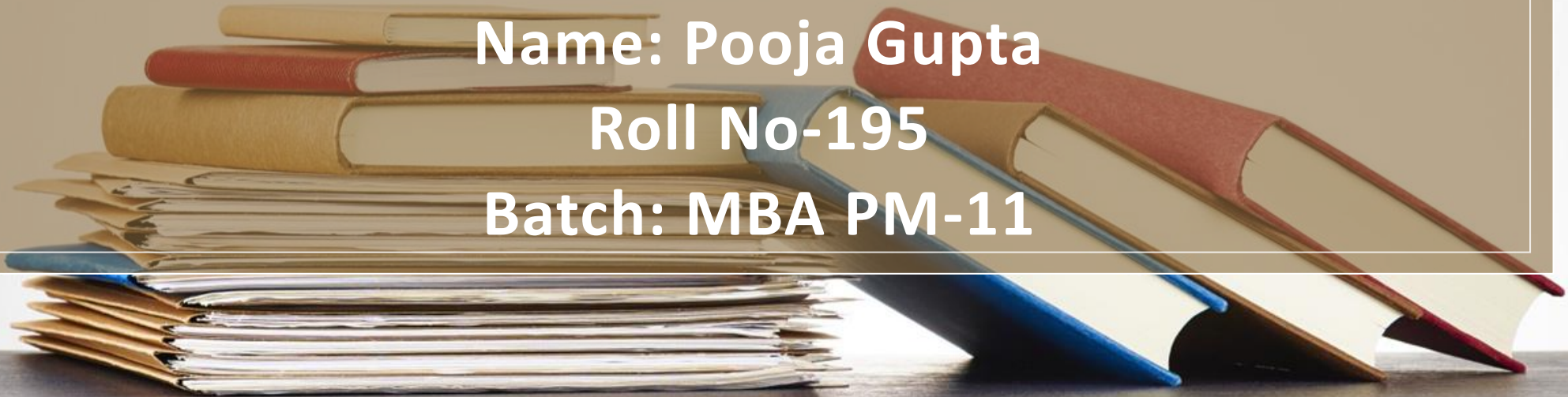


CONSUMER BEHAVIOR ON MARKETING MIX ELEMENTS INVOLVED IN E-PHARMACY

Name: Pooja Gupta

Roll No-195

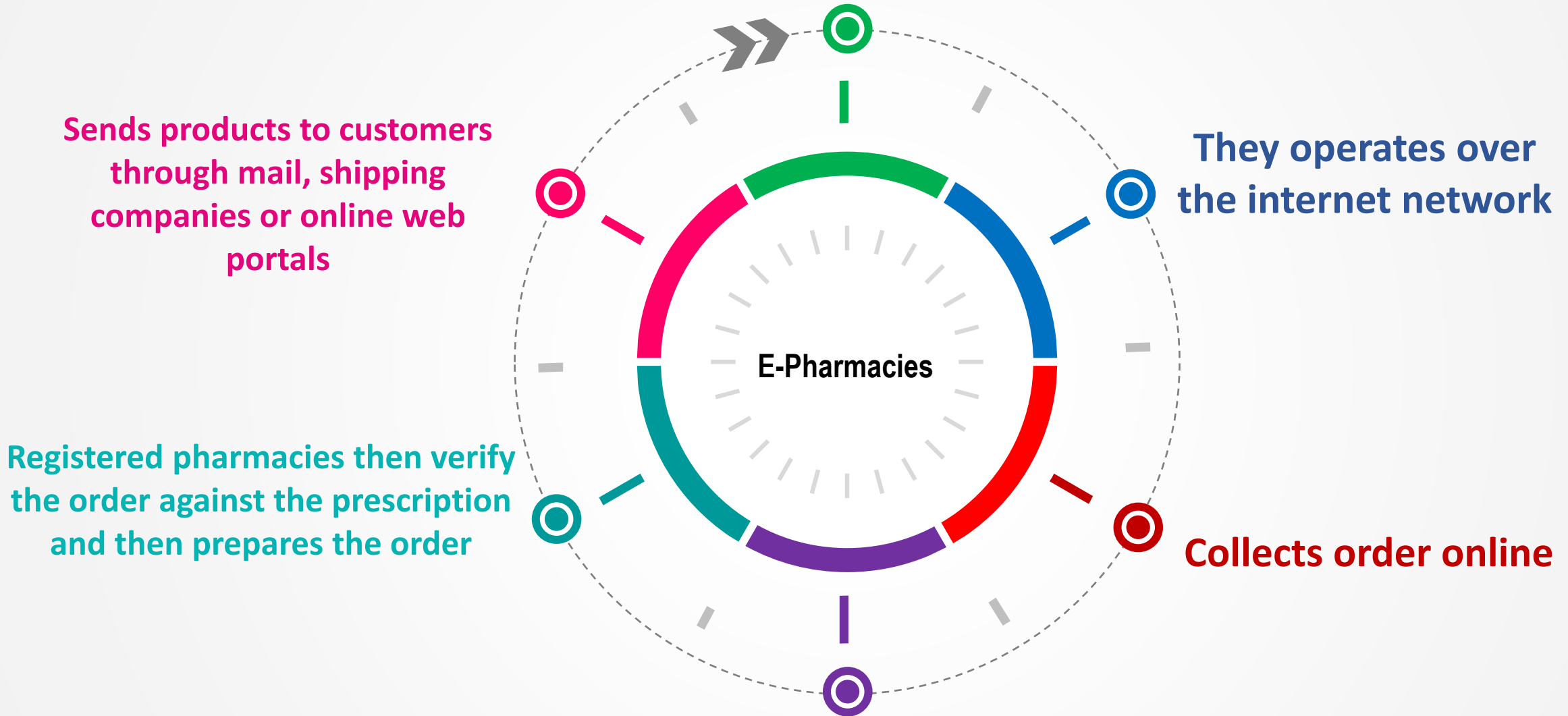
Batch: MBA PM-11



WHAT ARE E-PHARMACIES

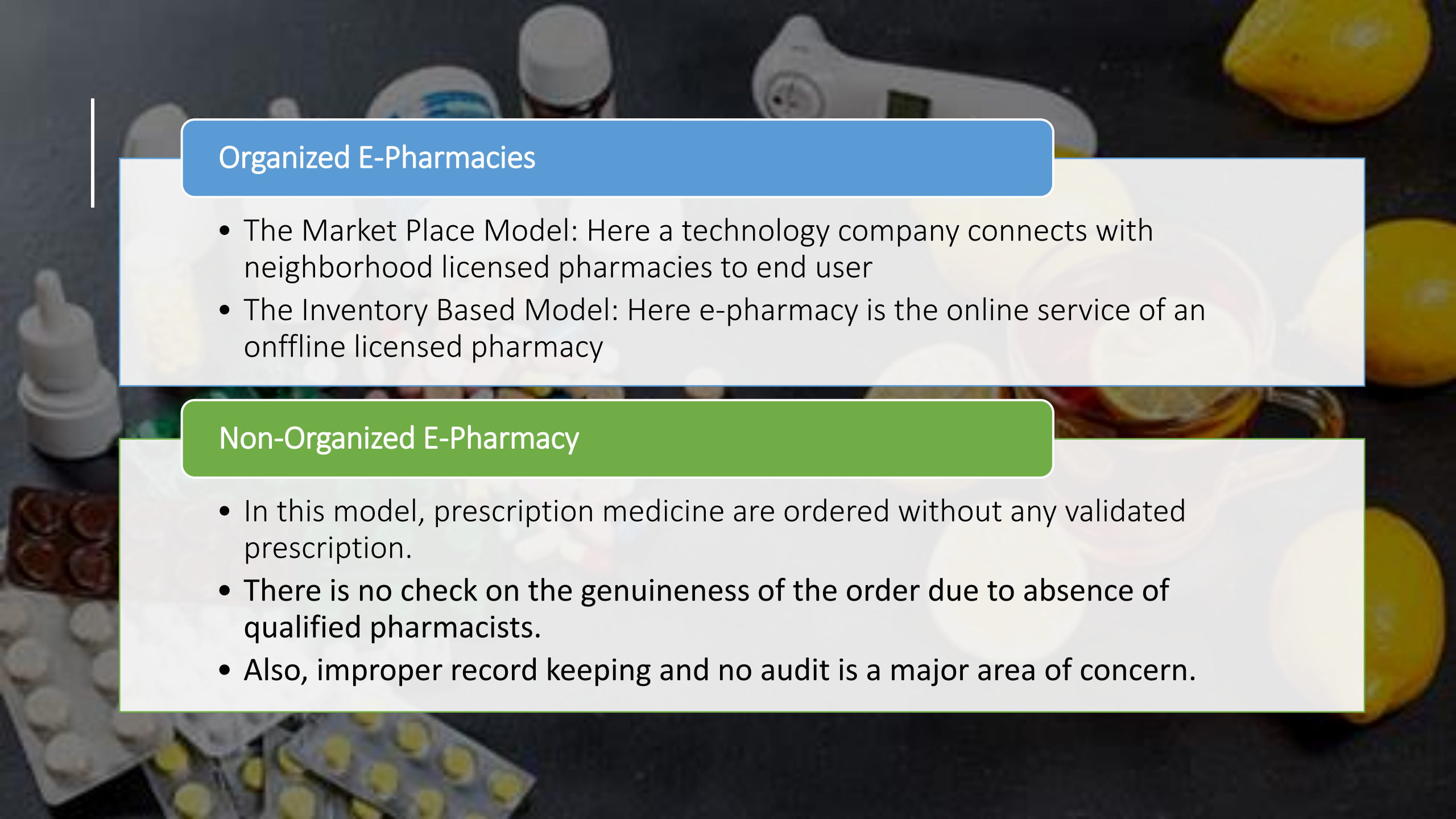


**Also known as online pharmacy,
internet pharmacy or mail-order pharmacy**



The background of the slide is a blurred, dark blue-toned image showing several white, oval-shaped pills and a medical syringe. The pills are scattered across the surface, with some in sharp focus and others blurred. The syringe is positioned diagonally, with its needle pointing towards the top left. The overall aesthetic is clinical and professional.

TYPES OF E- PHARMACIES



Organized E-Pharmacies

- The Market Place Model: Here a technology company connects with neighborhood licensed pharmacies to end user
- The Inventory Based Model: Here e-pharmacy is the online service of an offline licensed pharmacy

Non-Organized E-Pharmacy

- In this model, prescription medicine are ordered without any validated prescription.
- There is no check on the genuineness of the order due to absence of qualified pharmacists.
- Also, improper record keeping and no audit is a major area of concern.

COMPONENTS OF E-PHARMACY TECHNOLOGY

Technology

Web- based or Mobile based application for consumers transmits their prescriptions and place requests for medicines.

Order that is received is verified and checked by a registered pharmacist.

The registered pharmacist forwards the verified prescriptions to the pharmacy store from where the medicines are dispensed by a licensed pharmacy.

The web or mobile-based platform to be governed under the IT Act 2000 and the rules there under.

COMPONENTS OF E-PHARMACY TECHNOLOGY

Pharmacy Retail Store

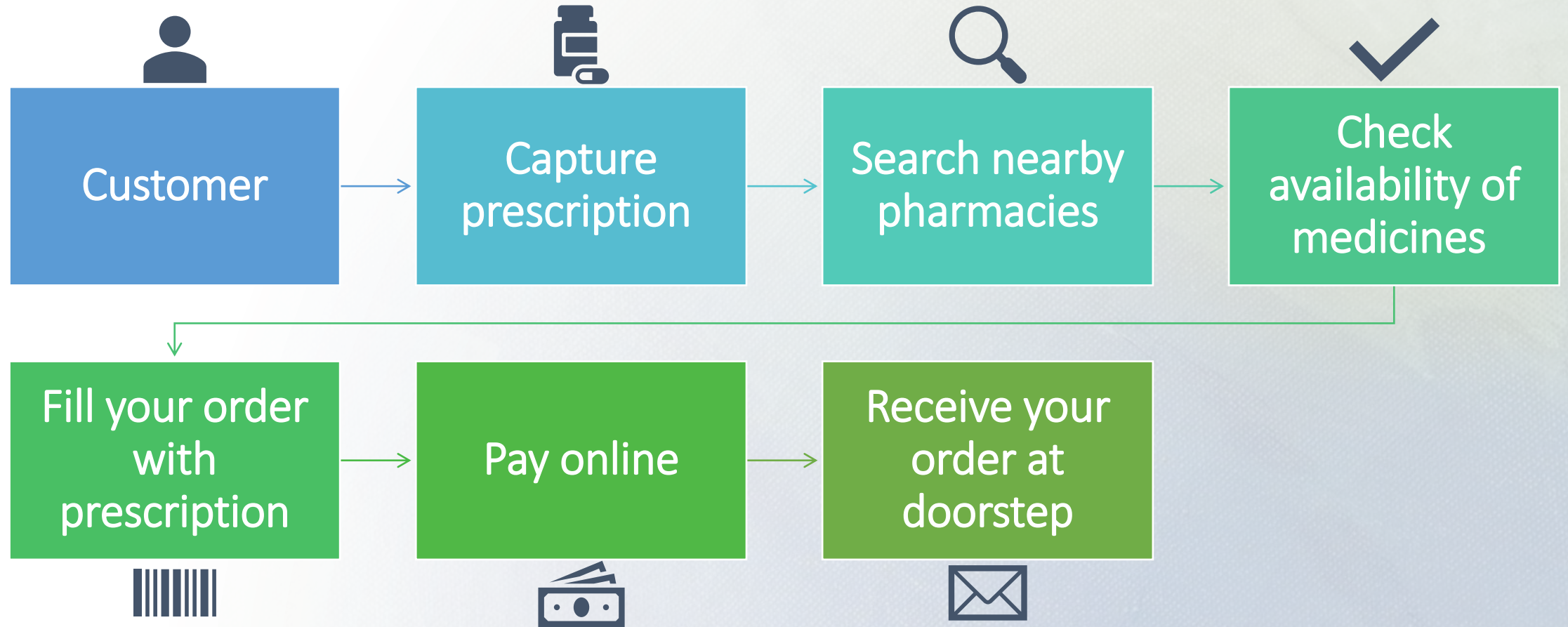
The registered pharmacist at the store verifies the prescriptions before dispensing.

The medicines are disposed from a licensed premises to the patient or patient's relative/agent.

An invoice with batch number of the medicines dispensed, expiry date, name and address of the pharmacy with signature of the registered pharmacist is issued online.



