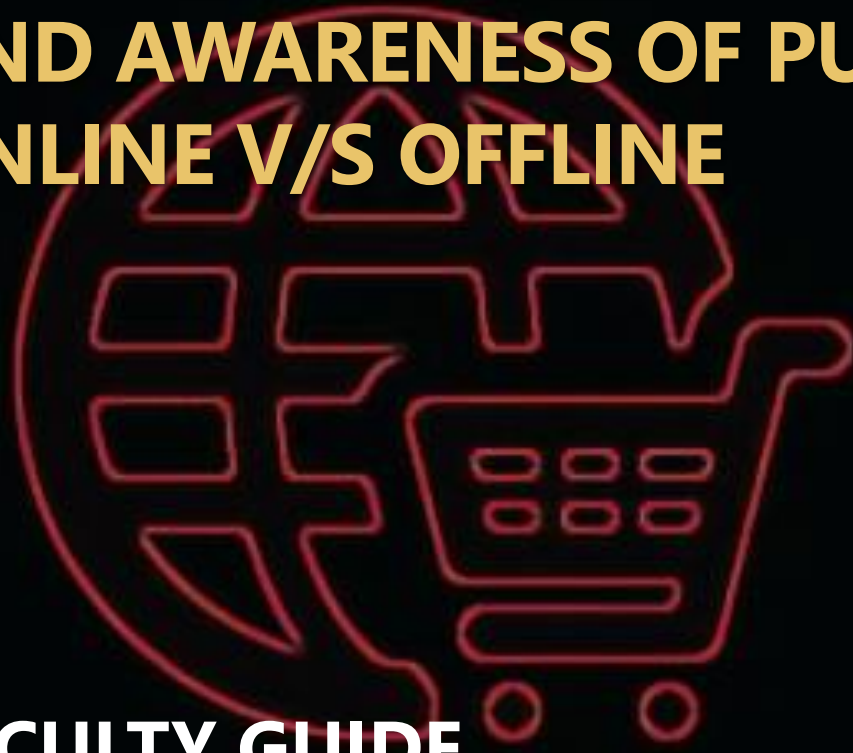


THE ONLINE PHARMACY SERVICES: CROSS SECTIONAL STUDY ON THE KNOWLADGE, PERCEPTION AND AWARENESS OF PURCHASING MEDICATION ONLINE V/S OFFLINE



FACULTY GUIDE

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INTRODUCTION

The internet has taken over the world in all aspects. Not sparing any field, it is not surprising that even pharmacies have gone online. An online pharmacy refers to a business organization that is involved in sale of pharmaceutical preparations like non- prescription and prescription-only drugs, by ordering them online and delivery through mail. About 32,500 online pharmacists working worldwide aims to promote public health by legal framework of country and thus fulfils the successful vision of Digital India.

E-PHARMACY- An E-Pharmacy is a pharmacy that operates over the internet by selling drugs, medicines & sending them to the customers. Internet making all the things easy & convenient. Patients can now buy use of prescription of registered medical practitioner order the medicines via use of internet & receive them at their own doorsteps. They are a massive hit & more and more people are opting to use them rather than stroll down to local pharmacy.

CONVENTIONAL PHARMACY- Pharmacists are the health professionals most accessible to the public. They supply medicines in accordance with a prescription or, when legally permitted, sell them without a prescription. In addition to ensuring an accurate supply of appropriate products, their professional activities also cover counselling of patients at the time of dispensing of prescription and non-prescription drugs, drug information to health professionals, patients and the general public, and participation in health-promotion program.



LEADING ONLINE DRUG STORE

Now, you can order your medicines online through websites and apps which don't require you to stand at long queues at the pharmacy stores. You can just upload a picture of your prescription using your smartphone camera and get all medicines delivered right to your home.

Buying medicines online is not too different from buying at a chemist store, plus online pharmacies provide not just convenience, but a wide range of choices coupled with attractive discounts. Additionally innovative features such as automated monthly medicine re-ordering saves consumers the trouble to remember to buy or order every month and a majority of them also offer healthcare services.

1MG

NETMEDS

PRACTO

**APOLLO
PHARMACY**

**EASY
MEDICO**

**PHARM
EASY**

**MED PLUS
MART**

HOW DOES AN E-PHARMACY MODEL WORK

How it Works





OBJECTIVE OF THE STUDY

To study consumers perceptions towards online and offline retail pharmacy.

