gujarat Medical Services Corporation Limited”** (GMSCL) as an independent body and was combined under corporations act, for regular procurement, inventory management, Management information system and to infuse skilled management with formation, development and reinforcement the use of facts skill in medical store association.

GMSCL was established primarily to look after the procurement and supply of medicines and other hospital requisites for the government health care facilities in the state. The working of

GMSCCL during the first 3 years of its existence was studied and critically analyzed in the study. The situation prior to the establishment of GMSCCL for a period of Four years was also studied and evaluated. The study finds that GMSCCL could improve access to medicines in the state during the study period. The quality and availability of medicines in government hospitals also increased considerably. GMSCCL could introduce many innovations in its functioning and make the procurement scientific and transparent. Preparation of Essential drug list, modernization of warehouses is other progressive steps of GMSCCL. The utilization of information technology in a unique manner helped to bring transparency in functioning and reduce unethical practices remarkably. It also helped to make its services fast in many aspects.

The Corporation deserves more support and encouragement from the State and Central Governments and other organizations. GMSCCL also establish a market intelligence wing for conducting studies and evaluate its functioning, programs, policies and other related activities that will further strengthen its functioning. The manner in which GMSCCL is improving its functioning in the four years of its origin shows that the Gujarat model of Drug Policy is one of the best policies among all Indian states.

Deendayal Prime Minister Jan Aushadhi Store- a Great initiative by Gujarat Medical Service Corporation:-

Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) is an ambitious program conceived and implemented by Govt. of Gujarat to provide generic medicines at affordable prices. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) pharmacy reflects Govt. of Gujarat's strong promise to decrease the cost of treatment or out-of- pocket expenses for the patients. Lakhs of patients have advantage from this pharmacy chain program. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) would be selling generic drugs (all specialties), and inserts at very reasonable prices. Patients can buy drugs and inserts at up to 80 percent economical prices than the open market from Deendayal Prime Minister Jan Aushadhi Store (DPMJAS).

Deendayal Prime Minister Jan Aushadhi Store(DPMJAS) will sell drugs at important reduction on market rates, based on reliable prescriptions from doctors not only to patients

Govt. hospitals but also even to patients availing treatment at other hospitals. Stores will be established in Govt. hospital grounds or where ever govt. space is open in the first phase.

Products:-

Drug stores operated under this scheme shall have the following products:-

- + Generic Drugs
- + Specialized Drugs for Tertiary Care
- + Over the Counter Drugs
- + Surgical Implants
- + Hospital Consumable

Quality:-

All drugs dispensed through Deendayal Prime Minister Jan Aushadhi store will subject to stringent quality checks through NABL accredited laboratory.

In first phase, 52 Deendayal Prime Minister Jan Aushadhi Store(DPMJAS) Pharmacies would be setup in major hospitals across all districts. The pharmacies in medical colleges would be running 24 X 7. About 1000 drugs to be made available in the beginning, including around 500 Essential Drug List (EDL) drugs and rest Non EDL drugs. In the next phase, number of drugs will be increased to 2000. The stores around the medical colleges will also have drugs envisaged under AMRIT project which is covering around 1500-2000 drugs.

Adequate staff to be recruited to run the drug stores & utilize latest software and hardware. Stores will be computerized and citizen amenities will be provided including furniture, Air conditioner etc.

In the second phase, it is proposed to expand the network to around 500-1000 stores across the state. These stores will cover even taluka locations. There will be multiple store in bigger town or city.

Rational for generic drug Promotion:-

Generic drugs play an important role in health care and availability of generics drugs reduce the monopoly and oligopoly powers of the patent holder. It is seen that many countries do not have the technological capability for manufacturing and supplying even if the Laws of those countries permit them to do so.

It is a known fact in India that people are influenced by the “brand name” of a product, be it cloths, face paint, Accessories, including glossary, Durables or medicines.

In the Case of drug market the brand names are more popular. Certain names of drugs have a great impression on customer’s minds that both the medicine and the brand have become equal. For the over-the- counter (OTC) drugs, majority of people are conscious about the brand names rather than the chemical or generic name.

Generic Medicine Cost Factor:-

In India most of companies manufacture Generic drugs with Brand name. These are popularly known as Branded Generics. The same company is manufacturing the medicines under brand name with the same composition with heavy publicity/promotion /Advt.,. Due to this, there is a huge gap between the ex-factory price and MRP between Branded Generics and branded medicines and it varies as much as 30 to 80 percent.

