

BUYING DECISION BETWEEN OFFLINE AND ONLINE MEDICINES

Dissertation Submitted to



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degree of Master of Business Administration
(MBA) in Pharmaceutical Management*

by

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Under the Supervision and Guidance of

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Academic year 2019-2021

DECLARATION BY STUDENT

I hereby declare that this dissertation titled **“BUYING DECISION BETWEEN OFFLINE AND ONLINE MEDICINES”** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

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CERTIFICATE

This is to certify that dissertation titled **“BUYING DECISION BETWEEN OFFLINE AND ONLINE MEDICINES”** is a record of the research work undertaken by MAYANK GUPTA in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

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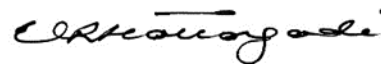
This is to certify that MAYANK GUPTA in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed his internship at **The Enablers** during March 22, 2021, to June 19, 2021.

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ABSTRACT

E-commerce in healthcare and pharmaceuticals is booming, contributing to the expansion of online and offline availability of drug purchase options for consumers. Ultimately, this step helps the Indian pharmaceutical industry to meet the needs of consumers more broadly. The convenience offered by online medications allows patients to switch to online ordering modes from offline ordering modes, especially after a greater number of World Wide Web users now attempt to research the purchase decision. between offline and online drugs in India and there is some risk associated with purchasing drugs through these sources.

Key Words:

Indian Pharmaceutical Industry, E-medicines, Pharmacy stores, Consumer psychology, OTC drugs.

INTRODUCTION

India is one of the largest generic drug distributors in the world. The Indian pharmaceutical industry meets the 40% need for various vaccines globally. In addition, 40% of the demand for generics from the US and 25% from the UK is served by the Indian pharmaceutical industry (IBEF 2019). India is recognized as the world's leading drug exporter. The country also has many scientists, researchers, pharmacists, manufacturers, and technical engineers who have the potential to push the industry a few steps further than it is now. With the advent and spread of the retail trade era of globalization, it has become very difficult to sustain it for a longer period not only in the global market but also in the domestic market. The pharmaceutical industry is also one of the industries facing stiff competition in the global era as here, in India the drug sales process is done through two different modes: offline mode and offline mode. In offline mode, drugs run out through physical counters such as retail stores, pharmacies, hospitals, and mega shopping centres, but on the other hand there is an online mode that works on the principle of mobile application, phone calls to websites, etc. are the two different ways in which we obtain the necessary drugs. Today, the pharmaceutical sector has expanded its reach and is gradually acting as a rapidly evolving advanced consumer goods industry. Consumers have everything under one canopy, be it fruit, vegetables, clothing and now medicines too. The pharmaceutical industry meets the needs of the world population through the export of branded and generic drugs and meets the needs of the Indian population through national distribution. In the national distribution process, it is accomplished through the retail market and the institutional market such as Sun Pharma, Medlife, Himalaya, Dabur, etc. Retail marketing continues with the help of non-organized pharmacies, i.e., local pharmacies or drugstores. There are many such disorganized shops in India. Now, when it comes to the point of distribution through organized shops, Pharmacy Religare, Pharmacy Apollo are the big tycoons in this segment. Online pharmacy is the new way to buy medicines online in the Indian market.

Indian Pharmaceutical Industry

the Active pharmaceutical industry (API) has the greatest market part. Beginning at 2016, India is the world's third greatest business nonexclusive API market with a bit of

the general business of 7.2%. The Indian medication industry addresses the second most important number of New Drug Abbreviated Applications (ANDA) and is the world pioneer in Drug Master File (DMF) applications with the US. This is maintained by the way that Indian associations have gotten 304 New Drug Abbreviated Application (ANDA) by the United States Food and Drug Administration (USFDA) in 2017. The country addresses around 30% (by volume) and around 10% (esteem) in the nonexclusive market of US \$ 70-80 billion. The significant pharma organizations broadly market is Sun Pharma, Dr. Reddy's, Lupin, Cipla, Aurobindo, Cadila, Glenmark, Torrent Pharma, Alkem Lab, Divis Lab, Piramal Enter, Ipca Lab, Glaxo SmithKline, Abbott India, Biocon, Jubilant life, Sanofi India, Wockhardt, Pfizer, Merck, Hikal, Novartis India and Eris Life. In 2017, the medication region in India was regarded at \$ 33 billion (BMI, n.d.). In any case, the country's drug ventures is expected to develop at a 11.3% CAGR all through the accompanying very few years. It is expected to reach \$ 55 billion by 20. India's medication exchanges amounted to \$ 17.27 billion of each 2017-18 and are depended upon to climb to \$ 20 billion out of 2020. Dubey, Sharma, Gupta, Dubey, and Dubey, (2011). Regarding the Indian biotech industry, which consolidates biopharmaceuticals, bio cultivating, bioindustry and bioinformatics, it is depended upon to create at a speed of 30% yearly and reach \$ 100 billion by 2025. Biopharma, which fuses antibodies, medicines, and diagnostics, is the greatest medication sub-industry, contributing practically 62% of full scale pay to Rs 12,600 crore (US \$ 1.89 billion).

