Original Research Paper

Pharma

A STUDY ON CUSTOMER SATISFACTION TOWARDS OTC AYURVEDIC PRODUCTS

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ABSTRACT Indian is country where Ayurveda born. And expend its goodwill across the globe. Earlier Ayurveda was been used in India to cure illness and disease. As time changed, business environment became more competitive for the companies because of heavy competition in market. Every Ayurvedic company want to maximise the market share and want to have maximum number of customers. In such scenario, customers select Ayurvedic companies' product very carefully and by analysis various aspect of marketing strategies. Current research work is an attempt to understand that customers' satisfaction towards the OTC Ayurvedic products in Ahmedabad city. For this researchers has collected data through questionnaire and interpret it and used chi-square test. Data findings are elaborated and researcher make suggestion to the industry, so customer satisfaction can be increased.

KEYWORDS : Customer Satisfaction. Ayurvedic. OTC products, Consumer Preference.

1. INTRODUCTION:
Researcher start this work with the introduction of Ayurvedic Industry followed by Customer Satisfaction. Next Section deal with Research methodology. After designing research methodology research studied the Literature review. After that researchers analyse data and on the basis of findings, research suggest to the industry to improve customer satisfaction.

1.1. About Ayurvedic Products and Market
The healthcare market in India is evolving at a rapid pace. As per estimates, it is one of the fastest growing industries with an estimated CAGR of 23% from 2015 to 2020, and is expected to be a $280 billion market by 20201. Rising income levels, growing geriatric population, greater penetration of health care in rural settings, increasing health awareness with an emphasis on 'preventative healthcare', is expected to enhance the demand for Healthcare services. India's National Health Policy aims at achieving Universal Health Coverage and delivering quality healthcare to all at an affordable cost. The policy aims at providing a comprehensive primary health package which includes major communicable, non-communicable and chronic diseases, geriatrics, palliative and rehabilitative care. For a vast country like India, to achieve this goal with just the modern medicine system in place is a herculean task. Modern therapies have its own drawbacks of burgeoning costs, quality of life issues, and inability to prevent and cure mainstream healthcare. As shown in Figure 1, promoting Ayurveda as a mainstream therapy approach can be used to bridge the burgeoning gap between demand and supply by primarily focusing on secondary and tertiary prevention of diseases. In addition, the substantial opportunity in primitive health and restoration of functional health is best addressed by Ayurveda.

Ayurveda can be the treatment of choice for non-emergency medical care		
DISEASE STAGE	AYURVEDA	ALLOPATHY
Pre-acute (Preventative & Curative)	✓	
Acute (Alleviative, Preventative & Curative)	✓	✓
Emergency (Management)		✓
Post-acute (Preventative, Curative & Primitive)	✓	

Source: Ayurvedic Hospitals

Here it's important to understand the difference in Herbal, Ayurveda and Natural:
• **Ayurvedic Medicine**
Ayurvedic medicine is a system of healing that originated in ancient India. In Sanskrit, ayur means life or living, and Veda means knowledge, so Ayurveda has been defined as the "knowledge of living" or the "science of longevity."
• **Herbal Medicine**
Herbal medicine, hereinafter referred as products, are formulated, using various permissible ingredients to form the base in which one or more herbal ingredients are used to provide defined medical benefits called as "Herbal medicine".
• **Natural Medicine**
A number of the big name drugstore and high-end cosmetic companies are cruelty-free, but their products usually comprise mostly of synthetic ingredients. An organic ingredient is by definition natural, and vegan cosmetic products are necessarily cruelty-free.

The size of the global Ayurvedic market is expected to almost treble from $3.4 billion in 2015 to $9.7 billion by 2022. Increasing awareness of benefits of Ayurvedic products, government initiatives to encourage their usage, rising purchasing power to drive demand for Ayurvedic products in India

1.1. Customer Satisfaction
It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Customer satisfaction is important because it helps you solve problems, prevent churn, and identify happy customers that can become your advocates and evangelists.

Customer satisfaction plays a vital role within almost any business. Not only is it a leading indicator used to measure customer loyalty and retention, it enables businesses to identify unhappy customers, reduce customer losses and negative word of mouth whilst increasing revenue.