To assess the acceptance and perception towards concept of online v/s offline retail pharmacy.

Study Type: - Cross Section Descriptive Study

Study Duration: - Three Months (March 2021 – June 2021)

Analysis Used Tool: - An organized survey (comprising of standard demography and awareness marker) and MS- Excel PubMed, Oxford English Dictionary, and Google Scholar.

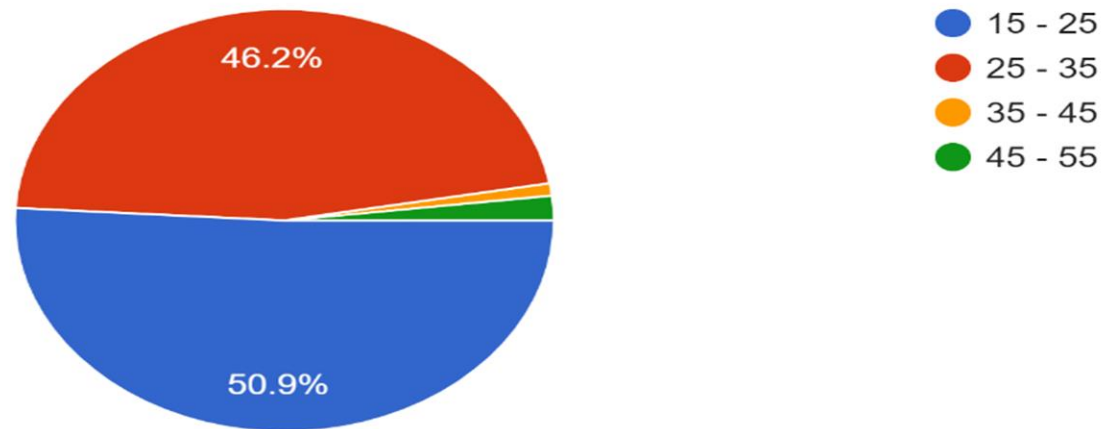
Data Collection Tool: - Primary data will be received by the respondents during questionnaire and secondary data will be collected from published journals, literature, and reference books. Besides this, statistical information will also be assessed in research study.

Sample Method: - Convenient sampling

Sample Size: - 106 Respondents (General Population)

DATA INTERPRETATION AND ANALYSIS

Specifically from age group of?
106 responses

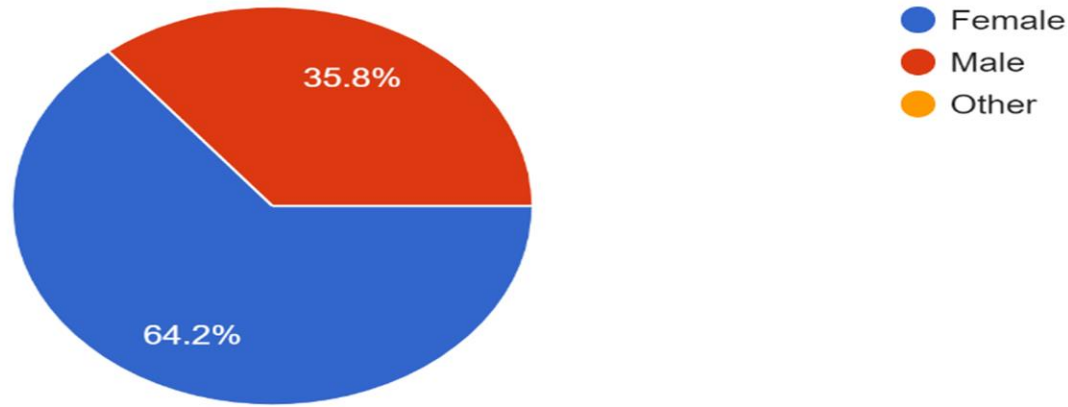


A total of 106 respondents were tested, and I have tried to know the age group of consumers.

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.