REVIEW OF LITERATURE

(Raghavan, 2016) found that around 68% of individuals overviewed purchase medications disconnected or in conventional drug stores, of which half purchase meds without a solution and around 90% are available to buy prescriptions in on the web or electronic drug stores. (Raghavan, 2018) An overview shows that 61% of individuals like to purchase meds on the web, however because of guideline, selling on the web is illicit, while Aziz, who has opened his own online drug store, said he did not. It is feasible to convey 100% of the medication in any capacity, subsequently, disconnected versus online principles (Reddy, 2017) have uncovered the worries and difficulties identified with the dangers related with selling drugs on the web. A portion of the worries were unlawful or unscrupulous online drug stores, wellspring of medication buys, drug replacement dependent on accessibility, failure to deal with the request because of the shortfall of a substantial solution. At long last, online drug stores are confronting high rivalry from their disconnected partners. (Desai, 2016), found that albeit online medication buy offers lower costs to clients because of the decreased exchange cost and cost of acquiring the medications, the online drug store incorporates false practices that incorporate the location of fake medications., terminated or two-faced substitution brands. restorative. In this manner, a few states are moving toward Drug Controller General of India to check the illicit offer of medications on the web. (Julia, 1999) accepted that consolidating on the web and disconnected retailers would better address client issues. For instance, if a client can't discover any medication online on the site, they will mail the issue to the retailer, then, at that point forward it to the store staff, and afterward forward it to the online purchaser for endorsement.

(Tripathi, 2009), found that building client connections prompts client devotion towards the brand all in all and with the store, this can be accomplished better comprehend the need, which is most ideal with an individual touch that is at last conceivable in a disconnected drug store. (Newswire, 2017) it was noticed that most shoppers and clients were unconscious of the danger related with their medical services suppliers and were ignorant of the apparatuses for confirming the security of online drug stores. (Sirhindi, 2010), it is presumed that both on the web and disconnected pharmacies impact indiscreet conduct as clients increment and, gratitude to worldwide access, it is very clear that such viewpoints

exist, albeit the two business sectors have outfits. extraordinary. of target clients. (A.hall, 2015)), the examination centres around illicit internet business in online medications and how these brokers participate in such practices in their exchange. They clarified the practices that merchants use to sell sedates unlawfully on the Internet. (Zhang, 2017), tracked down those online administrations are just an expansion of the disconnected administrations given by drug stores. In the examination it was demonstrated that E-pharma shops just sell medications, and it is the very assistance that customary clinical shops give. (Makoul, 2010) During the correspondence interaction of clinical situations, the clinical understudy confronted the trouble of the online gathering. Patients were not happy with the online remedy. (Mendoza, 2015) tracked down that the over the counter (OTC) drugs utilized by clients and their security concerns. Medication use and hazard insight are identified with over-the-counter medications. Moreover, they guaranteed that over-the-counter medications cannot be sold online as they are remembered for the H-rundown of medications with the developing ubiquity of online wellbeing administration. Through the Internet, that is, online wellbeing administrations have gotten one (OHS). Online wellbeing administrations are an expansion of disconnected administrations (purchasing drugs on the Internet: A audit of administrative experience, 2001 Concluded that e-drug stores ought to be worked and authorized under similar administrative framework as customary drug stores. Nonetheless, Lot of Nations have not yet guaranteed the execution of drug store investigation guidelines that incorporate medication arrangement and administering offices. It is important to foster guidelines and rules for specialists to recommend drugs on the web, regardless of whether specialists might not have known the patients. (Desai, 2016) An online drug store or e-drug store is an Internet drug store through which providers sell drugs, which incorporates authentic and ill-conceived pharmacies. According to the Pharmacy Council of India, medications must be sold by enlisted retail drug stores. The online drug store offers us numerous limits with home conveyance. Customer mindfulness is a significant factor in e-drug store. found that there are sure standards and guidelines in online medication circulation. There are some legitimate necessities also moral issues identified with its utilization, zeroing in on partners like government, patients, and specialists. (Newswire, 2017) found that wellbeing habitats in India are as yet not in Para contrasted with created nations. The Indian government is exacting with the value control of drugs, and this turns into a significant obstruction for worldwide players to enter the Indian market. India's medication law and strategy has detonated as far as another