How does e-pharmacy operate?



INTERCONNECTION



REGULATIONS IN INDIA

DRUGS & COSMETICS ACT 1940

Sales of Schedule H and Schedule X drugs.

Doesn't differentiate between medicines
sold online or offline

REGULATIONS IN INDIA

INDIA MEDICAL COUNCIL ACT 1956

Pharmacists & Doctors should work together. If e-pharmacies are allowed then this relationship will be lost

MCI code of ethics prohibits from giving or receiving any rebates or commissions, e-pharmacies may provide.

The Health Ministry and CDSCO are working together on working on e-pharmacy regulation policy, which is expected to streamline the online sales of medicines.

REGULATIONS IN INDIA

THE PHARMACY ACT 1948

No person other than a registered pharmacist shall compound, prepare, mix or dispense any medicine on the prescription of a medical practitioner

INFORMATION TECHNOLOGY ACT 2000

Governs some of the legal issues pertaining to online dealings but it is silent on the aspect of e-pharmacy

There should also be a mechanism in place to enable customers to lodge their grievance

They are not allowed to supply drugs under the narcotics, psychotropic & tranquilizer categories according to the draft rules

E-pharmacy registration holders will also have to establish and maintain a portal for the management of business

E-pharmacy have to register with CDSCO

The portal will have details of logistic service providers, a written policy of supplied drugs and their contact details, as per draft rules

Latest Amendments for e-pharmacy in India

E-pharmacy registration holders would have to provide 24*7 customer support

Latest Amendments for e-pharmacy in India

The main aim is to monitor the sales of drugs through e-pharmacy and also the genuineness of the supply of medicines

The Drug Controller General of India will issue licenses for three years and e-pharmacies will be regulated under the Drugs and Cosmetics Rules 1945 as well as the Information Technology Act 2000

RESEARCH METHODOLOGY

Survey:

For my dissertation I did online survey among general public to know more about consumer behavior for online pharmacies.



