

A study on consumer's perception towards online pharmacy

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Introduction-

- ❖ Online pharmacies, Internet pharmacies are pharmacies that operate over the internet & send the orders to customers.
- ❖ Online pharmacy segment has recently seen good traction from both customers as well as investors. Rising internet penetration, improving medical infrastructure, higher disposable income and the ease of buying online has fuelled growth in this segment.
- ❖ Online pharmacy make a wide range of prescription medicines and other health products conveniently available all across India. Even second and third tier cities and rural villages can now have access to the latest medicines. Since online pharmacy also offer generic alternatives to most medicines, online buyers can expect significant savings.

OBJECTIVE

Primary objective:

- A study on consumer's perceptions towards online retail pharmacy.

Secondary objective:

- To assess the difference in the perception of male and female towards online retail pharmacy.
- To assess the acceptability of concept of online pharmacy.

Research Methodology

Study Type: Cross Sectional study

Study Duration: Three Months.

Analysis Used Tool: MS-Excel

Data Collection Tool: Fully structured Questionnaire

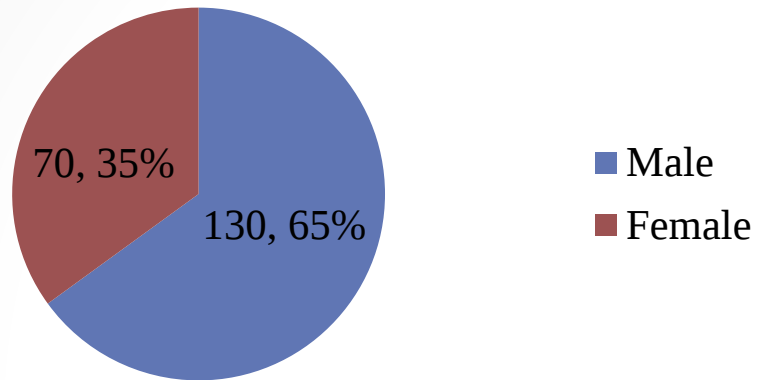
Sampling Technique: Purposive Sampling

Sample Size: 200 respondents

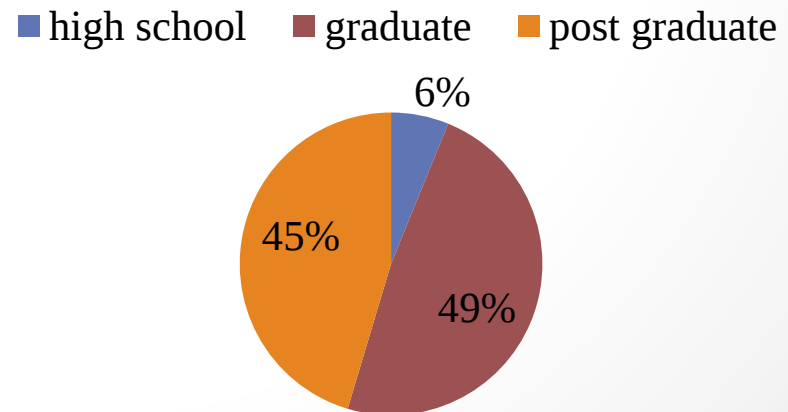
Population: All people in the age group of 18-40 years residing in Jaipur.

