

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

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

**By
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**Under the guidance of
Mr. Rahul Sharma**

**MBA Pharmaceutical Management
2016-2018**

 **IIHMR UNIVERSITY**
School of Pharmaceutical Management
The IIHMR University, Jaipur
2017

CERTIFICATE

This is to certify that **Mr. Nidhish Gaurav** 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
Mr. Rahul Sharma.
Assistant Professor
The IIHMR University, Jaipur

The certificate is awarded to

Nidhish Gaurav

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

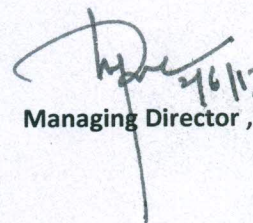
3rd April, 2017 – 2nd June, 2017

At

Gujarat Medical Services Corporation Limited

We wish him all the best for future endeavors




Managing Director, GMSC

AKNOWLEDGEMENT

I have taken efforts in this project. However, it would not have been possible without the kind support and help of Gujarat Medical Service Corporation Ltd our institute, project guide and colleagues. I would like to extend our sincere thanks to all of them.

I would also like to extend our gratitude towards my university guide **Mr. Rahul Sharma** 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. NasrainNikhat 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 universe of the population includes the respondents 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. From the research, it is concluded that the demographic variables such as age group, gender and occupation are having less impact on the factors of customer satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Deendayal Medical store with respect to the chosen factors .

I. INTRODUCTION

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. Customer satisfaction survey is a process of discovering whether or not a company's customers 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. Customer answers to questions are then used to analyze 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 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 focusses 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

ABOUT GMSCL: -

Gujarat Medical Service Corporation Ltd.

The Central Medical Stores Organization (C.M.S.O) was established in 1978 under Health and Family Welfare Department. Govt. of Gujarat and was entrusted with the functions of procurement, storage, distribution of medicines surgical goods medical equipment / instrument and insecticides for the health care institutions under Govt. of Gujarat.

With the changes in the healthcare arena there was a felt need of developing new as well as upgrading the existing functioning and processes of CMSO, and consequently develop an institution supported with necessary infrastructure to make the system responsive to meet the objectives of the universal health coverage. With the view to match the changing demands and pace of development in the sector, CMSO was transformed into "Gujarat Medical Services Corporation Limited" (GMSCL) as an autonomous body and was incorporated under companies act for systematic procurement, inventory management, Management information system and to infuse professional management with establishment, development and strengthening the use of information technology in medical store organization

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 strong commitment to reduce the cost of treatment or out-of- pocket expenditure for the patients. Lakhs 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. Stores will be

established in Govt. hospital premises or where ever Govt. space is available in the first phase.

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 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. The stores around the medical colleges will also have drugs envisaged under AMRIT (Affordable Medicines and Reliable Implants for Treatment) covering around 1500-2000 drugs.

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

Rajbil (2011), in his article, he constructed a tool to measure customers' satisfaction 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. This study aims to measure expectations and perceptions with respect to retail pharmacy.

José Augusto Rosa Bastos (2008), in his research paper, developed a model to demonstrate that loyalty is a consequence of service quality and customer satisfaction. A specific scale 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 structural equation modelling methodology we demonstrate that the more competition (urban pharmacies) less loyalty, the more dependent with 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 background into queuing theory and queuing systems, its associated terminology, and how queuing theory relates to customer satisfaction. Theory utilizes mathematical models and performance measures to assess and hopefully improve the flow of customers through a Queuing system. Queuing theory has many applications and has been used extensively 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 applied to assess a multitude of factors such as prescription fill-time, patient waiting time, patient counselling time, and pharmacist and technician staffing levels.

Patel GN and Smriti Pande (2013), in their study measured the performance of chain of 46 pharmacy retail stores located in Delhi and National Capital Region (NCR) and to analyse the impact of non-discretionary variables on the efficiency of the stores. A two-stage procedure is used for benchmarking the retail stores. Firstly, data envelopment analysis is applied and in the second stage, Tobit regression model is applied to determine the drivers of efficiency. The results indicate that most of the retail stores are either average or below average in their performance and therefore needs improvement.

Amit D. Kandhare (2011), he designed the research, in order to measure the level of customer satisfaction and also their purchasing behaviour when shopping in retail pharmacies i.e. independent pharmacies and in chain or shopping mall pharmacies. The study design is in the form of cross-sectional descriptive study using convenience sampling methods. A questionnaire was developed to evaluate the level of customer satisfaction as well as customers purchasing behaviour in retail pharmacies. The questionnaires were distributed in the 106 individual customers, 21 Chemist in Mall pharmacy, 27 Chemist in retail drug store and 12 numbers of doctors. Then the correlation between personal satisfaction and customer purchasing behaviour in both pharmacies was determined on the basis of various quality of service provide by the pharmacy and the product range along with their availability in the

pharmacy shop. It was found that pharmacy store choice behaviour among consumers indicates that image and perceptions along with individual characteristics have significant impact on the final outcome.

