5.1 Introduction

Business research method is a systematic and scientific procedure of data collection, compilation, analysis, interpretation, and implication pertaining to any business problem. It comprises of various steps that are usually accepted by an investigator in studying his research problem. This exercise is launched to provide objective and timely support to the decision maker of a business organization.

(Zikmund, 2007) Business research is well-defined as the methodical and objective process of gathering, recording and analyzing data for assistance in making business decisions. Cooper and Schindler (2009) define business research as a systematic enquiry that provides information to guide managerial decisions.

5.2 Research Statement

The problem studied in the present context is entitled - “Study of Customer Perceptions about Organized Pharmaceutical Retail Chain Stores” in Gujarat State. The research work focuses on customer perception towards organized pharma retail chain stores in Ahmedabad, Baroda and Surat cities.

The study has been undertaken to find the answers to the following questions:

1. What are the factors that drive the customers towards organized pharma retail stores?

2. What are the advantages from the customer point of view, of organized pharma retail store over the unorganized?

3. What are the types of products very frequently purchased by the customers form organized pharma retail stores?

4. What are the various value added services provided by the organized pharma retail stores?
5.3 Research Design

The research design is the comprehensive blueprint used to monitor a research study towards its objective (Aaker et al., 2000). It comprises the blueprint of collection, arrangement and analysis of data. A research design also includes an outline of what the researcher will do by framing the hypothesis and its operational implication to the final analysis of the data. The study is Exploratory in nature, followed by Descriptive Study. The exploratory research is mainly used to explore the insight of the general research problem. While conducting the research, the researcher generally faces a problem of not knowing anything about the problem. In this situation, the exploratory research is used to explore the different dimensions of the problem, so that the better understanding of the research framework can be developed. The descriptive research is conducted to describe the business or market characteristics. The descriptive research mainly answers who, what, when, where and how kind of questions. It attempts to address who should be surveyed, what, at what time (pre- and post-type of study), from where (organized retail stores), and how this information should be obtained (method of data collection). Nevertheless, descriptive designs are not proficient of addressing any of the why questions related with a given research problem (Hair et al., 2002). To be actual, a research design should furnish at least the following details:

a) A statement of purposes of the study

b) A statement of the data inputs essential on the basis of which the research problem is to be solved.

c) The methods of analysis to be used to treat and analyze the data inputs

5.3.1 Objectives of study

Primary objective of the study is:

• To study the perception of customers about Organized Pharmaceutical Retail Chain Stores in Gujarat state.

Secondary objectives of the study are:

• To understand and evaluate the growth in Organized Pharmaceutical Retail chain store in India.

• To study the benefits of Organized Pharmaceutical Retail store over the conventional medical store.
• To study and identify the factors affecting the customers to switch from conventional pharmacy stores to organized pharmacy retail store.

• To explore the drivers of customer satisfaction and Loyalty in Organized Pharmaceutical Retail store with reference to major cities in Gujarat State.

5.3.2 Nature of Data and Sources of Data

Primary as well as secondary data are used for the study.

Primary data are mainly collected by a researcher to address the research problem. In other words, these are not readily available from various sources; rather the researcher has to systematically collect it for a pre-specified research problem. This data has been collected through questionnaire.

Secondary data are the data that have already been collected by someone else. Secondary data has been collected from newspapers, magazines, websites, journals, articles, general discussion with retailers, etc.

5.3.3 Tools for data collection

Primary data was collected with the help of questionnaire which was distributed and collected from the respondents of Ahmedabad, Baroda and Surat cities of Gujarat State. The data has been collected from the customers who approached the organized retail store for the purchase of medicine, medical device, OTC products, personal care products, etc. Secondary data was collected through websites, journal, magazines, newspapers, articles, etc.

5.3.4 Sample design

The respondents are selected randomly but with the help of convenient sampling. The participation is voluntary. When surveying the people the approach is to interview those who are conversant and who might be able to deliver understanding concerning the relationship among variables. The data of 500 samples of major cities of Gujarat state was collected.

• **Population:*** - Population includes customers approaching organized retail store for purchase.

• **Sample element:*** - Individual customer who can spare time and provide the data is the sample element.
• **Sampling technique:** - Random and convenience sampling technique is used to select the sample.

