

Study for the awareness of consumers , about e- pharmacy.



PRESENTING BY- AMIT KUMAR
JAIN

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ROLL NO. - 0059

Introduction

- ▶ The purchase of goods and services with the use of internet technology through a web based site is called online shopping.
- ▶ This concept was used by pizza hut .
- ▶ Drugs (both prescribed and OTC) are another product segment available to buy online.
- ▶ e- pharmacies have been a preferred channel of purchasing medicines in most European countries, but “India is still slow in this mode.

Leading online drugs stores

- ❖ Net meds
- ❖ Just relief
- ❖ Buy drug
- ❖ Mchemist
- ❖ Easy medico
- ❖ Med plus mart
- ❖ RXpress

Objectives-

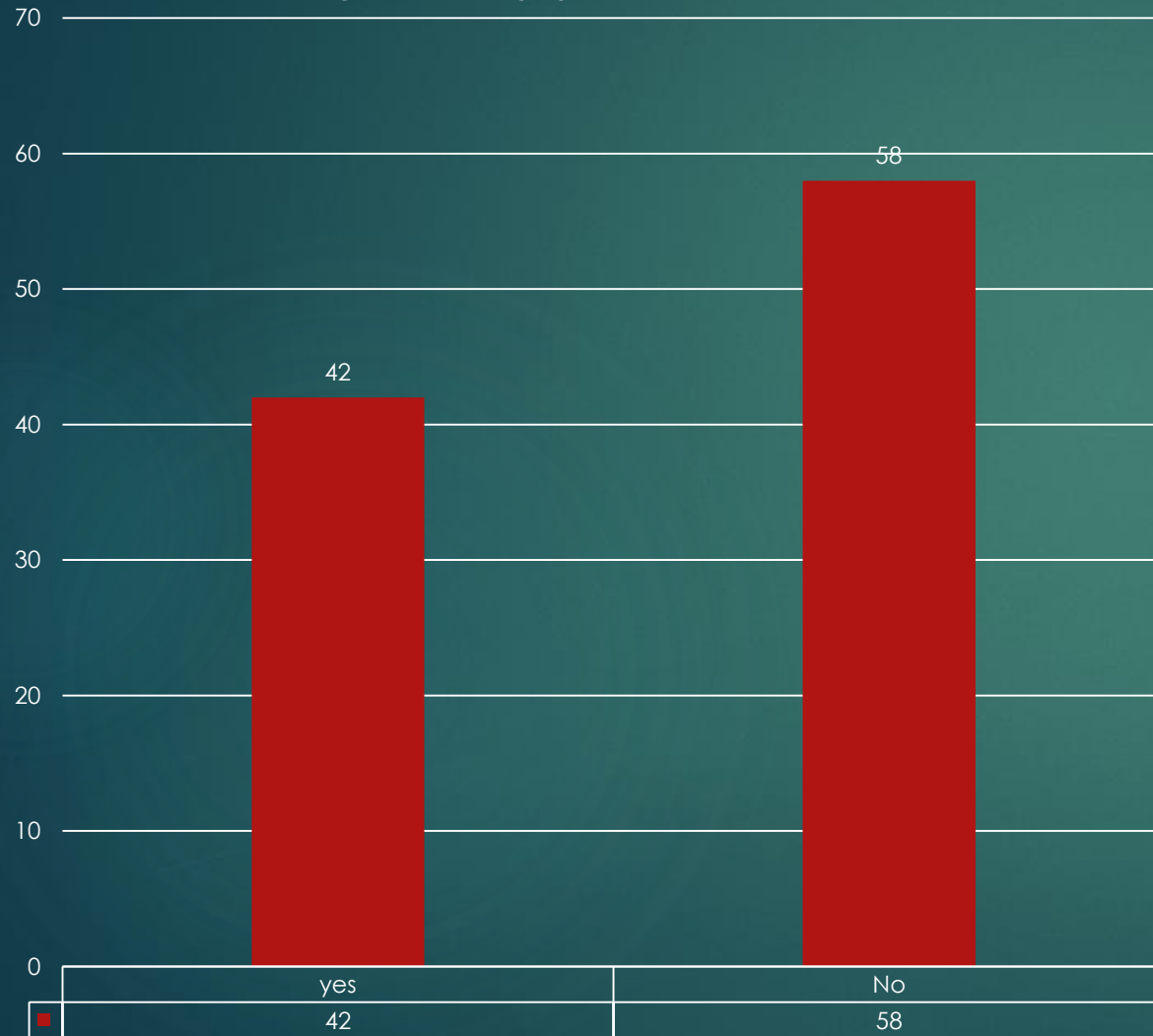
- ❖ To assess the acceptability of concept of e- pharmacy in India.
- ❖ To study consumers perception about e-pharmacy .