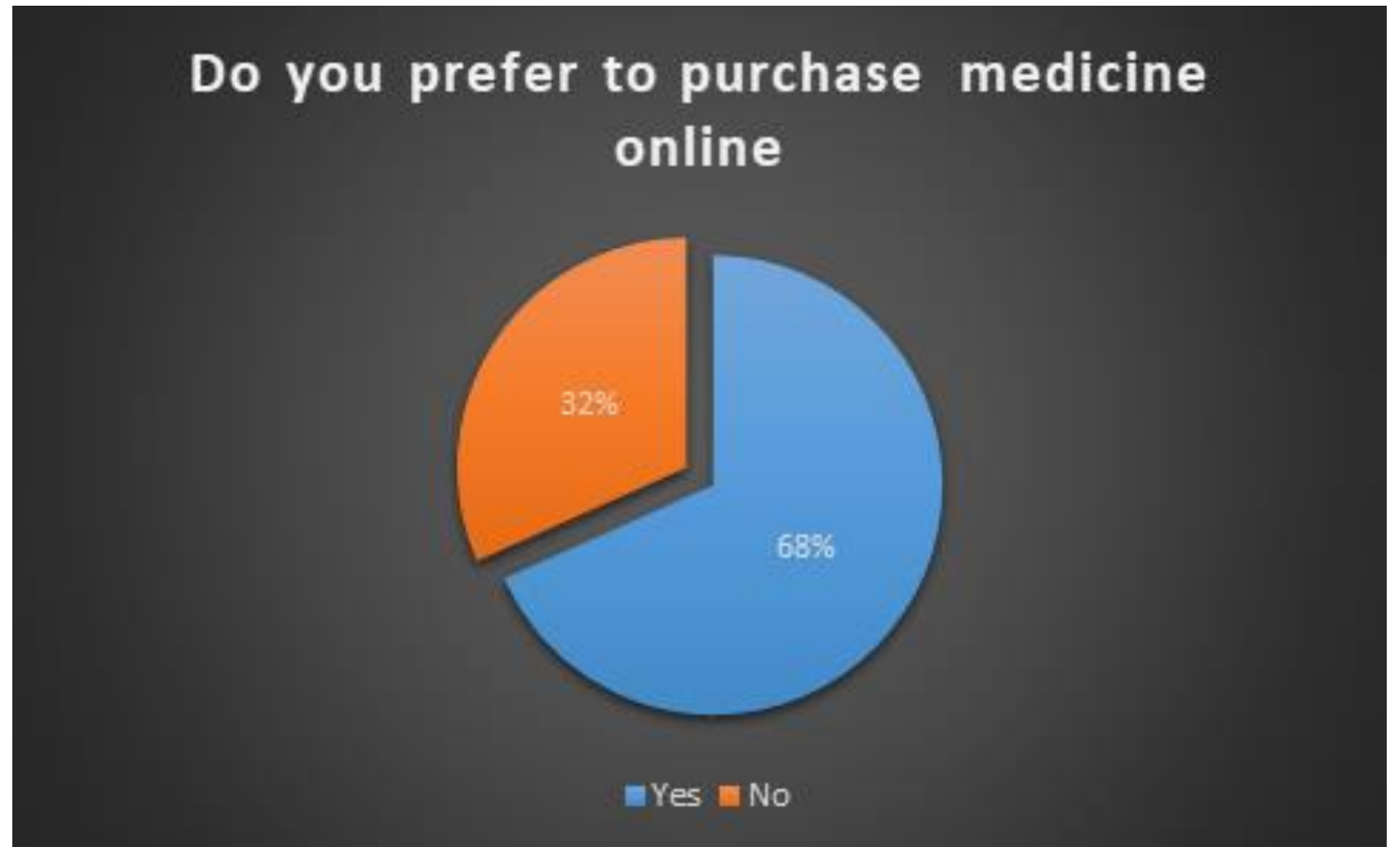
RESULTS



The background image is a collage of various business data visualizations. It includes several bar charts with blue and brown bars, line graphs with blue lines, and a pie chart with three segments labeled 698, 346, and 129. The charts are overlaid with a semi-transparent dark grey filter, and the word 'RESULTS' is prominently displayed in the center in a large, white, sans-serif font. There are also some smaller text labels like 'FIG 8', 'FIG 10', and 'Q4' visible on the charts.

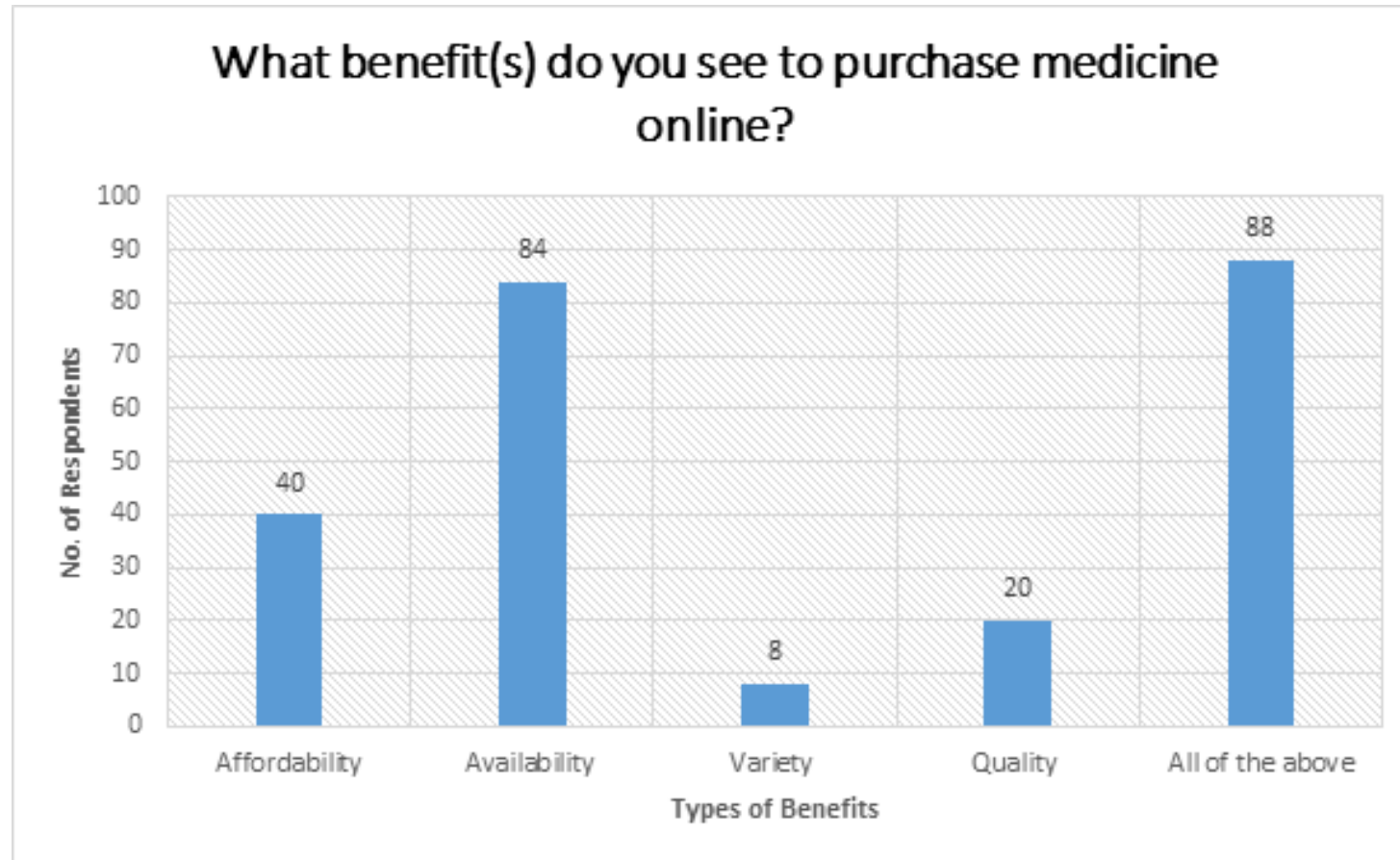
Q1. Do you prefer to purchase medicine online?

