

TO STUDY THE PERCEPTION TOWARDS E-COMMERCE OF PHARMACEUTICAL PRODUCTS

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Introduction

E-Pharmacy

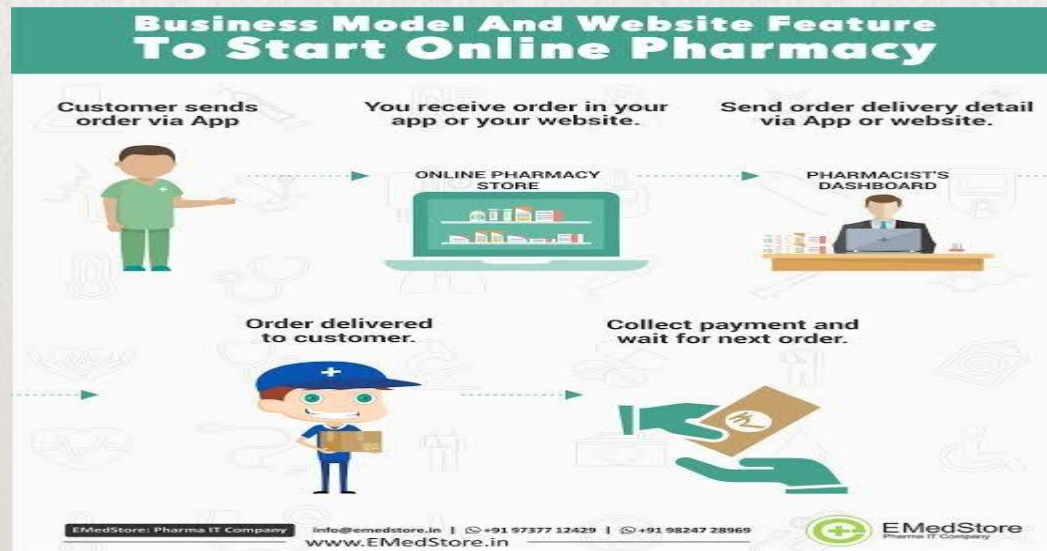
- E pharmacy is an internet pharmacy which operates over internet and delivers the medicine to customers.
- With the rapid growth in internet usage and smart phones e commerce sector has seen an exponential growth in all the categories in that e pharmacies also emerged as one of them. E-Pharmacy is one such model that has enabled accessibility for the patients. E-Pharmacy is a technological improvement that meets three most important needs of the consumers, namely accessibility, affordability, and convenience of getting the prescription drug and non-prescription drugs at their doorstep with the single click of button.

E-Pharmacy Market valuation



the worldwide e-pharmacy industry was valued at US \$0.8 billion, with prescription pharmaceuticals accounting for 70% of sales and over the counter (OTC) drugs accounting for the remaining 30%. With valuation of 17\$ billion E-Pharmacy is dominated by North America and Europe

Working Model of E Pharmacy



- 1 E Pharmacy are the pharmacy where Customers can upload the scanned copy via a mobile application. of the prescription prescribed by the registered Medical Practitioner and place the order for prescribed medicines.
2. Every order that will be placed by patient will be verified and checked by registered pharmacist
3. The registered pharmacist after verification will forward the verified prescription to the store from where medications are packed and dispatched.
4. The application is governed by the Information Technology Act 2000 it is applied to all the companies which does the online business. This act is bridge between consumer and E-store

RESEARCH OBJECTIVE

AIM

To study the Perception towards
E commerce of Pharmaceutical
Products

RESEARCH OBJECTIVE

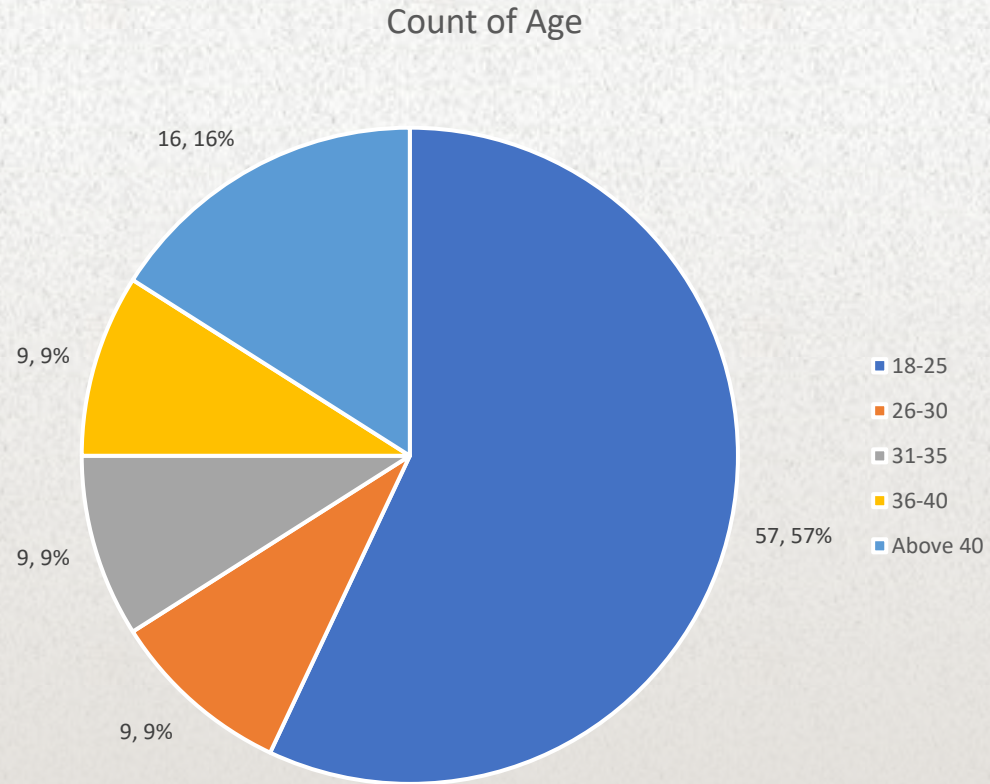
- To know the knowledge and perception among the consumers about E- Pharmacy
- To study the customer satisfaction level

