

Original Article

Consumer Behaviour Towards Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana (PMBJP)

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Abstract: This study investigates how consumers behave toward Jan Aushadhi, a government of India program that uses specialized Jan Aushadhi Kendras to offer high-quality generic medications at reasonable costs. The study's three main goals are to measure consumer awareness, pinpoint important variables affecting purchasing decisions, and analyse customer satisfaction and repeat purchase patterns. Convenience sampling was used for accessibility, and a standardized questionnaire was used to gather data from 300 customers. According to the research, most consumers are aware of the program and believe that Jan Aushadhi items are more affordable than name-brand medications. Price, quality, and confidence in government certification were the main factors that contributed to the high satisfaction levels and frequent repeat business that were noted. The report also emphasizes how important the program is in lowering medical costs. The study concludes that although Jan Aushadhi has had a beneficial effect, its reach and efficacy must be increased through increased awareness campaigns and better supply chain management.

Keywords: Jan Aushadhi, Buying behaviour, Customer satisfaction, Repeated purchase, Jan Aushadhi Kendra.

I. INTRODUCTION

In developing nations like India, where many people cannot afford branded medications, healthcare access and cost have emerged as critical issues. As the price of branded and patented medications rises yearly, there is a rising need for less expensive options. This need has brought attention to the significance of generic medications, which are pharmaceutical items that are bioequivalent to name-brand medications but cost far less. Understanding this requirement, the Indian government launched the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) in 2008 to guarantee that the general public could obtain high-quality generic medications at reasonable costs. Established as part of this strategy, Jan Aushadhi Kendras are retail locations that provide the general public with various generic medications. Claiming to be just as safe and effective as their branded counterparts, the medications offered through these Kendras are promoted by the Bureau of Pharma PSUs of India (BPPI).

Jan Aushadhi is significant because it has the power to close the affordability gap in the Indian healthcare system. Despite its reputation as the “pharmacy of the world,” India has a dilemma where a sizable portion of its populace lacks access to essential medications because of financial limitations. By making high-quality medications available to the less fortunate segments of society, the Jan Aushadhi plan seeks to address this disparity. It is essential to comprehend consumer behaviour in this setting since it offers insights into how people view and support this project. It also identifies the elements motivating or dissuading them from moving to generic substitutes. Several factors, including availability, quality perception, trust in government activities, awareness, and advice from medical specialists, greatly influence consumer behaviour.

A) Statement of the problem

The Indian government introduced the Jan Aushadhi program, which uses special Jan Aushadhi Kendras to provide high-quality generic medications at reduced costs. However, despite this initiative's potential, its influence primarily depends on consumer perception, public knowledge, and customer pleasure. It is still unclear if customers believe Jan Aushadhi products to be reliable and of a similar calibre to branded alternatives, as well as how much of an impact they have had on customer happiness, cost savings, and repeat business. Therefore, it is crucial to examine how customers view Jan Aushadhi, the variables affecting their purchasing decisions, and the scheme's overall effect on lowering healthcare costs. This study aims to fill up these gaps and provide information that can support the initiative's growth and expansion.

B) Objectives of the Study

1. To evaluate the degree of consumer awareness regarding Jan Aushadhi products.
2. To investigate the main elements affecting consumers' choices to buy Jan Aushadhi medications.
3. To assess how Jan Aushadhi has affected client satisfaction and repeat business and lowered healthcare costs.



C) Variables

Table 1: Variable used for the study

Sl. No.	Independent Variables	Dependent Variables
1	Consumer buying behaviour	Price consciousness
		Quality perception
		Trust in Govt. certification
		Accessibility of local outlets
		Doctor-recommendation

Research Design: The study's design is descriptive and analytical.

Sources of Data: primary and secondary data are used to complete this research study. Consumers in Kozhikode district of Kerala provide the primary data. Periodicals, books, and journals are the sources of secondary data.

Sample Size: 300 consumers are selected from various parts of Kozhikode district of Kerala to constitute the sample.

Sampling Unit: Consumers with prior experience purchasing medicines from Jan Aushadhi outlets.

Sampling Technique: In order to identify respondents who were willing to participate in the survey, a convenient sampling procedure was used. In order to ensure a varied representation in demographics, economic levels, and healthcare requirements, the respondents were chosen from both rural and urban areas.

Research Technique: in order to collect the necessary first-hand information from the sample group of customers, a structured questionnaire is used.

