

**Summer Training at
Gujarat Medical Services Corporation Ltd, Gujarat
(April 3 to June 2, 2017)**

**Customer Satisfaction Towards Deendayal Medical Store, Gandhinagar
(Region)**

**By
Suresh**

**Under the guidance of
Dr. Ashok Peepliwal**

**MBA Pharmaceutical Management
2016-2018**

The logo for IIHMR University, featuring a stylized 'i' in a purple square followed by 'IIHMR' in a large, bold, serif font, and 'UNIVERSITY' in a smaller, bold, sans-serif font to the right.
School of Pharmaceutical Management
The IIHMR University, Jaipur
2017

CERTIFICATE

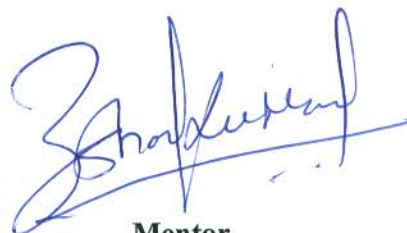
This is to certify that **Mr. Suresh** has undergone summer training at **Gujarat Medical Service Corporation Limited, Gandhinagar (Gujarat)** from **3rd April 2017 to 2nd June 2017**.

The candidate himself completed the project assign to him during summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.



Col (Dr.) Ashok Kaushik
Dean (Academic & Student Affair)
The IIHMR University, Jaipur



Mentor
Dr. Ashok Peepliwal.
Associate Professor
The IIHMR University, Jaipur

The certificate is awarded to

Suresh

In recognition of having successfully completed his

Summer training in the department of

Logistics & Supply chain

and has successfully completed his Project on

Customer satisfaction towards Deendayal Prime Minister Jan Aushadhi Store

3rd April, 2017 – 2nd June, 2017

At

Gujarat Medical Services Corporation Limited

We wish him all the best for future endeavors




Managing Director, GMSCL

Internship Training

At

Gujarat Medical Services Corporation Ltd

**Customer Satisfaction towards Deendayal Medical Store,
Gandhinagar (Region)**

Submitted by:

Suresh

Roll no: 0084

MBA Pharmaceutical Management (2016-2018)

Guide: Dr. Ashok Peepliwal

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I would also like to extend our gratitude towards my university guide **Dr. Ashok Pepliwal**, Asst. Professor, School of Pharmaceutical Management, The IIHMR University and towards my organization guide **Dr. H.K. Rathod**, Senior Manager, Logistics and Supply System, GMSCL and **Miss. Nasrain Nikhat Khan** (Regional Manager), GMSCL who helped me throughout the project.

My thanks and appreciations also go to our family, our colleagues, and students of MBA PM 08 who have willingly supported us throughout the project.

ABSTRACT

“Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. The main objective of the study is to find out the customer satisfaction and loyalty towards Deendayal Medical store. Descriptive research is followed in this research”. The population includes, who are the customers of Deendayal Medical store, residing at Gandhinagar, Gujarat. “The samples (i.e. 50 customers) were selected among the customers of Deendayal Medical store, located at Gandhinagar for this research. The major findings of the study are most (90%) of the respondents are willing to recommend Deendayal Medical store to their friends and relatives and the implications of the study is Deendayal Medical store may try to keep all types of medicines and all brands as per the requirement of local people in that locality”. The research concluded that “the demographic variables such as age group, gender and occupation are having less impact on the factors of customer satisfaction”. The result outcome that, most of the customers are satisfied towards Deendayal Medical store.

KEYPOINTS:

Deendayal Medical store, Customer loyalty, “Customer satisfaction”.

I. INTRODUCTION

The research result shows that Customer satisfaction is defined as "the number of customers, or percentage 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”. The purpose of this study is to “understand the factors influencing customer satisfaction towards Deendayal Medical store. More specifically, the focus is on examining the grouped impact of the factors on customer satisfaction. First, this research focuses on factors influencing customer satisfaction. Second, it also attempts to find out the impact of demographic variables on customer satisfaction. Third, this research may reveal the loyalty of the customers towards Deendayal Medical store”.

