

Consumer Buying Behavior towards E-Pharmacy

Ms. Surbhi Gupta
Research Scholar, IIS Deemed to be University

Abstract:

Digital marketing is also popularly known as electronic marketing or online marketing. Through online portals, Pharmacy Company sells everything from prescription drugs to other healthcare products. Indian healthcare market is growing at good speed & presently both online & offline pharmacies are doing business. The benefits of online pharmacies are privacy, avail great choice, lower prices, home delivery, & convenience mainly. No doubt E-pharmacy improves Consumer convenience & access to medicines. At present the leading E-pharmacy players are- 1mg, Net meds, MChemist, Myra, Medlife etc & access to medicines.

The foremost purpose of this study is to analyze buying behavior of consumers towards online shopping of medicines & to look at factors influencing them to purchase medicines online

For this purpose we have used questionnaire method to get the response of people towards this. A sample of 100 Respondents was taken by Random sampling method to conduct the study. The findings of the study reveal that the majority of population used E-pharmacy for convenience and discounts.

Keywords: Consumer, Buying, Behavior, Online, medicines, shopping

Introduction:

Online purchase is a form of electronic trade where by consumers directly buy goods or services from a vendor over the internet without a mediator service. Nowadays Online purchase of medicines through online portals of pharmacies become extra accepted into people's daily life lot of citizens prefers online shopping to usual shopping of medicines. Online shopping of medicines is simple and suitable for people to pick up the medicines they would like to buy using internet, consumers in a moment need to click to finish the full buying procedure. Online purchase of medicines makes shopping simple and customers buying pattern towards online operating shop. The flair of compare your medicines with other similar kind of medicines on the base of price, color, volume, discount and superiority is one of the principal profit of online purchase of medicines.

This association has been wrecked up into two main sectors: business to- business (B2B) and business-to-customer (B2C) .E-Commerce comprises core commerce process of trade, promotion of goods, services and information over the internet is vast and still rising. Online purchase of medicines provides a lot of choices to customer than the established bricks and

mortar retail supplies. A bunch of shoppers using the internet at the present as Internet provides a bundle of compensation to shopper. It helps in accumulating time for other works and enables them to keep away from crowd. Medicines are considerably cheaper and permit consumers to buy medicines from wherever anytime in the globe. By purchasing online consumers are capable to evaluate prices without difficulty a lot of big retailers display link and will refer their consumers to comparable merchandise. Which yet again adds to the diversity of goods presented there? The procedure of purchasing medicines through an online medical store has become rather advanced Business provide customer concern by answering their queries sending e-mail after purchase and go after the post purchase. Consumer can also visit websites if they have any elucidation with the medicine treatment or performance. Brunt of Technology in online shopping of medicines has brought a revolt in pharmaceuticals business on the whole. It facilitates getting prompt information on medicines and services. For the consumers the significant benefits are everywhere purchasing through internet and mobile. It has also facilitated the use of protected Debit card and Credit card and online bank operation and cash on delivery. The main center of the study was the bulk of internet users are youngsters. The E- pharmacy websites are repeatedly visited by the shopper 24×7 and has made very easy shopping for consumer.

Methods:

A analysis feedback form consisted of 15 questions was developed, validated and administered to the customers to discover the consumer's actions and awareness towards the utilization of online Pharmacy services. This was a cross sectional analysis study which was conducted in the Jaipur city of Rajasthan between 20 august 2019 and 10 September 2019. The questionnaire was distributed randomly to the citizens of jaipur and the data were collected primarily.

Validation of survey questionnaire:

The stuffing of the analysis questionnaire was talk about and monitors out for the appropriateness and after conclusion the contents of the questionnaire, was distributed to the citizens of Jaipur. For the questionnaire legalization, a pilot study on a set of twenty participants was conceded out.

Contents of survey questionnaire

The review questionnaire was consisting of three segments. Segment one largely focus on the demographic about i.e. age, gender, education level, and occupation of respondents. The objective of second segment was to make inquiries about the preference of the respondents for different method available for buying medicine. Segment three was the nucleus section of the investigation questionnaire try to assess the respondent's knowledge, behavior and observation towards the use of online pharmacy services. Information was entered into SPSS Advance Statistics version 22.0, licensed for IIS deemed to be University for additional investigation.

Results:

Socio-demographic information

Particulars about the demographic of the respondents are shown in Table 1. More than-half of the respondents (71.0%) were male and majorly from an age group of 18-25 years (81%) followed by 26-40 years (12%). In terms of education level, nearly two-thirds of the respondents (65.0%) account being senior secondary student with extremely few graduate (17%) & post graduate (14%). In terms of occupation, more than half of the respondents (75%) reported student, followed by private employees (16%).

Characteristics (%)	No. of respondents
Age (years, n=100)	
18-25	81(81.0)
26-40	12(12.0)
41-55	5(5.0)
Above 55	2(2.0)
Gender (n=100)	
Male	71(71.0)
Female	29(29.0)
Qualification (n=100)	
Graduate	17(17.0)
Post graduate	14(14.0)
Senior secondary	65(65.0)
Any other	4(4.0)
Occupation (n=100)	
Businessman	6(6.0)
Government employee	2(2.0)
Private employee	14(14.0)
Student	75(75.0)
Retired	2(2.0)
Any other	1(1.0)

Table 1. Demographics of respondents

Information about preference for different method available for buying medicine

The majority (68%) of respondent were in favor of using both the methods available for buying medicines that is online and offline. Only (18%) respondent were ready to buy medicines individually from online pharmacy & (16%) from Offline pharmacies as shown in Table no.2.

