Consumer Behaviour Towards Online Buying Medicine

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Abstract

A growing levels of services are currently being delivered online through the Internet. Internet and Internet websites have changed our shopping habits completely. As we know that almost everything will be online. The web has long been a source of medical information; was recently used late to buy medical products online. Now, medicines are available and online can be ordered on mobile or via the website, whereby the seller will be delivered as soon as possible and they will provide various payment options as well. Payment while purchasing credit / debit card and cash on delivery. The many benefits and drawbacks of online pharmaceuticals are explored and can be discussed in this paper. Some important factors to keep in mind when using prescription drugs are also discussed in this paper. This study is one of the first such studies, which helps people buy drugs online and promotes e-commerce and m-commerce.

Buying medicines and other medical products online is a good story because it saves time, money, fuel and many problems such as traffic jam. Also, one of the therapists may not provide all medications. So you can go to another therapist spending a lot of time, money etc. will be saved. This will result in revenue for the Government and the environment is friendly. Nowadays, almost everyone who can read and write, especially young people, want to shop online because they do not have the time to go to the mall and shops .One thing also saves money. Once they have purchased, the items they have purchased will send to their home wherever they describe them as their delivery addresses by the Courtier Company. This is a modern way of shopping as we have many ways to buy different products from different retailers at different prices. This study examines whether online shopping quality represents the competitive advantage of Internet-focused Internet companies for ecommerce consumers too.

CHAPTER 1

INTRODUCTION

The recent growth of e-commerce in India has attracted the customer to purchase Medicine from online Websites. The online drug store is one of the items which is Going to encourage a gigantic interest in Impending days. An online drug store is a Web-based merchant of physicianrecommended drugs. The Sale of medicine through an online platform is not new. It has quite recently thrived in this internet Age.

E-commerce is the business activity of buying and selling of products, goods or services with the help of internet and electronic devices. E-commerce in the current scenario is a rapidly growing business activity where in all the products, goods and services are made available to you at your fingertips where in with access to internet and any electronic devices. It has made things easy and convenient and it saves us a lot of time which therefore has resulted in the growth of e-commerce worldwide and in India.

Online buying medicine is a part of E-commerce. It is the process of ordering medicine through Internet. In India online buying medicine is growing day by day. Usually a customer search to the Medical store or take medicine, but with the help of online e- pharmacy . A customer can buy medicine From any where , user can give order at any place and pay cash on delivery. The system deals with Ordering, processing and delivering products. It is a simple and convenient way for customer to buy Medicine online without having to go to any medical store. It is the internet that connects the company And the customer. This system of online buying medicine is safe and it is the most popular method Nowadays. This method is developed to help company to simplify their daily operational and managerial Task as well as improve the dining experience of customers and also helps company develop a healthy Relationship with Customer.

Now days people they don't have much time , they have busy schedule some times they forget to take medicine from medical store so online buying medicine is the best way to solve this problem customer can buy their medicine through online it's just simple as online shopping as we know that there are many offline shopping store are available but in present days people prefer to buy from online store as we know that 10- 11% of market share is covered by retail industry, the vast majority cover by retail industry and clothing This has some obvious impacts on the brick-and mortar formats of in-dining company as more people prefer to have buying online medicine In the late 1980s, drug stores started selling physician-endorsed meds Employing mail requests in the US. Later this mail request business changed into The first web-based drug store, soma.com, in January 1999. Soon after that, the web Drug store was dispatched in the UK. Assessments showed that there were more Than 1000 sites selling medicines as of mid-2004. The retail drug store has so far Stayed the greatest wellspring of medicines for the Indian populace. Far off Territories in the nation also are profited with retail drug stores as it were. Maybe, Since they don't know about the idea called online drug stores or the absence of Fundamental prerequisites like the internet, a tremendous part of the Indian populace Isn't buying medicine online. Notwithstanding, presently things are evolving. With The increase of computer literacy, availability of the internet, and popularization of Smartphones. Though pharmacy shop was allowed to
open during the lockdown Situation many people ordered their medicine and other pharmaceutical product

1.1   Objectives of Study

1.   To understand the concept of online pharmacy
2.   To study to understand attitude of consumer towards online buying   medicine
3.   To recommendation suggestions from finding a study .

1.2   SCOPE OF STUDY

Online buying medicine Service have increased in recent years   . It's important to understand attitude of consumer towards online buying medicine and which factors influence the consumer to buy from e- pharmacy, trust level of consumer of consumer towards e- pharmacy

1.3   LIMITATION

1.A present study is conducted among 60 respondents it's cannot treated as representative entire 100 consumer.

2.   Time is another major constraints in collecting data for the study .

3.   The respondents may give biased data.

CHAPTER 2 REVIEW OF LITERATURE

Srivastava et al., (2020) on Consumers' usage and adoption of e-Pharmacy in India. Lack of awareness regarding the benefits of using an online pharmacy in the common People so there is a need to demonstrate the use and benefits of using e-pharmacies along with Enhanced instruction to the customers. The customers largely appreciated the "home delivery" of The online purchased medicines and would prefer to order online in cases of acute illness. The results Suggest the e-pharmacy application be easy to use. Availability of obsolete and imprecise information Would generate a fear of mistrust in the minds of the customers.

Singh et al., (2020) on E-Pharmacy Impacts on Society and Pharma Sector In Economical Pandemic Situation. The work of this paper focuses on the impact of online pharmacy During the covid-19 pandemic situation. The author has written about the various good impact of e- Pharmacy on society. The objective of e-pharmacy is to deliver medicine at an affordable cost to all Places. But self-medication is a major problem of Govt. Of India has drafted rules for running online Pharmacies as Drug & Cosmetics Act 1940, Pharmacy Act 1948 was too much outdated were no Provisions for selling medicine were there **Anwar et al., (2020)** on Factors Leading to Preference for buying Online Medicines and their Effects on Actual buying Behavior: The work of this paper

focusing on various Factors for which e-pharmacy is accepted by the common people. Some of the key factors are cost-Effectiveness, convenience Buying pattern of medicines through e-pharmacy during the covid-19 194 Availability of less common medicines, and anonymity. The author has also found out various other Factors for which the e-pharmacy of India is growing so fast like- Digital India initiative, an e-healthcare Initiative by the Govt. Of India, Foreign direct investment, etc .

