

**STUDY ON THE ONLINE PHARMACY SERVICES: CROSS
SECTIONAL STUDY ON THE KNOWLADGE, PERCEPTION AND
AWARENESS OF PURCHASING MEDICATION
ONLINE V/S OFFLINE**

Dissertation Submitted to



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in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

Prof. Vivek Hattangadi

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2020-2021

CERTIFICATE

This is to certify that dissertation title **Study on the online pharmacy services: cross sectional study on the knowledge, perception, and awareness of purchasing medication online v/s offline** is a record of the research work undertaken by **R. Koslendra Naidu, Enrolment No. IIHMR-U/02/2019-2021/0199** in partial fulfilment of the requirements for the award of the degree of **MBA (Pharmaceutical Management) from the IIHMR University, Jaipur.**

Carried out during the period from **March 2021 to June 2021**, under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

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School Dean
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Date

DECLARATION

I hereby declare that this dissertation titled **Study on the online pharmacy services: cross sectional study on the knowledge, perception, and awareness of purchasing medication online v/s offline** 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Information derived from the published or unpublished work of others has been duly acknowledged in the text.

R. Koslendra Naidu

MBA, PM-11

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Date

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“Learning the art of expressing gratitude will force you to focus on the positive.”

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R. Koslendra Naidu

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TABLE OF CONTENT

INTRODUCTION	6
MARKET OVERVIEW -.....	6
LITERATURE REVIEW	8
ABSTRACT	9
RESEARCH METHODOLOGY	9
DATA INTERPRETATION AND ANALYSIS	10
1. Age group wise distribution of responses:	10
2. Gender wise distribution of samples:.....	10
3. Awareness of the existence of online pharmacies:	11
4. Location wise distribution of respondents:	11
5. Distribution of sample prefer to buy medicine from:.....	12
6. Shopping wise distribution of products:	12
7. Positioning of different attributes as per respondents for online drug store:	13
8. There any risk factors of buying medicine online:.....	13
9. Positioning of different attributes as per respondents for offline (local shops) drug store:	14
CONCLUSION	15
RECOMMENDATIONS	16
REFERENCES	17
ANNEXURE	18

INTRODUCTION

The Internet has created throughout the last decade into a first-line data source pretty much all parts of life for some individuals. Interest in buying items online has also expanded, counting meds. This survey of companion investigated writing and related analysis will portray a few issues related to online drug store tasks and disconnected drug stores, inside the more extensive medical services setting and will close for certain thoughts for future turns of events. An online drug store may satisfy any or each of the few capacities:

- The deal or supply of meds, including rehash remedy administrations
- The deal or supply of other medical care items
- Providing data about drugs
- Providing counsel about manifestations

In the current time of e-learning, internet shopping is expanding step by step. Most of the items are accessible online these days. These likewise incorporate drugs for infections, both solution and non-physician recommended meds. Along these lines, an online drug store is a web based seller that sells meds and incorporates both authentic and ill-conceived drug stores. Such online drug store is otherwise called a web drug store or electronic drug store (e-drug store) or digital drug store.

In most of cases, e-drug store meds are apportioned to those buyers who have gotten a medicine from the specialist and submitted it to the online drug store.

MARKET OVERVIEW-

Notwithstanding, there are not many dangers with its buy. The World Health Organization has likewise underlined that e-drug store is related with huge wellbeing hazards. These incorporate. simple methodology and accessibility of illicit or unapproved medications, and meds offered without a solution.

In general, the e-drug store has made the way toward getting meds amazingly advantageous for the customers by giving simple freedoms to buy, bringing about its expanded requests internationally. In 2016, the worth of the Indian medical services medication market was assessed at \$27.57 billion US dollars and is required to reach \$55 billion US. dollars by 2022.

In May 2017, Alliance for Safe Online Pharmacies Global had directed public surveying firm as per which there were roughly 35,000 dynamic online drug stores around the world, and practically 96% of online drug stores didn't follow the U.S. government and state laws and drug store norms; almost 12% of online drug stores (about 3400 destinations) sold controlled substances like narcotics, and 600 unlawful online drug store sites were dispatched every month. Among these, scarcely 400 online drug stores followed wellbeing rules stringently and were confirmed by the National Association of Boards of Pharmacies.

In 2015, Indian Internet Pharmacy Association was formed by 11 initial start-up e-pharmacy companies such as 1mg, Netmeds, Bookmeds, mChemist, Medlife, Pharomeasy, Medidart, Medstar, Zigya, save money on medicals and save my drugs.