It is well known fact that due to market leads consumer awareness and availability; Branded medicines are sold by manufactures at high price than their unbranded generic equivalence, which are equally good in therapeutic values. It is also a fact that there are no single values for generic and branded drugs. As per the drugs and cosmetics act, every drug has to clearance quantified parameters. In developed countries like U.S.A most of the prescriptions are in Generic Names.

Organization Structure:-

Head of the Department of this Organization is the Managing Director of G.M.S.C.L. There are different branches working under the direct supervision of the Managing Director.

- **Drug Branch** – To carry out procurement of drugs.

- **Instruments Branch** – To carry out procurement of Medical Equipment and Instruments.
- **Computer Branch** – Computerization of G.M.S.C.L and Planning of G.M.S.C.L
- **Account Branch** – Payment of Bills, Preparation of Accounts.
- **Depot** – Storage and Distribution of drugs to 513 institutions of Gujarat State.
- **Quality Assurance Branch** – To ensure the quality of drugs.
- **Administrative Branch** – Establishment and Personnel work.
- **Market Intelligence Cell**- Market survey and doing study on recent trends in market

The Main Functions of GMSCL are as following:

- Procurement of essential, lifesaving quality medicines, surgical goods & Insecticides and their timely availability by creating highly decentralized storage capacity & distribution network.
- Procurement of quality medical equipment/Instrument and its maintenance for entire product life cycle.
- Establishment of Diagnostic Medical Service Centers for early diagnosis & ease of treatment for beneficiaries.

Context of Study:-

Consumer fulfillment is the degree of contentment provided by the goods or services of the company as identified by the number of repeat customers. Customer satisfaction study is procedure of determining whether or not a company's customers are glad or fulfilled with the product or services provided by the company. It may be directed face to face, over the phone, via email or internet, or on handwritten forms. Customer responses to questions are then used to examine whether or not changes need to be made in business operations to increase overall satisfaction of customers. It is defined as "the number of customers, or ratio of total customers, whose repeated experience with a firm, its products, or its services exceeds specified satisfaction goals. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

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. They utilize a tool that is often called the customer satisfaction analysis. This analysis reflects the percentage of line items that are filled correctly. Ed Hear (1994) noted that the best criterion for gauging the effectiveness of the manufacturing operations is inventory but this is not limited to this only. Customer satisfaction is the outcome of customer perceptions of the value received in a transaction or relationship, where value equals perceived service quality, compared to the value expected from transactions or relationships with competing vendors. Since the cost of attracting new customers is higher than the cost of retaining the existing ones, in order to be successful managers must concentrate on retaining existing customers by implementing effective policies of customer satisfaction

Literature Review:-

Rajbil (2011), in his article, he created a tool to quantify customers satisfaction in retail pharmacy. Customer satisfaction is reflected as the important causes of service quality. In this context, it becomes more related to study pharmacy service quality hopes and perceptions of customers. This study aims to measure expectations and observations with respect to retail pharmacy.

José Augusto Rosa Bastos (2008), in his research paper, developed a model to determine that loyalty is a significance of service value and customer satisfaction. A specific measurement has been developed and applied to a survey at a two level of Portuguese pharmacies: rural (with no competition) and urban pharmacies (with some competition). Using a fundamental equation modeling procedure demonstrate that the more competition (urban pharmacies) less loyalty, the more reliant on the service (high consume in product pharmacies) the more loyal.

Bunday, BD (2001), in his article titled, “A introduction to Queuing Theory”, The purpose of this article is to give the reader a general contextual into queuing theory and line up systems, its related language, and how queuing theory relates to customer satisfaction. Theory consumes mathematical models and presentation measures to assess and expectantly improve the flow of customer through a queuing system. Queuing theory has many applications and has been used widely by the service Queuing theory has been used in the past to assess such things as staff schedules, working environment, productivity, customer waiting time, and customer waiting environment. In pharmacy, queuing theory can be practical to assess a multitude of factors such as prescription fill-time, patient waiting time, patient advising time, and pharmacist and technician staffing levels.

Sunil Patel et al. (2010), in this article, they conducted a research to know the roles of planet health & customer awareness towards planet health. The study has been done at Planet Health Retail Store (Ahmedabad) and through the questionnaire the review was done. The study shows customer relationship and the environment of store is concern, they are managing appropriately, while the product price and extension should vertically and horizontally. While analysis the theory, the awareness of customers towards planet health is optimistic, so the management team was looking for right and more positive results of satisfaction. The customers feel that the store location and design are up to the mark and does not need any changes in it. The store outline is such that the customer find easy to search for the products and also is their way through it.

