



Topic: A Dissertation on Consumer Buying Perception towards Online and Offline Pharmacy”

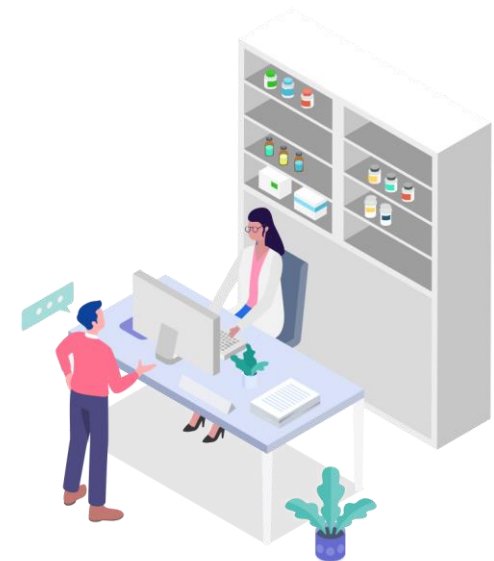
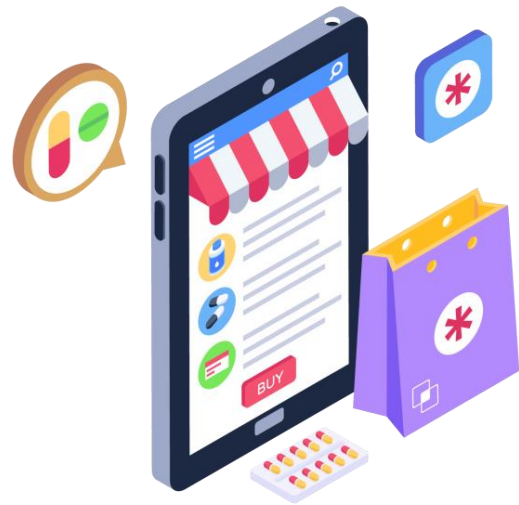
Presented by

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Under the Guidance of

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Introduction

Online Pharmacy

An Online Pharmacy is a pharmacy that operates over the internet by selling drugs, and medicines & sending them to the customers.

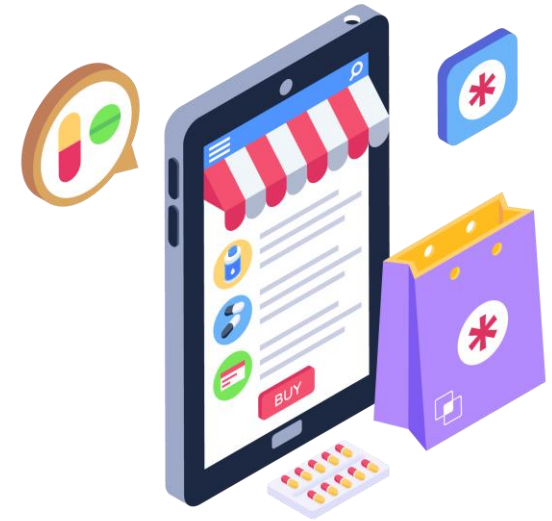
The Internet makes all things easy & convenient.

Online Pharmacy model

- Mobile-based application for consumers to upload Scanned Prescription
- verified and checked by a team of registered pharmacists.
- Medicine Dispensed after validated prescription receives the pharmacy

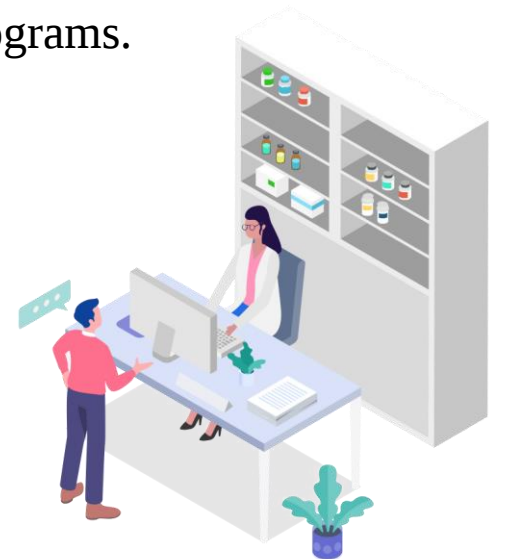
Top online pharmacy platforms

- | | | |
|------------|-------------------|------------------|
| • NetMeds | • Apollo Pharmacy | • PharmEasy |
| • Practo | • Medlife | • Myra Medicines |
| • TATA 1mg | | |