METHODOLOGY

- **Research Method:** The study is based on exploratory as well as descriptive research design
- **Sampling Method:** Random Sampling
- **Data Collection Instrument:** well-structured Questionnaire (google form)
- **Data Collection Method:** The study data is having both primary and secondary data.
 - Primary data was collected through online via google form with the aid of questionnaires.
 - Secondary data was collected through books, journals, articles, websites etc.
- **Duration:** 15 March 2022 to 15 June 2022
- **Sample size:** 100 respondents
- **Data analysis:** The response collected was organized in the format of an excel sheet and This data analysis is present study done by using simple statistical tools like percentage average, etc. which will be used as per the requirements of the data. In the study the appropriate statistical tool is EXCEL.



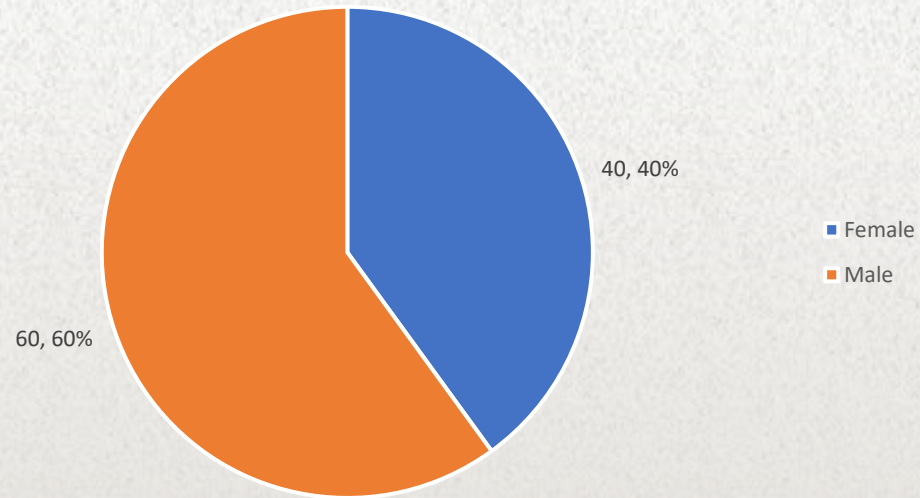
RESULTS



AGE:

- Most of the respondents of the population group belonged to age group between 18-25 years of age (57% of respondents) indicating that sample population was young

Count of Gender

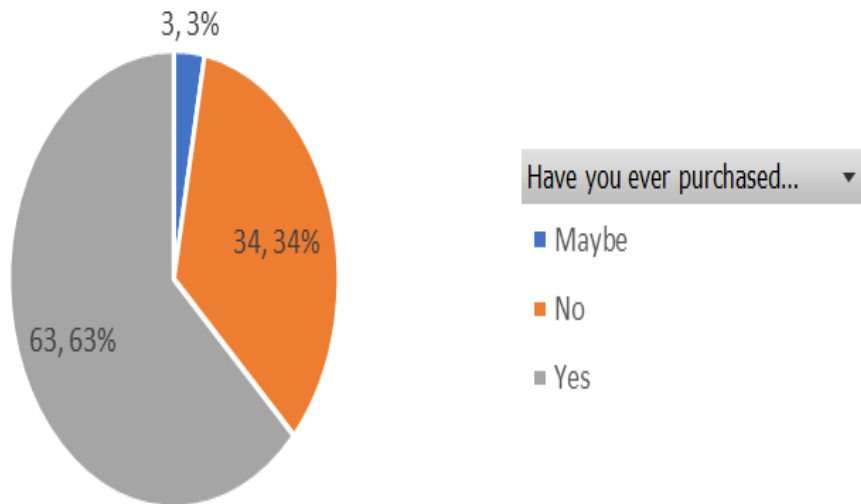


GENDER:

- Of the 100 respondents the split between the two genders was in the ratio of 60:40 with the total number of 60 males and 40 females.