In addition the objective of customer service is typically to interact with the customers in order to answer questions, resolve support issues, establish credibility, and nurture relationships. Most, if not all, companies understand the need for providing customer service.

Next section of this research paper deal with research methodology.
2. Research Methodology
2.1. Objective of Research:
• *First and prime objective of this research work is to know the marketing strategies used by various Ayurvedic companies.*

Other objective of research are:
• To know the reason for change Ayurvedic brand.
• To know the satisfaction of the customers" towards Ayurvedic products.

2.2. Research Type: Descriptive research
2.3. Data Collection:
Population: Ayurvedic products users.
Primary data: Primary data was collected from those people who are using Ayurvedic products.

- **Secondary Data:** Secondary data has been collected from the various secondary sources like Journals, magazine, articles, and other sources.

2.4. Sampling Method: Researcher used convenience sampling method to collect data.

2.5. Data Collection Tool: researcher collected data through structured questionnaire filled by the respondents from population.

2.6. Hypothesis:
- **H0:** There is not significant relationship between Age of respondents and Satisfaction towards Ayurvedic products.
- **H0:** There is no significant relationship between education of respondents and Satisfaction towards Ayurvedic products.
- **H0:** There is not significant relationship between Income of respondents and Satisfaction towards Ayurvedic products.

2.7. Statistical tools: Research has applied percentage analysis and Chi-Square test to know the relationship between dependent variable and independent variable.

2.9. Limitation of research:
Current research work is done from the perspective of customers', further research can be done from the point of view of Ayurvedic product manufacturing companies. Another limitation of this research work is that it has been conducted in Ahmedabad area. Expansion of this research work can be lead to other area of country.

3. Literature review:
A common statement that defines satisfaction is Customer Expectation Vs Customer Experience. If customers' real time experience is equal to expectation, they will be satisfied and if that experience exceeds their expectation, customers will feel delighted. Analysing satisfaction is tough task, researchers reviewed some earlier work done by various researchers and authors.

R.A. Schofield and Liz Breen (2006) conduct a study with the purpose to investigate the customer's perception of service quality within the context of the pharmaceutical supply chain, and look specifically at the supplier/customer relationship. The research in question focuses on the trading relationship between a pharmaceutical wholesaler and its pharmacy customers. Existing literature shows that quality of the overall service is determined by the customer's perceptions of that service; therefore it is important that the supplier measures the customer's perception of service quality and understands what factors influence that perception and build this into their service delivery. The data were collected via a series of qualitative semi−structured interviews with hospital and retail pharmacies located in the North West of England. The findings show that pharmacy customers have a range of vitally important to less important criteria associated with good service quality and that pharmaceutical wholesalers as suppliers should aim to excel at the vital and important issues and meet those of lesser importance to satisfy customers' expectations of service quality. Researcher suggest that Suppliers should be aware that there are vital activities that customers expect to have performed/delivered and that they need to know what these are and excel at these, whilst managing less important criteria effectively.

Foo Nin Ho , Jeanne D. Mursch , Beng Soo Ong, Bill Peittula (2008), This study explored the determinants of consumer satisfaction with OTC drugs using the confirmation/disconfirmation model. A revised confirmation/disconfirmation model specifically for OTC drugs was proposed and tested using structural equation modeling with a specific product category: cold medications. The results of this study found that the confirmation/disconfirmation of a consumer's expectation and perceived performance of an OTC drug is important in predicting consumer satisfaction. Theoretical and managerial implications for pharmaceutical marketers are discussed.

Bahari, M.B. & Ling, Y.W. (2010), conduct research to determine the factors affecting customer satisfaction with community pharmacies. A cross-sectional survey was carried out among randomly selected customers who visited 30 community pharmacies in Kuala Lumpur, Malaysia. Data were collected using structured questionnaires consisting of 7 questions related to customer demographics and 29 items related to customer satisfaction. Descriptive statistics, factor analysis, independent samples t-tests and one-way ANOVA were used for data analysis. A total of 393 out of 1,200 (32.75%) questionnaires

distributed were completed and collected. The respondents comprised 46.6% Malay, 41.5% Chinese, 9.9% Indian and 2% other races. The four most influential variables affecting customer satisfaction are convenient hours, availability of OTC drugs and a variety of products, pricing and the attitude of the pharmacy/pharmacist. It was found that elderly and unemployed groups have a significant influence upon satisfaction ($p < 0.01$). The study concluded that there are four main factors affecting customer satisfaction towards community pharmacy services in Malaysia. In addition, the elderly and unemployed groups are more concerned about their health.