Methodology

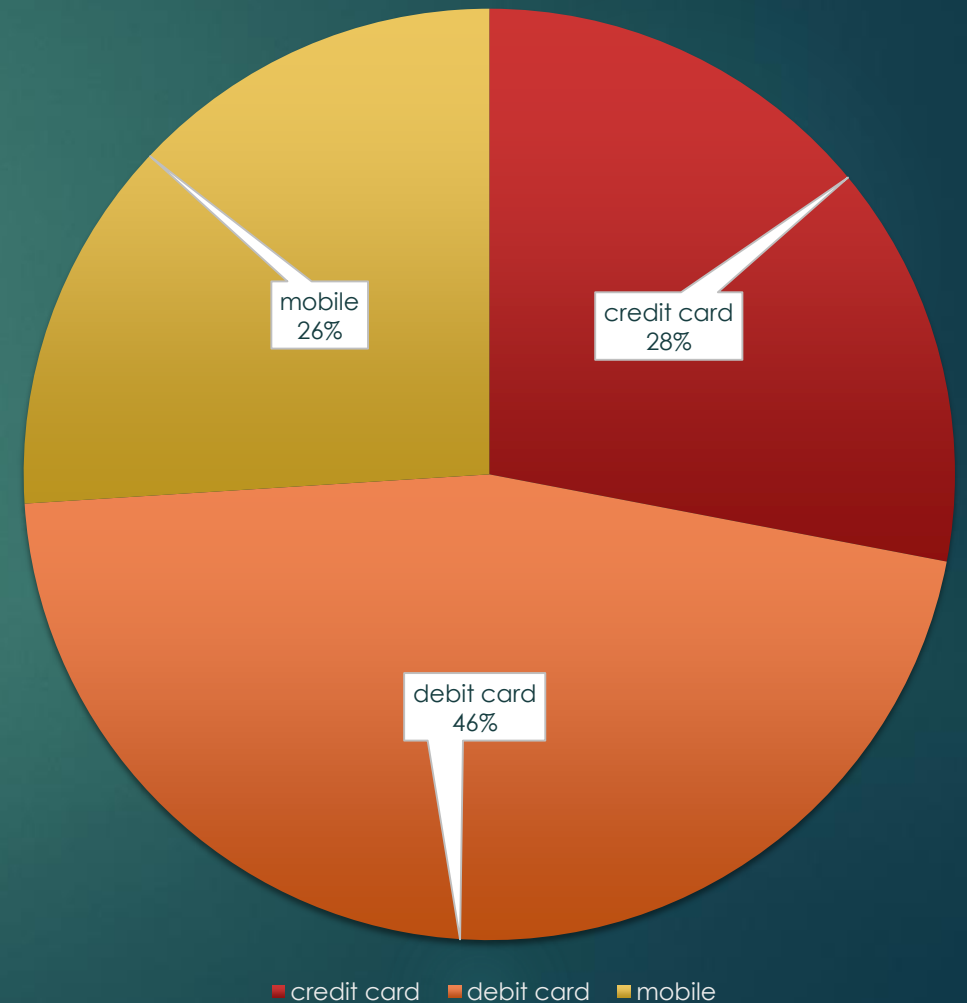
Study	Details
Study type	Descriptive study
Study duration	feb.2018- May 2018 (3-month)
Sample method	convenient sampling
Sample size	100 with people from various defined group.
Data collection	questionnaire
Study population	Jaipur
Study analysis	Statistical tools

Analysis

Do you buy product online?

