

CONSUMER SATISFACTION TOWARDS DEENDAYAL PRIME MINISTER JAN AUSHADHI STORE

BACKGROUND

- Consumer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat consumers.
- Consumer satisfaction survey is a process of discovering whether or not a company's consumers are happy or satisfied with the products or services received from the company.
- It may be conducted face to face, over the phone, via email or internet, or on handwritten forms.

OBJECTIVES

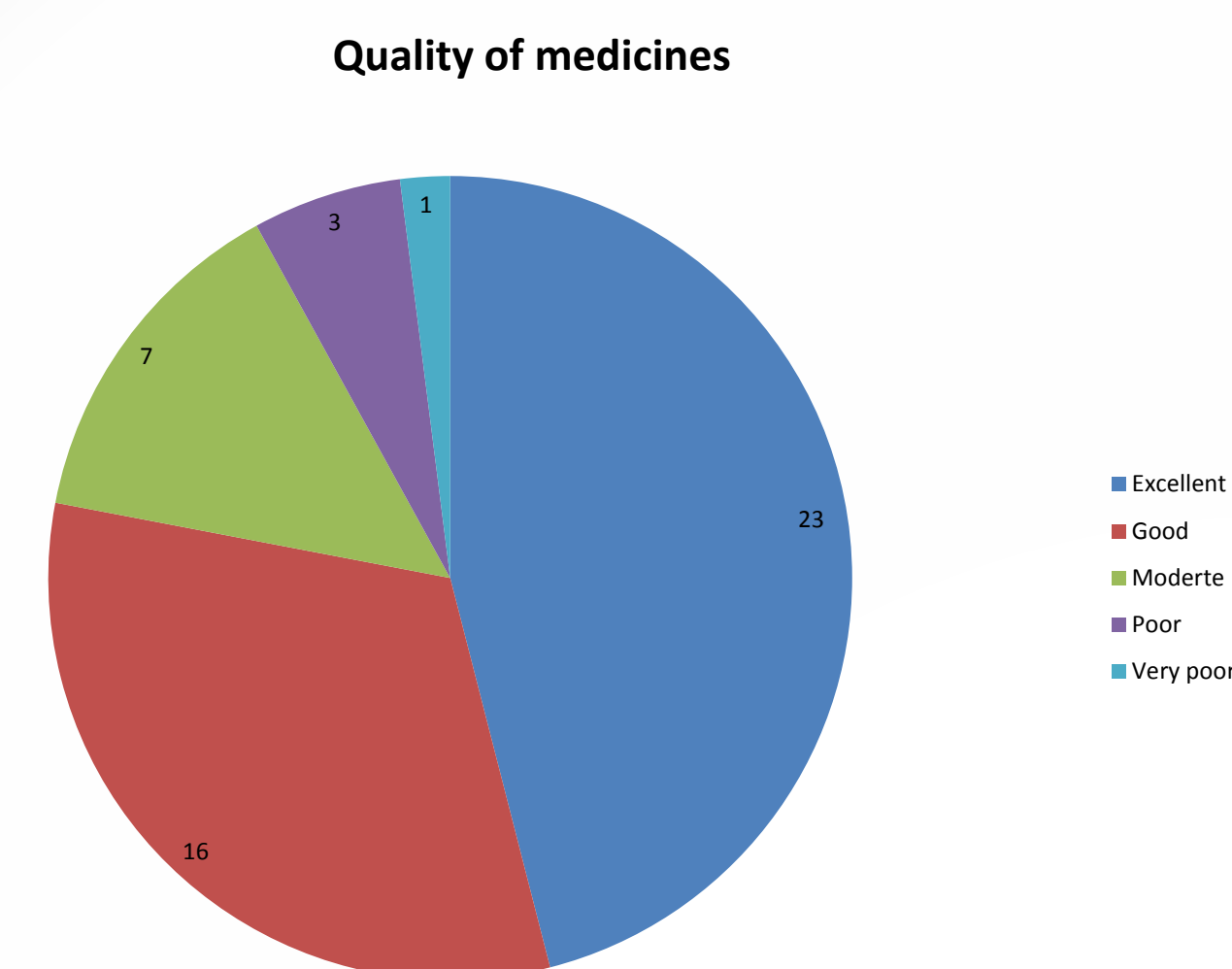
- To find out the Customer Satisfaction towards Deendayal Medical Store, Gandhinagar (Region) Gujarat.
- To access the consumer satisfaction towards quality, availability, price of medicines in Deendayal Medical store.

