



“A study on customer’s knowledge, perception and satisfaction towards e- pharmacy.”



**SUMMER INTERNSHIP AT INTERN
PARTNER**

PRESENTED BY-SALONI JAIN

MBA PM11

ROLL NO. 208

IIHMR-U



SALONI JAIN



Acknowledgement

I take this opportunity with pride and enormous gratitude to thank those who have contributed to the successful completion of this endeavour.

First and foremost, let me thank the **ALMIGHTY GOD**, whose grace has been with me at each step of this project work.

I express my sincere gratitude to my mentor, . **Rahul Sharma, FACULTY OF SPM IN IIHMR UNIVERSITY, JAIPUR**, for providing mental support and inspiring guidelines, initiation and encouragement throughout for the successful completion of this work.

Finally I thank and acknowledge my parents and friends for their love, prayers and constant support for the successful completion of my Internship project work.

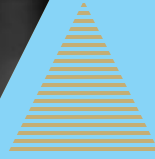


Background

E-pharmacy also known as internet pharmacy is an **internet based medicine vendor**. In August 2018, the draft regulations defined an e-pharmacy as a “Business of distribution or sale, stock, exhibit or offer for sale of drugs through a web portal or any other electronic mode. (Ashish Sinha, 2020). **It is a one stop centre for non-prescription as well as prescription drugs** which make it useful in every aspect. There are various **advantages** provided by the e-pharmacies to their customers. **These include ease of placing order , discounted drug prices , 24 hours access to the service , refund policy is provided , patient data is kept confidential and many more.** In spite of all such advantages and a huge population base, still the **service has not got much recognition.** Various reasons can be lack of awareness , **lack of physical evaluation in case of online pharmacies , lack of knowledge, do not prefer to pay delivery charges. , high availability of local pharmacies , home delivery by local pharmacies without paying delivery charges and many more.** Worldwide sharp increase in the e-pharmacy trends is observed. Albeit this fact, e-pharmacy system is still less recognised in India. **This study aims to analyse the perception, knowledge and satisfaction level of customers for e-pharmacies in India.**

Literature review

- (Tracey L. Bessell, 2002) The study “**Quality of global e-pharmacies: can we safeguard consumers?**” aimed to evaluate the quality of global e-pharmacies with an emphasis on safe and effective use of medicines. Results analysed discern that **19% supply prescription-only drugs without prescription. Only 12% e-pharmacies displayed seals of accreditation.** To conclude, the author suggests some strategies to improve the quality of e-pharmacies. The strategies include independent third-party regulation of providers, evaluation and enforcement of sanctions in cases of dissemination of fraudulent or harmful information and practices, self-regulation and consumer education.
- (Grazia Orizio, 2011) The study “**Quality of Online Pharmacies and Websites Selling Prescription Drugs: A Systematic Review**” aimed to perform a systematic review on scientific literature focusing online pharmacies by scanning several scientific and institutional data. **They specifically focussed on e-pharmacies offering prescription-only drugs.** The results suggest that some websites sell drugs without any prescription requirement and an online questionnaire replaced prescription. Regarding quality of the drugs Inappropriate packaging and labelling was very often found by the researchers. Chemical composition of drugs was also not as expected. To conclude author suggests that to minimize the risk of online pharmacies a 2-level approach, In which the first level focus on policy, with laws regulating the phenomenon at an international level and The second level focus on the individual , should be adopted.



Objectives

- To identify customer's knowledge of e-pharmacies
- To identify customer awareness towards e-pharmacies
- To identify purchasing behaviour of customers towards e-pharmacies.
- To analyse customer satisfaction towards e-pharmacies
- To identify the favourable and unfavourable perception of consumers towards e-pharmacy.
- To identify the average perception of consumers with respect to recommendation nature of customers.



Research Methodology

- **Research strategy:** Research strategy is a **quantitative research strategy** where data is collected through a questionnaire and analysed using statistical means
- **Study design:** The study is a **cross sectional study** since data is collected with the help of google form
- **Research Instrument:** Well-structured Questionnaire
- **Sampling Technique:** Convenient sampling
- **Sample size:** 200
- **Ethical approval:** Privacy and confidentiality were maintained for the respondents. No identifier variable was used for revealing identity of the respondents. The data collected was analysed in groups rather than individual basis.
- **Data collection:** - Primary data was received by the respondents during questionnaire and secondary data was collected from published journals, literature and reference books. Besides this, statistical information was also assessed in research study.



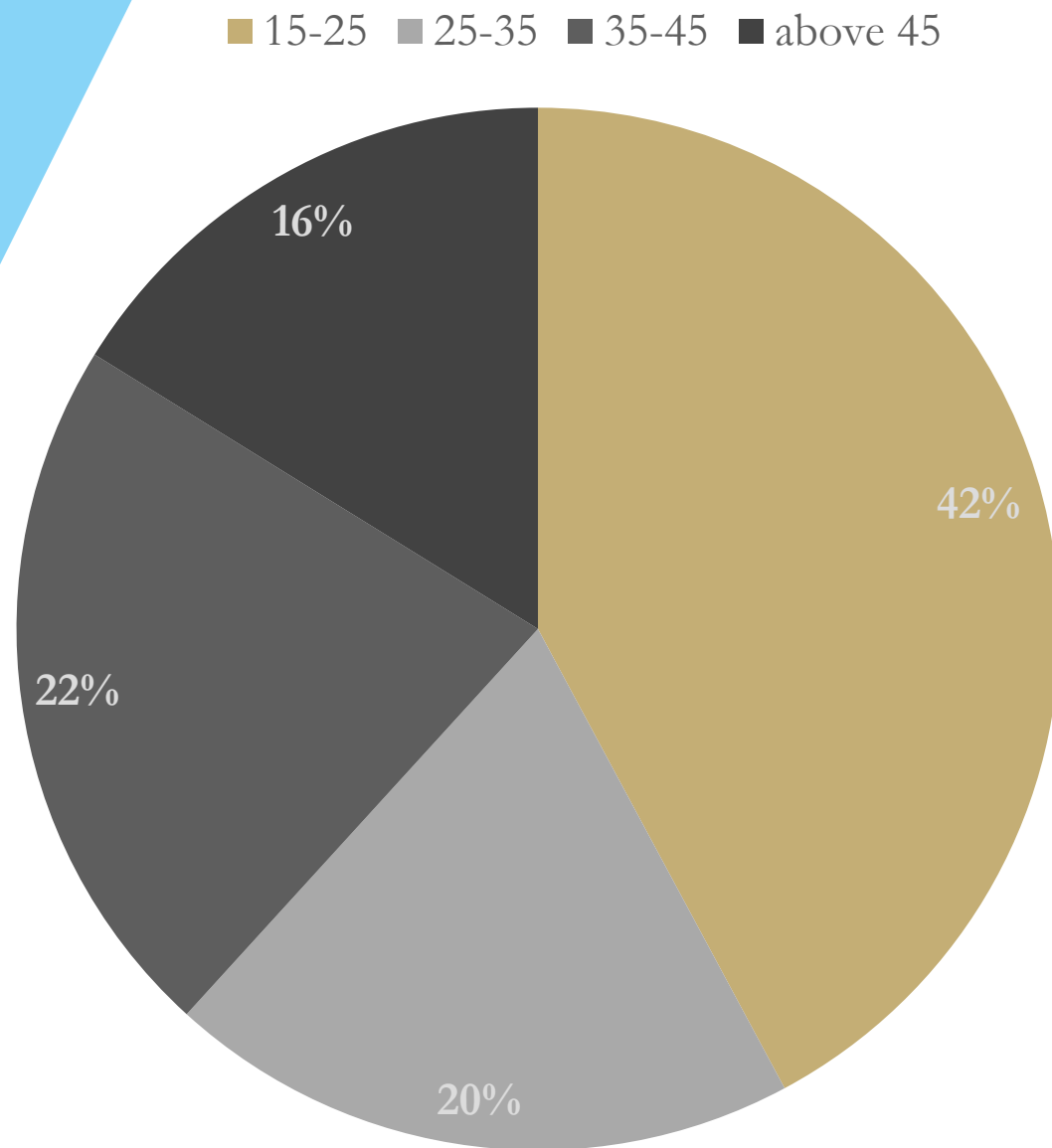
Research methodology (cont.)

- **Study period:** 2 Months.
- **Starting date:** 28-5-20
- **End date:** 28-7-20
- **Data analysis:** - The data analysis in present study is done by using simple statistical tools which is used as per the requirement of the data. In this study, appropriate statistical tool is **Excel and SPSS 22**.
- **Inclusion and exclusion criteria:** - All respondents, male and female customers (e-pharmacy) were eligible to participate and were included in the study. Those who are mentally incompetent, unable to listen or speak were excluded from the study.

Findings

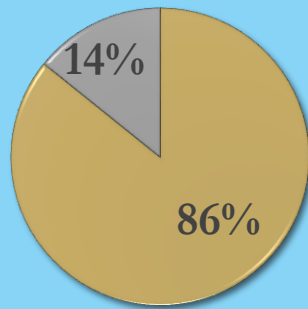


Age



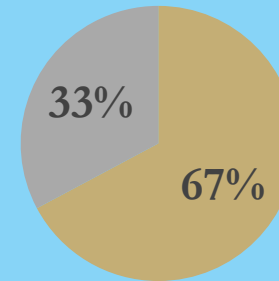
Objective: To identify customer awareness towards e-pharmacies

■ Yes ■ No



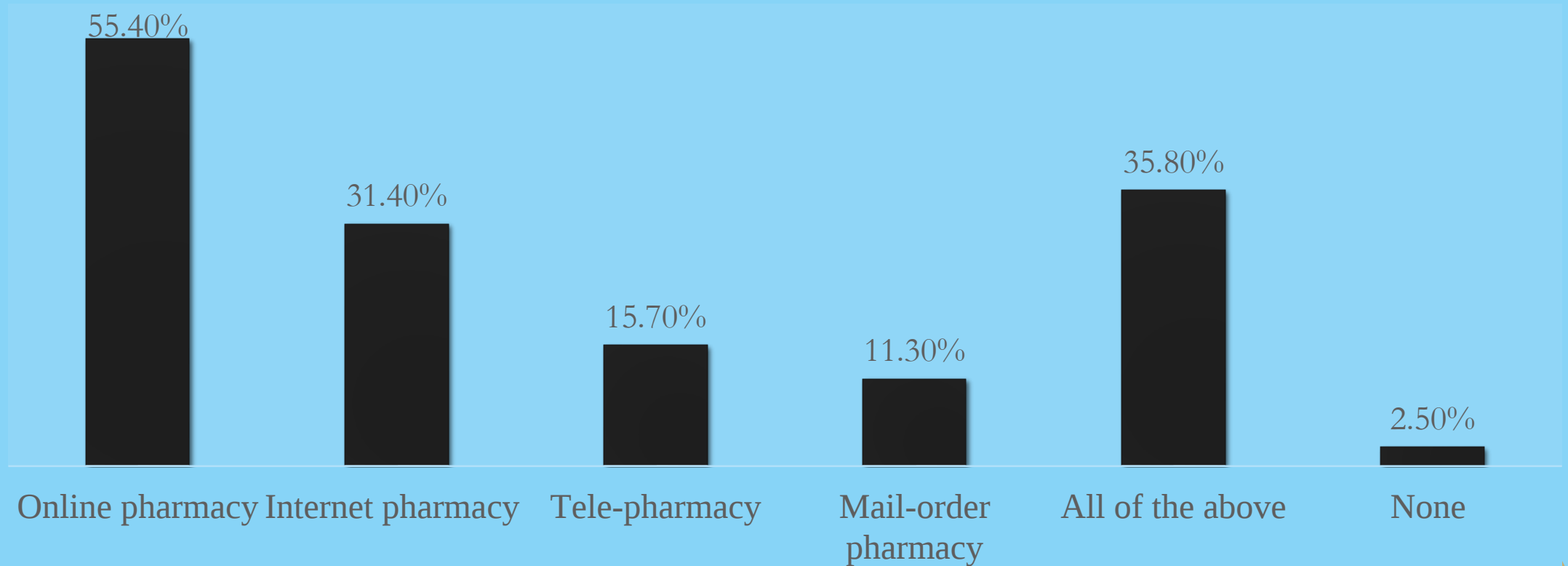
Do you hear about e-pharmacies?