The appropriation and selling of fake prescriptions by ill-conceived online drug stores have expanded as well. This could bring about patients not reacting to the medications endorsed for a specific sickness. There is plausibility of phony drugs being bought from online drug store entries and devoured by the patients. A few countries have moved toward lessening and controlling the utilization of e-drug store.

Through admonitions, customer assurance acts, and government or state laws. Nonetheless, Indian drug store laws continue as before for on the web and disconnected drug store. Consequently, even though the promoting of medications over web is an unavoidable result of the roaring e-economy; it presents extraordinary moral, lawful, and quality difficulties which are significant from the customer, doctor, and controller's points of view. One of the fundamental benefits people allude to for using an online pharmacy is the expense. Ordinarily, the expenses for drugs from an online pharmacy are less an aftereffect of where the prescriptions are made, because the association has a lower overhead on the grounds that there is surely not a genuine store, the association has a colossal association of retailers to draw from or a blend of factors.

Another benefit of using an online pharmacy is convenience. Your medication can be submitted at whatever point there is no convincing motivation to rush to the pharmacy during business hours, you don't have to hold on in any long lines and tops off can be set up to be sent normally.

Regardless, there are similarly shortcomings. If you don't use a comparative online pharmacy continually, they may not think about any potential prescription cooperation's, it might be difficult to find someone to react to a specific request concerning medications you may make them anything, yet possible to get the arrangement that very day, and you lose the individual association open in a person to-singular trade.

A significant number of the advantages of utilizing a nearby drug store mirror the inconveniences found in an online drug store. A portion of these incorporate being certain an individual is looking for any adverse medication associations, admittance to somebody if you have inquiries concerning a medicine, and the capacity to get meds that very day they are endorsed.

Detriments incorporate the chance of an expanded expense for the meds, filling remedies inside a set period, a more modest choice of prescriptions and their nonexclusive partners and adding to the duration of a privately claimed business.

Keywords: Online Pharmacy, OTC (Over the Counter), Local Shops, Purchasing

LITERATURE REVIEW

- i. [KAPIL SHARMA, RINKU SHARMA](#)- Purchasing of medicines online is recently began so there is just a little writing accessible. Less exploration papers are accessible on online meds/clinical items shopping. Some exploration papers are accessible appearance the advantages of selling prescriptions and clinical items on the web. With the extended use of the web, more people access meds and wellbeing supplements on the web. Notwithstanding, little is pondered segments associated with using web buying Journal of Service 2018.
- ii. [NICOLA J GRAY](#)- The issue of purchasing drugs online has practiced the drug store and more extensive medical care local area throughout the last decade. The Internet offers another decision to individuals who look for meds, with or without a solution, and numerous observers have recorded related dangers and advantages. In this survey article, peer-assessed writing and related editorial are analyzed to delineate the development of online drug stores. While it is perceived that the issues of fake prescriptions and more extensive utilization of shopper medications data on the web are firmly connected with this issue, these points are past the extent of this paper. The material considered here uncovers varying points of view about purchaser inspirations and experience when purchasing medications on the web Future healthcare journal 2019.
- iii. [G.Prashanti, S.Sravani, Saleha Noorie](#)- - Though the e-drug store is more responsible than neighbourhood drug store particularly in far off regions, it ought to be expected to set up rules and guideline like transfer of checked solutions. Patients ought to know on utilization of physician recommended meds. It is great to receive the plans and projects of driving nations to plan and foster the e-drug store framework. The costs for meds from an online drug store are less on the grounds that there is no creation unit and there is no actual store for the prescriptions stockpiling and administering and the organization has an enormous organization of retailers to draw from, or a mix of variables. Comfort: Prescription can be submitted whenever there is no compelling reason to hurry to the drug store during business hours and don't need to stand by in any long queues. Notwithstanding, there are additional burdens. On the off chance that it's anything but a similar site without fail, one may not know about any potential medication collaborations, it very well may be hard to track down somebody Nearby drug stores are little freely claimed business instead of a drug store inside one of the enormous chains and they have staff during standard business hours, and numerous have an online partner too. The huge chains do utilize local people for an enormous part of their labor force. Drug specialist is liable for administering the right prescriptions and in any event, directing a patient about results and dose. In the online space, where the prescriptions are conveyed at the patient's home, there is no chance of a collaboration between a patient and a drug specialist Published in 2017.

ABSTRACT

The pharmaceutical industry in India is the biggest and quickest developing business in India. On the web or e-drug store is one of the mechanical headways in prompting a colossal interest in the forthcoming days.

