

A Study on Satisfaction Level of Jan Aushadhi Stores

Roshna koshi

Guest Lecturer , Dept of Commerce

Catholicate College

Pathanamthitta ,Kerala

Akhila M Panicker

Guest Lecturer,Dept of Commerce

SAS SNDP Yogam College,
Konni, Kerala.

Abstract

Nowadays the price of normal goods are increasing at a higher rate and so as the price of medicines. Thus it has become very difficult for normal people to meet the basic requirements, considering this government of India and department of pharmaceuticals has adopted a new campaign to provide quality medicines at affordable price to a large number of people through special centers especially created for this purpose. This scheme is known as Pradhan Mantri Bharatiya Jan Aushadhi Yojana. This paper aims at studying the satisfaction level of Jan Aushadhi stores with special reference to wayanad district of kerala.

Keywords

Jan Aushadhi , Pharmaceutical

INTRODUCTION

Jan aushadhi is launched by government of india on December 2008 by the department of pharmaceuticals, ministry of chemicals and fertilizers and government of India and it got registered as an independent society in April 2010. Medicines constitute a substantial proportion of out of pocket (OOP) expenses in Indian households. Jan aushadi aims at providing cheap and generic medicines through jan aushadhi stores established across the country. These stores not only provide cheaper product but also quality products at cheaper prices. These medicines are provided through specialised centres known as Pradhan Mantri Bharatiya 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 Aushadhi store owners (NGOs/agencies/Individuals) upto 2.50 lakh

Benefits

- Promote awareness about cost effective drugs and their prescription .
- Make available unbranded quality generic medicines at affordable prices through public-private partnership
- Encourage doctors in government hospital to prescribe generic medicine.
- Enable substantial savings in health care more particularly in the case poor patients and those suffering from chronic ailments requiring long periods of drug use.

SIGNIFICANCE OF THE STUDY

Jan aushadhi is said to be benefiting from a shift in consumer preferences towards other medical products and ayurvedic products. Each customer has different satisfaction level. The satisfaction of the people around effects our decision to buy or not to buy a particular product. Jan aushadhi initiative will make available quality drugs at affordable prices, and protection to households from the cost of medicines.

STATEMENT OF THE STUDY

Consumers are the masters of their money. Their satisfaction level is influenced on the economic market change. Satisfaction and accurate target to find out what customers are aware and their buying habits. Also comparing between two items or shops etc...Hence this research aims to explore the consumer satisfaction towards Jan aushadhi products and with special preference to the major problems the faces.

OBJECTIVES

1. To analyze the satisfaction level of Jan Aushadhi medicines
2. To analyze the price effect between Jan Aushadhi medicines and other medical stores
3. To analyze the problems faced in Jan Aushadhi products/stores

RESEARCH METHODOLOGY

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.

Sampling technique

The sampling technique used by the researcher is convenient sampling.

Sample size

The study is restricted to 50 persons from Wayanad district.

Sources of information

The main two sources of information for this study are primary data and secondary data.

Primary data

Primary data is collected through the distribution of questionnaire with rating scale and close-ended questions that are logically framed which basically aims at achieving the objectives of the study.

Secondary data

Secondary data obtained through information from previous literature reports, reference book and website, journal etc...

DATA ANALYSIS

Tools used for the analysis of data

Analysis of data is carried out by tabulating the collected data in a suitable manner by which the interpretation can be done. Statistical tools were used for analysis and interpretation of data. Mean score and chi square test were used for analyzing data.

Simple percentage method

Percentages are special kind of ratios that express the relationship of one variable in comparison to another variable. Simple percentage method is used to analysis the collected data as it will make easy comparison between two or more attributes and to find out the relative difference between two or more attributes.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

Mean Score

The mean value of a score of a certain set of data is equal to the sum of all values in the data divided by the number of values. A mean is the same as an average. To find out the mean score, mean score of each of the variable, total score of each variable is taken and divided by the number of respondents.

$$\text{Mean score} = \frac{\text{Total score of each variable}}{\text{Number of respondents}}$$

REVIEW OF LITERATURE

Prasanna R Deshpande, Mohd Kazim Sheriff Atmaram P Pawar on their study functioning and productivity of Jan aushadhi stores in India, they identify the Problems of Jan aushadhi in India. The result was that the profit less than 5000 rs and Jan aushadi medicines are cheapest and are good quality products

Kanchan Mukherjee in his study A cost analysis of the Jan aushadhi scheme in India he found that Jan aushadhi medicines cover a wide range of communicable diseases and there is a huge variation in the price of Jan aushadhi medicines as compared to other medicines in the market.