Tools used for data presentation: The data collected from sample respondents is presented appropriately using tables, bar diagrams, and treemap.

Tools for data analysis: To examine the descriptive features of the data, percentage, arithmetic mean and standard deviation are employed. Using a five-point Likert scale, item statements are assessed. For testing of hypotheses, chi-square test and one-way ANOVA are also used.

II. LITERATURE REVIEW

The Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) started the Jan Aushadhi program to provide the general people with reasonably priced, high-quality generic medications. Numerous studies have demonstrated how the program could increase access to necessary medical treatment. Shabaraya & Shetty (2022) highlighted how the Jan Aushadhi project has the potential to significantly improve the pricing of medications, especially for those from lower-income backgrounds. Similarly, Aboobaker et al. (2024) examined Jan Aushadhi's 'kendras' role in innovative, cost-effective healthcare, finding a favourable relationship between improved access and improved public health outcomes. Price sensitivity was identified by Arunkumar et al. (2021) as a significant determinant of consumer choice in Coimbatore, with many customers choosing Jan Aushadhi outlets because of their reduced costs. Paul (2025) highlights how important Jan Aushadhi Kendras are to advancing universal health care in India by guaranteeing the supply of reasonably priced, high-quality generic medications. According to the article, the program has the potential to lower out-of-pocket medical costs and fill the accessibility gap, especially for disadvantaged groups. In order to maximize their influence across the country, it promotes greater awareness and the growth of these stores.

Even though there are encouraging results, customer trust and understanding of generic medications remain major obstacles. Hassali et al. (2009) examined international research on generics' perceptions among consumers and found that typical worries about safety, efficacy, and quality were also present in the Indian setting. According to Madan & Juyal (2024), consumer trust is greatly influenced by the opinions of healthcare professionals, especially physicians, who frequently impact whether patients accept prescriptions for generic medications. Charan et al. (2021) provided evidence in support of this, demonstrating that primary care doctors' reluctance to prescribe generics may restrict their use. Ram et al. (2025) also pointed out that there are still misconceptions regarding the quality of Jan Aushadhi products, especially among cost-conscious consumers, emphasising the need for improved public education.

A) Research Gap

Although earlier research offers insightful information about Jan Aushadhi's pricing and structure, there is a striking dearth of targeted studies on the decision-making and customer behaviour patterns unique to this programme. Studies often overlook how socio-demographic traits, doctor recommendations, perceived quality, awareness levels, and trust in government activities combine to influence consumer decisions. Additionally, the influence of healthcare professionals, digital awareness, and promotional initiatives has not been sufficiently investigated. By investigating how consumers' opinions and use of Jan

Aushadhi medicines are influenced by behavioural, psychological, and informational aspects, this study seeks to fill these gaps and provide a more comprehensive understanding, which can aid academic research and policy development.

III. RESULTS AND DISCUSSION

A) Demographic Profile of Respondents

Table 2: Demographic Profile

Demographic Variable	Category	Number	Percentage
Gender	Male	184	61.33
	Female	116	38.67
	Total	300	100.00
Age	18 – 25 years	49	16.33
	26 – 35 years	82	27.34
	36 – 45 years	70	23.33
	46 – 55 years	56	18.67
	Above 55 years	43	14.33
	Total	300	100.00
Educational Status	Below Class X	22	7.33
	X – XII Class	68	22.67
	Graduation	121	40.33
	Post-Graduation	89	29.67
	Total	300	100.00
Monthly Income	Up to Rs. 10,000	39	13.00
	Rs. 10,001 – Rs. 25,000	98	32.67
	Rs. 25,001 – Rs. 40,000	76	25.33
	Rs. 40,001 – Rs. 55,000	55	18.33
	More than Rs. 55,000	32	10.67
	Total	300	100.00
Location	Rural	193	64.33
	Urban	107	35.67
	Total	300	100.00

Source: Primary data

B) Consumer Awareness of “Jan Aushadhi Pariyojana”

Table 3: Consumer awareness regarding Jan Aushadhi

Awareness Construct	Aware		Not Aware		Total	
	No.	%	No.	%	No.	%
Scheme of Janaushadhi	209	69.67	91	30.33	300	100.00
Janaushadhi medicines are less expensive than branded medications.	223	74.33	77	25.67	300	100.00
Range of medicines offered by Janaushadhi outlets	169	56.33	131	43.67	300	100.00
Location of nearest Janaushadhi outlet	113	37.67	187	62.33	300	100.00
Quality certification of Janaushadhi medications	94	31.33	206	68.67	300	100.00

