

Topic: Consumer Buying Perception towards Online and Offline Pharmacy"



Presented by

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Introduction

What is an Online Pharmacy?

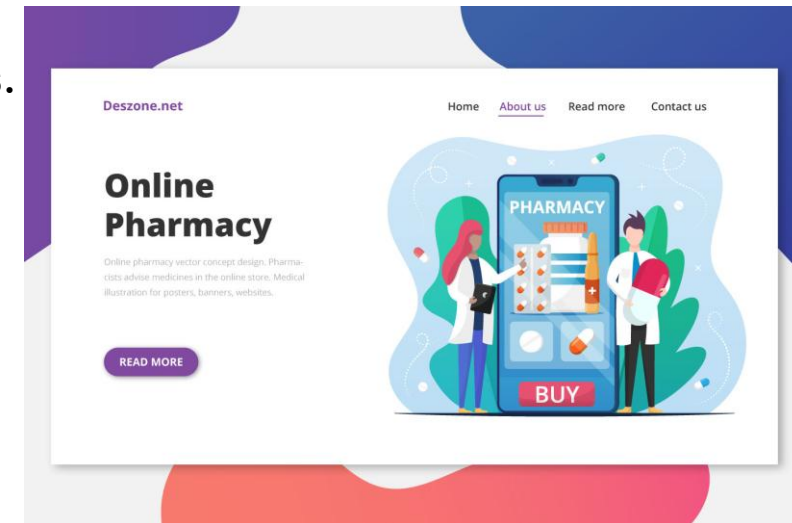
- A platform that sells medicines and drugs over the internet.
- Delivers directly to the customer's doorstep.
- Makes access to medicines **easy and convenient** through digital platforms.

Online Pharmacy Model

- Mobile apps/websites** allow users to upload scanned prescriptions.
- Team of registered pharmacists** verifies and validates the prescription.
- Medicines are dispensed** only after verification is completed.

Top Online Pharmacy Platforms in India

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





Conventional Pharmacy

- **Conventional Pharmacy**
-  **Who are Conventional Pharmacists?**
 - They are the most easily available health professionals for the public.
-  **What do they do?**
 - They give medicines based on a doctor's prescription.
 - Sometimes, they can also give medicines without a prescription (if allowed by law).
-  **Other Important Roles**
 - Help patients understand how to use medicines properly.
 - Give information about medicines to doctors, patients, and the public.
 - Take part in programs that promote good health.



