

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

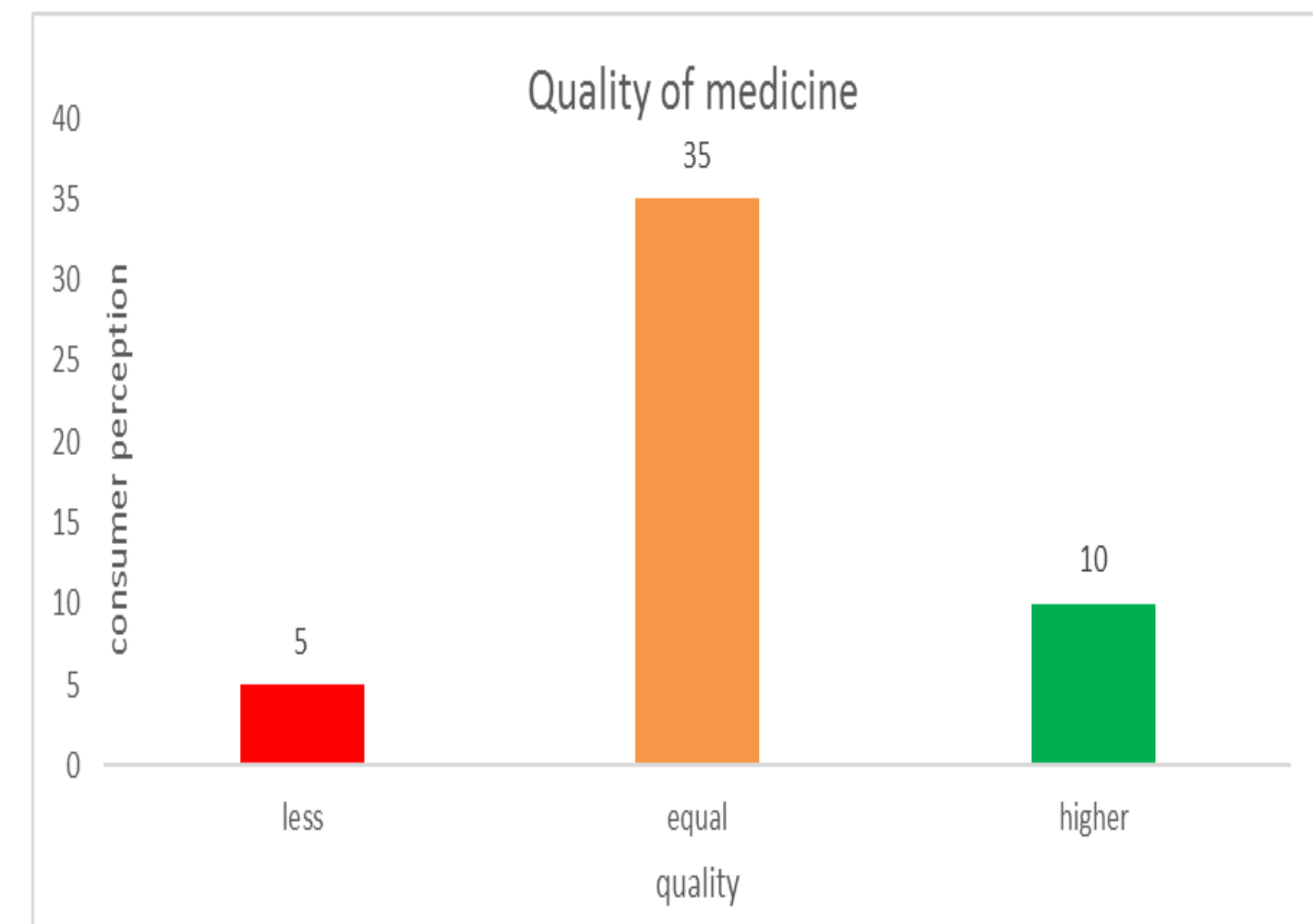
- To find out the consumer satisfaction towards Deendayal Medical store in vadodara, Gujarat.
- To access the consumer satisfaction towards quality, availability, price of medicines in Deendayal Medical store.