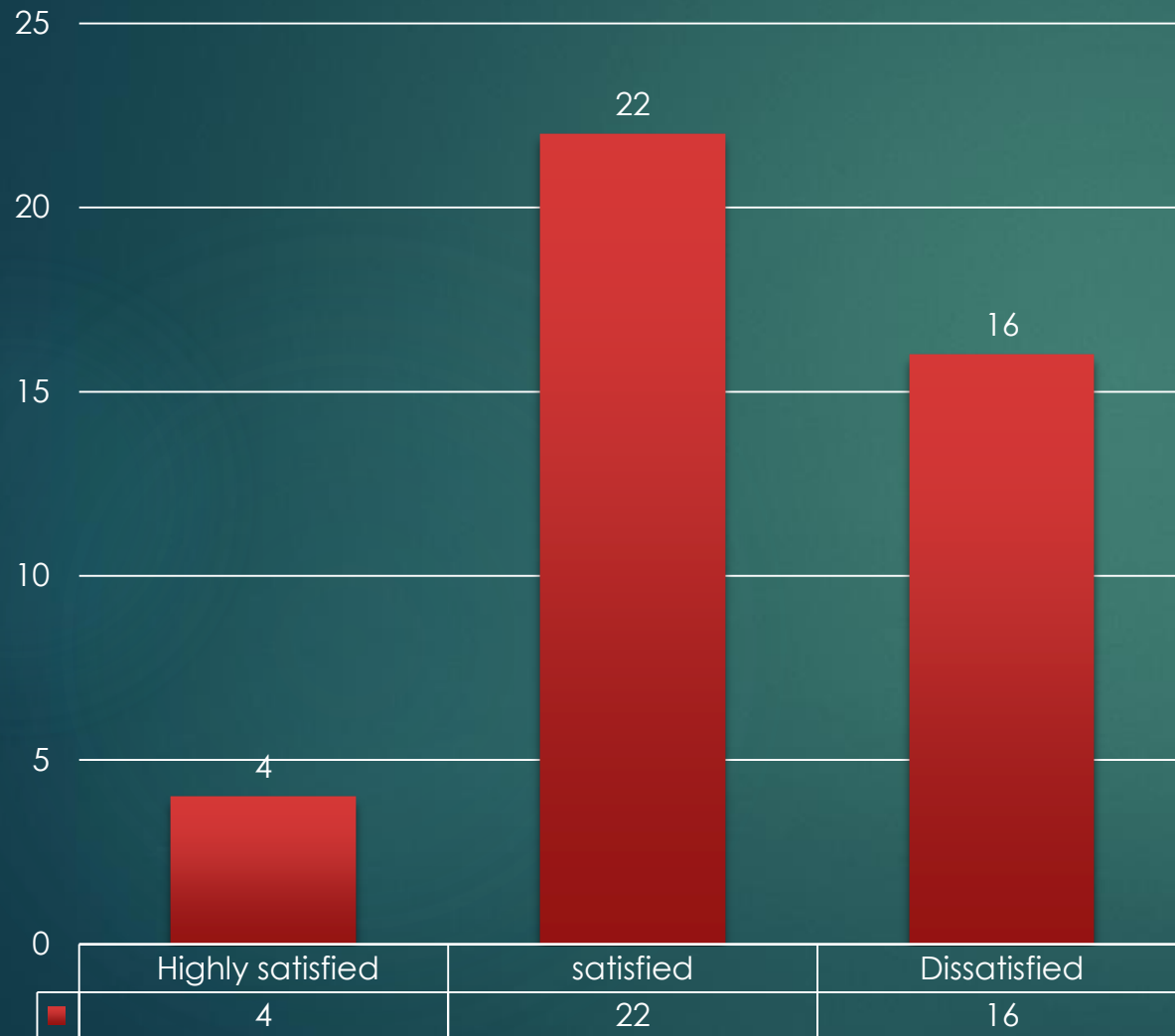


If you purchase online, then how you pay?

