**Literature Review:**

**Foresee results / fgi research report, (2005):** The research report on Customer satisfaction, Loyalty, and buying Behavior in the evolving Multi-channel retail world. Today’s consumers demand choice and convenience. They “mix and match” channels according to their needs for product research, purchase and delivery. As cross-channel shopping behavior grows mainstream, the best way to evaluate and compare retail channels is to gauge their relative impact increasing customer satisfaction and loyalty.

The key findings from the measurement of customer satisfaction with the multi-channel shopping experience include: Multi-channel shoppers who use the web as their primary research channel are more satisfied than those who primarily use the store to research purchases. And, shoppers who research and buy on the web showed significantly higher levels of satisfaction, loyalty and likelihood to purchase online and offline in the coming year. The web is a critical component and a key growth opportunity in any retailer’s multi-channel strategy because it appeals to the most loyal customer segment and reinforces brand image. Brand image and the store channel are high priorities for improvement for retailers across categories; additional priorities vary by retail category. Buying holiday sales through promotional offers may compromise loyalty in the long run.

**RNI: RAJBIL, International Referred Reseach Journal, (2011):** Measurement of pharmacy retail service quality-instrument development and validation. This study aims to construct a tool to measure service quality expectation in retail pharmacy context is developed. Service quality is considered as important determinant of consumer satisfaction. Very little research has carried out on service quality perception in India. Retail sector is witnessing vast changes in India and so as expected in pharmacy retail. Given the relatively mature markets where the service quality scales have been developed, it seems unlikely that these measures would be applicable in the Indian context without adaptation.

We have seen remarkable changes in grocery retailing. In similar fashion, we are going to experience changes in pharmacy trade (Rao 2006). In this context, it becomes more relevant to study pharmacy retail service quality expectations and perceptions of customers. This study aims to measure expectations and perceptions
of medicine shoppers with respect to retail pharmacy. To carry out this study the data is collected with the help of structured questionnaire from Retail shoppers of Medicine, with sample size of 600.

The findings from this study suggest that the overall reliability of the PHARMA SERVQUAL scale is Cronbach's alpha is 0.755 which is close to 0.8-1 criterion (Bryman and Carmer (2005). However when the dimensions were assessed individually, Cronbach’s alpha is in range of 0.676 to 0.507 , however keeping in mind that this is an exploratory factor analysis and face validity of content , the results are acceptable. The value of Kaiser- Meyer-Olkin(KMO), which is a measure of sampling adequacy, is found to be 0.653 suggesting that the factor analysis test has proceeded properly and the same is used as the minimum acceptable value of KMO is 0.5 (Othman and Owen 2001). Therefore, it can be concluded that the matrix did not suffer from multi collinearity or singularity. The results of Bartlett test of Sphericity shows that it is highly significant (sig.=0.000), which suggest that the factor analysis is appropriate and suitable for testing multidimensionality. Hence, The statistical and factor analysis tests for the responses has resulted that the proposed items of the instrument are sound enough to measure the service quality in retail pharmacy context.

An Introduction to Queuing Theory, Bunday BD (2001): Waiting in lines or “queues” seems to be an American pastime. Think about the many times you had to wait in line in the last month or year and the time and frustration that was associated with those waits. Whether we are in line at the grocery store checkout, the barbershop, the stoplight, or in the pharmacy, “waiting our turn” is part of our everyday life. Queuing theory is the formal study of waiting in line and is an entire discipline within the field of operations management. The purpose of this article is to give the reader a general background into queuing theory and queuing systems, its associated terminology, and how queuing theory relates to customer satisfaction. Queuing theory utilizes mathematical models and performance measures to assess and hopefully improve the flow of customers through a queuing system. Queuing theory has many applications and has been used extensively by the service industries. Queuing theory has been used in the past to assess such things as staff schedules, working environment, productivity, customer waiting time, and customer waiting environment. In pharmacy, queuing theory can be applied to assess a
multitude of factors such as prescription fill-time, patient waiting time, patient counseling time, and pharmacist and technician staffing levels. The application of queuing theory may be of particular benefit in pharmacies with high-volume outpatient workloads and/or those that provide multiple points of service, such as those in the Department of Veterans Affairs (VA), Department of Defense (DoD), university health systems, and managed care organizations.

