

## A Study On Consumer Satisfaction Towards Allopathy Medicine In Kanniyakumari District

**Gini Sujin Ivilex. V**

Reg. No.: 20213211011011001, Ph.D Research Scholar, Department of Commerce, St. Jerome's College, Anandhanadarkudy. [Affiliated to Manonmaniam Sundaranar University, Tirunelveli – 627012]

**Dr. A. Usha**

Research Supervisor and Assistant Professor of Commerce, St. Jerome's College, Anandhanadarkudy. [Affiliated to Manonmaniam Sundaranar University, Tirunelveli – 627012]

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### Abstract

Consumer satisfaction in allopathy medicine is essential as it directly influences healthcare outcomes, patient adherence to treatment, and trust in medical systems. Allopathic medicine, which relies on scientifically tested drugs and procedures, is widely preferred for its effectiveness in treating acute and chronic illnesses. Patients expect quick relief, minimal side effects, and affordability, making their satisfaction a key measure of healthcare quality. When consumers are satisfied, they are more likely to follow medical advice, complete prescribed treatments, and recommend allopathic interventions to others. The need for consumer satisfaction arises from the growing awareness and expectations of patients regarding healthcare services. Informed consumers now seek personalized treatment, transparency in medical procedures, and accessibility to quality medications. Dissatisfaction with allopathy can lead to non-adherence, preference for alternative medicine, or lack of trust in the healthcare system. Therefore, healthcare providers and pharmaceutical companies must focus on patient-centered approaches, ensuring that medicines are effective, affordable, and accompanied by proper guidance to minimize side effects and enhance trust. The important objective of the study is to analyze the consumer satisfaction towards allopathy medicine in Kanniyakumari district. The study is based on primary and secondary Data. To analyze the consumer satisfaction towards allopathy medicine in Kanniyakumari district 120 consumers are selected as samples using convenient sampling method.

**Key Words:** Allopathy Medicine, consumers and satisfaction.

### INTRODUCTION

Consumer satisfaction in allopathy medicine is essential as it directly influences healthcare outcomes, patient adherence to treatment, and trust in medical systems. Allopathic medicine, which relies on scientifically tested drugs and procedures, is widely preferred for its effectiveness in treating acute and

chronic illnesses. Patients expect quick relief, minimal side effects, and affordability, making their satisfaction a key measure of healthcare quality. When consumers are satisfied, they are more likely to follow medical advice, complete prescribed treatments, and recommend allopathic interventions to others. The need for consumer satisfaction arises from the growing awareness and expectations of patients regarding healthcare services. Informed consumers now seek personalized treatment, transparency in medical procedures, and accessibility to quality medications. Dissatisfaction with allopathy can lead to non-adherence, preference for alternative medicine, or lack of trust in the healthcare system. Therefore, healthcare providers and pharmaceutical companies must focus on patient-centered approaches, ensuring that medicines are effective, affordable, and accompanied by proper guidance to minimize side effects and enhance trust.

Consumer satisfaction in allopathy is crucial for the continuous improvement of medical practices and healthcare policies. Feedback from patients helps in refining drug formulations, improving healthcare facilities, and addressing concerns like pricing and side effects. Governments and regulatory bodies must ensure that allopathic medicines meet safety and efficacy standards while maintaining affordability. A satisfied consumer base leads to better public health outcomes, reduced disease burden, and a more efficient healthcare system. Thus, prioritizing consumer satisfaction in allopathy medicine is essential for the overall advancement of modern healthcare.

## **OBJECTIVE**

The important objective of the study is to analyze the consumer satisfaction towards allopathy medicine in Kanniyakumari district.

## **METHODOLOGY**

### **Sources of data**

The study is based on both primary and secondary data. The primary data is collected through a well-structured interview schedule and the secondary data have been mainly collected from the books, journals, magazines, and also from the internet.

## **SAMPLING DESIGN**

To analyze the consumer satisfaction towards allopathy medicine in Kanniyakumari district 120 consumers are selected as samples using convenient sampling method.