Gupta et al., (2020) on Consumer Buying Behavior towards E-Pharmacy. In This study, 100 respondents from Jaipur city were taken by random sampling method. And the Outcome of the study found was that the consumer awareness of e-pharmacy was very good. People Of Jaipur city purchase medicine from both online and offline shops. But the Govt. And concerned Authorities have lots of work to do for educating people about the various risk associating while Buying medicine from e-pharmacy .

Salter et al., (2014) on E-Pharmacies: An emerging market in Indian retail Pharmacy, An Indian perspective. In this study 252 number of the respondent was taken into Consideration and majority of them i.e.66% of them bought medicine from online. As there is still no Such proper guideline for selling medicine online author suggested that there must be proper Verification of scanned prescription during the order placed and again the prescription must be re-Verified at the time of delivery to stop the miss use of drugs

Pujari et al., (2016) on Consumer's Pharmaceutical Buying BehaviorTowards Prescription and Non-Prescription Drugs: The study was done to find out what is the source Of information people choose about the pharmaceutical product. What are influences purchasing Behavior for the choice of medicines? The survey was done among 100 participants and the results were Very interesting. Only 60% population was buying medicine by physician's choice, whereas other Factors like the magazine, internet literature, family, and friendly advice were also matters while Purchasing a medicine. The author finds that people want their prescription on their own choice and Price, while pharmacist's and physical suggestions is not an influencing factor over money .

Douglas, et al (2001)[3] conducted an empirical study to explore key aspects of consumer response towards Shopping on the Internet. The major findings of study were: - convenience was not a major inducement in local Internet buy online medicine probably because of (its) geographical proximity. For instance
"Pricing" was the major Motivation behind online buying medicine Product variety and product brand name were also important factors. Trust Was a major concern for Internet shoppers.

Chih-Chien Wang (2009)[6] analyzed that knowledge is one important factor influencing the level of trust. The Results revealed that knowledge is positively associated with trust and online shopping activities. In other words, People who know more about online buying medicine will trust and go for buying medicine.. Online retailing practice Should make the public knowledgeable about online transaction security mechanisms to build users" trust in online buying medicine

Lodorfos et al (2006) even in this paper , Repeat purchase behaviour of consumer was a full dependent on factor like price Sensitivity , brand loyalty, trust / direct experience as a result consumer are more

CHAPTER 3
RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN:-

NATURE OF STUDY :- A study is descriptive research method and analytics research method

NATURE OF DATA:- Both primary and secondary data are used for the study .

SOURCE OF DATA
Primary data are those data collected for the first time they are original in character. Primary data was Collected Through Well – structure questionnaire already taken 60people of different age groups for Purpose of study and analysis Secondary data are those which have been collected by some other person for his purpose and published , secondary data is collected from various websites, book , journal etc.

3.2 SIZE OF SAMPLE :-
The size of sample used for collecting the data is 60 consumer of of different age groups

For purpose of study and analysis

3.3 DATA COLLECTION METHOD:-
This includes

SAMPLE DESIGN:-
A population is a group of individuals, objects, items from which sample taken for measurement
Nature of population is infinite , population in this study include 60 people of different age groups for Purpose of study and analysis.

METHOD OF SAMPLING
Random method of sampling was used for the study .
.

3.4 TOOLS FOR ANALYSIS:-
Simple percentage analysis
Table , chart and diagram

3.5 RESEARCH HYPOYHESIS

Ho : Is discount / offer attract the consumer to buy medicine from online .

Ho there is no significant between consumer and discount. There is significant between consumer and discount
.

Here Ho (null hypothesis) is used to conduct the research .

A hypothesis is tested for significance levels level in the observed data . Ths iis done for summarising theroretical data .

Ho : p=po

Deviation helps ascertain the level of significance

Calculation of deviation rate can be done as follows :

Particular	Amount
Claimed Rate (Assumption)	60%
Actual Rate (through sample)	57.6%
Deviation Rate	-0.424

EXPLANATION :

Standard Deviation from the assumed parameter is -0.424 which falls within the rejected range because the deviation shows negative deviation so there is no significance between the consumer and discount.