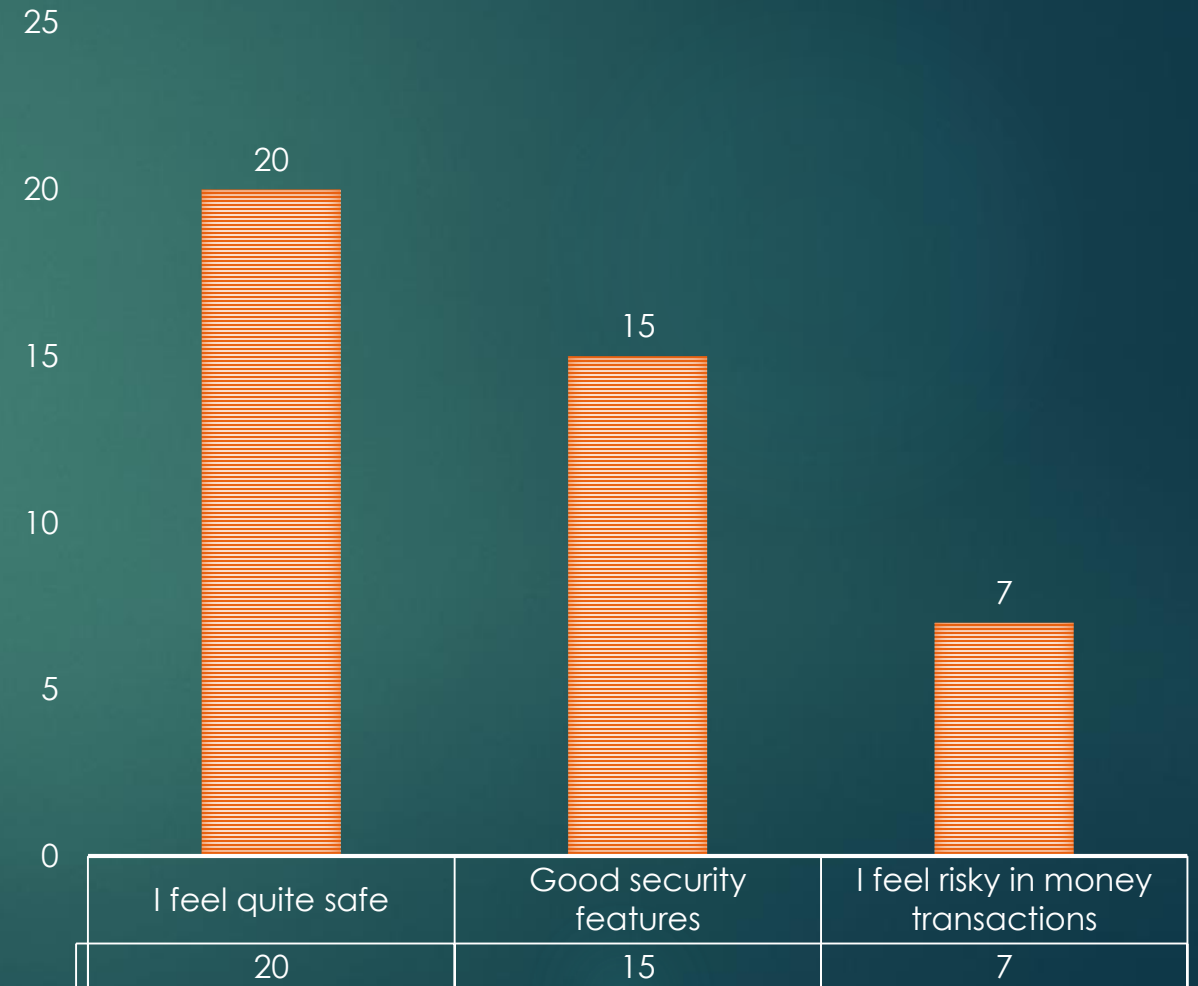


Analysis

Satisfaction level e- pharmacy

