



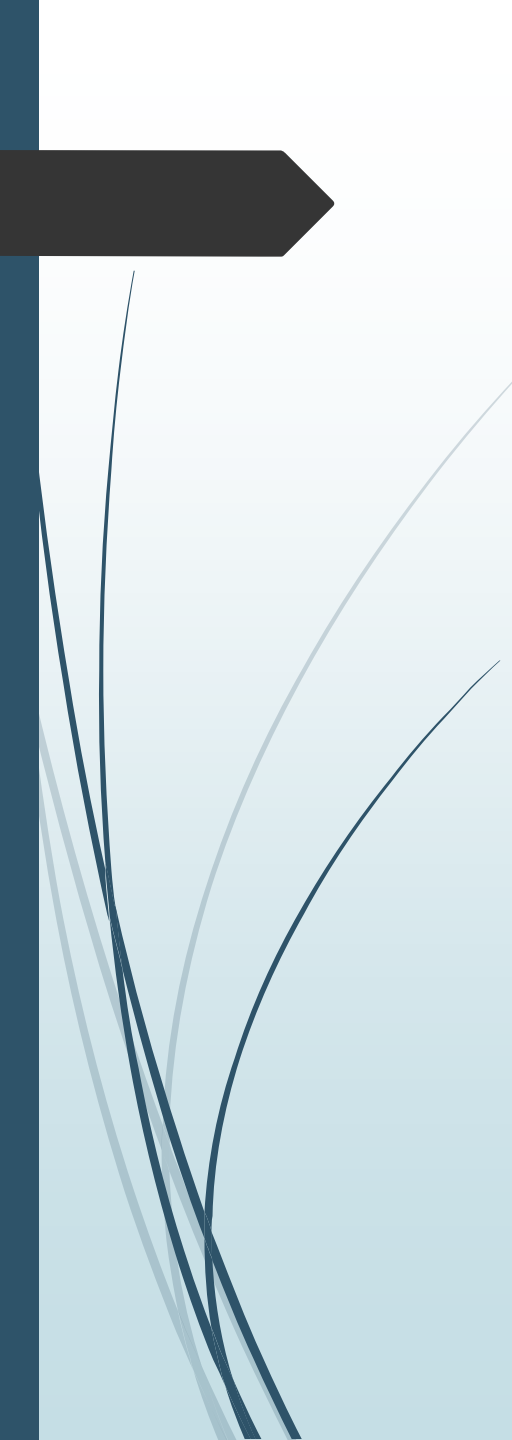
A Comparative Study of Consumer Buying Behavior Towards Medicine: Online v/s Offline

Presentation by:

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MBA pharmaceutical Management- 08

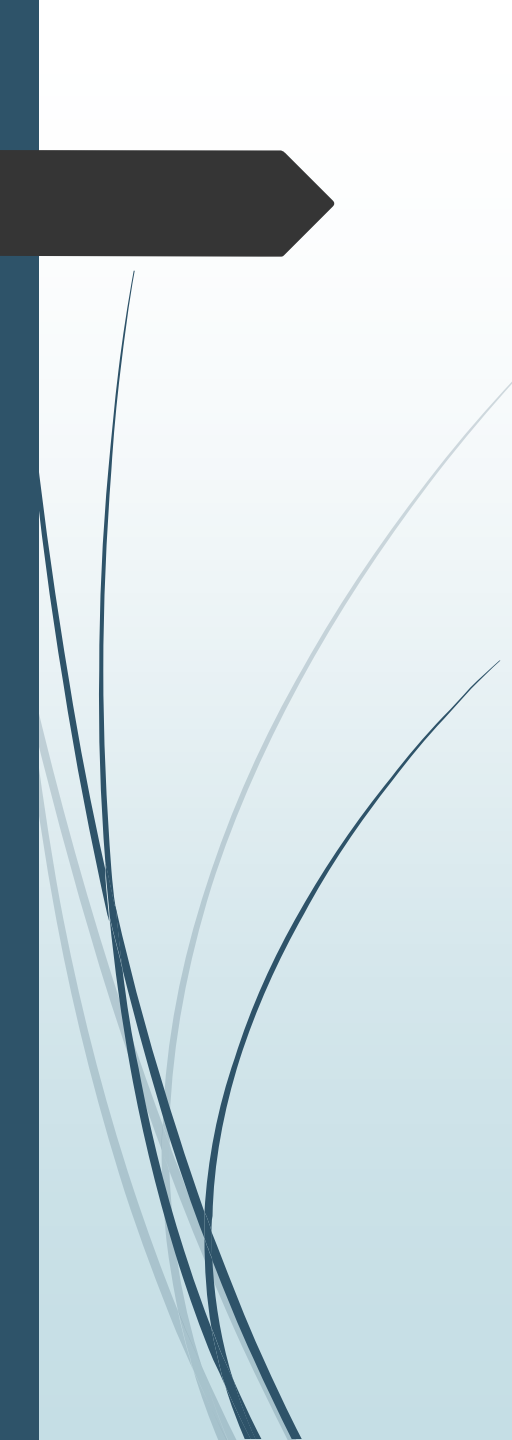
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Objectives of study

The Survey was conceptualised to find answers to the following questions:

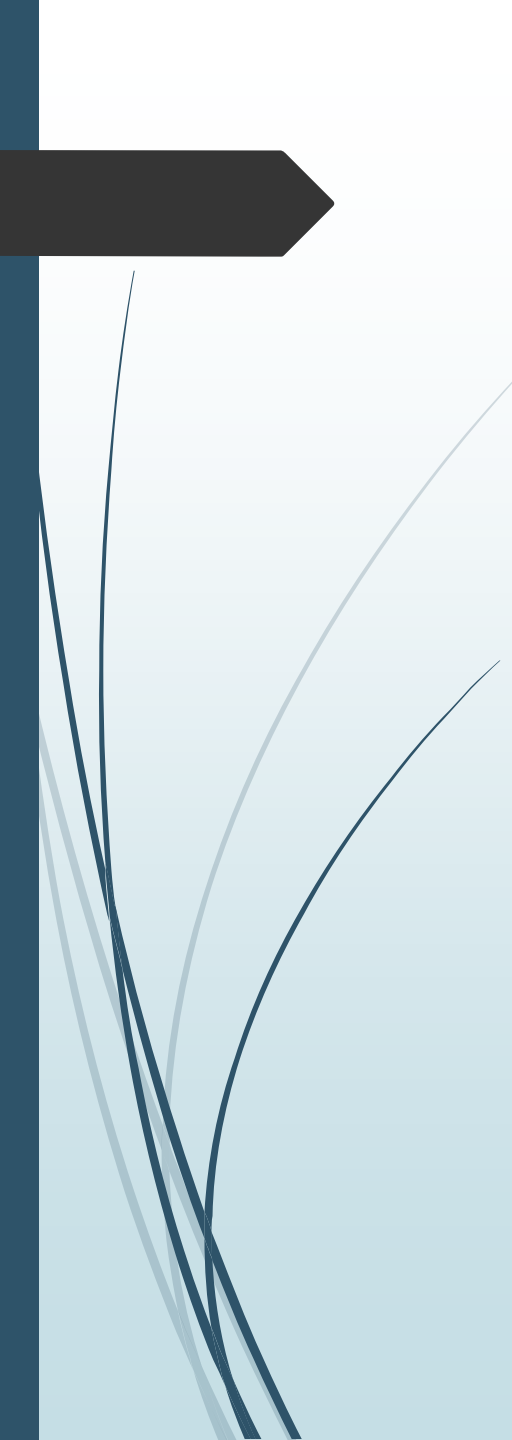
- What proportion of samples have heard of Online Pharmacy?
- What proportion of samples have ever bought medicines online?
- What proportion of samples want to buy medicines online?
- What are the most important attribute based on customer's perspective while buying medicines online and offline?



Objectives of study

Based on the questions posed above, following objectives were set for the Survey:

- What are the gaps between Online and Offline Pharmacy Business?
- What Attribute has highest rating and ranking?
- What attribute has lowest ranking and rating?