■ Yes ■ No



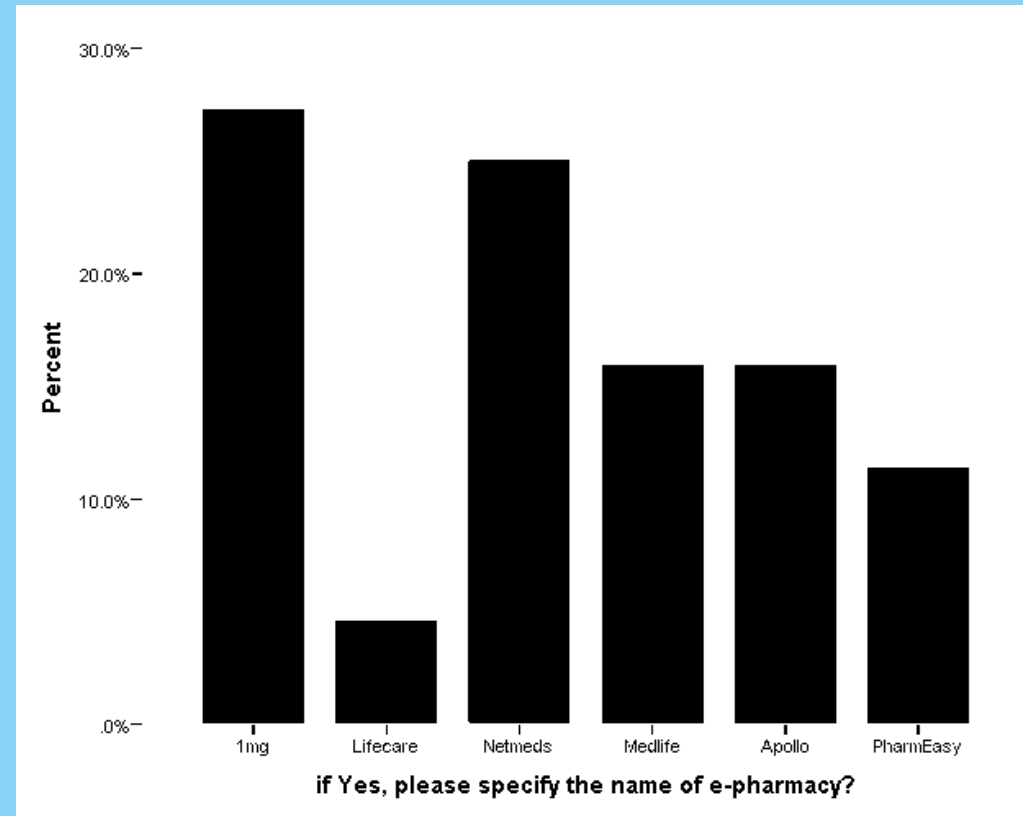
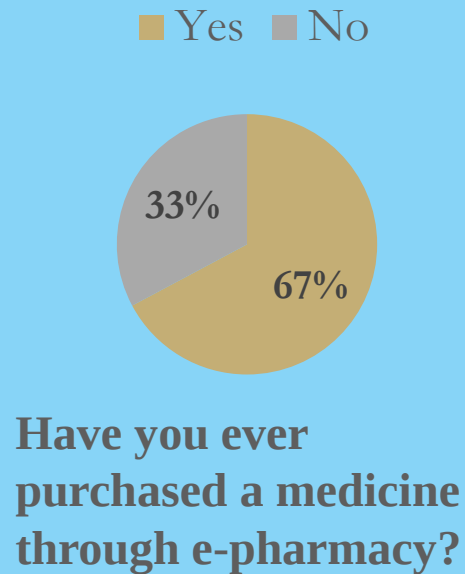
Have you ever purchased a medicine through e-pharmacy?

Objective: To identify customer's knowledge of e-pharmacies

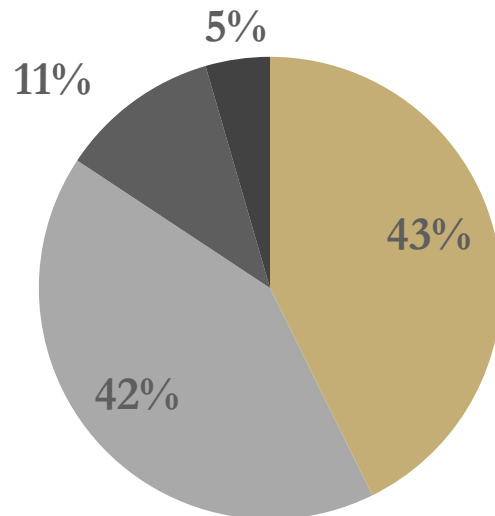


According to you, e-pharmacy refers to?

Objective: To identify purchasing behaviour of customers towards e-pharmacies

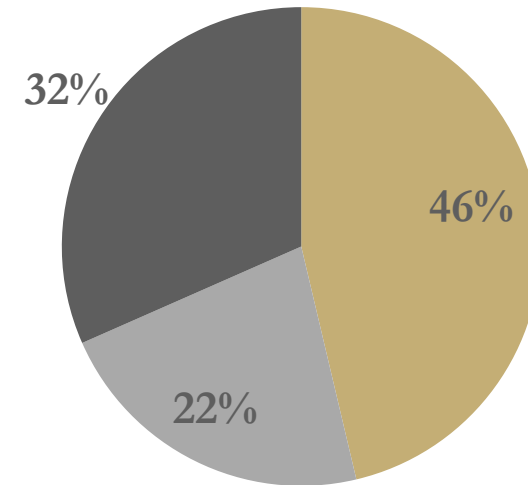


- Placed an order only once
- Place order once a month
- Place order twice a month
- Place order every week



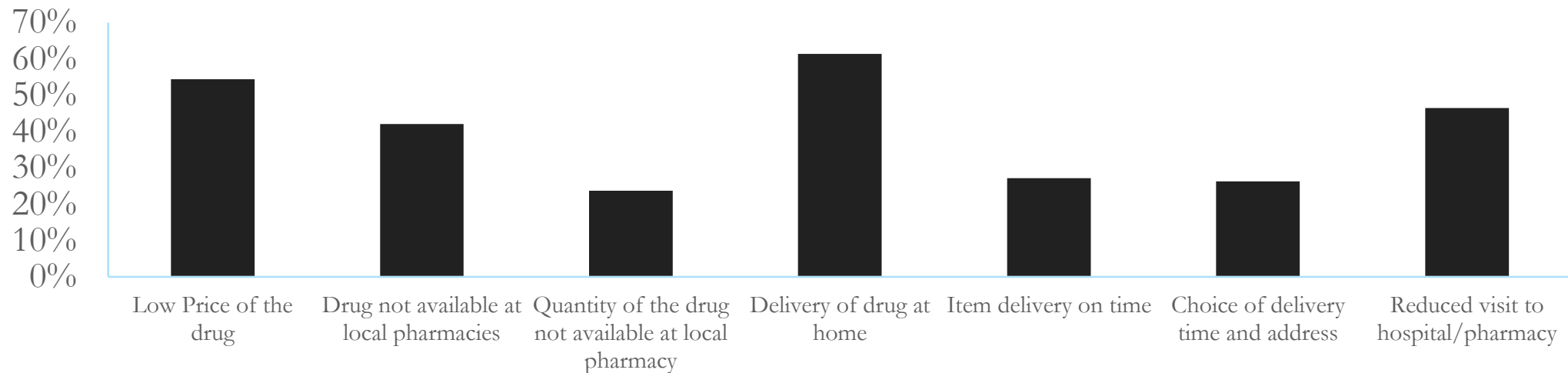
How often you make a purchase?

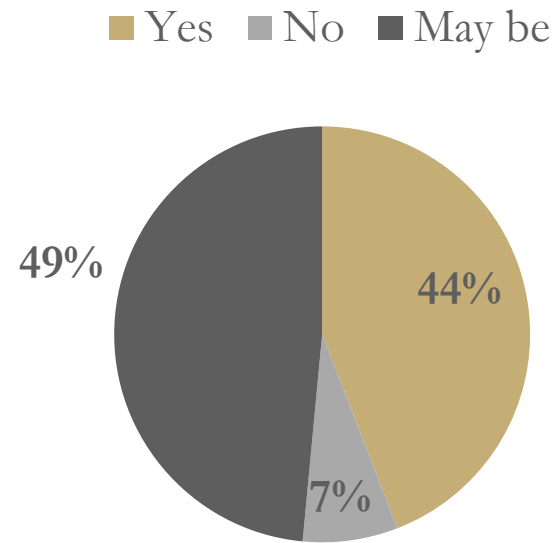
- Prescription drug
- Non-prescription drug
- Both



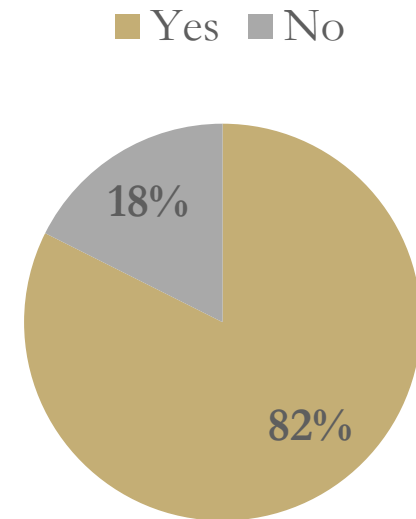
Which type of drug do you order?

What are the possible reasons for purchasing medicine through e-pharmacy.





