

BUYING DECISION BETWEEN OFFLINE AND ONLINE MEDICINES

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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 centers, 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. Online pharmacy is the new way to buy medicines online in the Indian market.

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.
- (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.

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.

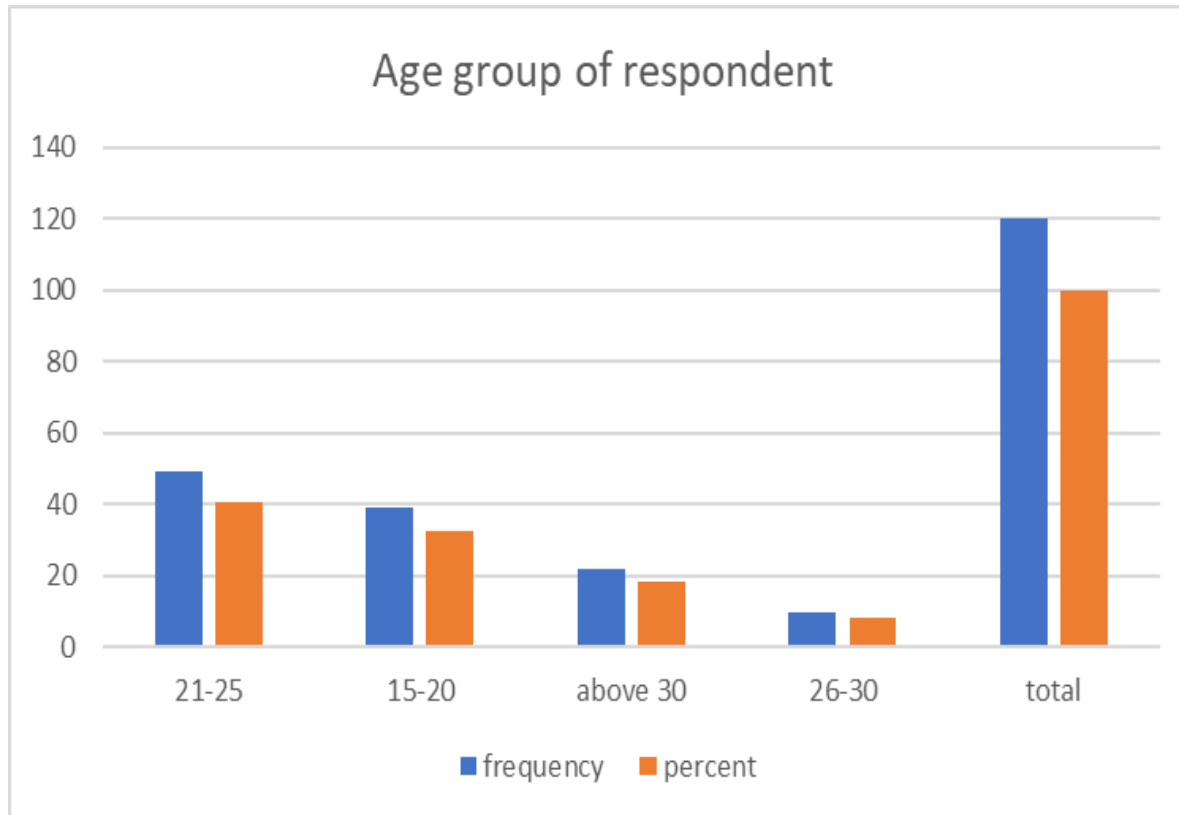
METHODOLOGY

- **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.