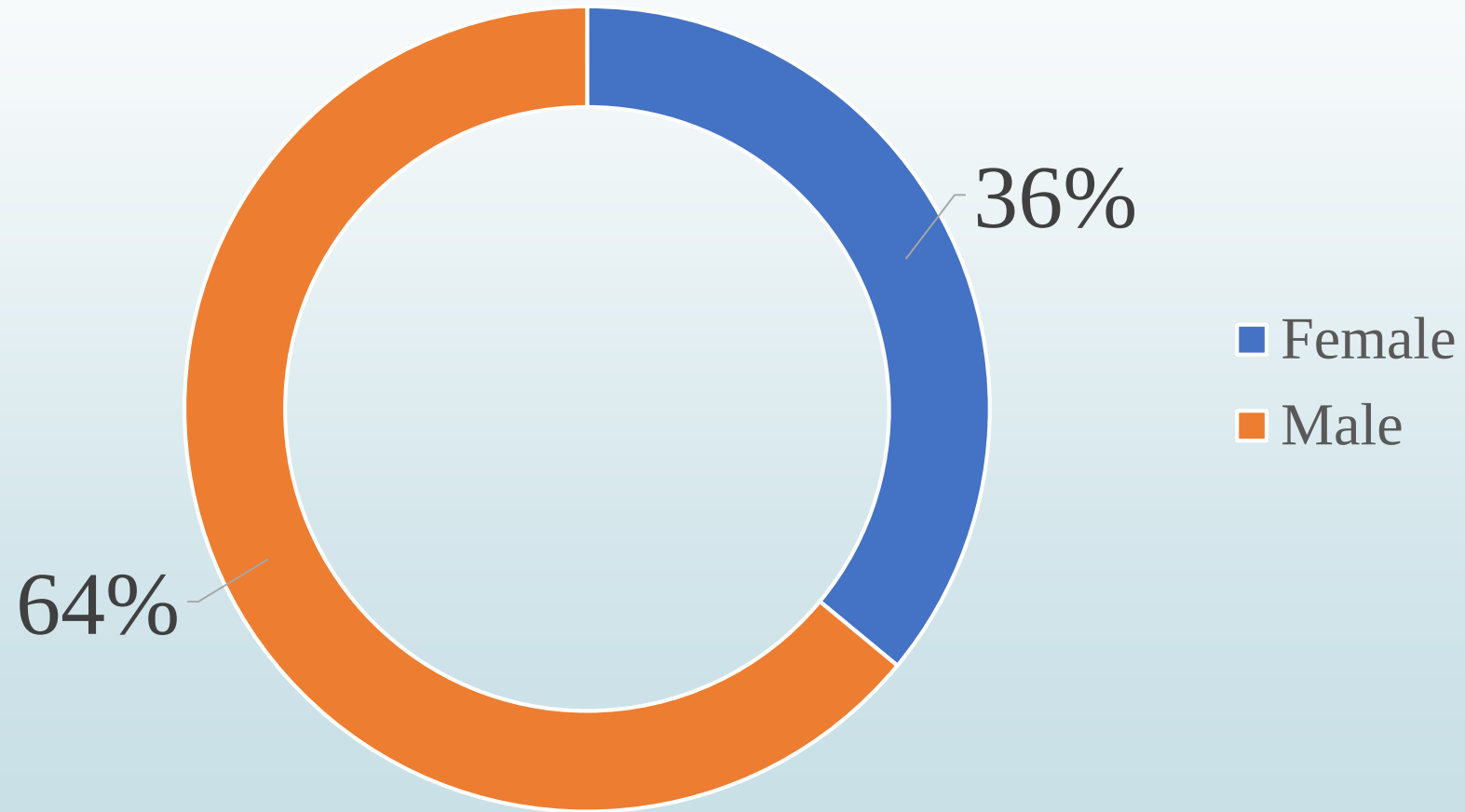


Methodology

- **Study Type:** Cross Sectional study
- **Study Duration:** Three Months.
- **Analysis Software:** MS-Excel
- **Data Collection Tool:** Fully structured Questionnaire
- **Sampling Technique:** Purposive Sampling
- **Sample Size:** Sample size of 200 was taken for study. Interview was conducted by the means of fully structured questionnaire for the purpose of data collection.