Source: Primary data

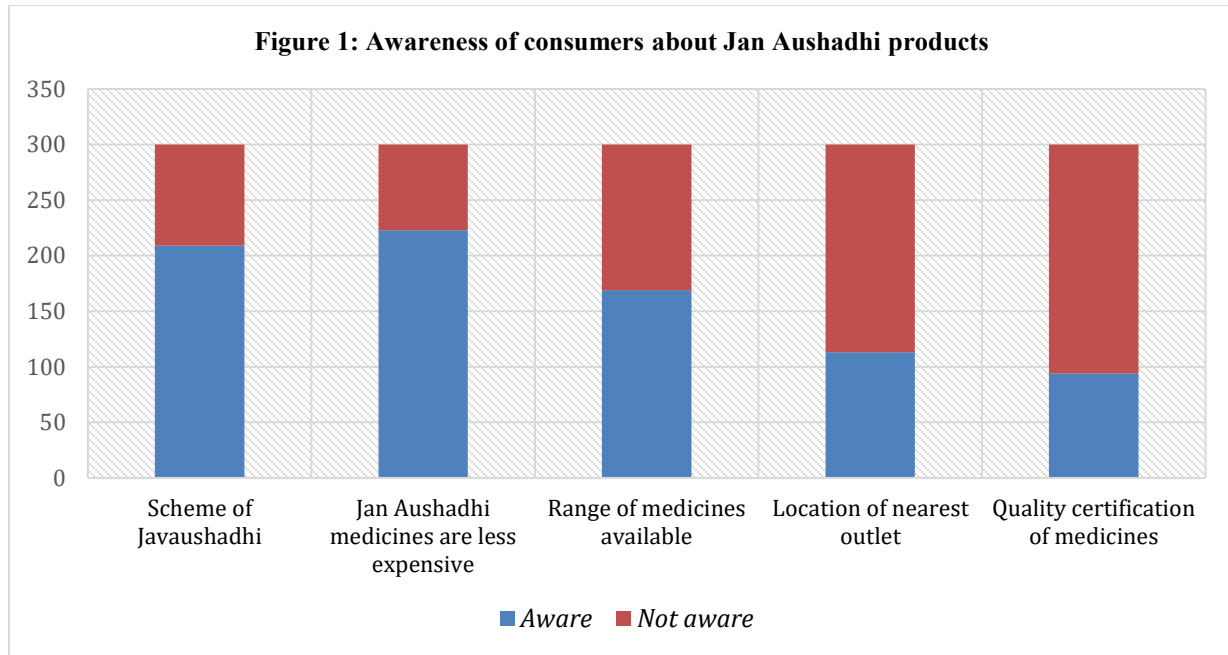


Table 3 and Figure 1 display that among the 5 awareness variables, 74.33% of respondents recorded that Jan Aushadhi medicines are cheaper than other branded medicines. Similarly, 69.67% of respondents are aware of the Central Government Scheme of Jan Aushadhi; the awareness level is comparatively very low regarding quality certification of medicines and accessibility of Jan Aushadhi medicines.

C) Cross-tabulation of Educational Status Vs. Awareness of Janaushadhi

Table 4: Cross-tabulation of respondents' educational status and awareness of Jan Aushadhi

Educational Status	Awareness of Janaushadhi (Number of Respondents)		
	Aware	Not aware	Total
Below Class X	9	13	22
Class X – XII	41	27	68
Graduation	97	24	121
Post-Graduation	72	17	89
Total	219	81	300

Source: Primary data

D) Testing of Association between Consumer awareness of Jan Aushadhi and their educational status

H0: There is no association between awareness of Jan Aushadhi and the educational status of consumers

Table 5: Chi-square test result

N	df	α	χ^2	p-value	Interpretation
300	3	.05	23.0336	0.00004	Significant at $p < .01$

As per the specifications of Table 5, consumers' awareness of Janaushadhi is significantly associated with their educational status.