measurement for the Indian drug industry. (Pati, 2107) tracked down those social issues emerge toward the finish of buyers/specialists and that non-conduct issues happen in the cost and conveyance of medications. He likewise talked about the numerical procedure of dealing with the drug production network. (Jeffery, 2016) The article discusses how drug organizations appropriate their medications through straightforward and transporting specialists (CFA) and subsequently more vigorous to retailers lastly to clients after drug producing (M.O.Gani, april 2016) tracked down that the conveyance cycle incorporates all exercises that permit the exchange of unmistakable and theoretical resources from to place to somewhere else. The appropriation of drug items is marginally not the same as the circulation framework for different items. (Levin, 2017) tracked down that in agricultural nations like India, China, Brazil, and so on, medical conditions at the lower part of the stepping stool i.e., individuals (who have a place with nations beneath neediness line) is exceptionally normal. The issue of disinfection, sustenance and essential medical care is as yet an issue of reflection. Fundamental medications are a significant worry for the public authority. In the Indian setting, there is a rundown of 340 fundamental medications. (Crawford, 2003) He reasoned that Internet drug stores can't totally supplant conventional retail drug stores, but instead enhance retail drug stores by giving patients simple admittance to physician endorsed drugs. (Mendoza, 2015) He reasoned that clinical online business requires electronic oversight and high open mindfulness. This should be possible through managed, supported and examined electronic suppliers, better distribution of property rights, more openness in various media to feature the threats of utilizing unregistered suppliers, and the powerful coordinated effort of driving expert associations. on the Internet to hinder deceptive on the web. drug stores and specialists. (Web Pharmaceutical Purchasing: A Review of Regulatory Experience, 2001 He said online drug stores ought to be authorized and worked under it. managerial system as in conventional drug stores. In any case, numerous nations need to reinforce their declaration and implementation of directions that ought to likewise cover surveys of drug stores, including those of medication arranging and appropriation workplaces and controlled substance vaults (Nguyen-khoa, 2001). As the rate of constant sicknesses is higher, the old populace benefits more from online drug stores. As the medications can possibly hurt without suitable choice and checking, they should be recommended to the patients by the doctors. Presently a-days web impacts individuals because of which risky occasions have expanded, particularly in segment area. The bureaucratic and state government faces difficulties in

overwhelming ramifications of directing professionally prescribed medication business on web. (Gurau, 2005) Founded that orderly classification needs advancement so the dynamic interaction could occur more decisively including the shopping conduct for every client portions.

People fear electronic transactions online, but there are also many people who are happy with electronic pharmacies. The success of online pharmacies would be directly proportional to their market segment by understanding customer needs and preferences. (Spain J W, 2001) He said that the online dissemination of Pharmaceuticals have raised genuine legitimate and administrative issues, including government, offices, associations, and so forth, that would direct circulation exercises. The report likewise examined the current administrative climate for the promoting of physician recommended drugs and their dispersion across borders. (Nature of Online Pharmacies and Prescription Drug Websites, 2011) Concluded that to limit chances and further develop benefits, a two-level methodology is useful as online drug stores are the moving marvel that has begun to spread despite guidelines. lined up with the characteristic idea of the web and its worldwide measurements. The principal level should zero in on rules and guidelines at the global level, while the subsequent level discussions about a person who should expect to build proficiency, wellbeing alternatives, and so forth.

AIM/OBJECTIVE

The objective of our study was finding out knowledge and comparison about online and offline medication in public in India.

RESEARCH OBJECTIVE

- Identify the factors that influence people or customers to buy drugs offline.
- Know the regulatory bodies that regulate the e pharma.
- Assess people's willingness to buy drugs offline rather than online.
- Know the factors that prevent customers from buying drugs online.
- Study the convenience of offline medicines online.

METHODOLOGY

Study design – Descriptive

Data collection – primary data will be received by the respondents during questionnaire and secondary data will be collected from published journals, literature, and reference book, besides this statistical information will also be accessed in research study.

Duration – 22 March 2021 to 19 June 2021

Sample size – 120

Data analysis – This data analysis in present study done by using simple statistical tools like frequencies, percentage, average, etc which will be used as per the requirements of the data. In study, appropriate statistical tool is EXCEL.

This examination investigated the conduct of individuals towards online drug stores and actual drug stores. Which of them individuals will in general like for their customary acquisition of medications all over India? The examination is decisive in nature and a casual exploration configuration was utilized to recognize individuals' conduct and inclination towards online drug stores and actual drug stores. The examination likewise had

a subjective point, as purchaser/customer conduct is additionally included. The engaging idea of the examination is there to dissect and comprehend the practices and factors that prompted this shopper inclination.

RESULTS

The socioeconomics of overview respondents are arranged and organized to comprehend the extent of the examination more likely. This information will assist with making more exact deductions for the examination comparable to which age bunch, sex, and so on track or which section is most impacted by aroma advertising.

Figure -1 explain that Most of respondents are in the 15-20, 21-25, 26-30 and more than 30 age gatherings, with the most elevated age bunch being 21-25. Consequently, the primary respondents are somewhere in the range of 15 and 30 years of age.