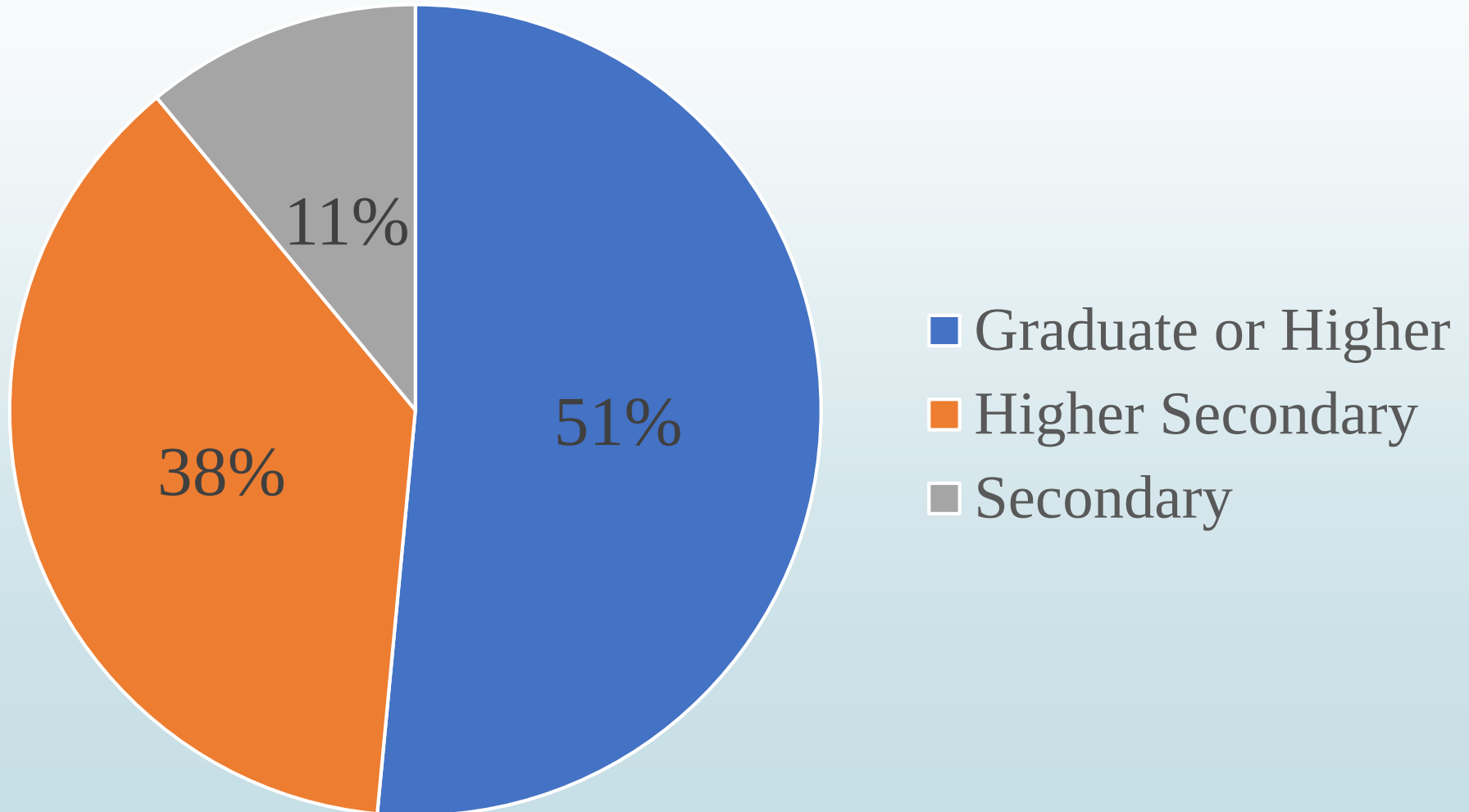
Survey Results and Analysis

Figure 1.5.2: Sex wise distribution of samples

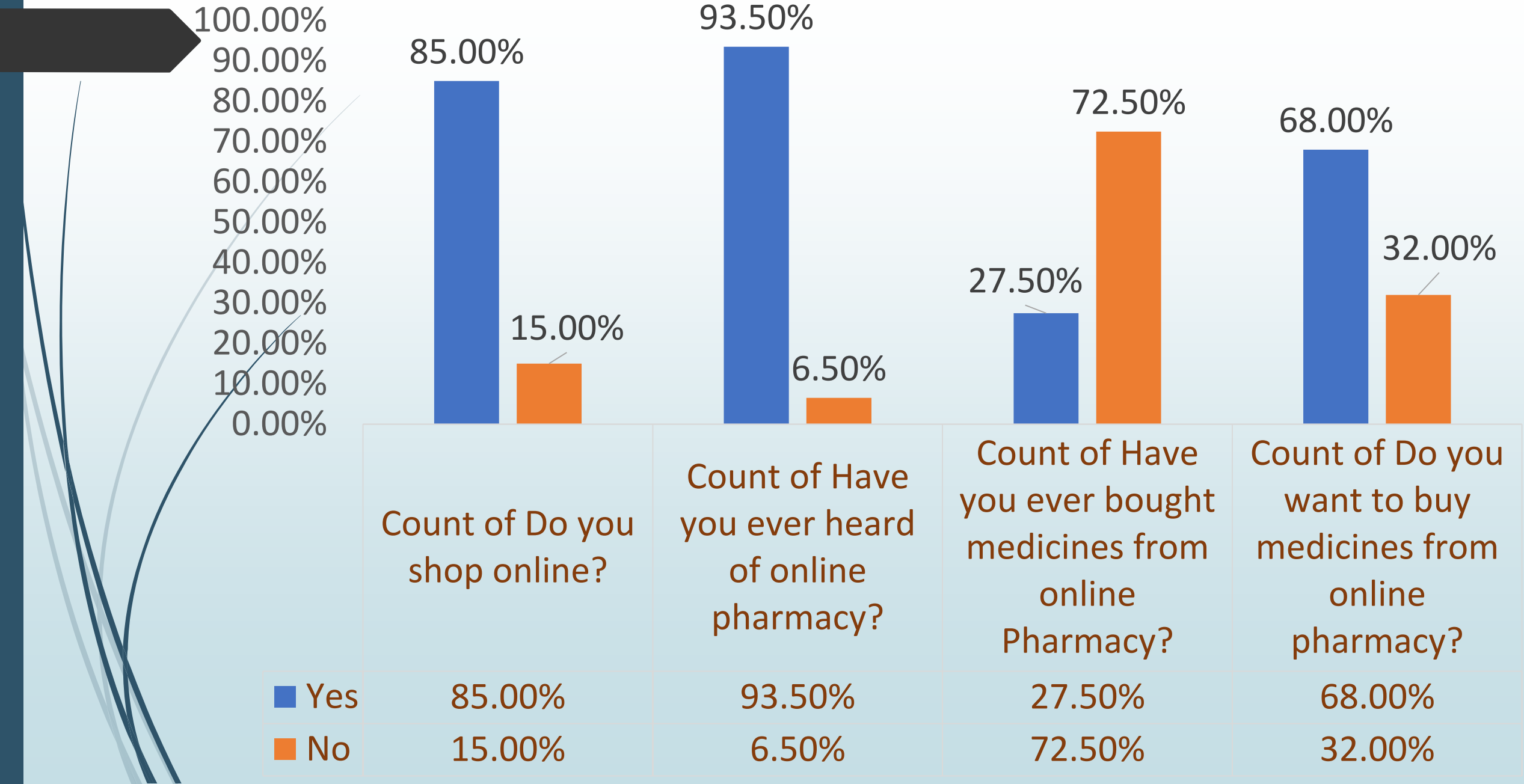


Survey Results and Analysis

Figure 1.5.3: Education wise distribution of samples

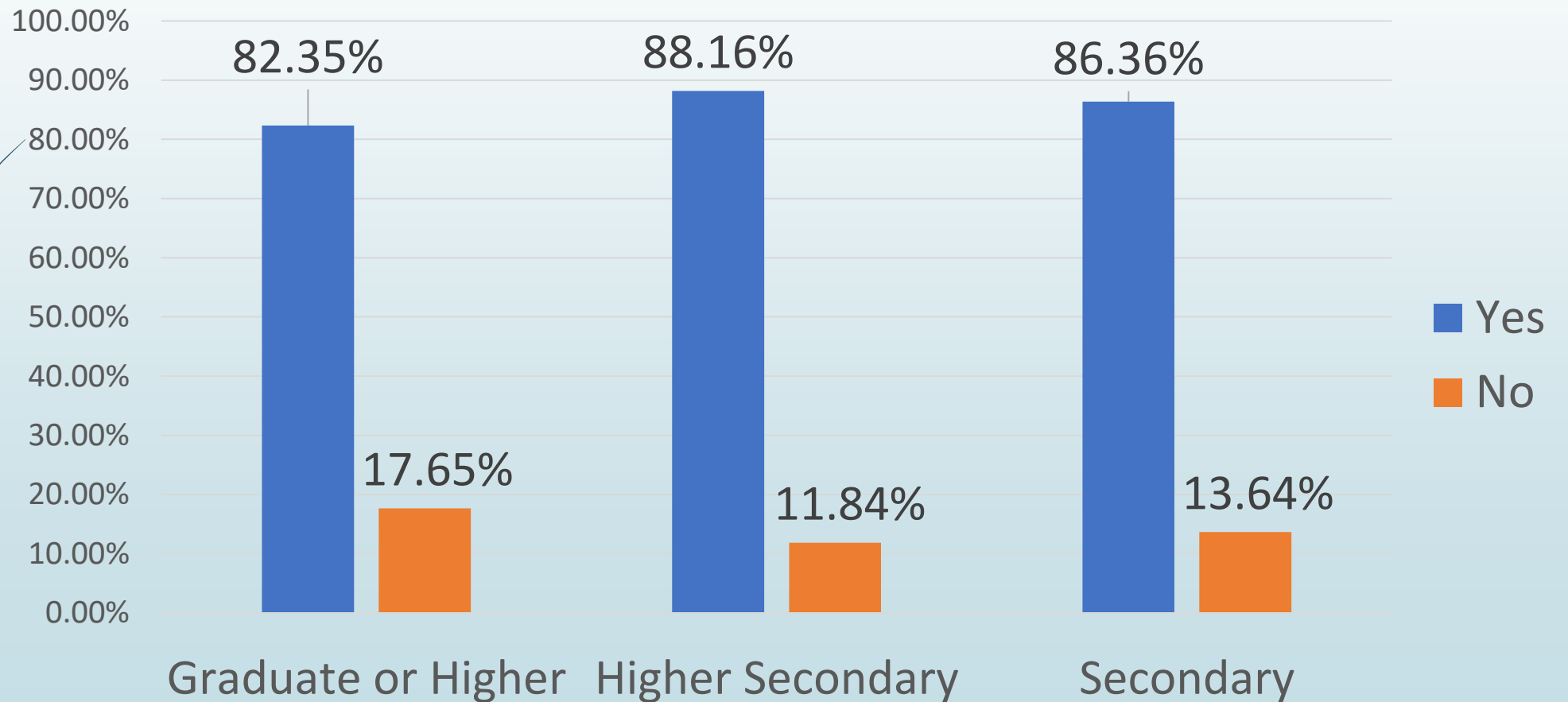


Distribution of sample based on 4 questions