Queuing theory is a powerful management tool that often gets overlooked, especially in pharmacy operations management. Proper application of this effective management tool can yield impressive results. Undoubtedly, there are numerous factors—physical, psychological, and emotional, to name a few—that affect a customer’s perception of the waiting experience. By better understanding queuing theory and the various measures associated with customer waiting time, service managers can make decisions that have a beneficial impact on the satisfaction of all relevant participants: customers, employees and management. There are several tools such as computer simulation, modeling, and automated queuing technology that can assist in this process improvement endeavor. Waiting in line will always be prevalent in our society and in our pharmacies. As the health care industry continues to evolve, pharmacists are under continued and growing pressure to do more and more. Wouldn’t it be nice to practice pharmacy in a setting where the worry and burden of wait time management was eased, even eliminated — keeping customers happy and decreasing the waiting time will provide better service to the customer.

American Journal of Pharmaceutical Education (2004); Article 4: To determine whether completion of a patient counselling course improved pharmacy students’ perceptions of the importance of pharmaceutical care and whether there was a difference in students’ perceptions of pharmaceutical care provided in retail settings compared to that provided in clinic settings.

A pre-course and post-course survey instrument was designed to measure students’ perceptions of the importance of pharmacists’ performing 20 items describing pharmaceutical care. After taking a patient counselling course, students perceived five out of 20 pharmaceutical care tasks performed by pharmacists to be most important. Also, student analysis of pharmacist/patient interactions indicated that barriers to communication were fewer, students’ experiences were more educational, and privacy, monitoring and assessment were better in clinic settings. According to
students’ perceptions, the application of pharmaceutical care was different between clinic and retail settings.

Therefore, teaching the concept of pharmaceutical care and incorporating it into a patient counselling course is more educational when a clinic setting is used.

**Asian Journal of Management Research (2010), Retailing, is an emerging trend in India.** It is a proven fact that in India the retail industry has become the 2nd largest employer after agriculture. The Indian retail market is the 5th largest retail destination globally. It is estimated to grow from the US $ 266 billion in 2005 to US $ 435 billion by 2010 and US $ 587 billion by 2015. The entry of organized players is changing the face of the pharmacy business, which today is highly fragmented. The retail side too has been posting high growth rates. “The total retail pharmacy market will be growing at a rate of around 15 per cent, while organized retail pharmacy will be seeing a growth of anywhere between 35 and 40 per cent,” according to Technopak Advisors. Besides, the high margins – between 25 and 35 %. This study was conducted to understand the functions of planet health & customer perception towards planet health. The study was carried out at Planet Health Retail Store (Ahmedabad) where the survey has been conducted through questioner. The conclusion of the study shows that as far as CRM and store ambience is concern, they are managed properly, while the product range should extend vertically and horizontally. While testing the hypothesis, it was found that the customer perception towards planet health was on the positive side. Thus the management is making the right moves towards better customer satisfaction.

The customers feel that the store ambience and decor are up to the mark and does not require changes in it. The store layout is such that the customer find easy to search for the products and also is their way through it. The product range should be expanded both horizontally and vertically to cater the needs of customers. The staffs are adequately trained in handling customers and customer relationship which provides an edge to planet health over other retail store. But the staff needs to be trained in the technical part that is creating understanding about various products and its usage. The billing and payment system is optimised for reduce waiting time. While testing the hypothesis, it was found that the customer perception towards planet health was on the positive side. Thus the management is making the right moves towards better customer satisfaction.
A Framework Analysis, Jose Augusto Rosa Bastos & Pablo de Munoz Gallego (2007): We had develop a model to demonstrate that loyalty is a consequence of service quality and customer satisfaction. A specific scale has been developed and applied to a survey at a two level of Portuguese pharmacies: rural (with no competition) and urban pharmacies (with some competition). Using a structural equation modelling methodology we demonstrate that the more competition (urban pharmacies) less loyalty, the more dependent with the service (high consume in product pharmacies) the more loyal.