Yes	No
164	76



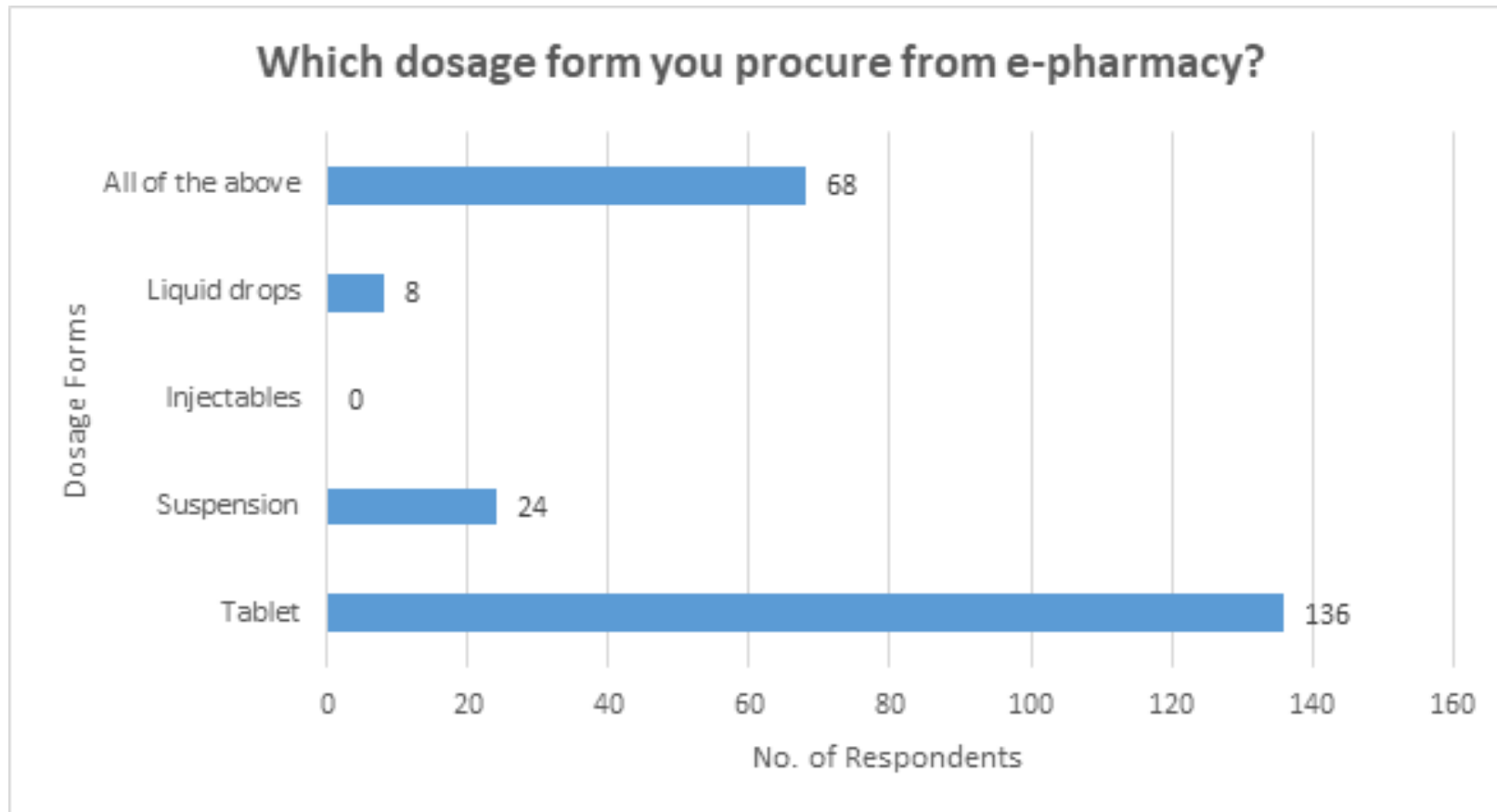
Q2. What benefit(s) do you see to purchase medicine online?

Affordability	Availability	Variety	Quality	All of the above
40	84	8	20	88



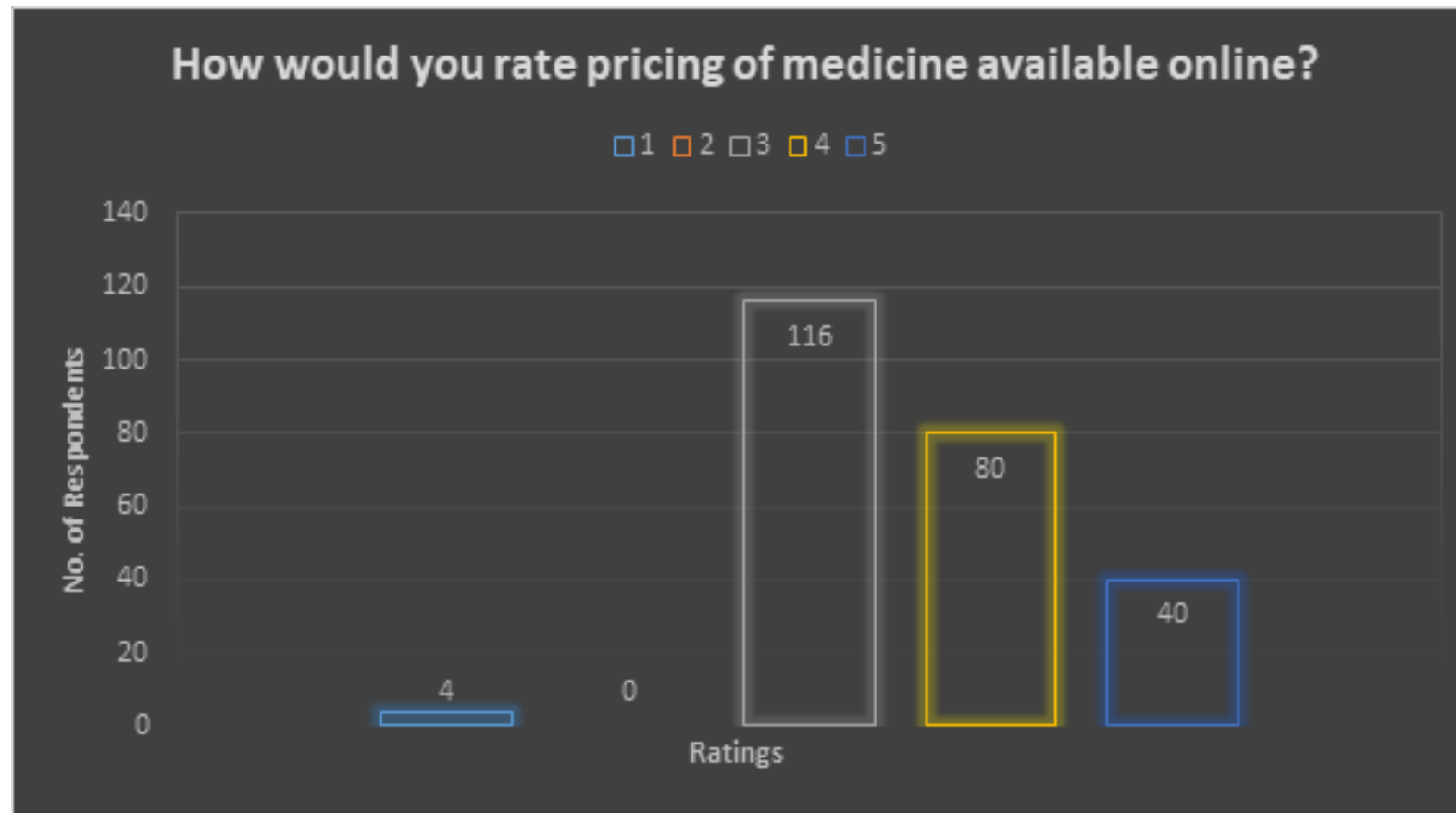
Q3. Which dosage form you procure from e-pharmacy?