GENDER WISE DISTRIBUTION

Gender of respondent
106 responses

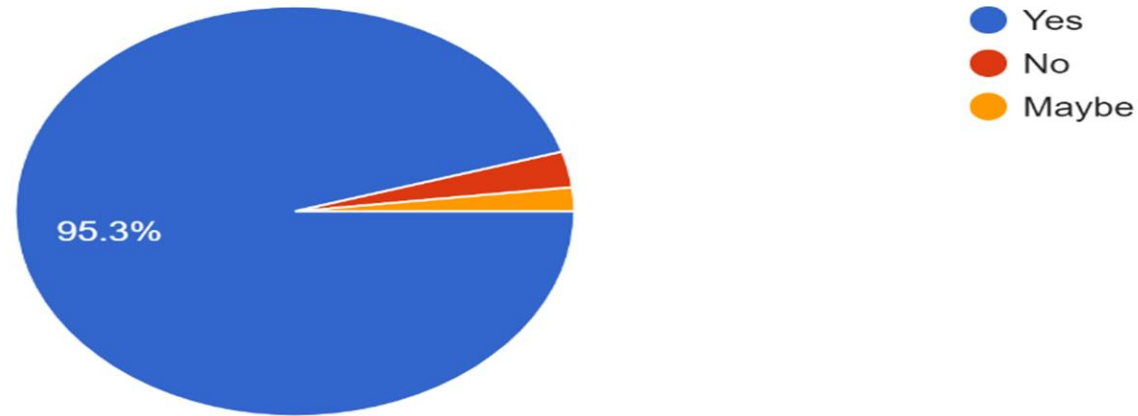


Under this graph,
I found that 64.2% sample were Female, and 35.8% sample were Male respondents.

AWARENESS ABOUT E-PHARMACY

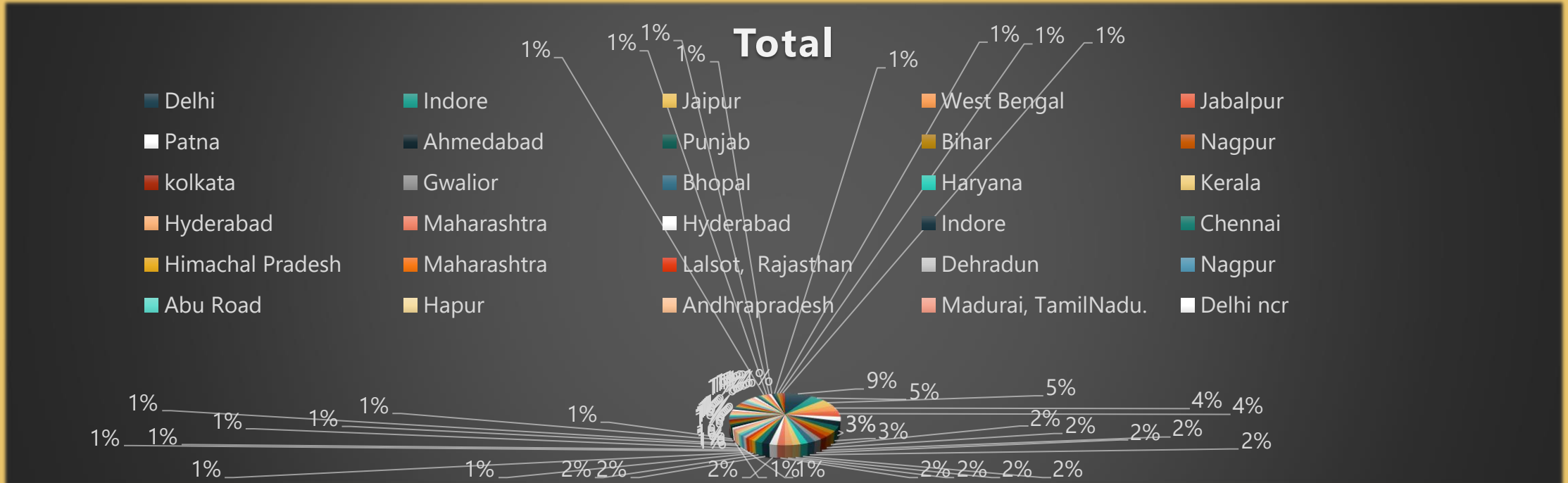
Are you aware of the existence of online pharmacies?