Count of Have you ever purchased medicines online

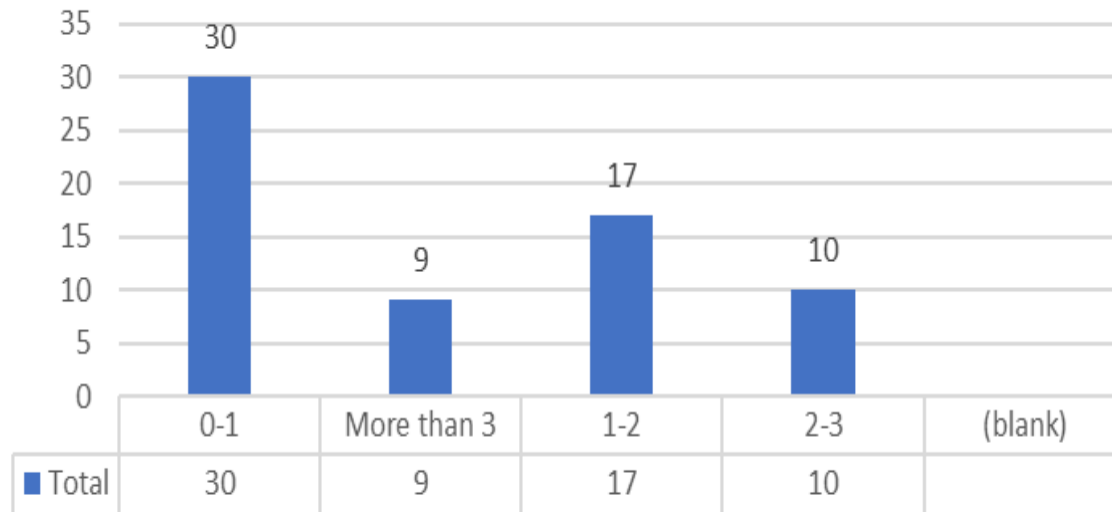
Count of Have you ever purchased medicines
online



- 63% of the entire population said that they have purchased medications from E-Pharmacy
- 34% population who have not purchased any medications from Online, and only 3% of population are not sure about their purchase of medication through Online.

Count of Since how many years you are purchasing medicines online

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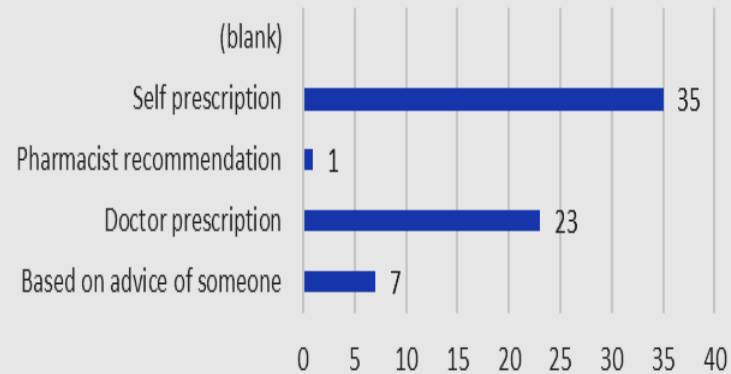


Since how many years you are purchasing medicines online ▼

- Each respondent of the survey was asked to recall from how many years they are purchasing medications online
- 45% of respondents have purchased medication recently i.e., from past 1 year, 26% of population from respondent are purchasing from 1-2 years, 15% from 2-3 years and 14% are purchasing from long time.
- Hence it can be said that COVID has influenced the population to purchase medication Online