• **Sample size:** - The sample size of 500 respondents was taken from Ahmedabad, Baroda, & Surat cities.

• **Questionnaire design:** - A structured questionnaire was prepared and distributed among the customers approaching the organized store for purchasing, in four cities of Gujarat state to study their perception and preferences towards organized retail stores.

5.3.5 **Area of the study**

The study is limited to the major cities of Gujarat State. Ahmedabad, Baroda, and Surat cities are selected for research study as these are the cities where organized pharma retail stores are found in good numbers and still there are chances for many more organized stores to be added.

5.3.6 **Data Scaling and Measurement**

In order to increase accuracy of research work, qualitative data scaling techniques such as nominal scale, ordinal scale and interval scales are used.

5.3.7 **Tools and Methods of Data Analysis**

5.3.7.1 **Tabulation and Classification of data**

The data was collected through a questionnaire and tabulated. The data has been classified on the basis of age, education, occupation, income held by the respondents. Cross tabulation has been done according to different variables and followed by analysis of the data.

5.3.7.2 **Frame work of data analysis**

Statistical package for social science (SPSS.17) was used to analyze the data. SPSS is the one of the most widely used of statistical software packages. It covers a broad range of statistical procedures that allows summarizing data, determining whether the differences between groups are statistical significant or not. SPSS also contains several tools for studying data, including functions for recording data and computing new variable as well as merging and mingling data files. Reliability and validity test was conducted with the help of SPSS software. All the above mentioned cross-tabulation was done with the help of SPSS, Factor analysis, chi-square test, ANOVA test as well as t-tests were carried out with SPSS.
5.3.7.3 Method of Analysis

5.3.7.3.1 Chi-Square
Karl Pearson in 1900 developed a no-difference between parametric test the significance of experimental (observed) and the theoretical frequencies (expected) received some theory or hypothesis. This test is for the Chi-Square test is a good test, and the difference can be observed to the expected values can be assigned and the random fluctuation (a sampling) or even the inadequacy of the theory, in fact due to the observed data. If you want the chi-square test is a test of a good fit or a judge, inter alia, attribute the significance of association, it is important that the observed and expected frequencies be the same as the theoretical distribution grouped together and all of the frequencies you should find the observed distribution. The chi-square test of independence is often an important tool for preliminary analysis of the data collected during exploratory research if the research is not only, what variables variables, it appears that what is the related data, and rated. This test is mainly beneficial to demographic data types.

Chi-Square Test is then calculated as follows:

$$\chi^2 = \sum \frac{(f_o - f_e)^2}{f_e}$$

$df = k - 1 - c$

Where

- $f_o$ = frequency of the observed values
- $f_e$ = frequency of the expected values
- $k$= number of categories
- $c$= number of parameters estimated from the sample data

Conditions characterizing chi-square test:

The chi-square test can be validly apply, if the following conditions are met:

- The observations should be accounted for under the collected.
- The sample should be independent of each other, that is to say, not as the samples should be taken twice or more.
• The number of observations is rather large, say N should be 50.
• The information must be given in the convenience of comparison and original units for the particular distribution you never have to be replaced or the relative frequencies.

• Little theoretical frequencies should be avoided in the calculation of chi-square test. The small relative concept. Preferably in all theoretical frequency greater than 10, but may not be less than 5. Whereas, chi-square distribution, a continuous distribution characteristic does not maintain, if the frequency is less than 5. In this case, integration techniques, which we will give you the frequencies that are less than 5, and the subsequent frequency (frequency) - allows the received amount is more than the 5 and adjust the freedom.

5.3.7.3.2 ANOVA

In short, multisample comparison ANOVA statistical methodology I founded by Fisher hallmark experiments during planning, design, analysis. This technique can be applied for analyzing experimental data. The change environments. The analysis of variance technique by trying to find out how much change errors caused by so-called random fluctuations also assignable causes. Breaks down the technique all the amendments, change in the meaningful items produced by the processes and random errors. Here, the "treatment" means preserving a experimental data for a given device can be used with the experiment. The group or a group is a management. The objective is not may also be assessed, if there is any significant difference in the two group by the mine.