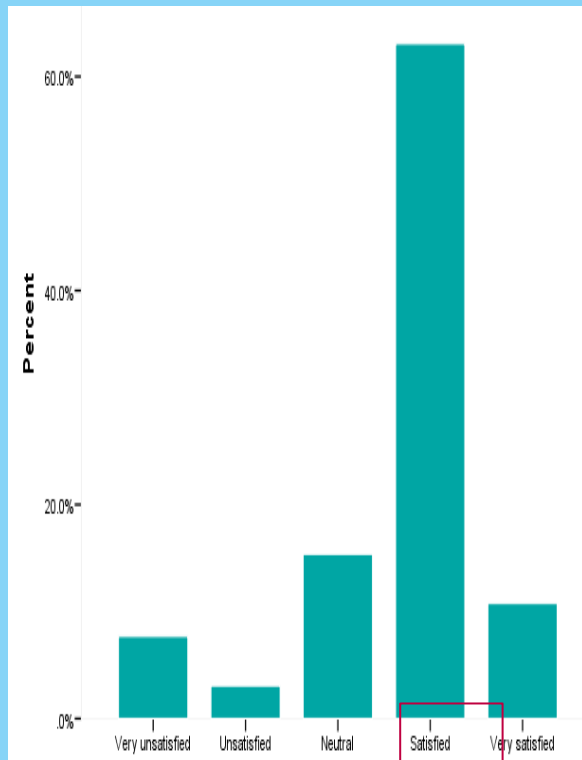
Will you buy medicine through online pharmacy in future?



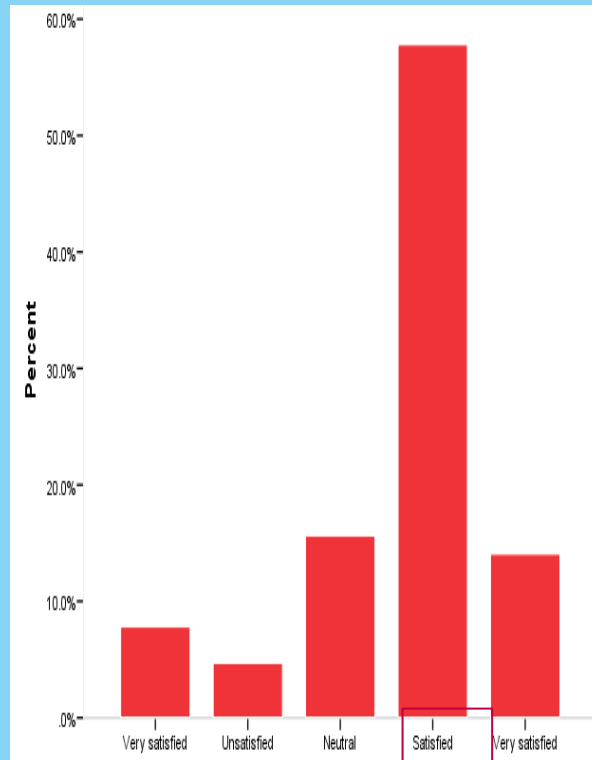
Do you recommend this service (e-pharmacy) to others?

Objective: To analyse customer satisfaction towards e-pharmacies

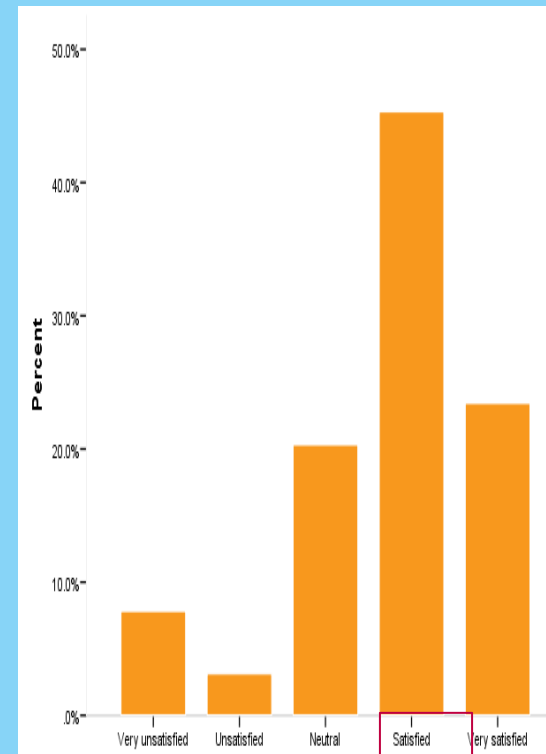
Rate the following services based on satisfaction level



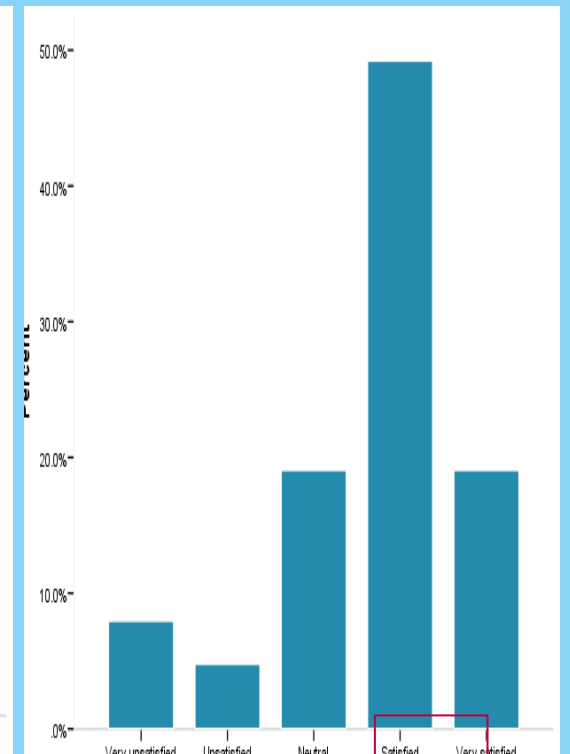
Drug availability



Quantity required availability

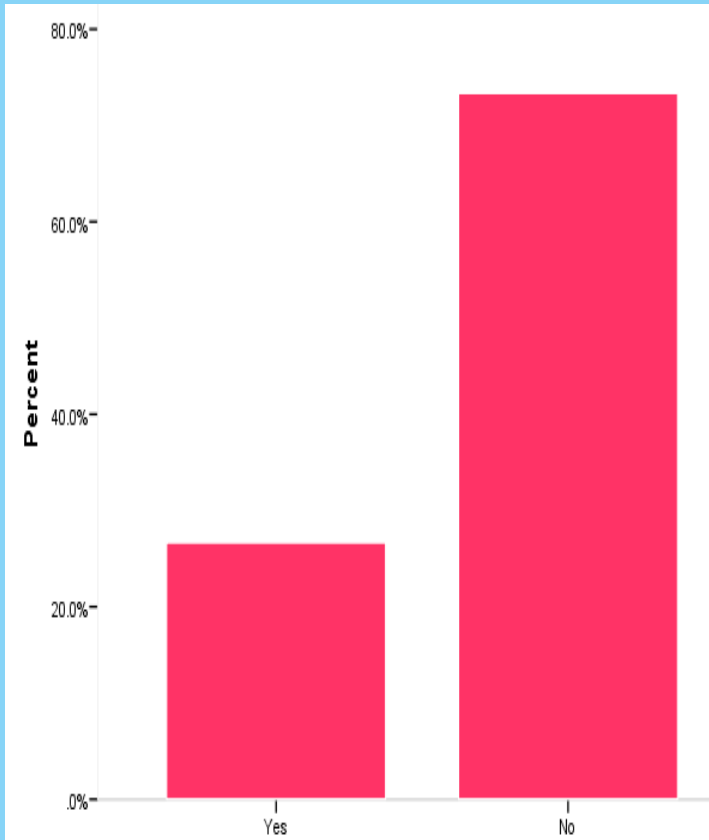


Speed of delivery

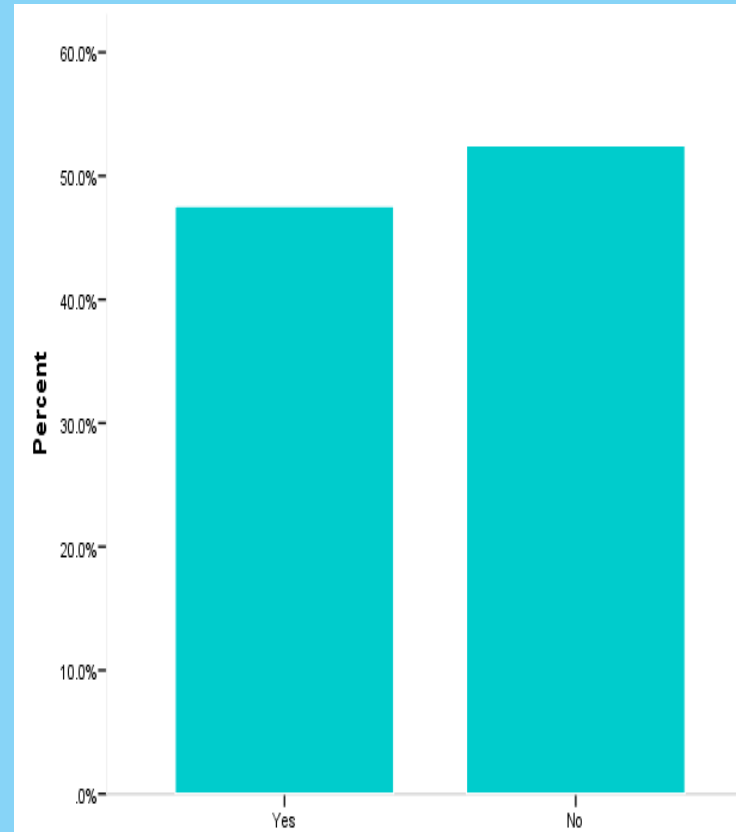


Ease of placing order

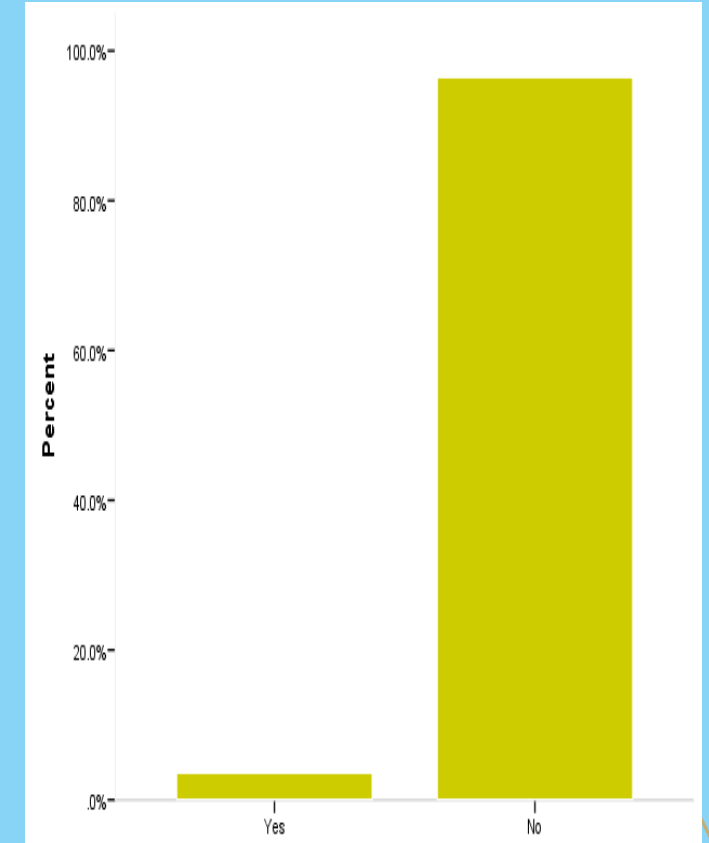
Do you face the following problems while purchasing medicine through e-pharmacy