RESEARCH METHODOLOGY

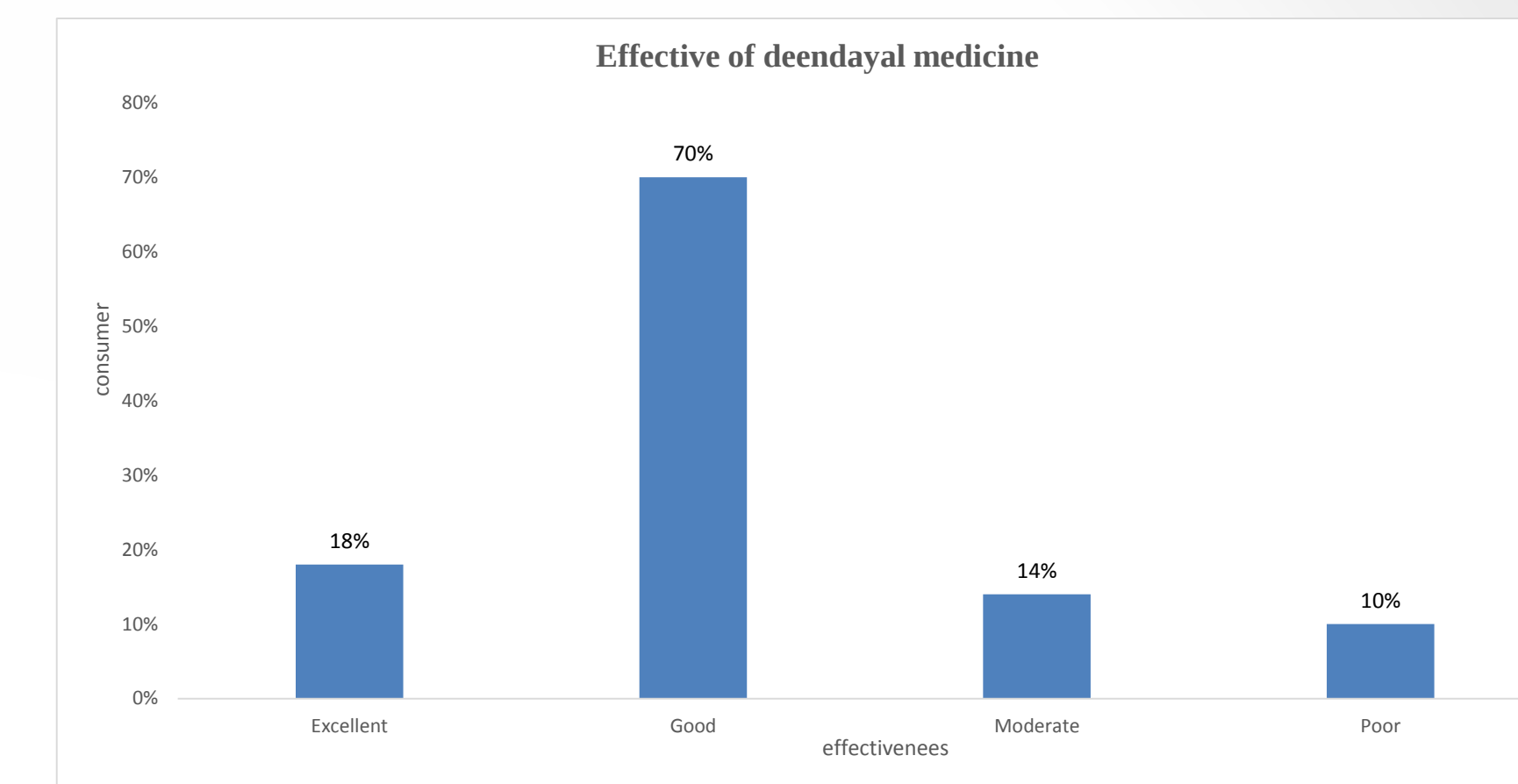
- Research Design:** Descriptive study
- Sample population:** Consumers
- Sample Area:** Gandhinagar(Region) Gujarat
- Sample Size** 50
- Sampling Technique:** Non-probability sampling
- Collection of Data:** The research involved data collection from primary sources. The primary data collected through questionnaire and semi structure interview.
- Data Analysis:** The data collected from questionnaire analyzed by MS- EXCEL.