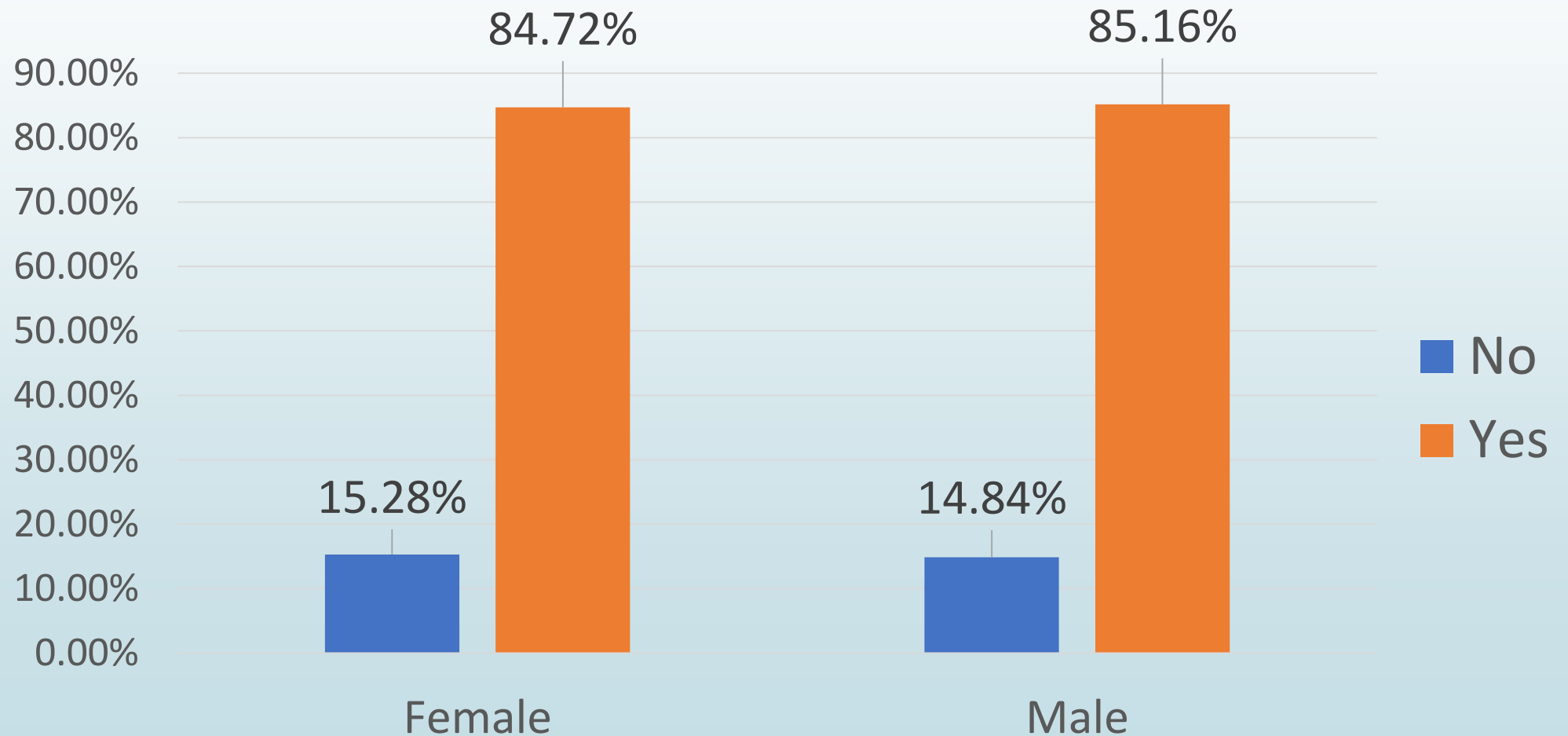
Survey Results and Analysis

Figure 1.5.4(a): Education wise distribution of samples who do online shopping.



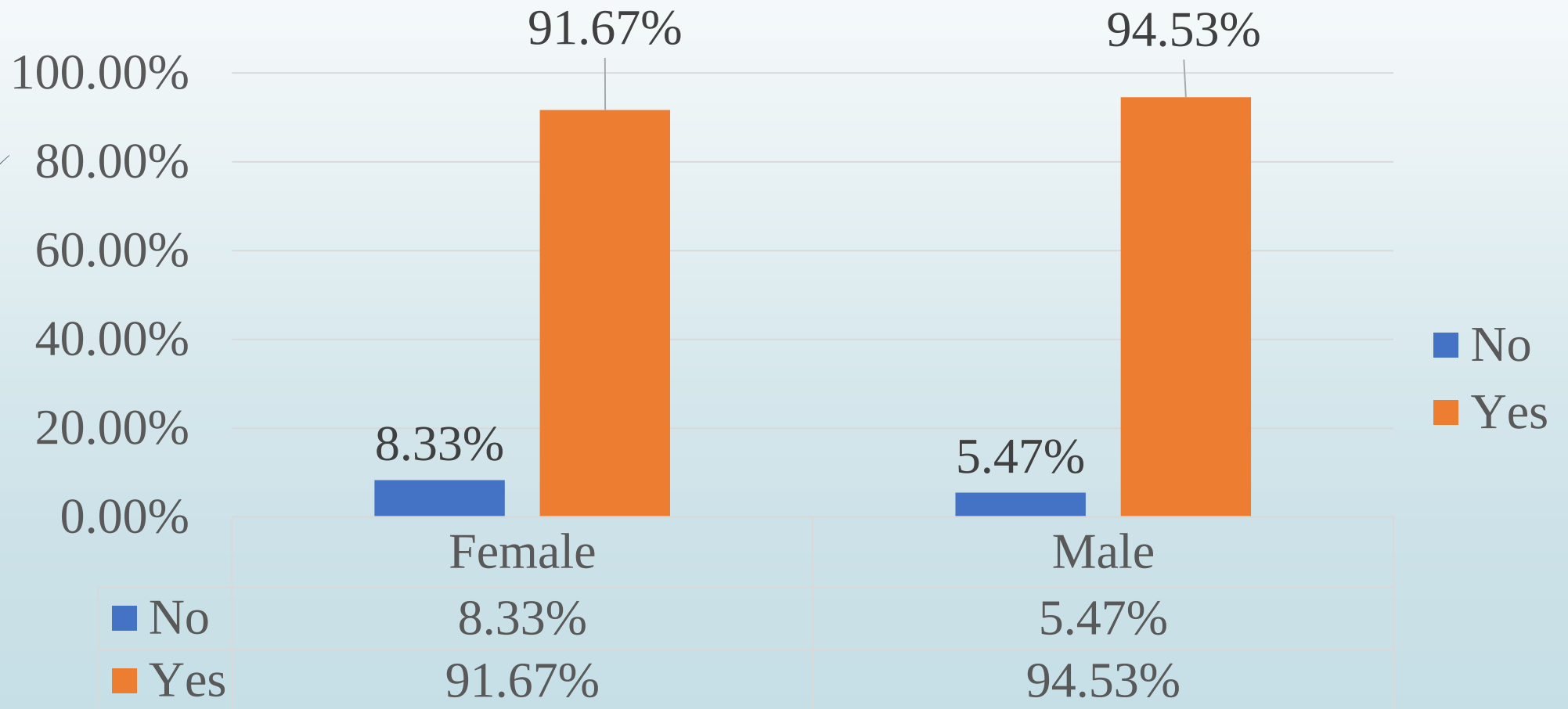
Survey Results and Analysis

Figure 1.5.4(b): Sex wise distribution of samples who do online shopping.