Count of What indulges you to request for drug online

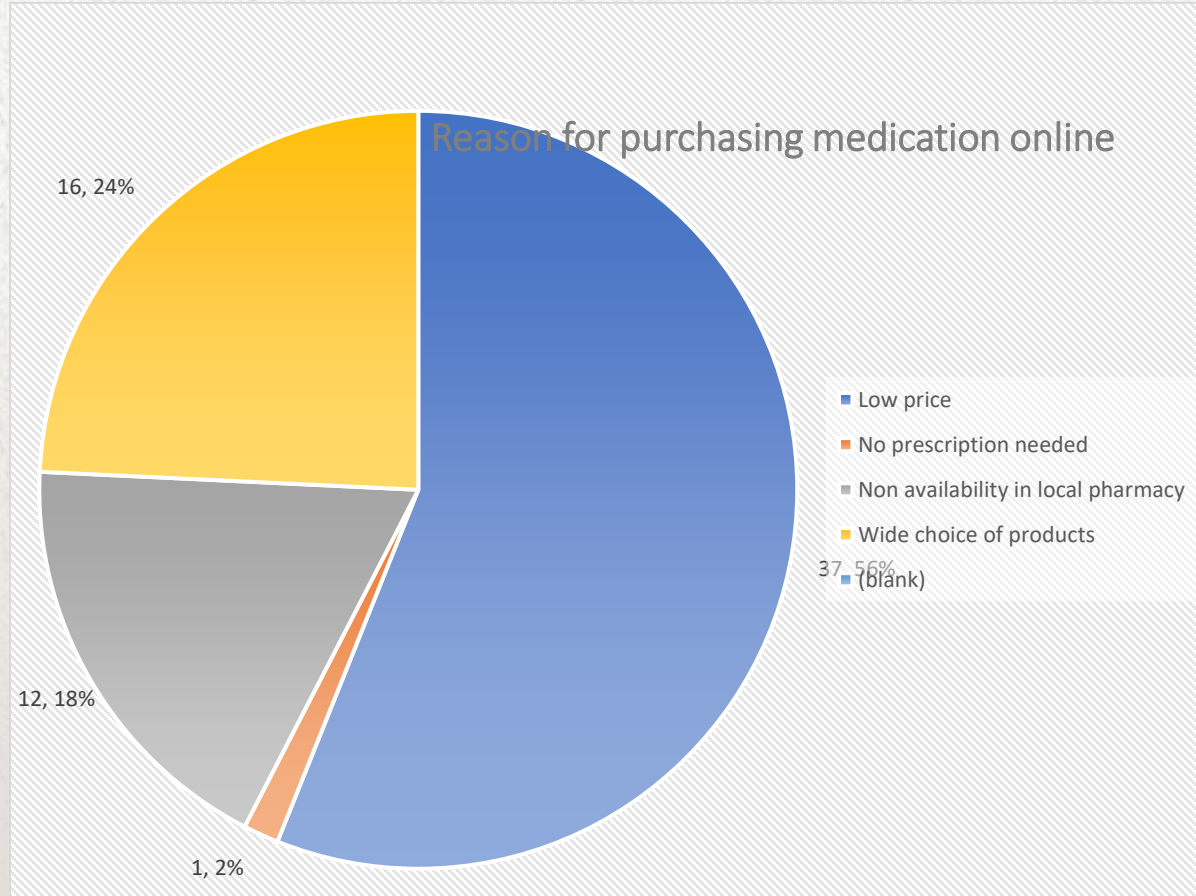
Count of What indulges you to request for drug online



What indulges you to request for drug online ▼

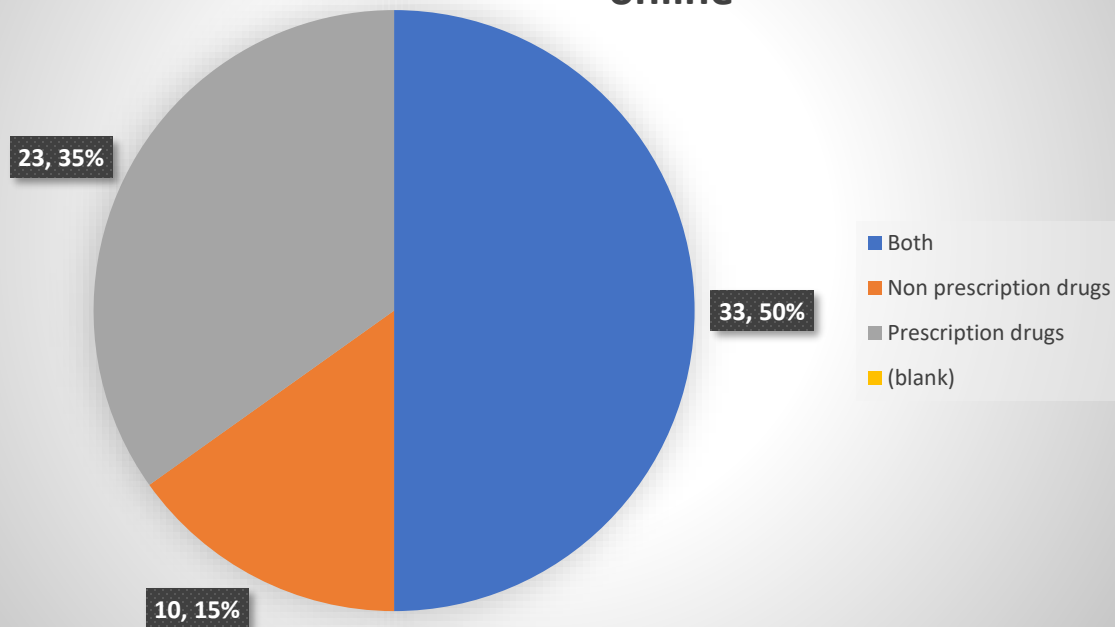
	Based on advice of someone	Doctor prescription	Pharmacist recommendation	Self prescription	(blank)
Total	7	23	1	35	

- As per analysis of the responses of the respondents of the survey about 53% of population self-prescription was the factor that was indulging them to buy medications from online.
- Among the population 35% of respondents used doctor prescription to buy medications from online ,11% from advice of their friends or peers and 1% from the recommendation of pharmacist.