CHAPTER 4

DATA DANALYSIS AND INTERPRETATIONS
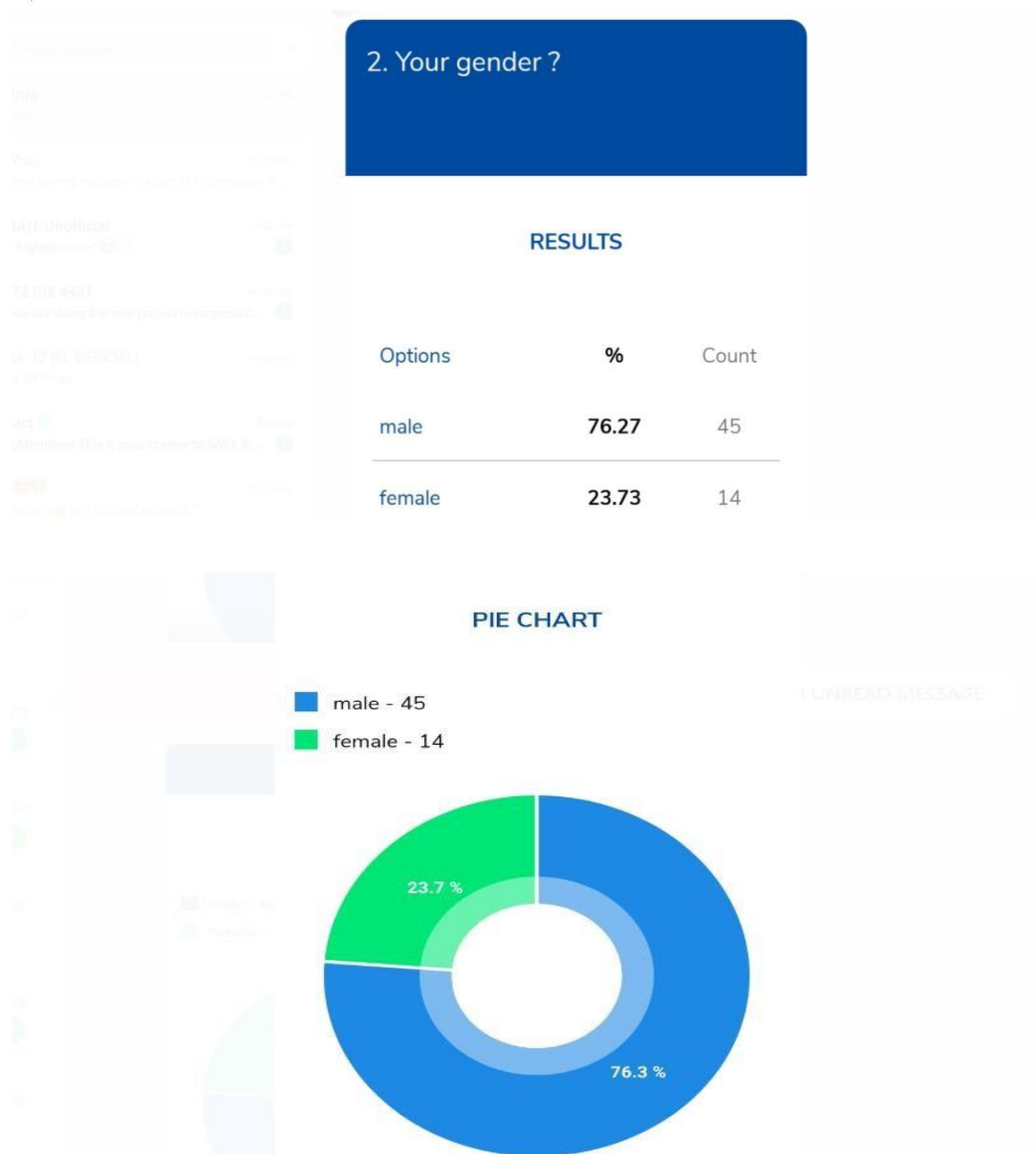
1. The table show the respondents age %
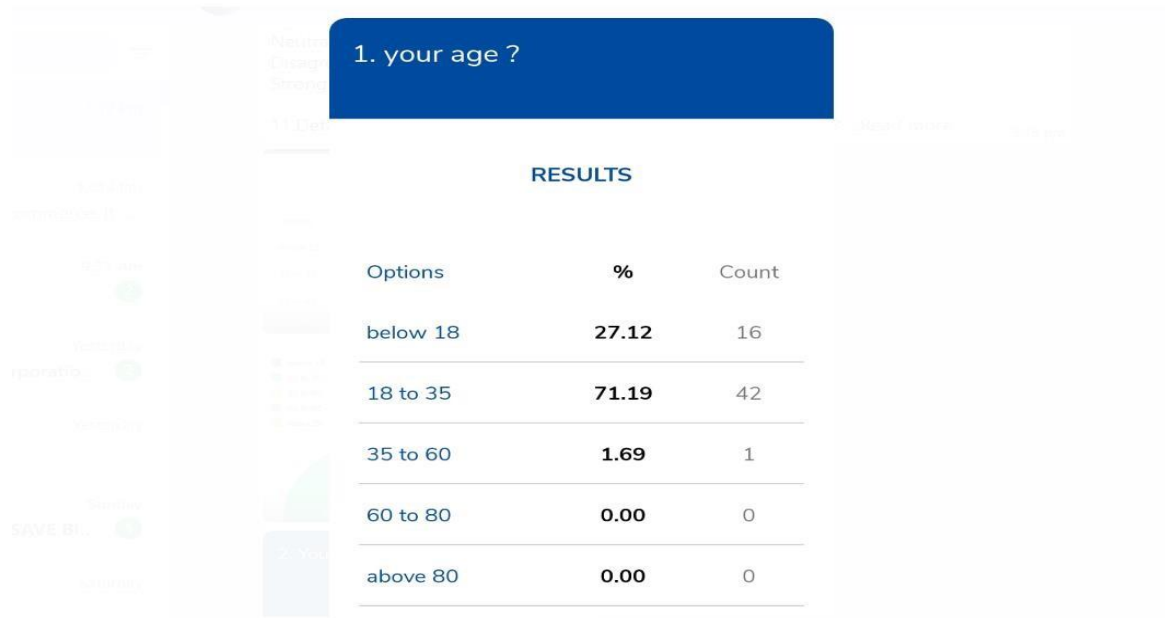
Respondent age pie diagram
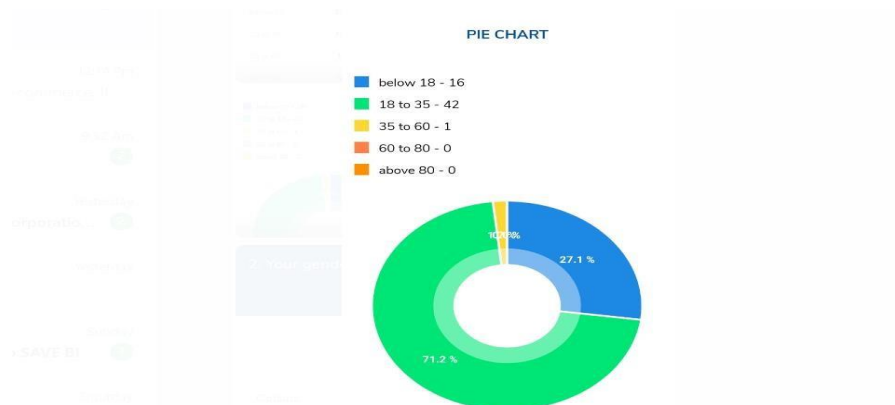
INTERPRETATION :