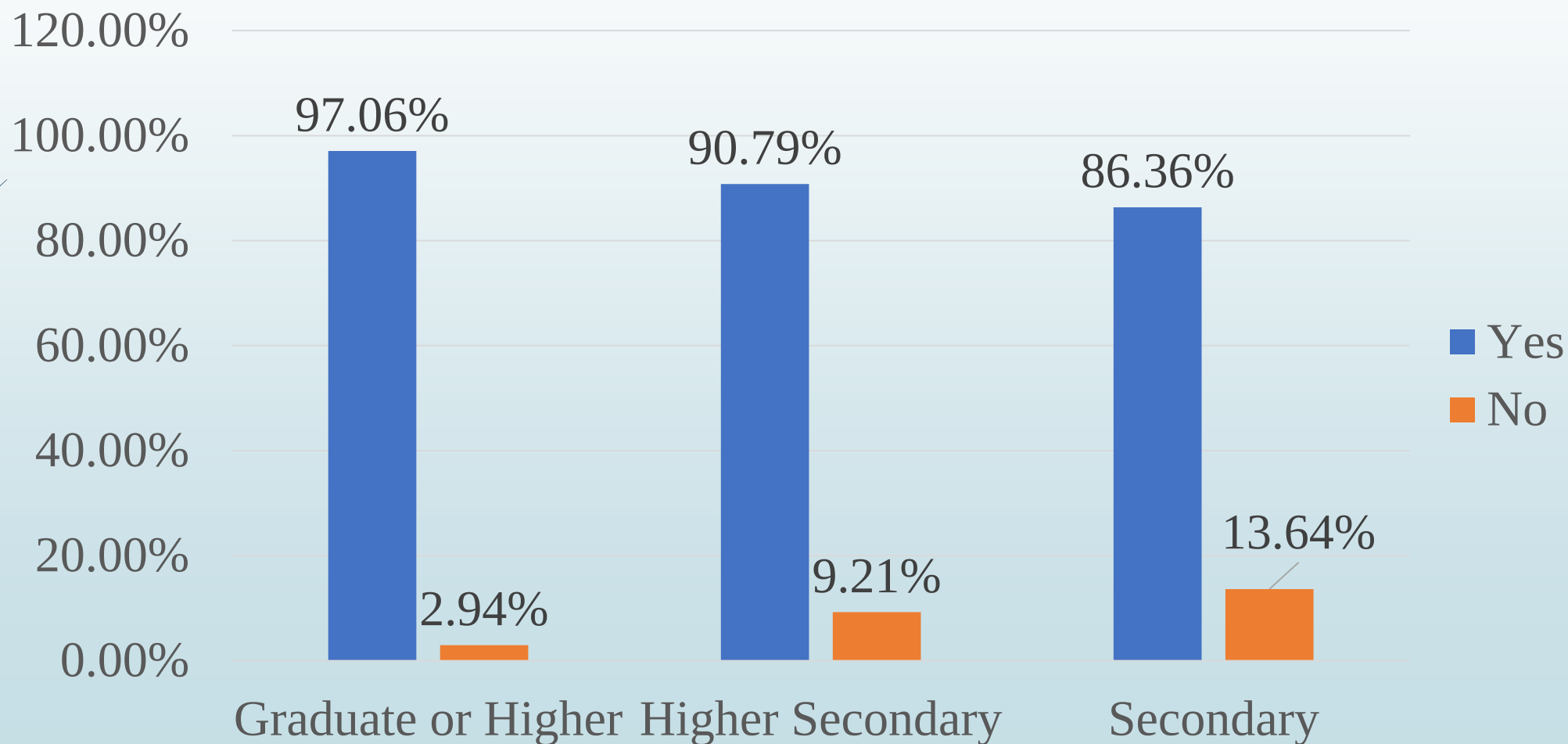
Survey Results and Analysis

Figure 1.5.5(a): Sex wise Distribution of samples have heard of online pharmacy.



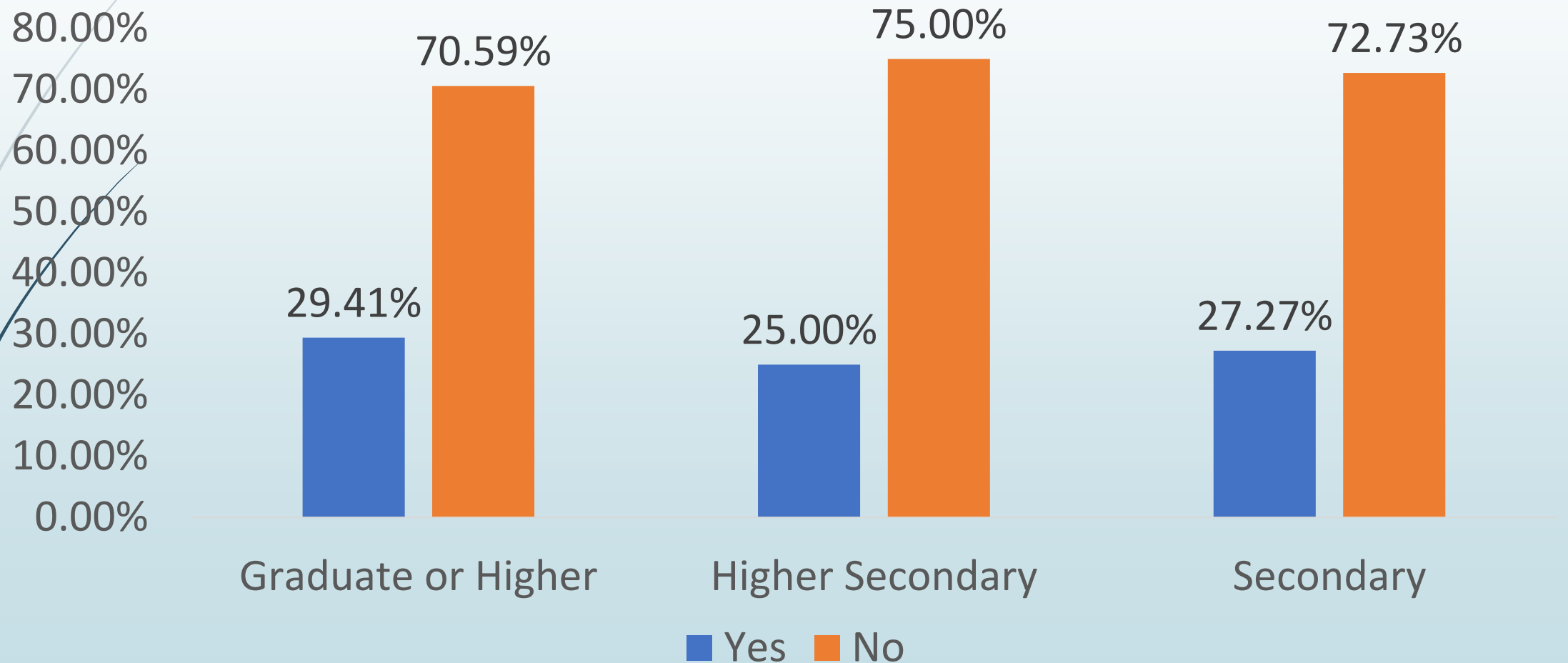
Survey Results and Analysis

Figure 1.5.5(b): Education wise distribution of samples have ever heard of online pharmacy



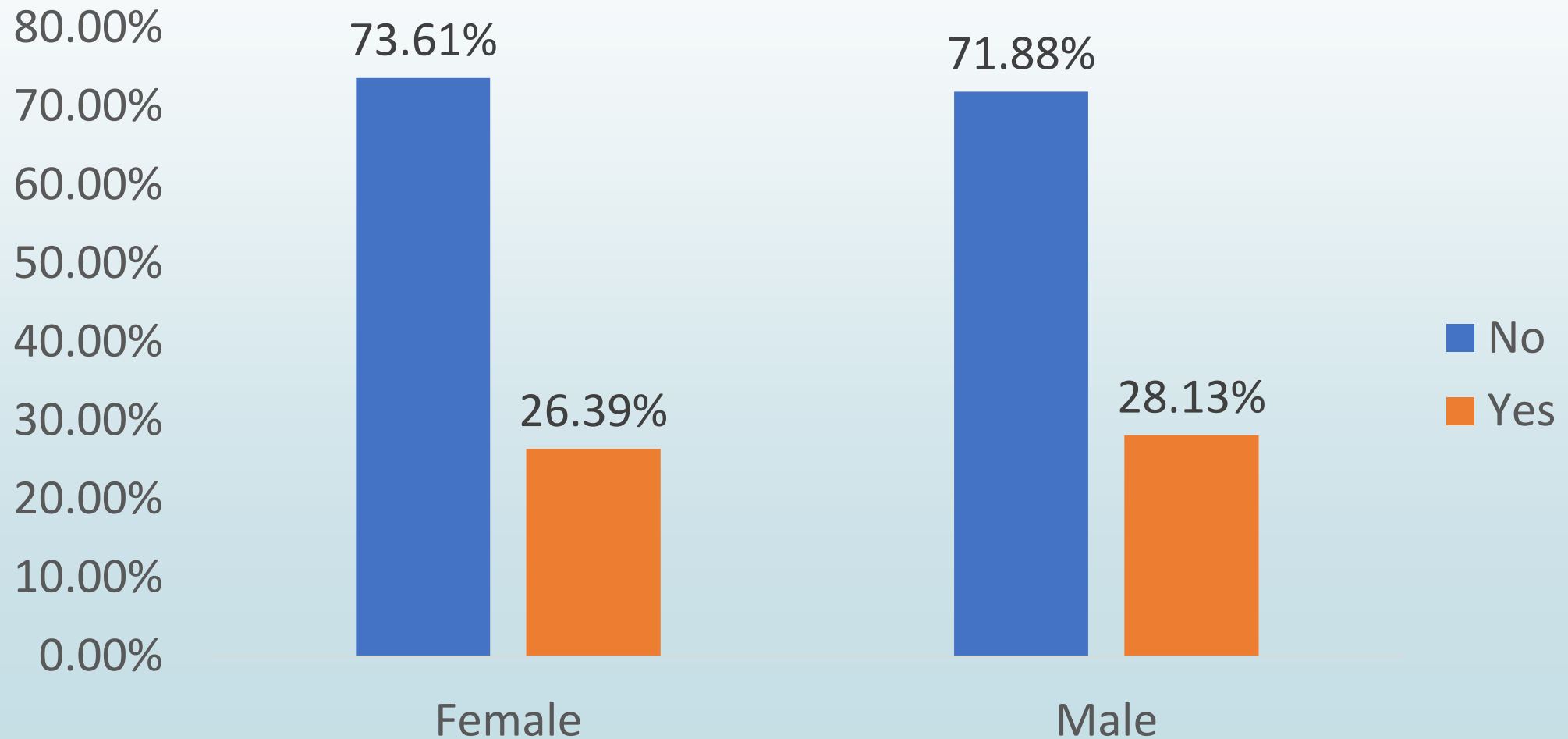
Survey Results and Analysis

Figure 1.5.6(b): Education wise distribution of samples have bought medicines from online pharmacy