In a competitive world, firms expect to increase the quality and customer satisfaction, and obtain customers more loyalty to the firm. These are keys to lead the market. The understanding of what drives the customer to be more loyal is the crucial element of all. Our objective for this study is to clarify relationships between service quality, customer satisfaction, and loyalty (as a positive behavioural intention). The presented results, supports this position. Moreover, this is a quasi-beginning study in a service that is not explored in the analysis of quality, satisfaction, and customer loyalty. So, this appears to be a worthy area to pursuit. We provide evidence that quality direct affect satisfaction and satisfaction direct affect the positive behavioural intentions (H1 and H2). The direct effect of service quality in behavioural intentions (H3) was not confirmed. Using a structural equation modelling methodology we demonstrate that the more competition (urban pharmacies) less loyal, the more dependent with the service (high consume in product pharmacies) the more loyal. An interesting result is that there are no negative behavioural intentions in the pharmacies customers. This is due, certainly, to the impossibility to the customer to change from one pharmacy to another and to the dependency of must customers to the pharmacy services. There are many implications from this study to future researches. The replication of this study is one of them. But, more and different variables should be considered in new models. The variables introduced in the exploratory factorial analysis and not confirmed in the structural equations analysis could be more important when the market structure of the pharmacies will be competitive.

Customer Perceptoin & Satisfaction Survey Of Organized on Fmcg Retail Outlets In Ludhiana (2005): The crux of the study is that most of the customers prefer to purchase from organized FMCG retail outlets as compare to unorganized
FMCG outlets. Also it’s found that most of the respondents are satisfied with the quality, price and product range of the goods provided by organized retail outlets. In this study it is found that customers want to spend more at organized retail outlets in comparison to other local Karyana stores. During the study its also found that customers were happy from the services provided by organized FMCG outlets. This study also revealed that customer prefer the organized FMCG retailing over unorganized FMCG retailing, due to which the organized FMCG retailing become a threat to the local kariyana stores & street hawkers.

Amit D. Kandhare, Kiran S. Raygude, Scholars Research Library, (2011): The present study was designed in order to measure the level of customer satisfaction and also their purchasing behavior when shopping in retail pharmacies i.e. independent pharmacies and in chain or shopping mall pharmacies. The study design is in the form of cross-sectional descriptive study using convenience sampling methods. A questionnaire was developed to evaluate the level of customer satisfaction as well as customers purchasing behavior in retail pharmacies. The questionnaires were distributed in the 106 individual customers, 21 Chemist in Mall pharmacy, 27 Chemist in retail drug store and 12 numbers of doctors. Then the correlation between personal satisfaction and customer purchasing behavior in both pharmacies was determined on the basis of various quality of service provide by the pharmacy and the product range along with their availability in the pharmacy shop. It was found that pharmacy store choice behavior among consumers indicates that image and perceptions along with individual characteristics have significant impact on the final outcome.

Manufacturers must ensure that their drug reaches customers with uncompromised quality. In India, because manufacturers do not retain control over the multi layered distribution system, the cold- chain management process continues to be difficult and expensive. However, manufacturers are increasingly realizing the importance of an effective distribution system, all the way to the end-customer. Increasing brand awareness and quality consciousness among consumers would lead to shift to organized retailers because of value-added services such as diagnostics, lab facilities and other value added services. Further, consolidation in the industry will deem profitable for many and lead to good pharmacy practices. A broad conclusion
about store choice behavior among consumers indicates that image and perceptions along with individual characteristics have significant impact on the final outcome.

**A Critical Study Of Consumer Preferences Towards Organized Retail (2011):**

After years of unorganized retailing and fragmented ‘kirana’ stores, the Indian retail industry has finally begun to move towards modernization. New marketing formats like departmental stores, hypermarkets, supermarkets and specialty stores are spearheading the modernization drive. In Jaipur, Rajasthan, Retailing concept is fast catching up the minds of the consumers and organized retail sector is expected to rise in the next five years. But the consumer retailing needs differ from region to region and across different cities. The consumer decision processes depend on the consumer behavior. Consumers are often studied because certain decisions are significantly affected by their behavior or expected actions. The research focuses on three sectors of organized retail in Jaipur viz. Grocery, Fast-food Chains and Apparel and Foot wear sector and an attempt has been made to find out whether the retailers like Big Bazaar, Reliance, More etc. will be able to get accomplishment in Jaipur. The research focuses on examining the impact of Jaipur consumers’ demographic variables in various types of organized food and grocery retail formats (convenient, supermarket and hypermarket) and exploring the drivers of customer satisfaction and Loyalty in Jaipur Retail Supermarkets. The study also identifies the consumer’s recommendations so as attract more customers to a shopping area.