Research Finding & Analysis

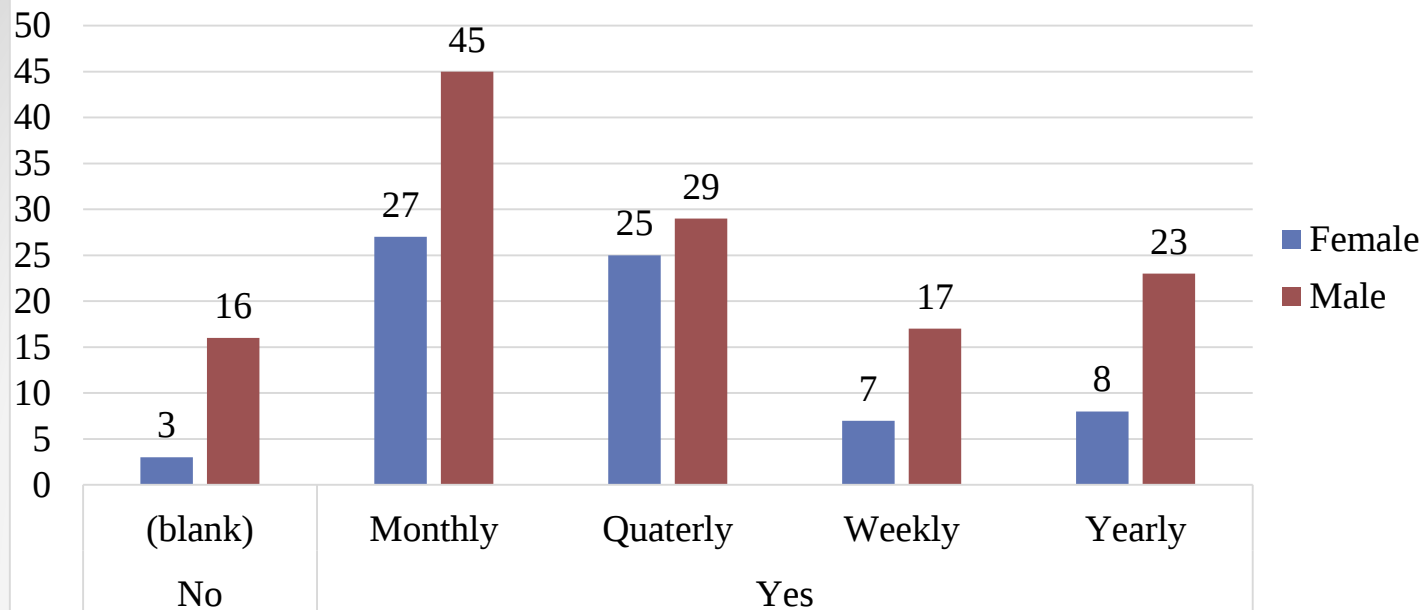
Sex Profile



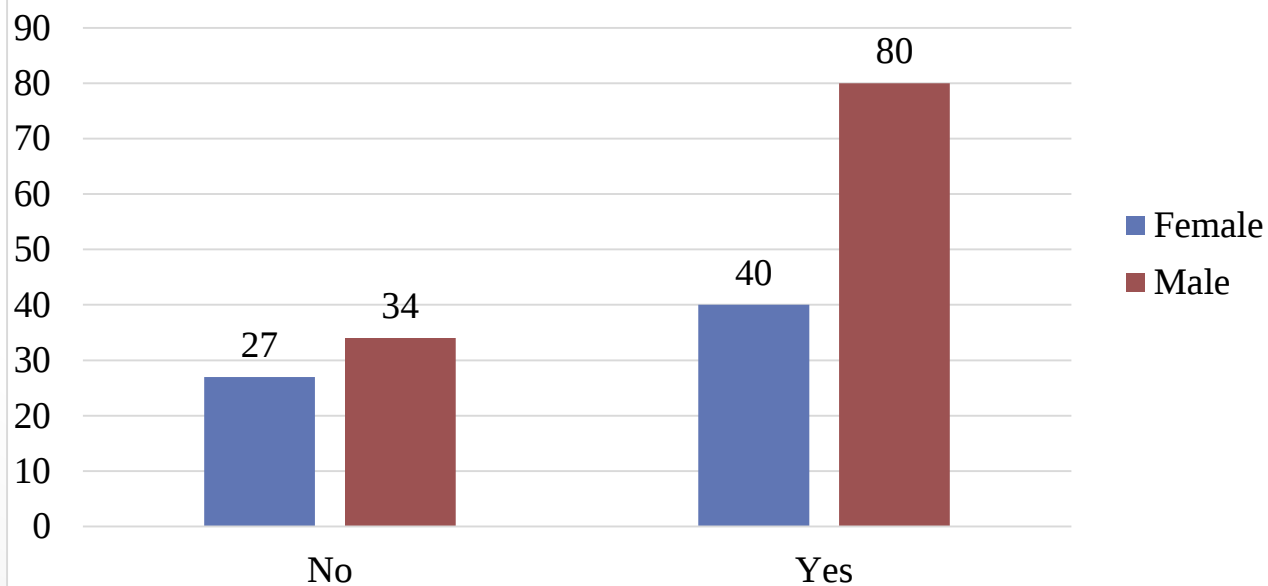
