

To study the impact of Covid-19 on Healthcare E-Commerce

Dissertation Submitted to



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In

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By

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Under the Supervision and Guidance of

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2022

DECLARATION BY STUDENT

I hereby declare that this dissertation titled **To study the impact of Covid-19 on Healthcare E-commerce** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Kumar Aadarsh

Date:27-6-2022

CERTIFICATE

This is to certify that the dissertation titled **To study the impact of Covid-19 on Healthcare e-commerce** is a record of the research work undertaken by Kumar Aadarsh in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide
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Date:

School Dean
IIHMR University, Jaipur

Date:

ABSTRACT

Healthcare E-commerce is the most considered and preferred way of purchasing all sorts of products and services by consumers all over the world nowadays. Convenient yet reasonable with a lot of variety to choose from all over the world at fingertips is the reason why Healthcare E-commerce is growing by leaps and bounds. But due to the covid-19 pandemic, Healthcare E-commerce businesses are facing challenges of unexpected forms that never existed before. There is a certain change in Demand and buying behavior of consumers all of a sudden. Lockdowns and restrictions posed by the government in order to control covid-19 spread resulted in a nightmare for the Healthcare E-commerce business. This paper tries to throw light on those impacts.

ACKNOWLEDGMENTS

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CHAPTER 1

INTRODUCTION

1.1.E-commerce:

E-commerce is the activity of purchasing and selling things over the Internet or through online services. Mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data gathering systems are all examples of e-commerce technology. E-commerce, which is the largest sector of the electronics business, is driven by technological breakthroughs in the semiconductor industry. Although it may also use other technologies such as e-mail, e-commerce normally employs the web for at least a portion of the transaction's life cycle. The purchase of goods or services is a common e-commerce transaction. Ecommerce is divided into three categories: online retailing, electronic markets, and online auctions. The electronic business helps to boost e-commerce.

E-commerce and "online shopping" are commonly used interchangeably, but e-commerce is much more than that – it is a concept for conducting business online, encompassing a variety of services such as making online payments, booking flights, and so on.

1.2.Covid-19:

On March 24, 2020, India's government, led by Prime Minister Mr. Narendra Modi, imposed a 21-day statewide lockdown, restricting the movement of the country's 1.3 billion people as a preventive step against the COVID-19 pandemic. After imposing a series of prohibitions in the country's COVID-19 impacted districts, a 14-hour voluntary public curfew was imposed on March 22. Ever Since then, corona virus-positive cases have been rapidly increasing, and the lockdown has been prolonged. When a buyer and a seller make commercial transactions through the internet, this is referred to as e-commerce. Electronic commerce, sometimes known as e-commerce, refers to any type of economic transaction that involves the transmission of data via the internet. The

major categories of e-commerce enterprises are as follows that is Business-to-Business (B2B), Business-to-Consumer (B2C), Business-to-Government (B2G), and Consumer-to-Consumer (C2C), Mobile Commerce (M-Commerce).

In the current pandemic situation, COVID-19 has changed the purchasing habits of the world within a month. The effects of coronavirus across the globe are uncontrolled and unstoppable. Most of the countries were on lockdown, cruise ships, and shops closed, worldwide education universities lockdown, the airline industry more than 90% stopped operation, and major tech companies called off events and instructed employees to work from home. Due to that, the expeditious growth of internet usage has been a vital possession for all organizations, and it has been dramatically changing the way business is being conducted. In a competitive environment, companies have to put their focus on the fast-growing trends in information technology for cost efficiency and self-survival. Likewise, the use of e-commerce has created a vast opportunity for both existing and new business ventures for the efficient delivery of products and services. Indeed, the implementation of e-commerce has altered the contemporary business operation, which accelerates the quality of services being offered to the customers/clients, particularly in the healthcare industry.