Buying prescriptions online has practiced the drug store and more extensive medical care local area in the last decade. The Internet offers another decision to individuals who look for meds, with or without a remedy, and numerous analysts have recorded related dangers and advantages. Even though it is helpful to purchase drugs and other drug items online as it is anything but a high danger of self-prescription and maltreatment of medications.

Thus, to conquer these dangers neighbourhood drug stores might be liked. In this exploration, we have examined the contrast between E-drug store and ordinary drug store with the knowledge, perception, and awareness of purchasing medication and their pros & cons.

Objective: -

- ✓ To study consumers perceptions towards online and offline retail pharmacy.
- ✓ To assess the acceptance and perception towards concept of online v/s offline retail pharmacies.

RESEARCH METHODOLOGY

Study Type: - Cross Section Descriptive Study

Study Duration: - Three Months (March 2020 – June 2020)

Analysis Used Tool: - An organized survey (comprising of standard demography and awareness marker) and MS- Excel.

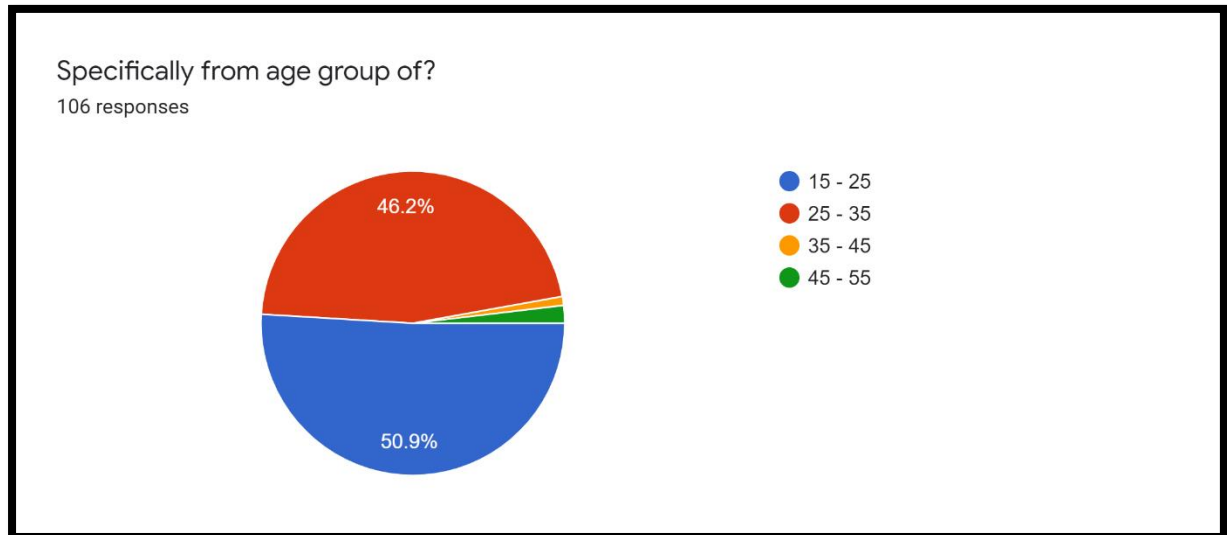
Data Collection Tool: - Primary data will be received by the respondents during questionnaire and secondary data will be collected from published journals, literature, and reference books. Besides this, statistical information will also be assessed in research study.

Sample Method: - Appropriate sampling

Sample Size: - 106 Respondents (General Populations)