Education Status



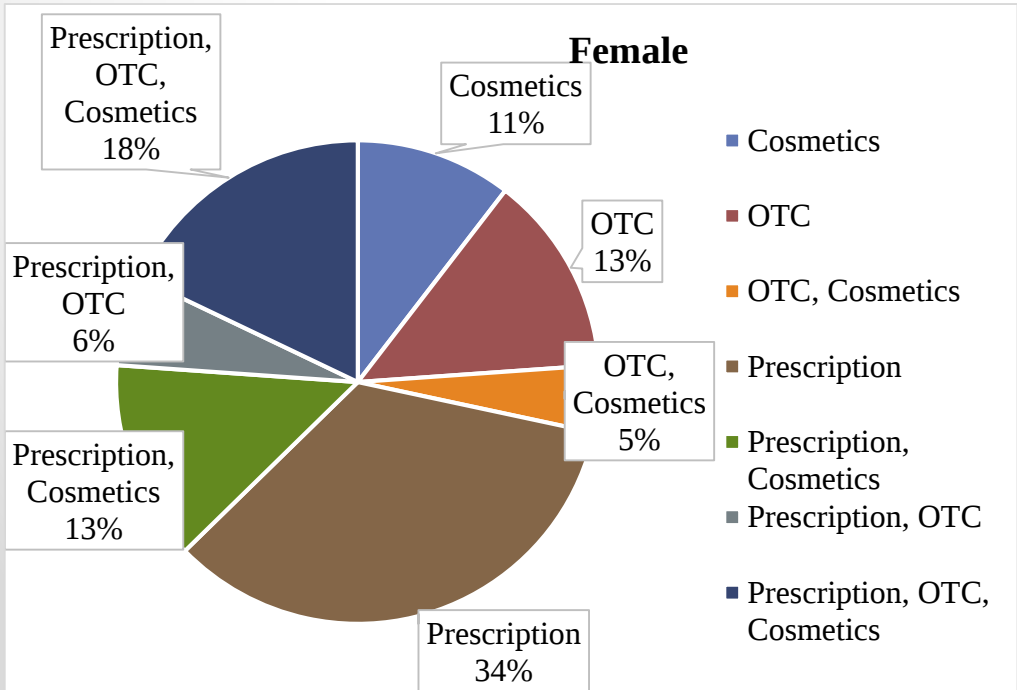
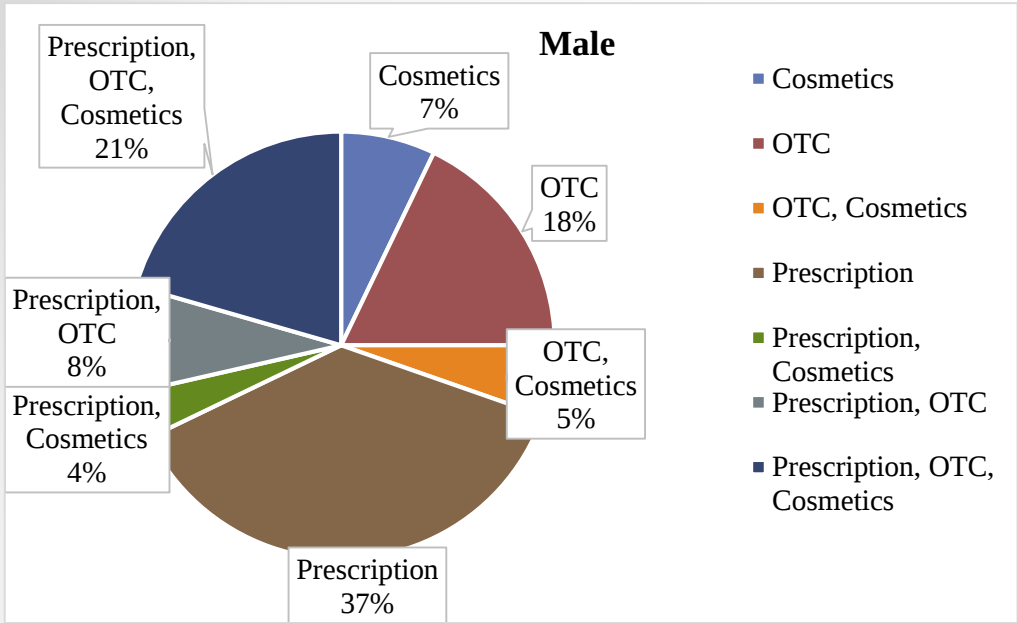
frequency of pharmacy visit