Conventional Pharmacy

- Conventional Pharmacy Pharmacists are the health professionals most accessible to the public.
- They supply medicines in accordance with a prescription or when legally permitted, sell them without a prescription.
- In addition to ensuring an accurate supply of appropriate products, their professional activities also cover counseling patients when dispensing prescription and non-prescription drugs, drug information to health professionals, patients, and the general public, and participation in health-promotion programs.



Pros & Cons of online pharmacy

Pros

- Convenience
- Future Vision
- Time Saving
- Lower Price
- Private & Confidential
- Range of Choices
- Drug Approval
- Medical Information

Cons

- Lack of Physical evaluation in place
- Need of using the same Online Pharmacy all of the Time
- Some online Pharmacies don't Adequately Safeguard your Health
- Some do not Adequately Protect your Personal and Financial Information



Pros & Cons of Conventional Pharmacy

Pros

- Processing of Prescriptions
- Care of Patients
- Monitoring of Drug Utilization
- Responding to Symptoms of Minor Ailments
- Informing Health Care Professionals and the Public

Cons

- Time
- Price
- Inconvenience



Research Question & Objectives



Research Question

- What are the different factors that influence consumer buying behavior in online and offline pharmacies?

Objectives

- To determine the consumer buying perception toward online and offline pharmacy
- To assess the various constraint of online and offline pharmacy



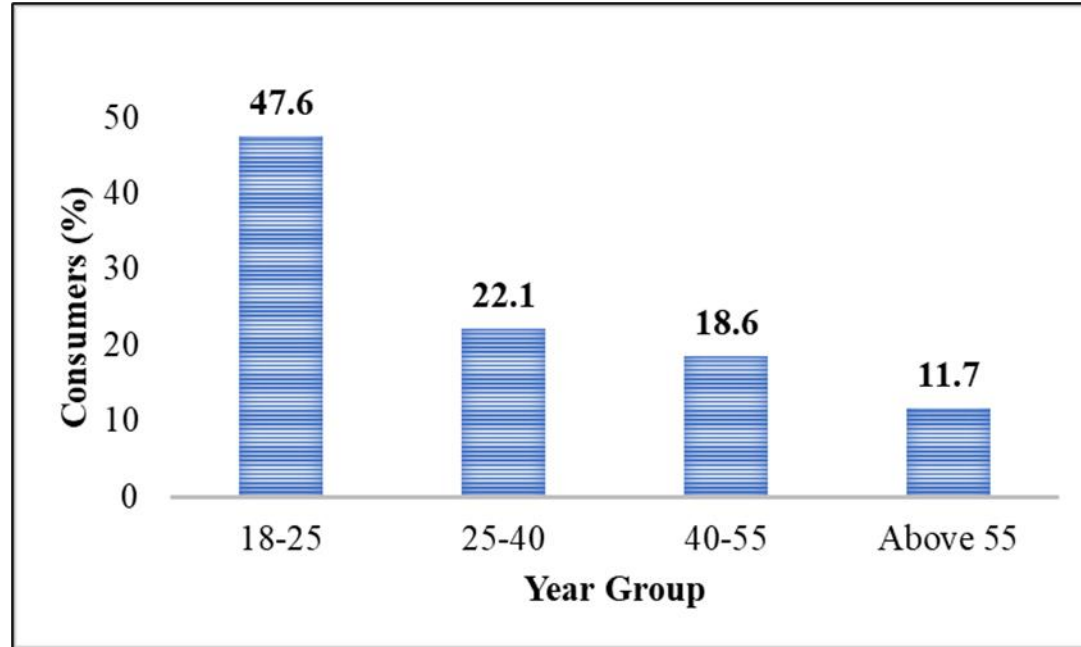
Methodology

- **Study design-** Descriptive study
- **Data collection method:** The data was primary which had collected by using standard questionnaires circulated among the consumers via google forms.
- **Sample size:** 145 consumers.
- **Analysis:** Analysis was done by using Microsoft Excel.
- **Data collection tool:** Questionnaire.
- **Study area:** PAN INDIA.

