

# A Study on Customer Preference towards Online Pharmacy

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**Abstract:** *The research looks into the numerous elements that influence consumers' purchasing decisions while purchasing medical supplies via the internet. The purpose of the study is to determine the relationship between the various factors and their impact on the final purchasing decision. A total of 120 respondents were surveyed for primary data. Using data acquired from the online questionnaire, investigated customer perceptions, understanding, and factors that influence online pharmaceutical purchases. The results of the survey are analysed, evaluated, and interpreted.*

**Keywords:** Online Pharmacy, Perceptions, Pharmaceuticals. Medicines

## I. INTRODUCTION TO ONLINE PHARMACY

The Internet Market for Pharmacies has revolutionised and changed our lives, communication, and procurement practices and strategies. The number of people who have access to the internet has increased, and the number of people who use it to look for health information has increased as well. The use of mobile devices exacerbates these tendencies. Consumers nowadays use the internet primarily to access health information, as well as to self-diagnose and obtain a variety of health services.

An online pharmacy is a legal or illegal internet-based vendor that sells medicine. It is also called as E-Pharmacies. It might be a stand-alone site, an online branch of a "brick-and-mortar" pharmacy, or a site representing a pharmacy partnership.

### 1.1 Objectives of the Study

- To learn about the perceptions of consumers through online pharmacies.
- To gain a better understanding of the factors influence online medicines purchasing.

## II. RESEARCH METHODOLOGY

The specification of methods and procedures for obtaining the knowledge needed to organise or solve problems is known as research methodology. The project's general operational pattern or framework specifies what information is to be gathered from which sources and using which procedures.

### 2.1 Research Design

The Research Design used in this study is descriptive research design.

### 2.2 Sources of Data

- **Primary Data:** The primary data were collected based on the structured questionnaire with the help of Google Form.
- **Secondary Data:** The secondary data for the study have been collected from books, magazines, articles and websites.

### 2.3 Sampling Technique

The sampling techniques used for the study is simple random sampling.

## 2.4 Sampling Size

The sample size was collected from 120 respondents.