In the recent decade, with the escalating healthcare expenditures and increasing numbers of aging people, the use of e-commerce is practically challenging. Moreover, the existence of e-commerce in the healthcare industry seems to reshape the industry's performance and direction. According to News Straits Times, December 21, 2017, the healthcare industry is fast growing and is one of the world's largest industries, which is then recognized as one of the key drivers of economic growth.

Objectives of the Study:

1. To study and gain a better understanding of the current state and trends in healthcare E-commerce.
2. To identify the critical factors that influence the increased use of Healthcare E-Commerce.
3. To study the effects of COVID-19 and its impact on Healthcare e-commerce.

CHAPTER 2

REVIEW OF LITERATURE

According to Udayai & Kumar, (2013) the healthcare industry has boomed rapidly due to public awareness of the importance of maintaining the body's health. The awareness is due to the demographic shifts, an increasing life expectancy, an aging population, and a total of non-communicable diseases.

According to Mosby's Medical Dictionary, 8th Edition, (2009), Elsevier, the healthcare industry can be interpreted as a complex of preventive, remedial, and therapeutic services provide by the hospital or institution, care provider and medical practitioner, nurses, admin and management, regulatory government agencies, non-governmental organizations, non-institutional care facilities, medical equipment manufacturer and pharmaceutical manufacturer to the patients. The evolution of the healthcare industry had been drastically changed, driven by domestic consumption of healthcare products and services.

According to Lee, Nam, Lee, & Son, (2016) the global internet penetration changes the way of conducting business. Regardless of any business, rapid technology with fast-changing trends influences consumer's needs. Most organizations depend on information and communication technologies (ICT) to conduct business and marketing strategies. The function of e-commerce in the healthcare industry is vast and broad. A lot of resources in technology had been invested in improving healthcare services, but yet, not all ICT integration succeeded.

Usually, the e-commerce platform is used to transmit patient information from one medical department to another for ease of tracking and keeping electronic medical records. The connectivity is not only beneficial to patients, doctors, and pharmacies but may improvise the relationship among hospitals, suppliers, and patients. It helps to strengthen each other's dependencies simultaneously. Apart from that, it also acts as a support system whereby

doctors can communicate with each other to share problems, knowledge, and expertise in a cost-effective way (Monem, 2016).

In this study, the TOE model is used to identify the impact of e-commerce usage in the Malaysian healthcare industry. It described the process of technology innovation implementation by the organizations and too determined factors by which the technology usage influenced and its likelihood in organizational, technological, and environmental perspectives (Depietro, Wiarda, & Fleischer, 1990)

CHAPTER 3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

The present study is based on primary and secondary data which includes questionnaires, journals, articles, newspaper articles, magazines, reports, other publication sources, and books. Research Methodology is a backbone of study which has to be carried out in a proper and systematic way. The researcher carried out the study as per details given below:

- **Research Design:**

The Research Design can be grouped under 2 sectors i.e., Primary source and secondary Sources.

1. **Primary data:** Primary data, is collected by the investigator himself for the purpose of specific inquiry. Primary data can be collected by observation method, personal interview, and questionnaire method.
2. **Secondary data:** Secondary data is collected from various journals, articles, newspapers, websites, magazines, etc.

- **The statistical tool:**

The statistical analysis has been done using Microsoft excel.

- **Analysis of Data:**

Keeping in mind the objectives of the study the, data will be collected through a questionnaire and will be tabulated, Analyzed, and interpreted with the help of Graphical tools.

- **Result and Discussion:**

Based on the data, the researcher will discuss the result.

- **Summary and conclusion:**

Based on the findings, the researcher will summarize the Whole project and will come to the conclusion.

- **Suggestions and Recommendations:**

Suggestions and recommendations will be given on the basis of the Conclusion.

- **References:**

All the references will be given along with the required information and the source of data collection.

- **Annexure:**

All the information related to the study will be included in this chapter, such as a copy of the questionnaire and articles.

