

A Study on Customer Satisfaction Towards Med-Plus

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ABSTRACT

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as precise by the number of recurring customers. Customer satisfaction review is a process of discovering whether or not a company's customers are happy or satisfied with the Products or services inward from the company. It might be conducted direct to face, over the mobile phone, via electronic post or internet, or on written forms. Customer answers to questions are then used to analyze whether or not changes need to be made in business operations to increase the overall satisfaction of customers. Obviously as the amount of Customers, or fraction of total customers, who's frequent in sequence with a firm, its goods, Or its services exceeds accurate fulfillment goals. In an aggressive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly more has become a key element of business strategy. The purpose of this study is to understand the factors influencing customer satisfaction towards Med Plus Pharmacy. More purposely, the center of attention is on investigative the grouped impact of the factors on purchaser pleasure. Firstly, this research focuses on factors influencing customer satisfaction. Secondly, it also attempts to find out the impact of demographic variants on customer satisfaction. Thirdly, this research may reveal the loyalty of the customers towards Med Plus Pharmacy in Chennai. The major finding of this study feasibly of customers are respondents willing and recommend to Med Plus pharmacy to their relatives and colleagues are the implication of the study Med Plus pharmacy may try to keep all variety of medicines are all brands as per the prescriptions of all class people in that around Chennai city. From the research upshot, the indicates that most of the customers were satisfied with Med Plus pharmacy respect to the factor.

Keywords: Customer Satisfaction, Med Plus Pharmacy, Digital Marketing, Customer Loyalty, Demographic Influence, Service Quality, Product Availability, Customer Experience, Business Strategy, Brand Recommendation, Market Competitiveness, Consumer Behavior, Pharmacy Retail Sector

INTRODUCTION

Med Plus Pharmacy is India's second-largest pharmacy chain, with over 3,000 outlets nationwide and more than 100 in Chennai alone. Unlike other products, medicines are essential and cannot be avoided, making customer behavior in this industry unique. This study focuses on understanding customer satisfaction and loyalty towards Med Plus in Chennai. With the rapid digital transformation and Chennai's development under the Smart City project, Med Plus has adopted digital

marketing strategies to enhance customer reach and convenience. Its online platform, MedPlusMart.com, offers medicines, FMCG, and nutrition products, serving over 3.5 lakh customers daily. Med Plus ensures product quality by sourcing from trusted manufacturers, maintaining storage standards, and employing trained pharmacists. It adds value through 10% discounts, free home delivery, and health camps. The Indian pharmaceutical industry, a global leader in drug manufacturing, is highly competitive and fragmented, driving companies like Med Plus to innovate and prioritize customer satisfaction. Through this research, we aim to explore the factors affecting consumer behavior, measure satisfaction levels, and assess the impact of digital strategies in building brand loyalty for Med Plus in Chennai.

OBJECTIVES OF THE STUDY

1. To understand the sales of Med Plus and its competitors

This means analyzing how much Med Plus is selling compared to other pharmacies like Apollo, Net-Meds, 1mg, etc. You look into their sales volume, market share, and growth trends to understand where Med Plus stands in the competition.

2. To analyze and study the impact of digital marketing strategy by Med Plus

This point focuses on how Med Plus is using digital platforms (like social media, Google Ads, apps, websites) to market its services/products—and how successful those efforts are. For example, are online promotions increasing sales? Is the mobile app attracting more customers?

3. To find out the factors that influence sales

Here, you're trying to discover what elements affect how much Med Plus sells—such as product pricing, location, discounts, service quality, delivery speed, and even seasonal demand or customer loyalty programs.

4. To create brand awareness of Med Plus among people

This means taking steps to make sure more people know about Med Plus—its services, benefits, offers, and why they should choose it over other options. This can be done through ads, social media, word-of-mouth, or promotional events. The goal is to make “Med Plus” a familiar and trusted name.

5. To know the customers' satisfaction on Med Plus

Here, you assess how happy or satisfied customers are with Med Plus. Are they pleased with the service, prices, and delivery? Do they feel the app is user-friendly? Surveys, feedback forms, or online reviews help measure this.

6. To know about the problems faced by the customers purchasing in Med Plus

This point focuses on identifying any issues customers face while using Med Plus services like late deliveries, stock unavailability, poor customer service, app glitches, or pricing concerns. Knowing the problems helps in solving them and improving customer experience.