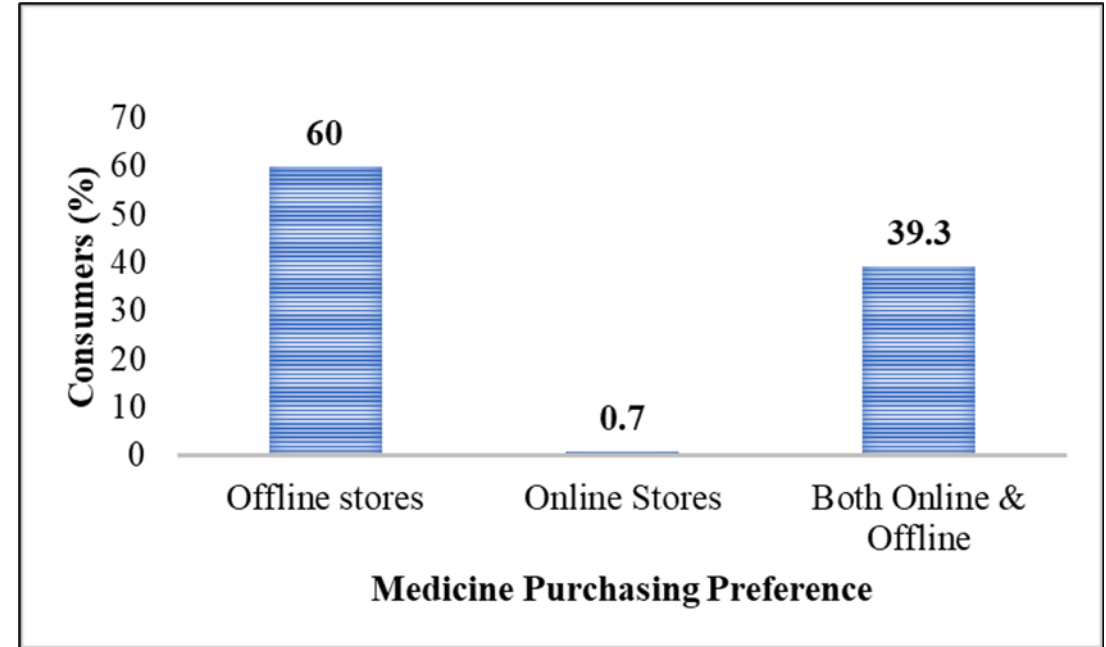




Outcomes



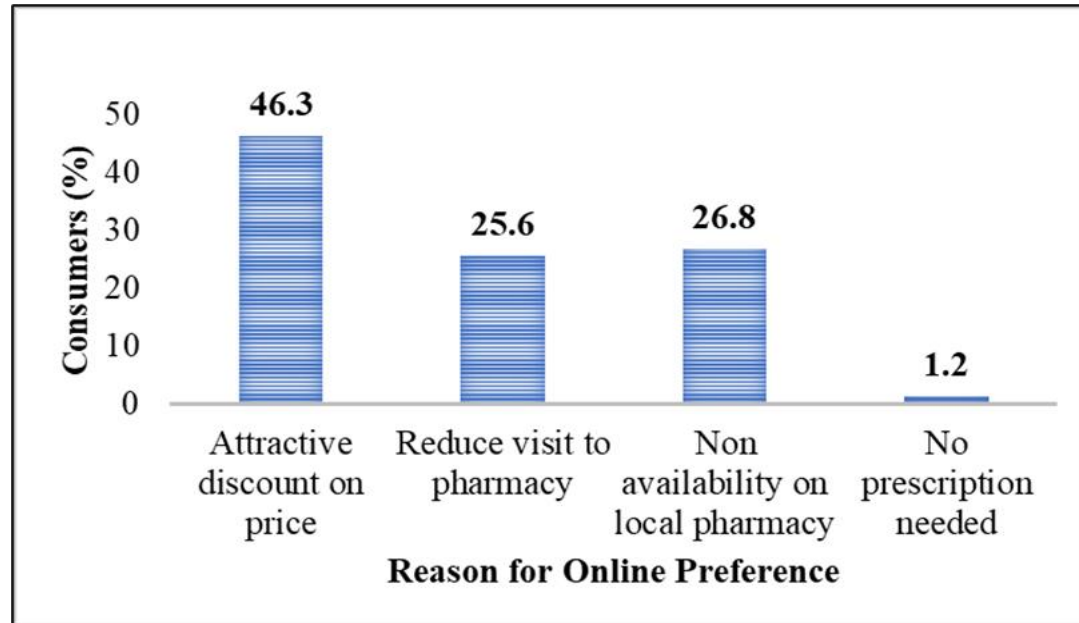
- The data which we have collected the majority of consumers belongs to age group of 18 to 25, followed by 25 to 40, 40 to 55 and last 55 and above.