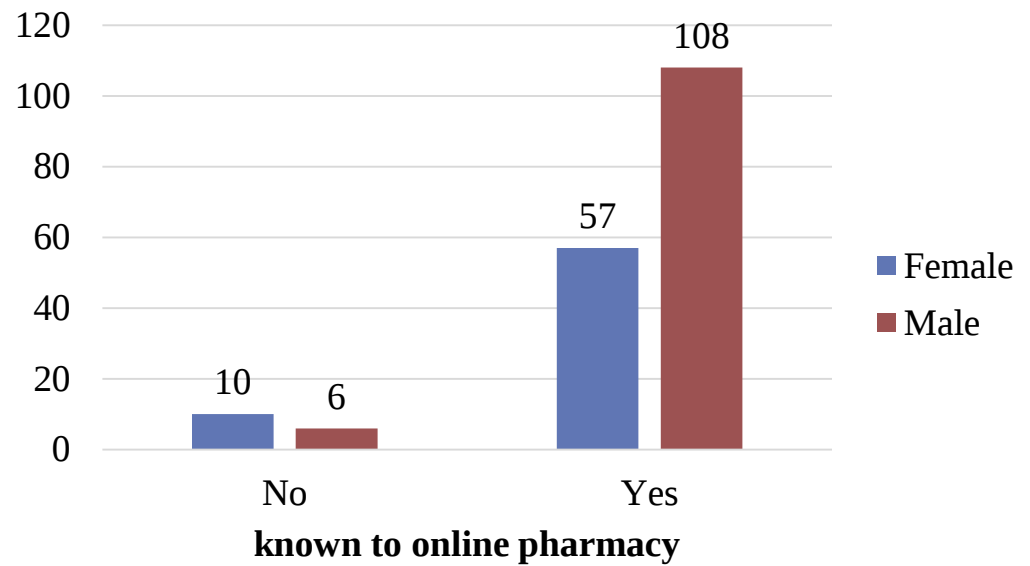
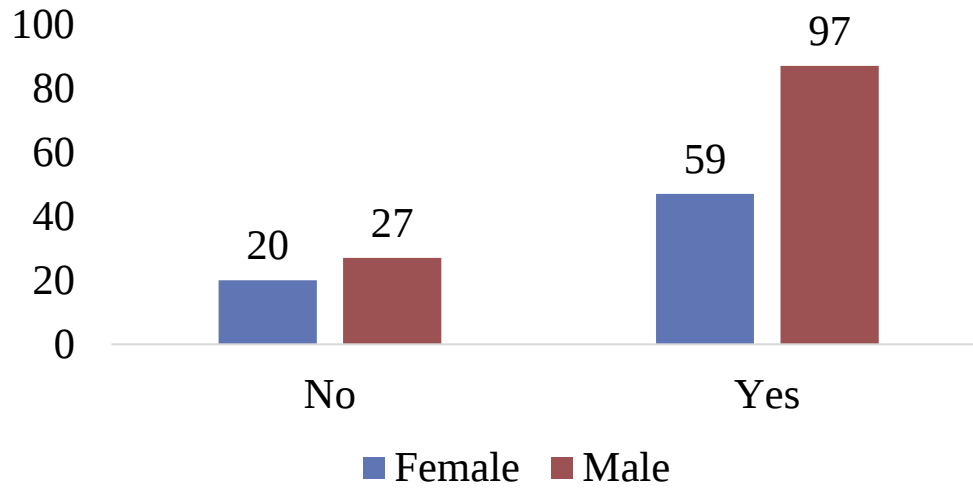
Frequency of visiting same pharmacy for every purchase



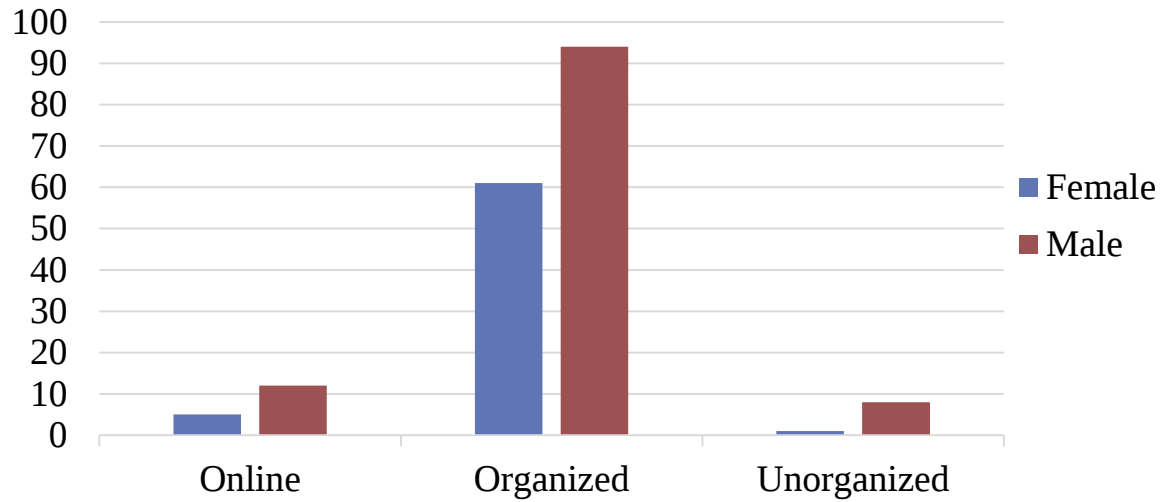
Category of medicines/ items purchased from pharmacy shops