LITERATURE REVIEW

Product pricing, availability, and service quality play a crucial role in determining customer satisfaction in the pharmaceutical retail sector, as highlighted by Kumar & Sharma (2022). Their research emphasizes that customers tend to favor pharmacies that offer reasonable prices, ensure that essential medicines and health products are consistently available, and provide a high level of service quality. These three factors collectively shape customer preferences and influence their decision to return to a particular pharmacy.

Digital platforms have significantly enhanced customer convenience and satisfaction in pharmacy chains, according to research by Raj & Gupta (2021). The study highlights that online ordering, home delivery services, and user-friendly mobile applications have made it easier for customers to access medicines and healthcare products. By integrating digital platforms with traditional pharmacy services, businesses can offer a seamless shopping experience that meets the growing demand for accessibility and efficiency.

Customer experiences in pharmacies are greatly influenced by staff behavior and expertise, as noted by Patel (2020). A knowledgeable and well-trained pharmacy staff can provide valuable guidance on medicine usage, dosage, and potential side effects, improving customer trust and satisfaction. Additionally, courteous and professional behavior from employees enhances the overall shopping experience, making customers more likely to return.

Pricing strategies have a direct impact on consumer purchasing decisions in the retail pharmaceutical industry, as discussed by Mehta & Choudhary (2019). Their study reveals that competitive pricing attracts budget-conscious consumers, while discounts, membership benefits, and promotional offers further enhance customer loyalty. Pharmacies that implement well-structured pricing strategies can gain a competitive edge and encourage repeat business.

The integration of offline and online pharmacy services improves customer accessibility and retention, according to Mishra (2021). The study highlights that customers appreciate the flexibility of being able to purchase medicines both in physical stores and through digital platforms. A well-integrated system allows for a smooth transition between in-store and online experiences, ensuring customers can obtain their required medications conveniently.

Service quality frameworks, such as SERVQUAL, are useful tools for measuring customer satisfaction in pharmacies, as stated by Srinivasan (2018). The SERVQUAL model assesses five key dimensions: tangibility, reliability, responsiveness, assurance, and empathy to determine the quality of services provided by a pharmacy. Implementing such frameworks can help pharmacy chains identify areas of improvement and enhance their service delivery.

Transparency, authenticity, and prompt service are essential for building consumer trust in pharmacy brands, as observed by Verma (2023). Customers prefer pharmacies that provide clear information about medicines, maintain ethical business practices, and ensure timely service. A lack of transparency in pricing or product authenticity can lead to mistrust and negatively impact customer loyalty.

Retail pharmacy chains' strategies for retaining customers are shaped by the competitive market dynamics, as analyzed by Nair (2020). The study highlights that pharmacies must constantly innovate and adapt to industry trends, such as personalized customer service, loyalty programs, and efficient inventory management, to remain competitive. Businesses that fail to evolve in response to market changes risk losing customers to more customer-centric pharmacy chains.

RESEARCH METHODOLOGY

The research methodology adopted for this study is a systematic approach to solve the research problem and analyze customer satisfaction and loyalty towards Med Plus Pharmacy. The study began by clearly defining the research objectives, followed by the adoption of a conclusive research design suited to the nature of the project. Both *primary and secondary data* were utilized—*primary data* was collected directly from customers through structured questionnaires, while *secondary data* was sourced from various published and unpublished materials such as books, journals, and magazines. The sampling method used was *convenience sampling*, a non-probability technique where

data was collected from respondents who were easy to access, such as customers in stores or public places. A total of 100 respondents formed the sample size for the study. For effective data analysis, various statistical tools such as percentage analysis, bar charts, and chi-square tests were applied to interpret the results accurately. This methodological framework allowed the researcher to gather insights, analyze trends, and draw logical conclusions regarding the impact of digital strategies and service quality on customer satisfaction with Med Plus Pharmacy in Chennai.

OVERVIEW OF CUSTOMER SATISFACTION TOWARDS MED-PLUS

1. Understanding Customer Behavior in Pharmacy Purchases

Unlike other products, medicine is a necessity people cannot avoid buying it. This study focuses on how customers behave when buying medicines, especially in Chennai, and how their buying patterns differ from other locations or industries.