Amit D. Kandhare (2011), he did the research, to find out the level of customer satisfaction and also their buying behavior when shopping in general pharmacies i.e. autonomous pharmacies and in series or shopping mall pharmacies. Cross sectional descriptive study were used. To know the customer satisfaction and purchasing behavior this questionnaire was made the questionnaires were distributed in the customers who are used to go pharmacy, Chemists in Mall pharmacy, and in general drug store and some of the physicians. There is an establishment of correlation between satisfaction of customer and buying behavior in all kind of pharmacies was measured on the basis of various eminence of service provide by the chemist's and the price of drugs laterally with their accessibility in the pharmacy shop. It was concluded that the satisfaction level of customers and perception of customer have special impact on outcome.

Objectives:-

- To find out the customer perception and awareness towards the services of “Deen Dayal Jan Aushadhi Store” in Bhavnagar region, Gujarat.
- To access the customer satisfaction towards quality, availability, price of medicines in “Deen Dayal Jan Aushadhi Store”.

Methodology:-

Focusing the objective of the present study, interview was done towards the patients in Bhavnagar region of Gujarat.

Considering the time constraints, the data was collected from Deen Dayal Store of Bhavnagar region.

STUDY DESIGN – Descriptive and Exploratory Study

STUDY AREA- Bhavnagar Region

DURATION OF STUDY –3 months

SAMPLE SIZE – 100 patients from 5 different districts stores.

SAMPLING TECHNIQUE –The samples will be collected from the population, by using sampling technique, non-probability sampling technique, because the meticulous population size is unknown and the accessibility of the customer is difficult.

DATA COLLECTION PROCEDURE –

In research the data involved will be from primary and secondary source. The primary data was collected through questionnaires (Mixed). Questionnaires will have the advantage that the respondent will have adequate time to respond to questions and free from bias because the respondents will be guided and interviewer will not influence answers.

DATA ANALYSIS PROCEDURE – The data collected will be analyzed by both qualitative and quantitative methods. Quantitative techniques such as percentages and frequencies were used. Tables, graphs and charts will be used to present the data using MS-Excel. Interview and focus group study will be done among the respondents.

Data Analysis:-

Frequency Analysis:

Table 1-Frequency Analysis on Age, Gender and Occupation

Sr. No.	Particulars	Frequency	Percentage
1.	AGE:-		
	20-30	14	14.00%
	31-45	37	37.00%
	Above 45	49	49.00%
2.	GENDER:-		
	Male	58	58.00%
	Female	42	42.00%
3.	Occupation:-		
	Homemaker	20	20.00%
	Employee	36	36.00%
	Business	10	10.00%
	Senior Citizen	34	34.00%

From the table 1, it is found that 49% of patients are above 45 years who are the customers of Deendayal Jan Aushadhi Store. If we look at the gender than 58% of male patients have majority and at occupation level 36% customers of patients are employee which leads to 34% of senior citizens.

S.No.	Particulars	Frequency	Percentage
1	Frequency of visit to Deendayal Jan Aushadhi Store pharmacy		
	Frequently	19	19%
	Once a week	50	50%
	Once a month	31	31%
2	Quality of Deendayal Jan Aushadhi Stores medicines		
	Excellent	8	8%
	Good	61	61%
	Moderate	31	31%
3	Ever returned due to non-availability of medicines		
	Yes	30	30%
	No	70	70%

Table 2-Frequency table – Satisfaction of customers

This table 2 shows the frequency of satisfaction that 61% of customers are satisfied with medicines of Deendayal Jan Aushadhi Store and 30% of customers were returned due to non-availability of drugs.

Figure 1 shows price of medicines which are available at store, so 82% customers of store says that price of medicine is low whereas 18% says that price of medicine is medium.