Huber M, Dippold K, Forsthofer R (2012), The purpose of this paper is to determine sales drivers for different OTC product categories. The study uses data from both consumer and retail panels, which are gathered for various product categories. These long−term data are analyzed per product category with two specific regression models, mainly time−series analysis with VAR models and Shapley value regression. It is found that purchase intention drives sales a lot in general. Besides, it is very important to distinguish seasonal vs non−seasonal markets. The trend coefficient, which implies the stage of maturity of the market, indicates more or less saturated markets for the examples. The proposed models can be easily applied to different OTC categories without a lot of customization. The paper provides the market researcher with a guideline on how to proceed to model OTC product categories, e.g. which data are to be used, which models are to be estimated, which conclusions can be drawn. The study develops an analysis approach which is readily applicable to different OTC product categories, which exhibit very distinct market characteristics. The advantage of this approach is that it applies a standardized tool kit of methods to analyze highly varying markets.

Guenka Petrova et al (2013), the goal of the current study is to develop a Markov model for assessing the influence of the customer satisfaction on long term sales of leading OTC international non-proprietary names (INNs) of analgesics on the national market. For this purpose, two first-order stationary Markov models based on marketing data for OTC analgesics sales and customer satisfaction inquiry, particularly from metamizole (MET), paracetamol (PAR), acetysal (ASA), and ibuprofen (IBU) were created and manipulated. The first model considered the very satisfied customers and the second the very satisfied and the somewhat satisfied customers. research found that MET is the INN with the most loyal customers followed by PAR. The product Markov matrix was derived after multiplications of the matrixes with market share and loyal customers' probabilities. The steady state is achieved after 17 years for the group of satisfied customers and after 40 iterations for the group of somewhat satisfied. The market fluctuations are more dynamic in the second model probably due to lower determination of customers purchasing behavior. Researchers conclude that the model allows prediction of the long term changes in sales, differences between the groups of customers and long term marketing fluctuations. It could be useful in companies' strategic sales management.

Dadhich A., Dixit K. (Dr.) (2015), The present study emphasize on various marketing strategies use for OTC brand promotions by Pharmaceutical companies in reference to satisfying need and wants of customer. The study revealed that successful promotion of the OTC product by Pharma companies can be performed when product meets the quality, safety and efficacy parameter under the regulatory requirements which can create brand picture in the mind of consumers. The objective behind OTC advertisement is to alert the public to their condition and the availability of personal treatments. Since advertising of consumer products is limited by the amount of information that can be conveyed, its role resides simply in attracting attention and raising awareness. Other communication channels such as product labels and leaflets are more important for presenting larger amounts of detailed information. Advertising of non-prescription medicines has a number of positive benefits for public health in general, the marketplace, and the individual patient.

Castaldo S. et. el (2016), aimed to develop and test a two-step model to identify the determinants of store loyalty for community pharmacies in Italy. Based on the retail literature, qualitative research was conducted to identify key variables determining loyalty to community pharmacies. The model was then tested by means of a phone survey. A total of 735 usable questionnaires was collected. The study highlights the key role of the relationship between pharmacists and their customers in the loyalty-building path; trust in pharmacists is the first driver of satisfaction and a direct and indirect (through satisfaction)

driver of trust in pharmacies, which leads to store loyalty. Retail-level levers, such as the store environment, assortment, and communication, influence trust in pharmacies.