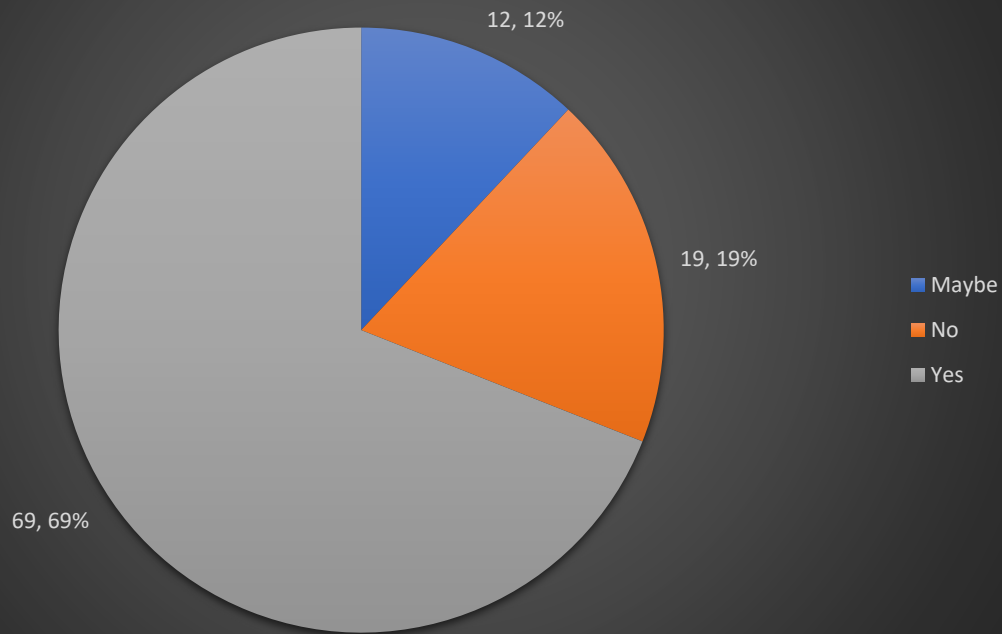
- The graph examines the reasons that lead the consumer to buy medication through online
- Low Price with 56% was found to be the most common reason to purchase the medication from online this was followed by wide choice of products at 24% non-availability at 18% and 2% due to prescription is not required
- The above results can be said by the fact that India is a country where people buy medicines in huge quantity hence people do research before buying and do price comparison before buying

Which is the most purchased medication from online



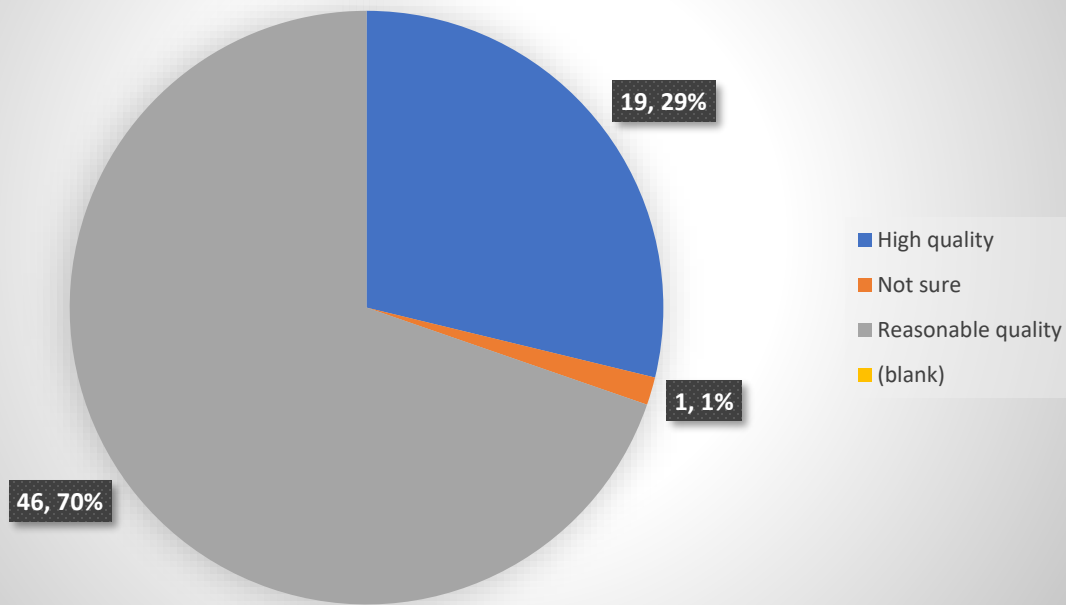
- The graph examines the purchasing behavior of consumers about most purchased medication between prescription drug and non-prescription drug
- Population of respondents was found that purchasing of both prescription drug and Non-prescription drug was at 50%, almost 35% were buying prescription drugs and Non-Prescription drug at 15%