CHAPTER 4

RESULT

1. Classification according to the gender:

Gender	No. of respondents
Female	24
Male	26
Total	50

Table 1: Classification according to Gender

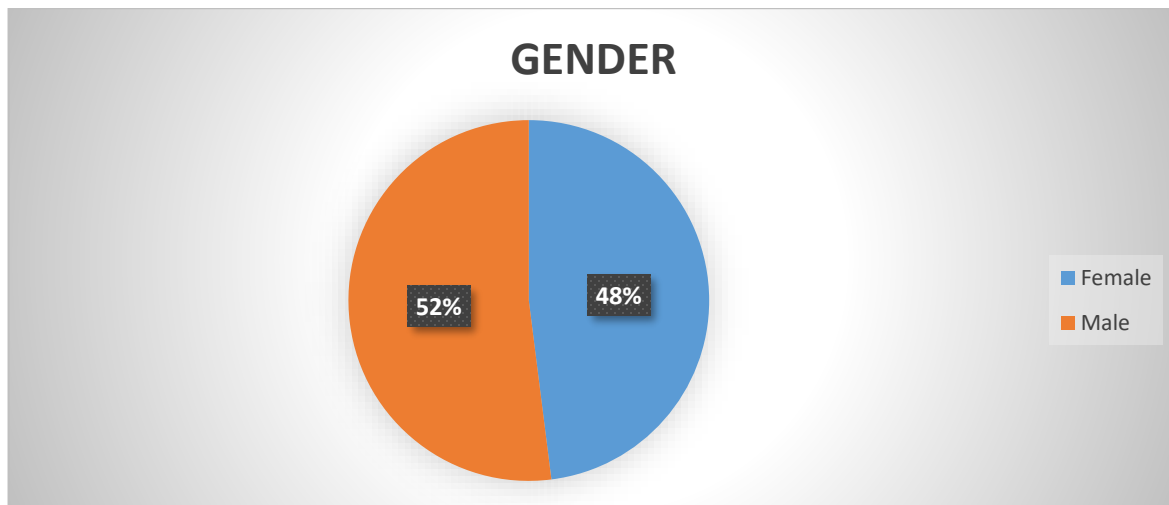


Fig 1: Classification according to Gender

Interpretation:

In the given pie chart represents the Gender of respondents. The total numbers of respondents are 50 in which there are 26 male & 24 female respondents. The percentage of male & female respondents is 52 % & 48% respectively.