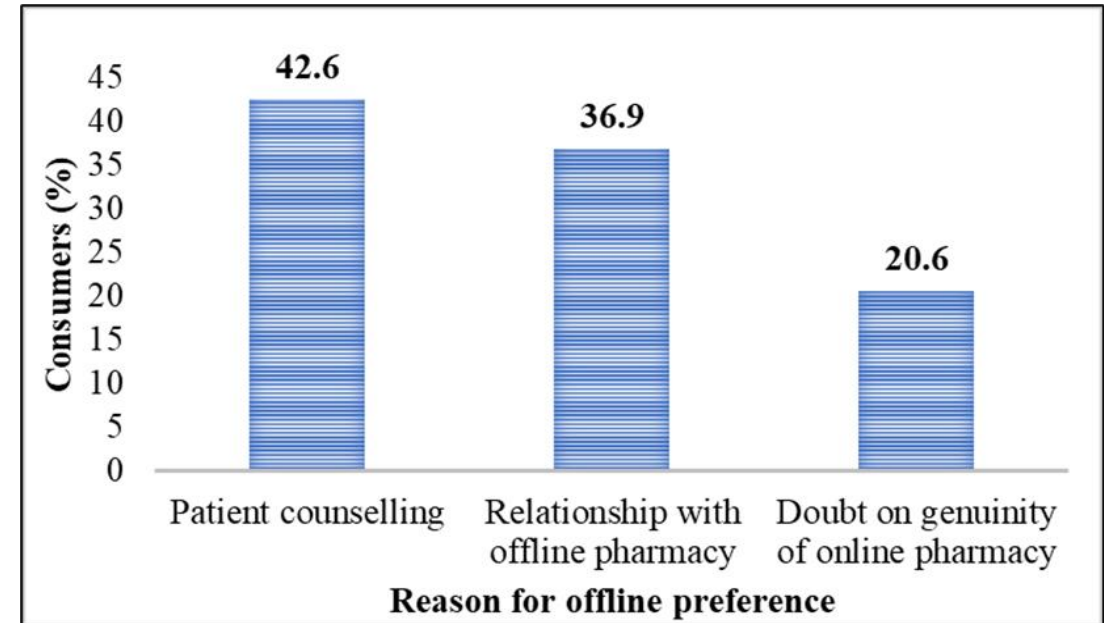
- Most of the consumers purchase medicines from offline pharmacy stores while few of them from both online and offline pharmacy