FINDINGS

QUALITY OF MEDICINE



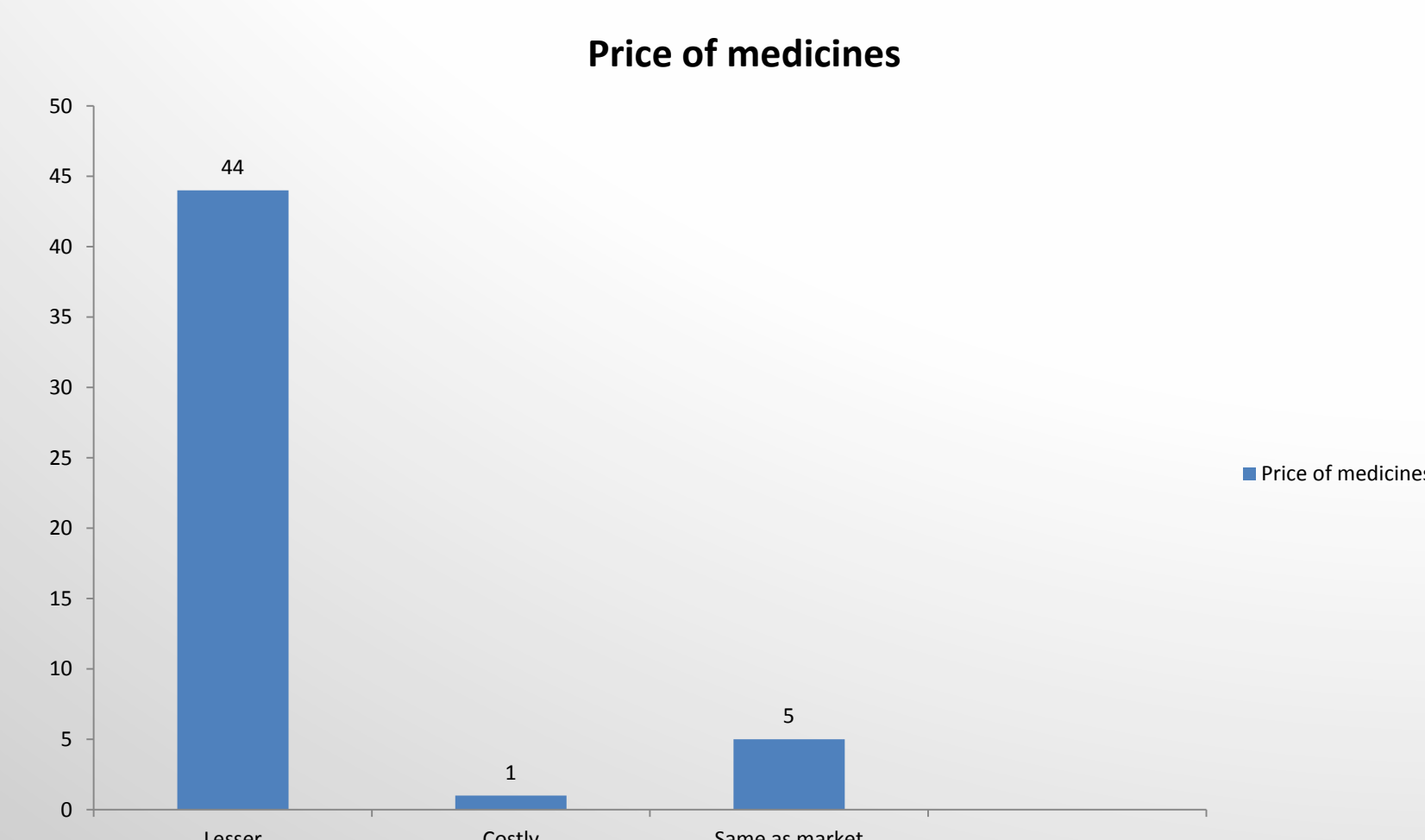
EFFECTIVE OF DEENDAYAL MEDICINE



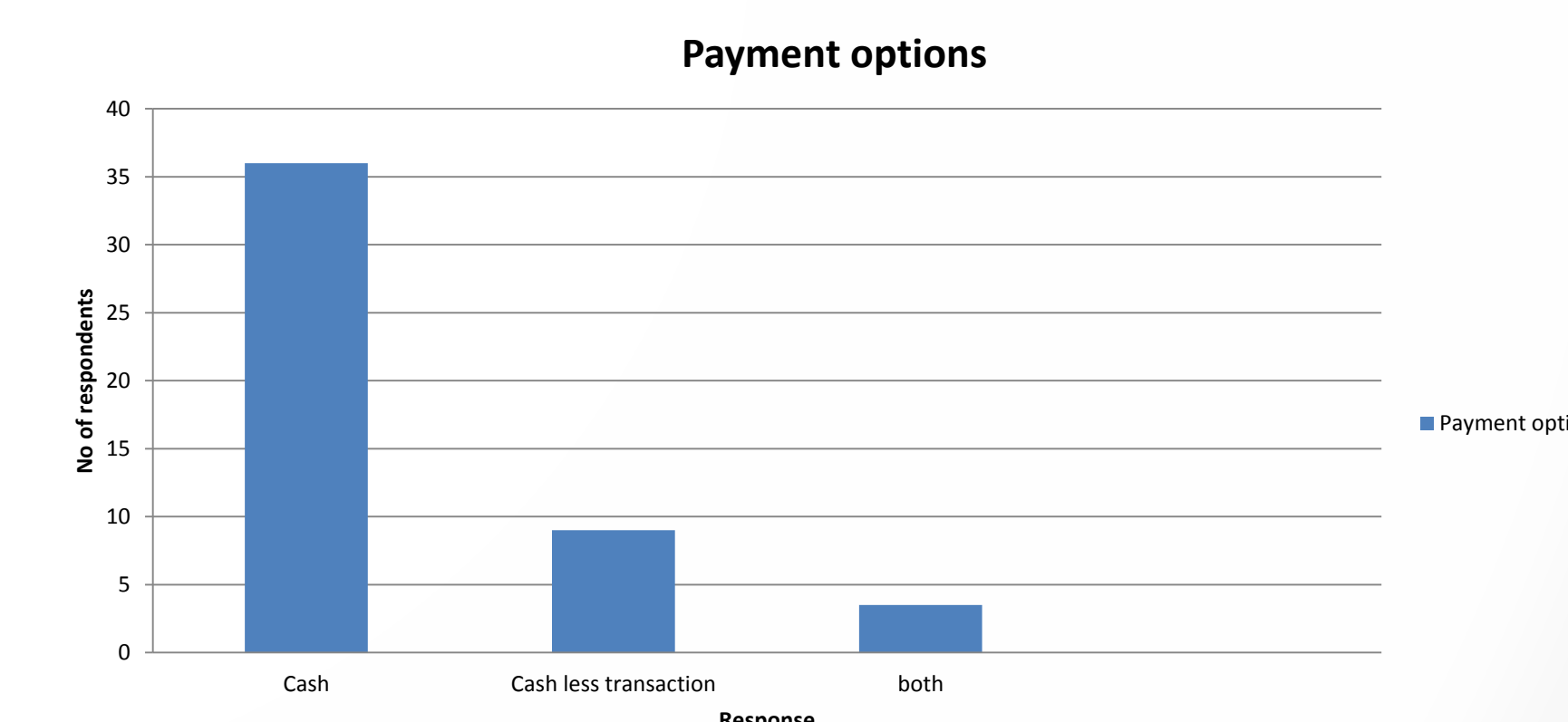
RETURN DUE TO NON-AVAILABILITY