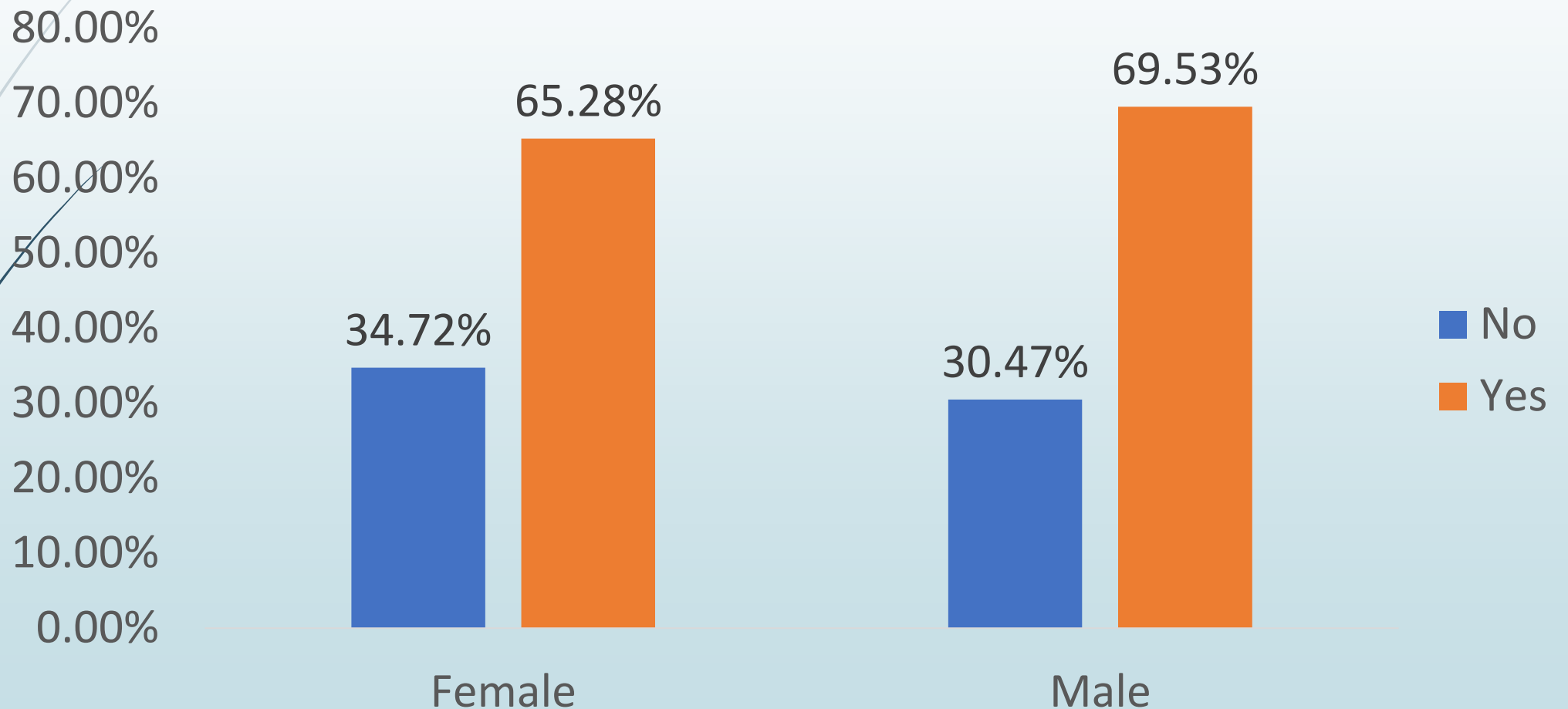
Survey Results and Analysis

Figure 1.5.6(b): Education wise distribution of samples have bought medicines from online pharmacy



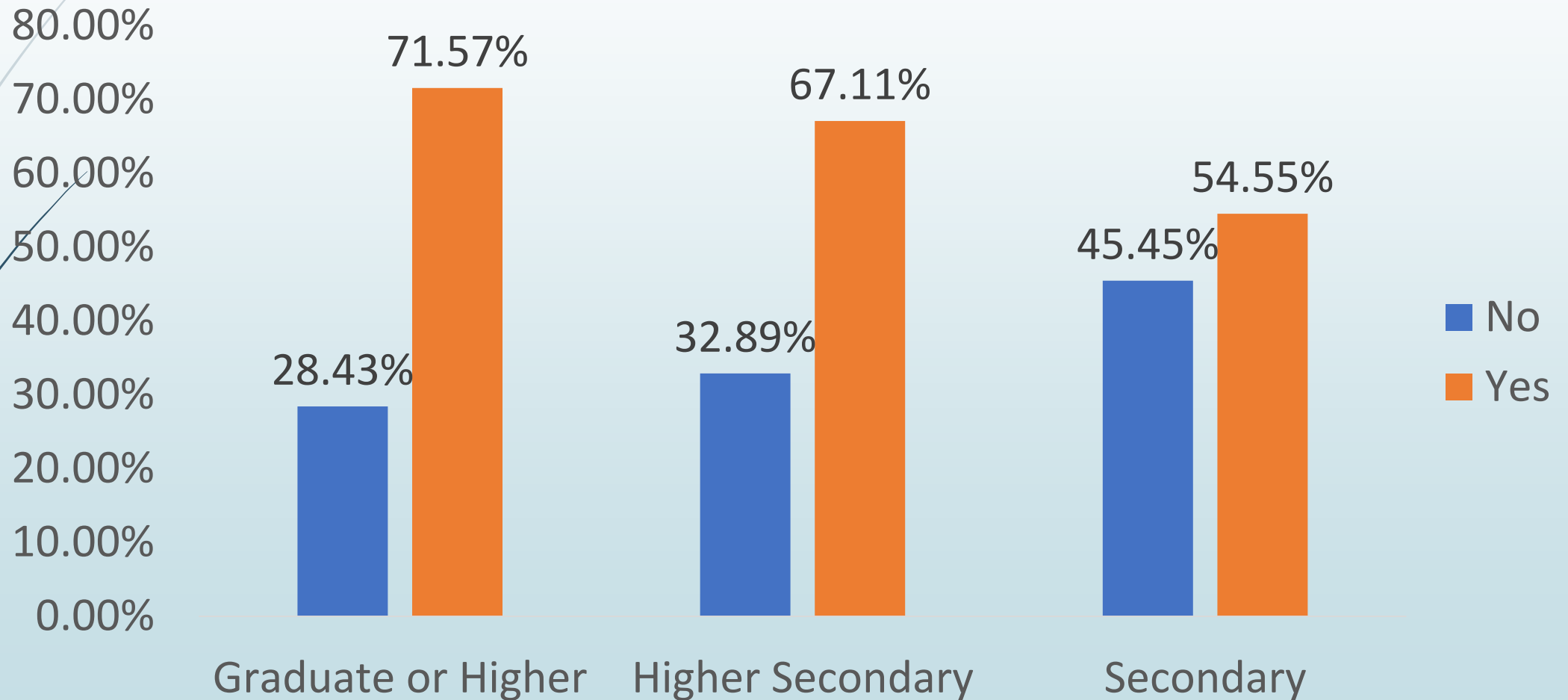
Survey Results and Analysis

Figure 1.5.7(a): Sex wise distribution of samples who want to buy medicines online



