

INTERNSHIP REPORT

IIHMR University, Jaipur

Consumer Buying Perception Towards Online and Offline pharmacy

Submitted By

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1. Introduction

As part of the MBA in Pharmaceutical Management program at IIHMR University, Jaipur, every student is required to undergo an internship to bridge academic learning with practical exposure. My internship was conducted from **March 10 to May 31, 2025**, and provided valuable insights into consumer behavior in the pharmacy sector—particularly the growing interplay between online and offline pharmacy platforms.

2. Objective of Internship

- To understand the dynamics of consumer buying behavior with respect to online and offline pharmacy models.
 - To analyze consumer preferences, expectations, and trust factors related to digital pharmacy platforms.
 - To assess the pros and cons of both online and offline pharmacy systems from a consumer's perspective.
 - To gather real-time data and convert it into actionable insights for pharmaceutical marketing and policy enhancement.
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3. Organisation Profile

IIHMR University, Jaipur is a leading institution in health management, recognized for its research and academic excellence in public health, hospital, and pharmaceutical management. The internship was carried out under the **School of Pharmaceutical Management**, which focuses on developing managerial and leadership capabilities among pharmaceutical professionals through practical and research-based education.

4. Key Focus Area

The central theme of the internship was:

"Consumer Buying Perception Towards Online and Offline Pharmacy"

It aimed to explore:

- The influence of technology on pharmacy purchasing behavior.

- Consumer trust and satisfaction levels in different pharmacy models.
 - Awareness of risks like illegal trading, drug quality, and privacy concerns in online pharmacies.
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5. Key Activity

- Developed and distributed structured questionnaires using **Google Forms** targeting PAN-India consumers.
 - Collected and analyzed data from **145 consumers** across various age groups and geographies.
 - Applied **descriptive statistics** and created visual representations (charts, graphs) using **Microsoft Excel**.
 - Conducted literature review to support analysis with existing industry findings.
 - Prepared a comprehensive dissertation report, including result interpretation, discussion, and recommendations.
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6. Key Learnings from Internship

- Gained in-depth understanding of the evolving **digital pharmacy landscape** and its challenges.
- Learned how **consumer perception** is shaped by convenience, counseling, pricing, and trust.
- Strengthened skills in **data collection, analysis, and visualization**.
- Understood ethical concerns and regulatory gaps related to online drug selling.
- Improved my ability to **translate consumer data into strategic insights** for marketing and policy decisions.
- Developed proficiency in professional research writing and reporting under academic supervision.