E) Factors affecting consumers' choices to buy Jan Aushadhi medications

Table 6: Factors affecting consumer buying behaviour and their degree of influence

Variable	Degree of Influence on Consumer Buying Behaviour					Total	Mean Score	Standard Deviation
	Not at all (1)	Very little (2)	Some (3)	Strong (4)	Very Strong (5)			
Price Consciousness	10	14	40	82	154	300	4.186	1.0498
Quality Perception	12	16	63	111	98	300	3.890	1.0496
Trust in Govt. Certification								

	21	29	64	98	88	300	3.677	1.1931
Accessibility of Outlets	23	31	73	91	82	300	3.593	1.2081
Doctor- Recommendation	34	59	98	52	57	300	3.130	1.2537

Source: Primary data

Table 6 shows that the mean score of all the variables is more than the average score of 3. Hence, all of them considerably influence consumer buying behaviour towards Janaushadhi medications. While “price consciousness” is the topmost factor, “doctor recommendation” is the least influencing factor. Further, the comparatively low measures of standard deviation state the higher consistency of responses regarding the top most influencing factors such as “Price consciousness” and “Quality perception”.

Table 7: Ranking of factors influencing consumer buying behaviour

Variable	Likert Scale of “Strong” degree of influence (4)	Likert Scale of “Very Strong” degree of influence (5)	Total	Percentage	Rank
Price Consciousness	82	154	236	78.67%	I
Quality Perception	111	98	209	69.67%	II
Trust in Govt. Certification	98	88	186	62.00%	III
Accessibility of Outlets	91	82	173	57.67%	IV
Doctor- Recommendation	52	57	109	36.33%	V

Source: Primary data

Regarding “price consciousness”, 78.67% of respondents have either a “strong” or “very strong” degree of influence on buying behaviour towards Janaushadhi medications. While 69.67% of respondents opined that a “strong” or “very strong” degree of influence with respect to “Quality perception”, the figures are 62% regarding “Trust in Govt. Certification” and 57.67% regarding “Accessibility of outlets”. “Doctor recommendation” is the least influencing factor, with only 36.33% of respondents recording a “strong” or “very strong” influence on consumer buying behaviour towards Janaushadhi medications.

F) Testing of significant differences among factors affecting customer behaviour regarding the degree of influence

H0: There are no significant differences among factors affecting customer behaviour towards Jan Aushadhi medications regarding the degree of influence.

Table 8: Result of One-way ANOVA

df 1	df 2	α	F- Value	p-value	Interpretation
4	20	0.05	0.0000	1.000	P > 0.05, failed to reject H0.

The one-way ANOVA test resulted in an F (4, 20) = 0.00, with a p-value = 1.000, significantly higher than the standard significance level of 0.05. Hence, it failed to reject the null hypothesis, which states no significant difference exists between the mean values of different influencing factors. It may be concluded that all the influencing factors reveal a statistically similar average performance, and any difference observed in their means is likely due to random variation rather than actual differences in population means.

G) Cost savings of customers through the Jan Aushadhi scheme

Table 9: Monthly savings of respondents through the Jan Aushadhi scheme

Monthly Savings (Rs.)	No. of Respondents	Percentage
Up to Rs. 200	83	27.67
Rs. 201 – Rs. 400	124	41.33
Rs. 401 – Rs. 600	59	19.67
Above Rs. 600	34	11.33
Total	300	100.00

Source: Primary data

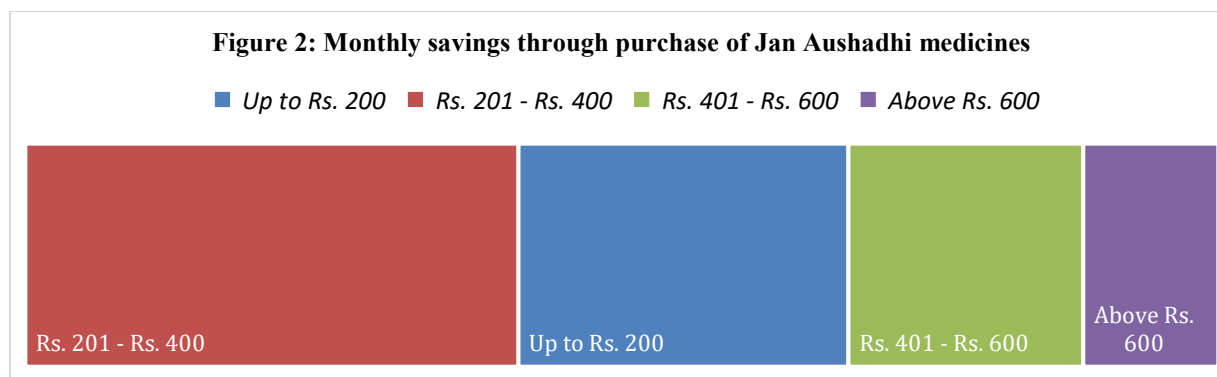


Table 9 and Figure 2 demonstrate that 72.33% of customers reported substantial savings of more than Rs. 200 per month on the cost of medicines through the Jan Aushadhi scheme. This implies that Jan Aushadhi is significantly lowering healthcare costs, especially for people with low and moderate incomes.

