CHAPTER-7

FINDINGS, CONCLUSION & RECOMMENDATIONS
7.1 Introduction

The present research “Study of Customer Perceptions about Organized Pharmaceutical Retail Chain Stores” mainly aimed at finding out which are the important factors responsible for creating positive perception towards organized pharmaceutical retail chain stores in Gujarat state. An extensive study of related literature laid the basis for the questionnaire that was designed as part of the research. In-depth interviews with experts, practitioners and top management representatives provided a number of useful insights in preparing the questionnaire and conducting the pilot study. This chapter puts together all important findings of the study and draw conclusions based on those. The findings, conclusions and recommendations presented in the following pages are based on the study of literature and analysis of the collected data.

**Fig: 7.1 Model: Customer Satisfaction & Loyalty Drivers**

- **Convenience**
  - Experienced & Qualified Staff
  - Employees behavior
  - Guidance regarding the usage of medicines
  - Variety of health and personal care products
  - Availability of medicine

- **Ambience**
  - Billing Pattern
  - Store Area
  - Store Ambience
  - Display of products

- **Promotional Offers**
  - Value added services
  - Good sales and promotions scheme
  - Cold chain facility
  - Breaking of Bulk
  - Product Returning policy to the store
From the research and other related literature review it has been found that there are 14 different factors which are responsible to attract the customers towards the organized retail pharmaceutical chain stores. This has been further grouped in three main factors after factor analysis, namely **Convenience**, **Ambience** and **Promotional offers**. The above mentioned factors were taken in this study and their perceptions were studied.

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<th>r. No.</th>
<th>Convenience</th>
<th>Ambience</th>
<th>Promotional offers</th>
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<td></td>
<td>Experienced &amp; Qualified Staff</td>
<td>Billing Pattern</td>
<td>Value added services</td>
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<td></td>
<td>Employees behavior</td>
<td>Store Area</td>
<td>Good sales and promotions schemes</td>
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<td>Guidance regarding the usage of medicine</td>
<td>Store Ambience</td>
<td>Cold chain facility</td>
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<td>Variety of health and personal care products</td>
<td>Display of products</td>
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<td>Availability of medicine</td>
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<td>Product Returning policy to the store</td>
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7.2 Summary of Findings:

The research was carried out at mainly three organized retail chain stores namely Apollo Pharmacy, Planet Heath and Frank Ross Pharmacy and that too in three cities Ahmedabad, Baroda and Surat.

- It is found that in terms of Awareness and Visit Apollo pharmacy is found to be ranked no. one followed by Planet Health and DialforHealth. The other players which were new and know to the customers were Medi Pharmacy, MediPlus, Green Channel, Drug & Food, etc.

- From this study it is found that customer visit the organized pharmacy store mainly to purchase prescribed medicine, personal care products and over the counter products respectively.

- From this study it is found that the main motive which pulls the customer towards the organized pharmacy retail chain store is Availability of the product, Experienced and qualified staff at the store which helps in guiding the patient about the usage of the products, Value added services like free home delivery, regular reminders for the routine medicine, points on regular purchase, etc.

- Factors to which customers give the prime importance are schemes, discounted price of the product and range of products respectively.

- From this study it is found that the customers visit the store by self-motivation or by friend or doctor recommendation.

- As per the customers feedback the organized retail pharmacy chain stores should provide more discounts, need to increase advertisement and do more awareness programs to increase the popularity of the stores.
7.2.1 Hypothesis:

The overall satisfaction of the customer at the organized store and Age group of the customers are not independent (dependent) upon each other.

The overall satisfaction of the customer at the organized store and Occupation of the customers are not independent (dependent) upon each other. 

The overall satisfaction of the customer at the organized store and Income of the customers are not independent (dependent) upon each other. 

The overall satisfaction of the customer at the organized store and Education of the customers are not independent (dependent) upon each other.

From hypothesis testing it is found that overall satisfaction of the customer is dependent on Age, Occupation, Income & Education.

7.2.2 t-test:

From the table of t-test Gender wise it is found that in terms of billing pattern, Availability, Schemes, Product Returning Policy & Overall satisfaction at organized stored there is significant difference in the perception gender wise. Whereas for other factors like Experience & qualified staff, Employees behaviour, usage of medicine, store area, store ambience, display of products, cold chain facility, Value added service, Variety of products, Breaking of Bulk, Recommend friends & relatives and Opinion about substitution there is no significant difference in the perception gender wise.
7.2.3 ANOVA test:

From the table of ANOVA Age wise it is found that there is no significance difference for Experience and qualified staff required & Availability of medicines. While for others factors it is found that there is significant difference Age wise

From the table of ANOVA Education wise it is found that there is no significance difference for Recommendation of store to friends and relatives, regarding store area, Display of products, Availability, Value added services, Schemes, Variety of products and Product returning policy. While for others factors like Opinion substitution related, Experience & qualified staff, Employees behaviour, usage of medicine, billing pattern, store ambience, Cold chain facility, breaking of bulk & Overall satisfaction it is found that there is significant difference Education wise.