The above pie chart shows respondents age, in which the age between 18 – 35 has highest response number that is 71.2%.
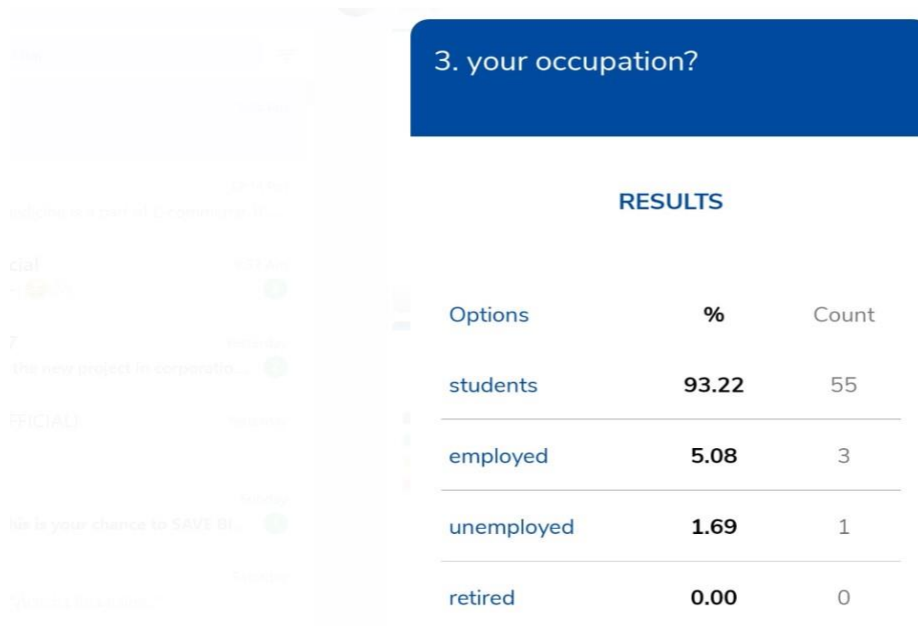
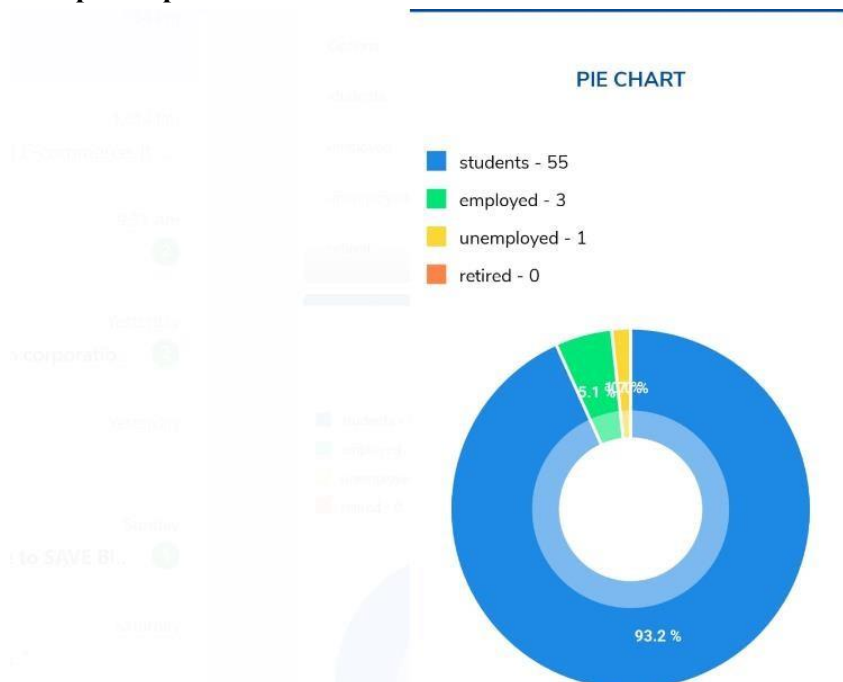2.The table below shows gender of the respondents.

INTERPRETATION :

The pie chart above shows the respondents gender and the maximum response were given by male population that is 76.3%

3.This table shows occupation of the respondents
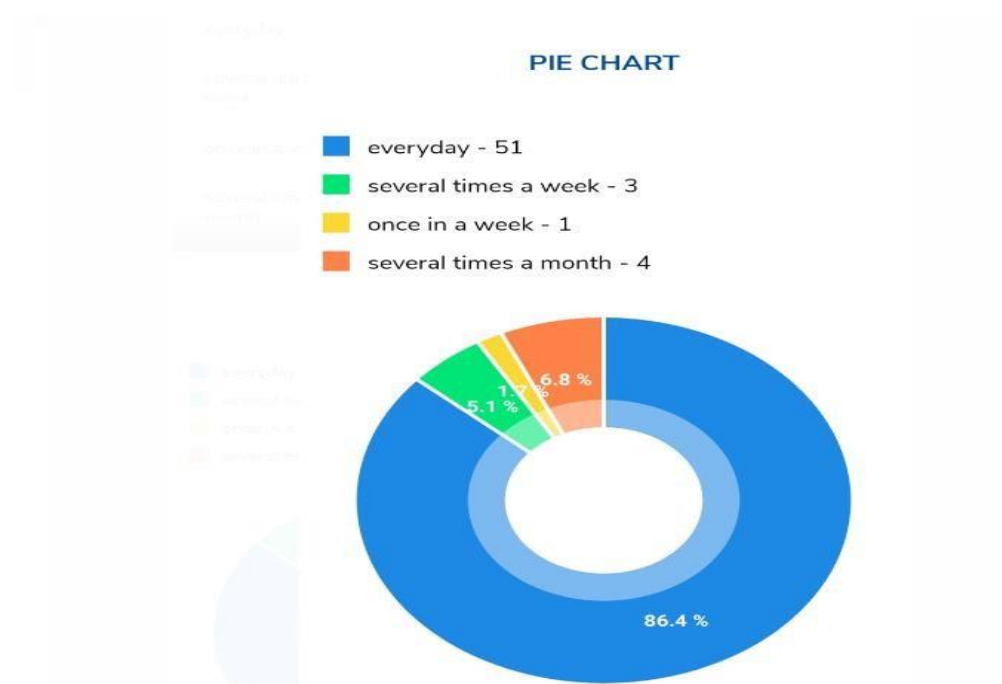

Occupation pie chart

INTERPRETATION :

The pie chart above shows respondents occupation and the maximum responses were given by students group which is 93.2%.

4.The table below shows how often the respondents use internet

4. How often do you use internet?

RESULTS

Options	%	Count
everyday	86.44	51
several times a week	5.08	3
once in a week	1.69	1
several times a month	6.78	4

Pie chart of how often the respondents use internet

PIE CHART

- everyday - 51
- several times a week - 3
- once in a week - 1
- several times a month - 4

INTERPRETATION:

The pie chart above shows regular internet users respondents and maximum 86.4% respondents use internet everyday.