Tablet	Suspension	Injectables	Liquid drops	All of the above
136	24	0	8	68



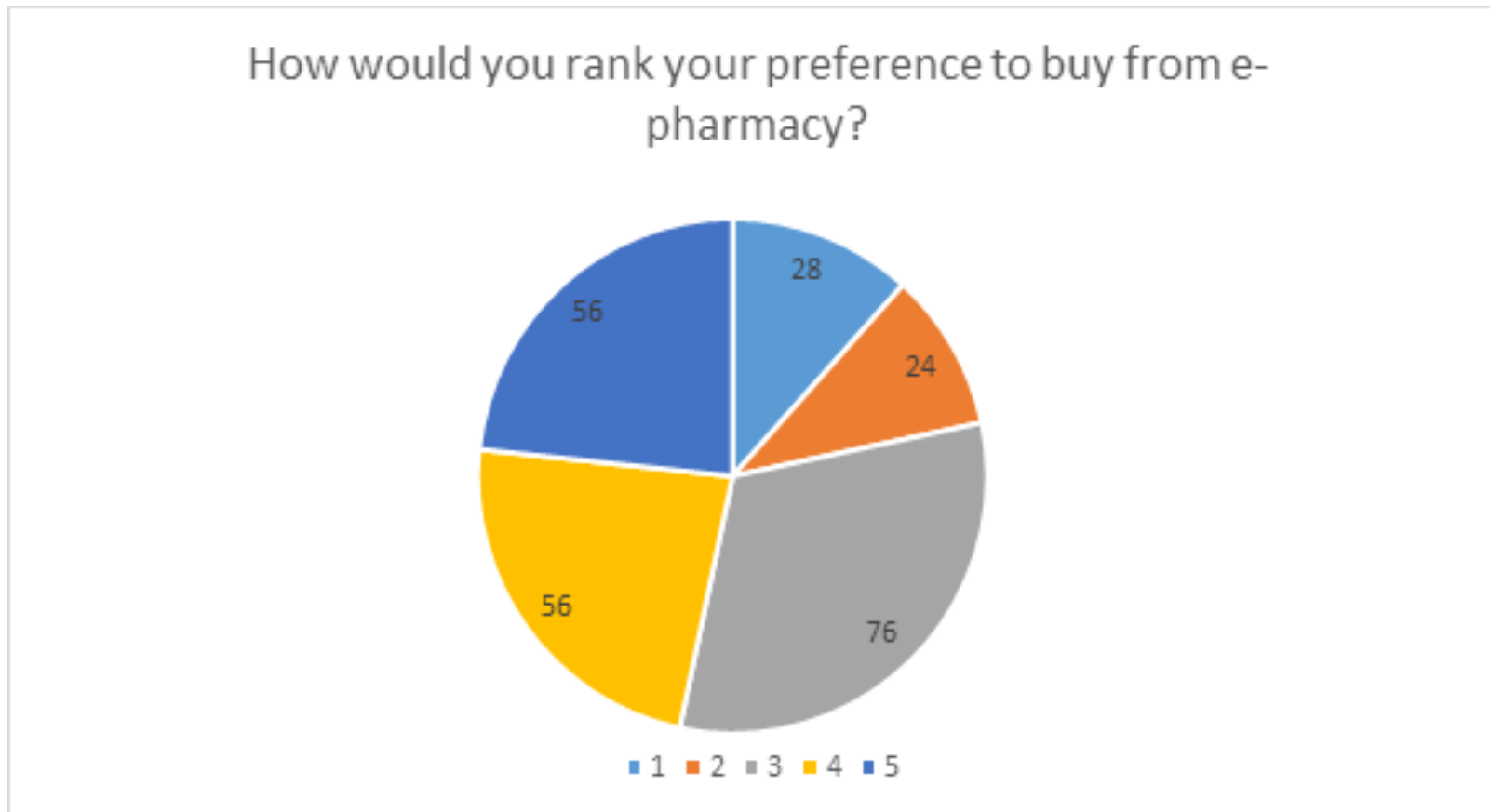
Q4. How would you rate pricing of medicine available online?

1	2	3	4	5
4	0	116	80	40



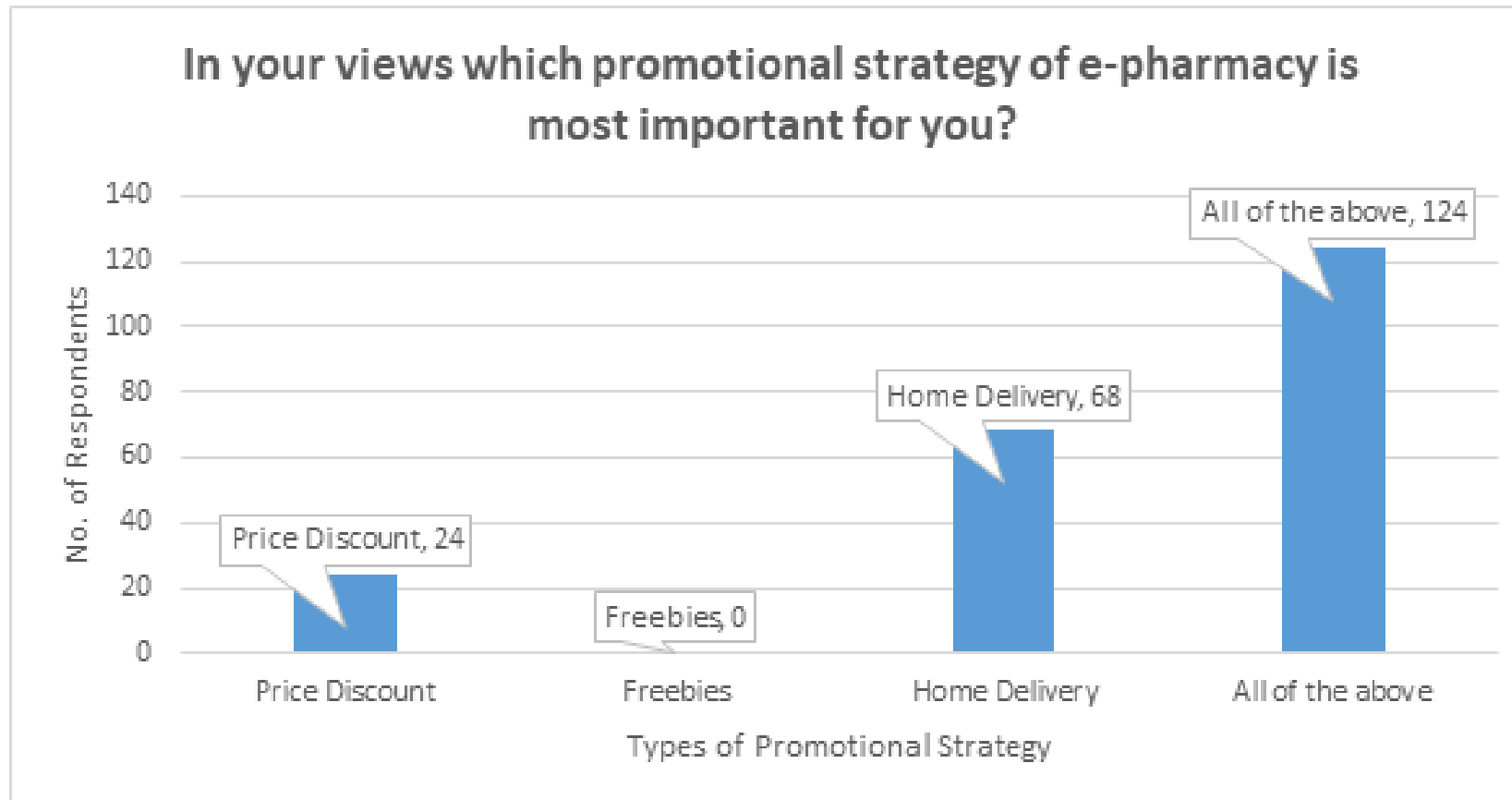
Q5. How would you rank your preference to buy from e-pharmacy?

1	2	3	4	5
28	24	76	56	56



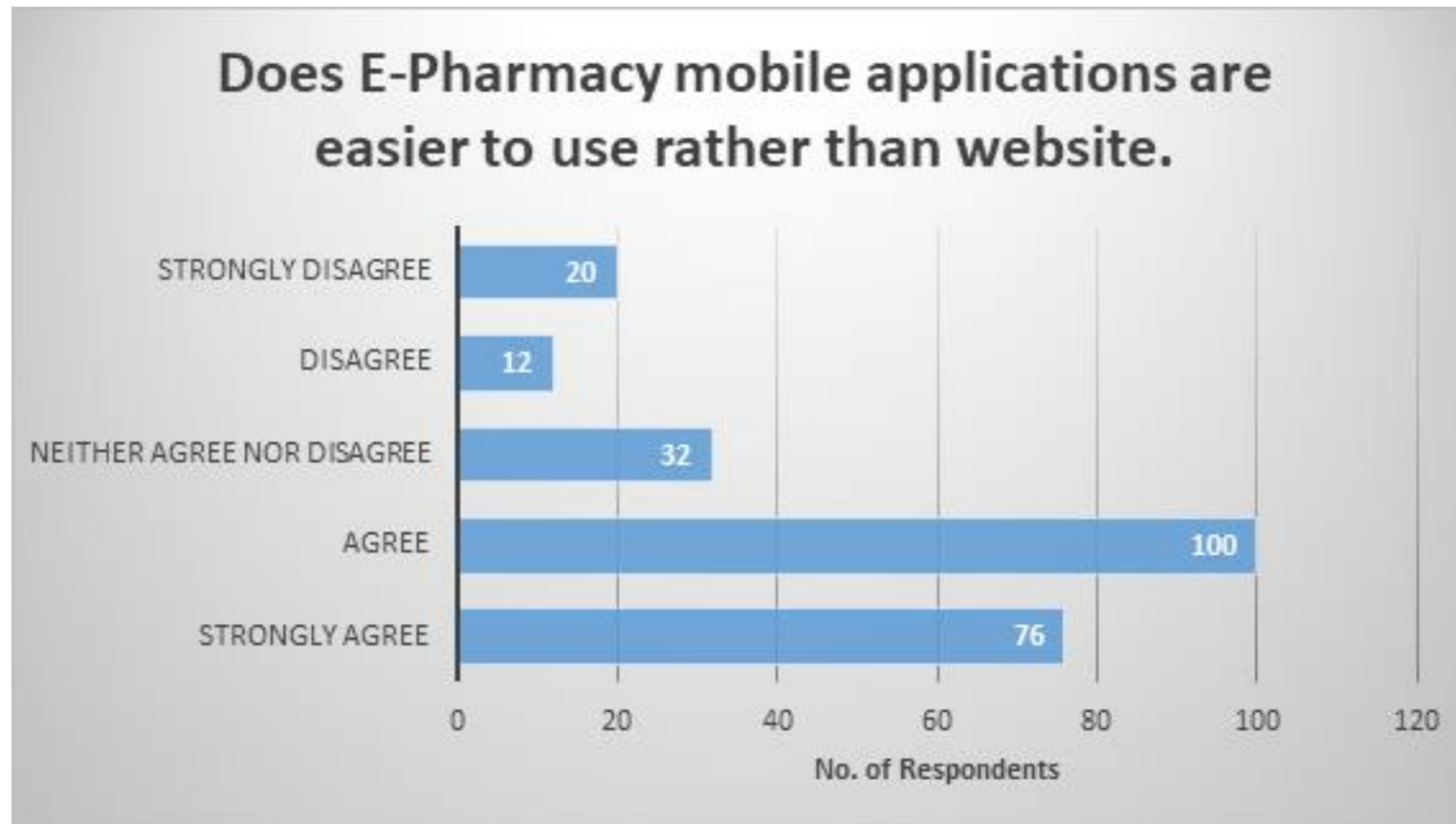
Q6. In your views which promotional strategy of e-pharmacy is most important for you?