Delay in receiving medicine



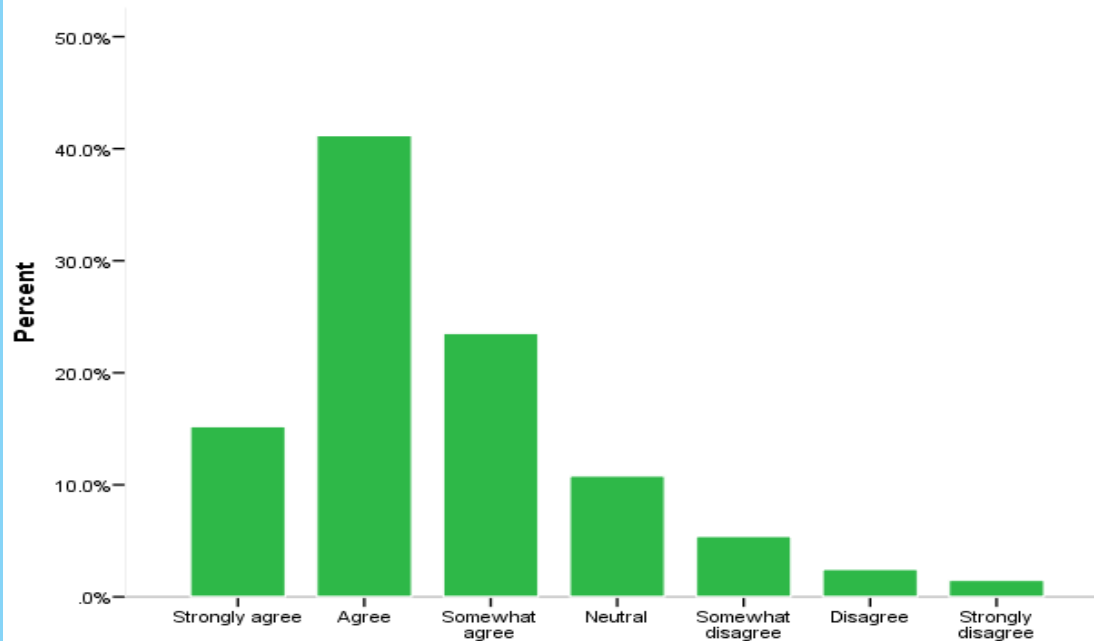
Unavailability of drug



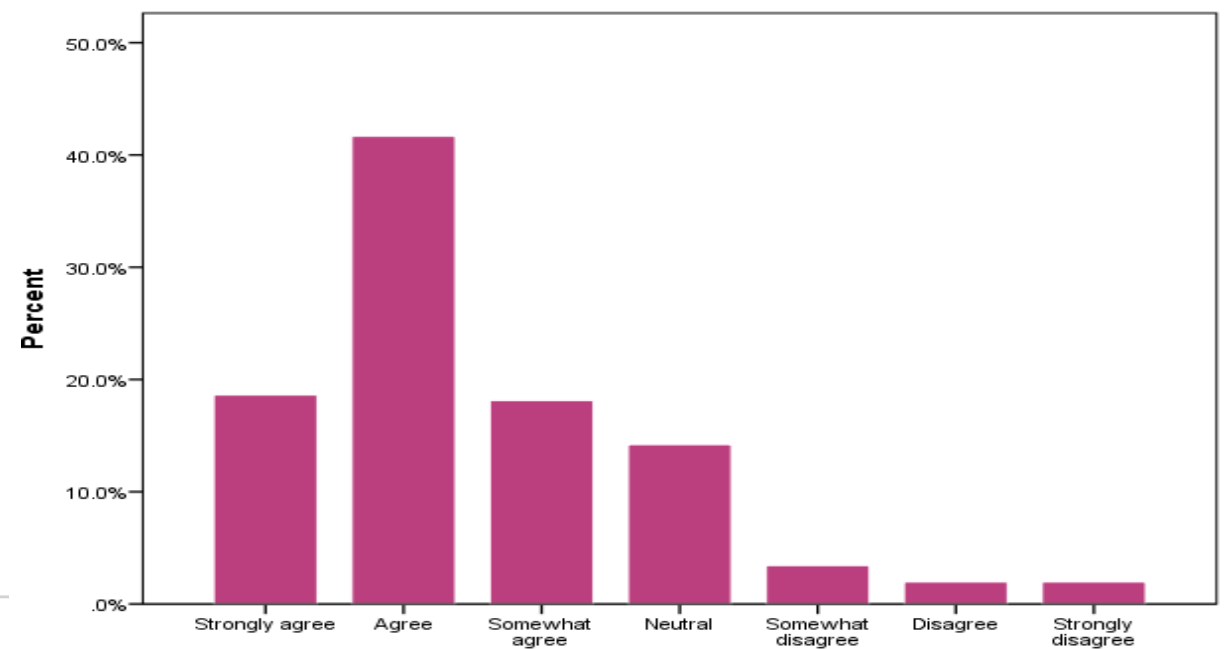
Wrong medicine delivered

Objective : To identify average perception of customers with respect to e-pharmacy

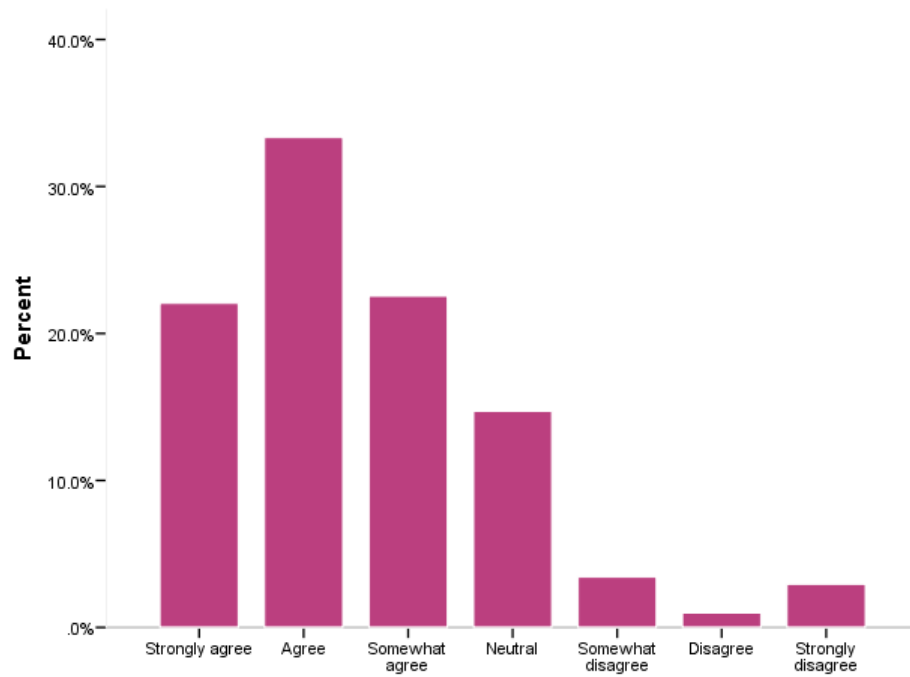
- Please express your agreement with the statements below