5. The table below shows if the respondent know any online pharmacy.

Options	%	Count
yes	64.41	38
no	35.59	21
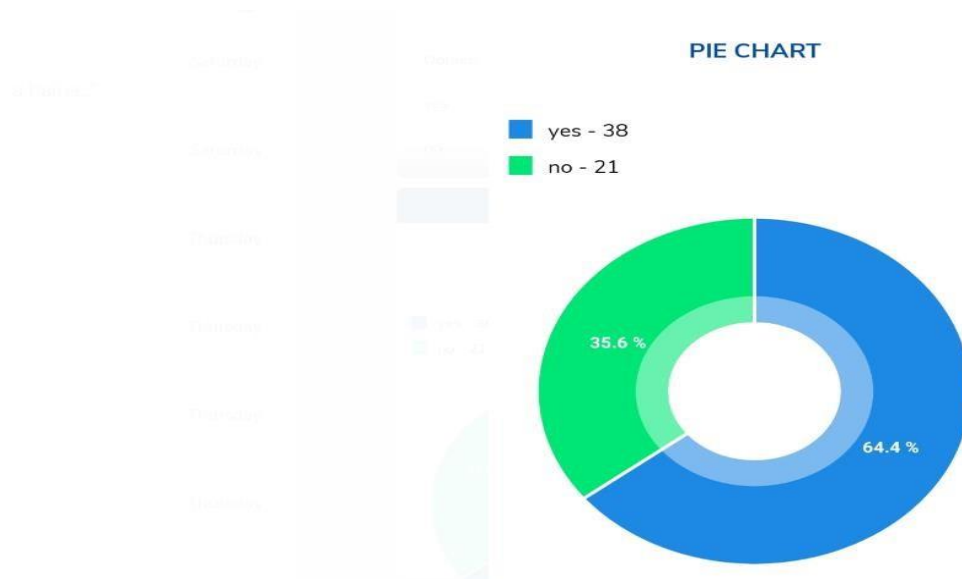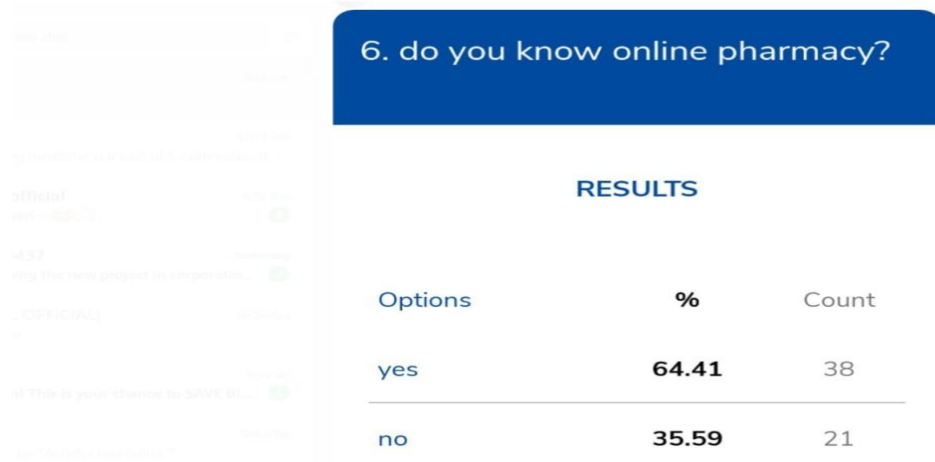
INTERPETATION:

Above pie chart 64.4 % respondents know about online pharmacy.

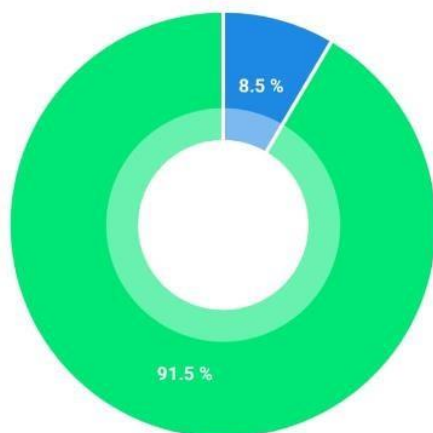**6.The table show the from where most of the respondents purchase medicine.**

INTERPRETATION: Above pie chart show that
the most of the respondents purchase medicine from nearby pharmacy that is 91.5%

7.The table show what is the reason for respondents choosing online buying .
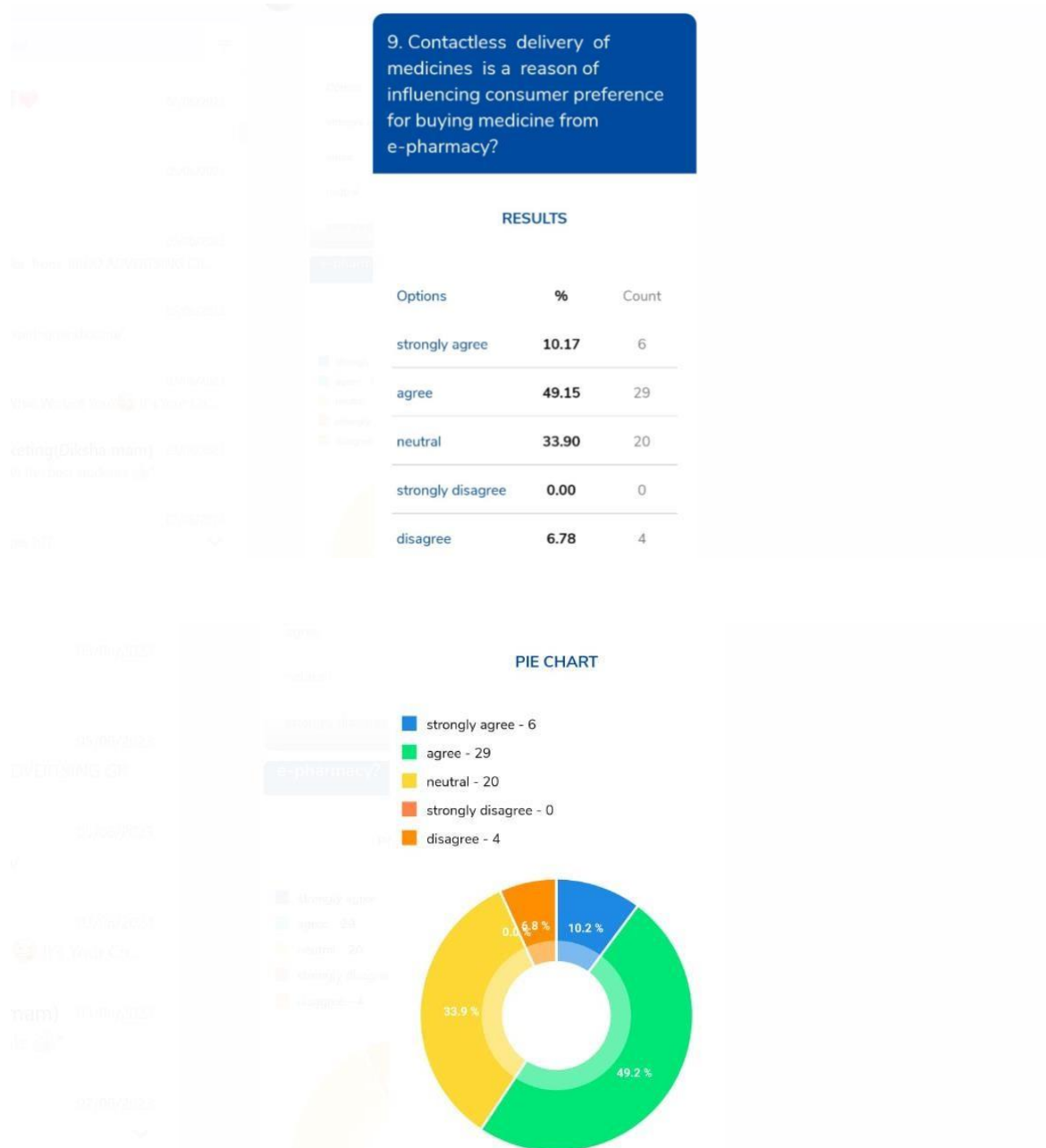
INTERPRETATION :