## III. TOOLS USED FOR THE STUDY

The SPSS package used for the study

- Percentage Analysis
- Chi – Square Test

## 3.1 Data Analysis

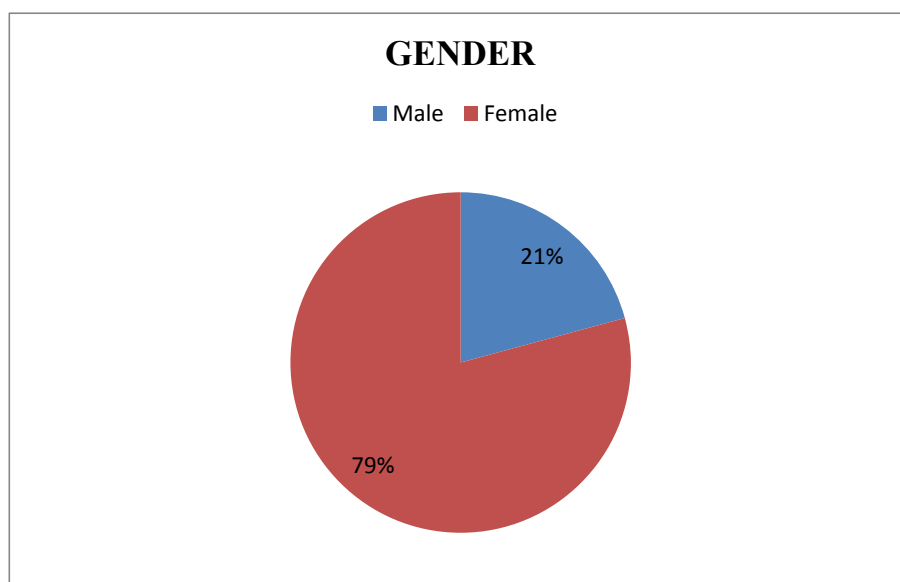
### A. Percentage Analysis

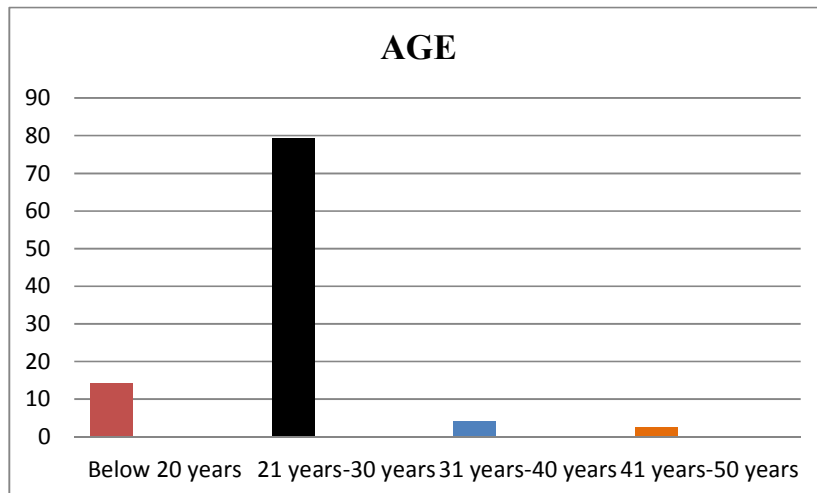
**Table 1: Gender**

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	25	20.8
Female	95	79.2
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**Table 2: Age**

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 20 years	17	14.2
21 years-30 years	95	79.2
31 years-40 years	5	4.2
41 years-50 years	3	2.5
<b>TOTAL</b>	<b>120</b>	<b>100</b>



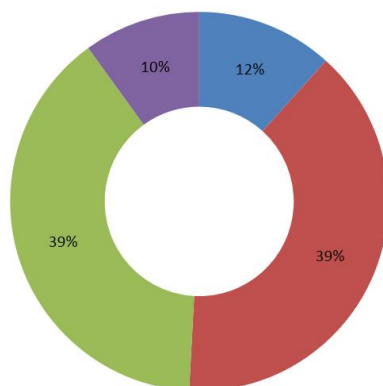


**Table 3:** Educational Qualification

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
School	14	11.7
Under Graduation	47	39.2
Post Graduation	47	39.2
Professional	12	10.0
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**EDUCATIONAL QUALIFICATION**

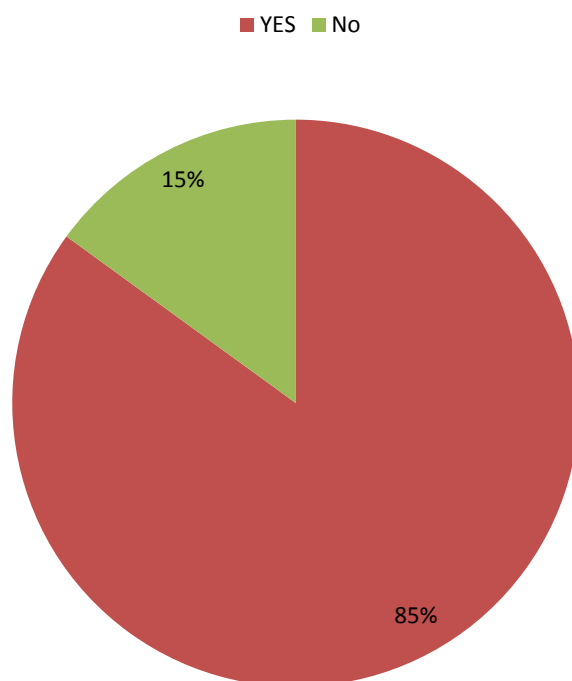
■ School 
 ■ Under Graduation 
 ■ Post Graduation 
 ■ Professional



