A STUDY ON CUSTOMER AWARENESS TOWARDS PRADHAN MANTRI BHARATIYA JAN AUSHADHI KENDRA'S WITH REFERENCE TO TIRUPUR DISTRICT

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ABSTRACT

This paper is designed to check Customer Awareness towards Pradhan Mantri Bharatiya Jnanaushadi Kendra's. This study is finished to understand the knowledge, perception and attitude of individuals and patients towards generic medicines provided by the govt. At low cost through Jan Aushadhi Medical Stores, which supports and helps the people below the personal income. This helps to spot the problems faced by people and also helps to make your mind up and to relinquish solutions regarding the matter that, not every-one is aware of the schemes implemented by the govt. For the welfare of the people below the personal income. The successful solution is taking measures like campaigns, educating the people to form them more alert to the Jan Aushadhi Medical Store. The study target the degree of knowledge of individuals about Jan Aushadhi Medical Store, the people's awareness of Jan Aushadhi Medical schemes, to understand the willingness of individuals to shop for generic medicines, to review the understanding and people's perception on generic medicines, to study the satisfaction level of consumers towards quality, price, availability, accessibility, acceptability, affordability of those medicines and to understand about how the govt. Initiative measures reach among the people. For the study's aim, the researcher has selected 100 respondents who are aware of the PMBJPK. Descriptive research methodology is employed to conduct the study. It includes survey and fact-finding inquiries of various kinds. It focused on the issues of the advantages availed from PMBJPK. All levels of shoppers were surveyed by using a questionnaire and also, the level of satisfaction or dissatisfaction from PMBJPK was studied. Finally, the detailed information about the advantages they had received was also considered... Finally, it attempts to supply suggestions to the purchasers to teach way more about PMBJPK.

KEYWORDS: *Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana Kendra (PMBJPK), Central Drug Standards Control Organisation (CDSCO), Jan Aushadhi Store (JAS), Generic Medicine, BPPI (Bureau of Pharma Public Sector Undertakings of India)*

1.1 INTRODUCTON

JAN AUSHADHI is launched by government of India on December 2008 by the department of pharmaceuticals, ministry of chemical and fertilizers and government of India and it got registered as an independent society in April 2010.

Medicines constitute substantial proportion of out of pocket (OOP) expenses in Indian household. JAN AUSHADHI aims at providing cheap and generic medicines through JAN AUSHADHI stores establishes across the country. These stores not only provide cheaper product but also quality products at

cheaper prices. These medicines are provided through specialized centres known as PRADHAN MANTRI BHARATHIYA JAN AUSHADHI PARIYOJANA KENDRA

(PMBJPK) . It has been launched by Prime Minister of India, Sree Narendra Modi. These stores are mostly opened near Government hospitals to provide low cost medicines to poor and needy. Financial supports are also provided to the JAN AUDHADHI store owners (NGO‟s / Agencies / Individuals) upto 2.50lakhs.Increased health care expenses remain a major concern worldwide, especially in underdeveloped and developing countries where majority of the people are unable to meet them and India is no exception. According to one of the estimates, 70% of Indian people spend their 10-20% of total income as health expenses and adds up to their financial difficulties that 3.2% of Indians live below poverty line and lack of the health insurance further compounds to the above situations. At the top of the above scenario, the Indian market has number of same drug formulations with different brand names. According to one of the reports, 1lakh brand medicines are registered and made of 1000active pharmaceutical ingredients. This has resulted because of mushrooming of large number of pharmaceutical industries as India is ranked 3ʳᵈ largest in volume and terms who brand the same medicines by different brand names.

1.2 SCOPE OF THE STUDY
1. The focus of this research work is to primarily study on the positive impact of Jan Aushadhi medical scheme towards people who is not affordable to buy medicine at high prices and also the people‟s awareness on this scheme.
2. This study is confined to urban areas and can be extended to rural areas where a vast population have to rely on generic medicines.
3. This study can be extended to rural areas of Karnataka which can provide a holistic view of attitude and acceptance of Jan Aushadhi by both rural and urban customers of Tirupur.