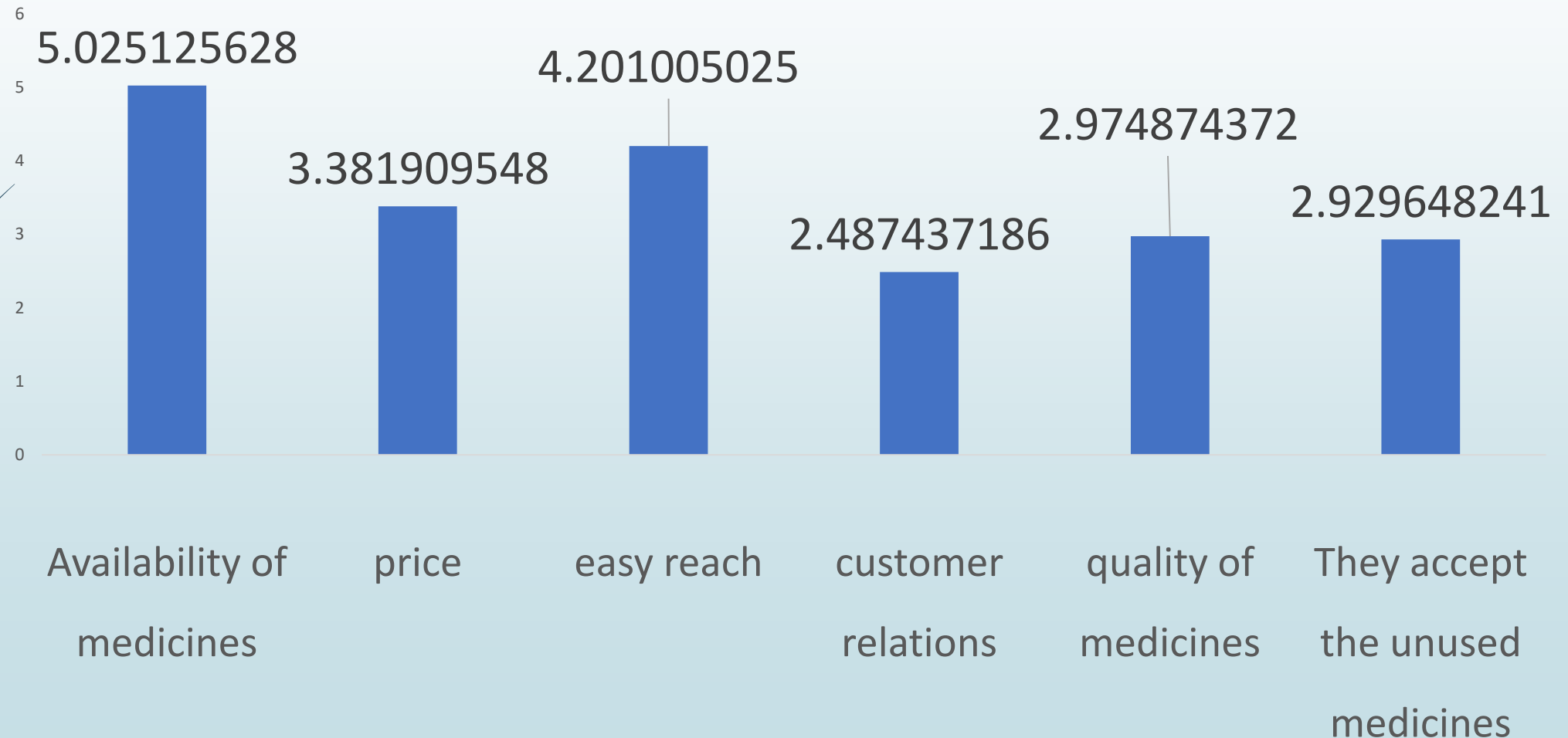
Survey Results and Analysis

Figure 1.5.7(b): education wise distribution of samples who want to buy medicines online.



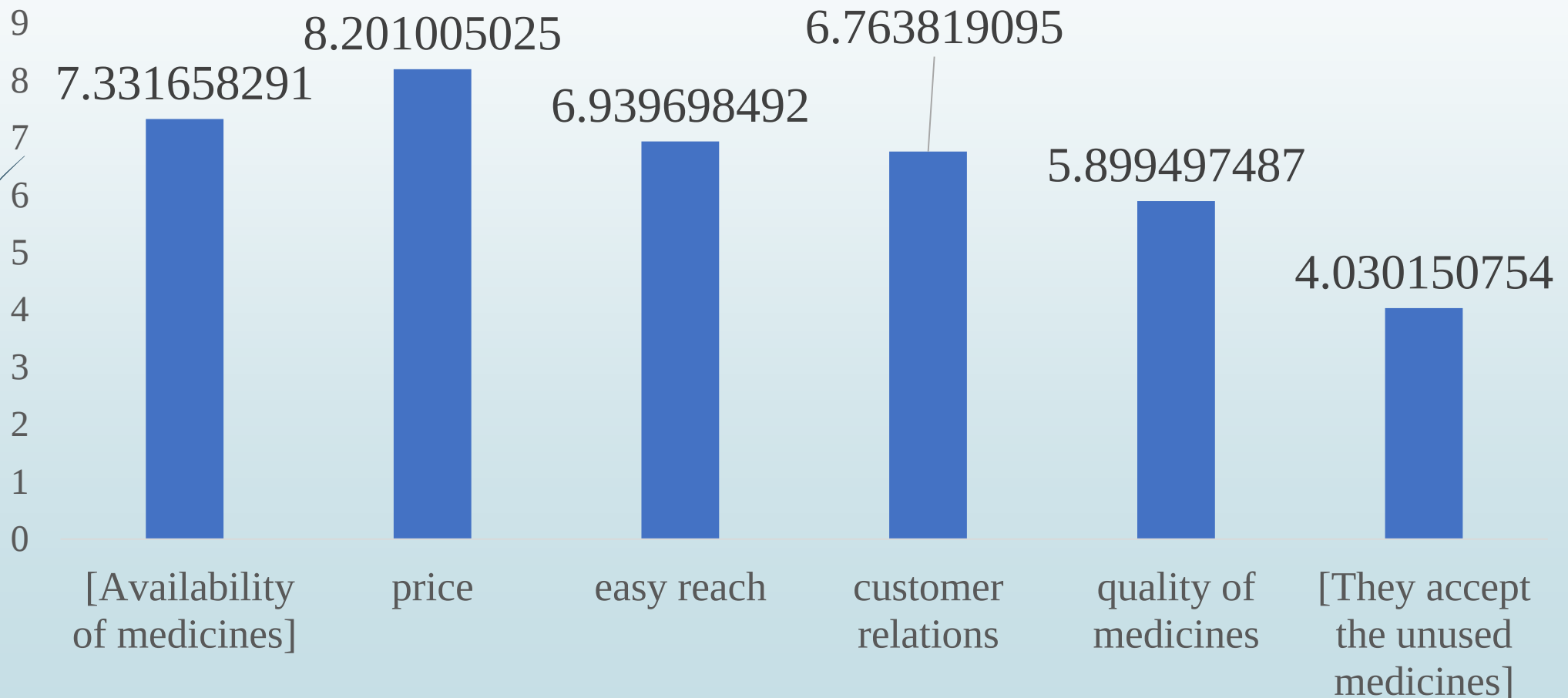
Survey Results and Analysis

Figure 1.5.8: Importance of various attributes while buying medicines.