Vincent Chan and Hung Tran (2016), This study aimed to examine customers' key expectations and what they value when purchasing OTC and how the effect of health status/stress and perceived risks/benefits of purchasing OTCs from a pharmacy may influence their OTC shopping behaviour. Customers from two metropolitan pharmacies across two different suburbs in Brisbane, Queensland, Australia completed a self-administered questionnaire. Data collection was conducted over a six-week period. The questionnaire examined demographics, current level of health and stress, as well as a range of questions (seven-point Likert-scale) examining perceived benefits and risks, what they value, trust and expect when purchasing OTC. For this total of 86 customers from a broad range of demographics were captured in this study. When asked about their current health state, 41% and 23% respectively indicated that they were stressed and tense when they arrived at the pharmacy but many were feeling well (38%). Most customers strongly agreed/agreed that trust in the advice from a pharmacy (96%), trust in the products (73%), and the altruistic approach of a pharmacy (95%) were critical to them. Further, 82% and 78% respectively disagreed that time pressures or costs were concerns, despite many feeling tense and stressed when they came in. When asked where they intend to buy their future OTC, 89% indicated pharmacy instead of a supermarket. Researcher conclude that High levels of trust, confidence and sense of altruism and care were key factors for customers buying OTC from a pharmacy, regardless of time pressures, costs or existing levels of stress and health.

Dadhich et. al., (2017), conducted descriptive study intends to explore the consumer perception towards over-the-counter (OTC) medicines and factors that influence consumer buying behavior for OTC brand medicines marketed by pharmaceutical companies. It also aims to study the impact of marketing mix factors on consumer perception and OTC brand loyalty. It is observed by researcher that OTC marketing mix factors like Place, Price and Promotion has positive impact on consumer perception and OTC brand loyalty whereas self-medication practices have negative impact. The study also revealed that Place (Product availability), Price and Promotions are the major influencing factor in considering consumer OTC medicine buying behaviour.

From the literature review, researcher identify that there are various factors which affect customers satisfaction. Next section of this research deals with data analysis.
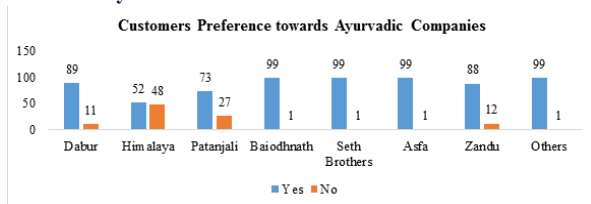
4. Data Analysis:

Chart: 1 Customers Preference towards Ayurvedic Companies

Above chart shows the customers' preferences towards Ayurvedic Companies. Most preferred companies are Seth Brothers, Asfa, Baidyanaath and Other brands (all are preferred by 99% of respondents), Whereas Himalaya is least preferred brand by customers (52%) followed by Patanjali (73%) and Dabur 89%.
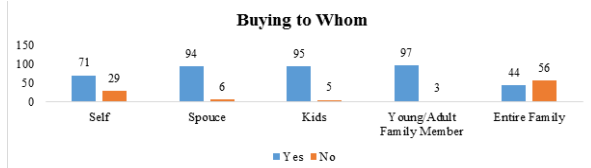
Chart: 2 buying to whom

According to above chart, respondents' buy Ayurvedic products for Young/Adult members (97%), Kids 95% and for spouse (94%). Whereas only 71% of respondents buy Ayurvedic products for them self and 44% buy for entire family.
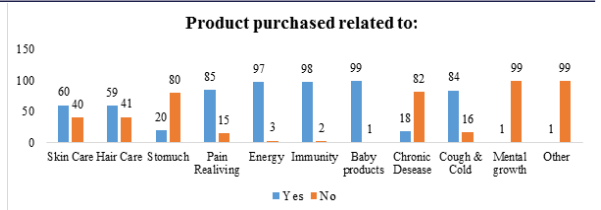
Chart: 3 Products related to

Chart 3 shows that respondents buy baby products, mental growth, and other (99%), for immunity (98%), Energy (97%). Least preferred category is Chronic Disease (18%), Hair Care (60%), and Skin care (60%). Other categories for which customers buy Ayurvedic products are Stomach (80%), Pain reliving (85%), and cough and cold (84%).
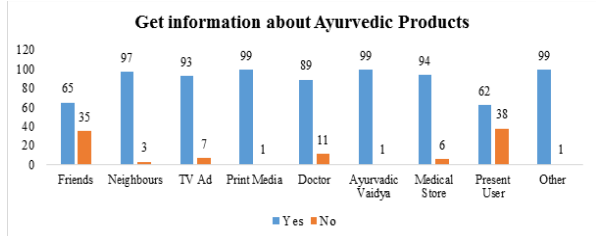
Chart: 4 Information about Ayurvedic Products