2. Focus on Med Plus Pharmacy in Chennai

Med Plus is India's second largest pharmacy chain with a strong presence in Chennai. The study concentrates on understanding customer satisfaction, buying behavior, and brand loyalty towards Med Plus in this city.

3. Importance of Digital Transformation

Chennai is developing rapidly under the Smart City initiative, and digitalization is spreading fast. Med Plus has embraced digital marketing and technology to offer better service, making it more convenient for customers to buy medicines online or through mobile apps.

4. Adoption of Digital Marketing Strategies

Med Plus uses digital platforms like MedPlusMart.com to connect with customers, offering discounts, fast delivery, and access to health products. This study explores how these strategies influence customer satisfaction and retention.

5. Objective: Measure Satisfaction & Loyalty

The main objective of the study is to measure how satisfied customers are with Med Plus's services and whether they stay loyal to the brand, even when other options are available.

6. Research Based on Primary & Secondary Data

The study uses 'primary data' from customer surveys through questionnaires and 'secondary data' from books, journals, and online sources. This combination provides a full picture of the pharmacy market and customer attitudes.

7. Sampling & Analysis Tools

Using convenience sampling, 100 respondents from Chennai were selected for the survey. Data was analyzed using tools like percentage analysis, bar charts, and chi-square tests* to extract meaningful results and insights.

8. Findings: Customers Are Mostly Satisfied

From the responses, most customers expressed satisfaction with Med Plus in terms of product availability, pricing,

service quality, and convenience. Many were willing to recommend the store to others, showing strong brand trust and loyalty.

KEY BENEFITS

1. Improved understanding of Med-Plus customer needs and expectations, helping the company tailor its services more effectively

By analyzing customer feedback, preferences, and buying behavior, Med-Plus can gain valuable insights into what customers truly want. Understanding these expectations allows the company to enhance its offerings, provide a better shopping experience, and meet customer demands more efficiently.

2. Identification of service gaps and potential areas for improvement, ensuring that Med-Plus can address issues that may be affecting customer satisfaction

By assessing customer experiences and feedback, the study helps pinpoint areas where the company might be falling short, such as delays in service, product unavailability, or customer service inefficiencies. Once these gaps are identified, targeted improvements can be made to enhance overall service quality.

3. Insights into how pricing strategies impact customer retention, allowing Med-Plus to refine its approach to affordability and competitive pricing

Understanding whether customers find Med-Plus' prices reasonable compared to competitors can help the company make informed decisions about discounts, loyalty programs, and promotional offers. Competitive pricing not only attracts new customers but also ensures that existing ones continue to shop at Med-Plus.

4. Evaluation of Med-Plus's digital service effectiveness, including its online platform and mobile app, to determine how well they enhance customer convenience

With more consumers preferring digital solutions for purchasing medicines and healthcare products, it is crucial to analyze the ease of use, reliability, and efficiency of Med-Plus' digital services. Identifying strengths and weaknesses in the online experience can help improve customer engagement and satisfaction.

5. Understanding the impact of staff behavior on customer loyalty, ensuring that employees provide the best possible service to retain and attract customers

The professionalism, friendliness, and expertise of Med-Plus staff play a crucial role in shaping customer perceptions. Evaluating how staff interactions influence customer satisfaction can help in implementing better training programs to enhance service quality and build stronger relationships with customers.

6. Better strategies for inventory and product availability, ensuring that customers can consistently find the medicines and healthcare products they need

Stock shortages or unavailability of essential medicines can lead to customer dissatisfaction and loss of trust. By analyzing inventory management and supply chain efficiency, Med-Plus can take proactive steps to maintain optimal stock levels, reducing instances of product unavailability.

7. Enhanced customer relationship management approaches, leading to stronger connections with customers and improved brand loyalty

By understanding customer preferences and concerns, Med-Plus can implement personalized engagement strategies, such as targeted promotions, loyalty rewards, and improved customer support. A well-structured customer relationship management system ensures that Med-Plus can foster long-term relationships with its customer base.

8. Recommendations for maintaining a competitive advantage in the pharmaceutical retail industry by continuously improving services, pricing, and digital innovations

As competition intensifies, Med-Plus must stay ahead by constantly evolving its business strategies. This study provides actionable insights that can help the company sustain its market leadership, attract new customers, and strengthen its position in the pharmacy retail sector.

