



A STUDY ON CONSUMER BUYING BEHAVIOUR AND USAGE TOWARDS E-PHARMACY IN COIMBATORE CITY

Karthick M¹, Ms. V. Sindhu²

REGISTER No: 212AK0858

²M.Com., MBA., MPhil., (Ph.D) Assistant Professor

Sri Krishna Adithya College of Arts and Science

INTRODUCTION:

Pharmacies are facilities where medications are dispensed and managed. Pharmacists play a crucial role in providing healthcare by ensuring the safe and effective use of medications. They offer services such as prescription dispensing, medication counselling and health screenings. Pharmacies can be independent, part of a chain or located within healthcare institutions.

A web-based pharmacy is an online system that provides a platform for customers to purchase medicinal drugs and E-services online, allowing the customer to receive medicine/services in the comfort of their homes within a short time. In this article, we aim to provide valuable insight into the online pharmacy sector in India. An online pharmacy, internet pharmacy, or mail-order pharmacy is a pharmacy that operates over the internet and sends orders to customers through mail, shipping companies, or online pharmacy web portal.

OBJECTIVES:

- To analyze the factor influencing on e-pharmacy.
- To examine the buying behaviour towards e-pharmacy.
- To know the customer preference towards usage of e-pharmacy.
- To analyze the customer satisfaction about e-pharmacy.

SCOPE OF THE STUDY:

The buying behaviour and usage of e-pharmacy are influenced by several factors. Convenience, cost-effectiveness and the ability to compare products are key drivers. Users often seek reliable information, user-friendly interfaces and secure transactions. Trust in the platform, product authenticity and timely delivery play crucial roles. The scope extends to diverse demographics including those with chronic conditions, seeking discretion or in remote areas. Adapting to evolving consumer preference and addressing regulatory concerns will shape the future scope.

REVIEWS OF LITERATURE:

- **SALTER ET AL., (2014)**.., 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 reverified at the time of delivery to stop the miss use of drugs.
- **GUPTA ET AL., (2020)**.., 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.

STATEMENT OF THE PROBLEM:

First, selecting the suitable medicine for the type of illness is usually take time and makes the patient or customer waiting. Therefore, the time is waste for the customer to be waiting. So some customers are not preferred this E-Pharmacy. Second, for the medicine stock management, the

pharmacist must check it manually and no warning message for the medicine that decrease to finish. Some old people are prefer this E-pharmacy because they can't move from one place to another but if any network issue they can't buy their medical needs, So it's huge problem to buy or to use E-Pharmacy.

COMPANY PROFILE :

APOLLO PHARMACY :

With more than 5,600 stores in India, Apollo Pharmacy is not just the largest online pharmacy store in India but in Asia as well. Our pharmacy chain has been operational and been providing genuine quality healthcare products for more than 39 years. Our wide range of products ensures that everything you need related to healthcare, you will find it on our platform. As pioneers in the healthcare segment, They understand the importance of trust. And that is why, over the years, they worked on building that trust. They ensure that every product sold through our offline/online stores are checked for their authenticity, quality, and compliance with the Central Drugs Standard Control Organization, the national regulatory body for Indian pharmaceuticals and medical devices.

All medicines/healthcare products sold on Apollo Pharmacy are procured from our sister company - Apollo Pharmacy, with a reputation of selling only 100% genuine products. First, you need to go there physically which means you have to drive/walk/ride for at least 10-15 minutes. Second, you need to wait for your turn which may come after 1015 minutes. Third, you can only buy the products you are sure about. What if you want to buy an FMCG product but are not sure which one? You cannot expect the pharmacist to give you too many options. Are we missing something here? Yes, the time we take to deliver your order. They understand that you may sometimes require medicines in urgency and that is why we assure you the fastest home delivery of your medicines. Also, depending on the city you reside in, medicines can be delivered in as less as 1 hour.



LIMITATIONS OF THE STUDY:

- Data was collected form the limited location of the Coimbatore city.
- The surveys has been conducted among 150 respondents only.
- Accuracy of the study is purely based on the information as given by the respondents.
- Time constraint has prohibited from going bottomless into the subject.