OBJECT OF THE STUDY :

PRIMARY OBJECT:

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

SECONDARY OBJECT:

- 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 :

Descriptive research is followed in this research. The universe of the population includes the respondents who are the customers of Deendayal drug store, located at Gandhinagar (Region). The sample sizes (i.e. 50) were selected among the customers of Deendayal drug store, located at Gandhinagar for this research. The samples were chosen from the population, by using Convenience sampling technique (i.e. Non-probability sampling technique), because the exact population size is unknown and the accessibility of the customer is difficult. Survey method of data collection was used in this research. The primary data were collected using structured questionnaire .

DATA ANALYSIS AND INTERPRETATION:

FREQUENCY ANALYSIS:

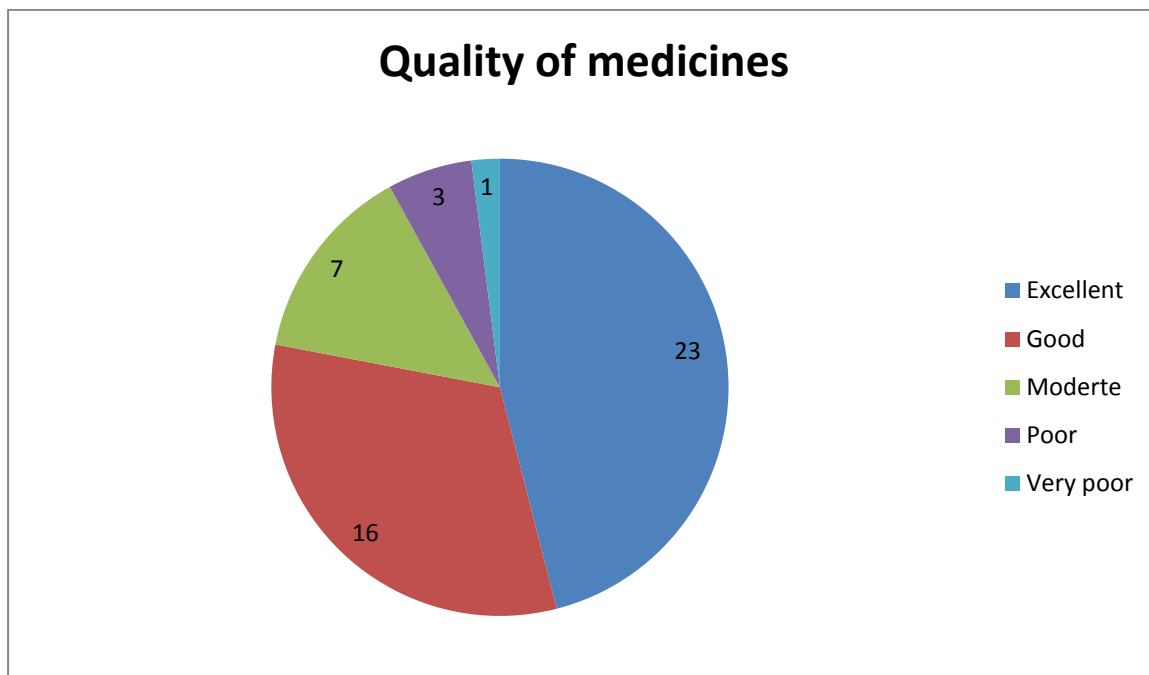
Percentage analysis is one of the descriptive statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader.

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)