ORGANIZATION PROFILE

Deendayal Prime Minister Jan Aushadhi Store (DPMJAS)

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 is commitment to “reduce the cost of treatment or out-of- pocket expenditure for

the patients. Thousands of patients will benefit from this initiative. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) would be selling generic drugs (all specialties), and implants at very affordable prices. Patients can buy medicines and implants at up to 80 percent cheaper prices than the open market from Deendayal Prime Minister Jan Aushadhi Store (DPMJAS).

Deendayal Prime Minister Jan Aushadhi Store(DPMJAS) will sell drugs at significant discount on market rates, based on authentic prescriptions from doctors not only to patients Govt. hospitals but also even to patients availing treatment at other hospitals”.

Products

Drugs stores operated under this scheme shall have the following products:

- Generic drugs
- Specialized drugs for tertiary care
- Over the counter drugs
- Surgical implants (in next phase of implementation)
- Hospital consumables

Quality

All drugs dispensed through Deendayal Prime Minister Jan Aushadhi Store(DPMJAS) will be subject to stringent quality checks through NABL accredited laboratory.

Rollout Plan

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.

Adequate staff to be recruited to run the drug stores & utilize latest software and hardware. Stores will be computerised, and citizen amenities will be provided including furniture, air conditioning 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 stores in the bigger towns and cities.

REVIEW OF LITERATURE

Ronit (2011), in his article, he constructed a tool to measure customer's " Complacency in retail pharmacy. Customer satisfaction is considered as the important determinants of service quality. In this context, it becomes more relevant to study pharmacy service quality expectations and perceptions of customers".

José Rosa (2009), in her research paper, developed a model to demonstrate that loyalty is a consequence of service quality and customer satisfaction. "Patient Valuation of Pharmacist Services for Self Care with OTC Medications" The researchers say that, the objectives of this study were to determine whether patients would be willing to "pay for pharmacist self-care services on proper use of over-the-counter medications. In addition, they examined whether patients' willingness to pay was associated with community pharmacy setting and patients' socio-economic factors".

Norman Denim (2003) have presented article on "An Ethical Template for Customer Benefits". The template delineates "four levels of decisions about pharmacy coverage, connecting ethically acceptable types of rationales for limits with decisions made at each level. It provides a framework for organizing ethically relevant reasons for coverage. The process for using the template assures accountability for the reasonableness of benefit decisions. It requires transparency and relevance of rationales for limit setting and reversibility of decisions, including through fair procedures for appeals".

Fenwick Jing, Gayle Avery and Bergstein (2012) have presented a article on "Organizational Climate and Performance in Retail Pharmacies". The purpose of the study was to address an important gap investigating the relationship between organization and performance on ground level. Data were collected from "100 retail pharmacies in Melbourne, Australia where two manager and up to four staff members and 700 buying customers were interviewed in each pharmacy

OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

To find out the customer satisfaction towards Deendayal Medical store in Gandhinagar (Region), Gujarat.

SECONDARY OBJECTIVES:

- To access the customer satisfaction towards quality, availability, price of medicines in Deendayal Medical store.

LIMITATIONS OF THE STUDY:

1. The study is conducted in Deendayal Drug store located in Gandhinagar with 50 respondents only.
2. The respondents' response may have the bias, which may not give true picture about the chosen research topic.

RESEARCH METHODOLOGY:

Research Design: Descriptive study

Sample population: Consumers

Sample Area: Gandhinagar (Gujarat)

Sample Size: 50 consumers

Sampling Technique: Non-probability sampling technique

Collection of Data: The research involved data collection from primary sources. The primary data collected through questionnaire and semi structure interview.

DATA ANALYSIS AND INTERPRETATION:

FREQUENCY ANALYSIS:

Percentage analysis is one of the descriptive statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader.