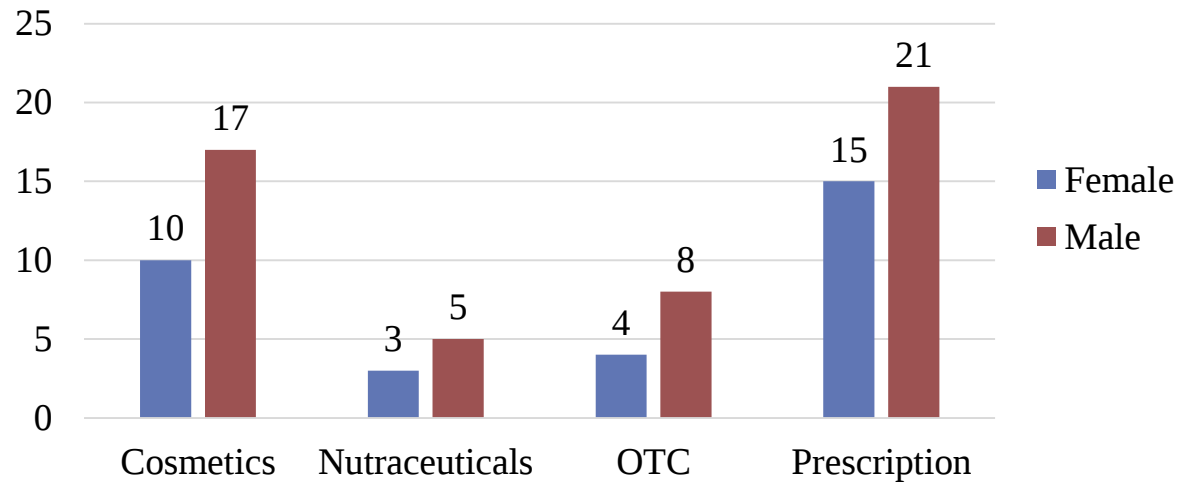
prefer to use internet