4.1 Classification on the basis of age

Table4.1

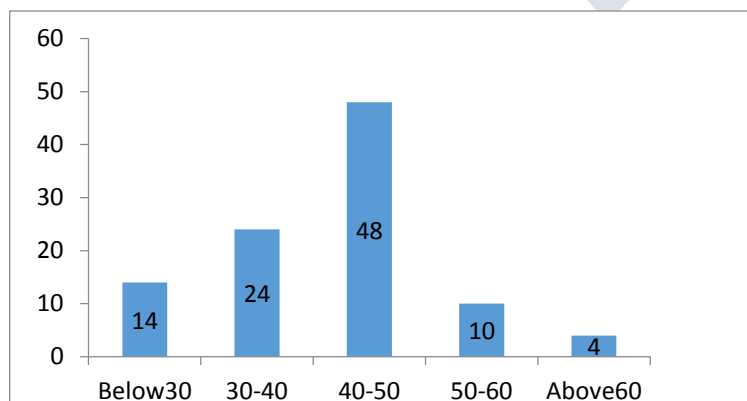
Age group	Number and percentage of respondents	
	Number	Percentage
Below30	7	14
30-40	12	24
40-50	24	48
50-60	5	10
Above60	2	4
Total	50	100

(Source: primary data)

Inference:from the above table it is inferred that 48% of respondents are of the age group 40-50 and only 4% belongs to age group 60 and above.

Figure4.1

Age



4.2 Classification on the basis of occupation

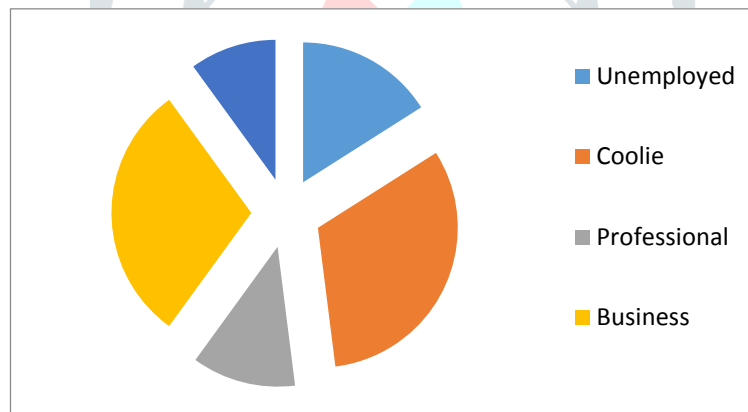
Table 4.2

Occupation	Number and percentage of respondents	
	Number	Percentage
Unemployed	8	16
Coolie	16	32
Professional	6	12
Business	15	30
Government employee	5	10
Total	50	100

(Source): primary data

Inference :the above table shows that most of the respondents are coolie 32% whereas 16% where still unemployed .30% are business and 12% are professional and 10% are govt employees.

