RESEARCH OBJECTIVES:

- To study the perception of customers about Organized Pharmaceutical Retail Chain Stores in Gujarat state.
- To understand and evaluate the growth in Organized Pharmaceutical Retail chain store in India.
- To study the benefits of Organized Pharmaceutical Retail store over the conventional medical store.
- To study and identify the factors affecting the customers to switch from conventional pharmacy stores to organized pharmacy retail store.
- To explore the drivers of customer satisfaction and Loyalty in Organized Pharmaceutical Retail store with reference to major cities in Gujarat State.

RESEARCH HYPOTHESIS:

H1a: There is a significant relationship between assistance available and level of customer satisfaction.
H1b: There is a significant relationship between Internal & External Design and level of customer satisfaction.
H1c: There is a significant relationship between Product Category assortment and level of customer satisfaction.
H1d: There is a significant relationship between Good Management and level of customer satisfaction.
H1e: There is a significant relationship between income level and purchasing from Organized Pharmaceutical Retail store.