2. Classification according to age bifurcation:

Age	No. of respondents
18-30	21
31-40	9
41-50	12
50 Above	8
Total	50

Table 2: Classification according to Age

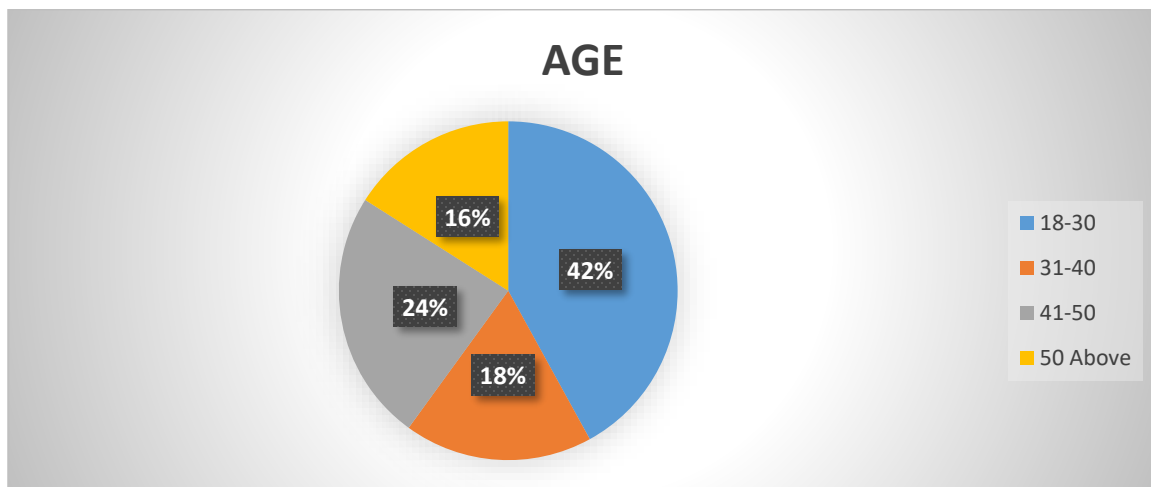


Fig 2: Classification according to Age

Interpretation:

In the given figure No.2, the Pie Chart represents the age groups of various respondents and their age bifurcation. The age of the respondents are classified into four groups, in which 21 respondents (42%) are from the age group of 18-30, 9 respondents (18%) are from the age group of 31-40, in which 12 respondents (24%) are from the age group of 41- 50, in which 8 respondents (16%) are from the age group of above 50. Here it can be noticed that the no. of respondents is maximum in the age bracket of 18-30 is 21 respondents, whereas lowest in the age bracket of above 50 which is 8 respondents.

3. Classification according to the respondent on education:

Class	No. of Respondents
POSTGRADUATE	28
GRADUATE	22
TOTAL	50

Table 3: Classification according to education

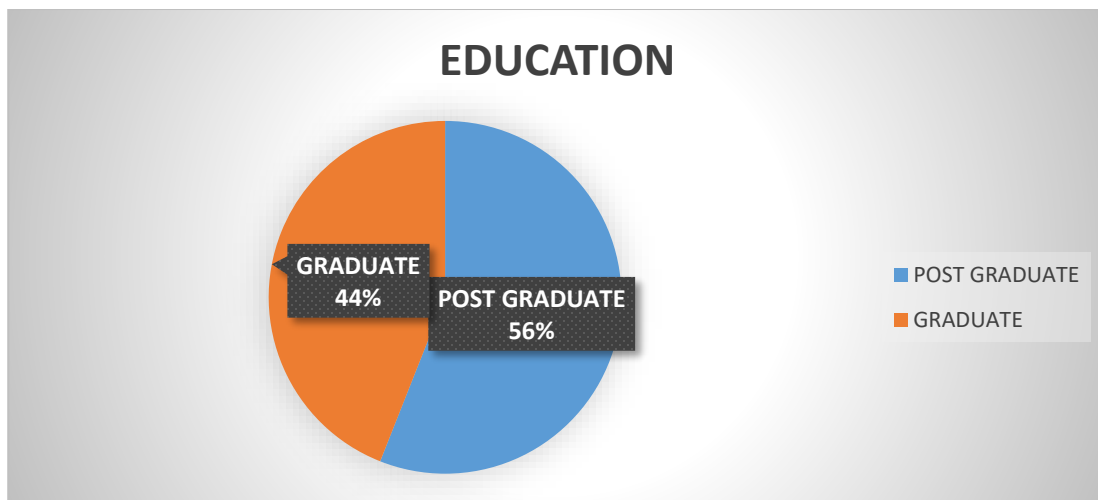


Fig 3: Classification according to Education

Interpretation:

The given pie chart represents the Education of respondents. The total numbers of respondents are 50 in which there are 28 postgraduate & 22 graduate respondents. The percentage of postgraduate and graduate respondents is 56% & 44% respectively.