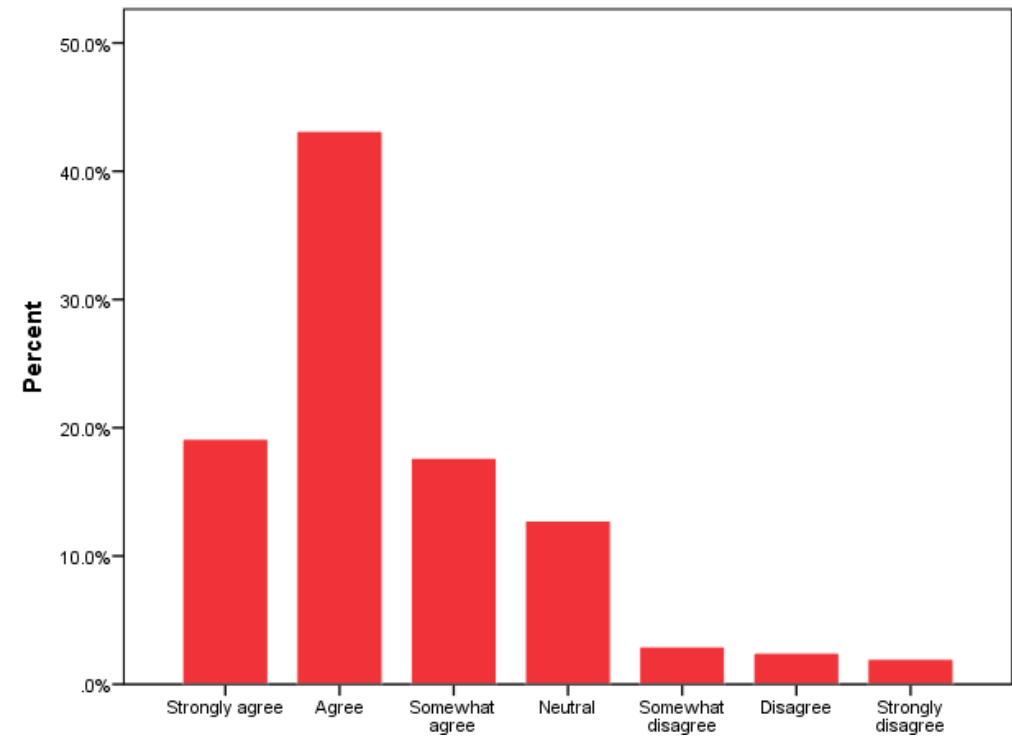
I find e-pharmacy system easy to use



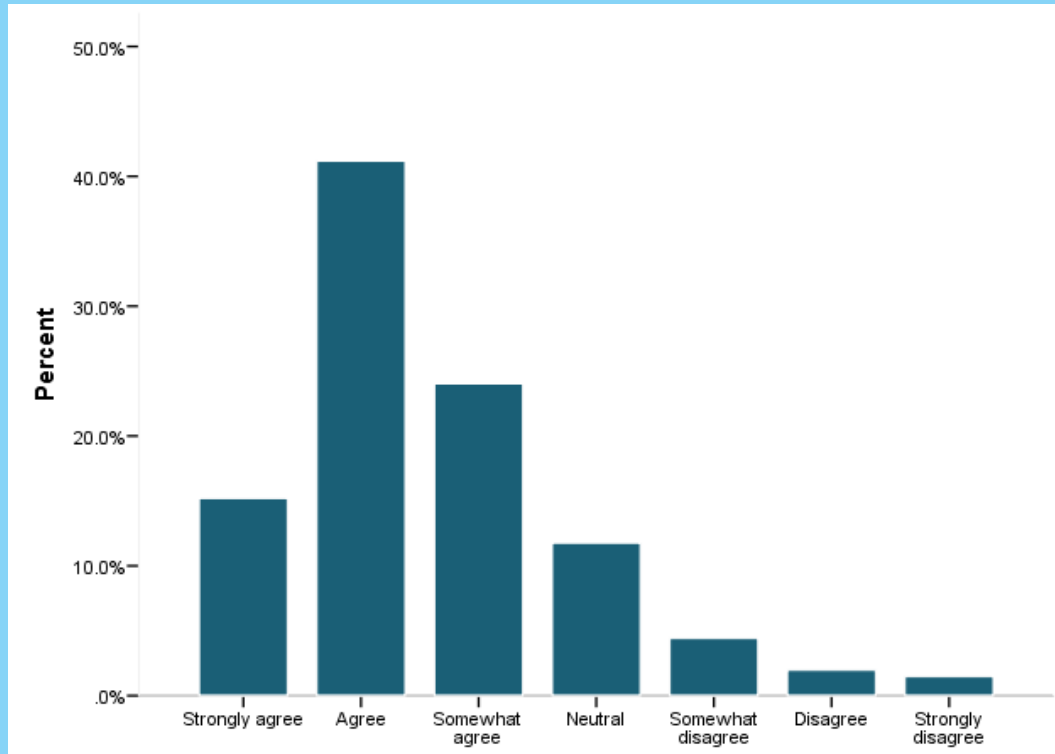
Learning how to use e-pharmacy system is easy for me



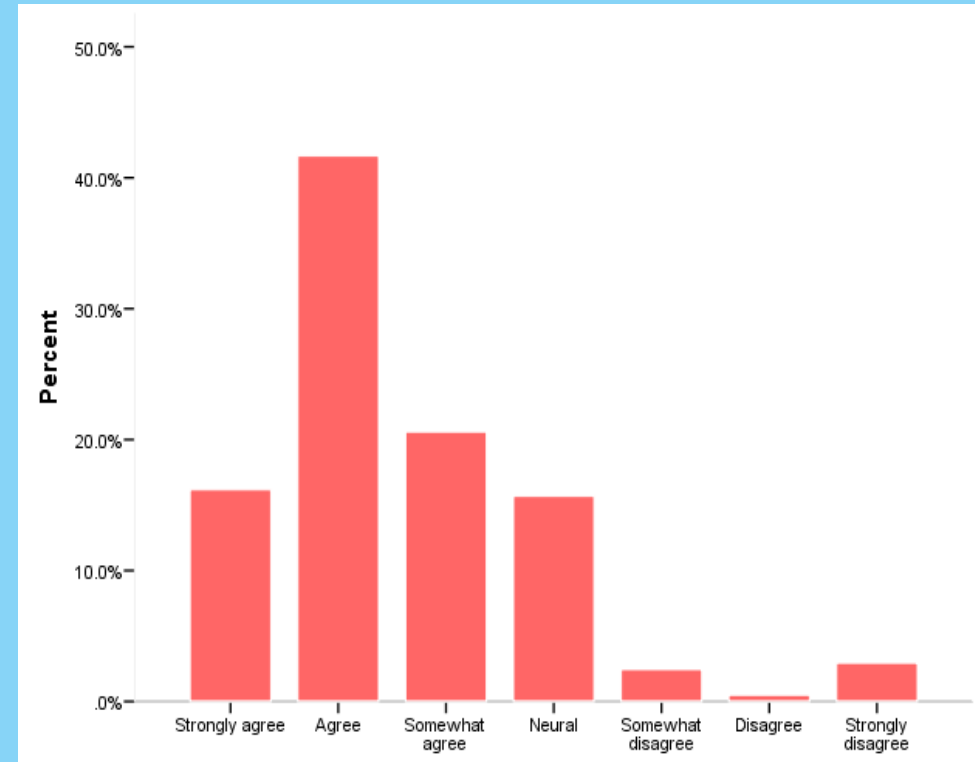
Purchasing through e-pharmacy is a wise idea



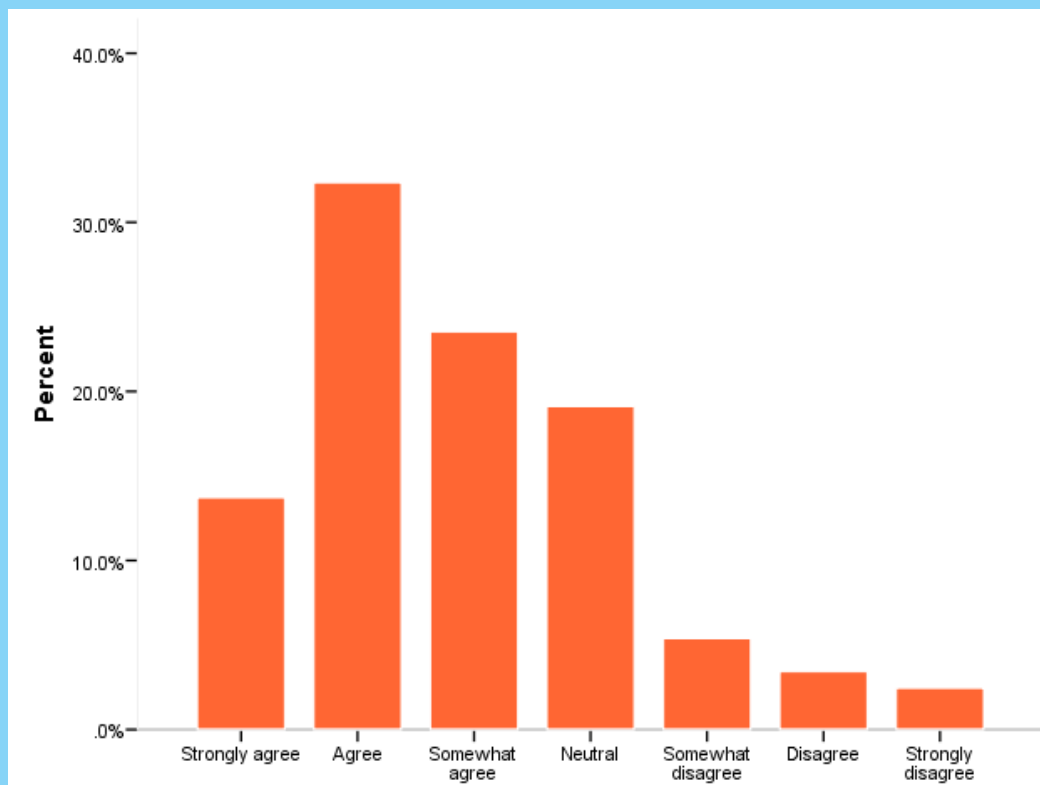
Purchasing through e-pharmacy is a good idea



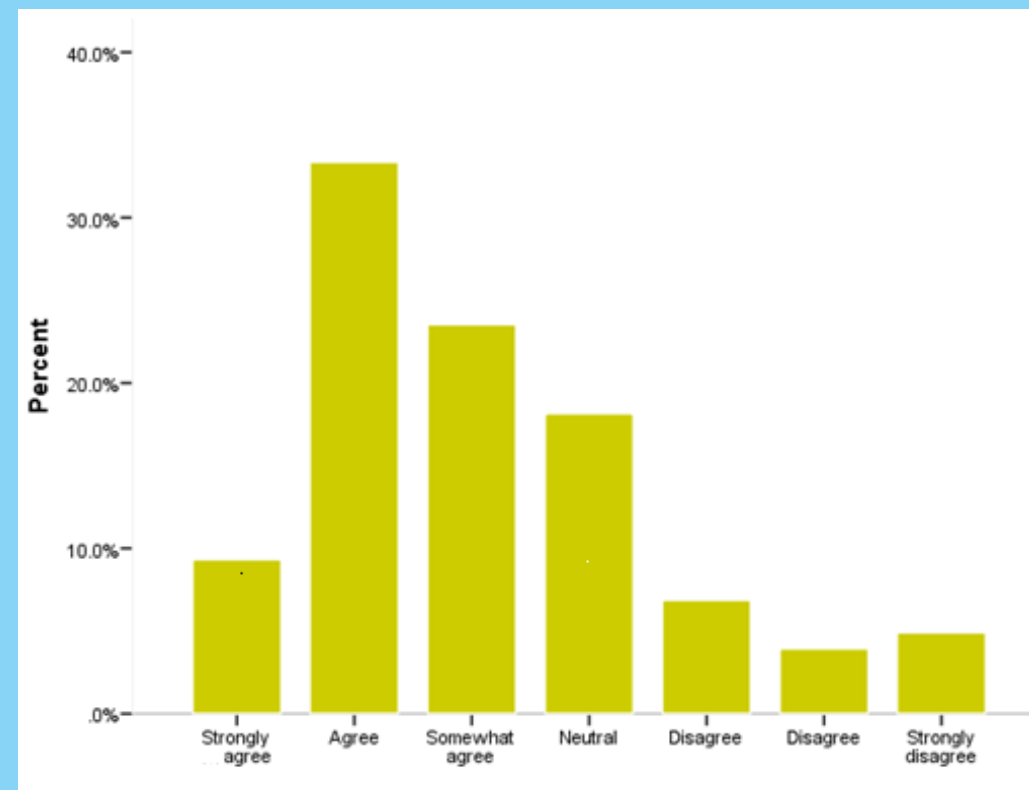
It is easy to become skilful at using an e-pharmacy system