Above pie chart show the most of the respondents agree on delivery is a reason for online buying medicine that is 33.9 %.
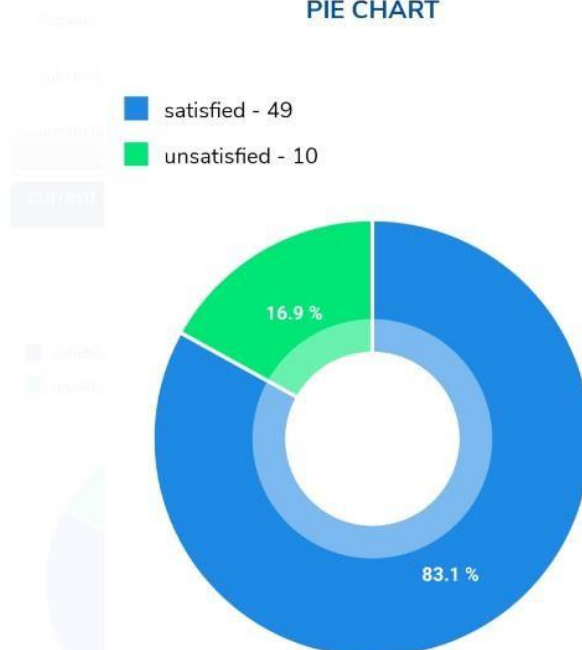
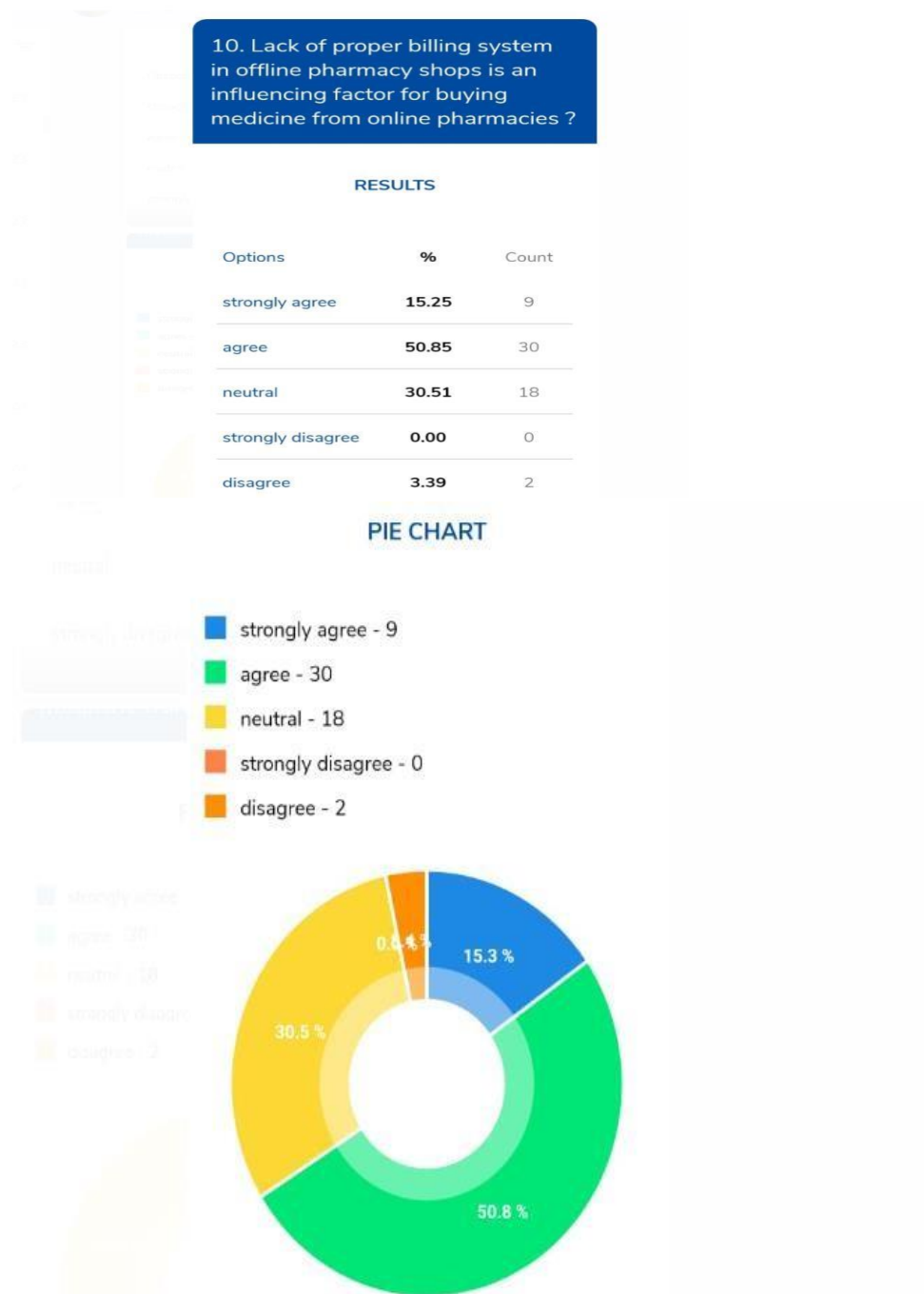**8. The table below show the satisfaction level of respondents with current pharmacy.**