Outcomes



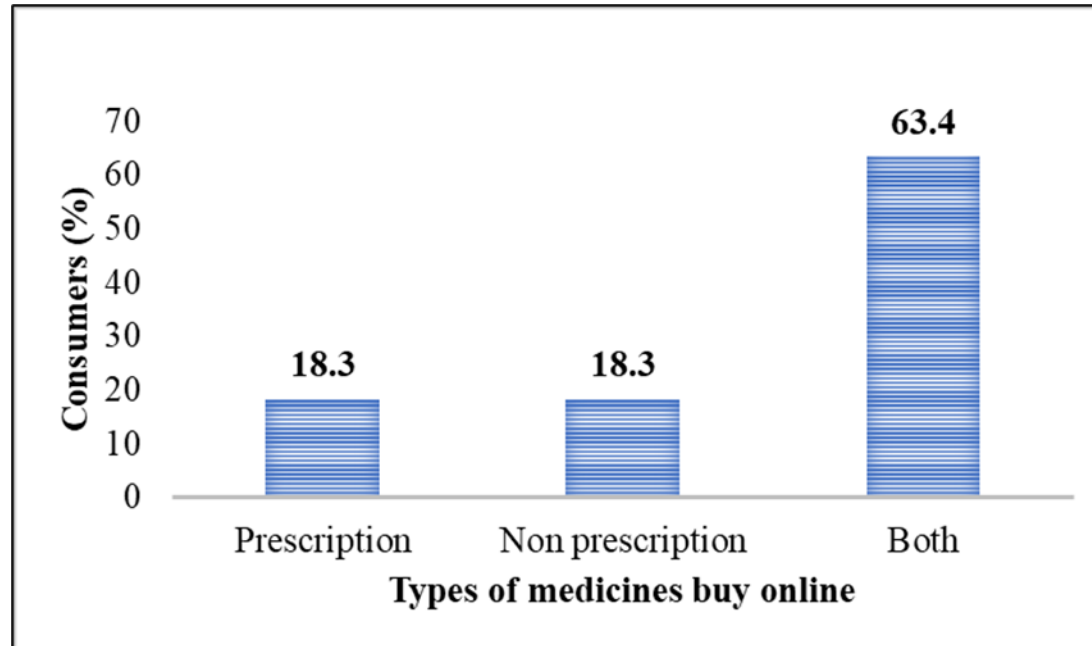
- Major reason for purchasing medicines from the online platform is an attractive discount on price followed by non-availability in local pharmacies and reducing visits to a pharmacy store.



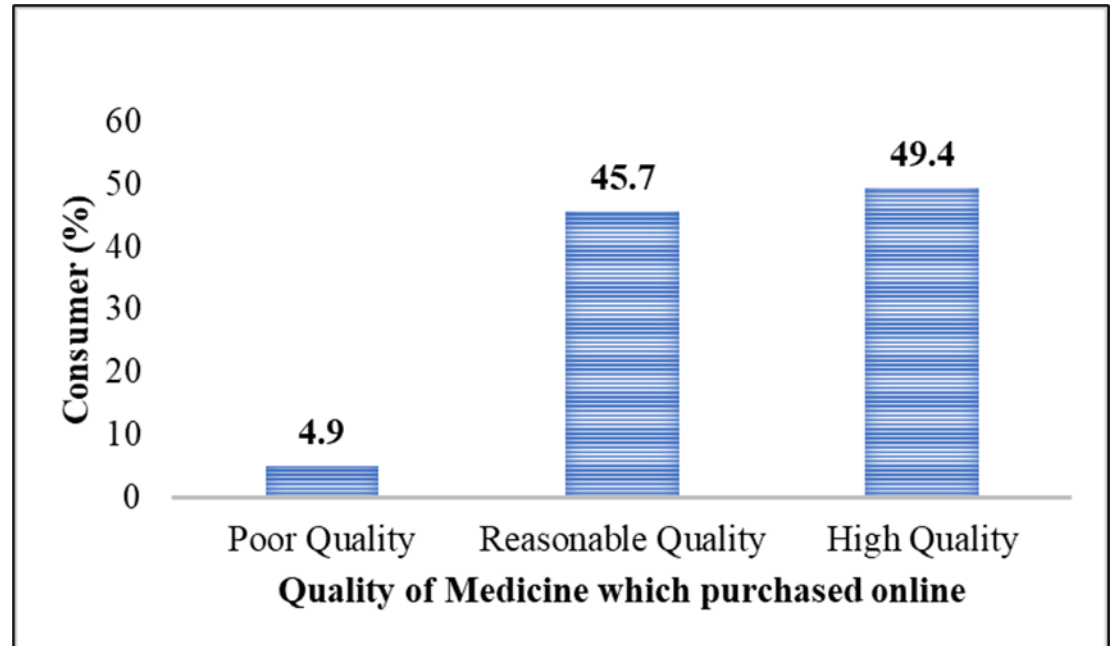
- Reason behind consumers preferring offline pharmacies over online is patient counseling at the offline pharmacy stores