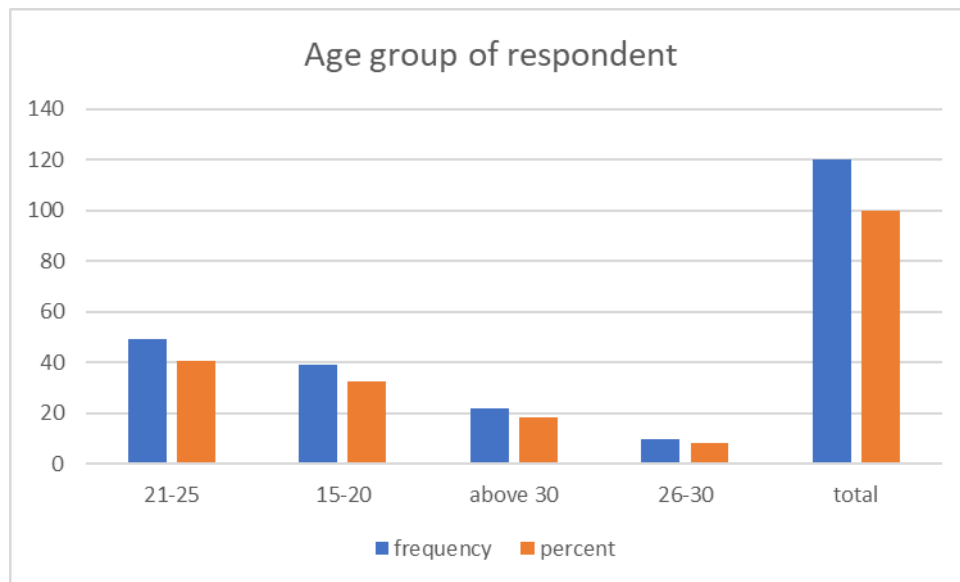


Figure - 1

Figure -2 explain that the quantity of respondents, by sex, is likewise separated. The relationship done utilizing sex will give a thought of which sex is the most cognizant and the most cognizant. It will likewise show which sex is well on the way to settle on a purchasing choice.

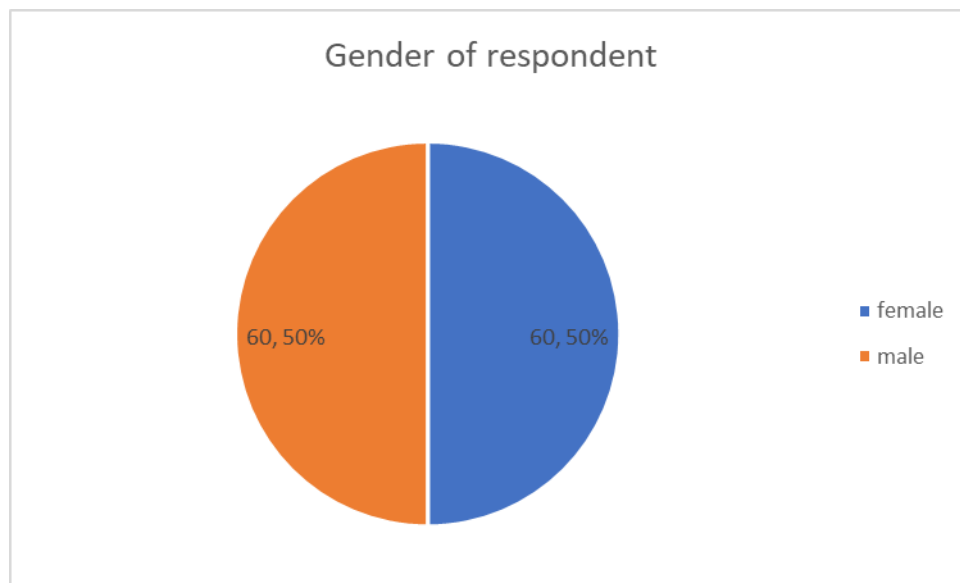


Figure - 2

Figure -3 explain that 3.30% respondent are professional, 33.30% Respondent are graduate, 43.30% Respondent are postgraduate, 20.00% Respondent are in school.

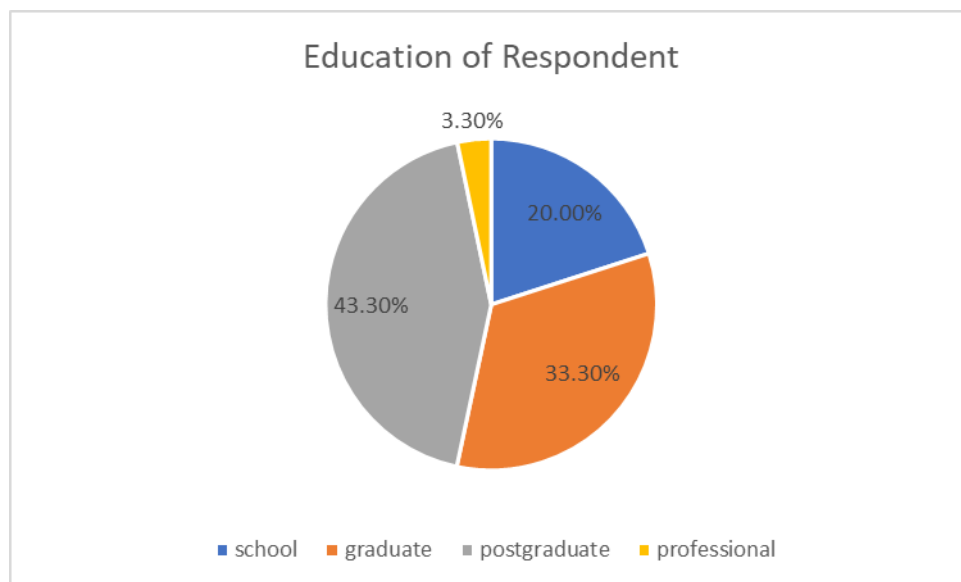


Figure - 3

Figure – 4 explain that A large portion of the respondents to the examination are representatives or understudies. The two classes joined make up 84.2% of respondents to this investigation. This segment gathering can help distinguish the gathering of individuals who every now and again purchase drugs on the web or disconnected. The minority classes

in the investigation are housewives and the independently employed, with every classification just making up about 8%. everybody in the studio. Truth be told, there are relatively less individuals in these classifications contrasted with individuals who work all day and the individuals who proceed with their investigations.

