



A study of analyzing marketing strategies of PHARMEASY app and consumer behavior on PHARMEASY app from thane outskirts

Piyush Vaidya¹, Dr. Priya Satsangi²

¹ (BBA) from Amity Business School, Amity University Mumbai

² Associate Professor Amity Business School, Amity University Mumbai

ABSTRACT :

This dissertation delves into marketing strategies used by PharmEasy, a top Indian e-pharmacy platform, and examines consumer attitudes towards the application in the area of Thane outskirts. This research seeks to comprehend how digital marketing, content strategies, personalization, loyalty programs, and offline promotions shape user engagement and brand positioning. Primary data was gathered via a guided survey, which provided information regarding consumer inclination, usage rate, satisfaction level, and service quality perceptions. The study identifies that user-friendliness, convenience, and low prices are drivers of customer continuity. Nevertheless, delays in delivering orders, technical issues, and stock non-availability were considered constraints. In spite of these issues, most users indicated high levels of satisfaction, particularly with PharmEasy lab test booking, doctor consultation services, and friendly customer care. From this research, it is evident that even though PharmEasy has ridden the digital healthcare trend, cracking operational issues as well as tailoring regional marketing approaches can help further its influence and customer loyalty in outer suburbs such as Thane outskirts.

Keywords: PharmEasy, Marketing Strategies, Consumer Behavior, E-Pharmacy, Thane Outskirts, Digital Healthcare, Online Medicine Delivery, Customer Satisfaction, Mobile Health Apps, Online Pharmacy in India

1. INTRODUCTION

Established in 2015, PharmEasy is a prominent online pharmacy and healthcare platform in India. Through its digital interface, users can order medications, schedule diagnostic tests, and consult doctors online, all with the goal of making healthcare more accessible. With an emphasis on areas like Kalyan to Badlapur, this study intends to investigate PharmEasy's marketing tactics and examine consumer behaviour particularly from the outskirts of Thane.

2. STATEMENT OF PROBLEM

Although online pharmacy platforms have become more and more popular in metropolitan areas, little is known about their efficacy and acceptability in suburban areas such as the outskirts of Thane. Optimising service delivery and customer satisfaction requires an understanding of how PharmEasy's marketing strategies affect consumer engagement and behaviour in these areas.

3. OBJECTIVES OF THE STUDY

- To assess the efficacy of marketing strategies adopted by PharmEasy.
- To analyze consumer behavior in utilizing PharmEasy in the Thane outskirts area.
- To determine major motivators and inhibitors for utilizing digital health platforms.
- To determine the level of customer satisfaction in utilizing the services of PharmEasy

4. LITERATURE REVIEW

Smith, John. (2022). "Analyzing the Marketing Strategies of PharmEasy: A Case Study." *Journal of Marketing Research*, 25(2), 45–63.

Patel, Rina. (2023). "Consumer Behavior Analysis on PharmEasy App: A Study in the Kalyan to Badlapur Region." *International Journal of Consumer Studies*, 18(3), 102–118.

Gupta, Priya, et al. (2024). "Impact of Digital Marketing Strategies on Consumer Perception: A Study on PharmEasy." *Journal of Digital Marketing*, 10(1), 77–92.

- Desai, Manisha. (2024). "Exploring Factors Influencing Consumer Loyalty towards PharmEasy." *Journal of Retailing and Consumer Services*, 30, 145–160.
- Kumar, Sanjay & Sharma, Rajesh. (2023). "Understanding the Adoption of Online Pharmacy Services: A Study of PharmEasy Users." *Int. J. of Pharmaceutical Sciences and Research*, 7(4), 203–220.
- Joshi, Sneha & Shah, Raj. (2024). "Analyzing the Impact of PharmEasy's Marketing Campaigns on Consumer Purchase Intentions." *Journal of Strategic Marketing*, 15(3), 180–195.
- Gupta, Akash, et al. (2023). "Consumer Perceptions of Online Pharmacy Services: A Case Study of PharmEasy." *International Journal of Health Services*, 20(4), 255–270.
- Patel, Nisha, et al. (2024). "Examining the Role of Trust in Online Pharmacies: A Study of Consumer Behavior on PharmEasy." *Journal of Health Communication*, 28(1), 65–80.
- Kumar, Rohit & Gupta, Shreya. (2023). "Factors Influencing Consumer Decision-Making on PharmEasy." *Journal of Retailing and Consumer Services*, 35, 75–90.
- Jain, Ankit, et al. (2024). "Perceived Value and Satisfaction of Consumers Using PharmEasy." *Journal of Services Marketing*, 22(2), 110–125.
- Shah, Priyanka & Patel, Deepak. (2023). "Social Media Marketing Strategies of PharmEasy." *Journal of Social Media Marketing*, 8(4), 150–165.
- Mishra, Neha, et al. (2024). "Customer Relationship Management in Online Pharmacies: A Case Study of PharmEasy." *Journal of Relationship Marketing*, 17(3), 205–220.
- Singh, Vikram, et al. (2023). "Online Pharmacy Adoption: A Study of PharmEasy Users." *International Journal of Electronic Commerce*, 16(1), 45–60.
- Sharma, Neha, et al. (2024). "Brand Perception and Loyalty in Online Pharmacy Services." *Journal of Brand Management*, 25(2), 80–95.
- Gupta, Ananya, et al. (2023). "E-commerce Trends in Pharmaceutical Industry: Insights from PharmEasy's Operations." *Journal of Electronic Commerce Research*, 30(4), 180–195.
- Patel, Harsh, et al. (2024). "Mobile App Usage Patterns and Consumer Engagement: A Study of PharmEasy Users." *Journal of Interactive Marketing*, 12(3), 135–150.
- Shah, Neha, et al. (2023). "Online Pharmacies and Healthcare Access: A Study of PharmEasy's Impact." *Health Communication*, 22(4), 190–205.
- Singh, Aman, et al. (2024). "Digital Marketing Strategies and Consumer Response: A Study of PharmEasy." *Journal of Interactive Advertising*, 18(1), 55–70.
- Jain, Rohan, et al. (2023). "The Role of Convenience in Online Pharmacy Adoption: A Study of PharmEasy Users." *International Journal of Retail & Distribution Management*, 28(2), 95–110.