Figure 4.2
Occupation



4.3 classifications on the basis of monthly income

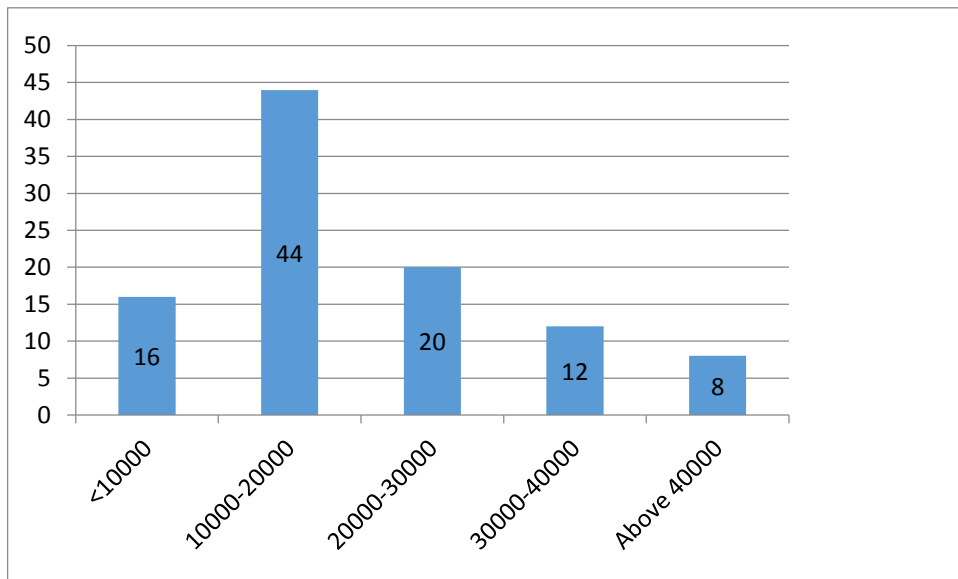
Table 4.3

Income	Number and percentage of respondents	
	Number	Percentage
<10000	8	16
10000-20000	22	44
20000-30000	10	20
30000-40000	6	12
Above 40000	4	8
Total	50	100

(Source: primary data)

Inference: from the above table it is inferred that 44% of the respondents belongs to middle class individual who earns an income of 10000-20000 per month .only 8% earns more than 40000 per month

Figure 4.3
Monthly income



4.4 Classification on the basis of opinion about JAS

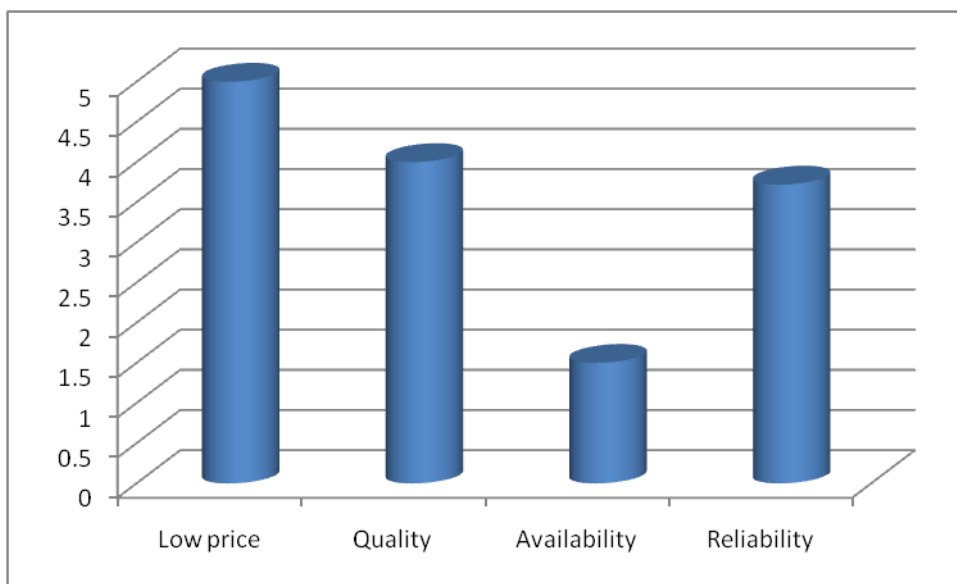
Table 4.4

Factors	Total	Mean score
Low price	250	5
Quality	200	4
Availability	90	1.5
Reliability	186	3.72

(Source: primary data)

Inference: above table shows that majority of the respondents opinion about JAS product price is lower (which scores 5) is mostly attracted to the price of Jan aushadhi(5) and also good response for quality but availability is a problem effected customers they not good opinion for availability and reliability is not bad.