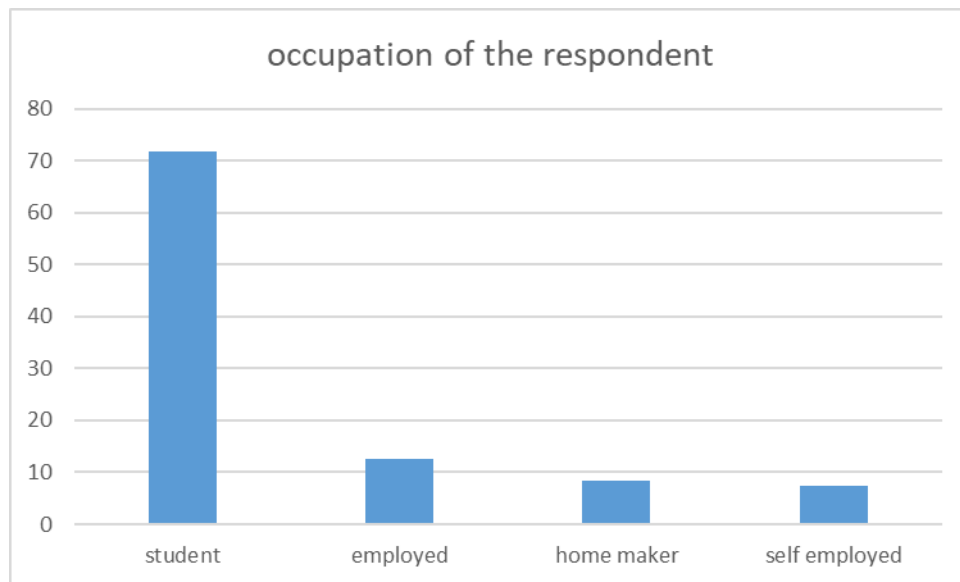


Figure - 4

Figure – 5 explain that 36.7% respondents earning the monthly income is less than 30000, 33.3% respondents have monthly income is 30000 to 35000, 20.3% respondents have monthly income is 35000 to 40000, 3.00% respondents have monthly income is 40000.

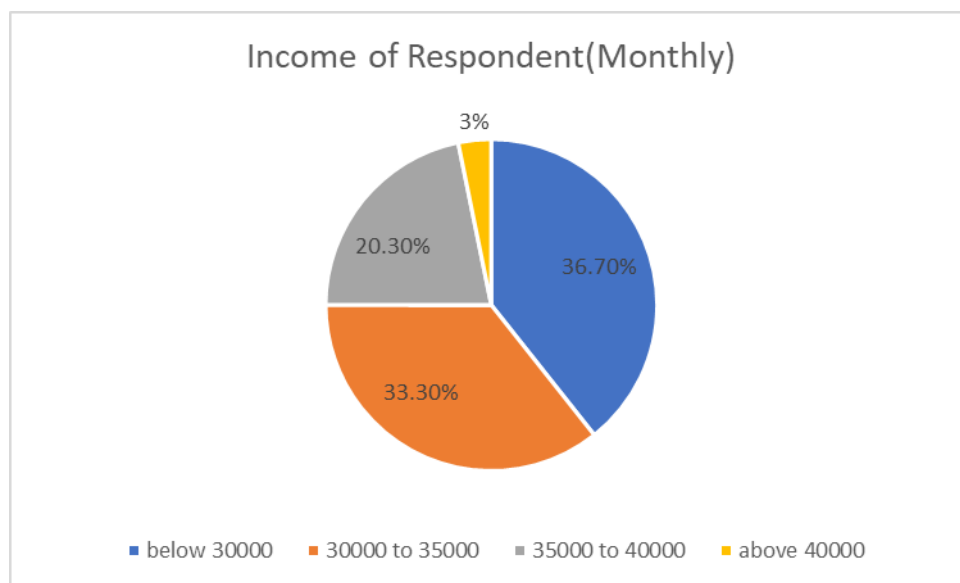


Figure – 5

Figure – 6 explain that Most of respondents decided to purchase drugs disconnected 100 respondents, or 83.3% of all out respondents are agreeable to disconnected medication buy mode, demonstrating that they are accustomed to purchasing drugs in retail locations as opposed to picking on the web. technique for buying drugs. 20 respondents out of 120 chose Offline buying method of medications which addresses 16.7% of the absolute number of respondents.