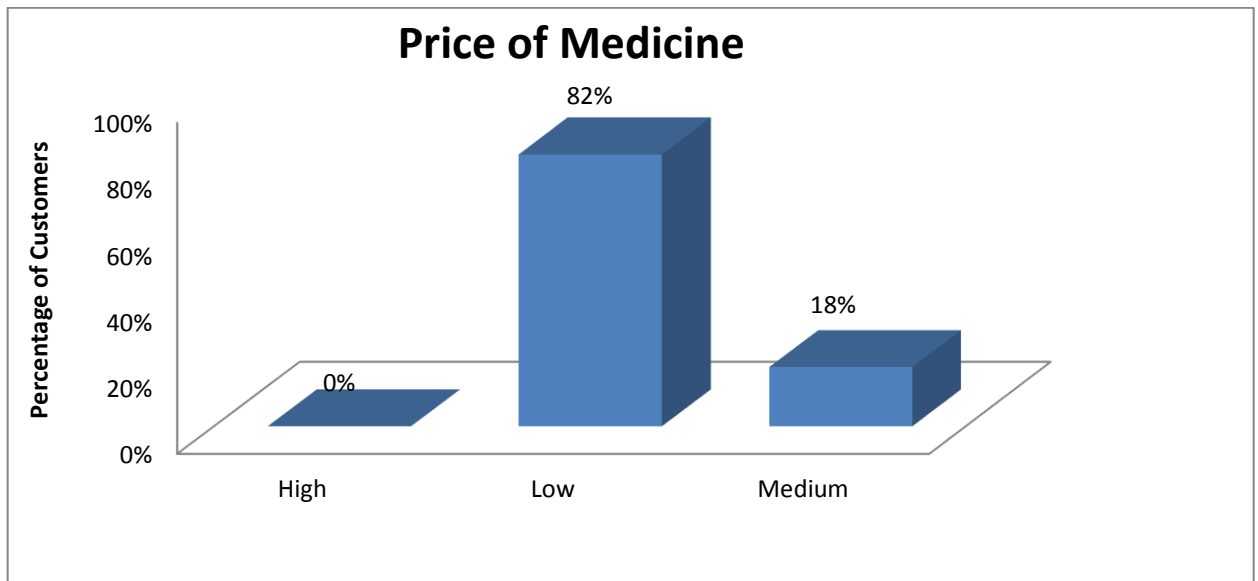


Figure 1 -Price of medicine

Figure 2 shows the availability of medicine at store, so 61% customers says that all type of medicines are available.

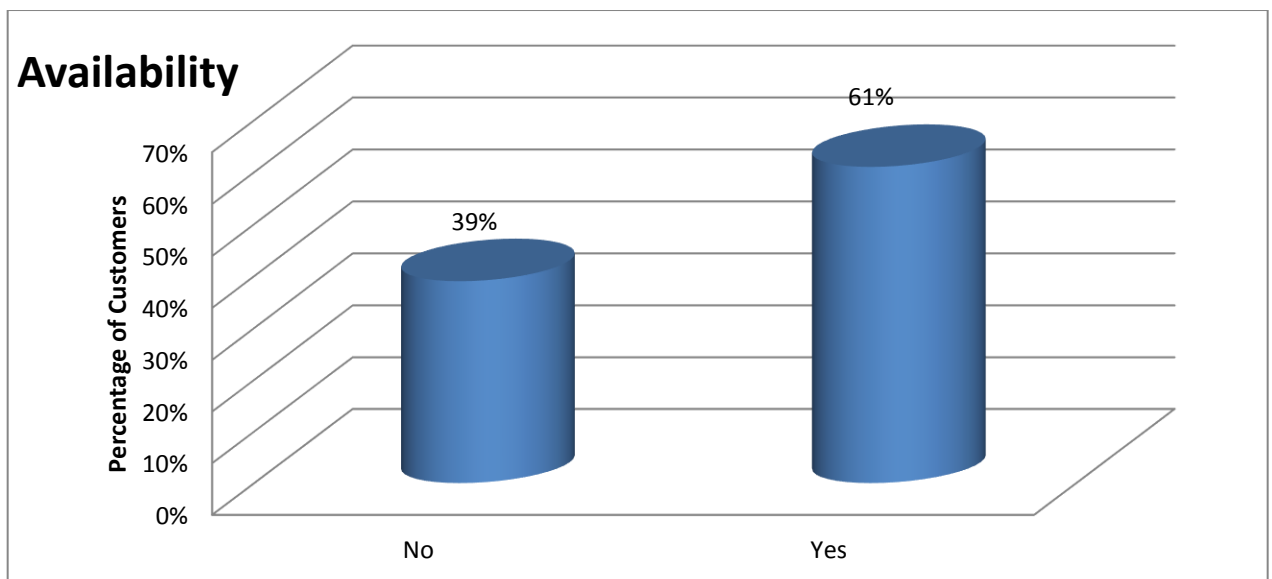


Figure 2-Availability of all types of medicine

Figure 3 shows the attractiveness of store through the racks which have be maintained in proper manner, so here 46% customers rate this factor good, whereas 26% rate excellent.