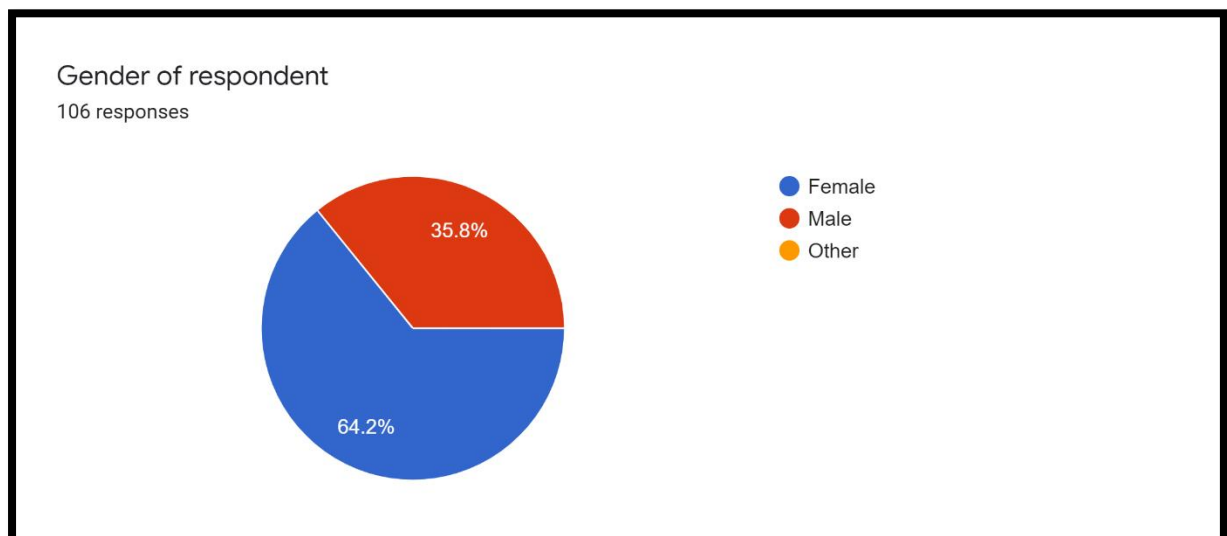
DATA INTERPRETATION AND ANALYSIS

1. Age group wise distribution of responses:



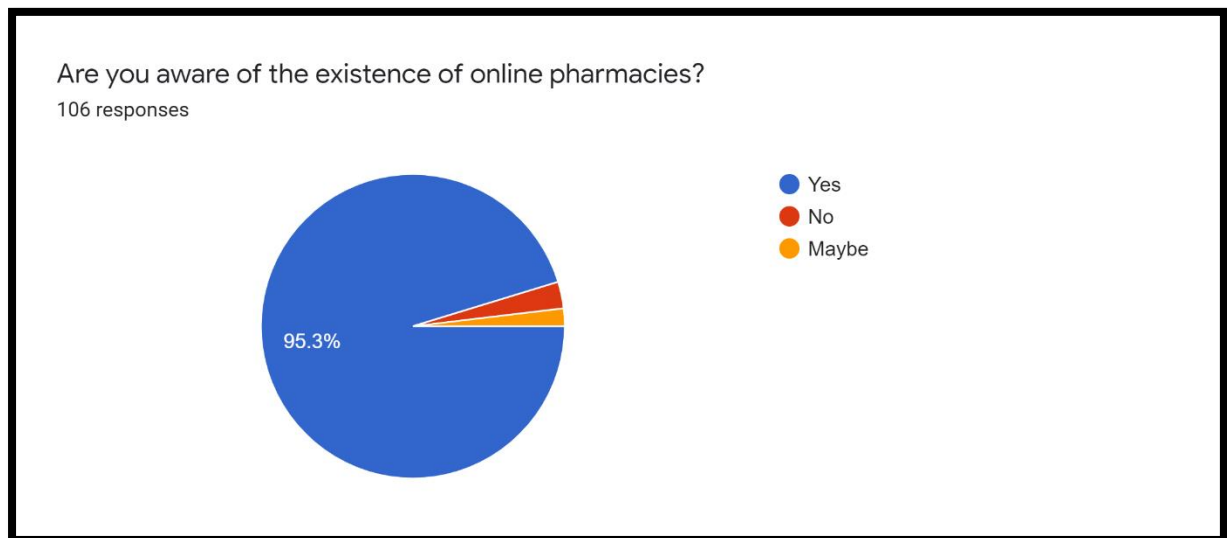
A total of 106 respondents were tested, and I have tried to know the age group of consumers. Out of 106 sample sizes under the survey, 50.9% of people belongs from age group of 15-25 and 46.2% belongs from age group of 25-35 and very minor about 3% of peoples from age group of 35-55.