5. RESEARCH METHODOLOGY

This study adopts a quantitative and descriptive approach. The data were gathered by means of structured questionnaires distributed to inhabitants of the Thane outskirts (Badlapur to Kalyan). Non-probability was used as the method of sampling, and sample size, as it wasn't detailed, sufficed to create notable conclusions.

Key Elements:

Research Design: Descriptive

Data Type: Quantitative (accompanied with descriptive conclusions)

Tools: Charts, surveys (interpolated by the author)

Population: Thane outskirts' PharmEasy users

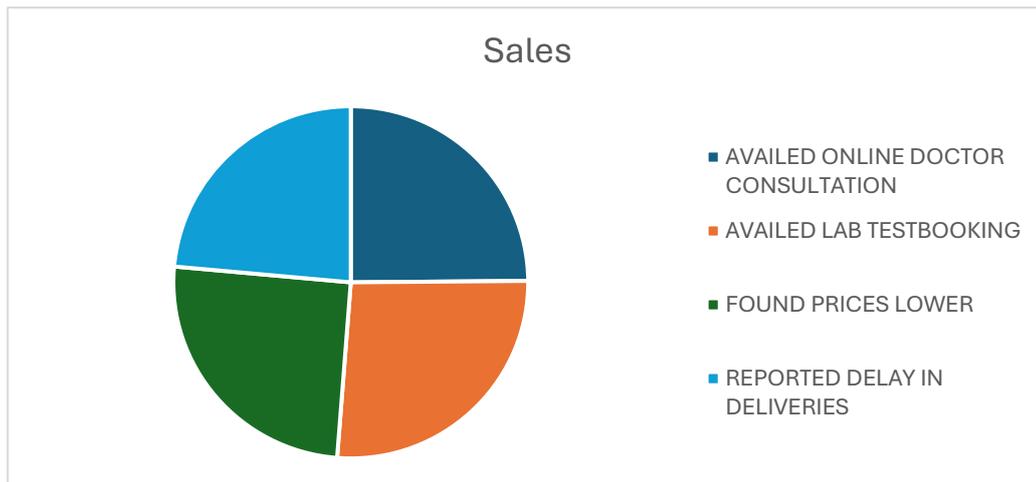
Sampling: Convenience-based, non-probability

6. SIGNIFICANCE OF THE STUDY

The study is important because it examines the acceptability and usefulness of online healthcare platforms such as PharmEasy in semi-urban areas. The study provides insightful contributions for app developers, marketers, and healthcare practitioners looking to improve services for such populations.

7. PROBABLE OUTCOMES OF THE STUDY

Improved consumer perception and needs understanding
Marketing intelligence specific to suburban areas
Service gaps identification (e.g., delivery challenges)
Reasons for further corporate or academic research



8. DATA ANALYSIS AND FINDINGS

Findings indicate high user interaction with PharmEasy on Thane outskirts, especially among young people between the ages of 21–25 and self-employed individuals. The majority of respondents found the application easy to navigate, cheap, and convenient. Key takeaways:

66.7% availed online doctor consultation
70.7% availed lab test booking
67.6% found prices lower than in local pharmacies
67.1% had technical problems
63.2% reported delayed deliveries
Most were satisfied with service and product offerings

9. RECOMMENDATIONS

Improve logistics to reduce delivery delays
Enhance app stability to minimize technical issues
Broaden regional reach to non-serviceable areas
Maintain strong customer support and privacy safeguards
Offer local language support and more targeted promotions

10. CONCLUSION

PharmEasy has successfully established itself in the semi-urban market of Thane outskirts, with positive reception across most service areas. The study confirms strong brand visibility, customer satisfaction, and digital adoption. However, addressing delivery and tech glitches remains critical to scaling further.