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

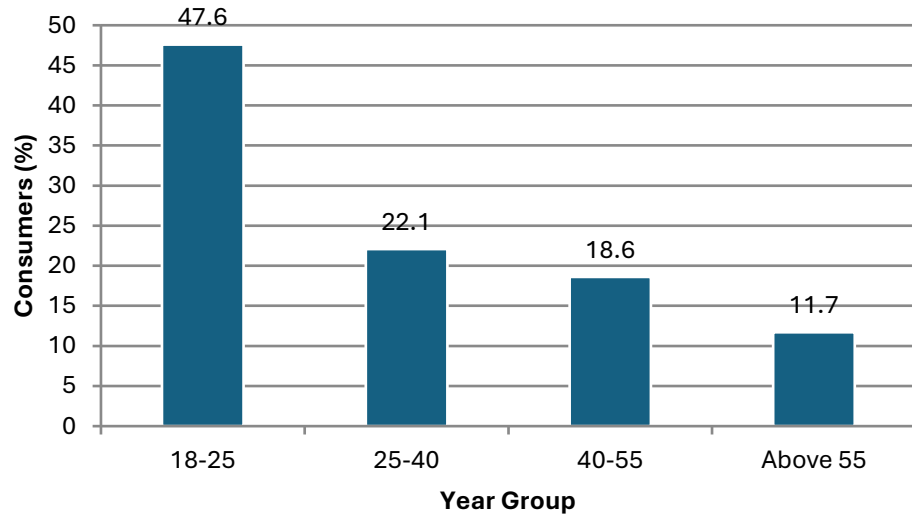




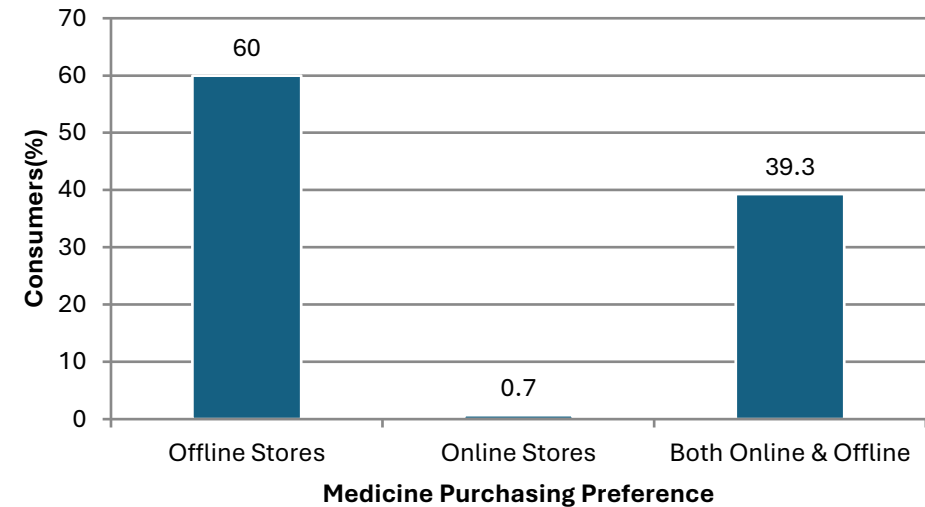
Methodology

- **Study design:** Descriptive study
- **Data collection method:** The data was primary which had been 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

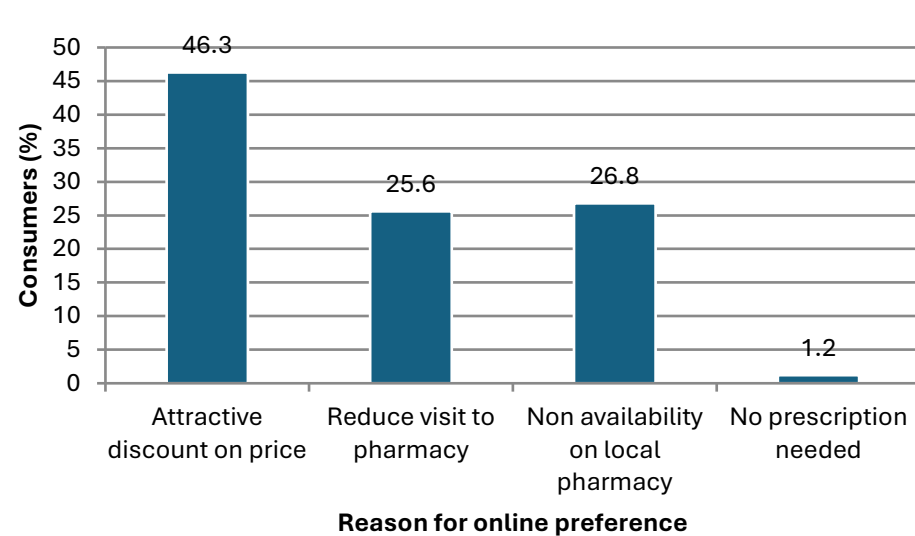


The data which we have collected shows that the majority of consumers belong to the age group of **18 to 25** years (47.6%), followed by **25 to 40** (22.1%), **40 to 55** (18.6%), and lastly **55 and above** (11.7%).