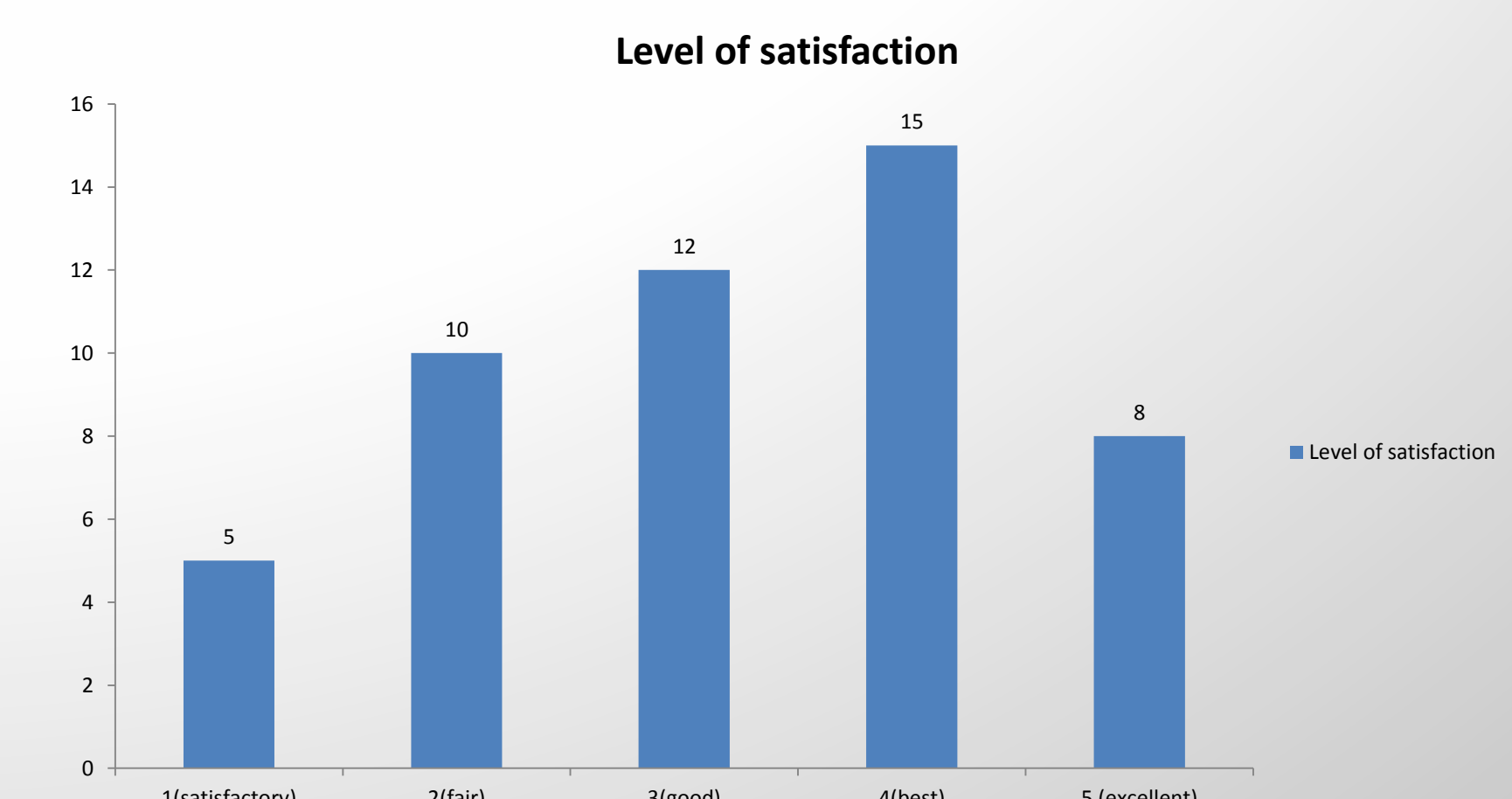
- Price of Medicines



Payment options



LEVEL OF SATISFACTION



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 customers satisfaction.
- The research outcome also indicates that, most of the customers were satisfied towards **Deendayal store** with respect to the chosen factors. 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.