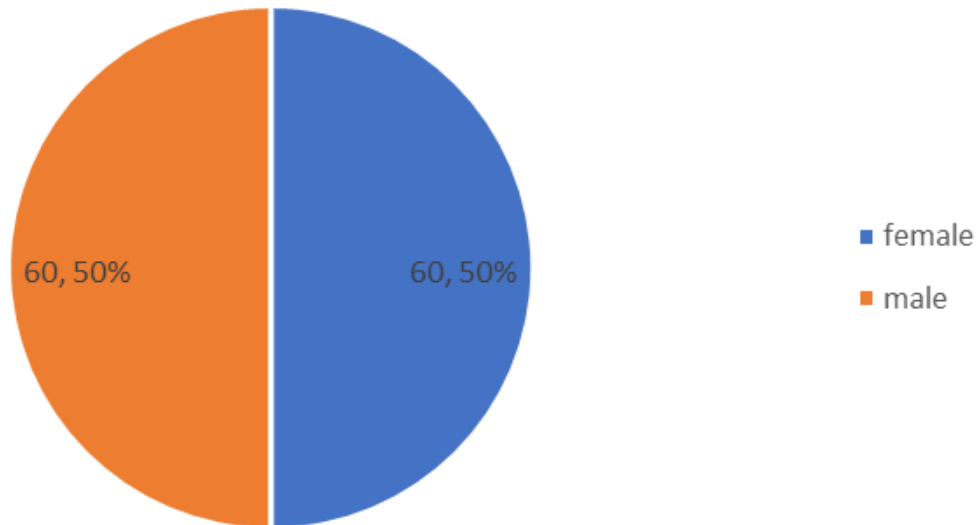
RESULTS

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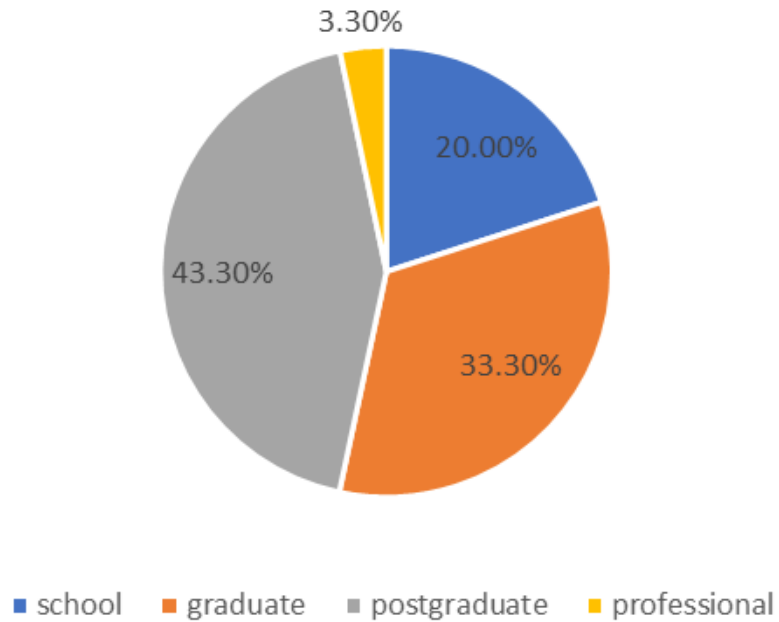
- Figure -1 explain that Most of respondents are in the 15-20, 21-25, 26-30 and more than 30 age gatherings, with the most elevated age bunch being 21-25. Consequently, the primary respondents are somewhere in the range of 15 and 30 years of age. The recorded review information is displayed previously.

