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# A Study on Customer Satisfaction towards Apollo Pharmacy

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## ABSTRACT

*The Indian pharmaceutical business is expanding at a rapid pace. The expansion of Indian pharmaceutical companies is notable not only in terms of market capitalization, but also in terms of cost and availability. The pharmaceutical industry nowadays is extremely complex. Previously, firms used simple marketing methods to suit market demands. Medical products can readily establish their brand reputation. It was simpler to build brand trust, attract purchases, create brand affect, and foster brand loyalty. Media, message repetitions, recall value, and innovation are key to marketing and branding. Pharmaceutical multinational Businesses are to blame for the present shift in marketing methods. Leading corporations use high-end development rather than adaptive development, new innovation-based companies are thriving, and companies who do not innovate in goods and processes are finding it difficult to compete with organizations that do. The pharmaceutical sector is quite complicated. My study concentrates on one such pharmaceutical retail store "the Apollo pharmacy "within the region of Chennai. This study aims to discover the customer satisfaction towards the pharmacy, their services, quality, availability and price of the medicines. This study has used primary data for the purpose of research. The primary goal of the survey is to determine consumer satisfaction and loyalty to the Apollo pharmacy business.*

**Keywords:** *Apollo pharmacy, customer satisfaction, retail medical store, customer loyalty.*

## I. INTRODUCTION

India is the world's largest supplier of generic pharmaceuticals and is well-known for its low-cost vaccines and generic treatments. After evolved through time into a vibrant business rising at a CAGR of 9.43% over the last nine years, the Indian pharmaceutical industry is now ranked third in pharmaceutical output by volume. Some of the primary segments of the Indian pharmaceutical industry include generic drugs, over-the-counter medications, bulk meds, vaccines, contract research and manufacturing, biosimilars, and biologics. India has the most pharmaceutical production facilities in conformity with the US Food and Drug Administration (USFDA) and 500 API companies, accounting for approximately 8% of the global API industry.

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The Indian pharmaceutical industry meets more than half of global demand for various vaccines, 40% of generic demand in the United States, and 25% of total medicine in the United Kingdom. The domestic pharmaceutical sector is comprised of 3,000 pharmaceutical businesses and 10,500 manufacturing units. India holds a significant place in the global pharmaceutical industry. The country also possesses a vast pool of scientists and engineers who have the capacity to propel the industry forward. Indian pharmaceutical companies currently supply more than 80% of the antiretroviral medications used internationally to address AIDS (Acquired Immune Deficiency Syndrome). Because of the low cost and great quality of its medicines, India is appropriately recognised as the "pharmacy of the world."

Currently, the Indian pharmaceutical industry ranks first among India's science-based industries, having vast capabilities in drug manufacture and technology. India is ranked third in the world in terms of countries that shipped the most medications and medicines in terms of dollar value between 2018 and 2021. By occupying a 20% share of global supply volume[1,] India is one of the largest providers of generic drugs and medicines in the global market, with a large resource pool of scientists and engineers capable of guiding the industry to much greater heights, which has established its essence globally and is determined to leave an imprint in the changing environment.

#### **(A) Market size**

The domestic market is predicted to triple in the next decade, according to the Indian Economic Survey 2021. India's domestic pharmaceutical business was worth US\$ 42 billion in 2021 and is expected to grow to US\$ 65 billion by 2024 and US\$ 120-130 billion by 2030. Biopharmaceuticals, bioservices, bioagriculture, bioindustry, and bioinformatics are all part of India's biotechnology industry. The Indian biotechnology sector was worth \$70.2 billion in 2020, and it is predicted to grow to \$150 billion by 2025. In fiscal year 2020, India's medical device industry was worth US\$ 10.36 billion. From 2020 to 2025, the market is estimated to grow at a 37% CAGR to reach US\$ 50 billion. CARE Ratings expects India's pharmaceutical industry to grow at an annual pace of 11% over the next two years, reaching more than US\$ 60 billion in value by August 2021.

#### **(B) Indian Pharmaceutical Industry**

India is a prominent and expanding player in the global medicines market. India is the world's largest provider of generic pharmaceuticals, accounting for 20% of total global supply and meeting over 60% of global vaccine demand. The Indian pharmaceutical industry is valued \$ 42 billion globally. The Indian pharmaceutical market grew at a 17.7% annual rate in August

2021, up from 13.7% in July 2020. According to India Ratings & Research, the Indian pharmaceutical market revenue will increase by more than 12% year on year in FY22.