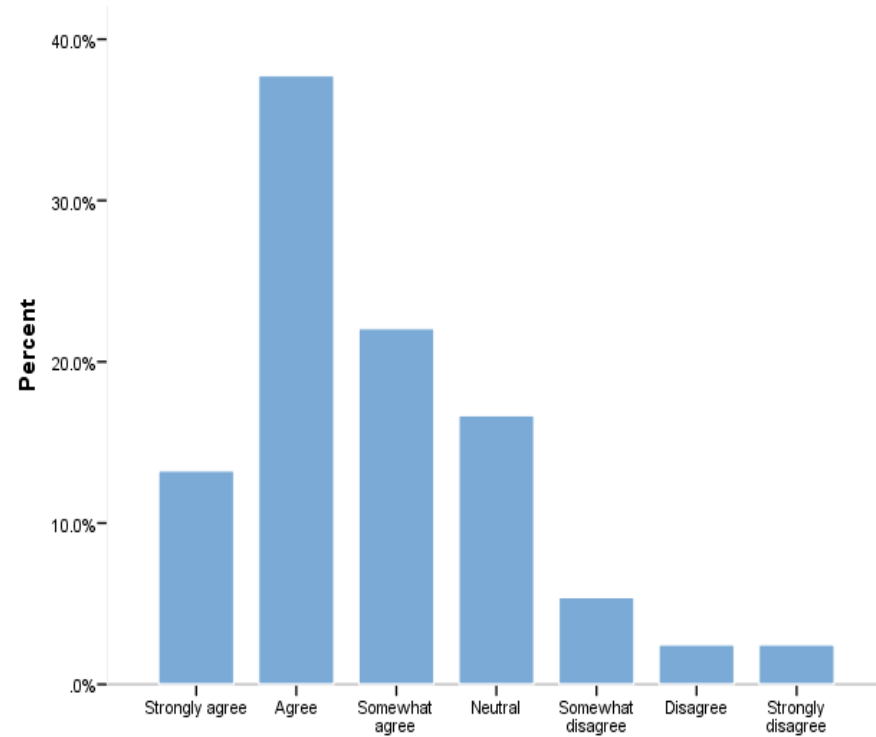
I am positive towards e-pharmacy



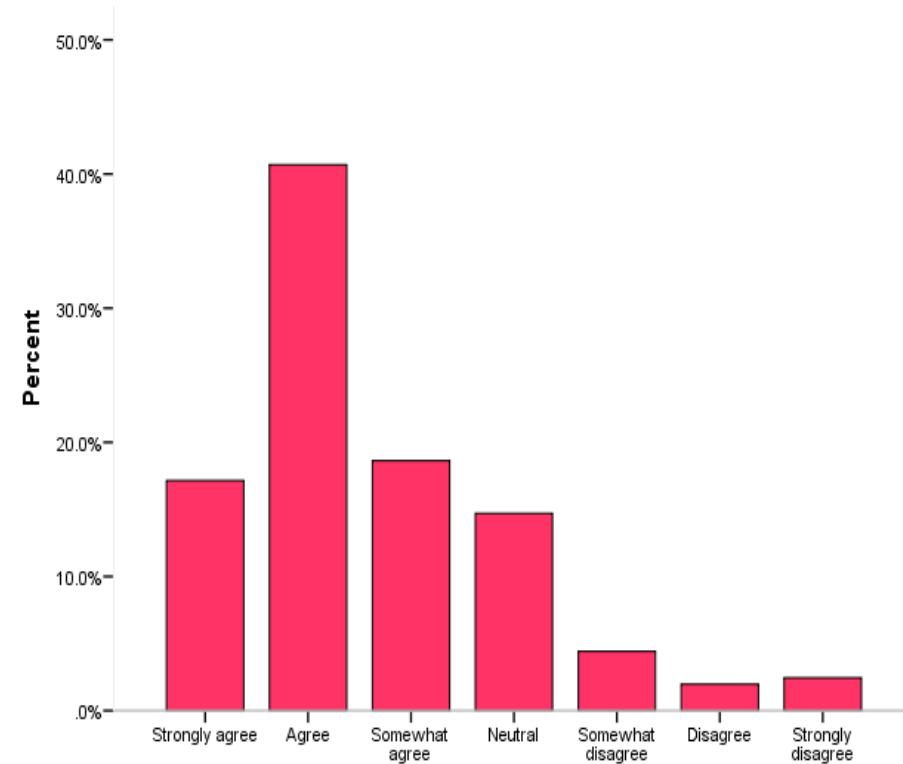
I intend to check announcements from e-pharmacy systems frequently



I intend to be a heavy user of e-pharmacy system



I have no difficulty accessing and using an e-pharmacy system



I have the necessary skills for using an e-pharmacy system



Objective: To identify the favourable and unfavourable perception of consumers for e-pharmacy.
[one sample t-test]

H_0 : The consumers have neutral perception towards e-pharmacy

H_1 : The consumers do not have neutral perception towards e-pharmacy.

$$\mu=4$$

$$\alpha = 0.05$$

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Please express your agreement with the statements below [I find e-pharmacy system easy to use]	-15.107	203	.000	-1.368	-1.55	-1.19
Please express your agreement with the statements below [Learning how to use e-pharmacy system is easy for me]	-15.581	203	.000	-1.441	-1.62	-1.26
Please express your agreement with the statements below [It is easy to become skillful at using an e-pharmacy system]	-15.822	203	.000	-1.392	-1.57	-1.22
Please express your agreement with the statements below [Purchasing through e-pharmacy is a good idea]	-15.894	203	.000	-1.475	-1.66	-1.29
Please express your agreement with the statements below [Purchasing through e-pharmacy is a wise idea]	-14.634	203	.000	-1.412	-1.60	-1.22

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Please express your agreement with the statements below [I am positive towards e-pharmacy]	-15.449	203	.000	-1.402	-1.58	-1.22
Please express your agreement with the statements below [I have the necessary skills for using an e-pharmacy system]	-14.196	203	.000	-1.358	-1.55	-1.17
Please express your agreement with the statements below [I have no difficulty accessing and using an e-pharmacy system]	-12.484	203	.000	-1.196	-1.38	-1.01
Please express your agreement with the statements below [I intend to be a heavy user of e-pharmacy system]	-8.360	203	.000	-.887	-1.10	-.68
Please express your agreement with the statements below [I intend to check announcements from e-pharmacy systems frequently]	-11.144	203	.000	-1.098	-1.29	-.90

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Please express your agreement with the statements below [I find e-pharmacy system easy to use]	204	2.63	1.293	.091
Please express your agreement with the statements below [Learning how to use e-pharmacy system is easy for me]	204	2.56	1.321	.092
Please express your agreement with the statements below [It is easy to become skillful at using an e-pharmacy system]	204	2.61	1.257	.088
Please express your agreement with the statements below [Purchasing through e-pharmacy is a good idea]	204	2.52	1.326	.093
Please express your agreement with the statements below [Purchasing through e-pharmacy is a wise idea]	204	2.59	1.378	.096

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Please express your agreement with the statements below [I am positive towards e-pharmacy]	204	2.60	1.296	.091
Please express your agreement with the statements below [I have the necessary skills for using an e-pharmacy system]	204	2.64	1.366	.096
Please express your agreement with the statements below [I have no difficulty accessing and using an e-pharmacy system]	204	2.80	1.368	.096
Please express your agreement with the statements below [I intend to be a heavy user of e-pharmacy system]	204	3.11	1.516	.106
Please express your agreement with the statements below [I intend to check announcements from e-pharmacy systems frequently]	204	2.90	1.407	.099



Objective : To identify the average perception of consumers with respect to recommendation nature of customers [Do you recommend this service (e-pharmacy) to others?]

Hypothesis of variance

H_0 : There is no significant difference in variance of both the sample.

$$H_0: (\sigma^2)_y = (\sigma^2)_n$$

H_1 : There is significant difference in variance for both the sample.

$$H_1: (\sigma^2)_y \neq (\sigma^2)_n$$

$$\mu=4$$

$$\alpha = 0.05$$

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Please express your agreement with the statements below [I find e-pharmacy system easy to use]	Equal variances assumed	19.022	.000	-8.223	202	.000	-1.694	.206	-2.101	-1.288
	Equal variances not assumed			-5.952	40.425	.000	-1.694	.285	-2.270	-1.119
Please express your agreement with the statements below [Purchasing through e-pharmacy is a good idea]	Equal variances assumed	20.813	.000	-10.768	202	.000	-2.095	.195	-2.479	-1.712
	Equal variances not assumed			-7.791	40.417	.000	-2.095	.269	-2.639	-1.552
Please express your agreement with the statements below [I am positive towards e-pharmacy]	Equal variances assumed	17.406	.000	-9.400	202	.000	-1.871	.199	-2.263	-1.479
	Equal variances not assumed			-6.556	39.716	.000	-1.871	.285	-2.448	-1.294
Please express your agreement with the statements below [I intend to be a heavy user of e-pharmacy system]	Equal variances assumed	3.365	.068	-5.878	202	.000	-1.516	.258	-2.024	-1.007
	Equal variances not assumed			-5.322	46.662	.000	-1.516	.285	-2.089	-.943
Please express your agreement with the statements below [Purchasing through e-pharmacy is a wise idea]	Equal variances assumed	8.998	.003	-9.598	202	.000	-2.018	.210	-2.432	-1.603
	Equal variances not			-7.434	41.913	.000	-2.018	.271	-2.566	-1.470



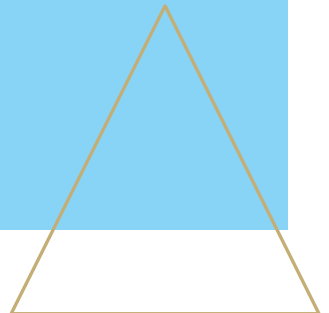
Hypothesis for perception

H_0 : There is no significant difference between the average perception of customers with respect to recommendation nature of customers.

$H_0: \mu_y = \mu_n$

H_1 : There is significant difference between the average perception of customers with respect to recommendation nature of customers

$H_1: \mu_y \neq \mu_n$



Group Statistics

	Do you recommend this service (e-pharmacy) to others?	N	Mean	Std. Deviation	Std. Error Mean
Please express your agreement with the statements below [I find e-pharmacy system easy to use]	Yes	168	2.33	.977	.075
	No	36	4.03	1.647	.275
Please express your agreement with the statements below [Purchasing through e-pharmacy is a good idea]	Yes	168	2.15	.922	.071
	No	36	4.25	1.556	.259
Please express your agreement with the statements below [I am positive towards e-pharmacy]	Yes	168	2.27	.919	.071
	No	36	4.14	1.659	.276
Please express your agreement with the statements below [I intend to be a heavy user of e-pharmacy system]	Yes	168	2.85	1.362	.105
	No	36	4.36	1.588	.265
Please express your agreement with the statements below [Purchasing through e-pharmacy is a wise idea]	Yes	168	2.23	1.038	.080
	No	36	4.25	1.556	.259

Result and Conclusion

- **Objective: To identify customer's knowledge of e-pharmacies**

When asked for defining e-pharmacy, majority of the respondents define e-pharmacy as online pharmacy and around 35% respondents believe that online pharmacy, tele-pharmacy , internet pharmacy and mail-order pharmacy, all these comes under the purview of e-pharmacy.

- **Objective: To identify customer awareness towards e-pharmacies**

Among the respondents, more than 85% respondents heard about e-pharmacy but only 32-33% respondents have purchased medicine online.