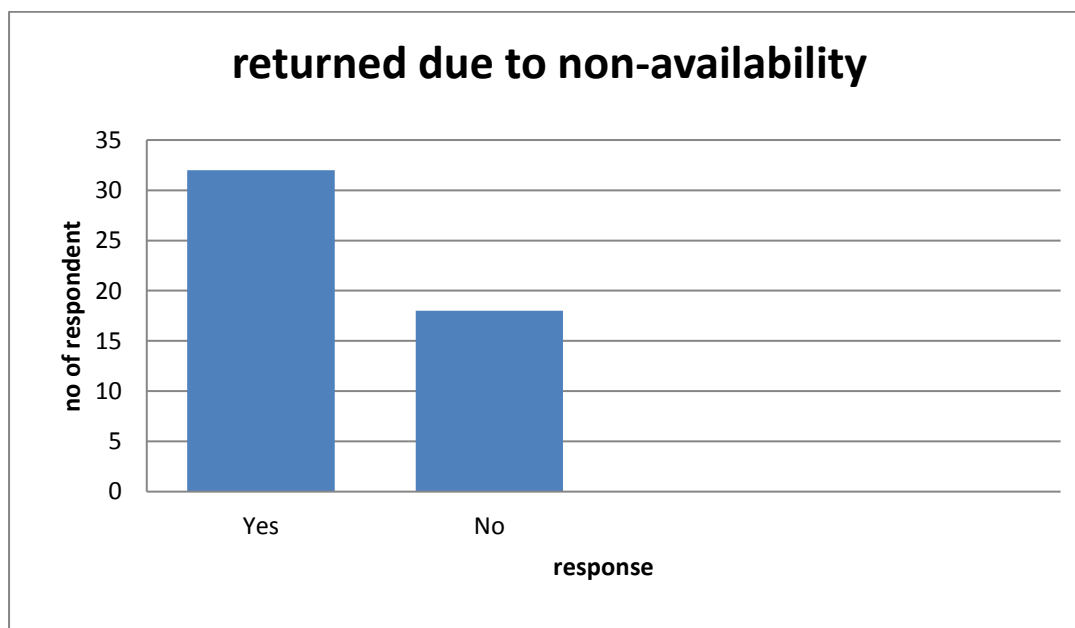
Quality of Deendayal Medical Store medicines?



Inferences:

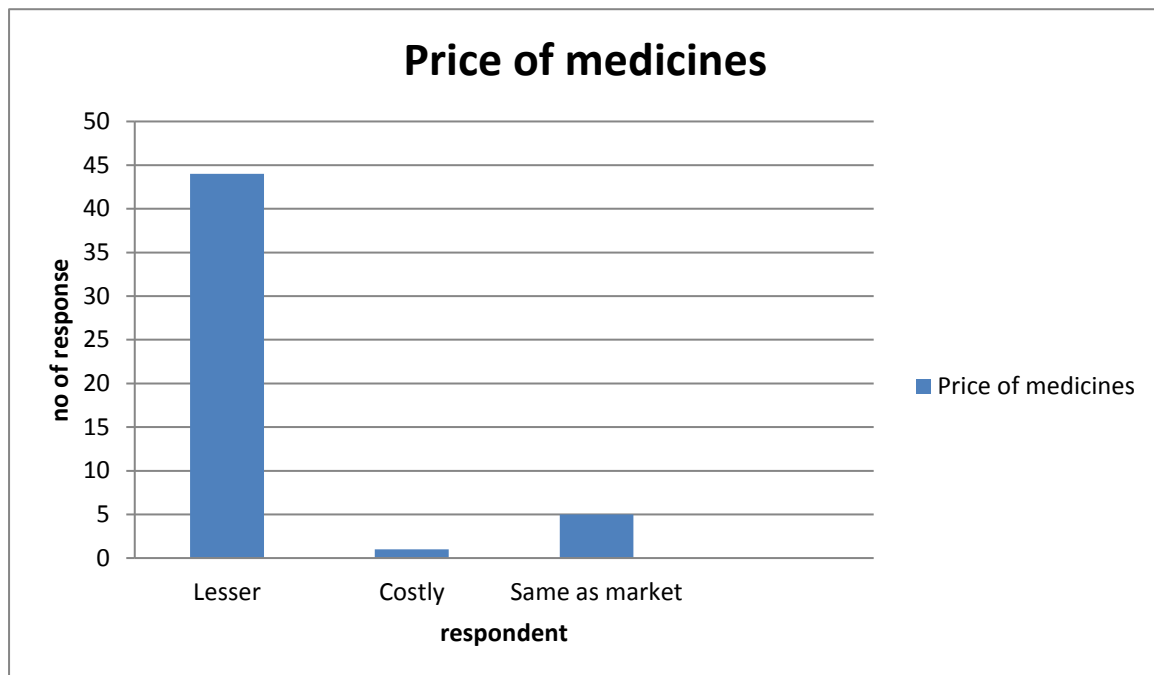
- ✓ It was found that most of the consumer said that quality of Deendayal medicine is Excellent to other medical store.

Ever returned due to non-availability of medicines?