In India, legislation governs the pharmaceutical industry. The primary regulatory authorities entrusted with the responsibility of ensuring approval, production, and marketing of quality drugs/medicines in India at relatively reasonable costs to ensure strict compliance with the regulations governing the pharmaceutical industry in India are:

### **1. CDSCO (Central Drug Standards and Control Organisation)**

It was established under the Ministry of Health and Family Welfare to prescribe standards and measures to ensure the safety, efficacy, and quality of drugs, cosmetics, diagnostics, and devices in the country; to regulate the market authorization of new drugs and clinical trials standards; to supervise drug imports and to approve licences to manufacture the aforementioned products.

### **2. National Pharmaceutical Pricing Authority**

NPPA, which was established in 1997, is responsible for fixing and/or revising the prices of decontrolled bulk medicines and formulations at appropriate intervals. It is also responsible for updating the price control list on a regular basis by including and excluding drugs in accordance with established guidelines; maintaining data on pharmaceutical firm production, exports and imports, and market share; and enforcing and monitoring medicine availability, in addition to providing input to Parliament on drug pricing issues.

### **3. National Narcotics Control Bureau (NCB)**

NCB is India's top law enforcement and intelligence agency in charge of combating drug trafficking and illegal substance misuse. It was established to allow for the complete execution of the Narcotics, Drugs, and Psychotropic Substances Act and to combat its violations through the Prevention of Illicit Trafficking.

## **II. ABOUT APOLLO**

Apollo Hospitals Enterprise Limited is a Chennai-based Indian global healthcare corporation. Through its subsidiaries, the corporation operates pharmacies, primary care and diagnostic centres, telehealth clinics, and digital healthcare services in addition to the eponymous hospital network. Prathap C. Reddy launched the company in 1983 as India's first corporate healthcare service. Several Apollo hospitals were among the first in India to be accredited by the America-based Joint Commission International (JCI) and NABH.

**(A) History**

Prathap C. Reddy started Apollo Hospitals in 1983 as India's first corporate health care provider. The first branch was opened in Chennai by the then-President of India, Zail Singh. Apollo pioneered telemedicine services after launching a prototype study in Aragonda, Prathap Reddy's hometown, in 2000. Apollo Hospitals and DKV AG formed a 74:26 joint venture health insurance firm called Apollo DKV Insurance Co. in 2007. In 2009, the company was renamed Apollo Munich Health Insurance. Sutherland Global Services purchased Apollo Hospitals' 38% ownership in Apollo Health Street, the group's healthcare business process outsourcing company, in December 2012 for 225 crore (US\$42.11 million). Apollo started home care services under Apollo HomeCare and its digital healthcare platform Ask Apollo in October 2015. In April 2017, Apollo inked an agreement with Health Education England to deliver a large number of doctors to fill shortages in the English National Health Service. Apollo Proton Cancer Centre in Chennai debuted in January 2019, purportedly the first proton therapy centre in South Asia, Southeast Asia, and the Middle East. Apollo Hospitals sold its 50.80% ownership in Apollo Munich Health Insurance to HDFC in 2020 for Rs.1495 crore (US\$190 million). It also sold Evercare its joint venture hospital in Dhaka. In March 2022, Apollo Hospitals will replace Indian Oil in the Nifty 50 benchmark index.

**(B) Profile of the company**

<b>Trade name</b>	Apollo Hospitals
<b>Type</b>	Public
<b>Traded as</b>	<ul style="list-style-type: none"> <li>• BSE: 508869</li> <li>• NSE: APOLLOHOSP</li> <li>• NSE NIFTY 50 Constituent</li> </ul>
<b>ISIN</b>	INE437A01024
<b>Industry</b>	Healthcare
<b>Founded</b>	1983; 40 years ago
<b>Founders</b>	Prathap C. Reddy
<b>Headquarters</b>	Chennai, Tamil Nadu, India