1.3 OBJECTIVES
☐ To know the customer awareness towards Jan Aushadhi Medical shops.
☐ To study the attitude of customer towards Jan Aushadhi Medical shops.
☐ To measure the relationship between Branded medicines and Jan Aushadhi.

☐ To offer suitable promotional for Jan Aushadhi stores.

1.4 RESEARCH METHODOLOGY
Descriptive research is followed in this research. The universe of the population includes the respondents who are the customers of Jan Aushadhi, Tirupur. The samples were selected among the customers of Jan Aushadhi located at Tirupur 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. The research design is descriptive and empirical. The researcher intends to use this type research in order to explain customer satisfaction level towards Jan Aushadhi product. Necessary data required for analysis are collected through questionnaire.

2.1 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.

Jose 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 modeling 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.

3. FINDINGS
1. 93% of the respondents are male and 7% of the respondents are female. The majority (93%) of the respondents are male.
2. 88% of the respondents are below 25, 8% of the respondents are 26 -35, 0% of the respondents are 36-45 and 4% of the respondents are above 45. The majority (88%) of the respondents are below 25 .

3. The above table and chart shows the marital status of respondents. 88% of the respondents are single and 12% of the respondents are married. The majority (88%) of the respondents are single.

4. 55% of the respondents are UG, 18% of the respondents are school level, 15% of the respondents are PG and 12% of the respondents are others. The majority (55%) of the respondents are UG.

5. 60% of the respondents are joint family and 40% of the respondents are nuclear. The majority (60%) of the respondents are joint family.

6. 42% of the respondents are rural, 48% of the respondents are urban and 10% of the respondents are semi- urban. The majority (48%) of the respondents are urban.

7. 7.42% of the respondents are below 10,000, 35% of the respondents are 10,001 – 15,000, 5% of the respondents are 15,001– 20,000 and 18% of the respondents are above 20,000. The majority (42%) of the respondents are below 10,000.

8. 52% of the respondents are aware about the Jan aushadhi medicals and 48% of the respondents are not aware. The majority (52%) of the respondents are aware about the Jan aushadhi medicals

9. 32% of the respondents are visited to Jan aushadhi medicals and 68% of the respondents are not visited

10. 75% of the respondents are much better and 25% of the respondents are much worse. The majority (75%) of the respondents are much better.

11. 80% of the respondents are satisfied, and 20% of the respondents are not Satisfied. The majority (80%) of the respondents are satisfied

12. 12.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, order booking facility, home delivery service, payment options, hygiene and cleanliness of the store, maintenance of medicines at proper temperature, and proper information printed in package of medicines in Jan Aushadhi store.
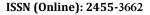
4. CONCLUSION

Through the research paper entitled,"A study on customer satisfaction towards Jan Aushadhi", 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 Jan Aushadhi medial store with respect to the chosen factors. In a competitive world, firms expect to increase the quality and customer satisfaction, and obtain customers more loyalty to the firm. These are keys to lead the market. The understanding of what drives the customer to be more loyal is the crucial element of all. Our objective for this study is to clarify relationships between service quality, customer satisfaction, and loyalty (as a positive behavioral intention). The customer decision-making process for service products, and especially with services that are linked to health, is modeled as a complex system that incorporates direct and/or indirect effects on behavioral intentions. The presented results, supports this position. Moreover, this is a quasi-beginning study in a service that is not explored in the analysis of quality, satisfaction, and customer loyalty. So, this appears to be a worthy area to pursuit. We provide evidence that quality direct affect satisfaction and satisfaction direct affect the positive behavioral intentions. The direct effect of service quality in behavioral intentions was not confirmed. Using a structural equation modeling methodology we demonstrate that the more competition (urban pharmacies) less loyal, the more dependent with the service (high consume in product pharmacies) the more loyal. An interesting result is that there are no negative behavioral intentions in the pharmacies customers. This is due, certainly, to the impossibility to the customer to change from one pharmacy to another and to the dependency of must customers to the pharmacy services. There are many implications from this study to future researches. The replication of this study is one of them. But, more and different variables should be considered in new models. The variables introduced in the exploratory factorial analysis and not confirmed in the structural equations analysis could be more important when the market structure of the pharmacies will be competitive. This study also indicates that the customers loyalty towards the Jan Aushadhi is also good.

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