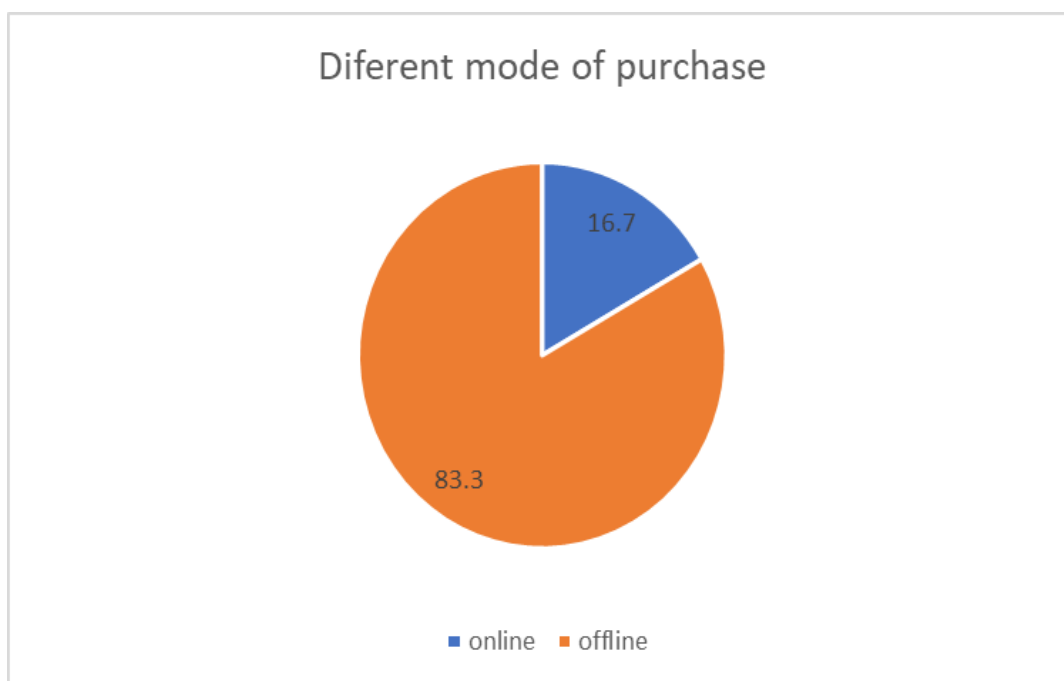


Figure – 6

Figure – 7 explain that 15.5% respondent are buy medicine online once in a week, 32.8% respondent are buying twice in a week, 37.9% respondent are buying once in a week, 13.80% Respondents are buying twice in a week.

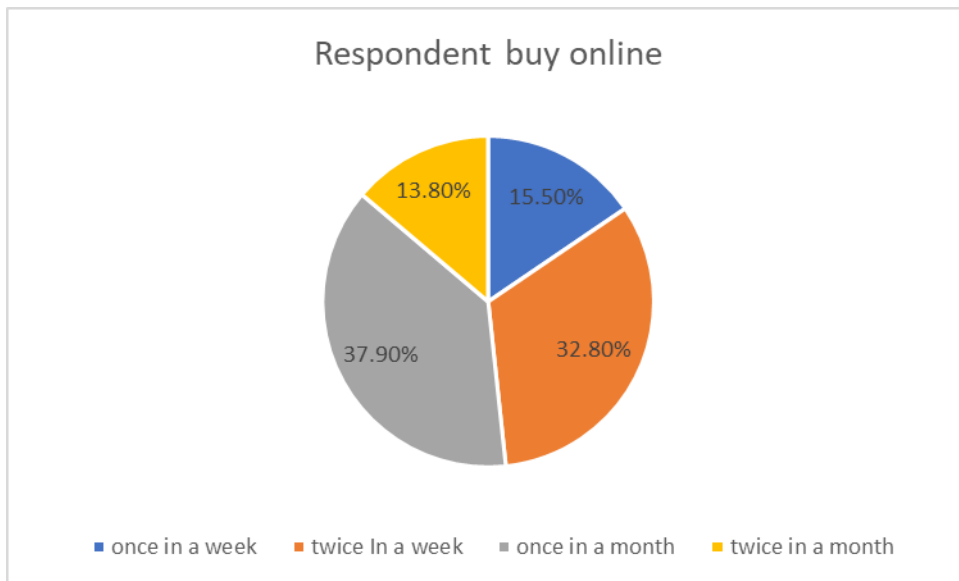


Figure – 7

Figure – 8 explain that 22.00% respondents are buy products offline once in a week, 28.8% respondents are buying twice in a week, 28.40% respondents are buying once in a month, 20.70% respondents are buying twice in a month.