INTERPRETATION :

Above pie chart show the most of respondents are satisfy with current pharmacy that is 83.1 %

9.The below table show the proper billing is the reason for online buying medicine .

INTERPETATION:

Above the pie chart show most of the respondents are agree on they buy online medicine for the proper billing that is 50.8 %

10.The below table show the detail of medicine is reason for buying online medicine.
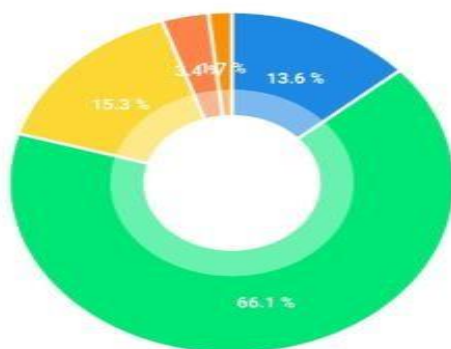
11. Detail of drug information is a reason for consumer preference?

RESULTS

Options	%	Count
strongly agree	13.56	8
agree	66.10	39
neutral	15.25	9
strongly disagree	3.39	2
disagree	1.69	1

PIE CHART

- strongly agree - 8
- agree - 39
- neutral - 9
- strongly disagree - 2
- disagree - 1

INTERPETATION :

Above pie chart show the respondents purchase medicine from online because of it give all the information in proper way that is 66.6% respondents agree on this.

11.The below table show the is the offer / discount is reason to buy medicine from online pharmacy.

INTERPETATION:

Above the pie chart show most of respondents agree on that they purchase medicine from e-pharamcy because of discount /offer that is 57.6 %

12.The below table show that it is safe to buy medicine from e-pharmacy.

15. Is it safe to buy medicine through online pharmacy?

RESULTS

Options	%	Count
strongly agree	18.64	11
agree	33.90	20
neutral	37.29	22
strongly disagree	3.39	2
disagree	6.78	4

PIE CHART

- strongly agree - 11
- agree - 20
- neutral - 22
- strongly disagree - 2
- disagree - 4

INTERPETATION:

Above pie chart show that most of respondents agree or strongly agree on it is safe to buy medicine from online that is 37.3 % and 33.3 %
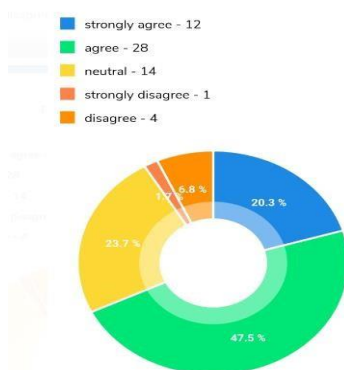
13. T

he below table show the is respondents are in the favour to upload pescription.

16. Are you in favour uploading prescription on website of online pharmacy?

RESULTS

Options	%	Count
strongly agree	20.34	12
agree	47.46	28
neutral	23.73	14
strongly disagree	1.69	1
disagree	6.78	4

PIE CHART

- strongly agree - 12
- agree - 28
- neutral - 14
- strongly disagree - 1
- disagree - 4

INTERPETATION:

The above pie chart show the most of the respondents are agree on uploading the pescription for buying online medicine that is 47.5%

14.   T

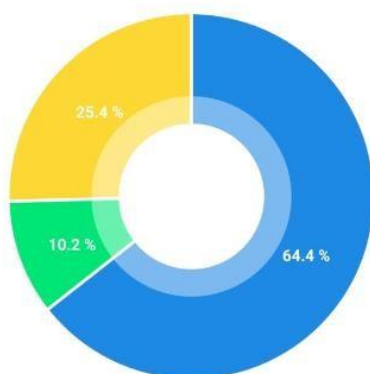he below table show the which factors influence the respondents to buy medicine from e-pharmacy.

INTERPETATION:

The above pie chart show most of the respondents select quick delivery so because of this reason respondents buy medicine from e-pharmacy that is 64.4%.

15.The below table show which company respondents perfer.

14. Which company do you prefer to buy online medicine?

RESULTS

Options	%	Count
Netmeds	27.12	16
PHARMAEASY	50.85	30
1mg	22.03	13

PIE CHART

- Netmeds - 16
- PHARMAEASY - 30
- 1mg - 13

27.1 %

22.0 %

50.8 %
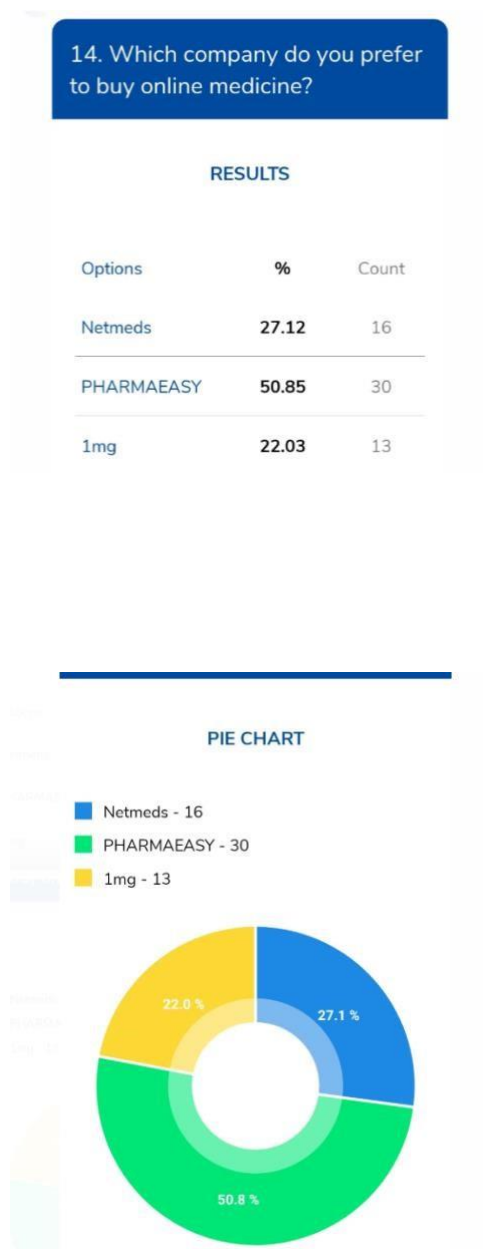
INTERPETATION:

The above pie chart show most of the respondents perfer pharmaeasy company for purchasing online medicine that is 50.8 %

16.The below table show prior experience of respondents with online buying medicine .
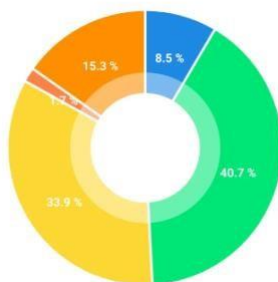

INTERPETATION:

Above pie chart show the most of the respondents have prior experience with online buying medicine and they agree on that , that is 40.7 %

CHAPTER 5
CONCLUSION

E-pharmacy in India is a novel and appealing business Model that has the potential to improve the Country's Healthcare system. After e-pharmacies entered the Indian Market, access to medication in Every part of the nation has Become simpler. It's positively affect retailers' internet marketing, which will eventually benefit customers. In addition, online retailers need to develop significant levels of client commitment in order to allay individuals' worries about ordering prescription drugs online. For illustration, ensuring adequate shipping, moderate and authorised products, pertinent accreditations from the competent authorities, getting in contact with consumers throughout the transaction, and delivering expert advice both before and after the sale of prescription medicines could enhance customers' faith and confidence within those websites. An innovative and alluring commercial strategy has the potential to enhance India's healthcare system includes Online pharmacy. Access to medicines has become easier across the country since online pharmacies started Operating in India. Consumers are gradually favouring the online pharmacy business model because of its extra Advantages, including a discount, efficient customer services, and seamless doorstep delivery. Furthermore, there Are several other concerns associated with online pharmacies, such as drug abuse, drug resistance, and Illegal drug .

A survey based study was performed on diversely located peoples to know how they choose their medicine. The aim of the research was to find out about factors influencing the customer's choice of prescription & non-prescription medicines. The aim was also to understand and explore consumer behavior and to relate it to pharmaceutical awareness. The research questionnaire has been used for the survey study with major questions as: what's the source of information people choose about pharmaceutical product? What influences purchasing behavior for choice of medicines?

A survey was conducted to analyse and understand the behaviour of the consumer for buying online medicine. While conducting this survey convenience sampling technique was used. So the survey's conclusion should be used with certain limitations. Like-

i.The sample size considered for the study is comprised of 100 respondents so it might not be a proper representation of the entire population of Raipur.

ii.In answering the questions the respondent may have framed the answers according to their wish.

iiiRespondents in answering some of the questions seemed very hesitant and might not have revealed the facts. This can be a major hindrance in a research study.

FINDINGS:

1.The maximum respondents were Students.

2.The maximum respondent were male.

3.The maximum respondents from city.

4.The maximum respondent prefer online medicine purchase for best price offer and Time saving.

5.The maximum respondent preferred mode of payment is cash on delivery during online medicine purchase

6.The maximum respondent belongs to the age group between 18 - 35years

7.The maximum respondents were known person like : friends and family.

CHAPTER-6
SUGGESTIONS

1.Provide knowledge about online pharmacy and their fraudulent activities.

2.It advisable to customers to purchase medicines as per instruction of the physicians.

3.Government should regulates all the activities of online pharmacy.

4.Public awareness campaign is needed regarding the potential dangers represented by medicine Purchase from illegal sources.

5.Government should strict action against fraudulent online pharmacy.

6.There should be age restriction for purchase of medicines through online to avoid minors to go for such issues

7.Provide proper identification of both buyer and seller while purchasing medicines through online.

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10. Consumer preference and buying Patten of medicine through e- pharmacy during the Covid 19 during
pandemic

11 . Attitude towards online buying medicine with reference of mangalure city.

QUESTIONNAIRE:

1.Your age 18 below
18 to 35
35 to 60
60 to 80
80 above

2.Your gender
Male
Female

3.Occupation
Students
Employed
Unemployed

4.How often do you use internet?
Everyday
Several times a week Once in a week
Several times a month.

5.How often do you shop online ?
Frequently
Regularly
Occasionally
Rarely
Never

6.Do you know / hear about online pharmacy ?
Yes
No

7.Where do you purchase medicine from?
Online pharmacy
Nearby pharmacy

8.How satisfied are you with current community pharmacy?

Satisfied

Dissatisfied

9.Contactless delivery of medicines is a reason of influencing consumer preference for buying Medicine from e-pharmacy?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

10.Lack of proper billing system in offline pharmacy shops is an influencing factor for buying medicine From online pharmacies ?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

11.Detail of drug information is a reason for consumer preference?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

12.Role of recommendation to buy medicine from e- pharmacy

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

13.Is offer/ discount is a reason for influencing Consumer behaviour?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

14.Which company do you prefer to buy online medicine?
Netmeds
Pharmasay
1mg

15.Is it safe to buy medicine through online pharmacy?
Strongly agree
Agree
Neutral
Disagree
Strongly disagree

16.Are you in favour uploading prescription on website of online pharmacy? Strongly agree
Agree
Neutral
Disagree
Strongly disagree

17.What factors do you consider while purchasing online medicine?
Price
Packing
Quick delivery
All of these

18.Do you have prior experience with purchasing online medicine?
Strongly agree
Agree
Neutral
Disagree
Strongly disagree

 19.Do you recommend any company based on your experiences?

Yes
No
Both