106 responses



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 both involved)

LOCATION WISE DISTRIBUTION



In this figure,

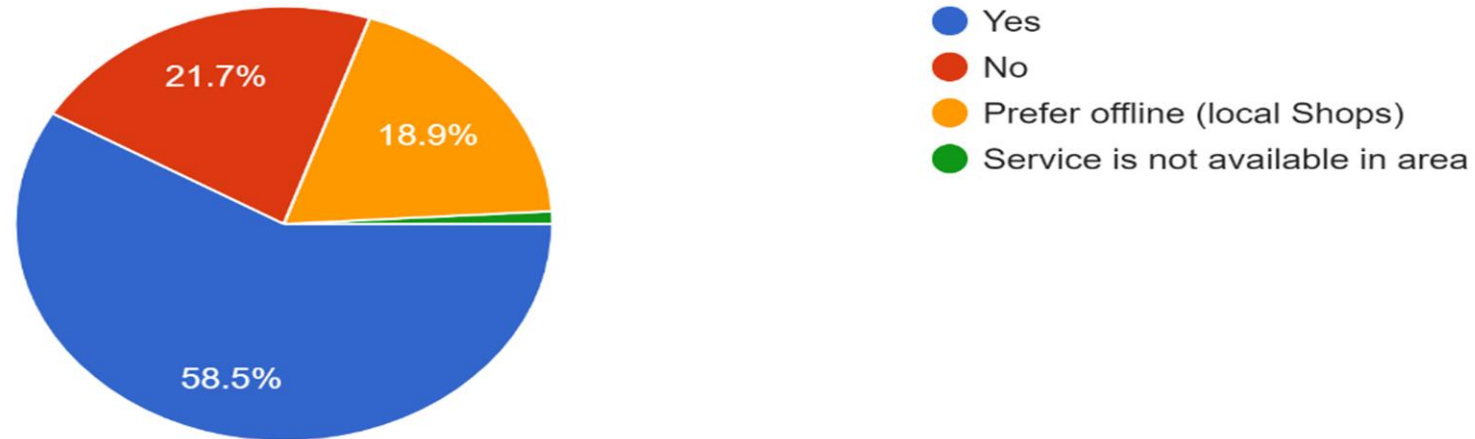
I found that the online pharmacies services are available in most of the cities. And some of the locations are in under construction.



PURCHASING HABITS OF CONSUMERS

Have you ever bought any products from online pharmacies?

106 responses

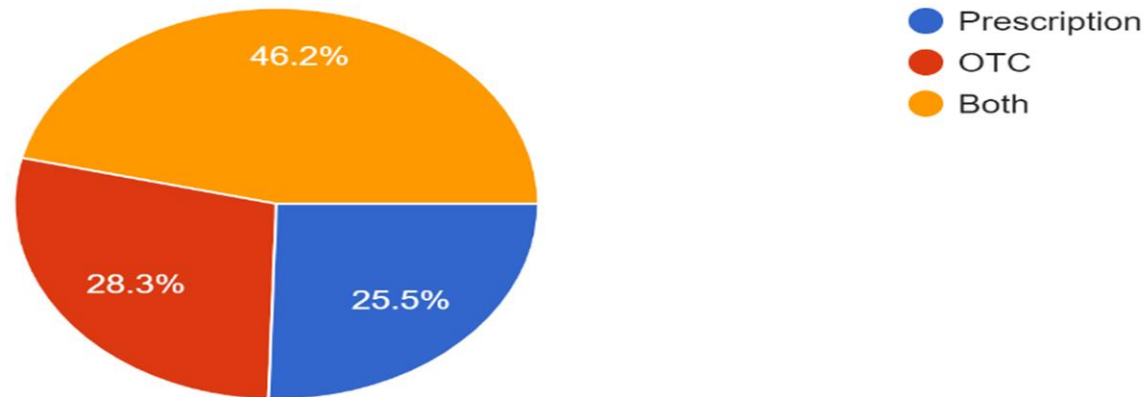


In the pie chart, who like to buy medicine from e- pharmacy 58.5% and another do not prefer to purchase medicine from online pharmacy 21.7% and others are prefer offline (local Shops) 18.9% and some of the respondents are saying service is not available in their area 0.9%.

PREFERENCE WISE DISTRIBUTION

What have you shopped from them?