RESEARCH METHODOLOGY

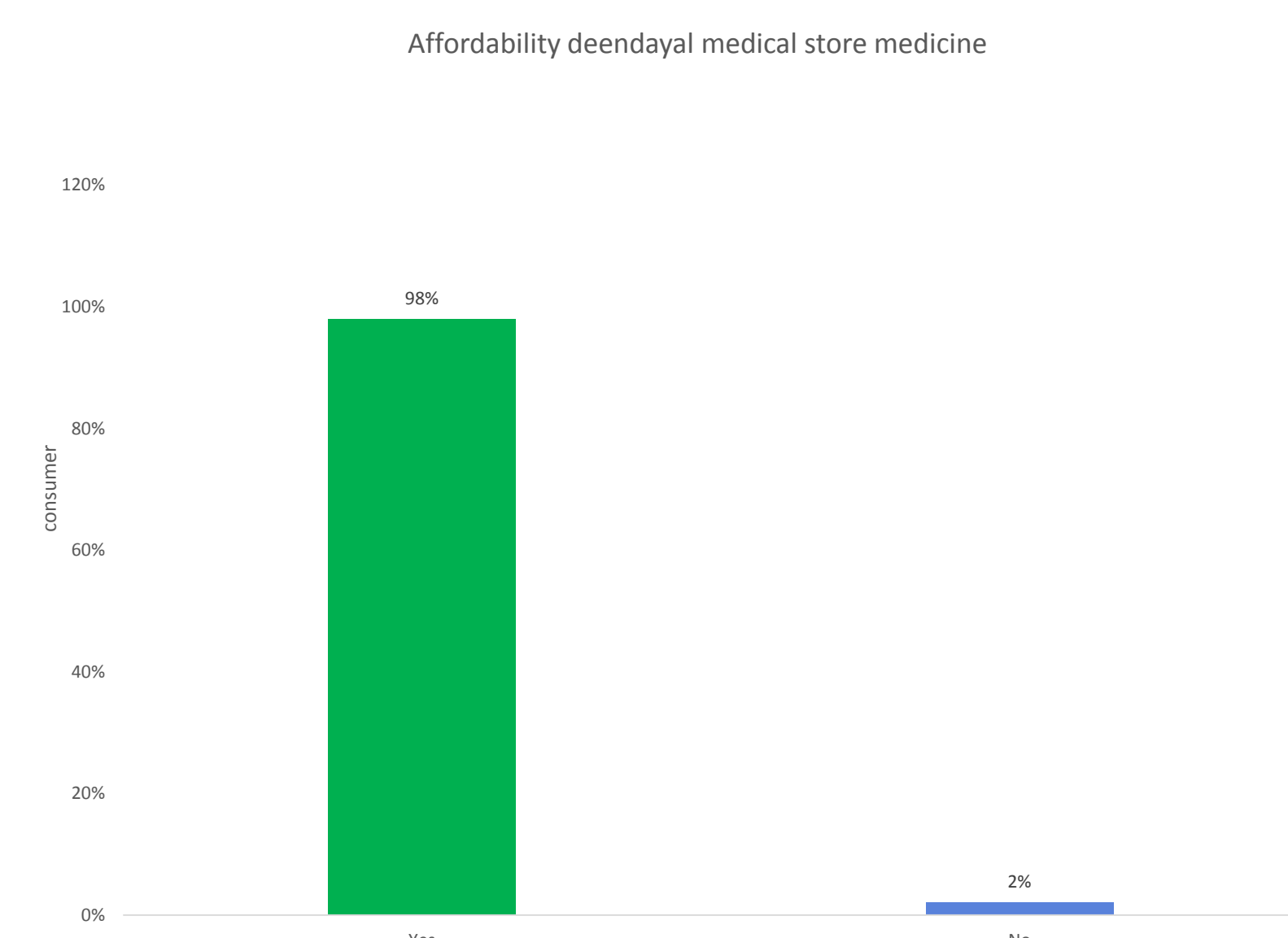
- Research Design:** Descriptive study
- Sample population:** Consumers
- Sample Area:** Vadodara(Gujrat)
- Sample Size** 50 consumers
- Sampling Technique:** Non-probability sampling technique
- Collection of Data:** The research involved data collection from primary sources. The primary data collected through questionnaire and semi structure interview.
- Data Analysis:** The data collected from questionnaire analyzed by MS- EXCEL and table, graph, chart, were used to present findings