Gender of respondent

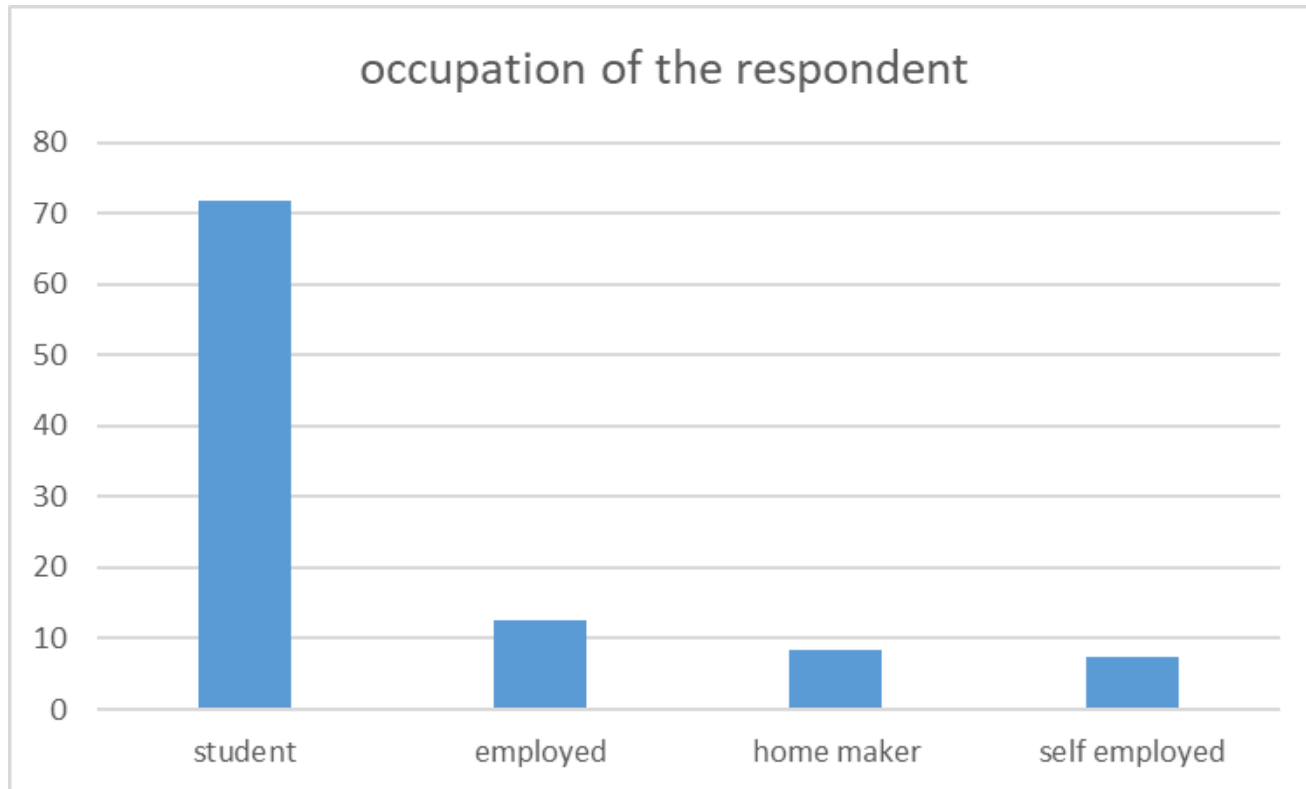


- Figure -2 explain that the quantity of respondents, by sex, is likewise separated. The relationship done utilizing sex will give a thought of which sex is the most cognizant and the most cognizant. It will likewise show which sex is well on the way to settle on a purchasing choice.

Education of Respondent

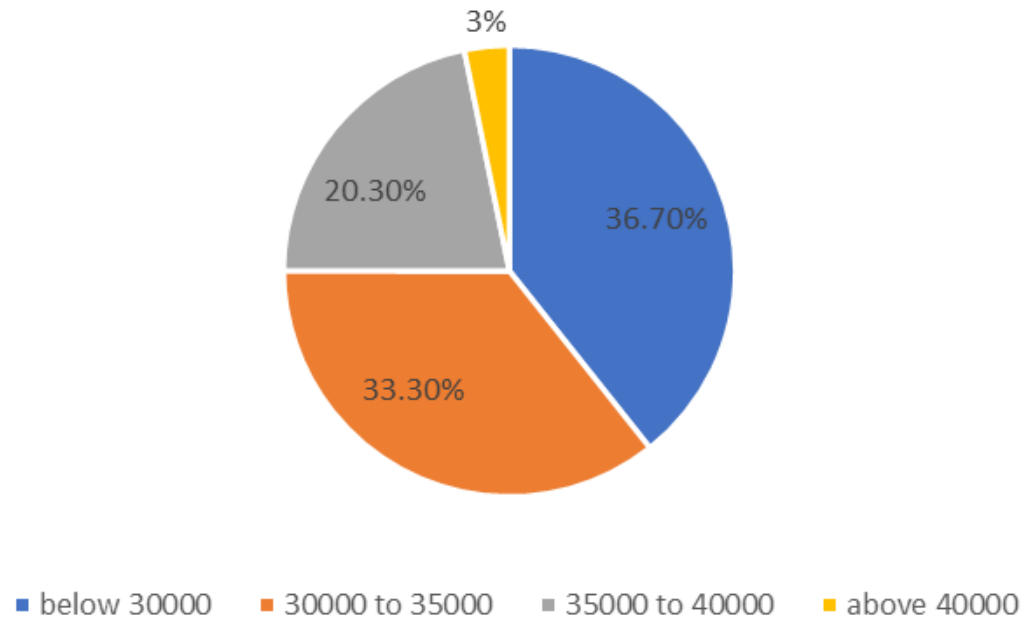


- Figure -3 explain that 3.30% respondent are professional, 33.30% Respondent are graduate, 43.30% Respondent are postgraduate, 20.0% Respondent are in school.