Price Discount	Freebies	Home Delivery	All of the above
24	0	68	124



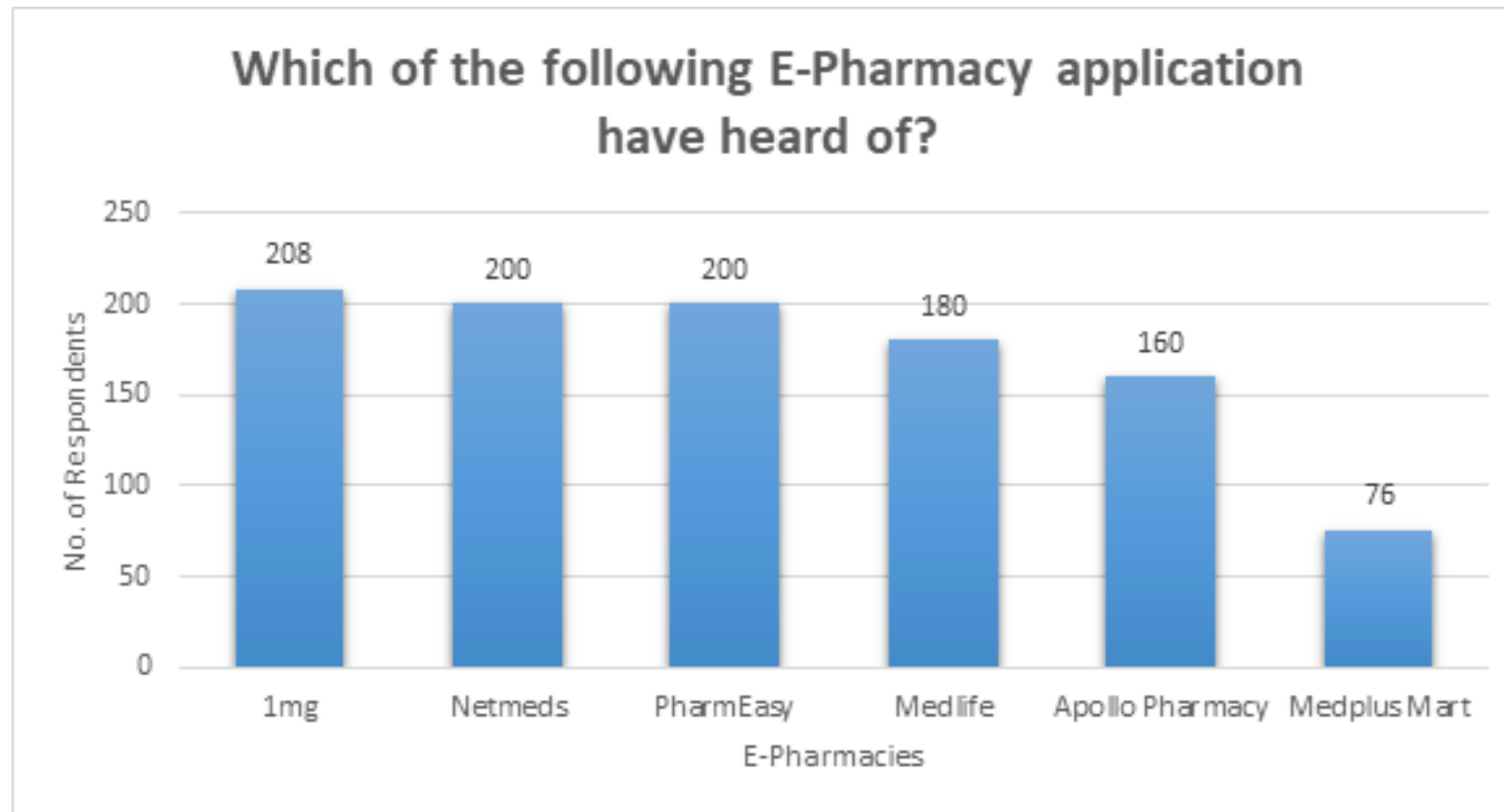
Q7. Does E-Pharmacy mobile applications are easier to use rather than website?

Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
76	100	32	12	20



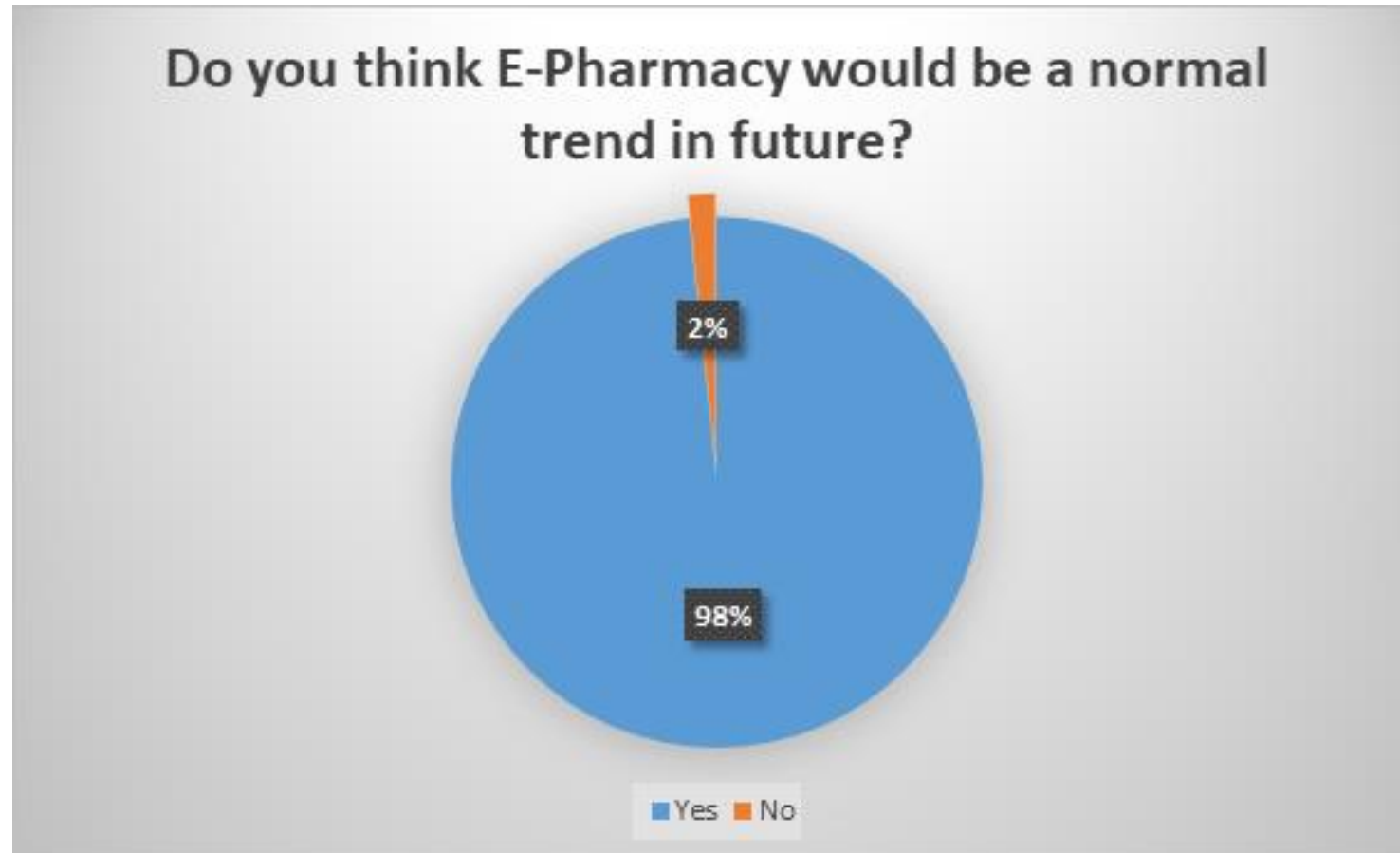
Q8. Which of the following E-Pharmacy application have heard of?