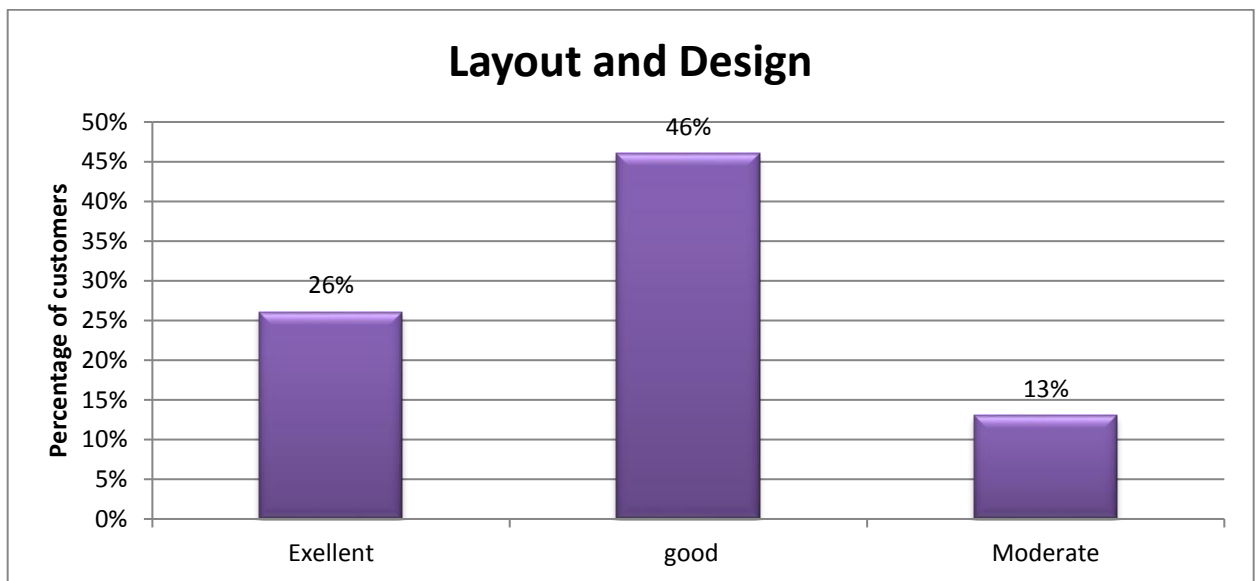


Figure 3-Racks are maintained in proper manner

Figure 4 shows the percentage of cleanliness of store, 58% customers rate this as very good whereas 42% rate as good.

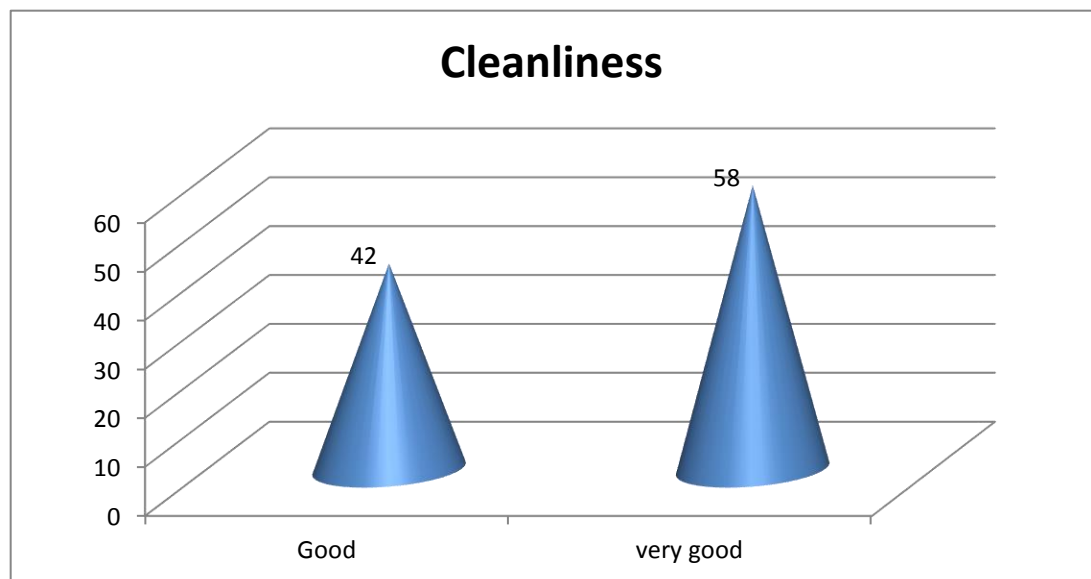


Figure 4-Cleanliness of the store

Figure 5 shows the percentage of services which is given by pharmacist to the customers, 63% customers rated this as very good whereas 29% rated this as good and 8% gave moderate.