Are you aware of illegal Trading of medicines through online



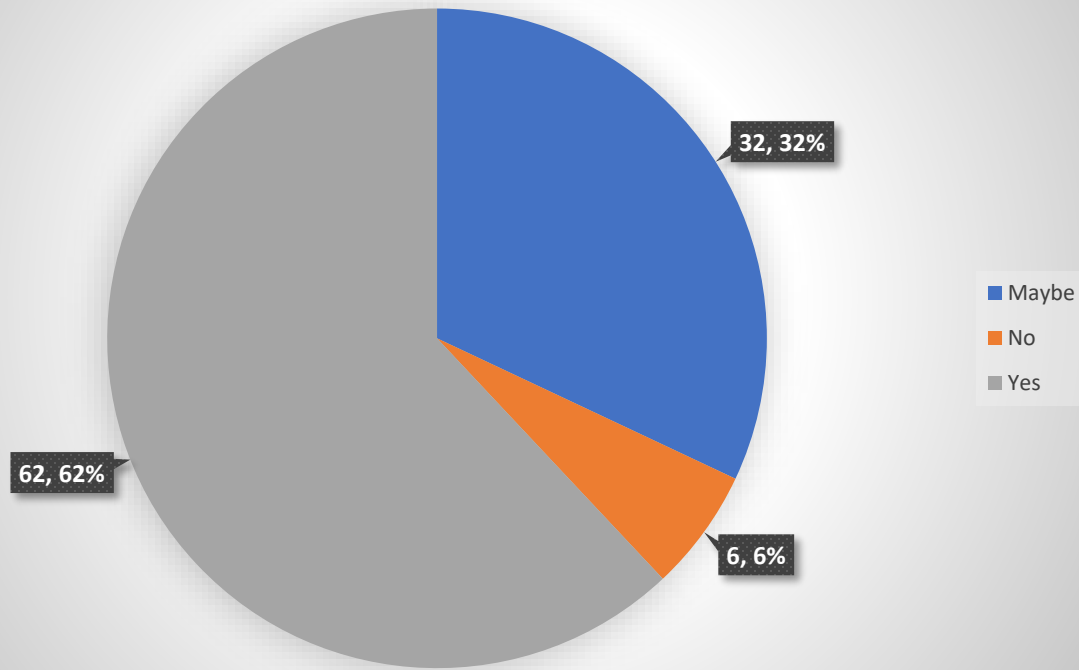
- It was found that majority of the population from respondents were aware of the illegal activities through online pharmacy almost 69% and 19% of population were not aware of the illegal activity. And 12% were not sure about the illegal activity which are done in online platform

How was the quality of medicine which you purchased online



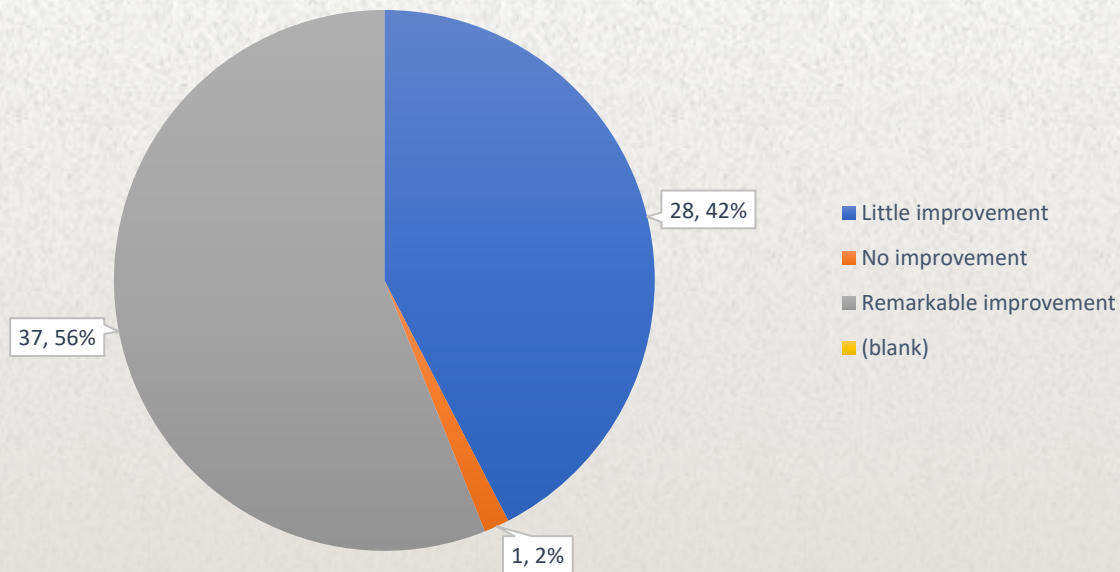
- The graph depicts an examination of quality of medicines which was purchased online
- The outcomes of the quality of medications purchased online by respondents, most of the respondents 70% says the medications were of reasonable quality, 29% says the medications purchased was of high quality and least percent was not sure about the quality of medications which was purchased online