Table 1 Frequency Analysis on Age, Gender and Occupation

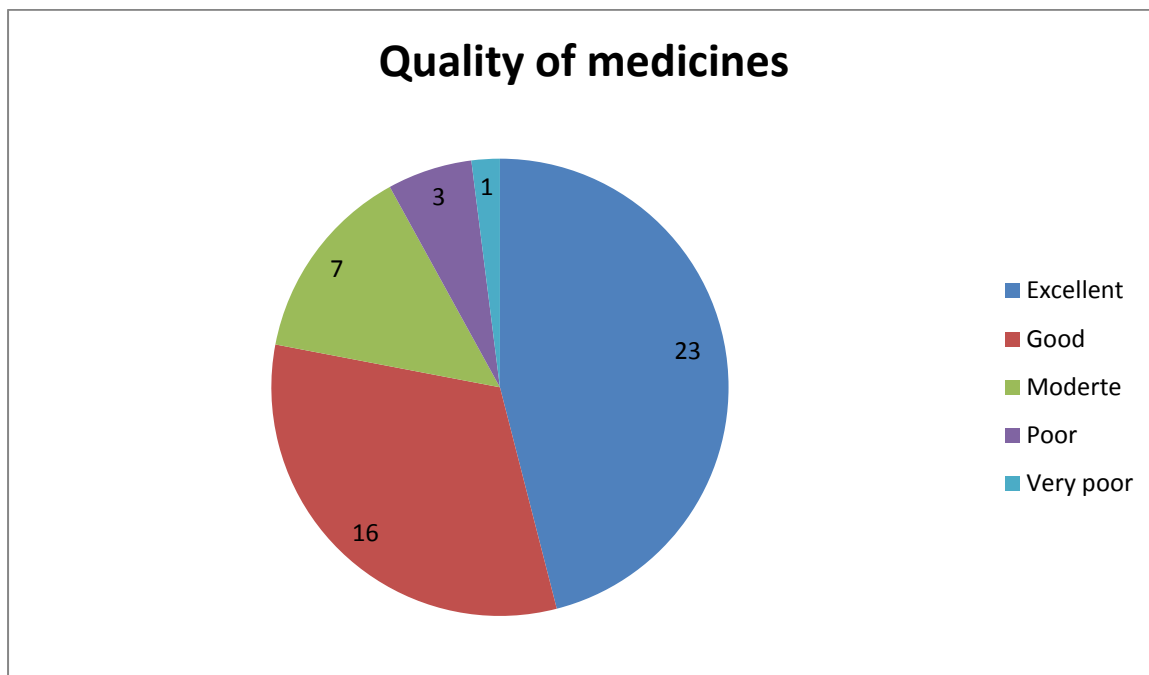
S.no	Particulars	Frequency	Percentage
1.	AGE:		
	20-30 years	15	30
	30-45 years	14	28
	Above 45 years	21	42
2.	GENDER:		
	Male	23	46
	Female	27	54
3.	OCCUPATION:		
	Homemaker	13	26
	Employee	21	42
	Business	12	24
	Senior citizen	4	8

(Source: Primary Data)

INFERENCE:

From the table 1, it is inferred that 42% of the respondents are age group of above 45 years are the customers of Apollo pharmacy. Majority of the respondents (54%) are female. 42% of the respondents belongs to the occupation category of employees.