MAJOR OBSTACLES

1. Intense competition from both physical pharmacy chains and online platforms poses a significant challenge for Med-Plus in maintaining its market share

With several established players like Apollo Pharmacy and 1mg offering similar products and services, Med-Plus must constantly innovate and differentiate itself to attract and retain customers. The rise of e-commerce in the pharmaceutical sector has further intensified competition, making it essential for Med-Plus to enhance its digital presence and customer engagement strategies.

2. Ensuring consistent service quality across all Med-Plus locations remains a difficult task, as variations in customer service, inventory management, and store operations can impact customer satisfaction

With multiple outlets spread across different regions, maintaining uniform service standards requires effective staff training, efficient management practices, and strict quality control measures. Any inconsistency in service quality can lead to negative customer experiences and reduced trust in the brand.

3. Customer skepticism regarding online pharmacy platforms presents a barrier to digital adoption, as many consumers still prefer in-store purchases due to concerns about authenticity and reliability

While digital transformation has made purchasing medicines more convenient, some customers remain hesitant to order prescription drugs online due to fears of counterfeit medicines, incorrect deliveries, or lack of proper consultation. Addressing these concerns through transparency, customer education, and reliable digital services is crucial for building trust in Med-Plus' online platform.

4. Disruptions in the supply chain can significantly affect the availability of medicines, leading to customer dissatisfaction and potential loss of business

Delays in procurement, logistical challenges, and supplier-related issues can result in stock shortages, preventing customers from obtaining essential medications when needed. A well-optimized supply chain with efficient inventory management is necessary to ensure continuous product availability.

5. Pricing competition impacts profit margins, making it challenging for Med-Plus to balance affordability for customers while maintaining financial sustainability

To remain competitive, Med-Plus must offer attractive pricing, discounts, and loyalty benefits, but excessive price reductions can strain profitability. Developing a smart pricing strategy that ensures affordability without compromising revenue growth is essential.

6. Regulatory and compliance challenges add complexity to Med-Plus' operations, as the pharmaceutical retail industry is heavily regulated with strict guidelines on drug sales, storage, and distribution

Keeping up with evolving government policies, licensing requirements, and quality control measures demands continuous monitoring and adherence to legal frameworks. Failure to comply with regulations can result in penalties, operational disruptions, or reputational damage.

7. The need for continuous technological advancements presents a challenge, as Med-Plus must keep upgrading its digital infrastructure to meet customer expectations

With the increasing reliance on online services, mobile apps, and digital payment solutions, staying ahead in technology requires ongoing investments in IT systems, cyber security, and user-friendly interfaces. Falling behind in technological innovation could lead to a loss of customers to competitors with more advanced digital offerings.

8. Effectively managing customer complaints and addressing concerns in a timely manner is crucial for maintaining customer trust and satisfaction

Complaints regarding delayed deliveries, incorrect prescriptions, poor service, or product availability can negatively impact Med-Plus' reputation. Implementing a strong customer service framework with prompt grievance resolution mechanisms can help improve customer relationships and foster long-term loyalty.

CONCLUSION

This study reveals that customer satisfaction and loyalty towards Med Plus Pharmacy in Chennai are significantly influenced by a combination of essential service factors and the company's adoption of digital strategies. As a necessity-driven industry, pharmacy purchases are different from other types of consumer buying behavior, and Med Plus has successfully addressed this by offering reliability, quality, and convenience to its customers. The company's expansion across Chennai and India, along with its strategic use of technology such as MedPlusMart.com has made access to medicines faster, easier, and more affordable. By offering discounts, home delivery, and a wide range of products, Med Plus has created a strong customer base that appreciates both its physical and digital presence. The findings from the primary data collected from 100 respondents indicate that most customers are highly satisfied with their experience, and many are willing to recommend Med Plus to others, proving their trust and loyalty to the brand. The study also shows

that digital marketing plays a key role in shaping modern consumer behavior and that convenience, price, service quality, and brand trust are the major factors influencing customer satisfaction. In a competitive and fast-evolving pharmaceutical landscape, Med Plus stands out by combining traditional values with modern technological innovation, ultimately reinforcing its position as a trusted healthcare provider in Chennai and beyond.

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