Outcomes



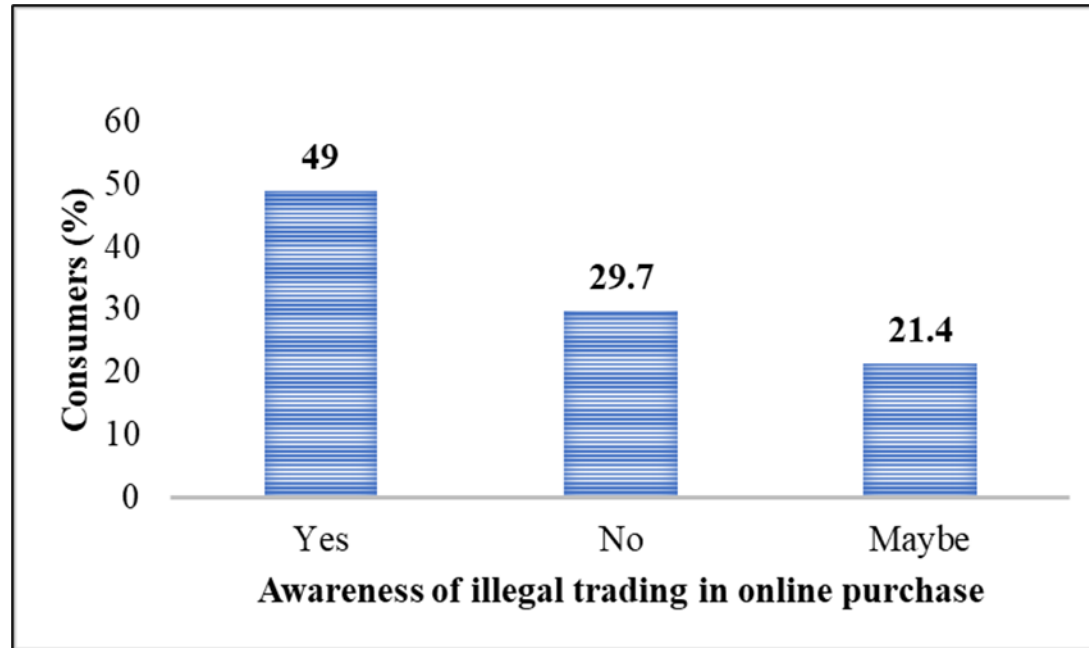
- 63.4% of consumers buy both types of medicines and the remaining percent of consumers buy an equal quantity of prescription and non-prescription drugs.



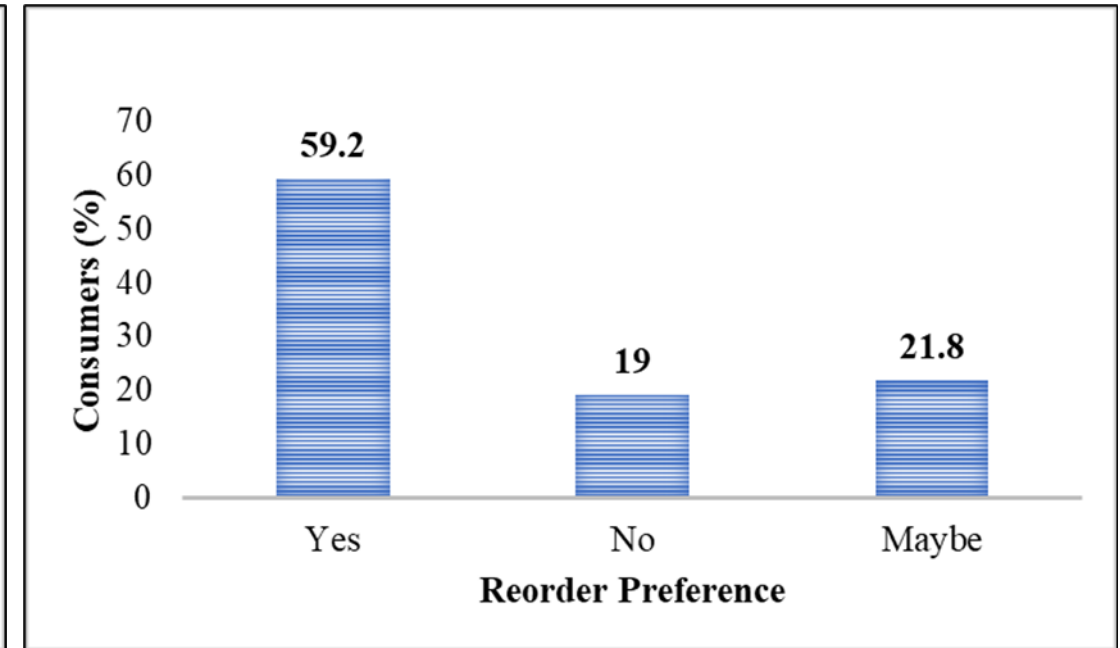
- The data which we have collected 49.4% of consumers said the quality of the product is high followed by 45.7% of consumers said the quality of the product is reasonable and the last 4.9% said poor quality