1mg	Netmeds	PharmEasy	Medlife	Apollo Pharmacy	Medplus Mart
208	200	200	180	160	76



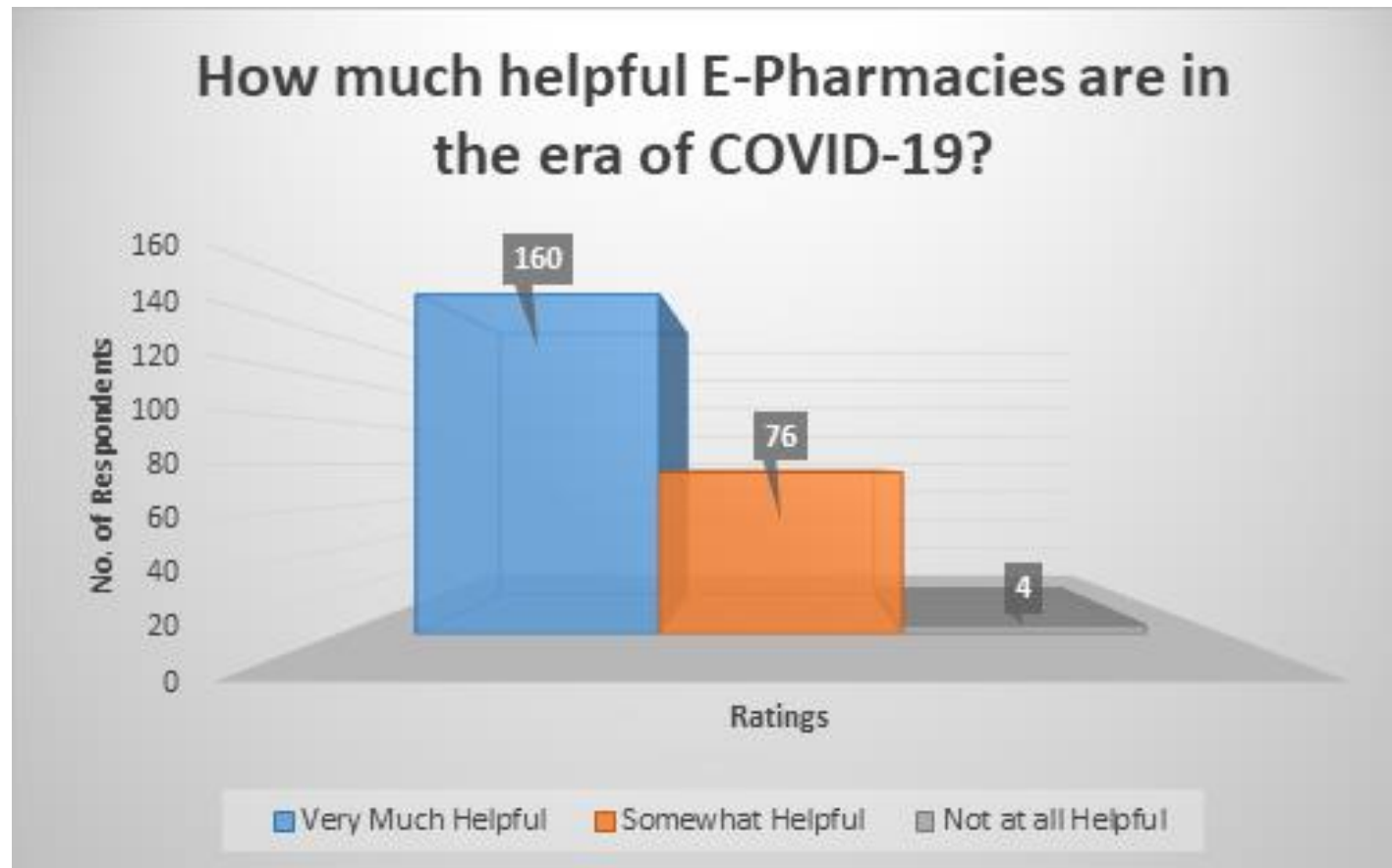
Q9. Do you think E-Pharmacy would be a normal trend in future? If Yes, kindly comment?

Yes	No
236	4



Q10. How much helpful E-Pharmacies are in the era of COVID-19?