H) Degree of Consumer Satisfaction on Jan Aushadhi Products

Table 10: Degree of consumer satisfaction of respondents on Jan Aushadhi medicines

Degree of Satisfaction	No. of Respondents	Percentage
Highly satisfied	113	37.67
Satisfied	124	41.33
Neither satisfied nor dissatisfied	44	14.67
Dissatisfied	14	4.67
Highly dissatisfied	5	1.66
Total	300	100.00

Source: Primary data

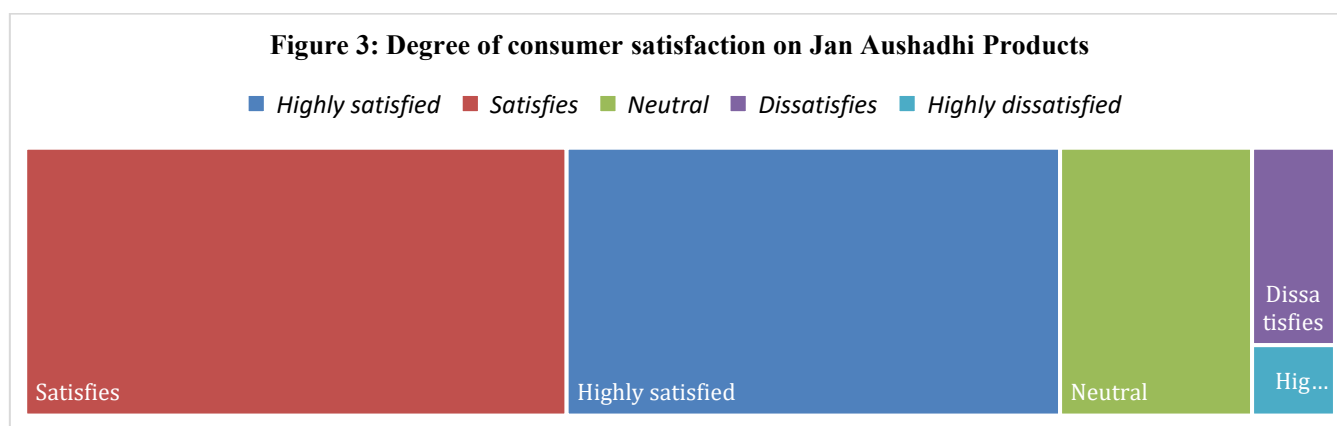


Table 10 and Figure 3 show that 79% of customers rate their satisfaction with Jan Aushadhi medications as “Highly satisfied” or “Satisfied”. There are extremely few customers who are “Dissatisfied” or “Highly dissatisfied” with Jan Aushadhi products.

I) Repeated purchase Behaviour of Consumers

Table 11: Repeated purchase behaviour of respondents towards Jan Aushadhi medicines

Repurchase frequency	No. of Respondents	Percentage
Always	124	41.34
Often	91	30.33
Sometimes	58	19.33
Rarely	22	7.33
Never	5	1.67
Total	300	100.00