Figure 4.4
Opinion about JAS



4.5 Classification on the basis of sources of information

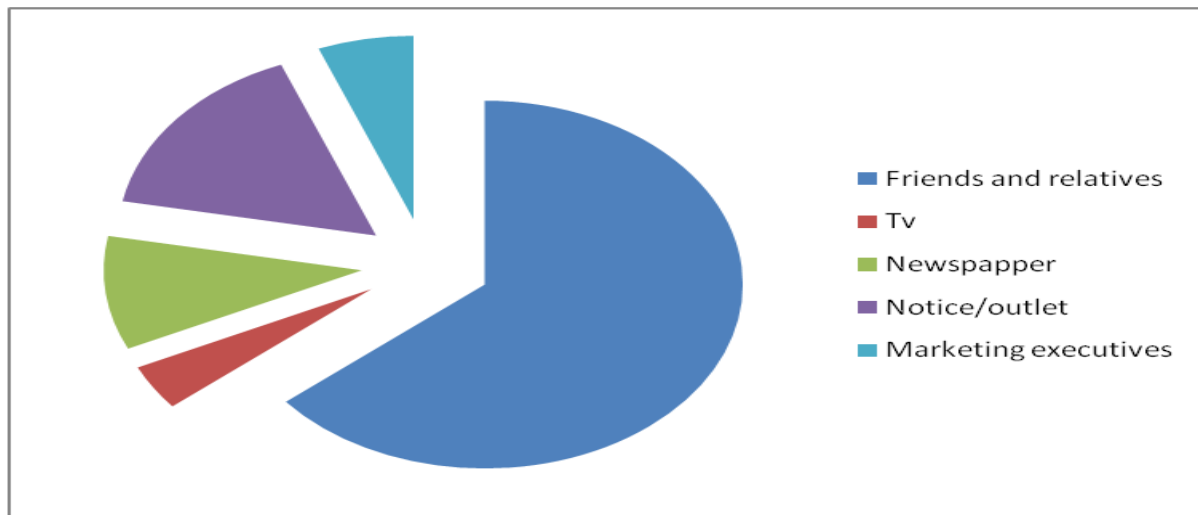
Table 4.5

Sources	Number and percentage of respondents	
	Number	Percentage
Friends and relatives	32	64
TV	2	4
News paper	5	10
Notice/outlet	8	16
Marketing executives	3	6
Total	50	100

(Source: primary data)

Inference: from the above table it is inferred that the main sources of information for Jan aushadhi products are friends and relatives (64%).and only 4% people gets information from television.

Figures 4.5
Sources of information



4.6 Classification on the basis of satisfaction level

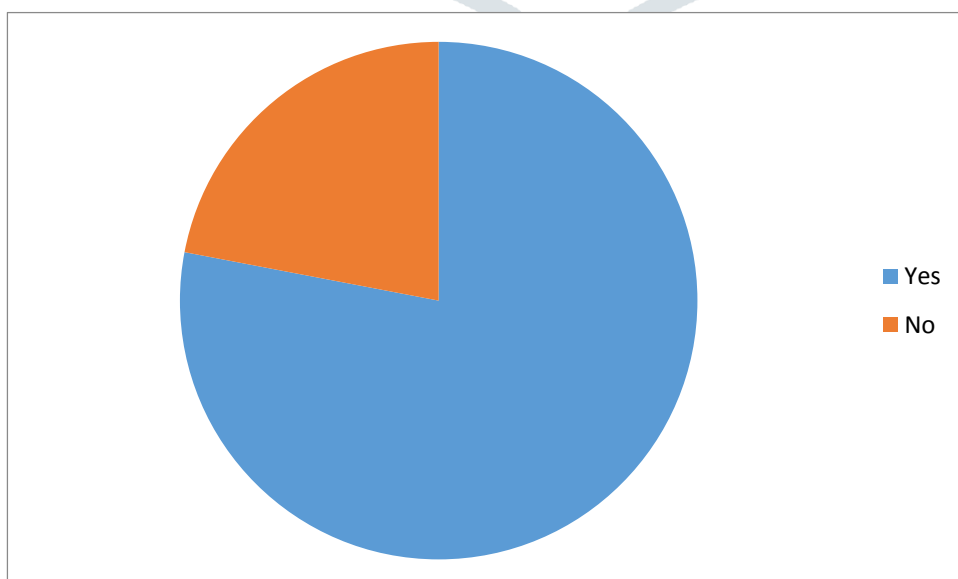
Table 4.6

Opinion	Number and percentage of respondents	
	Number	Percentage
Yes	39	78
No	11	22
Total	50	100

(Source: primary data)

Inference: The above table shows that the most of the respondents are satisfied with this product (78%).and only 22% are not satisfied with this product.