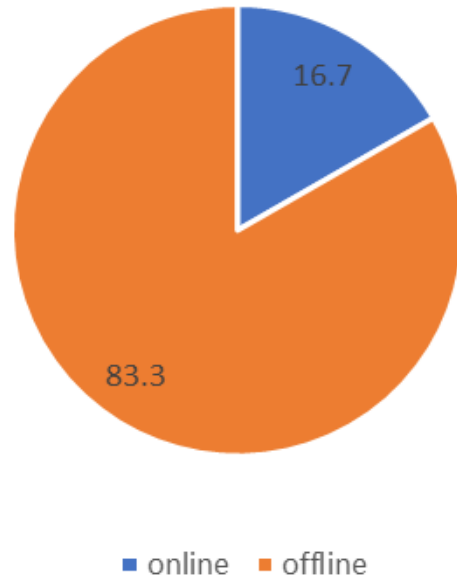
- Figure -4 explain that A large portion of the respondents to the examination are representatives or understudies. The two classes joined make up 84.2% of respondents to this investigation. This segment gathering can help distinguish the gathering of individuals who every now and again purchase drugs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

Income of Respondent(Monthly)



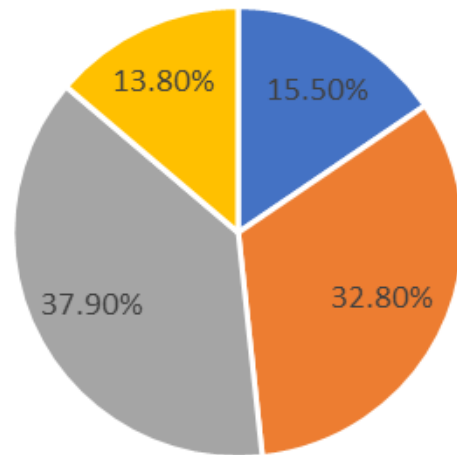
- Figure – 5 explain that 36.7% respondents earning the monthly income is less than 30000, 33.3% respondents have monthly income is 30000 to 35000, 20.3% respondents have monthly income is 35000 to 40000, 3.00% respondents have monthly income is 40000.

Diferent mode of purchase



- 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.

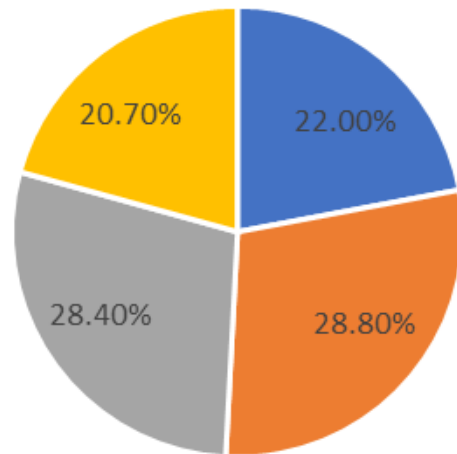
Respondent buy online



■ once in a week ■ twice in a week ■ once in a month ■ twice in a month

- 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.