Above data shows the sources of information about the Ayurvedic products. Maximum (99%) of respondents get information from Print Media, Ayurvedic Vaidyalaya and Other sources. 97% of respondents get information from their neighbours, 94% got information from Medical Store. Whereas about 65% of respondents get information from friends. Only 62% of respondents get information from current uses of products.
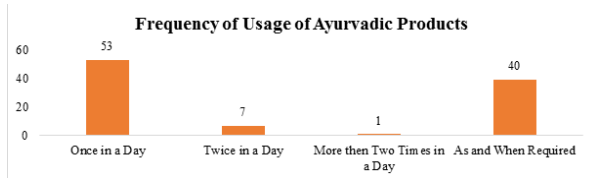
Chart: 5 Frequency of Use

Chart 5 explain that 53% of respondents use Ayurvedic products once in a day time, whereas 40% of respondents use these products when they required. Only 7% of respondents use Ayurvedic products twice a day.
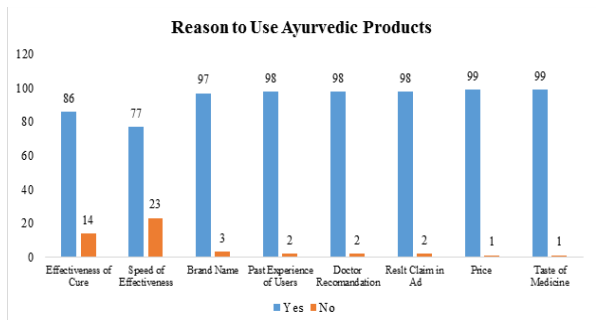
Chart: 6 Reasons to Use Ayurvedic Products

Chart 6 explain various reasons to use Ayurvedic products and data reveals that around 99% of respondents use Ayurvedic products because of Price, Test of Medicine, Result claim in Ad., Doctor's recommendation, Past experience, and Brand name. Only 14% of respondents do not use them by seeing effectiveness to cure.
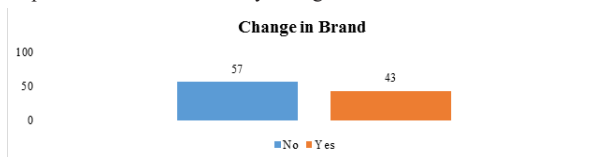
Chart: 7 Change in Brand of Ayurvedic Products

Chart 7 reveals that only 43% of respondents' change their brand of Ayurvedic products, whereas 57% of respondents' remain loyal toward their brands.

Chart: 8 Reasons to Change Brand

Above data shows the various reasons because of them customers change their brand. 39% of respondents' change current brand because of poor performance. Whereas 3% change because of other good quality brands are available in market.
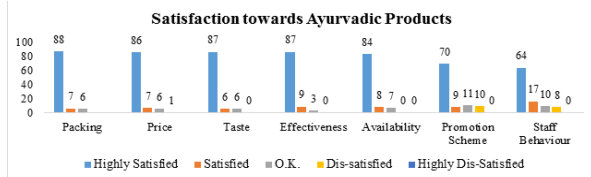

Chart: 9 Satisfaction towards Ayurvedic Products

Chart 9 is explaining about the Satisfaction level of customers' toward Ayurvedic products. 86% of respondents are highly satisfied with packing of Products, 86% of respondents are highly satisfied with Price, 87% are highly satisfied with taste, 84% are highly satisfied with Availability of products, only 70% are highly satisfied with Promotion Scheme, and only 64% are highly satisfied with staff behaviour.
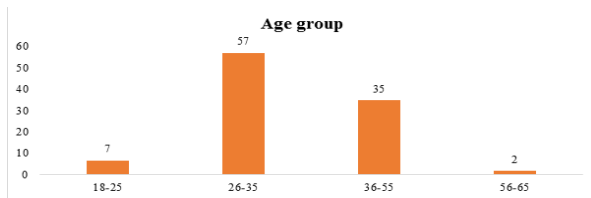