Figures 4.6
Satisfaction level



4.7 Classification on the basis of problems faced by JAS products

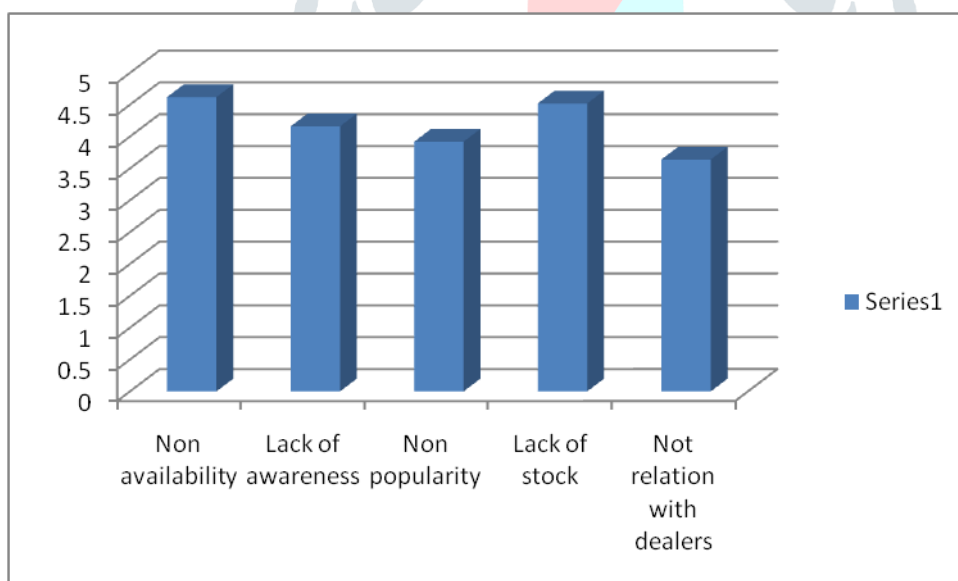
Table 4.7

Problems	Number and percentage of respondents	
	Total	Mean score
Non availability	231	4.62
Lack of awareness	208	4.16
Non popularity	196	3.92
Lack of stock	226	4.52
No relation with dealers	182	3.64

(Source: Primary data)

Inference: from the above table is inferred that the non availability of jan aushadhi product (4.62) alone with the lack of awareness (4.16) is considered to be the main problem they face. And the respondents are having no relation with dealers and non popularity of these products.

