

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
“DEENDAYAL JAN AUSHADHI STORE”
IN BHAVNAGAR REGION**

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INTRODUCTION

- Customer satisfaction is the 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.

CONTINUE..

- 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.

OBJECTIVES:-

- To find out the Perception and awareness towards the service “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 DESIGN** – Descriptive and Exploratory Study
- **STUDY AREA-** Bhavnagar Region
- **DURATION OF STUDY** –3 months
- **SAMPLE SIZE** – 100 patients
- **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) and unstructured interviews. Questionnaires will have the advantage that the respondent will have adequate time to respond to questions

FINDINGS:-

Frequency analysis

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%

Table 1-Frequency Analysis on Age, Gender and Occupation

Frequency of patients at Deendayal store

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%

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

Satisfaction towards Deendayal store

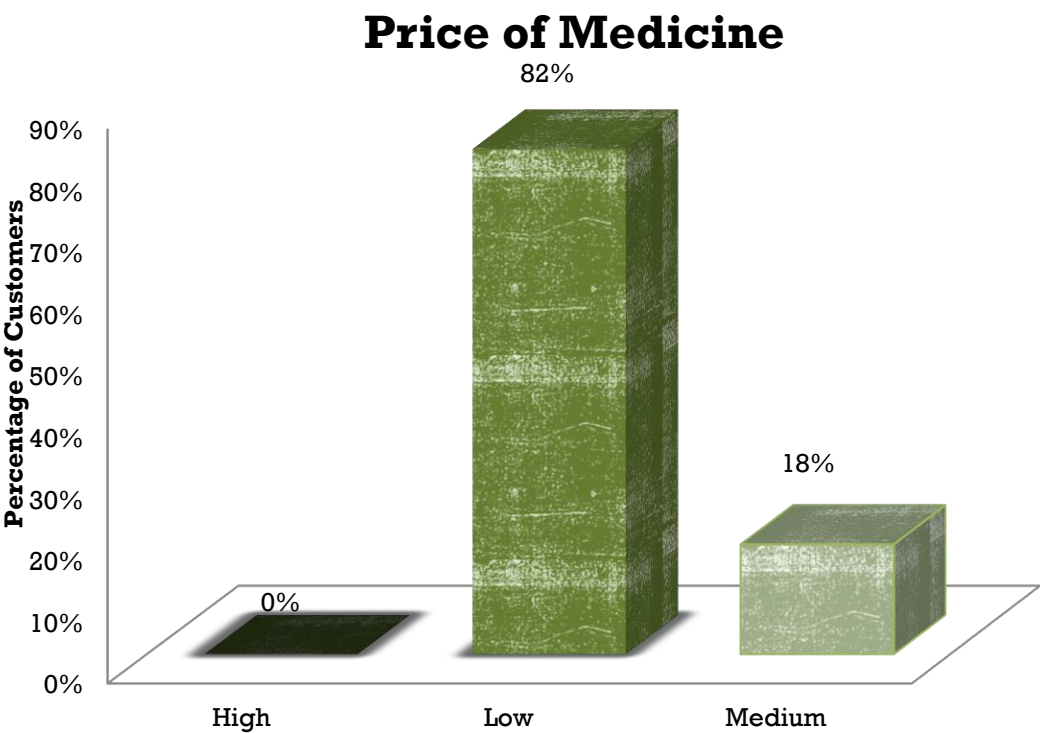


Figure 1: shows price of medicines which are available at store

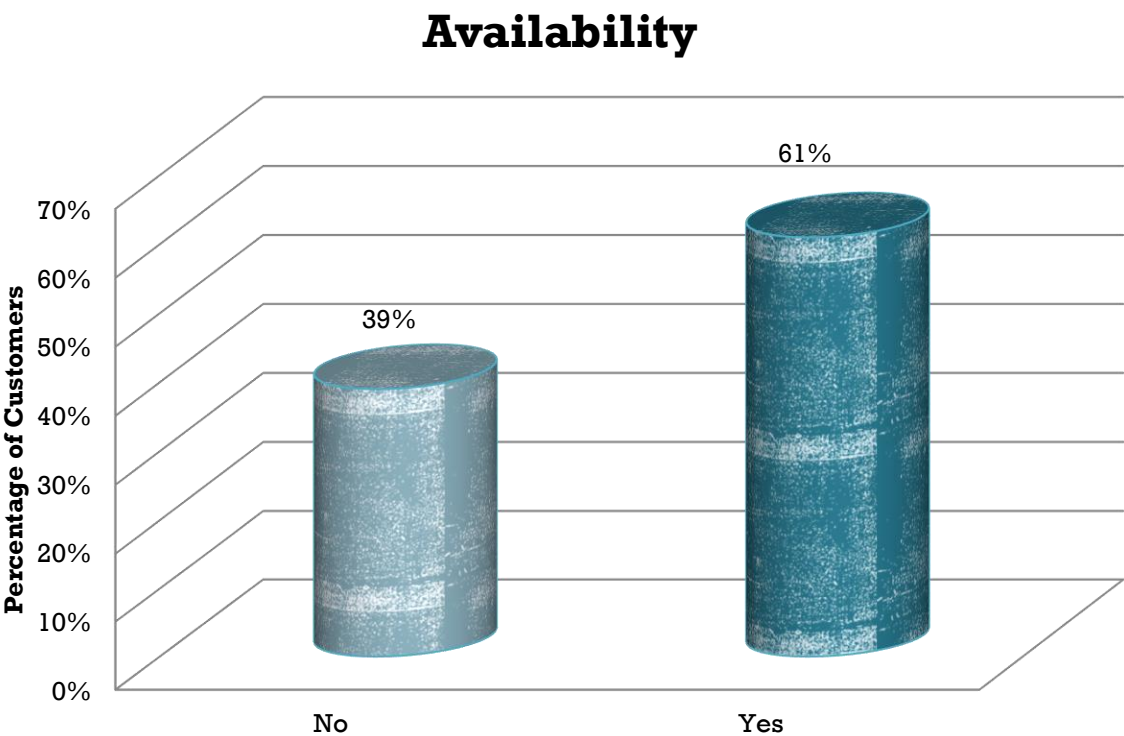


Figure 2-Availability of all types of medicine

Design and layout

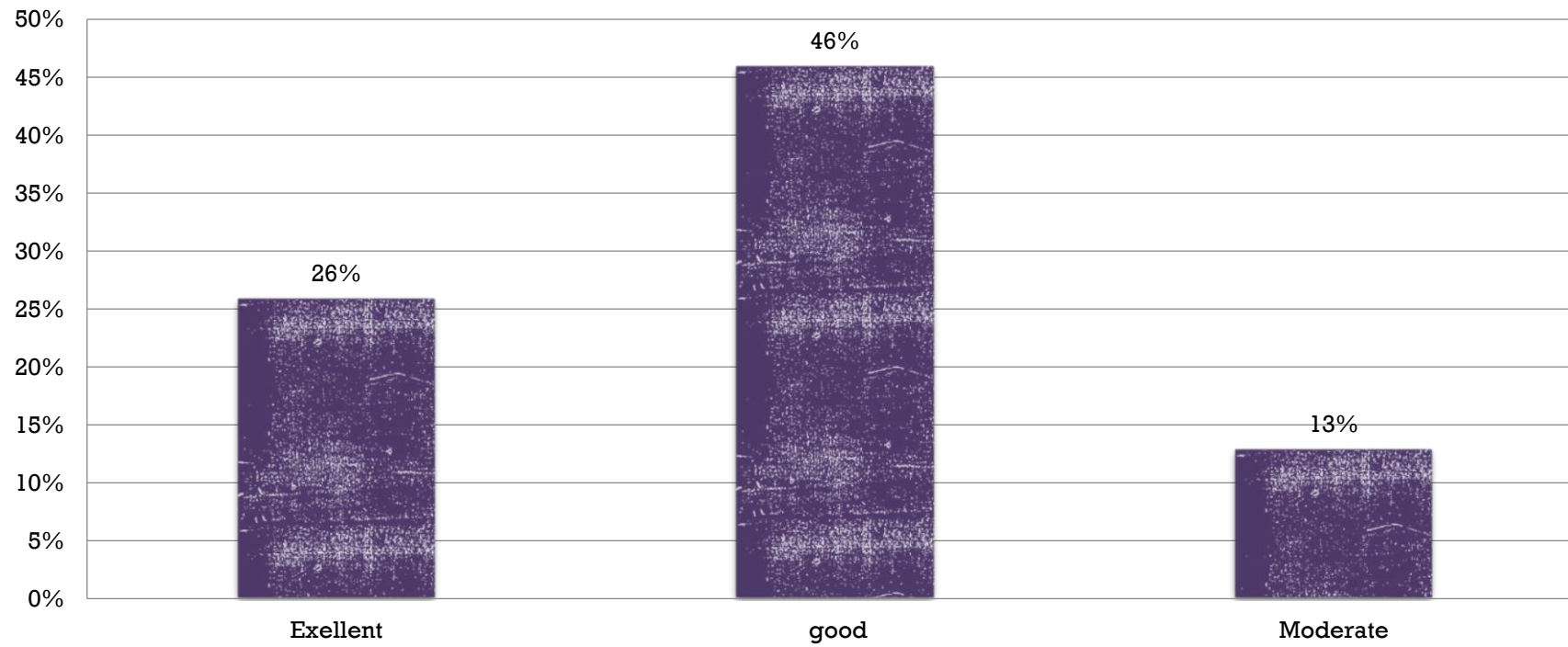


Figure 3-Design and layout