Chart: 10 Age Group

Chart 10 is explaining about the age group of respondents, 57% respondents belong to age group of 26-35 Years, 35% belong to 36-55 yrs., 7% belong to 18-25 yrs., and only 2% belong to 56-65 yrs. age group.
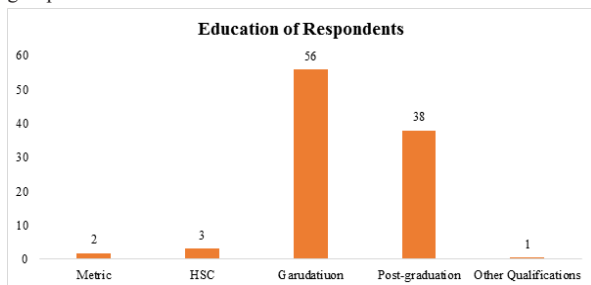

Chart: 11 Education of Respondents

56% of respondents are graduate, 38% of respondents are post-graduate, whereas 3% of respondents are HSC and only 2% of family members are metric pass.
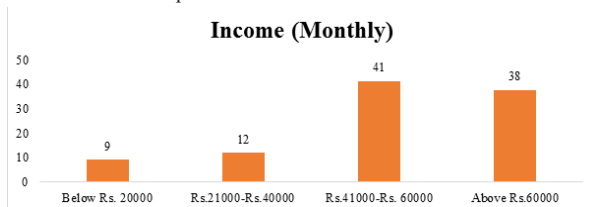

Chart: 24 Income

Chart 24 explain monthly income of respondents. 41% of respondents belong to 41000-60000 PM group, 38% of respondents have income above 60000 PM, 12% respondents have 21000-40000 PM, whereas only 9% of respondents have monthly income of 20000.

4.1. Hypothesis Test:
H0: There is not significant relationship between Age of respondents and Satisfaction towards Ayurvedic products.

Chi-Square			
Age Group and Satisfaction on various Variables	Sig. Value	< / >	Status
Satisfaction for Packing	.000	0.05	Rejected
Satisfaction for Price (Value for Money)	.000	0.05	Rejected
Satisfaction for Taste	.000	0.05	Rejected
Satisfaction for Effectiveness	.000	0.05	Rejected
Satisfaction for Availability	.000	0.05	Rejected
Satisfaction for Promotion Scheme Offered	.000	0.05	Rejected
Satisfaction for Behaviour of Staff	.004	0.05	Rejected

Chi-Square test reveals that significant value 0.05 is greater than the all variable of satisfaction. So H0 get rejected.

H0: There is no significant relationship between education of respondents and Satisfaction towards Ayurvedic products.

Chi-Square			
Education and Satisfaction	Sig.	< / >	Status
Satisfaction for Packing	.000	0.05	Rejected
Satisfaction for Price (Value for Money)	.000	0.05	Rejected
Satisfaction for Taste	.000	0.05	Rejected
Satisfaction for Effectiveness	.000	0.05	Rejected
Satisfaction for Availability	.000	0.05	Rejected
Satisfaction for Promotion Scheme Offered	**.223**	**0.05**	**Accepted**
Satisfaction for Behaviour of Staff	**.635**	**0.05**	**Accepted**

Chi-Square test reveals that significant value 0.05 is greater than the all variable of satisfaction. So H0 get rejected. Except Promotion scheme and Staff behaviour.

H0: There is not significant relationship between Income of respondents and Satisfaction towards Ayurvedic products.

Chi-Square			
Income and Satisfaction	Sig.	< / >	Status
Satisfaction for Packing	.000	0.05	Rejected
Satisfaction for Price (Value for Money)	.000	0.05	Rejected
Satisfaction for Taste	.000	0.05	Rejected
Satisfaction for Effectiveness	.000	0.05	Rejected
Satisfaction for Availability	.000	0.05	Rejected
Satisfaction for Promotion Scheme Offered	.000	0.05	Rejected
Satisfaction for Behaviour of Staff	.003	0.05	Rejected

Chi-Square test reveals that significant value 0.05 is greater than the all variable of satisfaction. So H0 get rejected.