STATISTICAL TOOLS USED:

Tools used for the study were following

- Percentage Analysis
- Weighted Average Method
- Chi-Square

PERCENTAGE ANALYSIS :

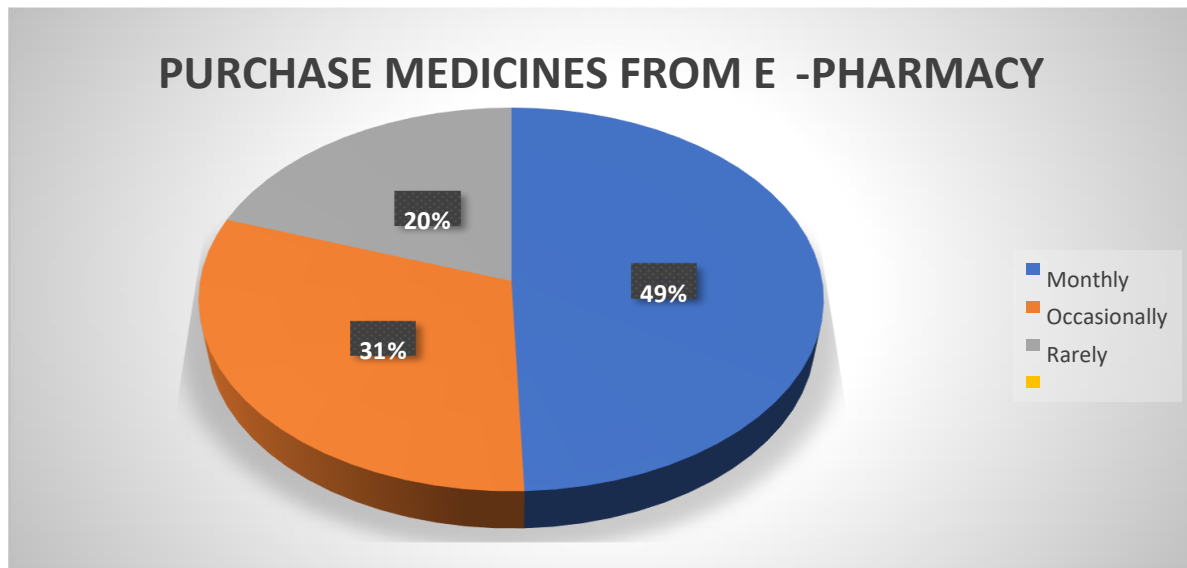
Percentage method refers to the specified kind which is used in making comparison between two or more series of data collected. Percentage are based on descriptive relationship. It compares the relative items. By percentage, the data are reduced in the form with base equal to 100%, which facilitate relative comparison.

FORMULA:

PERCENTAGE = (NO. OF RESPONDENTS / TOTAL NO. OF RESPONDENTS * 100)

INTERPRETATION

The above table shows that 49.4% of the respondents are in monthly, 31% of the respondents are occasionally, 19.6% of the respondents are rarely.

CHART**WEIGHTED AVERAGE ANALYSIS :**

A weighted average is an average in which each observation in the data set is assigned or Multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determine the relative importance of each quantity, to be average is assigned a weight that determine the relative importance of each quantity. Weighting Is the equivalent of having that many like items with the same value involved in the average.

A weighted average score talks different scores, or grades, with assigned weights, or percentages. To calculate a weighted.

FORMULA:

WEIGHTED AVERAGE SCORE = (TOTAL RANK / TOTAL NUMBER OF RSPONDENTS)

INTERPRETATION

The above table depicts that the factors influencing the decision to use e-pharmacies is given for convenience with the weightage of (4.44) followed by price, trust worthiness and variety of product.

CHI SQUARE :

Chi-square test is the non-parametric test of significant differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (Pronounced as chi square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

INTERPRETATION :

In the above analysis the calculated value (0.769) is less than the Table Value (16.919) at the level of 5% Significance. Hence null hypothesis is accepted thus there is no Significant relationship between age group and concerns to use e-pharmacy.

SUGGESTIONS :

- After receiving your medicines, monitor for any adverse reactions or side effects. Report them to your healthcare provider immediately. Many people ignore using of e-pharmacies due to lack of technique issues.
- Understand the e-pharmacy's return and refund policies in case you receive damaged or incorrect products.
- Use well-known e-pharmacy platforms with good reviews and a track record of safe deliveries and quality products. Ensure that the e-pharmacy is licensed and certified by regulatory bodies to sell pharmaceutical products online.

CONCLUSION :

- In conclusion, buyer behaviour in e-pharmacy is shaped by convenience, price transparency, trust, credibility, personalization, customer service, product variety, availability, shipping options, and returns policies. -pharmacies that effectively address these factors can enhance the customer experience, build trust, and foster long term relationships with consumers.
- Consumers should not go with online for all because medicines are not a toy it's among the life if have any issues don't use again and again. If there is any compulsory situation to use E-pharmacies. By following best practices and remaining vigilant, individuals can make the most of e-pharmacies while safeguarding their health and well-being.

REFERENCES:

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