2. Gender wise distribution of samples:



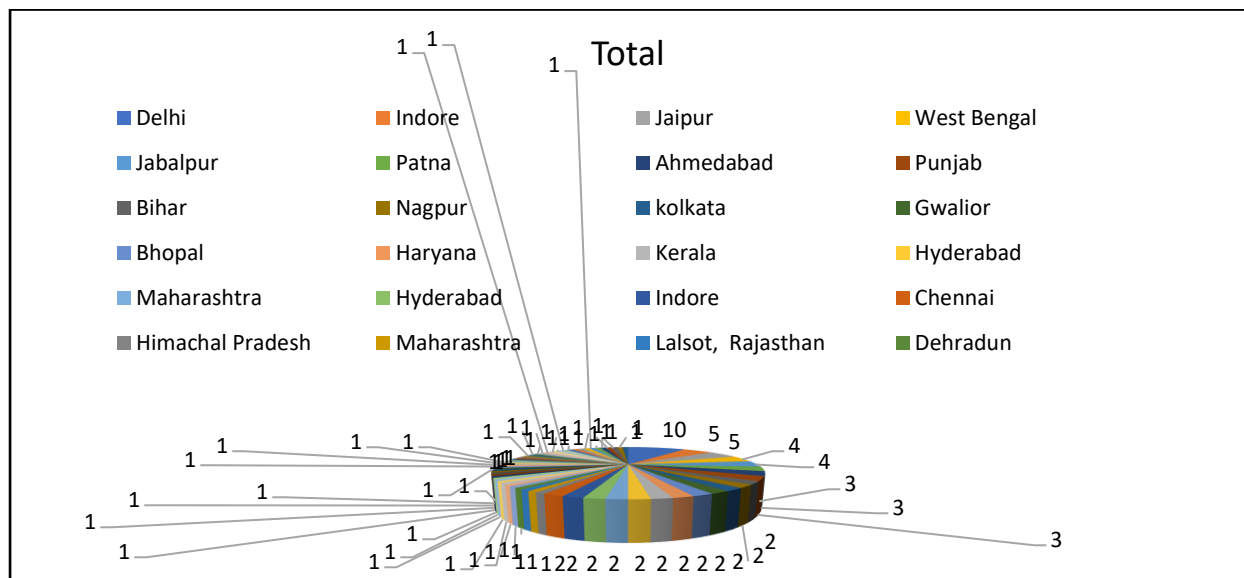
Under this graph, I found that 64.2% sample were Female, and 35.8% sample were Male respondents.

3. Awareness of the existence of online pharmacies:



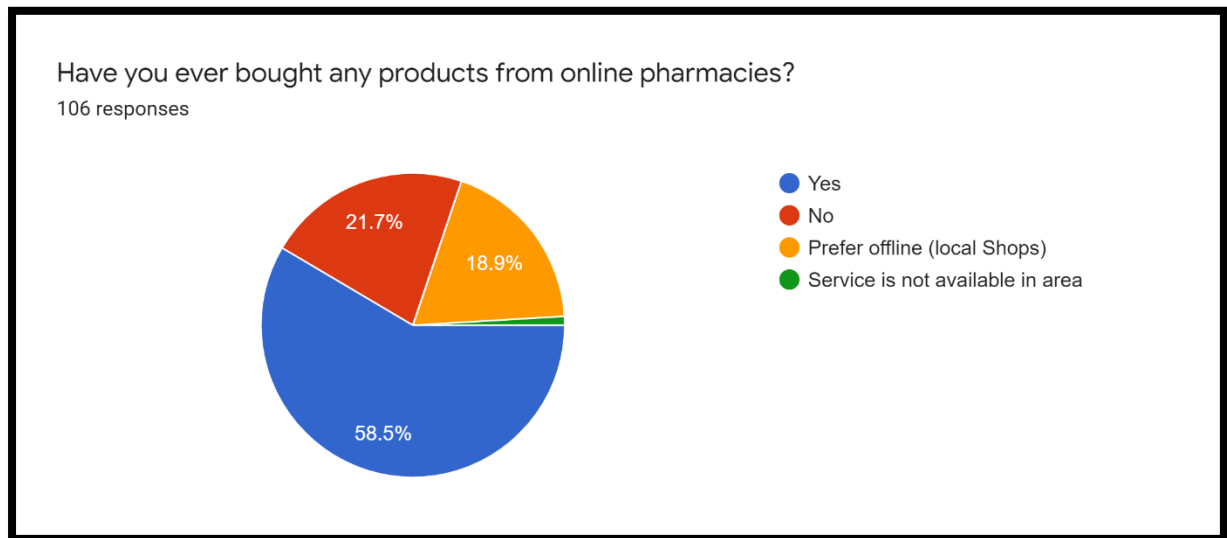
In this figure, there are two kinds of tests isolated, one who has known about online drug store 95.3% and another who have not or maybe heard of online pharmacy 4.7% (male & Female)