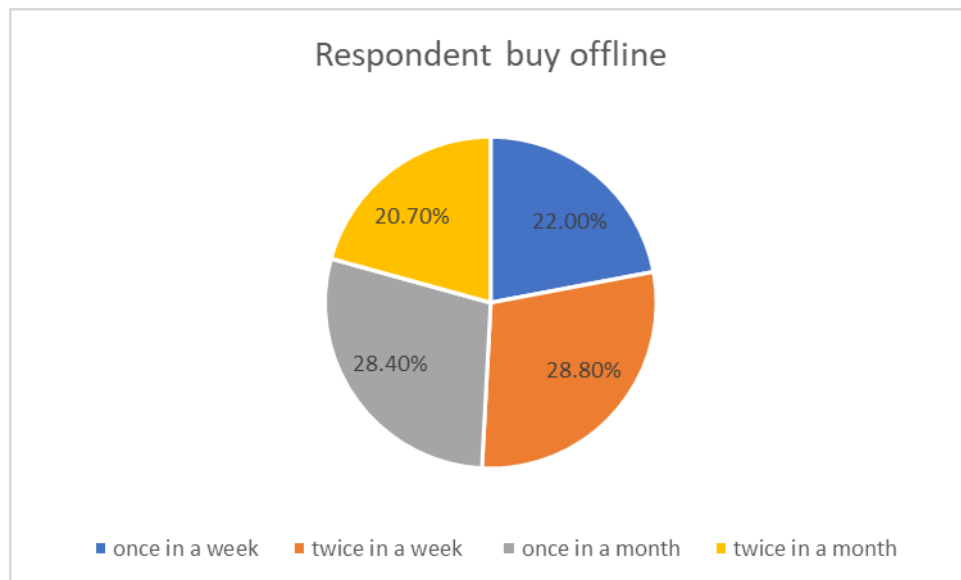


Figure – 8

Figure – 9 explain that 41% respondents are find online medication not secure, 35% respondents are finding secure and 24% find it sometimes.

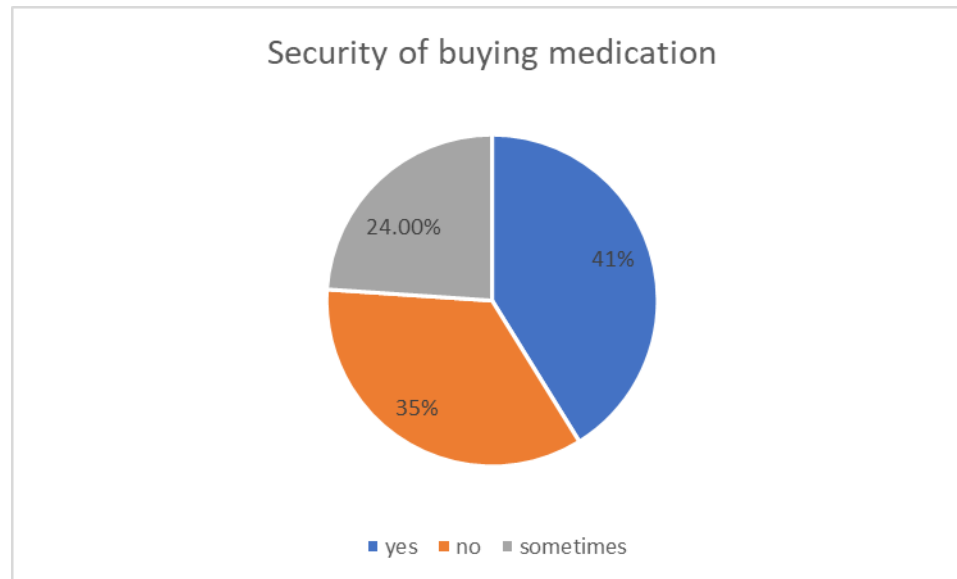


Figure – 9

Figure - 10 explain about the factor affect the buying behaviour of buying medicines of different modes (online and offline mode of medicines). This figure explain that majority of people are buying medication offline because they feel that offline medicines are trustworthy rather than online and some other factors are convenience, non- availability and price factor also impact in the online medication.

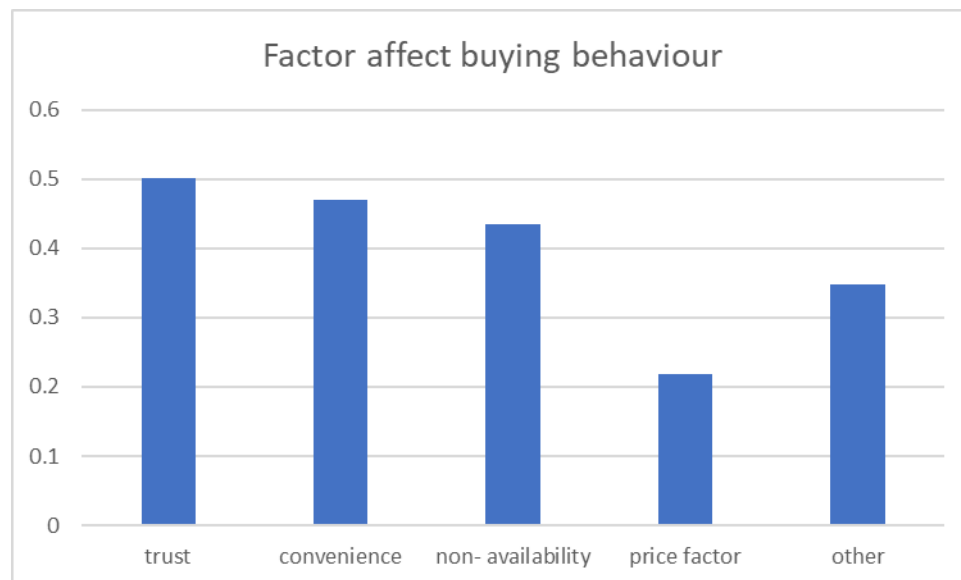


Figure – 10

respondents are less worried about the cost of medications. They simply purchase the medications from the stores even though they get the most minimal cost from the online