<b>Areas served</b>	South Asia, Middle East
<b>Key people</b>	<ul style="list-style-type: none"> <li>• Prathap C. Reddy (Chairman)</li> <li>• Preetha Reddy (Executive Vice Chairperson)</li> <li>• Shobana Kamineni (Executive Vice Chairperson)</li> <li>• Suneeta Reddy (Managing Director)</li> <li>• Sangita Reddy (Joint Managing Director)</li> </ul>
<b>Products</b>	Hospitals, pharmacy, diagnostic centres, home care;
<b>Revenue</b>	▲ ₹14,670 crore (US\$1.8 billion) (FY22)
<b>Operating income</b>	▲ ₹1,584.41 crore (US\$200 million) (FY22)
<b>Net income</b>	▲ ₹1,055.60 crore (US\$130 million) (FY22)
<b>Total assets</b>	▲ ₹11,338 crore (US\$1.4 billion) (2020)
<b>Total equity</b>	▲ ₹3,266 crore (US\$410 million) (2020)
<b>Number of employees</b>	62,939 (2020)
<b>Website</b>	www.apollohospitals.com

### III. SUBSIDIARIES

#### (A) Apollo HealthCare Corporation

In 2021, Apollo HealthCo was founded by combining the group's non-hospital pharmaceutical operation Apollo pharmaceutical and its digital healthcare firm Apollo 24/7. Apollo Pharmacy - Apollo Pharmacy is India's largest retail pharmacy company, having over 4000 locations across 21 states. It was founded in 1987. Apollo 24/7 - Apollo 24/7 is the group's digital healthcare platform, which was introduced in 2020. Among other things, it provides telehealth consultation, online medicine ordering and delivery, and in-home diagnostics.

#### (B) Apollo Health & Wellness

Apollo Health and Lifestyle is the group's primary care arm, which operates multi-specialty clinics under the name Apollo Clinics, diagnostics and pathology labs under the name Apollo Diagnostics, diabetes clinics under the name Apollo Sugar, dental hospitals under the name Apollo White, dialysis centres under the name Apollo Dialysis, surgical hospitals under the name Apollo Spectra, women/children hospitals under the name Apollo Cradle, and fertility clinics under the name Apollo Fertility.

### **(C) Apollo Sugar Company Limited**

Dr. Prathap C. Reddy launched the clinic chain in 2014 with the goal of providing preventive healthcare and lowering the occurrence of diabetic complications. Apollo Sugar Clinics works with Sanofi India, a subsidiary of the French multinational pharmaceutical company Sanofi, which produces a variety of prescription drugs for both type 1 and type 2 diabetes. Diabetes screening camps are held by Apollo Sugar Clinics in a variety of places in India. In January 2018, Apollo Sugar Clinics announced a collaboration with GlucoMe, an Israeli manufacturer of wireless blood glucose metres that can transmit blood glucose data to a medical care team. This is used to keep electronic medical records (Electronic health record Wikipedia links) up to date and to give ongoing help.

### **(D) TeleHealth Services by Apollo**

Apollo TeleHealth Services operates the group's telehealth network, offering direct services such as online consultations, appointment booking, and medicine delivery, among others; a business-to-business offering to corporations for their employees; and a business-to-government agreement providing telehealth services in collaboration with public health systems. It was founded in 1999 in Hyderabad and now has over 100 franchised teleclinics.

## **IV. REVIEW OF LITERATURE**

1. *Jyothi DB, "A questionnaire-based survey on knowledge and attitude towards drug promotional literature among second year undergraduate students at tertiary care hospital," National Journal of Physiology, Pharmacy and Pharmacology, Vol.10,(2010):* The objective of this study was to assess the knowledge and awareness about the drug promotion literature concept among the 2nd year undergraduate students at a tertiary care teaching hospital Vijayanagar Institute of Medical Sciences Ballary. The study was a prospective cross-sectional pre validated questionnaire-based study conducted in the Vijayanagar Institute of Medical Sciences, Ballary

2. *Anil Kolotra, "Marketing strategies of different Pharmaceutical companies", Journal of*

*Drug Delivery*, Vol.4(2),(2014): This study analyzes the processes and outcomes of global pharmaceutical companies. This article represents the changing marketing strategies of a pharmaceutical companies shifting from acute base to chronic therapy base. This research paper will also give an insight about the supply chain management Process of these organizations, and will highlight the customer perception on the base of which organizations are framing different marketing strategies.

3. Talzeabul Hasan Siddiqui, "A Study of Marketing Strategies of Pharmaceutical Industry in India", *Journal of Business Management and Information Systems*, Vol.6,(2019): This studies Indian pharmaceuticals companies' branding techniques have been studied. The study is based on a survey of 500 respondents. For the testing of hypothesis correlation (r) and multiple correlation coefficient(R) is calculated. Further they have mentioned the other findings that they came across while study that can contribute to the marketing of pharmaceutical products.