From the table of ANOVA Income wise it is found that there is no significance difference for Usage of medicine, Display of products, Schemes, Variety of products, breaking of bulk and Product returning policy. While for others factors like Opinion substitution related, Recommend friends & relatives, Experience & qualified staff, Employees behaviour, Billing pattern, Store Area, Store ambience, Cold chain facility, Availability, Value added services & Overall satisfaction it is found that there is significant difference in perception Income wise.

From the table of ANOVA Occupation wise it is found that there is no significance difference for Recommend friends & relatives, Experience & qualified staff, Usage of medicine, Store ambience, Availability, Schemes, Breaking of bulk and Overall satisfaction. While for others factors like Opinion substitution related, Employees behaviour, Billing pattern, Store Area, Display of products, Cold chain facility, Value added services, Variety of products, & Product returning policy it is found that there is significant difference in perception Occupation wise.
7.3 Conclusion:

The development in the organized retail will have a progressive multiplier effect on the Indian economy. Retail industry is also fascinating lot of investment both in domestic and at global level in numerous support industries: like IT industries, logistics and warehouse distribution services and cold chain infrastructure, in order to support the supply chain.

Lastly, organized retail is generating quality labor class that is gaining vocational training in skilled as well as unskilled jobs. However, there is a timely requirement for a fresh governing framework and rivalry policy so that both traditional retail as well modern retail can endure to grow in congruence ultimately closing the gap between the organized and unorganized sector.

“Pharmacy retailing stores would become like discount retailing stores whereby the chains would be obtaining directly from pharma companies. The forthcoming trade channel would evolve in such a way that there will be value migration from suppliers to retailers, the motive being the closeness between retailers and the end customers. As the role of the intermediary declines, retailers will become stronger in their negotiating powers than manufactures, and the only way for companies to keep their negotiating power is to enter into retailing themselves.” Co-promotion with the retail chains would surge the sales and build up a long term relationship with the consumers. The supply chain would be well-organized due to tight inventory control or self-ware housing. It would also reduce damages due to products reaching their expiry dates and stock-outs.

Remarkably this system will renounce the possibility of mediators producing fake scarcity of life saving drugs and medicines in order to profligate in huge profits. Computerized operations will guarantee immediate and precise flow of information,
also due to centralized purchases and back end support there is an intermittent change of spurious medicines filtering down to the shelves. Promotions as well as advertising will be taken care of by a master franchisee, and the value added facilities from the company by way of free camps would help in creating a loyal customer base. The back end support from the master franchisee’s inventory would give healthier margins rendering into better profits. The customers would be benefit with discounted goods, as well as benefits of free medical advice, timely reminders on continuity of treatment or care free of cost by simply preserving customer profiles and database.

The FDI debate has unlocked many concerns which justify proper attention of the policymakers before the retail segment is opened up to foreign investors. The findings and deliberations of this Study disclose that unlike in other segments, FDI in retail sector will have a much extensive impact on the economy. Principally, organized global retail chains will discontinuity the traditional symbiotic association and the way the business that exists. The negotiators should bargain for market access in foreign countries for certain types of services, where the specific country enjoys competitive advantages over others.

7.4 Recommendations:

As the overall trend of organized stores is increased, the pharma organized stores does not leave behind. In terms of awareness among the people about the organized pharmacy stores is increased and the trend towards it is very positive. We see that as the trend is positive and there is good earning in it we see many new players entering into it. Mainly the purchase from the store is of prescribed medicine, personal care products and over the counter products. So the stores should maintain the proper inventory of the required products. The main motive which attracts the customer towards the store are Availability of the product, Experienced and qualified staff at the store which helps in guiding the patient about the usage of the products, Value added services like free home delivery, regular reminders for the routine medicine, points on regular purchase, etc. should be taken proper care.

Customers give the prime importance to schemes, discounted price of the product and wide range of products respectively so the organized stores should take proper care of these things as to attract more customers. Organized stores should provide membership health card which has various benefits. The membership card holder customers can avail discounts of up to 50% on medical service charges imposed by some of the well-known hospitals, consultant doctors, pathology labs,
nursing home, health & fitness club, etc. of the city. Free health check-ups and advising camps, Special offer, surprise gifts, lucky draws and much more for the members. These types of activities will increase the customer base with proper word of mouth communication.

As per the customers feedback the organized retail pharmacy chain stores should provide more discounts, need to increase advertisement and do more awareness programs to increase the popularity of the stores. The customers feels that the outlet ambience and store outlet area are up to the mark and does not require changes in it. The store layout is such that the customer find easy to exploration for the products. The product range should be extended both horizontally and vertically to provide the needs of customers. The staffs are sufficiently trained in handling customers and customer relationship which delivers an edge to organized pharma retail stores over other the unorganized retail store.

Finally to it can be said to increase the sale of the products from the organized retail pharmacy the owners of the pharmacy should take of the above mentioned factors i.e. broadly classified as Convenience, Ambience & Promotional activities or offers.