**Table 4:** Awareness about E-Pharmacy

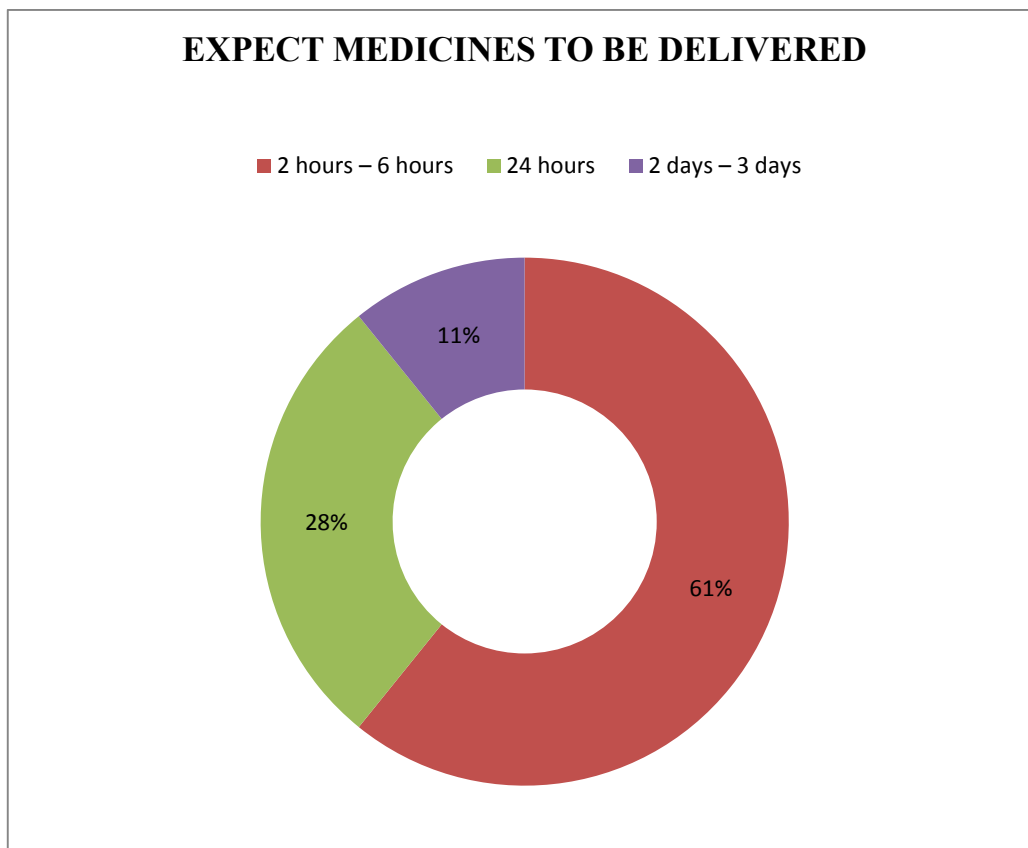
AWARNESS ABOUT E-PHARMACY	NO. OF RESPONDENTS	PERCENTAGE
Yes	102	85.0
No	18	15.0
<b>TOTAL</b>	<b>120</b>	<b>100</b>