4. Location wise distribution of respondents:



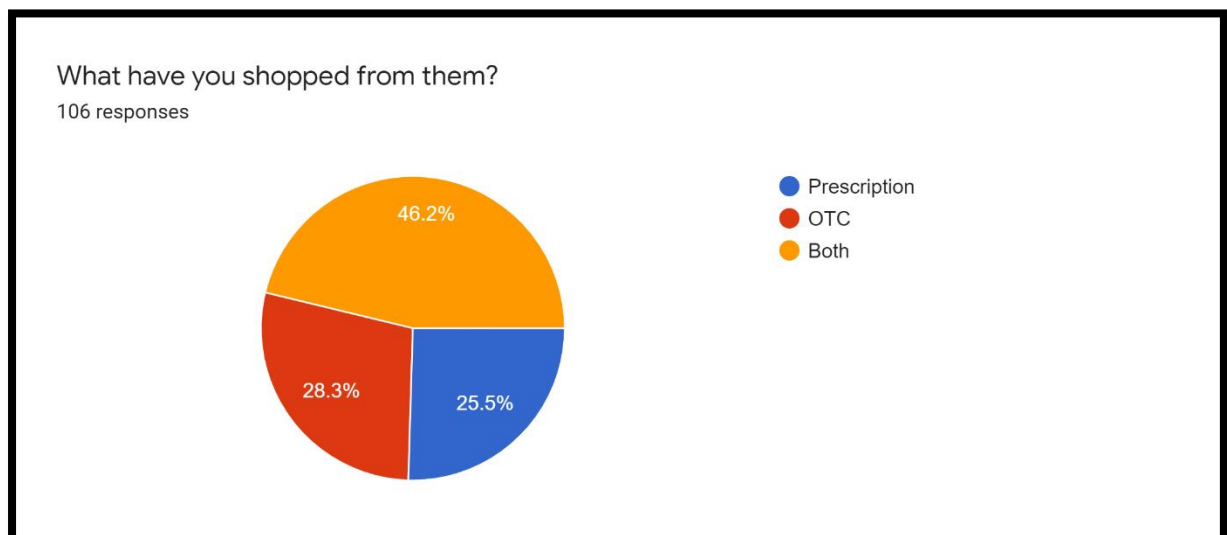
In this figure, I found that the online pharmacies services are available in most of the cities. And some of the locations are in under process.

5. Distribution of sample prefer to buy medicine from:



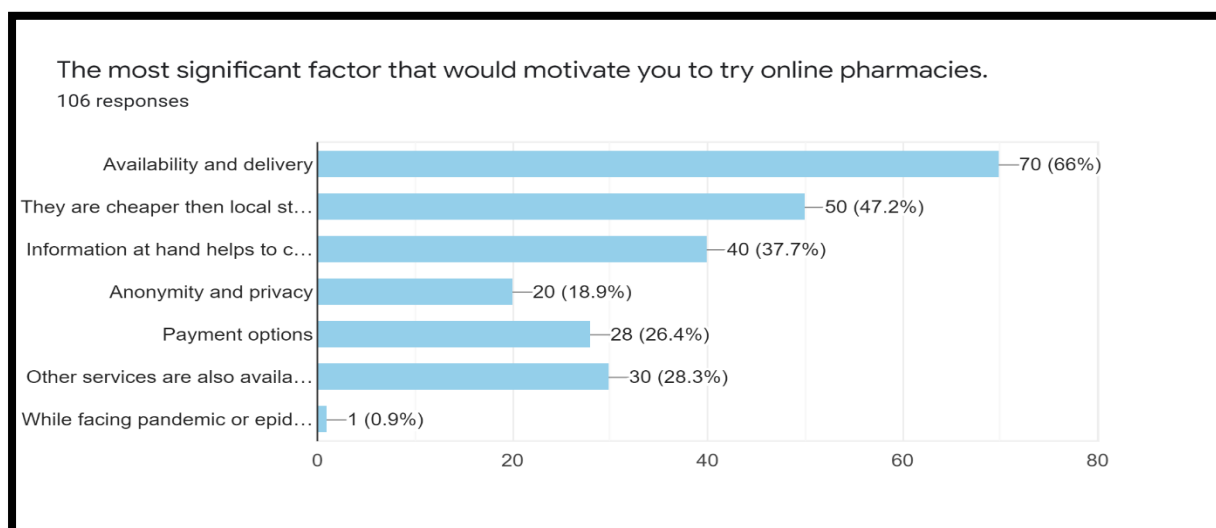
In the pie chart, who like to buy medicine from e- pharmacy 58.5% and another do not prefer to purchase medicine from online pharmacy 21.7% and others are prefer offline (local Shops) 18.9% and some of the respondents are saying service is not available in their area 0.9%.