If we are interested in the comparison of two or more devices, manage the most appropriate tool for the multisample comparison. It is here that the time of the study, the ANOVA wise on revenue wise age educational, a wise and sensible occupation: Is there a difference in perception of organized global pharma shop or not. A masculine variable is used then the so-called one-way multisampling comparison. If, for the two variables multisampling comparison is two way. The multisampling comparison one begins with a dispute which underpins the starting way analysis. We do not derivative and focus is only complex mathematical procedure for hypothesis testing and the market research. However, the model of the underlying assumptions and aspect, certain mathematical swivel and algebraic is inevitable.
Attitude:

The positive or the situation may have a negative influence on some sort of psychological subject matter. This pre-evaluated for individuals a settlement of an object or a symbol, or the world in a manner favorable or unfavorable. Your attitude is essentially involves three elements.

1. **A cognitive component** – it is a socio-psychological term used to describe a person's belief about the object or something.

2. **An affective component** – it is a person's feeling about the object or a thing such as "like" or "dislike", “good” or “bad”.

3. **A behavioural component** – it is a person's willingness to respond behaviorally to the object or a thing.

A study of the behavior and attitudes since measurement is of importance is the assumption that there is a strong association between attitude and behavior. It is the researcher, please, to hold the connection to the collective level, such as the individual level. A number of factors, which affect the attitude, the person's behavior can only be one of the important factor is that behavior between more of the other factor may be, and the others. For example, the person who is a product I will buy a promising approach is not, because, for economic reasons but can be purchased for a personal. As the situation in the economic decision the association operation indeed, this is very similar to the cognitive and affective components of behavior and in the future.

5.3.7.3.3 Likert’s Scale technique

The respondents have a certain degree of or their disagreement with the series to statements for each of a stimulus. The Likert scale is often used in marketing. Easy to set up and keep it easy for the respondents, the full, and the appropriate the mail, phone, personal assessment. This technique is very regularly summated scales the society attitudes and shadow Likert-developed structure. For this reason, it is often, Likert-type scale. The Likert scale is, the accused was asked to respond to each statement to some degree, generally of five degrees (but may be 3 or 7 db) or.

Using Likert scale should be recorded in the method of analysis." aparticular classifies under item between what they are good people, whose aggregate score high, which
score low. These claims, that best fulfill this sort of discrimination test is included in the final device.

It is therefore summated balance statements shall include the question, or the opinion of the favorable or unfavourable to that object is requested for the defendant to answer. The defendant has accepted the agreement or disagreement shall determine the zeros or all ones. Each answer is the numerical result, which the favorableness or unfavourableness of scores, and the respondent's calculation. Other words, the total score represents the respondent's position toward the favorableness or unfavourableness.

**Benefits:**
The Likert scale offers several advantages.

(A) that the relatively simpler to use than to prepare the Likert-type scale is to the contrast the Turnstone-type scale for Likert-type scale is used to access, without judging panel.

(B) the Likert scale consistent taken into account because certain elements of respondents answer. As such, it also provides more information than the Thurstone scale.

(C) to the declaration, which included the Likert scale, an empirical test of the ability, as opposed to the Thurstone scale, the authorities the Likert scale statements that are not related (direct connection) the conduct under investigation.

Likert scale (D) can easily be used by the accused is centered and stimulus, i.e. studies we know how the responses differ from the people and how stimulus responses are different.

(E) Likert scale it takes much less time, are often used to construct the trainee research award.

**The Likert scale.**

Also many limitations Likert scale. One essential restriction, that it is only this scale, the respondents have more or less favorable to the theme, but we cannot tell you how much more or less as they are. There is no basis for the belief that the five position in the scale. The whistling "Maggie Lauder" to 'very satisfied" and "equal" is not satisfied with the "are you satisfied with" and "not satisfied" not dissatisfied. This means that the Likert scale was not justified by greater than (a) is measured on a scale.
A further disadvantage is that often, the total score for each accused the small clear report score in one may be given to the answer. It is doubtful that the legends of the defendant is authentically a short description of the printed form to the real-life situations. In addition, is still the possibility that the people they think that what answer to this I feel, rather than that they felt.