## **STATISTICAL TOOLS USED**

The collected data were analyzed with the help of various statistical measures such as *Percentage, Weighted average technique and Chi-square test.*

## **ANALYSIS OF DATA**

The data collected are analyzed using suitable statistical tools and presented in the below tables:

### **Age of the consumers**

The age of the consumers is analyzed to study the consumer satisfaction towards allopathy medicine in Kanniyakumari district and illustrated in the following table.

**Table 1**  
**Age of the consumers**

Sl. No.	Age	No. of respondents	Percentage
1	Up to 25	27	22.5
2	26 – 50	69	57.5
3	Above 50	24	20
	<b>Total</b>	<b>120</b>	<b>100</b>

**Source: Primary data**

The above table reveals that out of 120 sample consumers 27(22.5 percent) of them belongs to the age group of up to 25 years, 69(57.5 percent) of the consumers belongs to the age group of 26 – 50 years and the remaining 24(20 percent) of them belongs to the age group of above 50 years.

**Gender of the consumers**

The researcher gathered the details about the gender of the consumers to study the consumer satisfaction towards allopathy medicine and presented in the following table.

**Table 2**  
**Gender of the consumers**

Sl. No.	Gender	No. of Respondents	Percentage
1.	Male	62	51.7
2.	Female	58	48.3
	<b>Total</b>	<b>120</b>	<b>100</b>

**Source: Primary data**

From the above table it is revealed that 62(51.7 percent) of the respondents are male and the remaining 58(48.3 percent) of them are female.

**Marital Status of the consumers**

The marital status of a person is one of the important factors which influence the satisfaction level the respondents are also classified on the basis of their marital status and given in the following table.

**Table 3**  
**Marital status of the consumers**

Sl. No.	Marital Status	No. of Respondents	Percentage
1.	Married	106	88.3
2.	Unmarried	14	11.7
	<b>Total</b>	<b>120</b>	<b>100</b>

**Source: Primary data**

The above table infers that 106(88.3 percent) of the sample consumers are married and the remaining 14(11.7 percent) of them are unmarried.

**Type of family**

The type of family of the consumers is also considered for the study and the classification of the sample consumers are presented in the following table.

**Table 4****Type of family**

Sl. No.	Type of family	No. of respondents	Percentage
1	Nuclear	48	40
2	Joint family	72	60
	Total	120	100

**Source: Primary data**

It is revealed that, 48(40 percent) of the consumers belongs to the nuclear family and the remaining 72(60 Percent) of them belongs to joint family.

**Educational qualification of the consumers**

Educational qualification of an individual is an important factor which influences the satisfaction of consumers towards any goods or services. Hence the educational qualification of the consumers also gathered by the researcher and presented in the following table.

**Table 5****Educational qualification of the consumers**

Sl. No.	Educational qualification	No. of respondents	Percentage
1	Under Graduate	77	64.2
2	Post Graduate	29	24.2
3	Others	14	11.6
	Total	120	100

**Source: Primary data**

The above table shows that 77(64.2 percent) of the sample consumers are under graduates, 29(24.2 percent) of them are post graduates and the remaining 14(11.6 percent) of them are having other qualifications such as diploma, school education, professional degrees etc.

**Occupation of the consumers**

The occupation of the consumers is also gathered by the researcher to study the consumer satisfaction towards allopathy medicine in Kanniyakumari district and presented as follows:

**Table 6****Occupation of the consumers**

Sl. No.	Occupation	No. of respondents	Percentage
1	Private Employee	82	68
2	Government Employee	12	10
3	Others	26	22
	Total	120	100

**Source: Primary data**

It is clear from the above table that 82(68 percent) of the respondents are private employees, 12(10 percent) of them are government employees and the remaining 26(22 percent) of them comes

under other categories such as house wives, students etc.

### **Factors influencing consumer satisfaction towards Allopathy Medicine**

There are many factors which influences the consumers satisfaction towards allopathy medicines. The ranks assigned by the respondents are converted into weighted average score and presented in the following table.