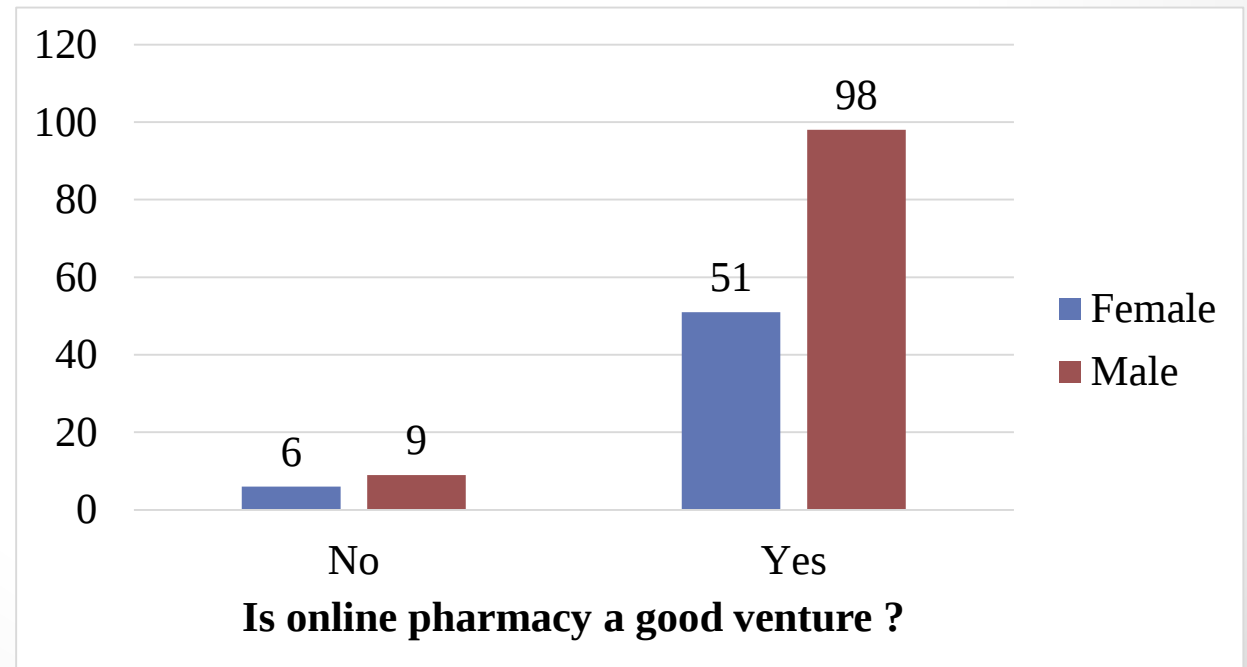
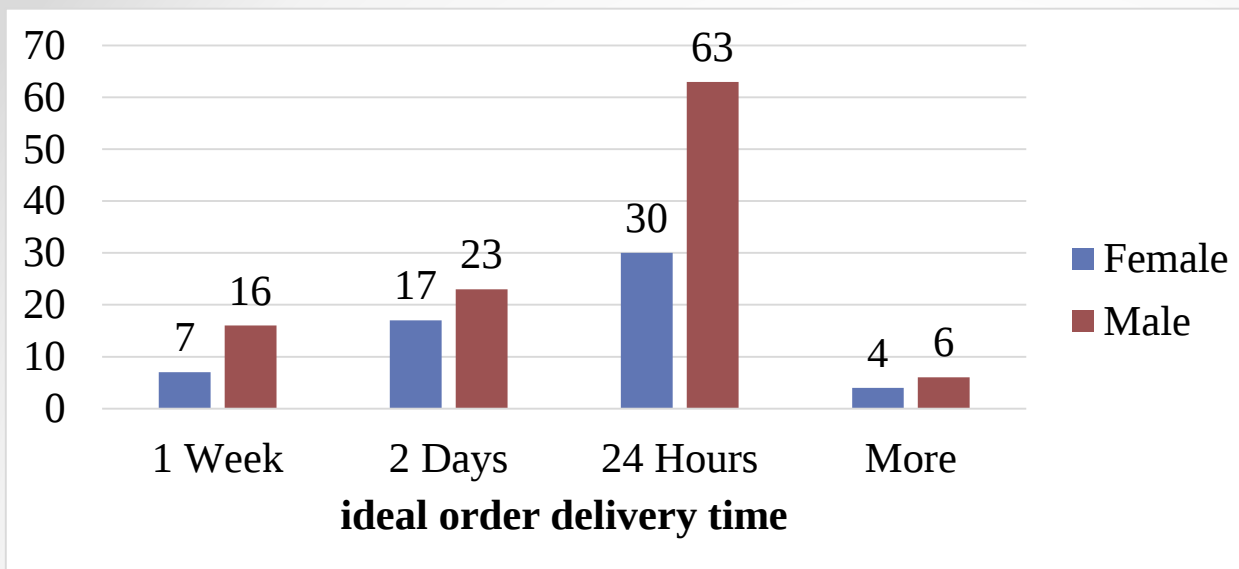


