



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON CONSUMER PERCEPTION ABOUT RETAIL MEDICINE PROVIDE BY APOLLO PHARMACY WITH SPECIAL REFERENCE TO MADURAI CITY

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Abstract

This study examines consumer perception regarding retail medicines provided by Apollo Pharmacy with special reference to Madurai. In the rapidly growing retail healthcare sector, consumer perception plays a crucial role in determining customer satisfaction and loyalty. The research is based on primary data collected from 80 respondents through a structured questionnaire using Likert scale statements. Statistical tools such as percentage analysis and mean analysis were applied to interpret the data. The findings indicate that most consumers have a positive perception of Apollo Pharmacy in terms of medicine availability, product quality, staff behaviour, hygiene, and service reliability. The brand enjoys a high level of trust and customer

satisfaction among respondents. However, certain concerns such as relatively high pricing, occasional stock shortages, and service delays were reported. The study concludes that while Apollo Pharmacy maintains a strong market reputation and customer confidence, improvements in pricing strategies and service efficiency can further enhance consumer perception and competitive advantage.

Keywords: Consumer Perception, Retail Pharmacy, Customer Satisfaction, Medicine Availability, Service Quality, Brand Trust, Pricing Strategy, Apollo Pharmacy, Madurai City.



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Introduction

In today's healthcare landscape, retail pharmacies play a vital role in ensuring the timely and efficient delivery of medicines and health-related products to the public. With rising awareness of health and wellness, consumers have become more informed and selective, expecting not only quality medicines but also convenience, affordability, and trustworthy service. This shift in consumer expectations has led to increased competition among pharmacy chains, both offline and online.

Apollo Pharmacy, a division of the Apollo Hospitals Group, is one of the largest and most trusted pharmacy retail chains in India. With thousands of outlets across the country and a growing presence in digital healthcare through services like Apollo 24/7, the brand has positioned itself as a leader in providing accessible and dependable healthcare solutions. The company offers a wide range of products including prescription medicines, over-the-counter drugs, personal care items, and wellness products, supported by trained pharmacists and digital platforms.

Review of Literature

Aman Agarwal and Shilpa Parkhi (2021) in their paper Application of E-Pharmacies in India explored consumer acceptance of e-pharmacy platforms including Apollo 24x7. The study highlighted that discounts, ease of ordering, customer care,

and availability are major factors driving consumer preference, showing that digital services significantly influence perception.

Statement of the Problem

Despite Apollo's strong market presence, consumer perception is critical. Unclear how well customer expectations are met across: Service quality, Pricing, Availability, Digital convenience. Need to explore gaps between promises and experience. Understanding perception can improve customer loyalty and trust. The retail medicine industry in India is highly competitive, with numerous players vying for market share. Apollo Pharmacy, a leading retail medicine chain, faces challenges in maintaining a positive consumer perception due to various factors such as: Increasing competition from e-pharmacies, Concerns about pricing and transparency, Issues with delivery and logistics, Trust and authenticity concerns.

Objectives of the Study

- ❖ To evaluate the level of consumer awareness about Apollo Pharmacy's products and services.
- ❖ To examine consumer trust and perception in relation to Apollo Pharmacy's brand image, reliability, and the authenticity of its medicines.

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- ❖ To analyse the effectiveness of customer service provided by Apollo Pharmacy staff in terms of communication, responsiveness, and professionalism.

Research Methodology

This study employed a descriptive research design, utilizing a dual approach of primary and secondary data collection to investigate the target phenomenon. Primary data were gathered through a structured questionnaire featuring a Likert scale, while secondary data were sourced from relevant journals, official reports, and the Apollo website. A sample size of 80 respondents was selected from the population of Madurai City using a combination of convenience and stratified sampling techniques to ensure demographic representation within a reachable framework. Statistical analysis was performed using mean and percentage distributions for descriptive insights, while correlation and factor analysis were utilized to examine variable relationships and underlying structures.

Result and Discussion

Table 1: The Age of Respondents

Age Group	No.of Respondents	Percentage
BELOW 20	37	46.3%
21-30	29	36.2%
31-40	11	13.7%
41-50	3	3.8%
ABOVE	0	0%
TOTAL	80	100%

The pie chart illustrates the age distribution of a given population. A significant majority, 46.3%, falls under the "Below 20" age group, indicating that nearly half of the individuals are quite young. The second largest group, comprising 36.2%, is aged between 21 and 30, showing that most of the population is under 30 years old. A smaller portion, 13.7%, belongs to the 31-40 age group, while only about 3.8% are aged between 41 and 50. Notably, there is no representation from the "Above 50" category. Overall, the chart reflects a predominantly young demographic, likely consisting of students or early-career individuals.

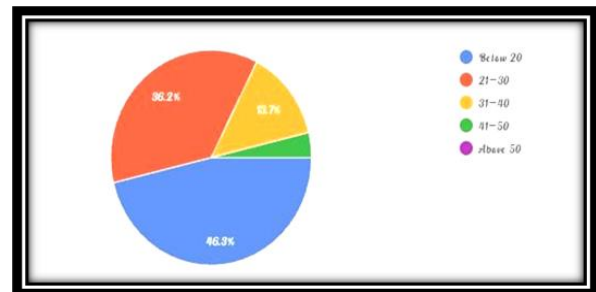


Fig 1: No.of Respondents for Age

Table 2: Shows the Consumer Buying Behavior

Frequency	No.of Respondents	Percentage
ALWAYS	35	43.8%
FREQUENTLY	28	35%
OCCASIONALLY	7	8.8%
RARELY	10	12.5%
TOTAL	80	100%

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The pie chart displays how often participants engage in a particular behavior or activity. The highest proportion, 43.8%, reported that they always engage in the activity, followed by 35% who do so frequently. A smaller percentage, 12.5%, engage in it rarely, and 8.8% do so occasionally. These figures suggest that the majority of respondents are consistent or regular in this behavior, while only a small fraction engage less often.

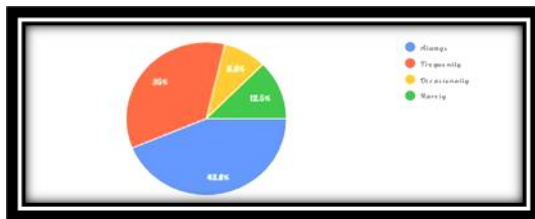


Fig 2 : Consumer Buying Behavior

Findings and Suggestion

The study indicates a predominantly young demographic (under 30) in Madurai who perceive Apollo Pharmacy as a reliable and authentic provider, primarily valued for its medicine availability, hygiene, and knowledgeable staff. While overall satisfaction is high and fosters strong brand loyalty, the findings reveal critical pain points regarding perceived high pricing, occasional stock shortages, and service delays. To enhance competitive advantage, it is suggested that Apollo Pharmacy implement more aggressive pricing strategies or loyalty discounts for the younger segment, improve inventory

management to prevent stock-outs, and streamline service efficiency to reduce waiting times. Furthermore, increasing consumer awareness regarding affordable generic alternatives and expanding digital engagement could bridge the gap between customer expectations and their actual retail experience.

Conclusion

The study concludes that consumer perception of Apollo Pharmacy in Madurai is largely positive, driven by brand trust, medicine authenticity, and service reliability. While the brand enjoys high customer loyalty and appreciation for its digital facilities, satisfaction is tempered by concerns over high pricing, service delays, and stock shortages. To maintain its market leadership, Apollo should focus on competitive pricing strategies, enhancing service efficiency, and promoting generic medicine awareness to better align with consumer expectations for affordability and speed.

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