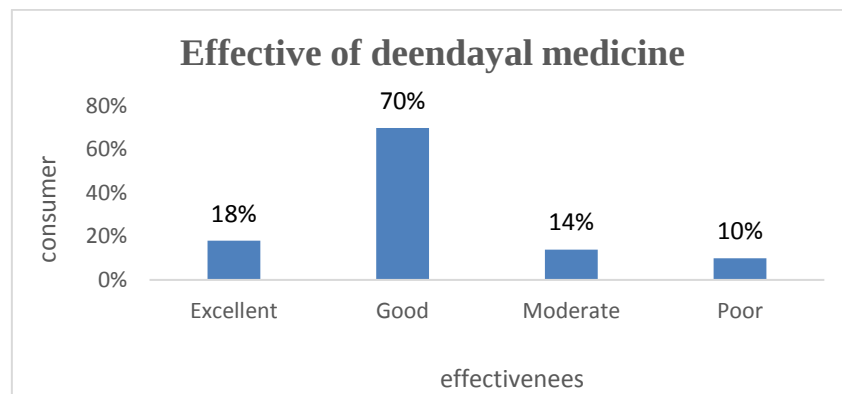
Inferences:

- ✓ 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 then other drug store.

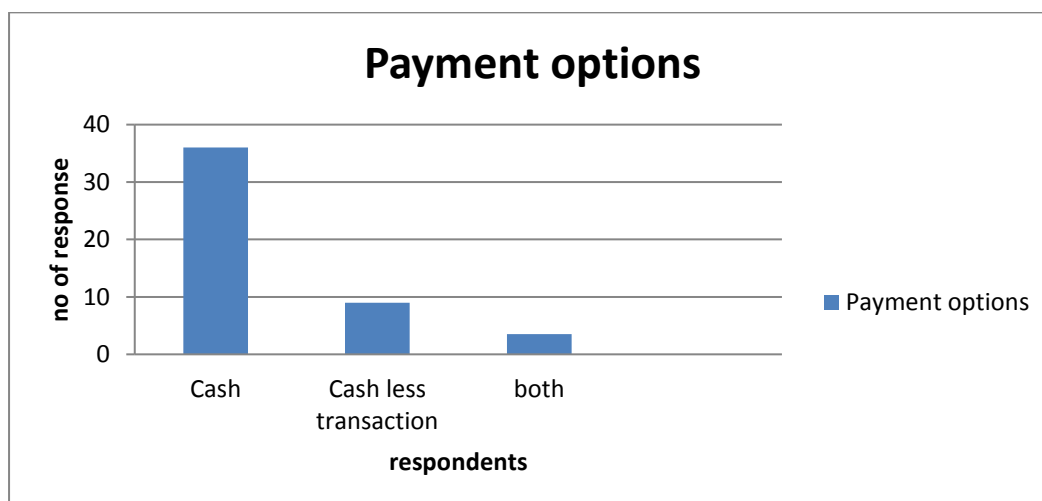
Effect of Deendayal medical store medicine?



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

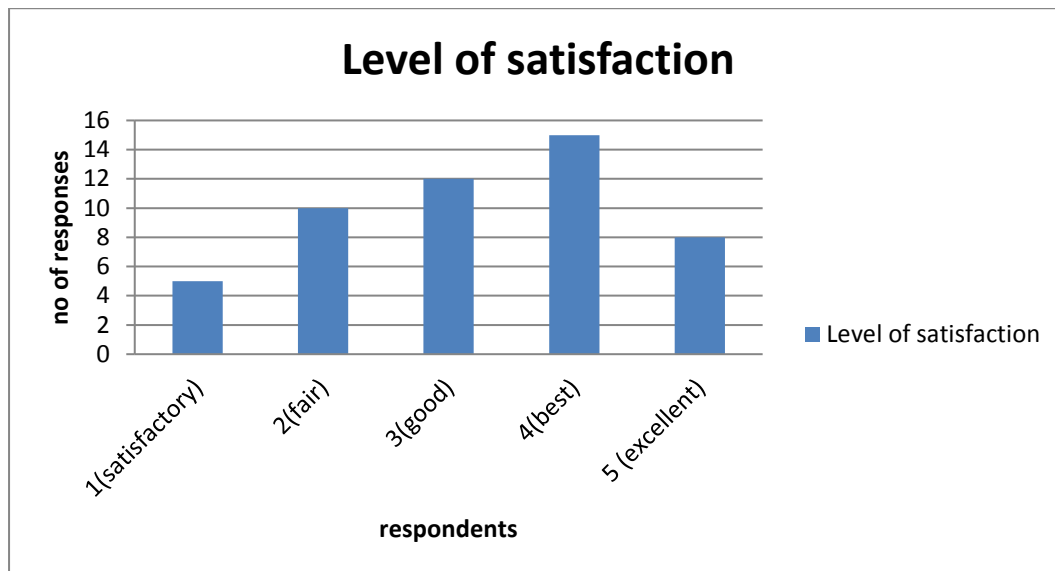
Payment option in Deendayal medical store?



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 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: -

- **E-Aushadhi works**
- Learning Tender **Process**
- Purchaseing order (**PO**) process.
- G-DAWA app function learnt
- Stock Verification manually.
- Issueing and receiving from E-aushadhi.

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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