stores. Here we have 120 respondents in which we just have six scale factors, for example we have done a mean worth investigation. Individuals who are mindful of purchasing drugs since it shows the most noteworthy normal worth which is 4.29 which demonstrates that individuals will in general purchase drugs disconnected on the grounds that when purchasing drugs, they are cautious when purchasing drugs from drug stores. Individuals feel that purchasing drugs online is questionable, it shows the least middle worth i.e., 3.19 demonstrating that individuals are not being believed when it is tied in with purchasing drugs. The table introduced shows the cross between the non-inclination for buying drugs on the web and the respondent's age gatherings. The certainty factor is the exceptionally powerful factor picked by members, 60% of the 15-20 age bunch, showing that individuals impact the certainty factor since drugs from disconnected stores are solid.

DISCUSSION

In the offline stores at whatever point we need, we can purchase medication, which is likewise approached time accessibility, yet in online mode, after putting in the request, we need to sit tight for the conveyance.

The most Insignificant factor is the value factor which demonstrates that the age gathering of 21-25 years shows that they likewise have an incredible impact with the certainty factor then again, the age gathering of 26-30 years shows that 35.7% of respondents purchase drugs offline. Respondents in the more than 30 age bunch purchase drugs online because of inaccessibility of medicates in offline stores. Individuals more than 30 determined to have various diseases, in this manner requiring various medications that are not ordinarily accessible in a specific store. Accordingly, they like to purchase drugs on the online stage. The crossing point of the calling and the buying technique for the respondents. Out of a sum of 120 respondents, 80% of the understudies who were among the respondents liked to purchase drugs in stores instead of getting them on online stages, while the independently employed and salaried respondents, who address separately 30% and 35%, they liked to purchase more prescriptions on online stages and the most reduced reaction was recorded with 5% of housewives overviewed as far as buy inclination online medication stages. The convergence of medication buying factors and the various methods of medication buying, i.e., on the web and disconnected. Out of a sum of 120 respondents, 47.2% lean toward disconnected mode because of the related trust factor, while comfort is the second most elevated inclination for disconnected shopping mode with its nearby accessibility. Then again, 34.6% of online members who purchase drugs from online stages because of inaccessibility of medications in disconnected stores close by, perhaps online mode is the solitary choice for them. At long last, by taking a gander at the value factor, we can presume that neither online nor disconnected clients are influenced by the value factor with regards to buying inclination even.

CONCLUSION

1. In this study I found that people are majorly prefer offline medication comparison to online medication because they want immediate medication, and they think that online medication comparison to offline medication are easily available and trustworthy.
2. In the online medication Directions for use, measurements, adequate alerts about results and medication corporations that are marked on these wellbeing items, medications or medications ought to be all around clarified by qualified staff, like a doctor or drug specialist.
3. Individuals like to be offline instead of online because of different factors like comfort, trust, and accessibility. This factor is excluded when requesting this material from different web administrations and online commercial centre applications. This factor of fulfilments and trust beats different factors in picking offline medications over online medications.

RECOMMENDATIONS

In the case of online drug purchases, customers often find it risky because they cannot touch and see the product. A very important aspect is the date of manufacture and expiration of the drugs in both cases of purchasing drugs online and offline. Therefore, it is recommended that manufacturers and sellers be sure to include the dates of manufacture and expiration on products from both platforms.

Medicines may not have been stored correctly, for example in a warehouse without the necessary temperature controls, which can make the medicine ineffective in treating the disease, this can be harmful to the condition for which the customer is purchasing the product. Along with this, the packaging of the product is also a very important factor. Therefore, manufacturers and sellers are recommended to properly package products that help to make them durable and store them in proper conditions so that they are not harmful. For generic and brand-name drugs, the active ingredient is often almost the same, but some customers believe that the salt is lower in generic drugs. Some customers trust brand name drugs more, so they prefer to buy them.

It is recommended that customers know the product they are buying (online or offline) and its ingredients, whether branded or generic, and that they do not buy any medication just because is presented as a brand name but lacks quality or on the other hand.

APPENDIX

1) Age group of respondents

15-20

21-25

26-30

Above 30

2) Gender

Male

Female

3) Education

School

Graduate

Post- graduate

Professional

4) Occupation

Students

Employee

Self-employee

Homemaker

5) Income

Below 30000

30000-35000

35000-40000

Above 40000

6) Mode of buying medication (online and offline)?

Online

Offline

7) How many times you buy online?

Once in a week

Twice in a week

Once in a month

Twice in a month

8) How many times you buy offline?

Once in a week

Twice in a week

Once in a month

Twice in a month

9) Is online buying as secure as offline buying medication?

Yes

No

Sometimes

10) Factors affect buying behaviour?

Trust

Convenience

Non-availability

Price factor

other

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