Figure 5-Services received from the pharmacist

Figure 6 shows the percentage of customers rated this factor in which include that information about medicines given by pharmacist, so here 61% customers rated this as very satisfied that means they have good satisfaction with this factor of store.

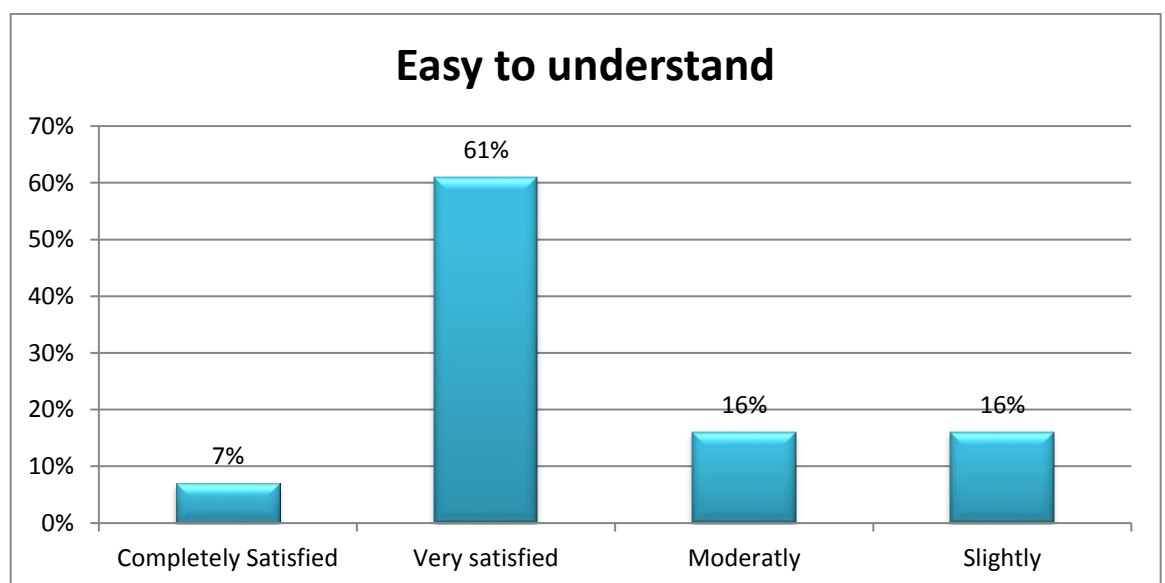


Figure 6-Thorough and easy to understand information about my medicines

Figure 7 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.