Outcomes



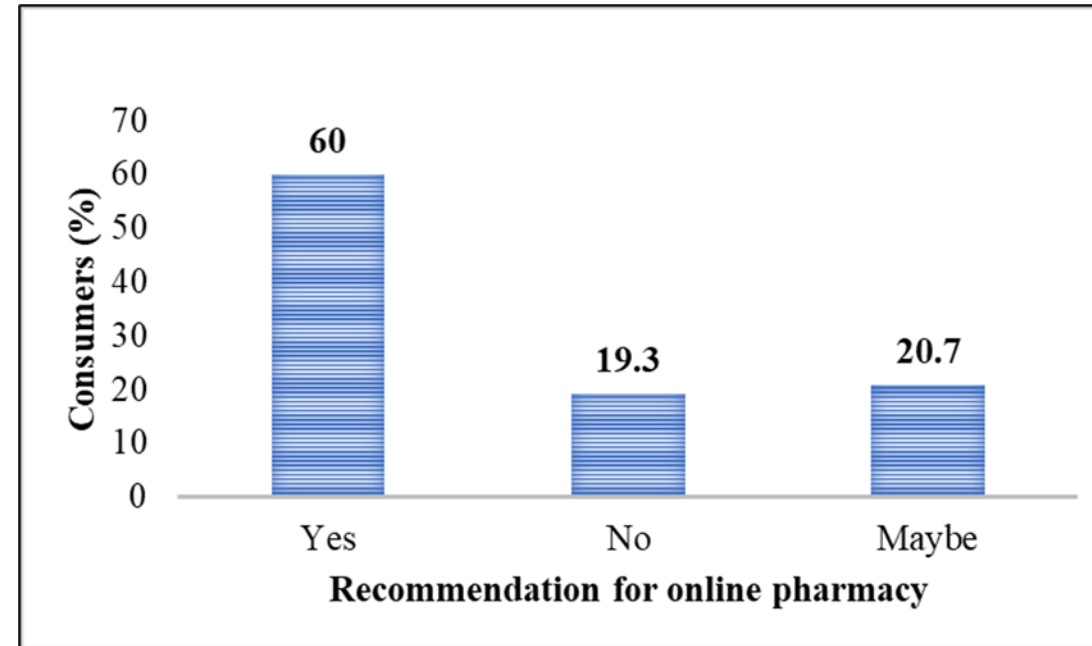
- Major concern about the online pharmacy is that around half of the consumer responses cannot firmly say that they know about illegal trading of medication



- Most of the consumers perception about buying medicines from online store is positive for future. The 59.2% of consumers was gave preference for online purchasing medicine in future and 21.8% said maybe. 19 % have shown interest in conventional pharmacy only.



Outcomes



- consumers are willing to recommend online pharmacies for their friends and family for future purchase of medicines

Conclusion

- From our dissertation we have concluded that online pharmacies do not have the personal touch that a physical pharmacy has. You cannot talk to a pharmacist to get advice about side effects or drug interactions the way you can at a local pharmacy.
- There are different pros and cons of E-pharmacies and conventional pharmacies.
- The age group belongs from 18 to 25 and the people who have used online sites for purchasing other things are more interested in online pharmacies.
- So the upcoming era is the digital era. The data which we have collected it shows in upcoming years the consumer shifted from conventional pharmacies to online pharmacies.



thank
you

The text "thank you" is written in a black, elegant cursive script. The word "thank" is on the top line and "you" is on the bottom line. The text is surrounded by decorative gold-colored illustrations of leafy branches. One branch curves over the top of "thank", another curves over the top of "you", and two branches curve under "you". The entire graphic is centered on a white background.