### AWARE ABOUT E-PHARMACY



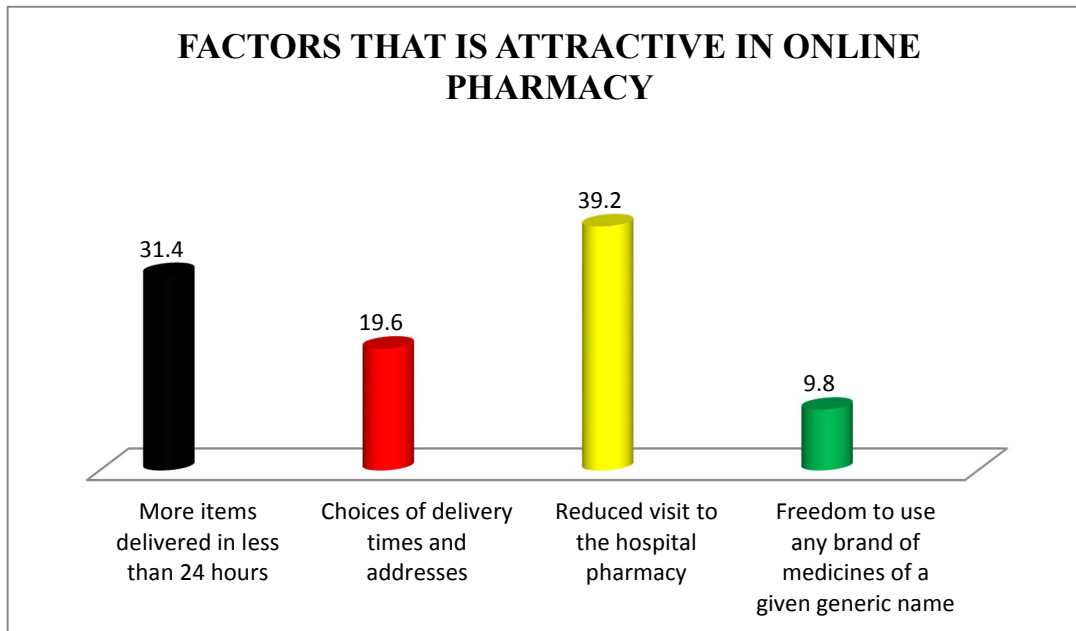
**Table 5:** Arrival of Medicines

ARRIVAL OF MEDICINES	NO. OF RESPONDENTS	PERCENTAGE
2 hours – 6 hours	62	60.8
24 hours	29	28.4
2 days – 3 days	11	10.8
<b>TOTAL</b>	<b>102</b>	<b>100</b>



**Table 6:** Factors That Is Attractive In Online Pharmacy

FACTORS THAT IS ATTRACTIVE IN ONLINE PHARMACY	NO. OF RESPONDENTS	PERCENTAGE
More items delivered in less than 24 hours	32	31.4
Choices of delivery times and addresses	20	19.6
Reduced visit to the hospital pharmacy	40	39.2
Freedom to use any brand of medicines of a given generic name	10	9.8
<b>TOTAL</b>	<b>102</b>	<b>100</b>



### Chi-Square Test

#### Comparison between Gender and Factors more Attractive in Online Pharmacy

H<sub>0</sub>: There is no significant relationship between Gender and Factors More Attractive in Online Pharmacy

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Pearson Chi-Square	2.875	3	0.411
Likelihood Ratio	2.822	3	0.420
Linear-by-Linear Association	0.307	1	0.579
No of Valid Cases	102		

### IV. FINDINGS

#### Findings from Percentage Analysis

- Majority (79.2%) of the respondents are female.
- Majority (79.2%) of the respondents are between the age group of 21 years-30 years.
- Majority (77.5%) of the respondents are unmarried.
- 39.2% of the respondents are Under Graduation and Post Graduation.
- Majority (55.0 %) of the respondents are Student.
- Majority (71.7%) of the respondents are having their income Below Rs. 20,000.
- Majority (76.7%) of the respondents are use internet frequently and shop online.
- Majority (85.0%) of the respondents are aware of E-Pharmacy.
- 38.2% of the respondents are use E-Pharmacy for Easy Shopping.
- 42.2% of the respondents are not interested to use E-Pharmacy.
- Majority (58.8%) of the respondents are buy medicines occasionally
- Majority (75.5%) of the respondents are buy medicines from Medical Store
- Majority (69.6%) of the respondents do not purchase medicines often.
- Majority (60.8%) of the respondents expect medicines to be delivered within 2 hours – 6 hours
- 47.1% of the respondents consider quick delivery as the factor for purchasing medicines online.

- 41.2% of the respondents stop purchasing medicines online due to lack of trust.
- Majority (58.8%) of the respondents think online pharmacy is safe.
- 39.2% of the respondents mentioned that reduced visit to the hospital pharmacy is the more attractive factor in online pharmacy
- 50.0% of the respondents have experienced good.
- Majority (67.6 %) of the respondents continue to use online pharmacy
- Majority (60.0 %) of the respondents will suggest others about online pharmacy

#### **Findings from Chi-Square Test**

- There is a significant relationship between Gender and Factors More Attractive in Online Pharmacy

#### **V. CONCLUSION**

An online pharmacy is a website that provides medication delivery, distribution, or dispensing to customers over the internet. The concept of online pharmacies, also known as e-pharmacies, has seen phenomenal growth in the pharmaceutical industry over the last decade. This is due to two factors: first, the skyrocketing prices of prescribed medications, and second, the ease with which people can use the internet. The study is a market research project that examines various attributes before purchasing medicine. The study investigates the various factors that influence consumers' purchase decisions when purchasing medicine and medical supplies via the internet. The goal of the research is to find a link between the various factors and how they influence the final purchase decision. This study aims to look into the various benefits and drawbacks of purchasing medicinal products online. It also attempts to establish a link between the various factors and their impact on the final purchase decision.

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