Would you order medicines online in future



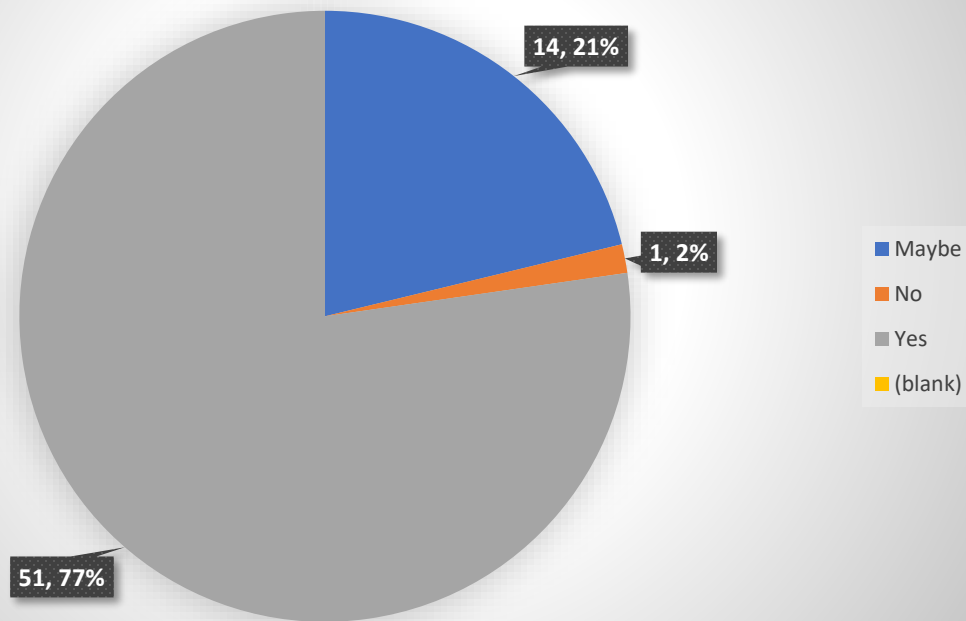
- The graph depicts an examination of respondents about their future buying perception towards online pharmacy
- 62% of respondents were interested to order medications through online in future, and 32% of population were not sure about purchasing medication online it shows that they may, or they may not purchase the medications from Online and only 6% of population were confident that they won't order medications through online

After consuming medication purchased from online is there any improvement in health condition



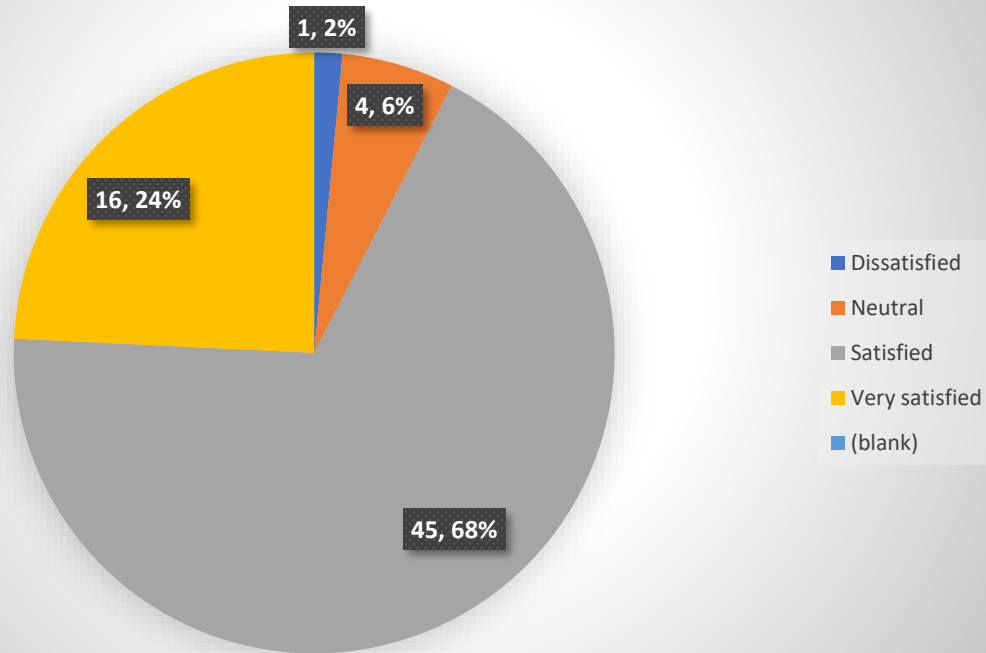
- The graph shows improvement in health condition of population after consuming the medicines purchased from online.
- Majority of the respondents i.e., 52% of respondent's health saw remarkable improvement after consuming the medications which was purchased online, and 42% respondents' health saw little improvement after consuming the medication which was purchased from online and 2% of respondents have not seen any improvements after consuming the medication purchased from online.