**Table 7**

#### **Factors influencing consumer satisfaction towards Allopathy Medicine**

Sl. No.	Factors	Weighted average score	Ranks
1	Price and Affordability	3.05	IV
2	Side Effects and Safety	3.59	II
3	Effectiveness of Medicine	3.81	I
4	Brand Reputation	2.97	V
5	Availability and Accessibility	3.26	III
6	Packaging and Instructions	2.83	VI
7	Others	2.74	VII

**Source: Primary data**

It is inferred from the above table that the factor effectiveness of medicine scores high and holds first rank, the factors side effects and safety and availability and accessibility hold second and third rank respectively in the factors influencing the consumer satisfaction towards Allopathy Medicine.

### **Association between personal factors and Level of Satisfaction towards Allopathy Medicine**

The researcher made ana analysis to know about the association between the personal factors and their level of satisfaction towards allopathy medicine by adopting chi – square test.

#### **Age and Level of satisfaction towards Allopathy Medicine**

The association between the age of the respondents and the level of satisfaction towards allopathy medicine is analyzed using chi-square test and presented in the below table.

**Table 8**

#### **Age and Level of satisfaction towards Allopathy Medicine**

Chi-square value	Degrees of freedom	Table value	Inference
8.62	4	9.488	Insignificant

**Source: Computed Value**

From the above analysis it is seen that the calculated value (8.62) of Chi-square is less than the table value (9.488), and hence the null hypothesis is accepted. Hence it is inferred that there is no significant association between the Age and the level of satisfaction of the consumers towards Allopathy Medicine.

### **Marital status and Level of satisfaction towards Allopathy Medicine**

The association between the marital status of the respondents and their level of satisfaction

towards allopathy medicine is analyzed using chi-square test and presented in the below table.

**Table 9**

**Marital status and Level of satisfaction towards Allopathy Medicine**

Chi-square value	Degrees of freedom	Table value	Inference
5.76	2	5.99	Insignificant

**Source: Computed Value**

It is clear from the above analysis the calculated value (5.76) of Chi-square is less than the table value (5.99), and hence the null hypothesis is accepted. Hence it is revealed that there is no significant association between the Marital status and the Level of satisfaction of the consumers towards Allopathy Medicine.

**Educational qualification and Level of satisfaction towards Allopathy Medicine**

The researcher further made an attempt to know the association between the educational qualification of the consumers and their level of satisfaction towards allopathy medicine by using chi-square test and the results are presented in the below table.

**Table 10**

**Educational qualification and Level of satisfaction towards Allopathy Medicine**

Chi-square value	Degrees of freedom	Table value	Inference
11.94	4	9.488	Significant

**Source: Computed Value**

From the above analysis it is seen that the calculated value (11.94) of Chi-square is greater than the table value (9.488), and hence the null hypothesis is rejected. It is found that there is a significant association between the educational qualification and the Level of satisfaction of the consumers towards Allopathy Medicine.

**FINDINGS OF THE STUDY**

The major findings of the study are:

- Regarding the age of the sample consumers 69(57.5 percent) of them belongs to the age group of 26 – 50 years.
- It is revealed that 62(51.7 percent) of the respondents are male.
- Majority 106(88.3 percent) of the sample consumers are married.
- From the total 120 respondents 72(60 Percent) of them belongs to joint family.
- The researcher found out that 77(64.2 percent) of the sample consumers are under graduates.
- Most 82(68 percent) of the respondents are private employees.
- The factor effectiveness of medicine scores high and holds first rank, the factors side effects and safety and availability and accessibility hold second and third rank respectively in the factors influencing the consumer satisfaction towards Allopathy Medicine.

- The personal factors such as age and marital status of the consumers are independent to the level of satisfaction and the factor educational qualification is dependent to the level of satisfaction of the consumers towards Allopathy medicine.

## CONCLUSION

Consumer satisfaction with allopathic medicine plays a crucial role in shaping healthcare choices and overall treatment outcomes. This study highlights that factor such as efficacy, accessibility, affordability, doctor recommendations, and minimal side effects significantly influence consumer preferences and satisfaction levels. The reliability and scientific backing of allopathic medicine make it a preferred choice for treating acute and chronic illnesses. In conclusion, ensuring high consumer satisfaction with allopathy requires continuous advancements in medical research, ethical pharmaceutical practices, and an emphasis on holistic patient care. By prioritizing consumer needs and expectations, the healthcare industry can improve treatment adherence and overall public health outcomes.

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