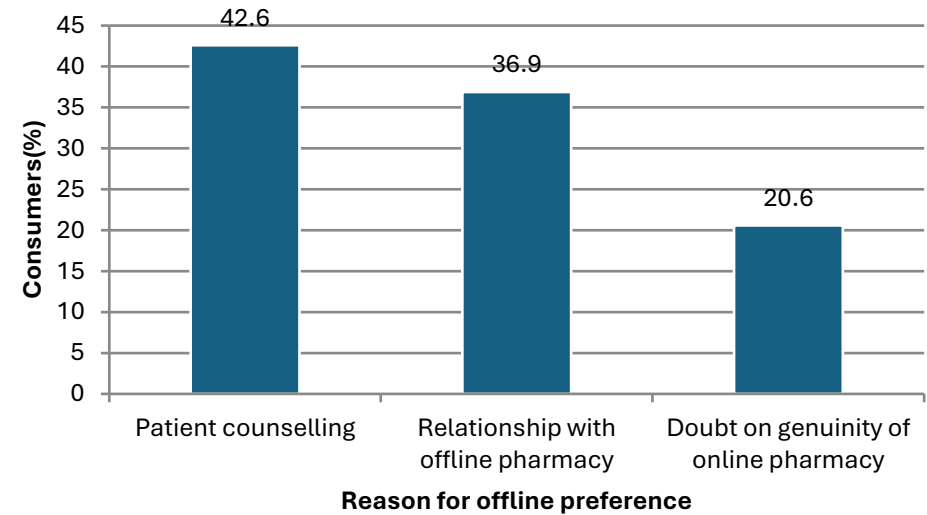


Most of the consumers prefer purchasing medicines from offline pharmacy stores (60%), while 39.3% use both online and offline. Very few (0.7%) purchase only from online stores.

Outcomes



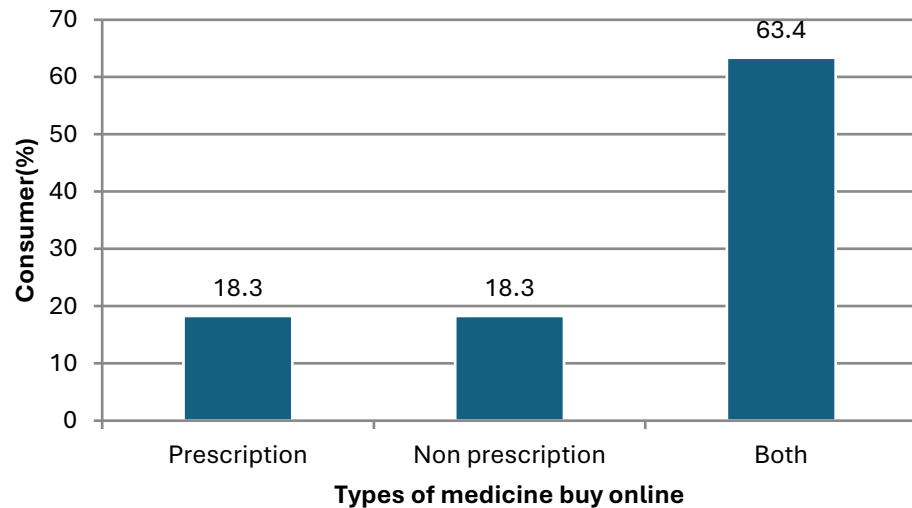
Major reason for purchasing medicines from the online platform is an attractive discount on price followed by non-availability in local pharmacies and reducing visits to a pharmacy store.



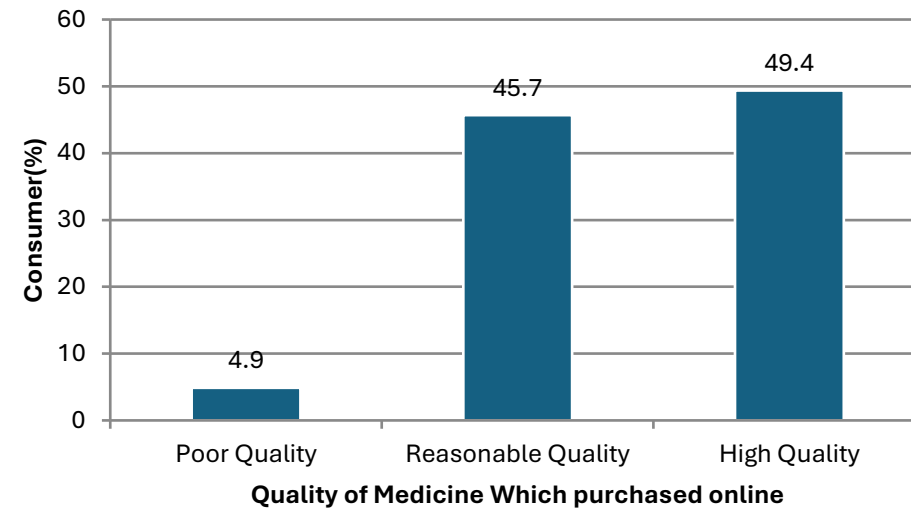
Reason behind consumers preferring offline pharmacies over online is patient counseling at the offline pharmacy stores.