6. Shopping wise distribution of products:



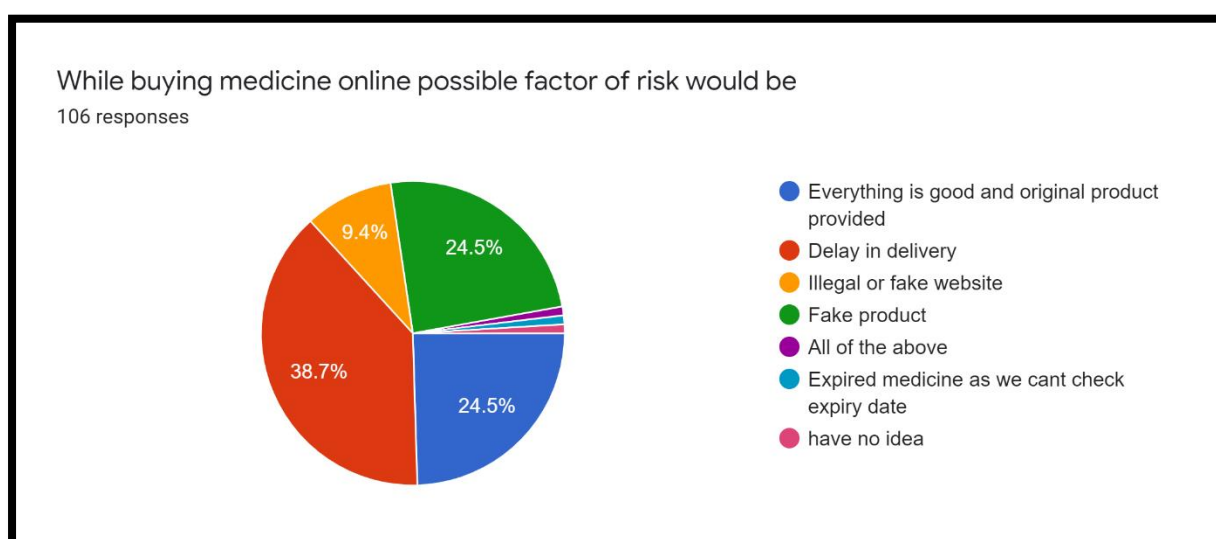
In this figure, 46.2% of consumers are preferring to buy both (Prescription and OTC) products. Apart from this 28.3% like to buy only OTC products and 25.5% buy only prescribe products.

7. Positioning of different attributes as per respondents for online drug store:



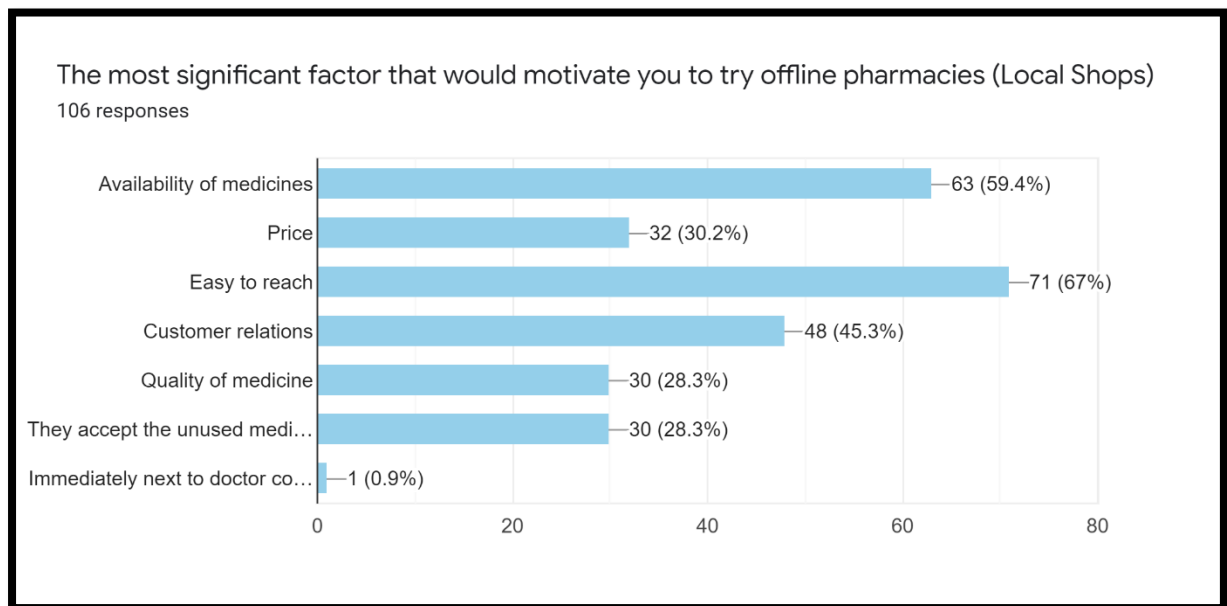
In this graph, I have carried 7 attributes to calculate the perception of the consumers while making decision to purchase medicine from online pharmacy. These 7 attributes like- Accessibility and delivery, Price of medicine, Easy to compare, Privacy, Payment options, other services like Lab test, Doctor consultation etc. From 1 to 10 where 1 shows the most minimal positioning and significance and 10 shows the highest positioning and significance of characteristics.