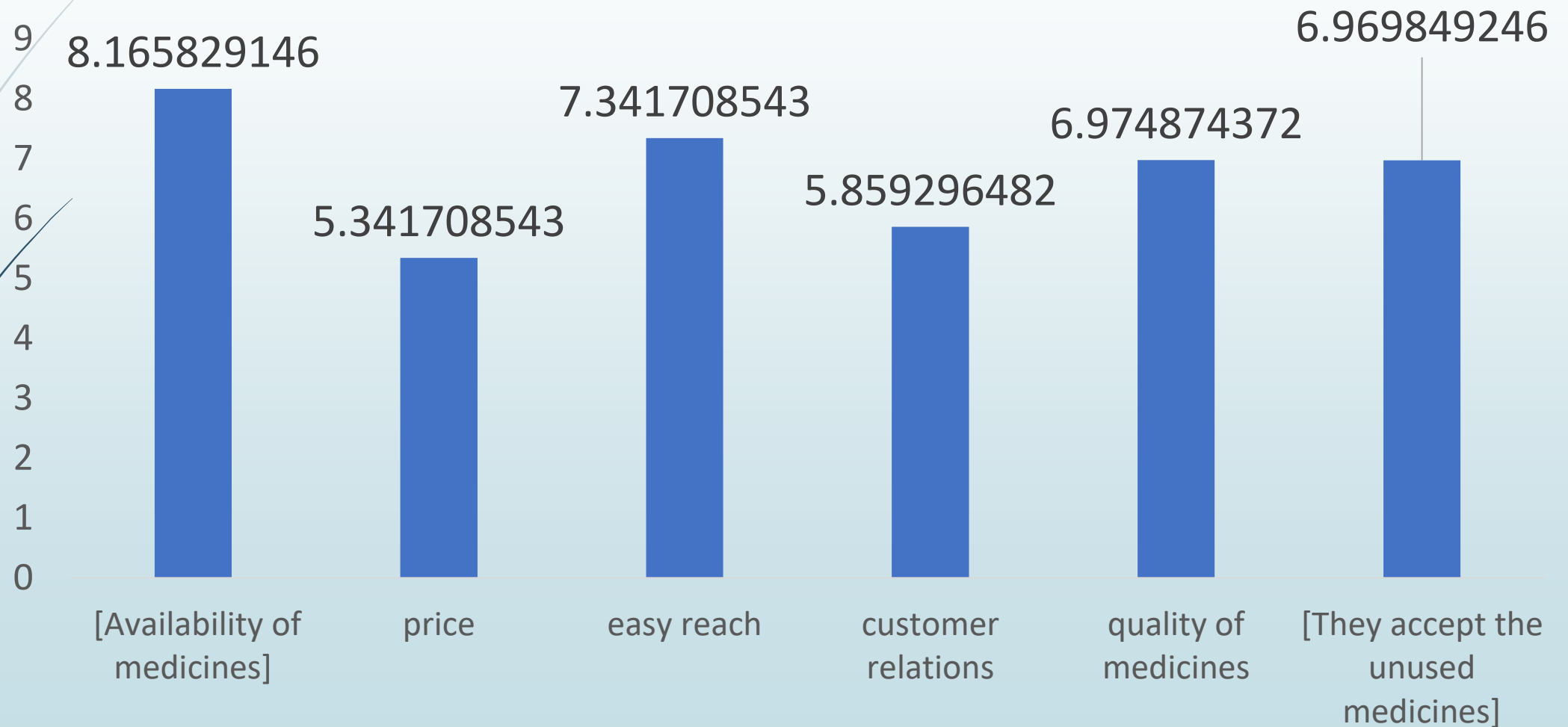
Survey Results and Analysis

Figure 1.5.9(a): Ranking of various attributes according to respondents for online pharmacy



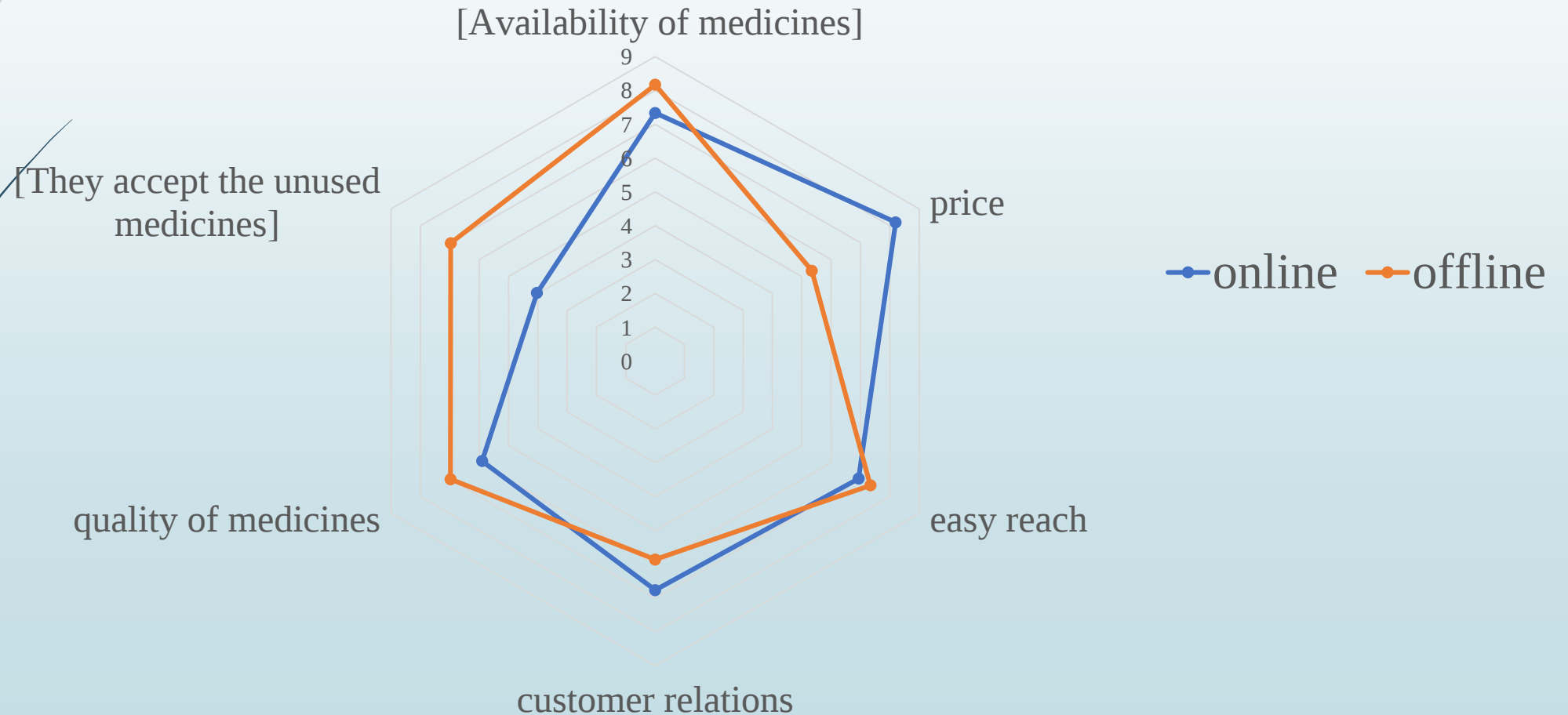
Survey Results and Analysis

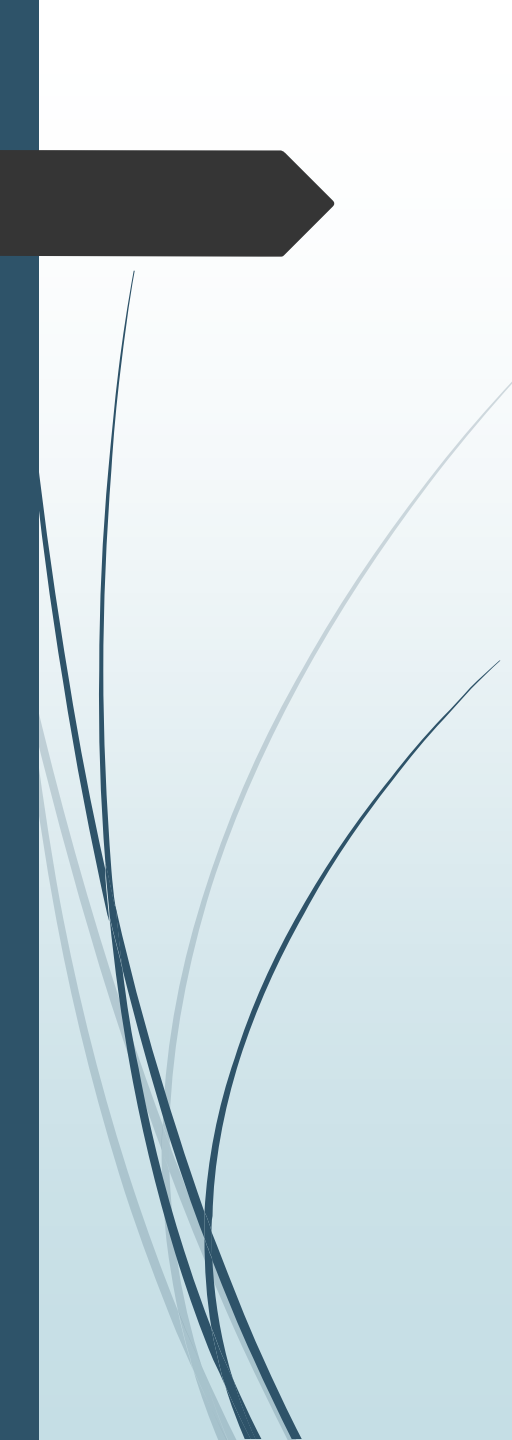
Figure 1.5.9(b): Ranking of various attributes according to respondents for offline pharmacy



Survey Results and Analysis

Figure 1.5.10: Gaps of various attributes between online and offline pharmacy





References

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