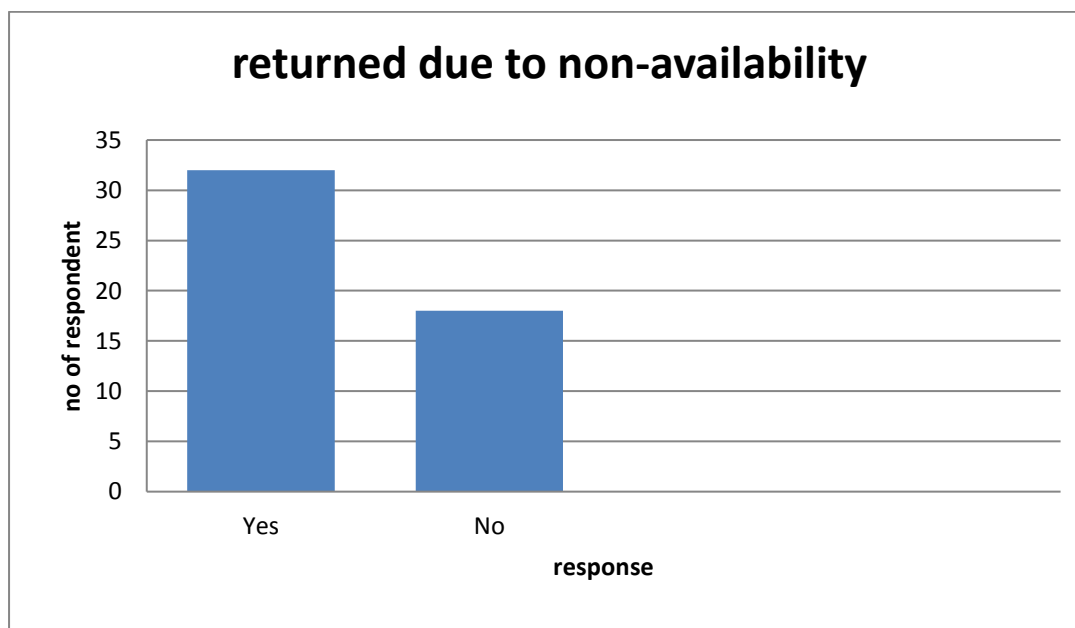
Quality of Deendayal Medical Store medicines?



Inferences:

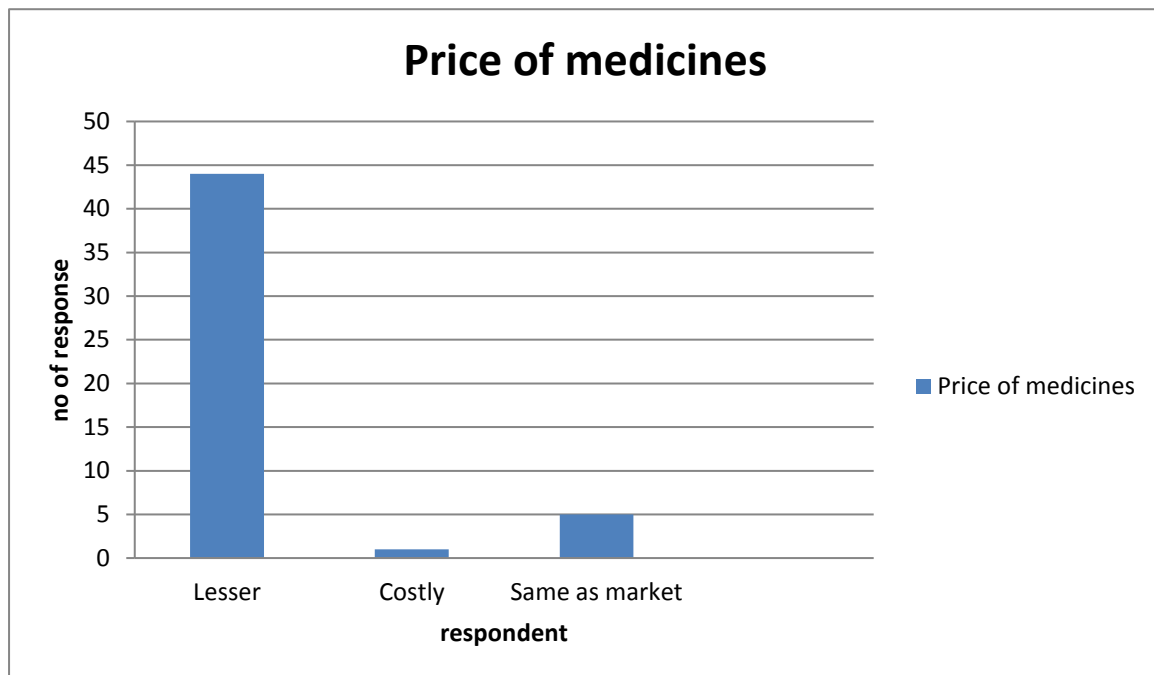
- ✓ It was found that most of the consumer said that quality of Deendayal medicine is Excellent to other medical store.

Ever returned due to non-availability of medicines?