FINDINGS

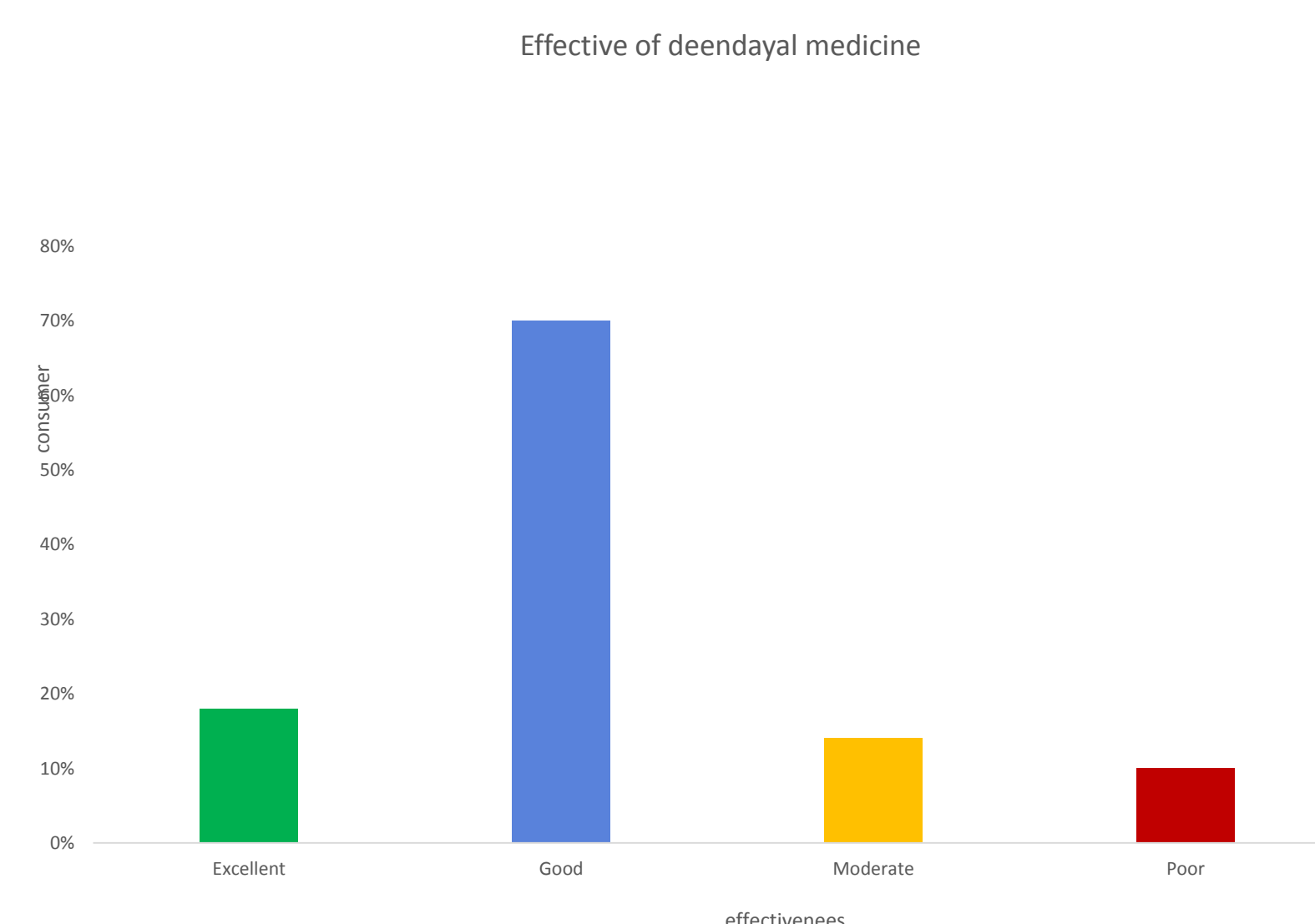
QUALITY OF MEDICINE



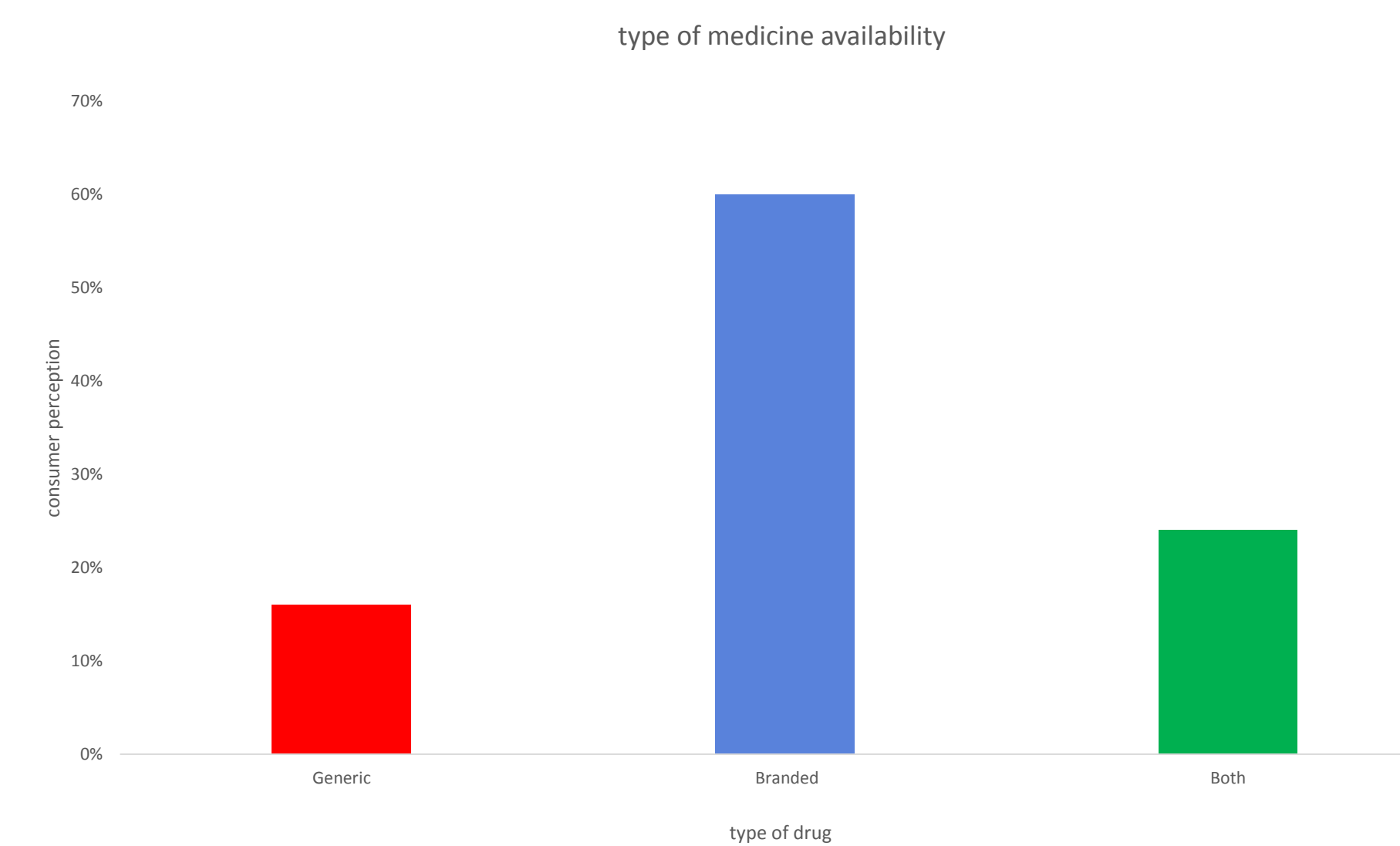
AFFORDABILITY DEENDAYAL MEDICAL STORE MEDICINE



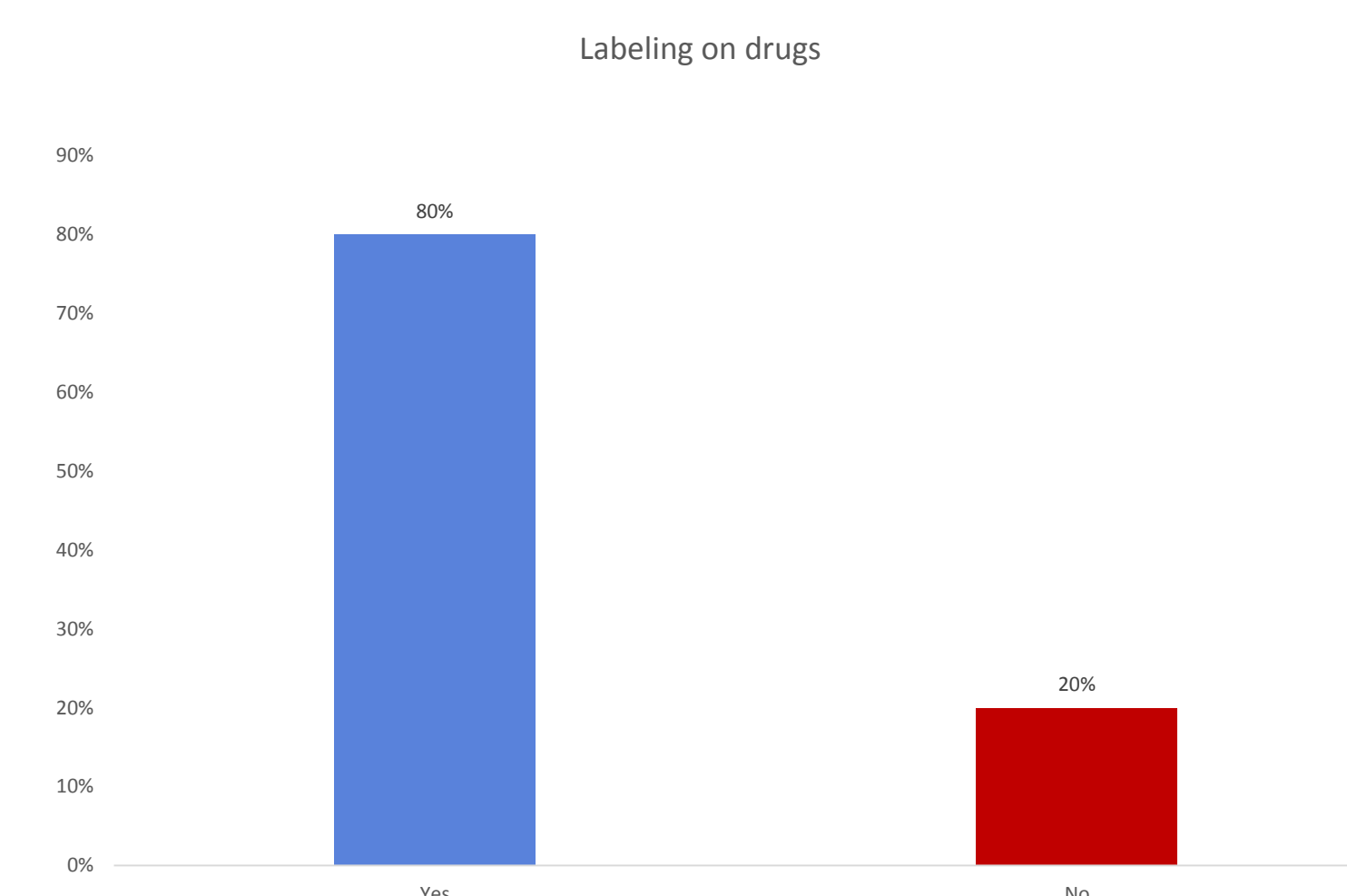
EFFECTIVE OF DEENDAYAL



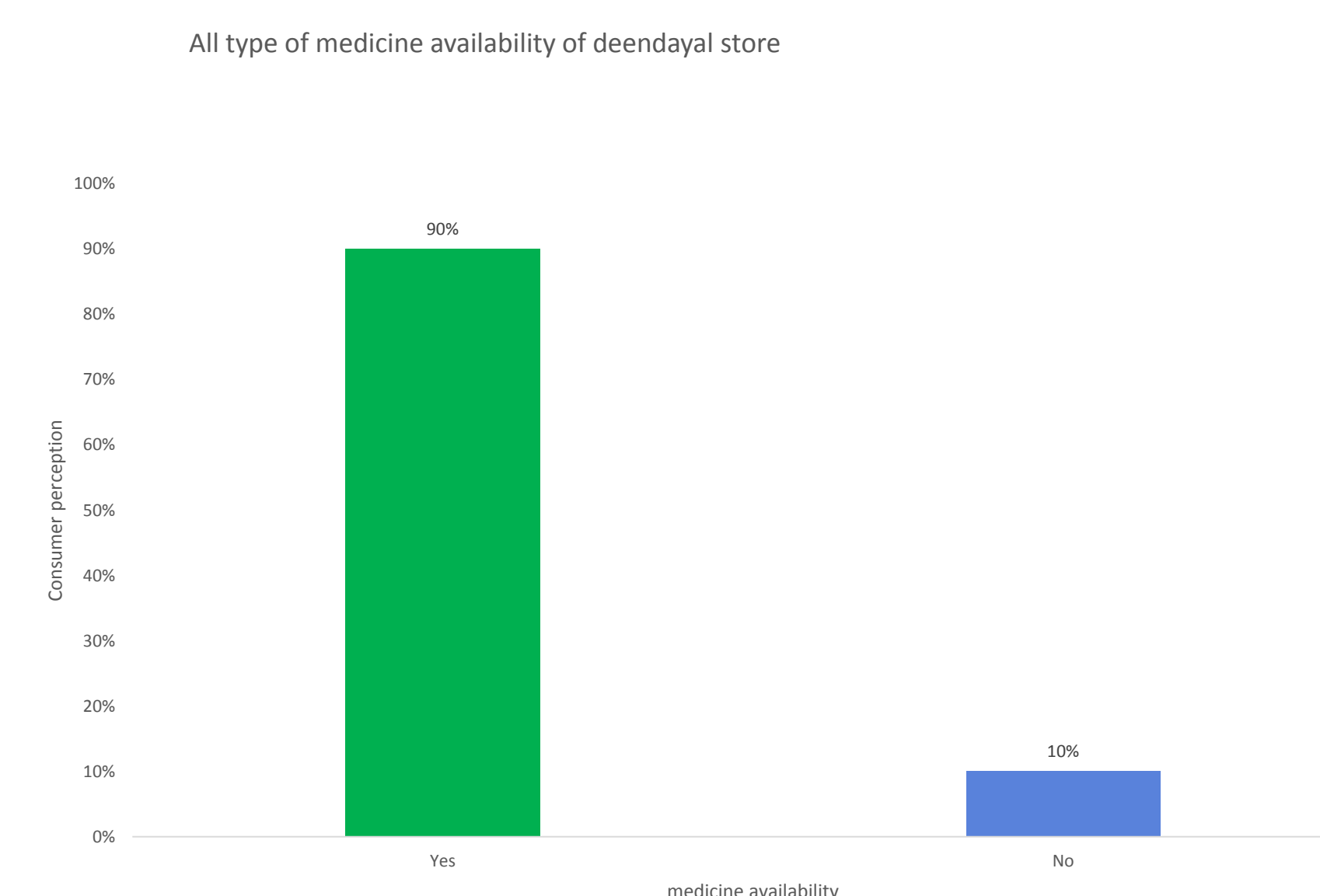
CATEGORY OF MEDICINE AVAILABILITY



LABELING ON DRUGS



ALL TYPE OF MEDICINE AVAILABILITY OF DEENDAYAL STORE



FINDING:

- The medicines available at **Deendayal store** comparatively cheaper than other retail medical shop, so middle and lower class may not be affordable to buy from the shop. It is recommended to offer the medicine with reasonable price to attract middle and low class people.
- Deendayal store** can improve by keeping all time availability of stocks, so that they can improve their satisfaction level towards **Deendayal store**.

CONCLUSION

- Through the research paper entitled, "A study on consumer 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 consumers satisfaction.
- The research outcome also indicates that, most of the consumers were satisfied towards **Deendayal store** with respect to the chosen factors.
- This study also indicates that the consumers loyalty towards the **Deendayal store** is also good.

Amit Kumar Jain *,Mr. Abhishek Dadhich **

*Student MBA PM 08, Roll no. 0059, Department of Pharmaceutical Management, The IIHMR University, Jaipur, Rajasthan.

**Professor, Department of Pharmaceutical Management, The IIHMR University, Jaipur, Rajasthan