4. **Classification according to respondent on Occupation:**

Occupation	No. of Respondents
Self-employed	20
Salaried	20
Government Employee	10
TOTAL	50

Table 4: Classification according to Occupation

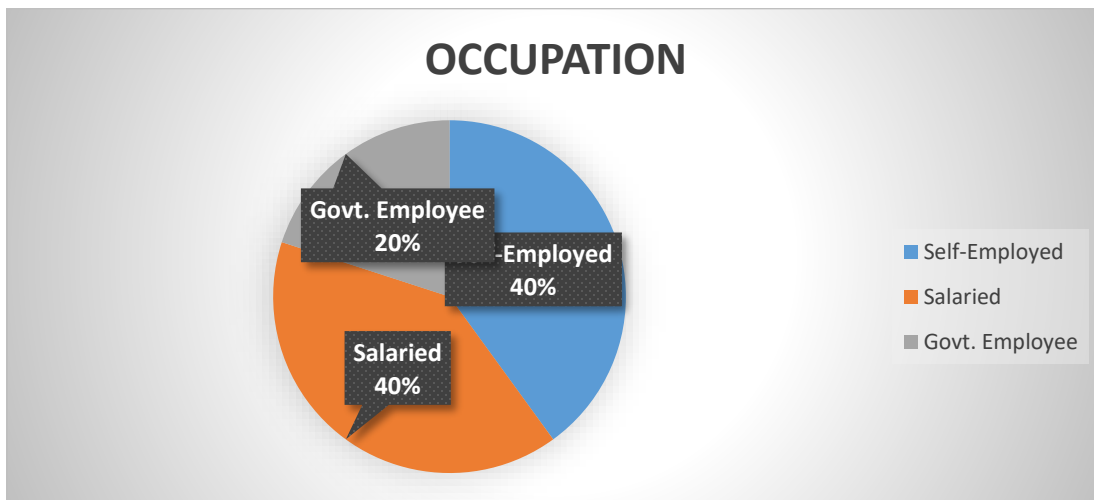


Fig 4: Classification according to Occupation

Interpretation:

The given pie chart represents the Occupation of respondents. The total numbers of respondents are 50 of which there are 20 Self-employed, 20 Salaried & 10 Government employee respondents.

5. How does covid-19 impact healthcare e-commerce?

Impact	No. of Respondents
Positive	42
Negative	6
Null	2
TOTAL	50

Table 5: Covid-19 impact on Healthcare e-commerce

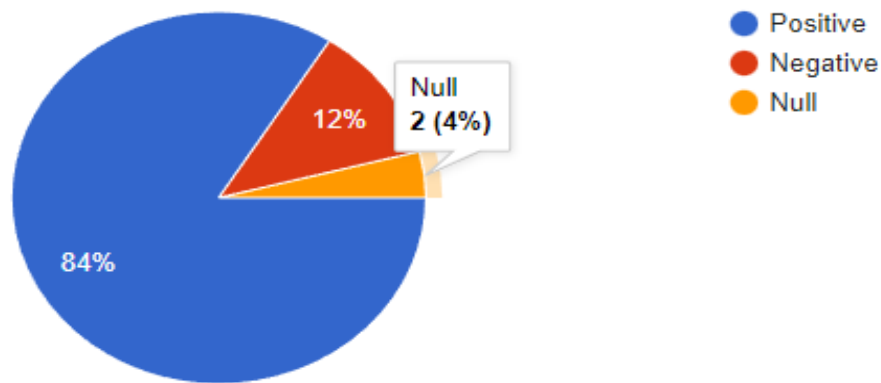


Fig 5: Covid-19 impact on Healthcare e-commerce

Interpretation:

The given pie chart represents how covid-19 impacted healthcare e-commerce. The total numbers of respondents are 50 of which there are 42 respondent are said covid-19 impacted positively, 6 respondents are said negative and 2 said null.