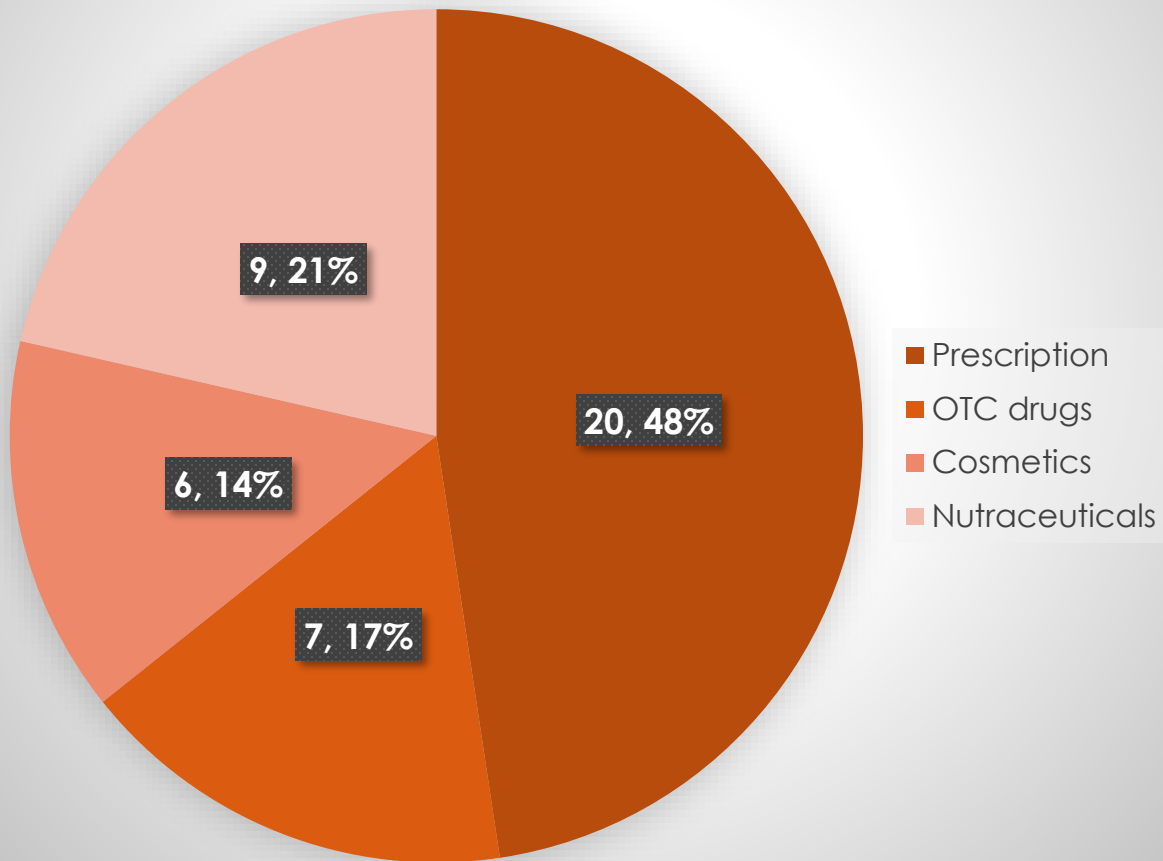


SECURITY AND PRIVACY IN E-PURCHASING