8. There any risk factors of buying medicine online:



According to this figure, I found that 38.7% consumers are complaining about the service that is Delay in delivery and 24.5% are saying everything is good and original products are provided but in other hand 24.5% are also saying about Fake and unauthenticated products. And 9.4% are saying that they are facing website issues some time.

9. Positioning of different attributes as per respondents for offline (local shops) drug store:



In this graph, I have taken 7 attributes to assess the impression of shoppers while settling on the choice to buy medication from a local drug store. These 7 attributes are- Availability of medication, Price of medication, Ease to reach, Customer relations, Quality of medication and they accept the unused meds. From 1 to 10 where 1 shows most minimal positioning and significance and 10 shows highest positioning and significance of characteristics.

CONCLUSION

This study is based on consumers perceptions towards online and offline retail pharmacy services, after the analysis of all the data and responses I found this conclusion:

- Online drug stores do not have the individual touch that an actual drug store has. You can't converse with a drug specialist to get counsel about results or medication collaborations the manner in which you can at a neighbourhood drug store.
- It is observed that a large portion of the respondents need delivery time of e-pharmacy should be within 24 Hrs or based on emergency like delivery of drugs as soon as possible. And they must be trustable about the privacy and user data.
- After analysis of age group 15-35 they are more active for purchase online drugs and products.
- Drug delivery is becoming more value as compared to price and individuals are ready to pay even more amount as compared to moving in retail offline store.
- Fake products and websites might be offered were the factors for considering online buying of drug being not reliable.
- A massive number of respondents admitted that they are aware of online pharmacy services, and they like to purchase medication online.
- After study, observed that the more persons preferred local drug store as compared to online pharmacy, because they are easy to reach, time saving, quality of medicine and some of the pharmacies are offering the return facility of unused drugs.
- Apart from this, online services are also preferable by most of the respondents when they are buying general medicine that is not used in emergency. Also like to buy OTC products.
- A positive transition in the health care system is potentially expected using such advanced technologies to reach every nook and corner of countries and provide medical help.

RECOMMENDATIONS

- Strong supply chain network to be maintained by the online vendors.
- Provide strong knowledge among the buyers in term of privacy and keeping user data.
- Feedback and contentment level of consumers should be evaluated time to time.
- In case of improper product delivery and other cases which involve doctor consultation and refund to buyer, proper way and rule be site for buyer concern.
- User friendly application interface can be added the advantage and authentication on products and services is must for trust building.
- Consumers are worried about fake prescriptions and request opportune conveyance of drugs. The buys are principally determined by limits and accommodation. According to the review, over 70% of shoppers will purchase from e-drug stores, going ahead.
- Doctors are worried about medicines' information protection and medicine misuse. specialists featured the need of guidelines which order discussion with the specialist prior to giving a replacement.
- Stronger guidelines overseeing e-drug store activities, information protection, and replacement.
- Creation of a concentrated advanced vault of remedies and Restriction on Schedule X medications
- Regulations should be carried out to defend specialists from information protection responsibility visits.
- Need for a start to finish coordinated medical services conveyance environment including specialist meeting, symptomatic tests, and medication conveyance, wellbeing data at one spot. .

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ANNEXURE

1. Gender of respondent.

- a) Female
- b) Male
- c) Other

2. Specifically, from age group of?

- a) 15 - 25
- b) 25 - 35
- c) 35 - 45
- d) 45 – 55

3. Where are you from?

4. Are you aware of the existence of online pharmacies?

- a) Yes
- b) No
- c) Maybe

5. Have you ever bought any products from online pharmacies?

- a) Yes
- b) No
- c) Prefer offline (local Shops)
- d) Service is not available in area.

6. While buying medicine online possible factor of risk would be

- a) Everything is good and original product provided.
- b) Delay in delivery
- c) Illegal or fake website
- d) Fake product

7. The most significant factor that would motivate you to try online pharmacies.

- a) Availability and delivery
- b) They are cheaper than local store (Discount Offers)
- c) Information at hand helps to compare and choose.
- d) Anonymity and privacy
- e) Payment options
- f) Other services are also available like: Lab Tests, Articles, Ask Doctor, Reminders etc.

8. What have you shopped from them?

- a) Prescription
- b) OTC
- c) Both

9. The most significant factor that would motivate you to try offline pharmacies (Local Shops)

- a) Availability of medicines
- b) Price
- c) Easy to reach.
- d) Customer relations
- e) Quality of medicine
- f) They accept the unused medicines.