6. Impact of COVID-19 crisis on monthly healthcare e-commerce sales:

Sales Impact	No. of Respondents
Yes	44
No	6
TOTAL	50

Table 6: Covid-19 impact on Healthcare e-commerce sales

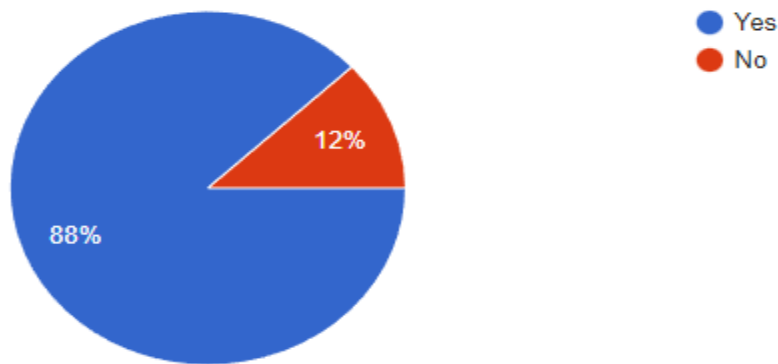


Fig 6: Covid-19 impact on Healthcare e-commerce sales

Interpretation:

The given pie chart represents the impacts of covid-19 on monthly healthcare e-commerce sales. The total numbers of respondents are 50 of which there is 44 respondent who is said covid-19 impacted healthcare e-commerce sales and 6 respondents are said not impacted monthly healthcare e-commerce sales.

7. Does growth in healthcare e-commerce in covid-19?

Growth	No. of Respondents
Yes	48
No	2
TOTAL	50

Table 7: Growth in healthcare e-commerce

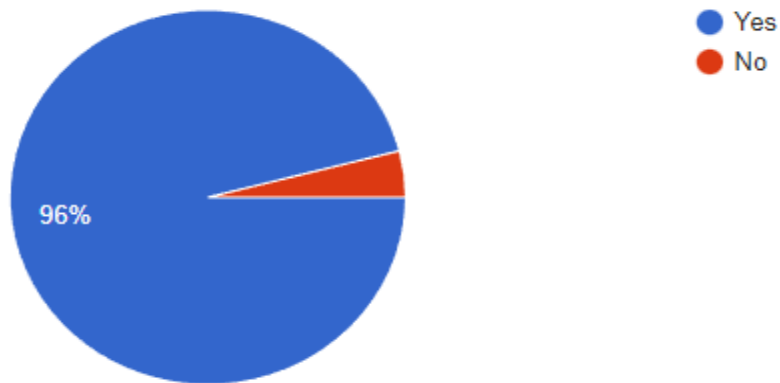


Fig 7: Growth in healthcare e-commerce

Interpretation:

The given pie chart represents growth in healthcare e-commerce in covid-19. The total numbers of respondents are 50 of which there are 49 respondent said yes and 2 respondents said no.

8. Which challenges are faced by healthcare e-commerce in covid-19?

Challenges	No. of Respondents
Disrupted supply chain (lockdown, market closures, transport)	23
Disrupted logistics due to restrictions on movements	15
Higher transport and delivery costs	8
E-commerce is not prioritized by the government	4
TOTAL	50

Table 8: Challenges faced by healthcare e-commerce



Fig 8: Challenges faced by healthcare e-commerce

Interpretation:

The given pie chart represents challenges faced by healthcare e-commerce in covid-19. The total numbers of respondents are 50 in which there are 23 respondent are said Disrupted supply chain (lockdown, market closures, transport), 15 are said Disrupted logistics due to restrictions on movements, 8 said higher transport and delivery costs, and 4 are said E-commerce not prioritized by the government.