4. Reham M Haleem, "Building in the Pharmaceutical Industry -A literature Review", *Saudi Pharmaceutical Journal*, Vol.23(2015): The aim of this study is to highlight the most important guidelines and practices of quality in the pharmaceutical industry. Organize such guidelines and practices to create a guide to pave the way for other researchers who would like to dig deeper into these guidelines and practices.

5. Agnes Kanyan, et.al., "Building Customer Relationship for gaining customer loyalty in the Pharmaceutical Industry", *Journal of Advanced Management Science*, Vol.3(2015): This study finding is to gain better understanding of the dimension of relationship marketing as perceived by the customers in pharmaceutical industry.

### **(A) Research gap**

Previously researchers concentrated on pharma industry on whole in India. Some studies concentrated on the marketing strategy of pharma companies, ways for their development and expansion, growth etc. Very few studies have conducted research on a particular pharma company and the customer attitude towards pharma industry but very limited researcher carried out on the customer satisfaction of a single pharmaceutical company. This study aims to fill that research gap by studying the customer satisfaction towards a single pharma company which is the "Apollo Pharmacy". Which is one of the famous and biggest pharmaceutical industry in India.

### **(B) Statement of problem**

Customer satisfaction is defined as the degree of satisfaction supplied by a company's goods and services as assessed by the number of repeat customers. A customer satisfaction survey is



a method of determining whether a company's customer is satisfied or happy with the products or services they get. It can be done in person, over the phone, by email ,etc. Not many studies have been carried out on customer satisfaction towards pharma industry. This study aims to explore the customer satisfaction "Apollo Pharmacy" in the region of Chennai.

### **(C) Objectives of the study**

1. To ascertain client satisfaction with Apollo Pharmacy in Chennai
2. To examine the relationship between demographics and criteria for customer satisfaction
3. To determine customer satisfaction with the services provided by Apollo Pharmacy
4. To asses consumer satisfaction regarding the quality, availability, and price of medicines in Apollo Pharmacy.

### **(D) Methodology**

This study is entirely based on primary data and was carried out using the online mode of google forms. To collect data from the sample population a questionnaire containing multiple choice questions (MCQ's) was employed. Each of the statements has five options ranging from strongly disagree to strongly agree. The information was gathered from the sample size of 100 respondents from region of Chennai. This research elucidates the various demographic variables contributing to customer satisfaction towards Apollo Pharmacy. The data thus collected is analysed, tabulated and interpreted therein.

### **(E) Limitations of the study**

This study has the following limitations

1. This study is conducted in Apollo Pharmacy located with the region of Chennai
2. The respondents may be biased, giving an inaccurate image of the chosen research topic
3. This study is only based on primary data with a sample population of 100.

## **V. DATA ANALYSIS AND INTERPRETATION**

**(A) Table 1 : Socio- Economic Variables**

<b>S.no</b>	<b>Variables</b>	<b>Particulars</b>	<b>No. Of Respondents</b>	<b>Total Percentage%</b>
1.	Gender	Male	48	100%
		female	52	

2.	Age group	Below 25	8	100%
		25-35	8	
		35-45	32	
		Above 45	52	
3.	Educational qualification	UG	72	100%
		PG	6	
		Schooling	8	
		Others	14	
4.	Occupation	Student	8	100%
		Government	40	
		Private sector	46	
		unemployed	6	
5.	Monthly income	Below 20,000	46	100%
		20,000-40,000	22	
		40,000-60,000	20	
		Above 60,000	12	

Source: Primary data

### Interpretation:

Table 1 show the socio- economic variables of the samples. The number of respondents was 100 from around the region of Chennai. In this table the majority of the respondents are female with 52% the remaining 48% of them are male. Majority of respondents are above the age of 45 that is 52 respondents, 32 respondents are between the age of 35-45, and 8 respondents are between the age of 25-35 and 8 respondents are below the age of 25. 72 respondents have completed their UG, 6 respondents have completed PG, 8 respondents have chosen schooling, and 14 respondents have chosen others. Majority of respondents are working in the private sector and pr having 46 responses.6 respondents are unemployed, 8 respondents are students and 40 respondents have chosen government. 46 respondents are earning below 20,000, 22 respondents are earning between 20,000 – 40,000, 20 respondents are earning between 40,000 – 60,000 and 12 respondents are earning above 60,000.