106 responses



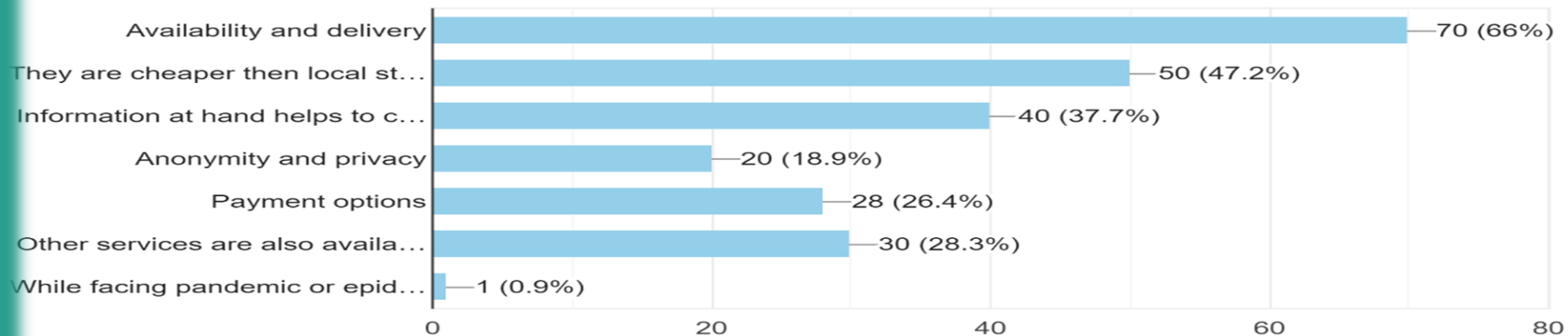
In this figure, 46.2% of consumers are preferring to buy both (Prescription and OTC) products.

Apart from this 28.3% like to buy only OTC products and 25.5% buy only prescribe products.

INSPIRATION FACTOR FOR E PHARMACY

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

106 responses



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 are- 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.

FACTORS AFFECTING THE PURCHASE OF MEDICINES ONLINE

While buying medicine online possible factor of risk would be
106 responses

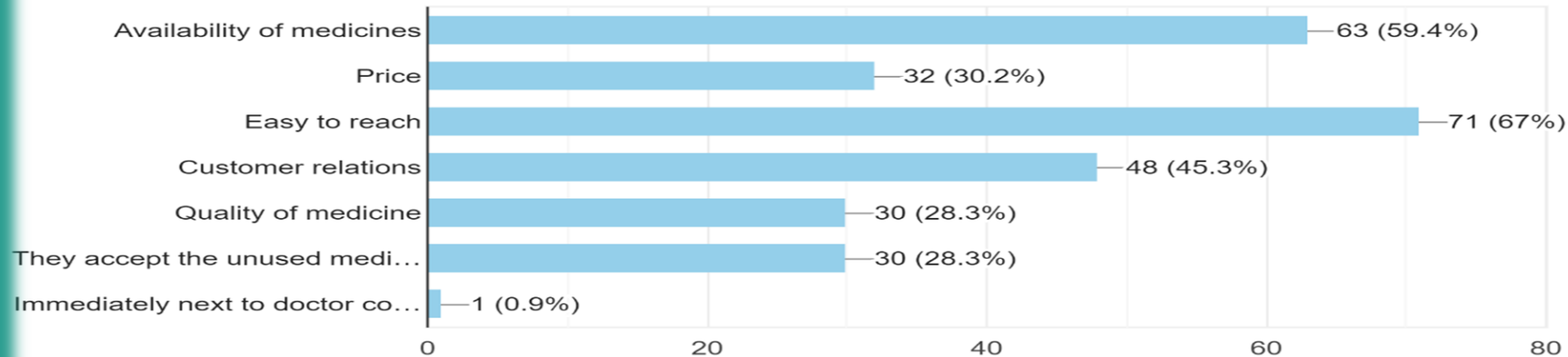


According to this figure,

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.

INSPIRATION FACTOR FOR OFFLINE PHARMACY

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



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

- ❑ 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.
- ❑ 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 local pharmacy.
- ❑ 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.
- ❑ 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.
- ✓ 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 concerned about fake medicines and demand timely delivery of medicines. The purchases are primarily driven by discounts and convenience. As per survey, more than 70% consumers are willing to buy from e-pharmacies, going forward.
- ✓ Doctors are concerned about prescriptions' data privacy and prescription abuse. doctors highlighted the necessity of regulations which mandate consultation with the doctor before providing a substitution.
- ✓ Stronger regulations governing e-pharmacy operations, data privacy and substitution.
- ✓ Creation of a centralized digital registry of prescriptions and Restriction on Schedule X drugs
- ✓ Regulations need to be rolled-out to safeguard doctors from data privacy liability visits.



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THANK YOU :)