9. Is healthcare e-commerce revenue decreased in covid-19?

Revenue Decrease	No. of Respondents
Yes	22
No	28
TOTAL	50

Table 9: Healthcare e-commerce revenue

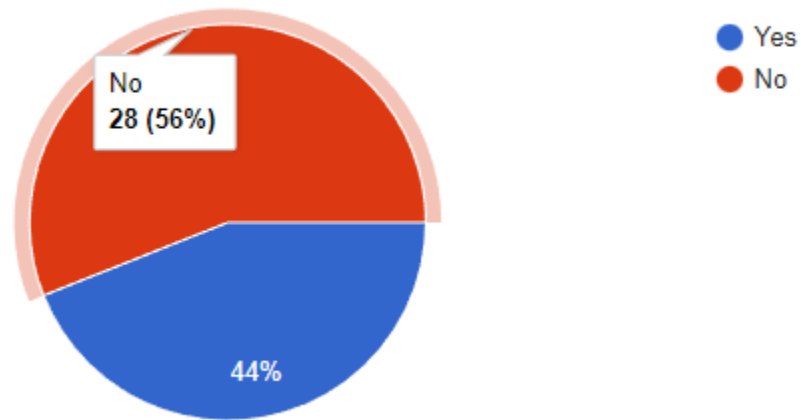


Fig 9: Healthcare e-commerce revenue

Interpretation:

The given pie chart represents the revenue decrease in healthcare e-commerce in covid-19. The total numbers of respondents are 50 of which there are 22 respondent said yes and 28 respondents said no.

10. Which are the critical factors that influence the increased use of healthcare E-Commerce?

Critical Factors	No. of Respondents
No restriction of Government	2
Full-time working industry	9
No restrictions on transportation	4
High demand for healthcare products	35
TOTAL	50

Table 10: Critical factors influence Healthcare e-commerce

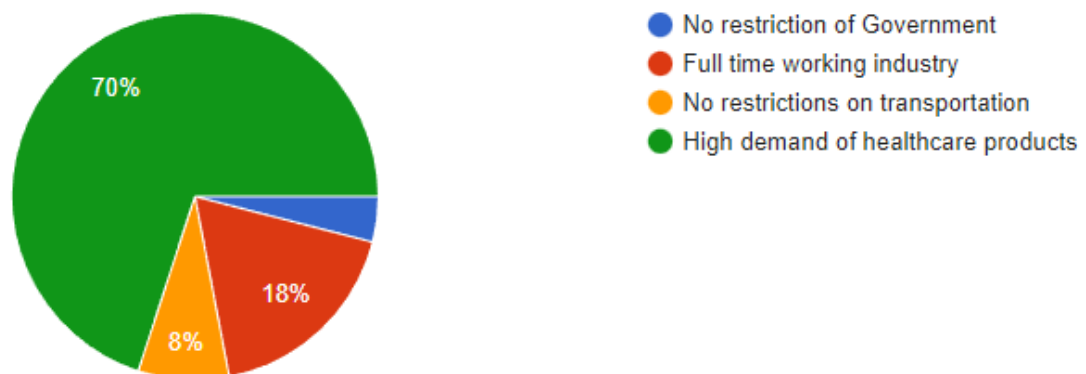


Fig 10: Critical factors that influence Healthcare e-commerce

Interpretation:

The given pie chart represents critical factors in healthcare e-commerce in covid-19. The total numbers of respondents are 50 of which there are 2 respondent are said no restriction on Government, 9 said Full time working industry, 4 said No restrictions on transportation, and 35 are said High demand for healthcare products.

11. Does healthcare e-commerce growth increase during covid-19 or not?

Healthcare e-commerce growth increase	No. of Respondents
Yes	43
No	7
TOTAL	50

Table 11: Healthcare e-commerce growth increase

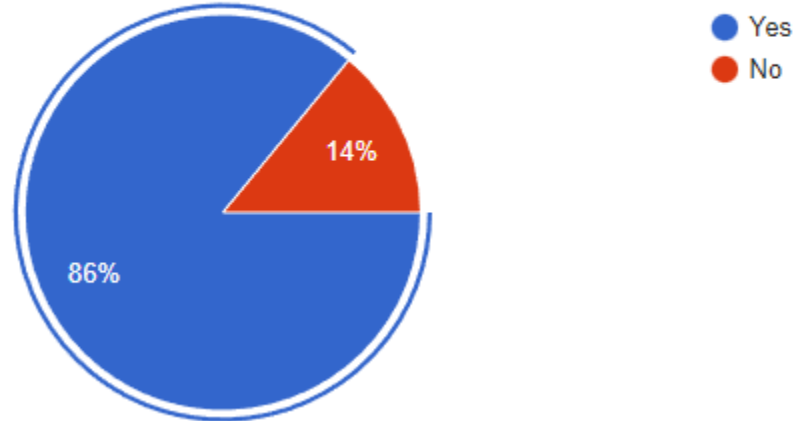


Fig 11: Healthcare e-commerce growth increase

Interpretation:

The given pie chart represents the growth increase in healthcare e-commerce in covid-19. The total numbers of respondents are 50 of which there are 43 respondent said yes and 7 respondents said no.

CHAPTER 5

DISCUSSION

1. 42 respondents said covid-19 impacted positively, 6 respondents said negative and 2 said null.
2. 49 respondents said Growth in healthcare e-commerce.
3. Challenges are faced by healthcare e-commerce in covid-19: 23 respondents are said Disrupted supply chain (lockdown, market closures, transport), 15 are said Disrupted logistics due to restrictions on movements, 8 said higher transport and delivery costs, and 4 are said E-commerce not prioritized by the government.
4. Revenue decrease in healthcare e-commerce in covid-19: 22 respondents said yes and 28 respondents said no.
5. Critical factors in healthcare e-commerce in covid-19: 2 respondents said no restriction of Government, 9 said Full time working industry, 4 said No restrictions on transportation, and 35 said High demand for healthcare products.
6. Growth increase in healthcare e-commerce in covid-19: 43 respondents said yes and 7 respondents said no.

Strength of the study –

There are numerous research and publications that demonstrate how the healthcare e-commerce industry dynamics. Regarding expansion, demand, scarcity, and every facet of a market-related paradigm change. Which describes how healthcare e-commerce is growing and a rise in the awareness of preventative measures caused the market.

To better comprehend the trends in these areas, the respondents include both pharmacists and members of the general public.

Limitation of the study –

The size of the sample is limited.

The study is limited to the pharmaceutical industry.

The study is limited to healthcare e-commerce.

CHAPTER 6

CONCLUSION

In this project, we evaluate and deliberately discuss the outbreak of impact COVID-19 on the growth of healthcare e-commerce. We're particularly interested in how the Coronavirus spreads and affects global e-commerce. Awareness of this problem can lead to better information among the public and consideration of how the coronavirus affects e-commerce, business, and the economy of countries affected. How e-commerce gives consumers a method to meet their needs. COVID-19 improves healthcare e-commerce. The impact on healthcare e-commerce will encourage other scholars to dig deeper into this subject, such as how corona changed e-commerce trends and future trends.

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ANNEXURE

QUESTIONNAIRE

Topic: To study the impact of Covid-19 on Healthcare e-commerce

Questionnaire:

1. **Name:**

2. **Education:**

- HSC
- Graduate
- Post-graduate

3. **Gender:**

- Male
- Female

4. **Occupation:**

- Government Employee
- Private Employee
- Self-owner
- Other

5. **Age:**

- 18-25
- 26-30
- 31-35
- Above 35

6. **How does covid-19 impacted on healthcare e-commerce?**

- Positive
- Negative
- Null

7. **Impact of COVID-19 crisis on monthly healthcare e-commerce sales:**

- Yes
- No

8. **Does growth in healthcare e-commerce in covid-19?**

- Yes
- No

9. **Which challenges are faced by healthcare e-commerce in covid-19?**

- Disrupted supply chain (lockdown, market closures, transport)
- Disrupted logistics due to restrictions on movements
- Higher transport and delivery costs
- E-commerce not prioritized by the government

10. Is healthcare e-commerce revenue decreased in covid-19?

- Yes
- No

11. Which is the critical factors that influences the increased use of healthcare E-Commerce?

- No restriction of Government
- Full time working industry
- No restrictions on transportation
- High demand of healthcare products