- **Objective: To identify purchasing behaviour of customers towards e-pharmacies.**

Among 32-33% respondents who have purchased medicine online ,42-43% respondents have placed order only once. 1mg.com and netmends.com are the top two e-pharmacy brands in India according to their purchasing behaviour. Prescription drugs are ordered the most and 31-32% order both prescription as well as non-prescription drugs. Low price of the drug as compared to local pharmacies and delivery of the drug at home are the major reasons for majority of the respondents to purchase drug online. Among all the respondents 44% believe that they will purchase drugs through e-pharmacy in future and around 48% are unsure about the same. Interestingly more than 80% recommend this service to others.

- **Objective: To analyse customer satisfaction towards e-pharmacies**

Majority of them are satisfied with the drug availability of the drugs, availability of the quantity required, speed of delivery of drugs and ease of placing order. Majority of them do not face problems such as delay in receiving drugs and delivery of wrong medicine. Although problem of unavailability of the drug is not faced by majority of the respondents but around 40% face this problem.

- **Objective: To identify the favourable and unfavourable perception of consumers for e-pharmacy.**

There is significant favourable perception for variables: “ease of using e-pharmacy system” , “ease of learning e-pharmacy system” , “purchasing through e-pharmacy is a good idea”, “purchasing through e-pharmacy is a wise idea”, “ease of becoming skilful at using an e-pharmacy system”, “am positive towards e-pharmacy” , “I intend to check announcements from e-pharmacy systems frequently”, “I intend to be a heavy user of e-pharmacy system” , “I intend to be a heavy user of e-pharmacy system” and “I have the necessary skills for using an e-pharmacy system”

- **Objective: To identify the average perception of consumers with respect to recommendation nature of customers**
- Average perception of customers for ease of using e-pharmacy system for those who recommend the service to others is favourable and for those who do not recommend the service to others is unfavourable.
- Average perception of customers for “purchasing through e-pharmacy is a good idea” for those who recommend the service to others is favourable and for those who do not recommend the service to others is unfavourable.
- Average perception of customers for “purchasing through e-pharmacy is a wise idea” for those who recommend the service to others is favourable and for those who do not recommend the service to others is unfavourable.
- Average perception of customers for “I am positive towards e-pharmacy” for those who recommend the service to others is favourable and for those who do not recommend the service to others is unfavourable.
- Average perception of customers for “I intend to be a heavy user of e-pharmacy system” for those who recommend the service to others is favourable and for those who do not recommend the service to others is unfavourable.

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Thank you



The Marketing plan

Presented by:- Saloni Jain

PM 11

Roll no. 208



Course description

This course **helps us create our own Marketing Plan for our own product or service idea**. In this course we learn how to produce arguably the most important marketing tool for any business. The course is introduced by Ramon Diaz Bernard, a professor with over 20 years experience , guide us through the four most important stages of The Marketing Plan: analysis; marketing strategy; the marketing mix and; expected results. In the course he conducts interviews with leading experts from international companies in marketing as well as invites students to join him for explanations and discussions. This excellent and unique course allows us not only to learn the essential parts of The Marketing Plan but also map out the future of our own business and take the first steps on the path to launching our own product.



Course objective

- To gain knowledge about marketing plan
- To create our own marketing plan



Learning methodology

Instructor name : Ramon Diaz Bernardo

Offered by : IE Business School

Medium :100% online

Platform : coursera

Duration : 16 hours

Language : English

Method : Videos, Cases ,PPT ,Reading material.



Skills we gain

- Marketing Plan
- Market Analysis
- Planning
- Marketing Strategy

Course content



Analysis

External analysis

Internal analysis



Marketing strategy

Financial objectives

Non financial objectives

Customer objectives

Strategic objectives



Marketing mix

Product

Price

Place(Distribution channel)

Promotion(Marketing communication)



Result expected

Financial objectives result

Non financial objectives result

Results for customer objectives

Results of positioning strategy

Marketing plan

P. Kotler & K. Keller: “A marketing plan is a written document that summarizes what the marketer has learned about the marketplace and indicates how the firm plans to reach its marketing objectives...The marketing plan operates at two levels: strategic and tactical. The strategic marketing plan lays out the target markets and the value proposition...The tactical marketing plan specifies the product, price, channel and communication”

Philip Kotler & Kevin Keller, *Marketing Management*, Pearson, 14th Edition

The marketing plan

Analysis

Where are we now?

Marketing strategy

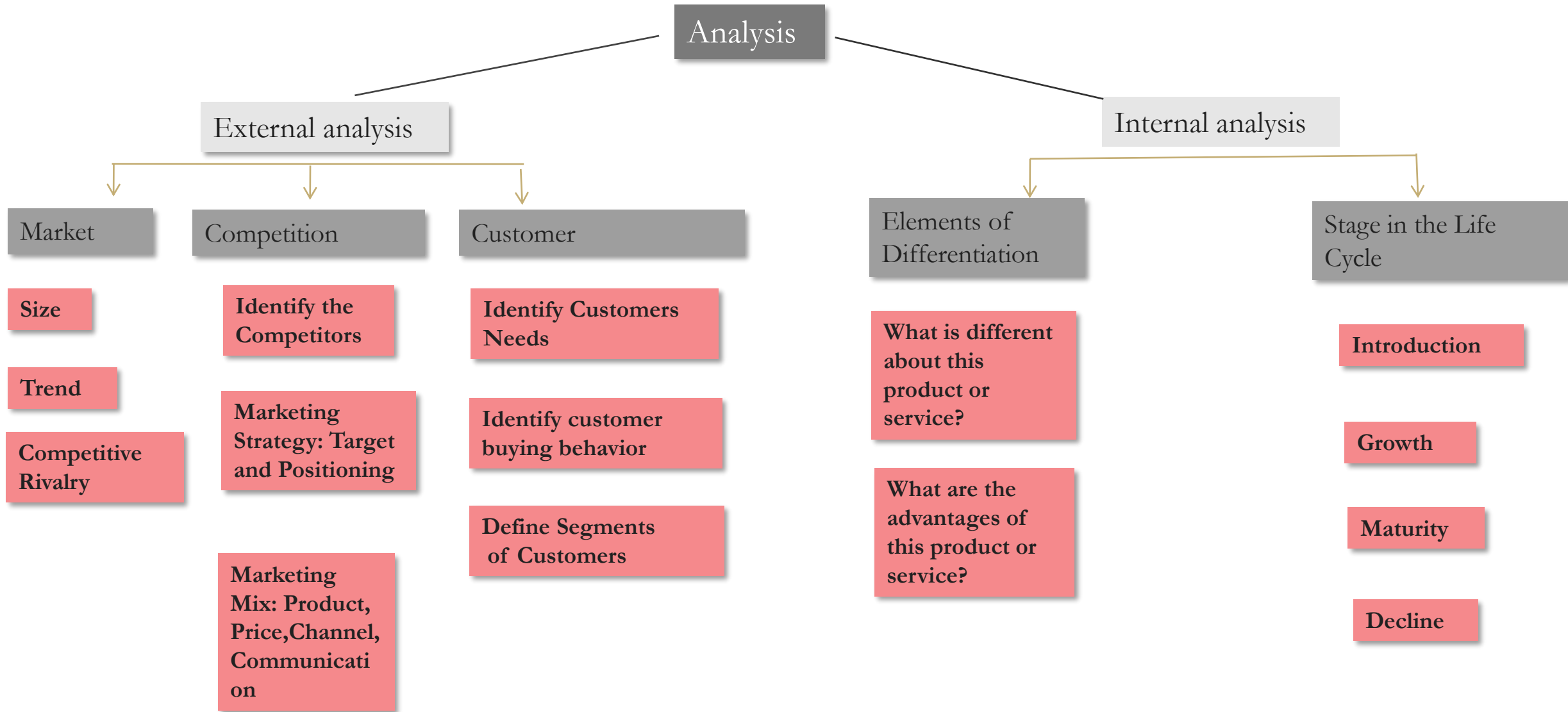
Where do we want to
be in the future?

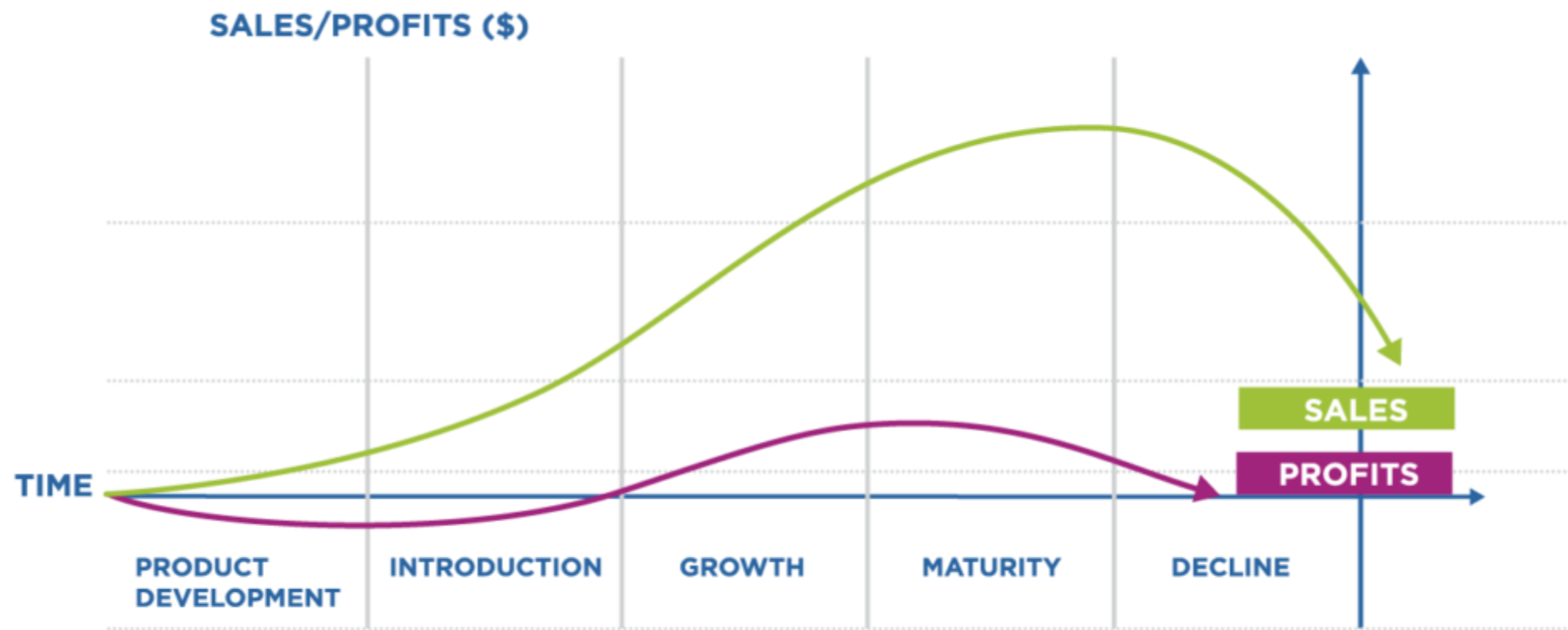
Marketing mix

How are we going
to get there?