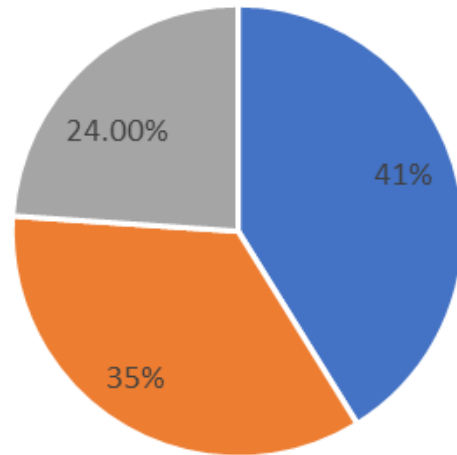
Respondent buy offline



■ once in a week ■ twice in a week ■ once in a month ■ twice in a month

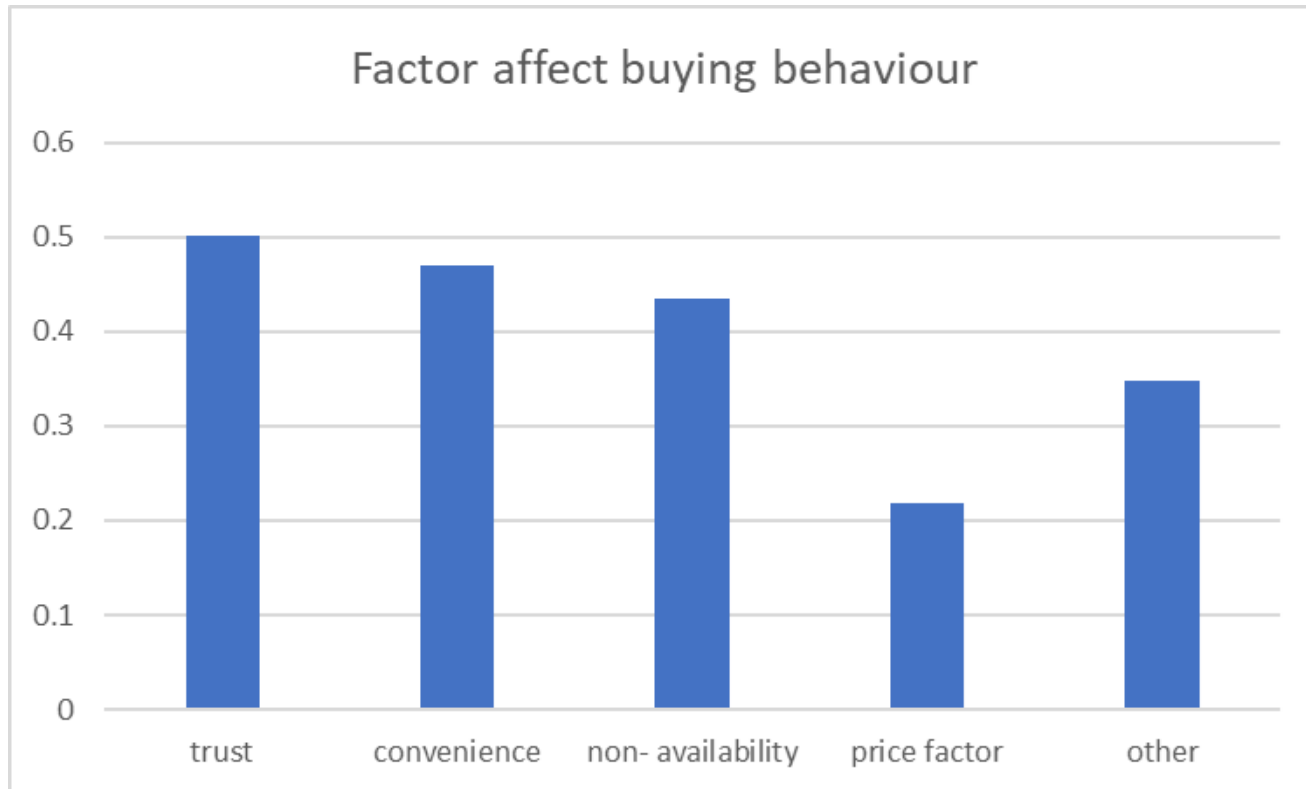
- Figure – 8 explain that 22.00% respondents are buy products offline once in a week, 28.8% respondents are buying twice in a week, 28.40% respondents are buying once in a month, 20.70% respondents are buying twice in a month.

Security of buying medication



■ yes ■ no ■ sometimes

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



- 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.

DISCUSSION

- 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.
- 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.

CONCLUSION

- 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.
- 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.
- 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 center applications. This factor of fulfilments and trust beats different factors in picking offline medications over online medications.



Thank
you!