TYPES OF PHARMACY PREFERRED

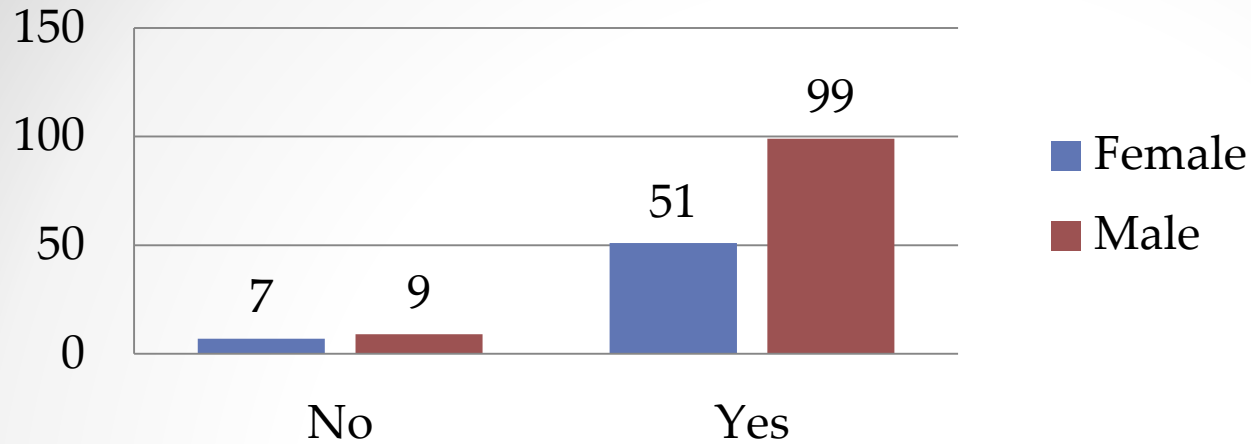


Category of items in online pharmacy

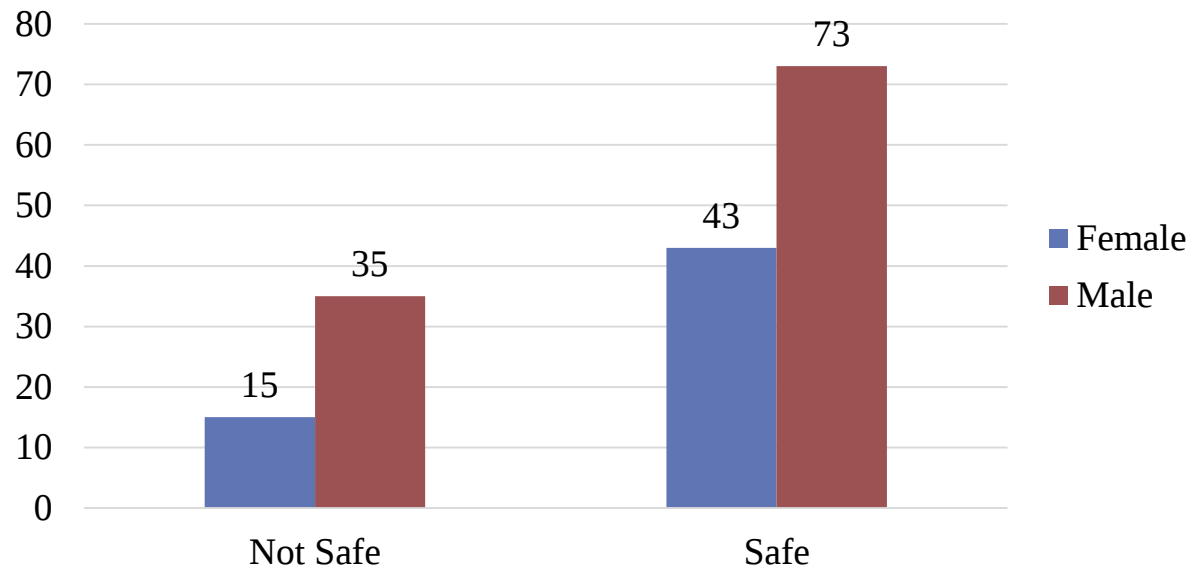




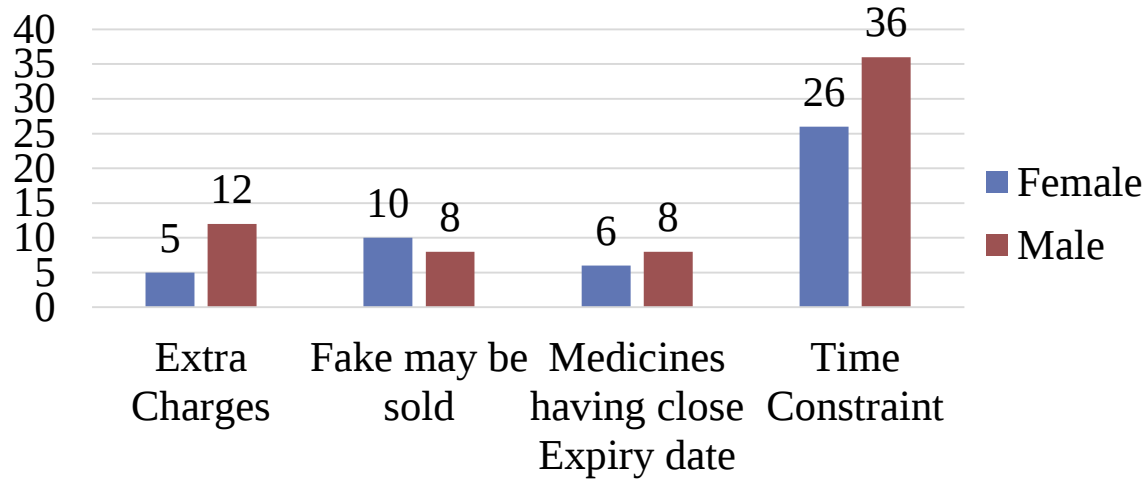
Is there any discount in online pharmacy?