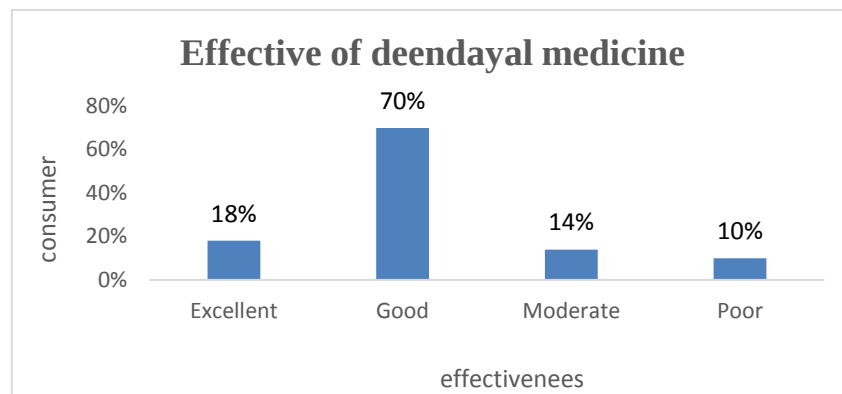
Inferences:

- ✓ It was found that most of the consumer said that returned due to non-availability of medicines.

**Price of medicines compare to other medical store?****Inferences:**

- ✓ Data showed price is lesser than other drug store.

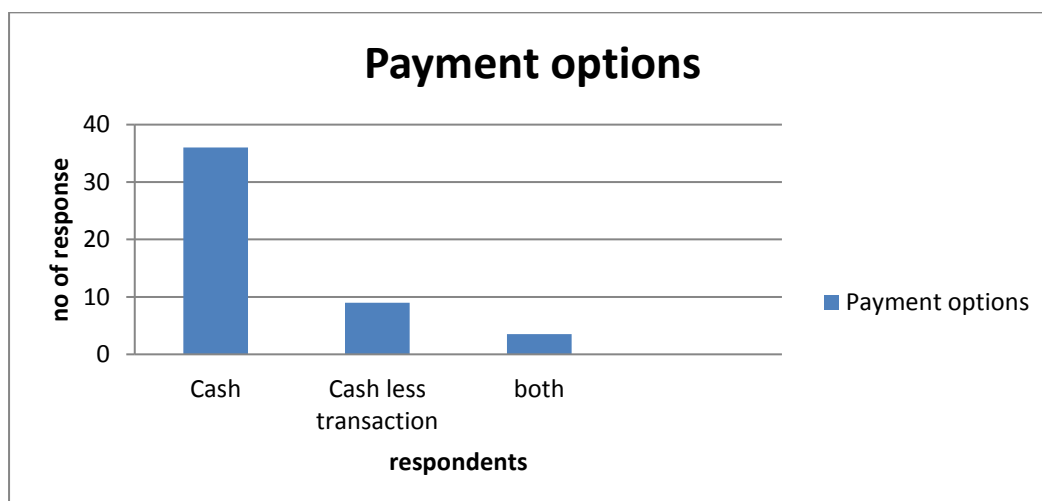
Effect of Deendayal medical store medicine?



Inferences:

- ✓ It was found that most of the consumer were satisfied with Deendayal medical store, and the main reason of price and availability of drugs