5. Findings:
From the data analysis, researcher found that:
- From the customers' preference of Ayurvedic brands, research found that most preferred brands are Baidhnath, Seth, Asfa, followed by Zandu and Dabur. Least preferred brands are Himalaya and Patanjali.
- Researcher found that respondents buy Ayurvedic products for Young/Adults, Kids, and Spouse. Followed by self and entire family.
- Regarding the disease for which customer buy Ayurvedic products, researcher fund that Mental growth, baby products, Immunity, Energy are the most preferred diseases for which customers buy Ayurvedic products. Followed by stomach problem, chronic & cold. Least preferred diseases is skin care and hair care for which buyer buy Ayurvedic products.
- Researcher found that Ayurvedic Vaidyalaya, Print media, Medical Store, TV Ad. And doctors are the best information providers to customers about the Ayurvedic products. Friends and current users of Ayurvedic products are least information provider about the Ayurvedic products.
- On the usage of Ayurvedic products in a day, researcher found that more than ½ of the respondents use these products once in a day, where as 40% of respondents use these products, when required. Only 7% of respondents use these products twice in a day.

- Researcher found out the poor performance of Ayurvedic brand is prime reason to change current brand. Followed by Superior quality brands available in market. Other factor is Price because of which researcher change their brand.
- Researcher found that users use Ayurvedic products because of Result claim in Ad., price, taste of medicines, brand name.
- Researcher asked respondents about the satisfaction on Ayurvedic products and found that more than 80% respondents are satisfied with Packing, Price, Taste, Effectiveness, and Availability of Ayurvedic products. Whereas only 70% and 64% respondents are satisfied with Promotion Scheme and Staff behaviour respectively.

- **Demographic Findings:**
- On the age group of respondents researcher found that more than half of the respondents are between age group of 26 to 35. Majorly early group. Followed by 36-55 age group. Least age group people are from 56-66. Which indicate that 55-66 age group people are dependent on other family member for the selection of Ayurvedic products.
- Researcher found that 41% of respondents have income between 41000/- to 60000/- per month, whereas 38% of respondents have income above 60000/- per month. 12% of respondents have income between ranges of 210000-40000.
- On the Education background, researcher found that more than ½ of the respondents are graduate, more than 1/3 of respondents are post graduate. Only 2% are metric pass and 3% are having high school education.

Findings from Hypothesis:
- *H0: There is not significant relationship between Age of respondents and Satisfaction towards Ayurvedic products.*

Researcher found that there is no statistical relationship between age of respondents and satisfaction towards the Ayurvedic products.

- *H0: There is no significant relationship between education of respondents and Satisfaction towards Ayurvedic products.*

Researcher fond that there is no statistical relationship between education of respondents and Satisfaction towards Ayurvedic products, except Promotion scheme and staff behaviour show that there is statistical relationship between education and satisfaction.

- *H0: There is not significant relationship between Income of respondents and Satisfaction towards Ayurvedic products.*

Researcher fond that there is no statistical relationship between Income of respondents and Satisfaction towards Ayurvedic products

6. CONCLUSION:
Researchers started this work to know the satisfaction of customers on OTC products of Ayurvedic products. Researcher found that customers are satisfied with the OTC Ayurvedic products, however customers keep changing brands and companies. Researchers would like to conclude that Ayurvedic companies need to use such marketing strategies which help them to retain the customers.

7. Recommendation
- Also researcher suggest that companies need to come up with more Ayurvedic products for Chronic Disease, Cough and cold, and mental growth. This will help companies to capture more niche markets. Companies are doing well with Energy, Immunity and Baby products, so research suggest that companies keep focusing these markets.
- Related to the information, researcher suggest to the companies that they are going good and keep providing informations to the customers. Right and on time information play a vital role in branding and increase customer base.
- Researcher suggest that companies are providing correct reason to use Ayurvedic products, so this practice need to continue by the researchers.
- Researcher suggest that Ayurvedic companies need to make more effective and result oriented products, so that customers became loyal to its brands, as many customers change brand because of poor performance.

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