

CONSUMER BEHAVIOR FOR E-PHARMACY AFTER COVID-19

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Introduction

- ▶ COVID-19 has changed this perception of people towards their health and their choices about health.
- ▶ Sudden announced lockdown caused people to sit indoors while avoiding contact with other people.
- ▶ Chronic illness or acute or the people who are health conscious were unable to go out and refill their prescription.

Research question

- ▶ How Covid-19 has affected consumer behaviour for e-pharmacy?

Objectives

- ▶ To know the current trends in e-pharmacy business.
- ▶ To understand the buying behavior of consumers from e-pharmacy platforms.
- ▶ To identify and understand factors influencing buying pattern of consumers for e-pharmacy.

Methodology

Study Type - Descriptive, Quantitative Analysis

Sampling - Non-Random Sampling

Sample size- 60 people

Study Tool - Questionnaire (Google Form)

Data Collection Method - Primary and Secondary method

Findings

- ▶ Most consumers are getting attracted by discounts/ offers offered by e-pharmacies
- ▶ Influence of surrounding while choosing right platform for buying.
- ▶ Higher ordering frequency during Covid-19, very few of them still using e-pharmacy.
- ▶ The detailed information of product has influenced consumer behaviour.
- ▶ E-pharmacy has better customer centric approach which helps in customer relationship management as compared to offline pharmacies.

Conclusion

- ▶ E-pharmacy giving new hope to the patients by supplying medicines in each corner of country.
- ▶ 3 major factors influencing consumer behaviour- Accessibility, Affordability and Availability.
- ▶ Few e-pharmacies rules and regulations needed to be reformed considering current scenario.
- ▶ The convenience, no-contact delivery of medicine at doorstep, no wastage of time in going to pharmacy etc. are the factors which influenced the people most.
- ▶ More factors which have changed the consumer behaviour.
- ▶ This study will focus on identifying those factors and understanding the change in trend in e-pharmacy by considering post covid-19 and post Covid-19 scenario

References

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Thank you