Statement	No. of respondents (%)
Which method of shopping do you prefer? (n=100)	
Online	18(18.0)
Offline	14(14.0)
Both	68(68.0)

Table 2. Information about preference for different method available for buying medicine

Information about respondent's awareness, behavior and perception towards the use of online pharmacy

Respondents were request a series of questions to assess their common awareness, perception & behavior towards online pharmacy (Table 3).

More than half of the respondents that is (53%) respondents buy medicines for acute diseases and (47%) buy medicine for chronic disease from online pharmacy and about (45%) of the respondents buy medicine monthly, about (29%) quarterly , and followed by that only(21 %) seldom from online pharmacies. About (42%) of the respondents know about more than 3 online portals available for online shopping of medicines, (29%) respondents know only about 2 portals,(15%) respondents about three portals and rest that is (14%) know only about one portal. More than half of the respondents that is (51%) feel online medium that is E-pharmacy is more convenient way of purchasing medicines while (42%) feel that offline medium is more convenient. More than half of the respondents (55%) were aware of the difference of facilities

provided by online pharmacies and (17%) were unaware and (28%) was neutral about difference of facilities provided by online pharmacies. Half of the respondents (50%) were strongly agree on time saving feature of online pharmacies. About (44%) strongly agreed that it is a convenient way for purchasing medicines, about (53%) is strongly agreed upon home delivery facility provided by E-pharmacies & about (39%) were strongly agreed upon better prices provided by E-pharmacies, and the most important, more than half of the respondents (52%) strongly agreed upon that it is open round the clock that is 24/7 .

Statement	No. of respondents (%)
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For, which kind of disease you prefer online purchase of medicine? (n=100)

Acute	53(53.0)
Chronic	47(47.0)

How often do you buy medicine Online? (n=100)

Weekly	5(5.0)
Monthly	45(45.0)
Quarterly 3 month	29(29.0)
Seldom	21(21.0)

About, How Many online portals of pharmacy you are aware of? (n=100)

Only 1	14(14.0)
Only 2	29(29.0)
Only 3	15(15.0)
More than 3	42(42.0)

Which of the following medium for purchase of medicine is more convenient? (n=100)

Online	51(51.0)
Offline	49(49.0)

Are you aware of the differences of facilities provided by online pharmacies with respect to offline pharmacies? (n=100)

Yes	55(55.0)
No	17(17.0)
Neutral	28(28.0)

Is it time saving? (n=100)

Strongly agree	50(50.0)
Agree	23(23.0)
Neutral	18(18.0)
Strongly disagrees	1(1.0)
Disagree	8(8.0)

Is it convenient? (n=100)

Strongly agree	44(44.0)
Agree	27(27.0)
Neutral	21(21.0)
Strongly disagrees	2(2.0)
Disagree	6(6.0)

There is home delivery of medicine? (n=100)

Strongly agree	53(53.0)
Agree	25(25.0)
Neutral	15(15.0)
Strongly disagrees	3(3.0)
Disagree	4(4.0)

It gives better prices? (n=100)

Strongly agree	39(39.0)
Agree	21(21.0)
Neutral	24(24.0)
Strongly disagrees	7(7.0)
Disagree	9(9.0)

It opens round the clock? (n=100)

Strongly agree	52(52.0)
Agree	28(28.0)
Neutral	12(12.0)
Strongly disagrees	1(1.0)
Disagree	7(7.0)

Table3. Information about respondent's knowledge, behavior and perception towards the use of online pharmacy. Multiple options could be selected.

DISCUSSION

Readings on consumer buying behavior towards E-pharmacies are inadequate. There is a requirement of Research which center on a variety of characteristic of consumer behavior and their approach towards buying a range of products online. We examine that above half of all our respondents were adolescent male. In terms of education level, nearly two-thirds of the respondents in our survey reported being senior secondary students. The results of the study reveal that more than two-third of the respondents was in favor of using both the methods that is online and offline for purchase of medicines. A sequence of question was asked connecting to the respondents' behavior, and knowledge in, the online purchase of medicines through online pharmacy. The results of our survey reported that about more than half respondents buy medicines for acute diseases and about half of the respondents buy medicines monthly from E-pharmacies & more than half of the respondents aware about the difference of facilities provided by E-pharmacy more than half of the respondents were in favor of convenience facility provide by E-pharmacy, nearly half of the respondents agreed upon time saving characteristics of E-pharmacy, more than half of the respondents were agreed upon home delivery and 24/7 benefit and facility provide by E-pharmacy. Nonetheless, it is important to repeat that the practice of purchasing medications online was common practice in the current sample. As bulk of our responders was between the age 18-25 years, it become visible that younger respondents were more vigorous with online purchase of medicine. This was most likely elucidated by the fact that younger respondents were more knowledgeable with in use computers and were more responsive of the possible benefits of online purchasing. In our study the major characteristic that would catch the attention of using an online pharmacy was handiness, home delivery & 24/7 facility provided by E-pharmacies. The conclusion of the survey should be in use with some boundaries as the data were collected randomly in Jaipur city. Hence, the results of this study cannot be generalized beyond Jaipur city. This present sample is presently one effort to understand the consumer's knowledge and their behavior towards the use of online pharmacy in the Jaipur city. Related studies must be performing in other region to explore the consumer's behavior in a bigger population.

CONCLUSION

The outcome of the present study point out that overall there were good awareness regards to online pharmacy and hence respondents use both the methods for purchase of medicines that is online & offline in this current sample. Hence, at this point in time, based on this current study we conclude that consumers of jaipur city are enthusiastic and incline to utilize the online options of purchasing medicines. Conversely, the local health authority would require engaging in public education campaigns by increasing awareness about the risks associated with buying

drugs on the Internet and promote awareness among people to look for the certification logo prior to deciding to purchase from an online pharmacy.

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