**(B) Table 2: Buying Preference**

S.no	Statements	Particulars	No. Of respondents	Total percentage%
1.	How often do you buy medicine from a pharmacy	Everyday	8	100%
		Once in a week	24	
		Once in a month	40	
		Rarely	18	
		Never	10	
2.	From the following which is your preference to buy medicine from	Apollo	56	100%
		Medplus	16	
		City medicals	2	
		Medlife	20	
		others	6	

Source: Primary data

### Interpretation

Table 2 shows the buying preferences and habits of the customers. From table 2 it is observed that 40 respondents buy medicine once in a month, 24 respondents buy it once in a week, 18 respondents buy rarely, 10 respondents never buy medicine from a pharmacy and 8 respondents buy medicine every day. It is also found that 56 respondents have chosen Apollo pharmacy as their preferred store, 16 respondents have chosen MedPlus, 2 respondents have chosen city plus, 20 respondents have chosen Medlife, and 6 respondents have chosen others as their option.

**(C) Table 3: Customer Attitude**

S.no	Statements	Total No. of respondents	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I consider this pharmacy as	No. Of respondents	4	6	36	44	10

	first choice while buying medicine						
2.	This pharmacy has fulfilled my expectations	No. Of respondents	4	6	24	44	22
3.	I will switch from this pharmacy if other pharmacies provide better service	No. Of respondents	2	14	30	30	24
4.	I stimulate my friends and families to buy in this pharmacy	No. Of respondents	4	14	36	32	14
5.	I have only positive things to say about this pharmacy	No. Of respondents	2	6	40	44	8
6.	I would recommend this pharmacy to others	No. Of respondents	4	6	24	32	14

Source: Primary data

## Interpretation

Table 3 shows the customer attitude towards the apollo pharmacy store. Majority of the respondents consider this store as their first choice for buying medicines. Many respondents have agreed that they would recommend this store to others. Around 44 respondents have agreed that they have only positive things to say about this pharmacy. Around 30 respondents agree that they would switch from this store if other stores seem store offer better services. This table brings out the attitude of the customers towards the store.

**(D) Table 4: Customer Satisfaction**

S.no	Statements	Total No. of respondents	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I'm really satisfied with the service quality of this pharmacy	No. Of respondents	6	2	32	44	16
2.	I'm not satisfied with the service of this pharmacy	No. Of respondents	10	40	30	14	6
3.	There is always stock of all medicines	No. Of respondents	8	6	36	40	10
4.	This pharmacy has flexible working	No. Of respondents	4	6	24	50	16

	hours						
5.	They make quick home delivery of medicines	No. Of respondents	4	4	36	32	22
6.	Method of payment is vast and flexible in this pharmacy	No. Of respondents	2	2	32	40	24
7.	Medicines are printed with proper batch date, expiry date etc.	No. Of respondents	1	1	26	32	40
8.	Maintains proper hygiene and cleanliness of the store	No. Of respondents	4	4	24	44	26
9.	There is availability of all company medicines	No. Of respondents	2	4	34	36	24
10.	Reasonable price of medicines	No. Of respondents	4	8	44	26	18

11.	Plenty of availability of working staffs	No. Of respondents	4	8	40	38	10
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Source : Primary data

### Interpretation

Table 4 deals with the customer satisfaction towards apollo pharmacy. The table shows that majority of the customers are satisfied with regard to the service quality, the availability of medicines, the reasonable prices of the medicines, the availability of all company medicines, the cleanliness of the store, the payment method, and their delivery service. This table brings out the trust of the customers to the store and their positive attitude towards the store.

## VI. RESULTS AND DISCUSSION

Customer satisfaction is the level of satisfaction supplied by a company's goods or services as assessed by the number of repeat customers. A customer satisfaction survey is a method of determining whether or not a firm's consumers are happy or satisfied with the products or services received from the company. It can be done in person, on the phone, by email or the internet, or on handwritten forms. Customer responses to questionnaires are then utilized to determine whether or not adjustments in business processes are required to boost overall customer happiness. It is described as "the number of customers, or percentage of total customers, whose repeated experience with a firm, its products, or its services exceeds specified satisfaction goals." Customer happiness is considered as a major differentiator in a competitive environment where businesses compete for customers, and it has increasingly become a key component of company strategy. First, this study focuses on the factors that influence consumer satisfaction. Second, it seeks to ascertain the impact of demographic characteristics on consumer satisfaction. Third, this research could demonstrate client loyalty to Apollo Pharmacy. This study hence proved the customer satisfaction , their attitude towards the store. This study also brings out the customer loyalty towards the store.

