



# A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE MEDICINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

*In this pandemic situation people started to use online shopping for the safety purposes. So I decided to do the project as “A study on consumer satisfaction towards online medicine shopping”. The main objectives of this study is to find out the prominent reason on customers satisfaction towards online medicine shopping. Satisfaction is a person’s feelings of pressure or disappointment resulting from product’s perceived performance outcome in relation to his or her expectations. Customer satisfaction is the level of a person’s felt state resulting from comparing a product’s perceived performance outcome in relation to the person’s expectations”. This satisfaction level is a function of difference between perceived performance and expectations. If the product’s performance, exceed expectation the customer highly satisfied or delighted. If the performance matches the expectations the customer is satisfied. If the products performance fall shorts of expectations the customer is dissatisfied. From the beginning of the “Customer service revolution” almost 20 years ago, a body of business research has focused on customer satisfaction and customer-focused organizations. Business consultants, corporations and others have worked to identify the characteristics of organizations that consistently please their customers, to develop tools for monitoring customer satisfaction, and to build continuous, quality improvement systems that respond to consumer feedback.*

**KEYWORDS:** Consumer satisfaction, Online medicine shopping, Customer expectations.

## 1. INTRODUCTION

Marketing is the process of getting the right goods or services or ideas to the right people at the right place, time, and price, using the right promotion techniques and utilizing the appropriate people to provide the customer service associated with those goods, services, or ideas. Most successful organizations have adopted the marketing concept. To encourage exchanges, marketers follow the “right” principle. The marketing concept is based on the “right” principle. Customer satisfaction is the customer’s feeling that a product has met or exceeded expectations.

## 2. STATEMENT OF THE PROBLEM

Online sales and purchase of various commodities are increasing in both developed and developing countries due to the accessibility of ubiquitous internet and awareness. For the reason of accessibility of

information communication technology at considerably low cost, availability of improved supply chain for online purchase of commodities there is an increased interest among various category of people, there are concerns and curiosity on purchasing and selling of medicines online. Many online medicine suppliers have already started selling and marketing their products by demonstrating through websites and offering 35% to 55% discounts to customers.

## 3. OBJECTIVES OF THE STUDY

- To identify the factor influencing consumers towards online shopping of medicine in Coimbatore city.
- To access the customer satisfaction towards quality, availability, price of medicines in online.



- To study customers attitude towards online medicine shopping in Coimbatore city.
- To study the challenges faced by medical stores in selling medicines through online.

#### 4. RESEARCH METHODOLOGY

Research is common parlance refers to a search for knowledge. One can also define the fact, research is an art of science investigation.

#### COLLECTION OF DATA

##### Primary data

The data was collected through a questionnaire. The questions were in the form of multiple choices. The survey was adopted and the information was collected from 120 respondents.

##### Secondary data

The data that already exists is called as secondary data. This data is collected beforehand by others.

#### 5. TOOLS

- Percentage Analysis
- Weighted Average Analysis
- Rank Correlation

#### 7. TABLE

- SIMPLE PERCENTAGE ANALYSIS

Table Showing Special Offers Given In Online Medicine Shopping

Special offers given in medicine online shopping	No. of respondents	Percentage (%)
Very unlikely	38	32
Somewhat unlikely	20	17
Neither likely nor unlikely	49	41
Very likely	12	10
Total	120	100%

#### INTERPRETATION

The above table reveals that 32% of the respondents say special offer is useful Very unlikely, 17% of the respondents say special offer is useful somewhat unlikely, 41% of the respondents say special

#### 6. REVIEW OF LITERATURE

**Goldsmith and Bridges (2019)**, found that consumers who felt that it was easy to buy over the web were more likely to buy, implying that confidence leads to greater purchase likelihood. A positive relationship between Internet experience/confidence and amount of shopping is thus found in his study.

**David M. Szymanski and Richard T. Hise (2019)**, observed that e-retailers promise their customers that online experiences will be satisfying ones, understanding what creates a satisfying customer experience becomes crucial. Even though this understanding appears crucial, no studies have examined the factors that make consumers satisfied with their e- retailing experiences.

**Sang Yong Kim and Young Jun Lim (2018)**, examine that the relationship between consumer's perceived importance of and satisfaction with Internet shopping. They find that the factors of entertainment, convenience, reliability, information quality and speed are important for choosing shopping sites and also find that the factors of entertainment, speed, information quality, and reliability are related to consumers' satisfaction with Internet shopping.

offer is useful Neither likely nor unlikely and 10% of the respondents say special offer is Very likely.

#### INFERENCE

Majority of respondents say special offer is useful neither likely nor unlikely.



• **RANK CORRELATION**

**Table Showing Ranking Of Factors That Provoke Your Decision To Purchase Medicine From Online**

FACTORS	I	II	III	IV	V	VI	VII	TOTAL	AVERAGE	RANK
Delivery time	12 (84)	14 (84)	15 (75)	10 (40)	21 (63)	7 (14)	9 (9)	369	52.71	1
Reputation of the pharmacy	10 (70)	6 (36)	24 (120)	2 (8)	4 (12)	15 (30)	4 (4)	280	40.00	3
Availability of all company medicines	11 (77)	12 (72)	8 (40)	6 (24)	7 (21)	1 (2)	2 (2)	238	34.00	4
Home delivery service	6 (42)	21 (126)	5 (25)	17 (68)	9 (27)	8 (16)	1 (1)	305	43.57	2
Price of medicines	6 (42)	2 (12)	5 (25)	7 (28)	16 (48)	6 (12)	17 (17)	184	26.29	5

**INTERPRETATION**

From the above ranking analysis, it was found that Delivery time ranks 1, Home delivery service ranks 2, Reputation of the pharmacy ranks 3, Availability of all company medicines ranks 4, and Price of medicines ranks 5.

**INFERENCE**

Majority of the respondents say Delivery time ranks 1.

**8. SUGGESTION**

- Customer like best quality product on any price, so company should add latest technology to their products.
- Customer’s behavior always looks for some extra benefit with purchasing. They demand for affordable price for product and gifts with purchasing.
- Online shopping company should give more emphasis on advertising to create market awareness and to make a brand image in the minds of investors.
- They should keep a close eye on competitor strategy.

**9. CONCLUSION**

As the study has shows the customer satisfaction of online medicine shopping in Coimbatore city. Online selling of medicines seems to have an equal number of pros and cons. Since we lack regulations as of now, there is more inclination towards cons. We also know that making regulations in India is one thing and ensuring their strict implementation is another.

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