Figures 4.7
Problem



4.8 Classification on the basis of opinion for introducing Jan aushadhi products

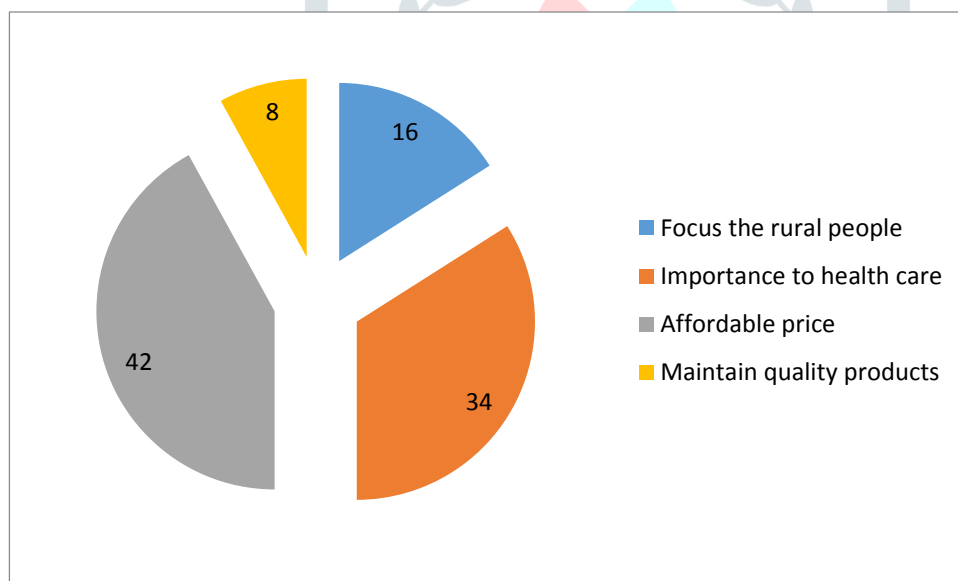
Table 4.8

Variables	Number and percentage of respondents	
	Number	Percentage
Focus the rural people	8	16
Importance to health care	17	34
Affordable price	21	42
Maintain quality products	4	8
Total	50	100

(Source: primary data)

Inference: The above table shows that the opinion for introducing Jan aushadhi products. The most people respondents agree the affordable price (42%) and 34% respondents replies importance to health care and 16% respondents says focus the rural people because the product is available least prices. 8% respondents to maintain quality medicine.

Figures 4.8



4.9 Classification on the basis opinion about the cost effectiveness of JAS

Table 4.9

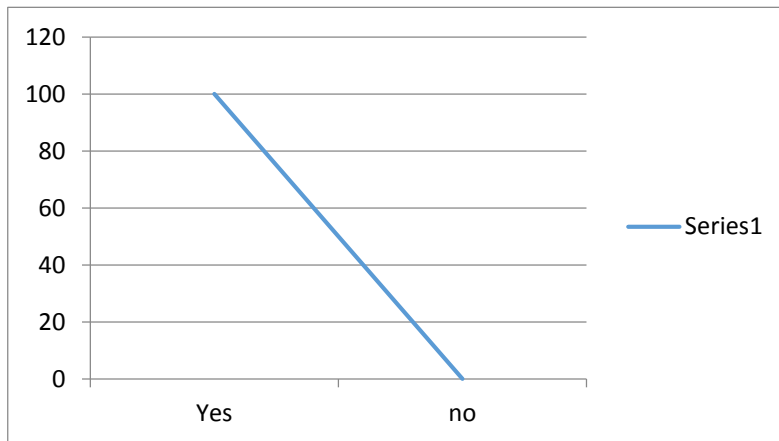
Variable	Number and percentage of respondents	
	Number	Percentage
Yes	50	100
No	0	0
Total	50	100

(Source: Primary data)

Inference: the above table shows that 100% of respondents are state the jan aushadhi is a generic medicine.

Figures 4.9

Cost effectiveness of JAS



5.1 FINDINGS

- The age wise classification shows that most of the respondents prevail in a 40-50 age category
- The gender wise classification shows higher percentage of male respondents over female
- Most of the respondents is having monthly income of 10000-20000
- From the classification on the basis of occupation it's inferred that 32% of respondents are coolie while 30% are business.
- Middle class families dominates the purchasing of Jan aushadhi products comparatively to others
- Most of the respondents (78%) are satisfied with Jan aushadhi products
- Friends and relatives seems to be the sources from where respondents gets information regarding JAS
- The lack of stock and lack of knowledge, non availability seems to be the main problem faced by Jan aushadhi where as the pricing seems to be very much fair in the response from customers.

5.2 SUGGESTIONS

- The stores need more promotional activities
- Medicines should be available through online and near by stores
- The manufactures should conduct a survey for improving their product promotion.
- The awareness programs should be conducted in rural areas
- Doctors of government hospitals should be encouraged to prescribe Jan Aushadhi Medicines
- Create demand for generic medicines through medical practitioner.

5.3 CONCLUSION

Jan Aushadhi stores have been set up to provide generic and quality generic medicines at affordable price to common people, but are equivalent in quality and efficiency as expensive branded drugs. The research was conducted at wayanad district from 50 respondents .The data were collected and consolidated through questionnaire. The graphs and tables were used for representation. The responses taken from the respondent were analyzed and represented by using graphs and tables to achieve the objective of the study. And now doctors are giving more importance to Jan Aushadhi and are prescribed to their patients. The government should take necessary initiatives to popularize the scheme of Jan Aushadhi and educate the people.