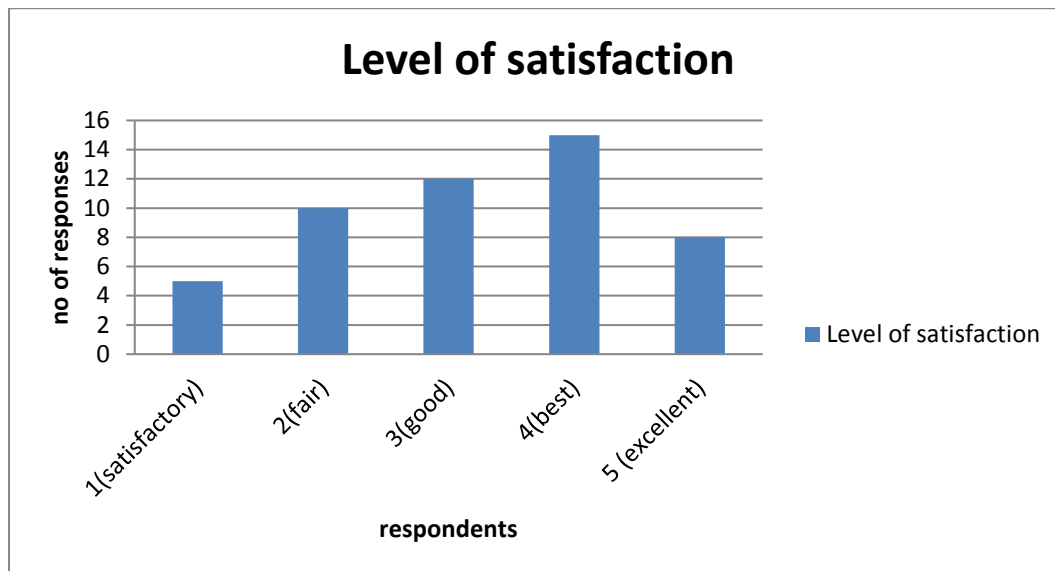
Payment option in Deendayal medical store?



Inferences:

- ✓ Data show that cash and digital payment both payment methods were available on Deendayal medical store.

Were you satisfied with the Deendayal Medical Store



Inferences:

Mostly consumer are satisfied with Deendayal medical store.

DISCUSSIONS:

There is no difference between male and female of the respondents with respect to the availability of all types of medicines, price, ability of staff, availability of all company medicines and maintenance of medicines at proper temperature.

There is a significant difference association between male and female of the respondents with respect to the working hours of the **Deendayal store**, where male customers are more satisfied than female customers.

IMPLICATIONS:

- **Deendayal store** can improve by keeping all time availability of stocks, so that they can improve their satisfaction level towards **Deendayal store**.
- Proper area should be provided In Deendayal store.
- Location should be improved for improvement in Sells.

CONCLUSION:

Through the research paper entitled, “A study on customer satisfaction towards Deendayal drug store” it is concluded that “the demographic variables such as age group, gender and occupation are having less impact on the factors of customer’s satisfaction”.

The research study also indicates that, most of the customers which were interviewed they were satisfied towards **Deendayal store** with respect to the chosen factors. It also helpful in affordability. This study also indicates that the customers’ loyalty towards the **Deendayal store** is also good.

Key Learning: -

- How to operate on **E-Aushadhi**.
- Learn the **Tender Process** and Purchase order (**PO**) concept.
- How to operate G-DAWA app.
- Physical Stock Verification.

Annexure:**Customer Satisfaction towards Deendayal Medical Store****Greeting!!****Informed Consent****Age: _____ Gender: _____****OCCUPATION: -****A. Employee B. Business C. Senior citizen D. Homemaker****1. Frequency of visit to Deendayal Medical Store?****(a) Rarely (b) 3 months once (c) 2 months once (d) monthly once (e) Weekly once****2. Quality of Deendayal Medical Store medicines****(a) Excellent (b) Good (c) Moderate (d) Poor (e) Very poor****3. Ever returned due to non-availability of medicines?****(a) Yes (b) No****4. Availability of all types of medicines?****(a) Yes (b) no****5. Price of medicines compare to other medical store****(a) Lesser (b) Costly (c) Same as in market****6. Availability of all company medicines****(a) Available (b) Not Available****7. Payment options****(a) Cash only (b) Cash less transaction (c) Both****8. Hygiene and cleanliness of the medical store?****(a) Excellent (b) Very Good (c) Good (d) Poor (e) Very poor****9. Effect of DEENDAYAL medical store medicine**

(a) Excellent (b) Good (c) Moderate (d) Poor

10. Medicines are printed with proper batch date, expiry date, price ?

(a) Yes (b) No

11. Were you satisfied with the Deendayal Medical Store ?

- (a) 1**
- (b) 2**
- (c) 3**
- (d) 4**
- (e) 5**

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