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.



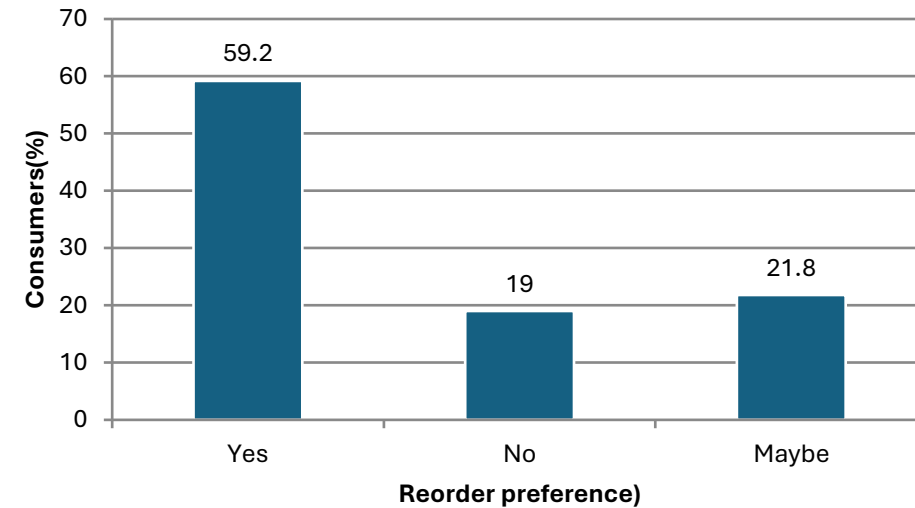
The data which we have collected 49.4% of consumers said the quality of the product is high followed by 45.7% of consumers said the quality of the product is reasonable and the last 4.9% said poor quality



Outcomes

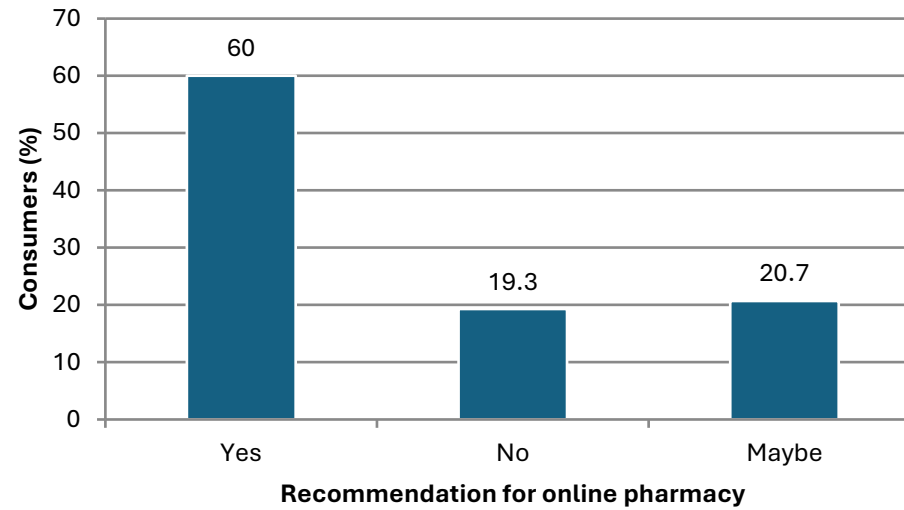


Major concern about the online pharmacy is that around half of the consumer responses cannot firmly say that they know about illegal trading of medication.



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