Very Much Helpful	Somewhat Helpful	Not at all Helpful
160	76	4





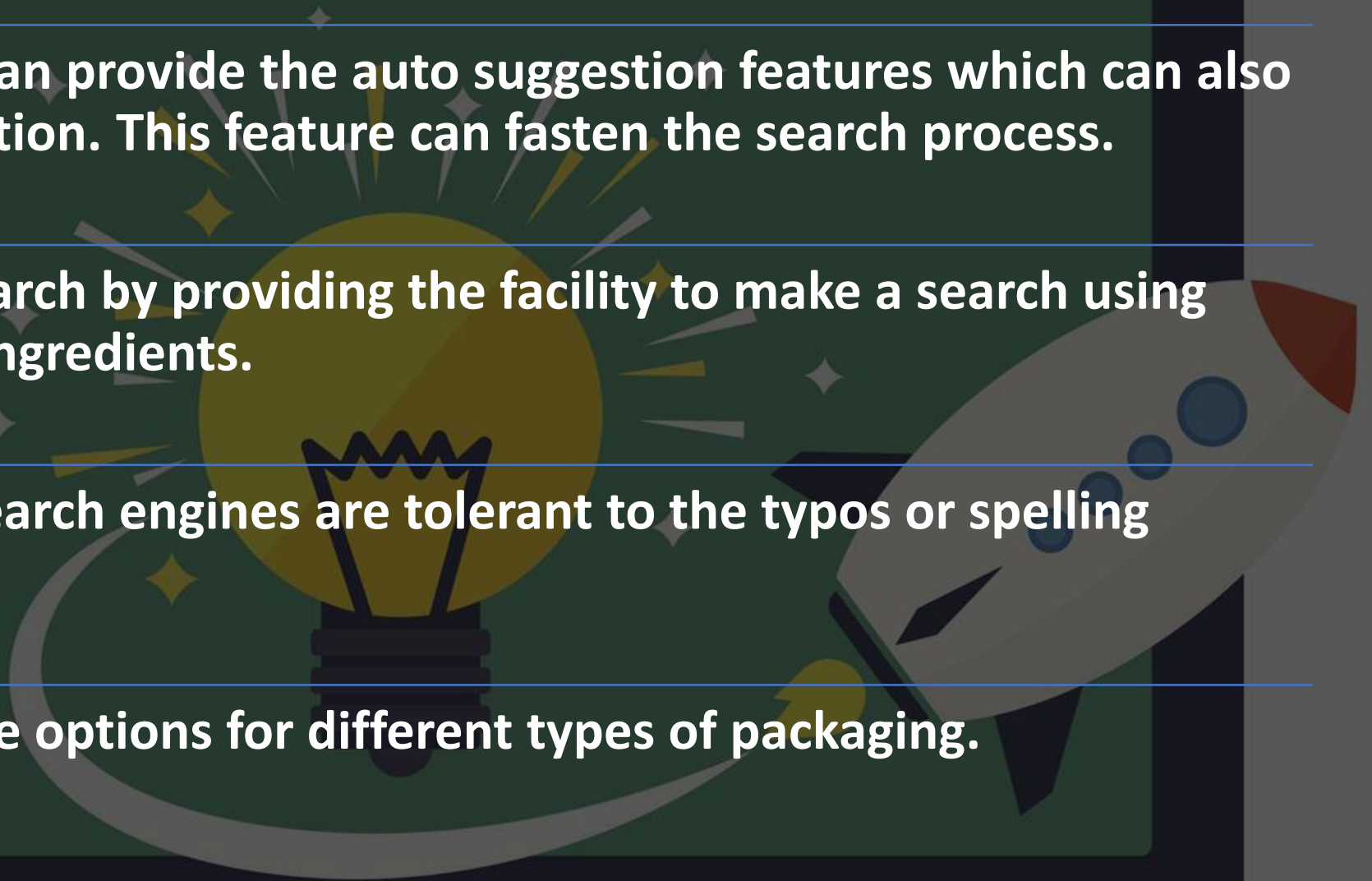
Suggestions for E-pharmacies

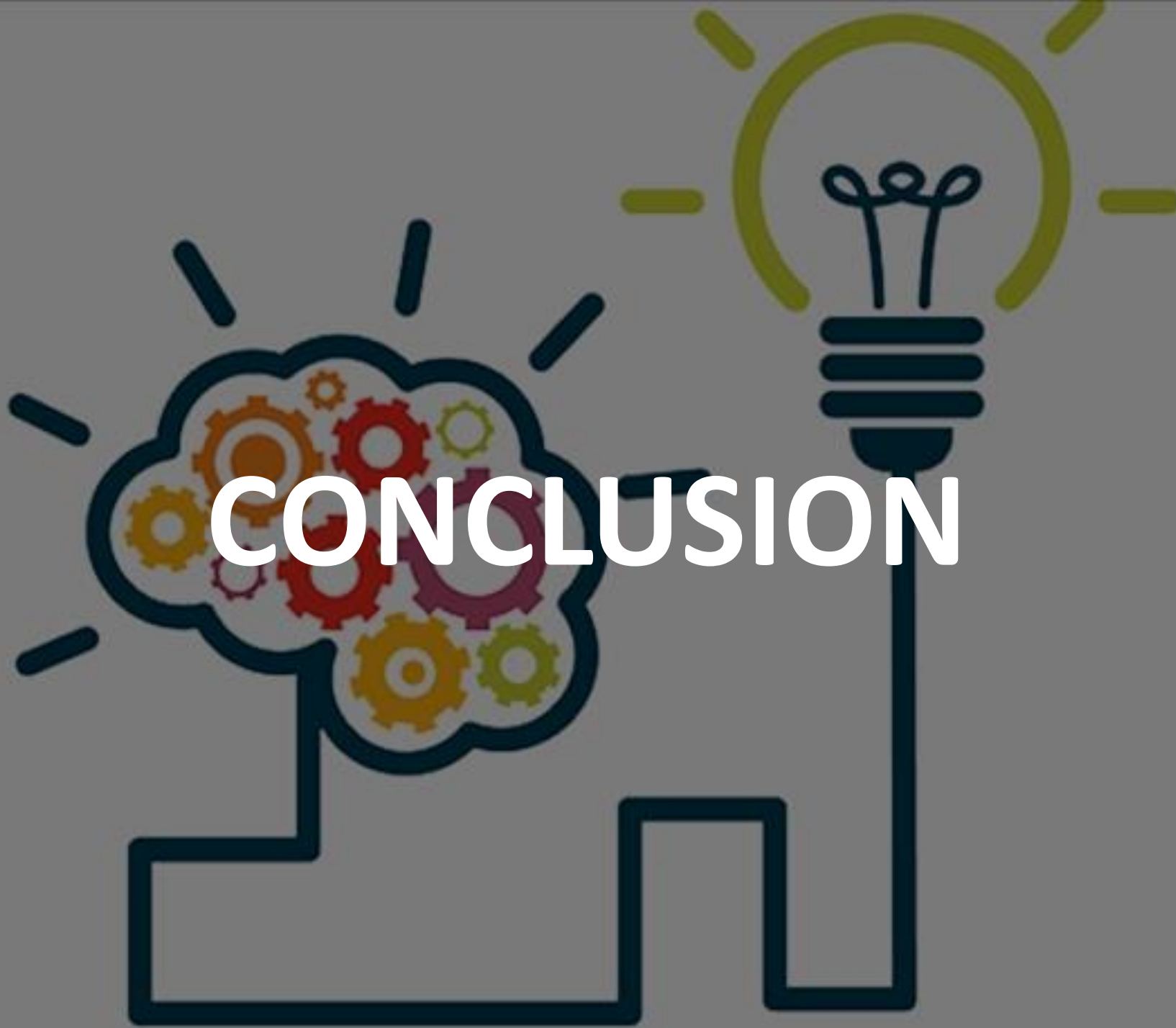
E-pharmacy portals can provide the auto suggestion features which can also include query suggestion. This feature can fasten the search process.

They can ease the search by providing the facility to make a search using symptoms or active ingredients.

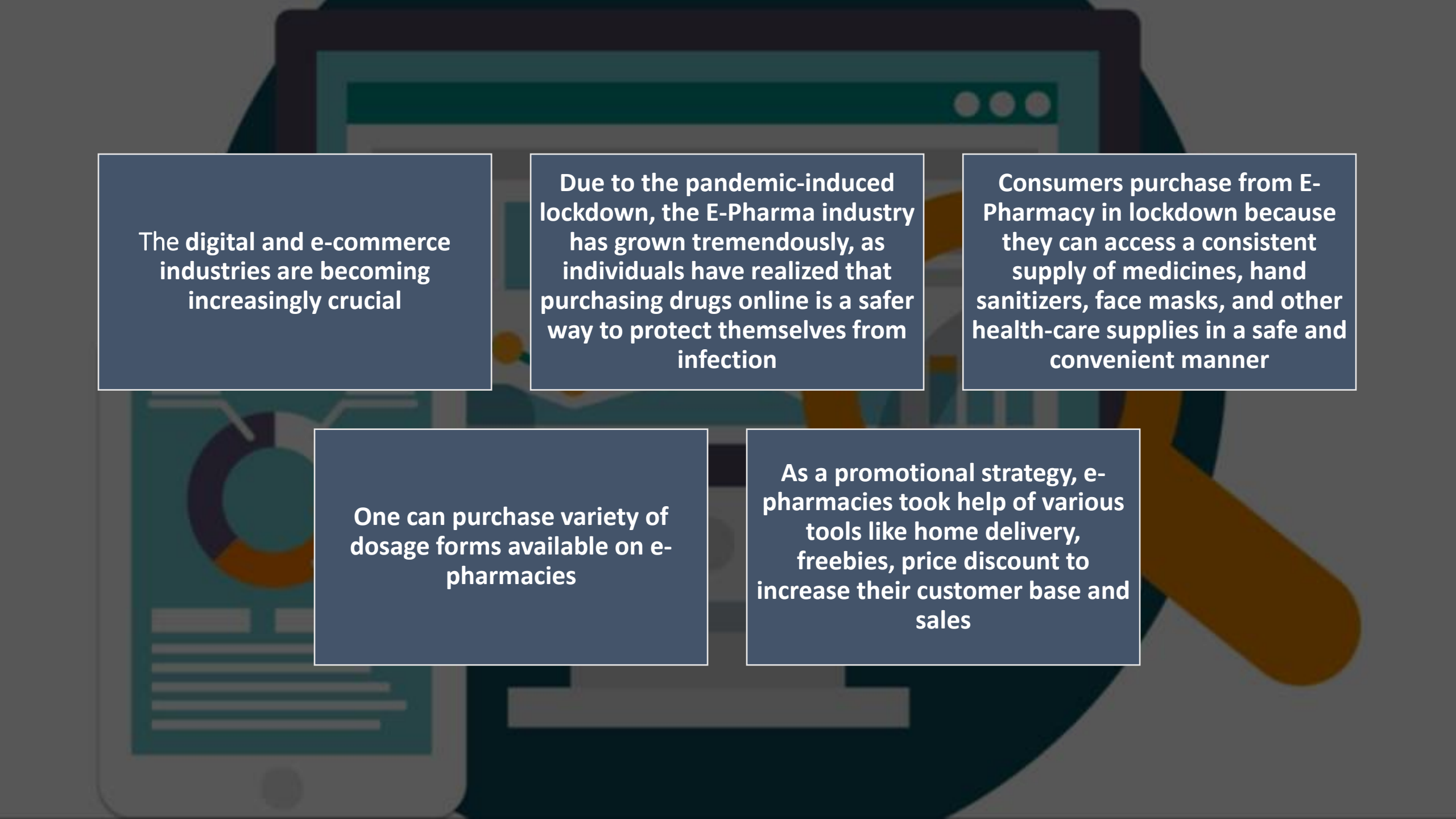
Make sure that the search engines are tolerant to the typos or spelling errors.

E-pharmacies can give options for different types of packaging.





CONCLUSION



The digital and e-commerce industries are becoming increasingly crucial

Due to the pandemic-induced lockdown, the E-Pharma industry has grown tremendously, as individuals have realized that purchasing drugs online is a safer way to protect themselves from infection

Consumers purchase from E-Pharmacy in lockdown because they can access a consistent supply of medicines, hand sanitizers, face masks, and other health-care supplies in a safe and convenient manner

One can purchase variety of dosage forms available on e-pharmacies

As a promotional strategy, e-pharmacies took help of various tools like home delivery, freebies, price discount to increase their customer base and sales



THANK YOU