The consumer’s preferences are changing rapidly and becoming highly diversified. It is difficult for the retail stores to satisfy all the needs of the customers. The most of the consumer’s want to get some attractive prices, good schemes and offers on every purchases and a shopping comfort as well. This empirical study investigated the influence of demographic dynamics and customer loyalty variables on organised food and grocery retail outlets and fast-food chains in Jaipur. Consumers are now into food and grocery shopping in a more involved manner than ever before. The organised food and grocery retails outlet are the preferred kind of stores by consumers. The perceptions and opinions of consumers vary while buying items in different types of retail outlets. Consumer’s income levels play a pivotal role in the determination of demand for type of modern format. The results show that consumers are more sensible towards optimization of time and money while shopping. The results also prove that most of the consumers are price and quality
association conscious. It was also found that customer satisfaction has a strong influence on loyalty, which means customers who are satisfied tend to continue shopping and recommend the retail store to others. Only the big retail chains are able to satisfy all these needs of the new age consumers whereas there is still some consumers mostly of the old age are willing to purchase from the local kirana store. Some of them have perception that these big stores are too costly to afford and some of them are not able to make purchases in a bulk so they do not want to waste their time to go especially to the big store for 2-3 items purchase.

**Impact of organized retail on unorganized sector (2012):** India with 15 million outlets is rightly referred to as a nation of shopkeepers. Retailing is the second largest employer after agriculture in the country. Indian organized retail sector is clocking impressive growth; currently valued at $450 billion and is expected to reach $640 billions by 2015. Currently, the organized retail constitutes around 9% of the total retail sector and may touch 16% by 2011-12. ASSOCHAM study has also suggested that mall culture has not been able to penetrate as per the expectations. At present, limited research on retailing has been reported in India. Keeping in view the increasing importance of organized retail and its penetration in select product category (food, grocery, FMCG & apparels) a preliminary study examine demographic profile of customers and impact of organized retail on Kiranas establishments was carried out in Jammu.

As the supply chains of organized retailers develop, they gain economies of scale leading to cost advantage which in turn allows them to attract price conscious Indian consumer by offering products at economical prices. Moreover, the employment opportunities generated by organized retail may be laudable in terms of better working conditions and better wages in coming years but a significant majority of people engaged in unorganized retail may not fit into employment basket in this emerging segment. The study needs to be extended to other regions of the state including Srinagar and Ladakh, with control group of retailers as yet unaffected by organized retail to understand the impact on income and employment. The significant inferences drawn from this study may not be an enthusiastic situation for the country as far as survival of Kiranas vs organized retail is concerned.

**Retailing in Pharma: Opportunities & Challenges (2007):** The Pharma sector is one among sectors which is facing hard competition in is industry. By introduction of
retail malls the customers are getting all the daily use commodities under a single roof. They are getting each and everything which are basic as well as secondary requirement for a high, middle and lower class segment of global society. Now the question arises what will be the future of small retailer in pharma industry? The answer is considering that pharma retailing is clubbed with fast moving consumer goods retailing in most cases. The consumer is getting everything in air conditioned environment – fruits, garments, healthcare articles as well as fulfilling other essential requirements. So we can say it is "starting end" of small pharma retailers or we will use a hindi phrase – "Swagat kehi saath viva ki hoti dekhi tayyari".

In the field of pharma retail the Apollo Hospital enterprise is doing its business with more than 642 pharmacies across the country with an aim to reach 1000 units at the end of profit year 2008. Las year Apollo added 262 pharmacies and gained the profit of Rs.8.8 crore. Now they have aim to reach Rs.16 crore for the year 2008-09. The share of organized retail in the total market is likely to grow many fold from existing 2% in the coming year. The latest Indian retail review shows that in the year 2010 this rate will be 20% because growth is attracting new players in the market. So in conclusion we can say that though there is hike in retail market and specially in organized retail. Then we have what will be future of unorganized small retailers. I am using the sentence for small retailers of famous Hindi Novelist - Premchand "Kisaan ab apni hi zameen par mazdoor bankar reh jayega". 