Cleanliness of Store

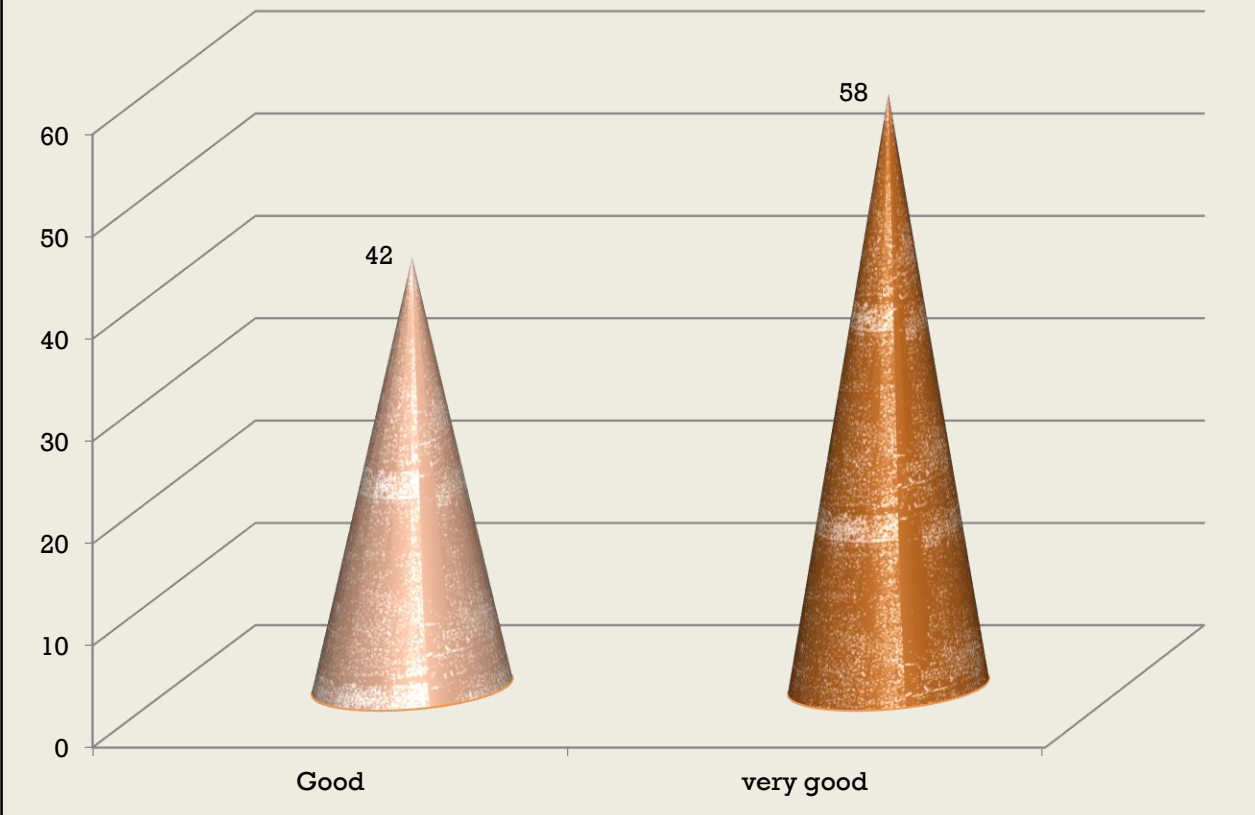


Figure 4-Cleanliness of the store

Service from pharmacist

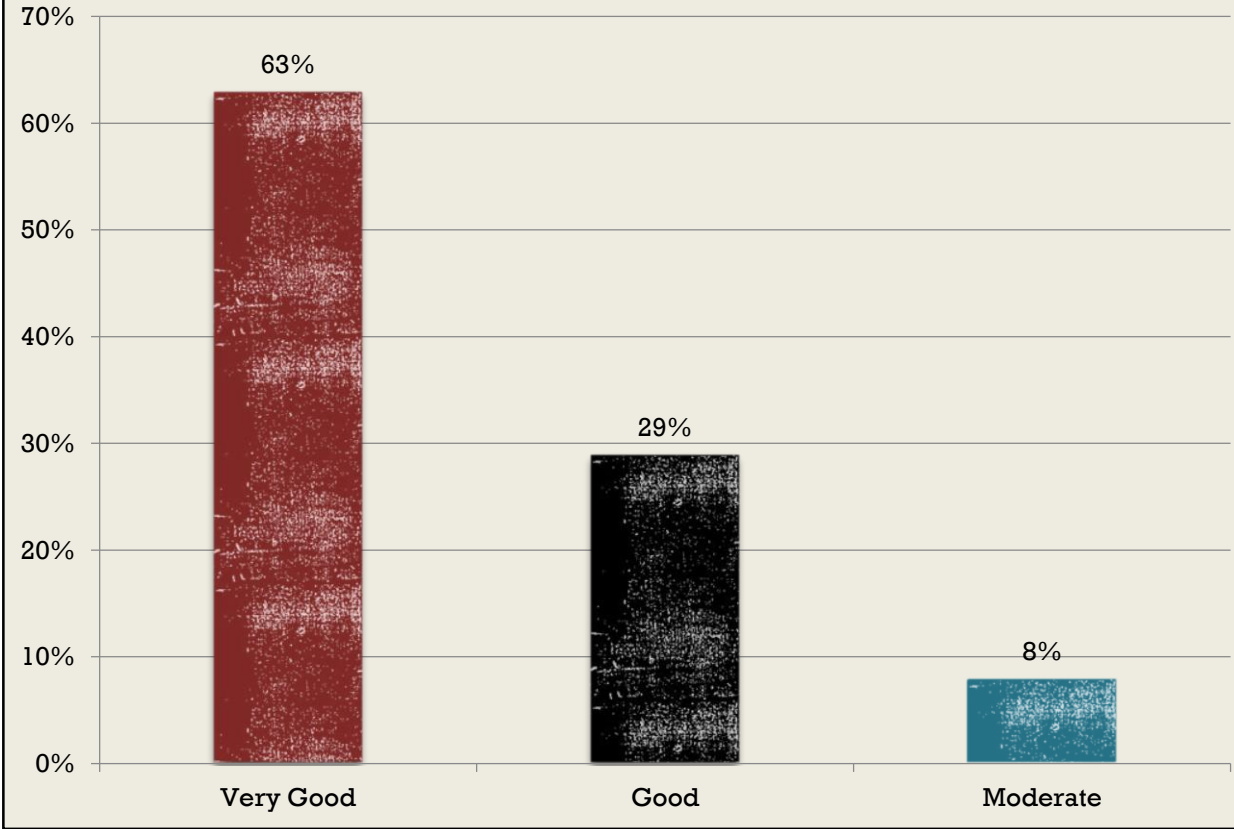


Figure 5-Services received from the pharmacist

Easy to understand

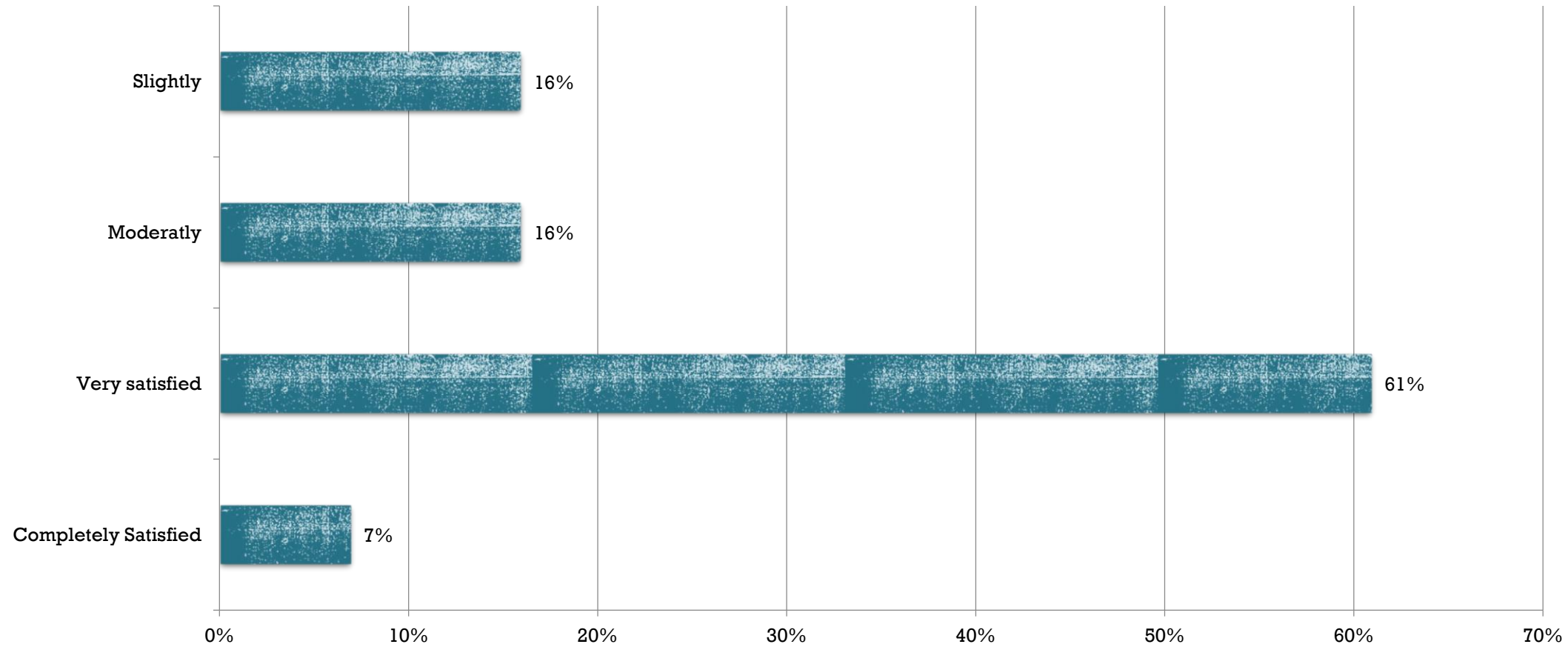


Figure 6-Thorough and easy to understand information about my medicines