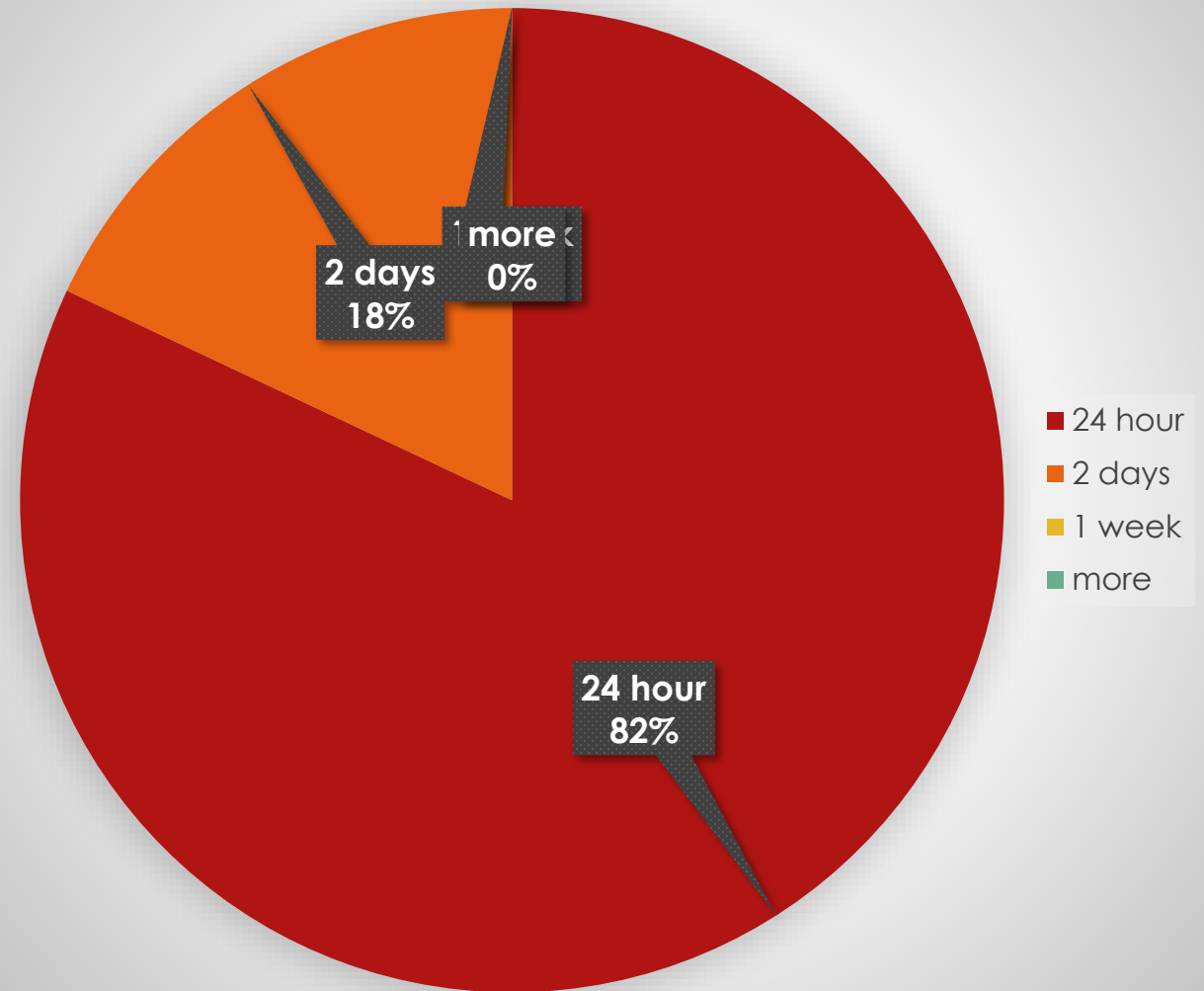


Analysis

Which category medicine / items purchased from e-pharmacy?