Result expected

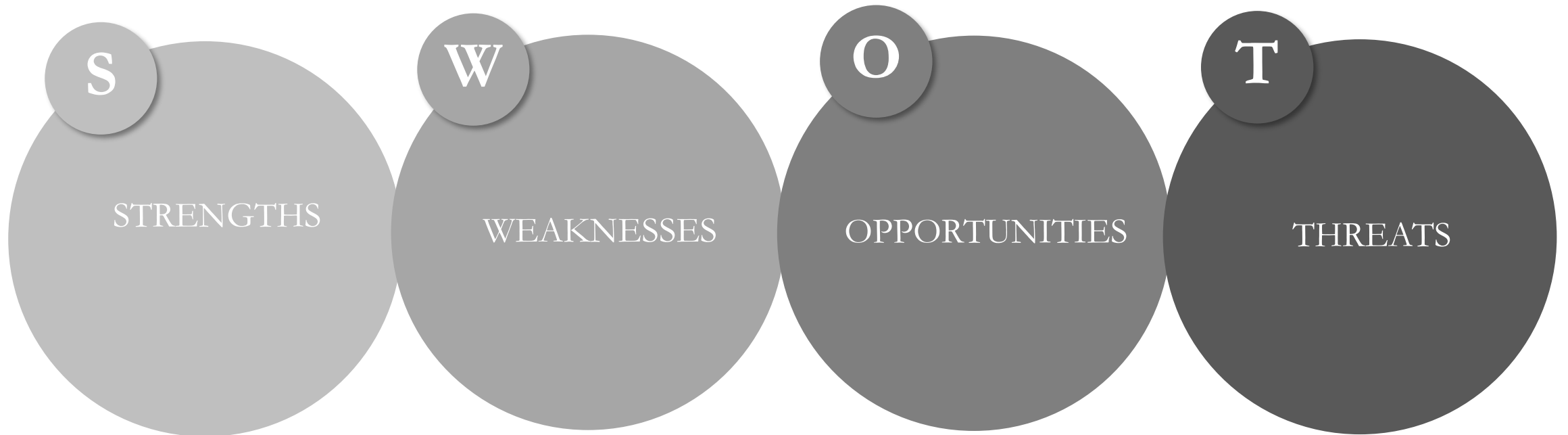
What results should we
get from this marketing
plan?





PRODUCT LIFE CYCLE

SWOT Analysis



MARKETING STRATEGY

**Financial
Objectives**

Sales

Profits

**Non-Financial
Objectives**

Brand Objectives

**Customer
objectives**

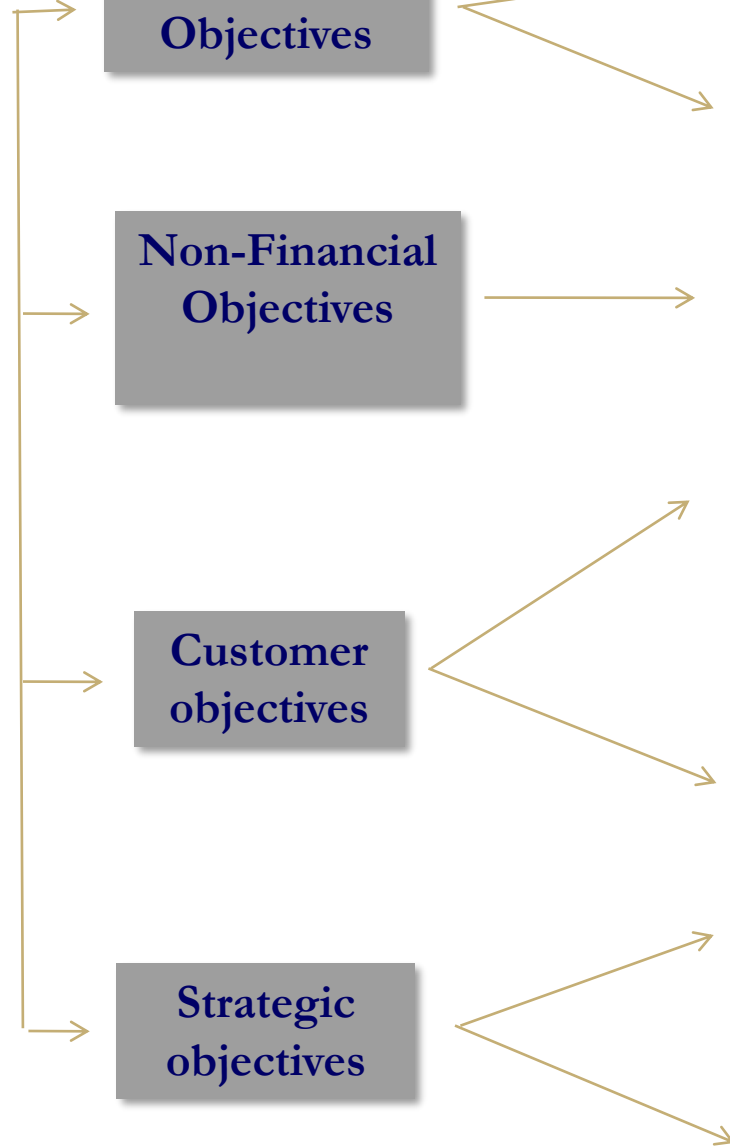
Attracting
new
customers

Keeping
actual
customers

**Strategic
objectives**

Target

Positioning



“The marketing mix is also known as the 4 Ps, a concept developed in 1960 by the academic Jerome McCarthy that stands for Product, Price, Place (i.e., distribution), and Promotion (i.e., communication)”



PRICE

Price penetration
Skim pricing



PRODUCT

Product life cycle
Product branding strategy



PLACE

Distribution channel



PROMOTION

Communication strategy:
Pull and Push
Communication tools

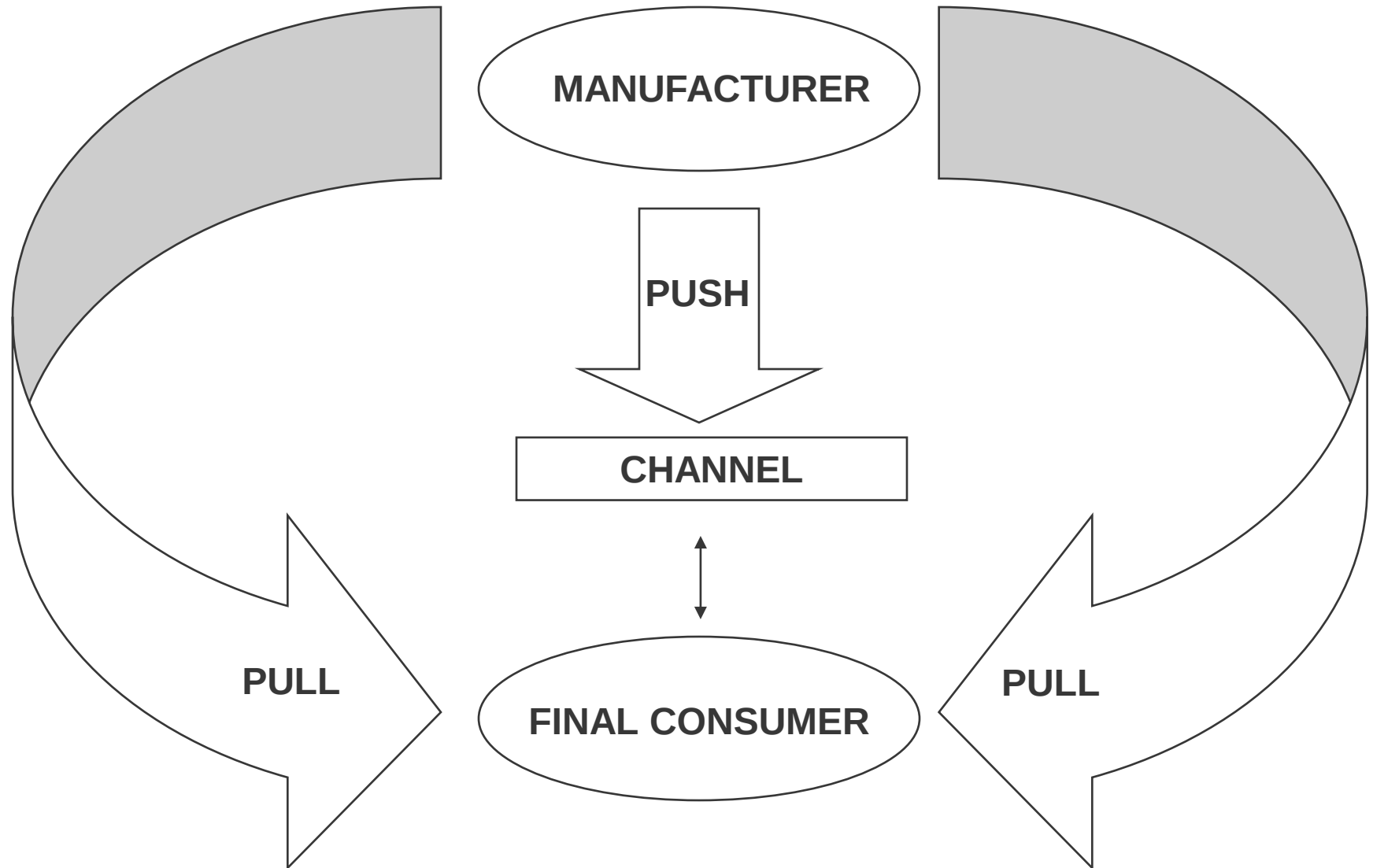
Penetration Pricing: Low price, lower margin, high volume.

Skim Pricing: high prices, usually followed by lower prices, typically initial volume

PRODUCT LIFE CYCLE

STAGE	SALES	COMPETITION	MARKETING PURPOSE	PRICING STRATEGY
DEVELOPMENT	Slow	Low	To explain your product	Market Penetration or Price Skimming
GROWTH	Heavy	Some	To reach out to more people	Competitive
MATURITY	Levelled-out	Fierce	To show how your product is unique	Competitive or Discount
DECLINE	Low	Low – Medium	To get rid of outdated products	Discount or Bundling

Communication Strategy: Pull vs. Push



The expected results are linked to the objectives defined in the Marketing strategy part of the marketing plan.

Objective	Measure of success
Financial objectives	•Profit and loss statement •Return of investment
Non-financial objectives	•Brand awareness, •Brand preference •Purchase intention
Customer objectives	•Customer attraction •Customer retention •Customer satisfaction
Strategic objectives	•Brand perception study



Thank you