In spite of the constraints, the Likert-type summated scale can be observed in most all cases may be useful when the respondent's comparison of the score distribution of scores a well-defined group. In accordance with this useful, if they are the change we are in trouble or for development in this case, the balance sheet for measuring and attitudes before and after the program change, or repair, or, in order to judge whether the that the desired effect. What is the scale associated without any other measures the absolute value is the what is favorable and what feelings about him. This is the popularity of Likert scales to measure social studies attitudes and expectations.

5.4 Scope to study

The study of the present study made an attempt to purchase the customer to the storage of drugs to the traditional global pharma global pharma or the branded retail store three major cities, namely Gujarat, Ahmedabad, Baroda, near Surat. This includes the basic concept organized global pharma in retail, the factors affecting the customer's buying behavior rather than the organized storage of products outstanding CD collection. The test carried out on the trend of new branded retail multinational pharma Gujarat and the changes in consumer perception. The aim is not only the place, time, and this data collected during the course of the investigation. Data provided by the study of respondents only the 500, which may not be represented by a significant amount for the general public as a whole. The basis of the results of the 500 respondents answers be biased or not. Only the test the Apollo pharmacy, health, and Frank Ross DialforHealth pharmacy located on the Ahmedabad, Baroda, near Surat. Similar tests this line you can continue to other towns and cities, and the various retail pharmaceutical brands in India. Additional research study of the perceptions on to customers the products other retail pharmacy organized.

5.5 Limitations of the study

The research work, data collection and interpretation of the highest possible
reliability, consistency, however, due to some respondents predispositions specific to commercial vehicles, the study of the certain restrictions are as follows:

1. The study shows the current position in Gujarat and the cities chosen so the result is not the other.

2. Only the study of 500 respondents in towns and cities of Gujarat.

3. The collection of data organized in three different Gujarat pharmacy, store it in, but there is still a few more organized business is the pharmacy chain store.

4. Answer: That depends on whether the questionnaire in the beliefs and prejudices were organized the customers in the global pharma chain store.

5. It is expected that the respondents have is not true and honest views and the survey truthfully and without bias.

6. The present study the scarce the collected information to the client requirements organized pharmacy chain store with the help of the questionnaire.

5.6 Key Terms

Some of the key terms used in the study and significant for the understanding of purpose.

(I) the retail

Retail sales in the group's business activity updates, provides the value of the products and services for consumers personal or family use. The last section the retail movement of goods and / or services provided by the manufacturer to the consumer. The "retail" is the French "intermediaries", which means to "Cut a piece" or "high". A retailer shall be defined as "the merchant trader sells or in small quantities". Perform the following important retail distribution process:

1. For precision products and services

2. Breaking i.e. selling small quantities

3. Bracket Kit

4. Service

II) organized retail.

This is the term used is very common in India and across the world. There is no standard definition of the term. What is generally understood by the organized retail is
also "trade license activities carried out by retailers with", i.e., registered sales tax, corporate tax, etc. These enterprise backup hypermarkets and the retail chains, and the privately owned large retail businesses. Some experts suggest that this category may be called "corporate retail trade instead of organized retail. Unorganized retail, indicates that the traditional settings in the low-cost retail, for example, the local shops, the owner-operated kirana stores, general stores, beedi or paan shops, service providers, manual carriage and sidewalk etc.
III) **Indian retailers** Retailers are included: Indian retail companies, which set up in India.

(IV) retailers retailers which are globally: Globally retail companies in established outside territory of India and more continent and countries.

V) **perception:** as you know, that the first place, only a very small number of the stimuli perceived in atmosphere, these small amount. And that you do not enter the consciousness may not be submitted. The significance of the stimulus, which must be understood to mean the individual is not affected by, or the unique weight, needs, and experiences. These are the development of the information. The schematic representation of the process is shown in figure 5.1.

In order to assess the perception, the sense necessary for understanding. What is the feeling of immediate response a sensual receptors (e.g., eyes, ears, nose, mouth, fingers) of such essential stimuli, light, color and sound. Detection and, on the other hand the procedure by which the stimuli, and interpreted.

**Figure. 5.1 The detection process model**
1) **reason**: It is the result of the individual and the group work. The procedures, which take account of the individual toward concentration, and for how long is the direction of the force is the department's objective is to achieve the individual goal or

Three key elements are:

**Intensity**– how hard a person attempts?

**Direction**– effort that is directed toward and consistent with, organizational goals

**Persistence**– how long a person can preserve effort?