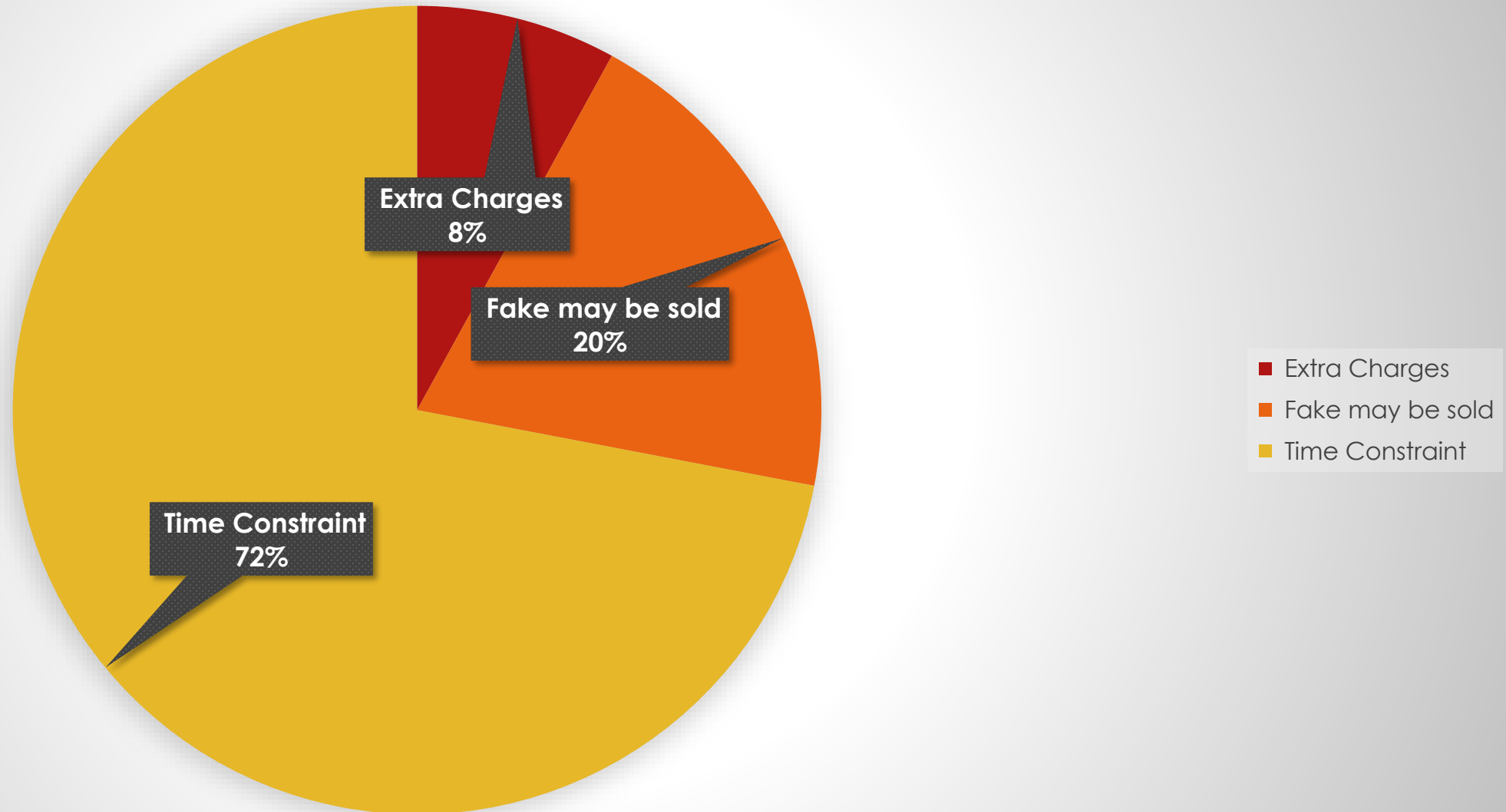


Ideal Order Delivery time



Analysi

Major Reasons for not Preferring purchase from Online Pharmacy



Conclusion

- ▶ Most of the respondents want the delivery time of online pharmacy should be within 24 hours
- ▶ Extra charge, time constraint, fake may be sold were the factors for considering online purchase of drug being not safe.
- ▶ A huge number of respondents accepted the online payment system and cashless system.
- ▶ After analysis found that more people preferred local pharmacy as compare to e-pharmacy.

Suggestions

- ▶ Strong supply chain. network to be maintained smoothly.
- ▶ Awareness among the customers in terms of maintaining confidential data.
- ▶ Discounts and other offers are to be given to avoid objections from chemist associations / retailer unions.
- ▶ Satisfaction level of consumers should be measured time to time.
- ▶ In “case of wrong delivery and other cases which include refund to consumer, proper refund rules should be site for consumer” interest.

Thank
you