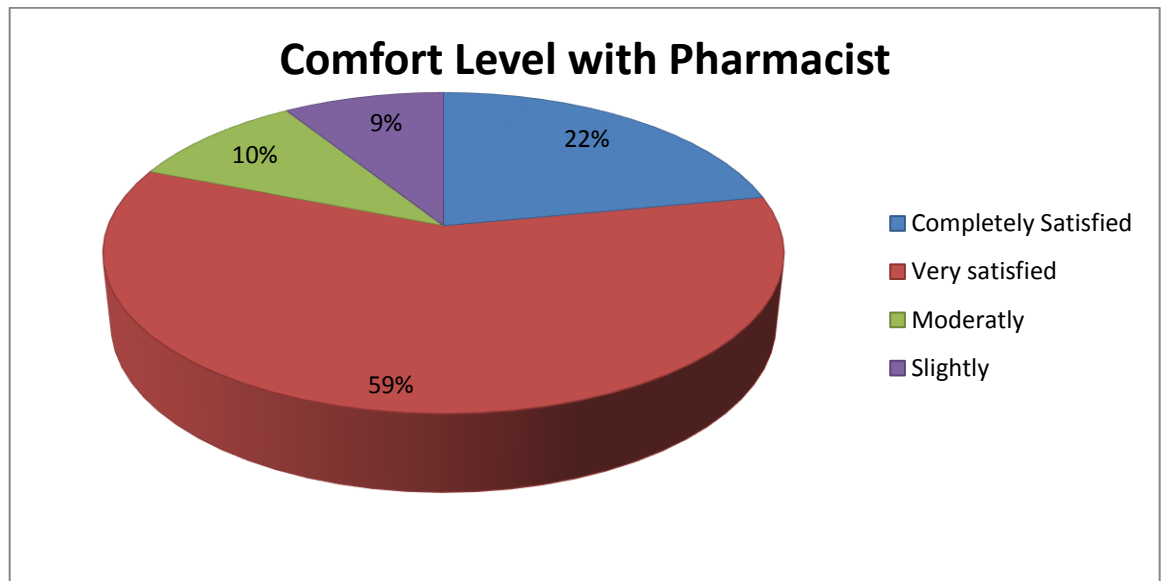


Figure 7-Comfort level with pharmacist and staff

Figure 8 shows the satisfaction of customers by given advice from pharmacist. 88% customers rate this as yes that they are satisfied with the advice given by pharmacist or staff.

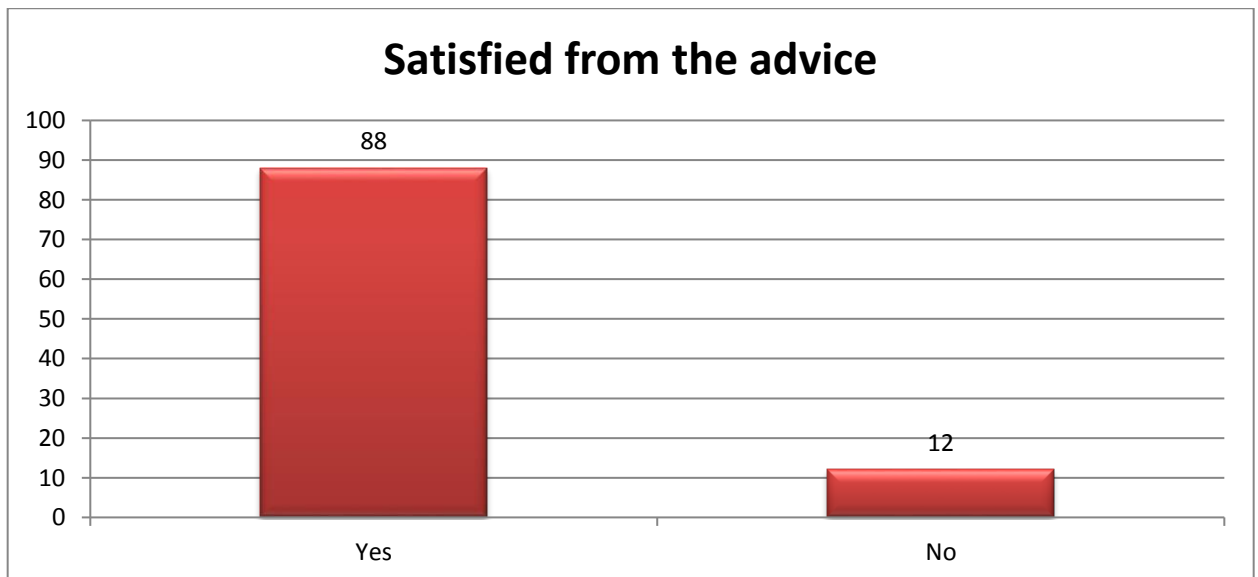


Figure 8-Satisfaction from the advice given by pharmacist

Figure 9 shows the overall satisfaction of customers towards Deendayal Jan Aushadhi Store and its all services. 67% customer rate this factor as very satisfied with the store, whereas 14% gave rate moderately and slightly.