Would you like to recommend online pharmacy to your friends or family



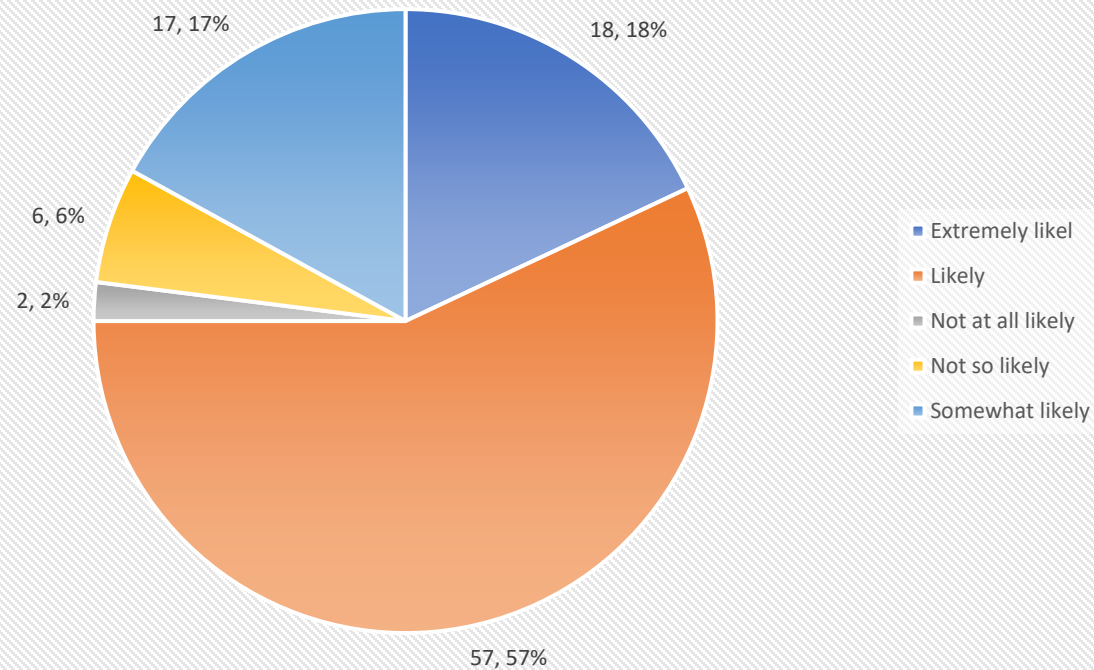
- The graph examines the satisfaction of respondents from online pharmacy which can lead to recommending online pharmacy to friends and family
- Most of the population from respondents were ready to recommend online pharmacy to their family friends and peer one that is 77% were ready to recommend and 21% were not sure about recommending they may recommend, or they may not it may depend upon the availability of drugs at local chemist and 2% were sure that they won't recommend online pharmacy.

How satisfied you are by purchasing online medications



- The graph examines the satisfaction level of respondents after purchasing medications through Online Pharmacy.
- 64% of respondents were satisfied after purchasing medications through online and 24% of respondents were very much satisfied after purchase of the medication from Online Pharmacy and 6% respondents were neutral as they were not sure either they are satisfied or unsatisfied and 2% were dissatisfied after purchase of medication through online.

If you were given opportunity how likely would you purchase drugs from online pharmacy



The graph represents how likely a customer is ready to purchase medicines through online pharmacy. 57% of respondents are likely to purchase the drugs from online Pharmacy, 18% are extremely ready to make a purchase, 17% are not sure either ready or not to make a purchase through online and 6% are not so likely to make a purchase through online and 2% are not at all ready to make a purchase from online Pharmacy.

Study Findings

- From the survey using questionnaire the finding is:
- Maximum no of respondents is of 18-25 age group that shows respondents are young age
- Maximum respondents are male
- Most people are buying medicines through online pharmacy and majority of the people started buying medicines through online recently i.e., during COVID 19 time through Online Pharmacy. The rate of buying from online Pharmacies have been increased in COVID times
- Recommendation or self-inspiration plays important role in the purchasing behavior of the consumers. Majority of people buy from online pharmacy by self-prescribing method
- The main reason of purchasing drug from online pharmacy are price and wide variety of choice
- Most of the consumers are purchasing both Prescription and Non-Prescription drug from online pharmacy
- Most of the respondents are aware of illegal trading in online pharmacy that shows people are getting educated
- Most of the people opinion in the quality of drug purchased from online is of reasonable quality
- Almost 70% of respondents are willing to buy medications from online in future that shows the people are adopting to new trends and ready to recommend to their friends.
- Most of the respondents are satisfied the medications which purchased through online and most of the respondents are likely to purchase medication through online pharmacy in future





Conclusion

- E-commerce of medicine in India is new model which can influence both positively and negatively on the healthcare system. The E pharmacies delivers the medicines to every location in the country and getting medicines is easier nowadays as emerge of online Pharma. Online Pharmacies have its advantage and risk factors too.
- As the people are adopting new Technology and new trends in the market Online pharmacy is having a good market growth in India in Upcoming years as E pharmacies is easily accessible and vast selection of medicines and lower price. E pharmacies can be said as future pharmacies seeing the current trends.

Thank
you