Comfort Level with Pharmacist

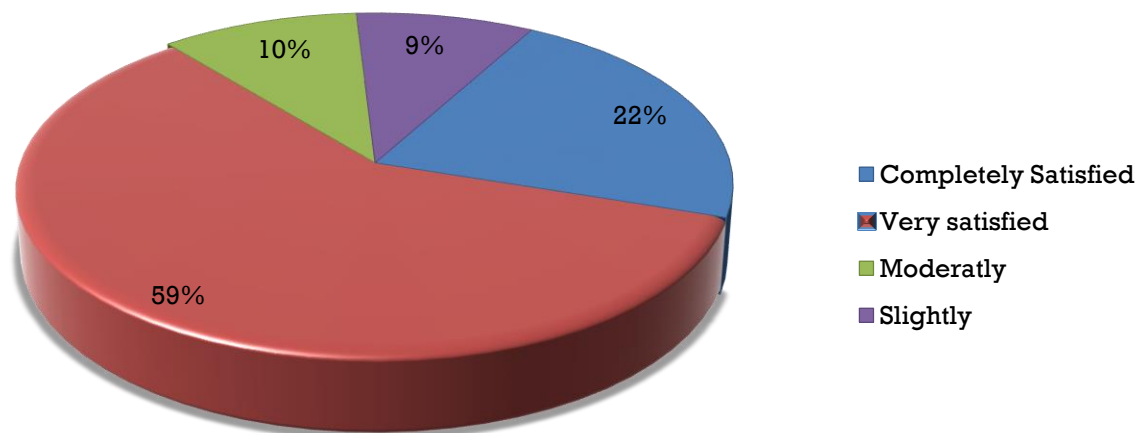


Figure 7-Comfort level with pharmacist and staff

Satisfied from the advice

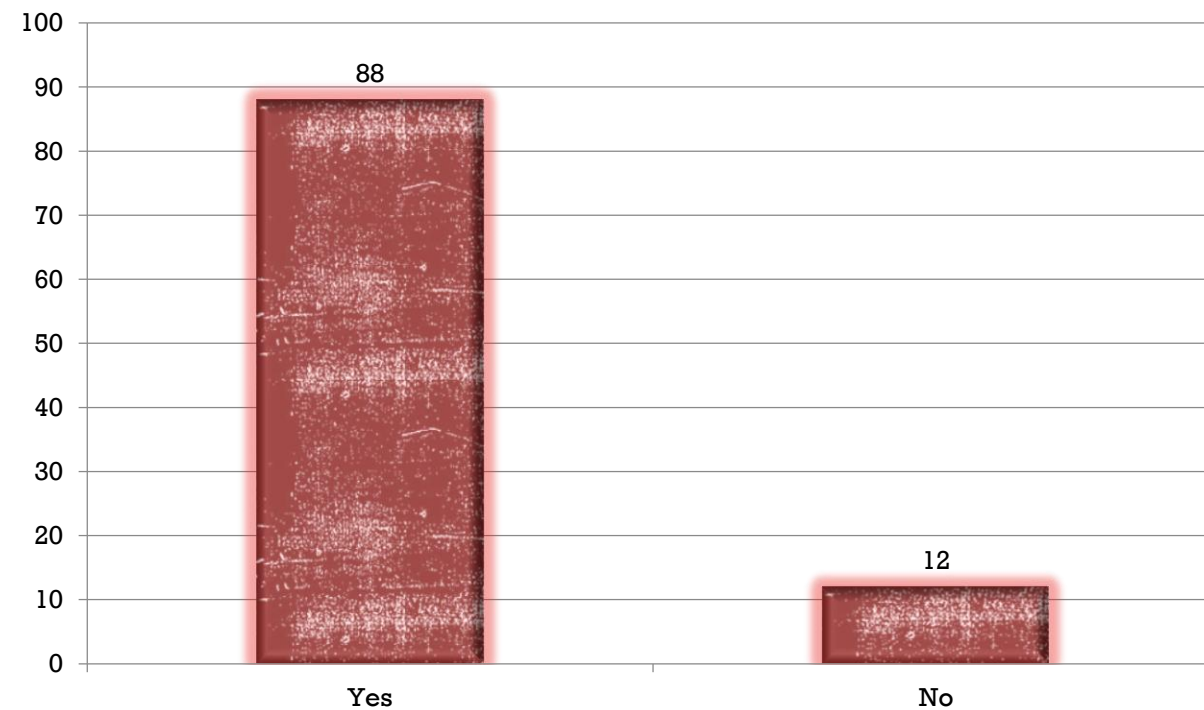


Figure 8-Satisfaction from the advice given by pharmacist



Satisfaction with overall experience

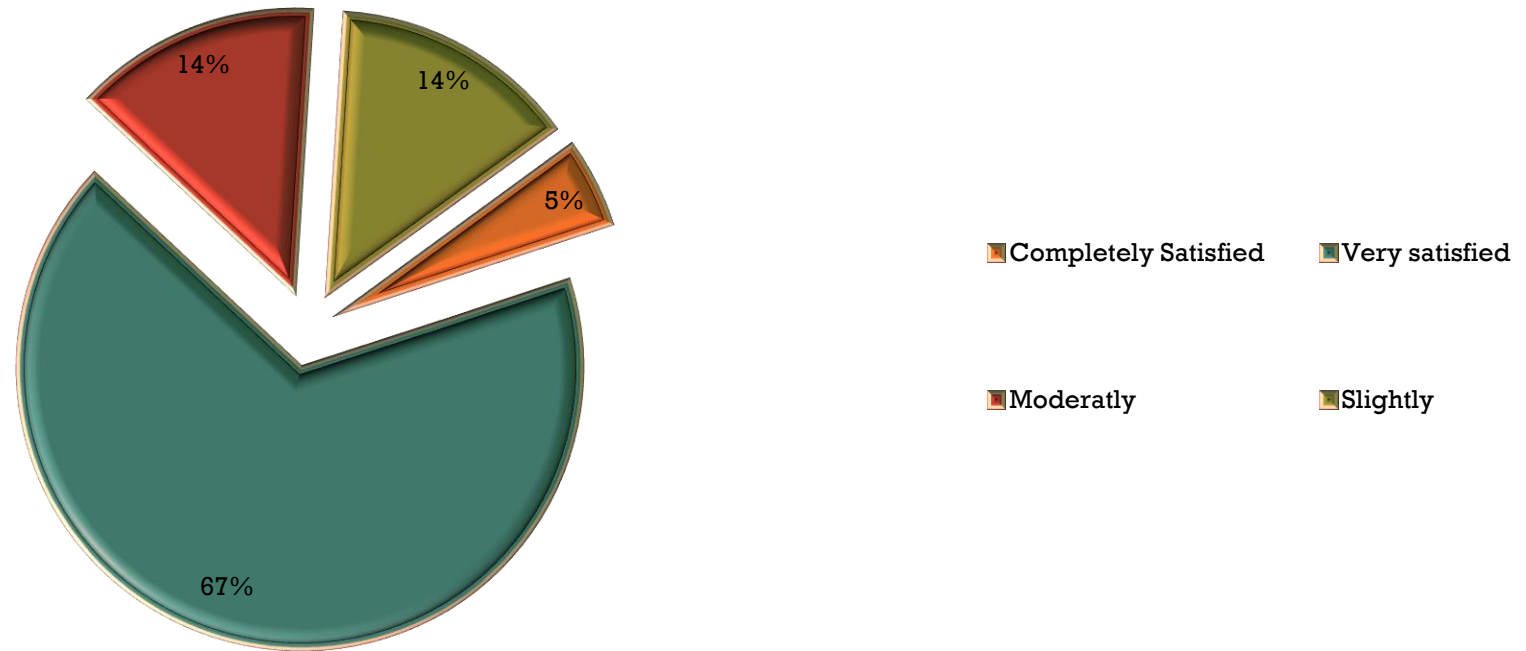


Figure 9-Satisfaction with overall experience

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.
- 67% Customers are satisfied with overall experience with Deendayal stores.

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.

RECOMMENDATION

- 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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Thank You