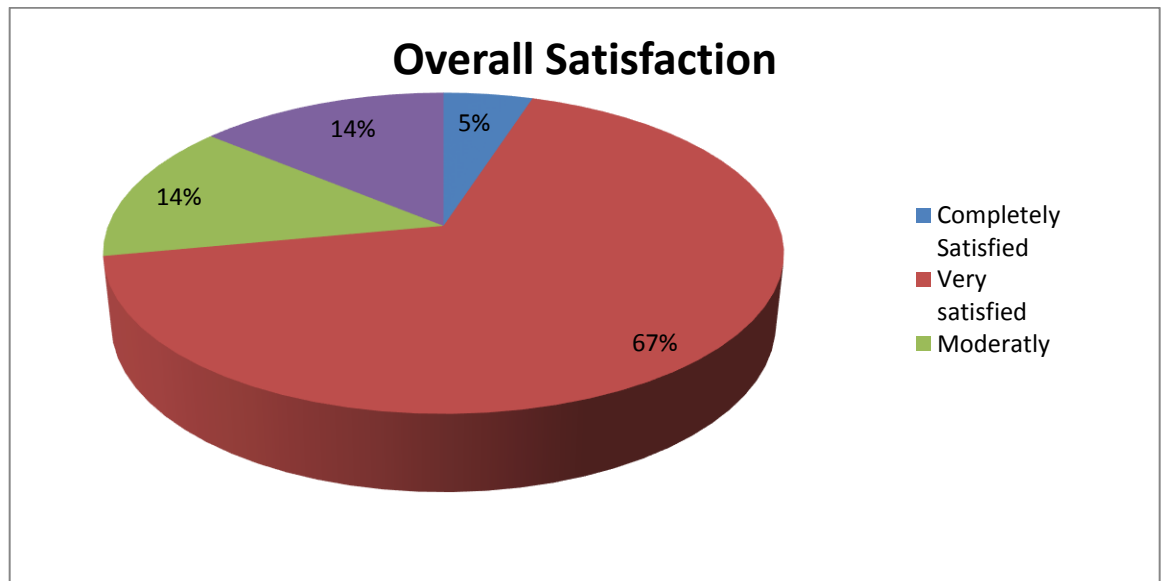


Figure 9-Overall satisfactions toward Deendayal store.

Findings:-

- The quality of medicines which are available at Deendayal Jan Aushadhi Store is good.
- The price of medicine is low as compare to the other retail pharmacy, so is affordable to all class of people.
- The working hours of the store is 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.

Conclusion:-

From the above findings and results it is concluded that most of customers are very satisfied with Deendayal Jan Aushadhi Store. The cleanliness, price of medicine, quality, ability of pharmacist etc., have rated very well. All Patients are comfortable with pharmacist to sharing the things, and also pharmacist giving their best suggestion to them. The affordability of medicine for customer is very good, because these generic brands have very low price as compare to the market price.

Also the customer loyalty is there towards Deendayal Jan Aushadhi Store.

Recommendation:-

- Deendayal Jan Aushadhi Store should have good amount stock of must necessary medicine so patient will not facing the problem of medicines.
- In First Phase 52 stores were opened in Gujarat, and in second phase in April 90 more store were opened. And in third phase more stores will open shortly.
- There is need to improve upon severe 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.
- 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.

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Annexure:-

Questionnaire

AGE:

Gender: Male

Female

Occupation:

1. Frequency of visit at Deendayal Store

- Frequently
- Weekly once
- Monthly once

2. Quality of medicines at Deendayal store

- Excellent
- Good
- Moderate
- Poor
- Very poor

3. Ever returned due to non-availability of medicines

- Yes
- No

4. Availability of all types of medicines

- Yes
- No

5. Price of medicines

- High
- Medium
- Low

6. Working hours

- 24 hours
- 9am-5pm
- Hardly opens
- Closed

7. Ability of the staffs

- High
- Medium
- Low

8. Being polite and taking the time to listen to what you want?

- Yes
- No

9. Answering any queries you may have?

- Yes
- No

10. Provide advice on a current health problem or a longer term health condition

- Yes
- No

11. Racks of medicines are maintained in proper manner?

- Excellent
- Good
- Moderate
- Poor
- Very poor

12. How would you rate the Deen Dayal Store you visit the most frequently on the following factors?

	VERY POOR	POOR	MODERATE	GOOD	VERY GOOD
The cleanliness of the pharmacy					
The comfort and convenience of the waiting areas (e.g. seating or standing room)					
Clear and organized layout and design of the store					
The service you received from the pharmacist					

13. For the Deen Dayal you visit most frequently please indicate your overall satisfaction level for the following:-

	Not At all Satisfied	Slightly Satisfied	Moderately Satisfied	Very Satisfied	Completely Satisfied
Comfort level with pharmacist and staff					
Thorough and easy to understand information about my medicines					
Satisfaction with my overall experience					
Overall rating of customer service and care					

14. How, in your opinion, these pharmacies can improve?

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THANK YOU