## VII. CONCLUSION

The Indian pharmaceutical sector currently has enormous potential and is rapidly developing and expanding. The drug sector in India is predicted to expand in a healthy way because of a considerable increase in overall R&D expenditure and proposed new drug launches in the pharmaceutical industry. This study has contributed in a way to understand the customer

perspective on the pharma companies and retail stores. This study has brought out the customer attitude towards apollo pharmacy. It has also found out the customer preference for the store and their services. The goal of this research is to identify the characteristics that influence customer satisfaction with Apollo Pharmacy. The emphasis is on studying the aggregated influence of the elements on customer satisfaction. There is no gender difference in the availability of all types of medicines, price, staff ability, 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 on package of medicines in Apollo pharmacy store.

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## VIII. REFERENCES

### (A) Article

- Jyothi DB,” A questionnaire-based survey on knowledge and attitude towards drug promotional literature among second year undergraduate students at tertiary care hospital,” *National Journal of Physiology, Pharmacy and Pharmacology*, Vol.10,(2010)
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- Agnes Kanyan,et.al.”Building Customer Relationship for gaining customer loyalty in the Pharmaceutical Industry”, *Journal of Advanced Management Science* ,Vol.3(2015)

### (B) Website Links

- <https://www.investindia.gov.in>
- <https://www.ibef.org/industry/pharmaceutical-india>
- <https://www.wilsoncenter.org/blog-post/indias-economic-ambitions-pharmaceutical-industry>
- <https://www.ahlawatassociates.com/blog/development-of-pharmaceutical-industry-in-india/>
- <https://www.globaldata.com/companies/top-companies-by-sector/healthcare/india-companies-by-market-cap/>

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**IX. ANNEXURE – QUESTIONNAIRE**

**Google form link:** <https://forms.gle/9jtV7CTX3FesuVUH7>

**A Study on Customer Satisfaction towards Apollo Pharmacy**

## 1) Gender

- Male
- Female
- others

## 2) Age group

- below 25 years
- 25 - 35
- 35 - 45
- above 45 years

## 3) Educational qualification

- Schooling
- UG
- PG
- Others

## 4) Occupation

- student
- private sector
- government
- Unemployed

## 5) Monthly Income

- below 10,000
- 20,000 - 40,000
- 40,000 - 60,000
- above 60,000

6) How often do you buy medicine from a pharmacy

- everyday
- once in a week
- once in a month
- rarely
- Never

7) From the following which is your preference to buy medicine from

- Apollo
- medplus
- city medicals
- medlife
- others

Please select how you feel about the following statements:

8) I consider this pharmacy as first choice while buying medicine

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

9) This pharmacy has fulfilled my expectations

- Strongly disagree
- disagree
- neutral
- agree
- strongly agree

10) I'm really satisfied with the service quality of this pharmacy

- Strongly disagree

- Disagree
- Neutral
- Agree
- Strongly agree

11) I'm not satisfied with the service of this pharmacy

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

12) I will switch from this pharmacy if other pharmacies provide better service

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13) I stimulate my friends and families to buy in this pharmacy

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

14) There is always stock of all medicines

- Strongly disagree
- disagree
- neutral
- agree

- strongly agree

15) This pharmacy has flexible working hours

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

16) They make quick home delivery of medicines

- Strongly disagree
- disagree
- neutral
- agree
- strongly agree

17) Method of payment is vast and flexible in this pharmacy

- Strongly disagree
- disagree
- neutral
- agree
- strongly agree

18) Medicines are printed with proper batch date, expiry date etc.

- Strongly disagree
- disagree
- neutral
- agree
- strongly agree

19) Maintains proper hygiene and cleanliness of the store

- Strongly disagree

- disagree
- neutral
- agree
- strongly agree

20) There is availability of all company medicines

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

21) Reasonable price of medicines

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

22) Plenty of availability of working staffs

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

23) I have only positive things to say about this pharmacy

- Strongly disagree
- Disagree
- Neutral
- Agree

- Strongly agree

24)I would recommend this pharmacy to others

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

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