Source: Primary data

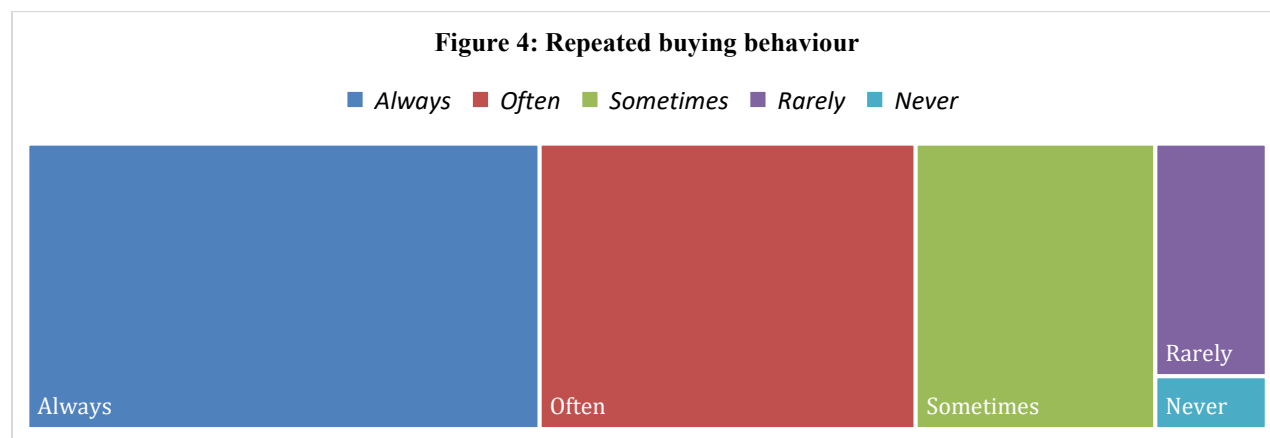


Table 11 and Figure 4 demonstrate that about 72% of customers "always" or "frequently" repurchase medications from Jan Aushadhi stores. There are very few customers who never buy drugs from Jan Aushadhi outlets again. This demonstrates how the satisfying experience encourages consumers for repeated purchases.

J) Findings

Regarding the degree of awareness, nearly three-fourths of the customers reported that Jan Aushadhi medicines are less expensive than other branded medicines. While about 70% of respondents are aware of the Central Government project of Jan Aushadhi, the awareness is very low regarding quality certification and accessibility of medicines. It is also found that consumers' awareness of Jan Aushadhi is significantly associated with their educational status. More than 75% of respondents expressed that "price consciousness" has a "strong" or "very strong" influence on buying behaviour towards Jan Aushadhi products. Nearly 70% of respondents believe that quality perception has a higher influence on buying behaviour. Among the factors influencing customers' buying behaviour, "Doctor-recommendation" is the least. The study, however, pointed out that the degree of influence on consumer buying behaviour towards Jan Aushadhi products is almost similar regarding varied influencing factors. The study also found that more than 70% of respondents have enjoyed a monthly cost saving of more than Rs. 200. This demonstrates that the Jan Aushadhi project has significantly lowered healthcare costs.

Regarding customer satisfaction, 79% of respondents are satisfied "highly" or "very highly" on medications offered by the Jan Aushadhi scheme. 72% of respondents "always" or "frequently" repurchase medications from Jan Aushadhi stores. This reveals, how far the customers are satisfied with the medicines offered by Jan Aushadhi outlets.

IV. CONCLUSION

The study sought to comprehend how consumers behaved toward Jan Aushadhi, paying particular attention to awareness, important determinants, customer happiness, and repurchase trends. According to the results, a sizable segment of consumers is aware of Jan Aushadhi and appreciates the potential cost savings of its generic medications. The affordability, perceived quality, and efficacy of the goods were rated highly by the majority of respondents. The initiative's impact on lowering monthly healthcare costs was also recognized by consumers, opening up access to medications for those in the lower socioeconomic groups. The study also reveals that the main elements affecting consumer behaviour are price concern, perceptions of quality, and confidence in government certification. According to the survey, most customers were likely to repurchase, indicating their brand loyalty and belief. The Jan Aushadhi scheme is regarded as a reliable source of healthcare support and a cost-effective option. In the Indian pharmaceutical sector, the initiative has effectively carved out a space for generic medications. Jan Aushadhi can further solidify its position by raising awareness and upholding constant quality. According to the study's findings, the program has a lot of potential to lower healthcare costs while simultaneously gaining the confidence and happiness of consumers.

A) Implications

The study's conclusions have a number of significant ramifications for the public, healthcare professionals, and legislators. First, Jan Aushadhi has effectively handled the affordability barrier to drug consumption, as seen by the high degree of customer satisfaction and recurring business. This illustrates how government-run generic medication initiatives can significantly improve public health results. In order to reach underserved and rural communities who might still be ignorant of the advantages of Jan Aushadhi products, the study emphasizes the necessity of stepping up awareness activities. Furthermore, maintaining customer loyalty and confidence requires better supply chain management and continuous product availability. To address various medical needs, the government may want to consider increasing the selection of medications offered under the program. In order to boost public trust, doctors and other medical experts must be urged to suggest Jan Aushadhi products more often. This study provides opportunities for further research on long-term behavioural patterns and cross-regional comparisons. The Jan Aushadhi program

could be used as a template for reasonably priced healthcare in other developing countries, advancing the notion that affordability and quality coexist.

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