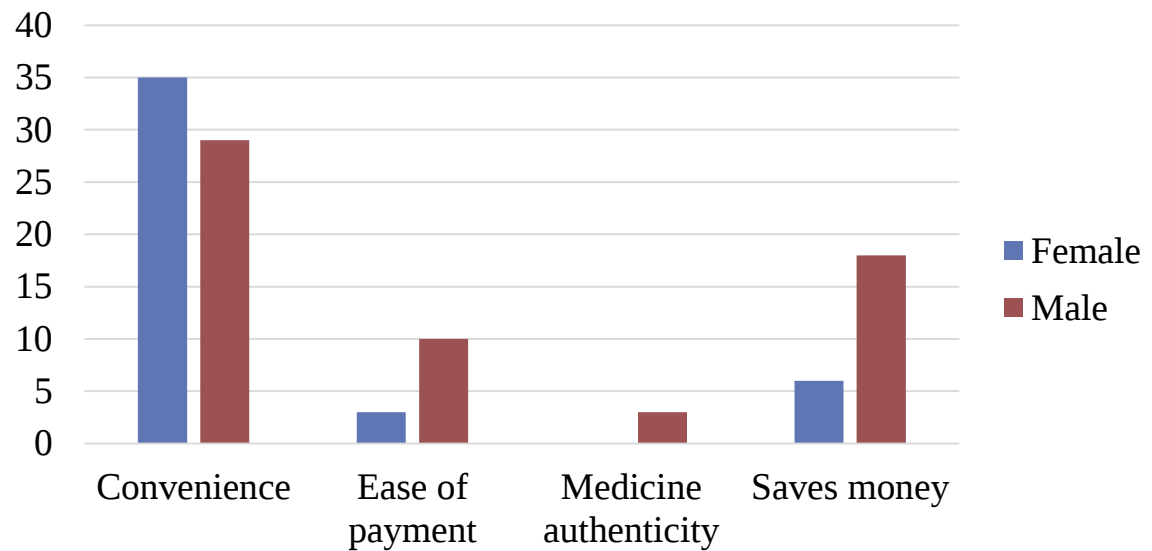
Puchasing drugs online safe or not?



Reasons for not purchasing drugs online



Benefits from online pharmacy-



Conclusion

- Both male & female respondents visit pharmacy shops and frequency of visiting pharmacy shop by most of the sample population was found to be once a month.
- Male usually go to local pharmacy shops for purchase of prescription & OTC drugs while female usually visit to pharmacy shops for purchase of cosmetics also along with medical items.
- Internet is used by almost all the respondents.
- Male & female respondents who know about online retail pharmacy were less as it being a new concept.
- Both male & female respondents preferred visiting local pharmacy rather than visiting online pharmacy but out of those who preferred online pharmacy female were more as compared to males.
- Along with prescription & OTC drugs female respondents want cosmetics in the inventory of online retail pharmacy whereas male respondents want health products along with prescription & OTC drugs.
- Almost all respondents think that online pharmacy will be a good venture which shows the acceptability of online pharmacy.
- Female respondents showed more interest in purchasing drugs online considering it safe in comparison to male respondents.
- Fake drugs, extra charges, quality issues, credibility & reliability were the factors for considering online purchase of drug being not safe.
- 24*7 delivery, emergency services, offers, discount, cheaper drugs, expert advice are some of the important benefits male & female respondents think an online pharmacy should provide & increase the acceptability of online pharmacy.

Suggestions

- Awareness about online pharmacy & its user-friendly interface should be given to people so that acceptability increases among end user.
- Govt. should establish a regulatory body to regulate & monitor the all the aspects related to online pharmacies in India.
- In case of wrong delivery & other cases which include refund to consumer, proper refund policies should be drafted by site for the consumer interest in their SOP's.
- Option of interaction with expert & company personal should be there on monthly or weekly basis.
- Feedback mechanism should be there on the site so consumer perception about the services offered can be mapped & improvements can be made accordingly.
- Satisfaction level of consumer should be measured time to time, so the changing in strategy can improve accordingly.
- 24*7 services, low cost drugs, at Right time, Right Quantity, Right Place delivery to consumer, COD, expert advice at all-time are some services should be there & it can increase the survival chances.

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