



## ONLINE BUYING BEHAVIOUR OF MEDICINES: WITH SPECIAL REFERENCE TO MYSORE DISTRICT

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### **Abstract**

*The consumer is considered king in today's scenario of marketing. Gone are the days when manufacturers could have sold anything to consumers. 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. The Indian healthcare market is growing at good speed & presently both online & offline pharmacies are doing business. Online buying Behaviour of medicines is no exception. Besides its benefits, several patient safety risks are linked to the purchase of medicines outside the traditional supply chain. Pharmacies have hit the internet and received a warm response. Against the traditional way of buying medicines from pharmacy stores after seeking a piece of medical advice, people are getting adapted to buying medicines online. A common practice among druggists is to provide a substitute medicine. Customers are highly concerned and sensitive about their health. People are well aware of the fact that medicines through cures are accompanied by major or minor side effects. The online availability of medicines has brought a revolution in the health sector. Online pharmacies in India are in a nascent stage right now but have immense growth potential. The online medicine market is growing at an exponential rate. Indian consumers are welcoming the trend of online buying of medicines. Online pharmacies provide facilities like home delivery, easy access, and reminders to customers along with pocket-friendly offers. Marketers, it becomes all the more important to cater to the mindset of customers. Existing literature in the Indian context is limited to online buying of drugs by consumers without being specific to generic or non-generic. This brings forward a research gap to explore the online buying Behaviour of consumers to generic as well as nongenetic medicines. At present, the leading E-pharmacy players are TATA Img, Pharm easy, Net meds, M-Chemist, Myra, Med life, etc. & access to medicines.*

*For this purpose, a study of 49 Online Buying Behaviour of Medicines in Mysore district has been selected and a random survey is conducted to understand the benefits of such financial benefits in obtaining a seat in Medicines for their Online. The results reveal that though all the finance is not obtained through Online Buying Behaviour of Medicines it has prompted them to have attitude of thrift because those who want to get these online are able to do so without any initial buying. They have learnt the saving attitude through Online Buying Behaviour of Medicines and through consumer. Many have opined that definitely financial inclusion has helped them to have Online Buying Behaviour of Medicines also.*

**Keywords: Consumer, Buying, Behaviour, Online, Medicines, Shopping.**

### **Introduction**

The consumer is considered king in today's scenario of marketing. Gone are the days when manufacturers could have sold anything to consumers. Online purchase is a form of electronic trade whereby consumers directly buy goods or services from a vendor over the internet without a mediator service. Online purchase of medicines through online portals of pharmacies become extra accepted into



people's daily life lot of citizens prefers online shopping to the usual shopping of medicines. Online purchase of medicines provides a lot of choices to the customer than the established bricks-and-mortar retail supplies. A bunch of shoppers using the internet at present as the Internet provide a bundle of compensation to a shopper. Purchasing online consumers are capable to evaluate prices without difficulty a lot of big retailers display links and will refer their consumers to comparable merchandise. Online buying Behaviour of medicines is one of the most eminent industries in any country. In India, it stands in the third position in the volume of sales and seventeenth as far as an incentive is concerned as per equity master (Basu and Shenbagaraman, 2016). Web-based business is booming in India. In this era of globalization, when there are no boundaries, people often to buy online. Online buying Behaviour of medicines is a platform where vendors are selling both generic and non-generic medicines via an online portal and mail delivery.

Online buying Behaviour of medicines against the traditional way of buying medicines from stores after seeking a piece of medical advice, people are getting adapted to buying medicines online. Change in lifestyle and the use of smartphones has led to an increase in the growth of this sector. Maintained by the outstanding achievement accomplished by the durables industry in the online space, the pharmaceutical industry in India is also targeting purchasers on the web. The development in the business has led to the formation of an online model for this business. India has now observed pharma players taking the web-based business course to offer an answer to various issues tormenting the retail drug store industry. Online buying Behaviour of medicines provides facilities like home delivery, easy access, and reminders to customers along with pocket-friendly offers. Companies encourage uploading prescriptions to avoid serious health hazards. Although online drugs resemble a promising pattern today, the business is tested by administrative issues. Medicines can be sold only by a registered pharmacy that has a retail license and a registered pharmacist on the payroll. The government is supporting a lot to start-ups through various schemes and subsidies in India. It has also facilitated the use of a 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 is youngsters. The E-pharmacy websites are repeatedly visited by the shopper 24X7 and has made it very easy shopping for consumer.

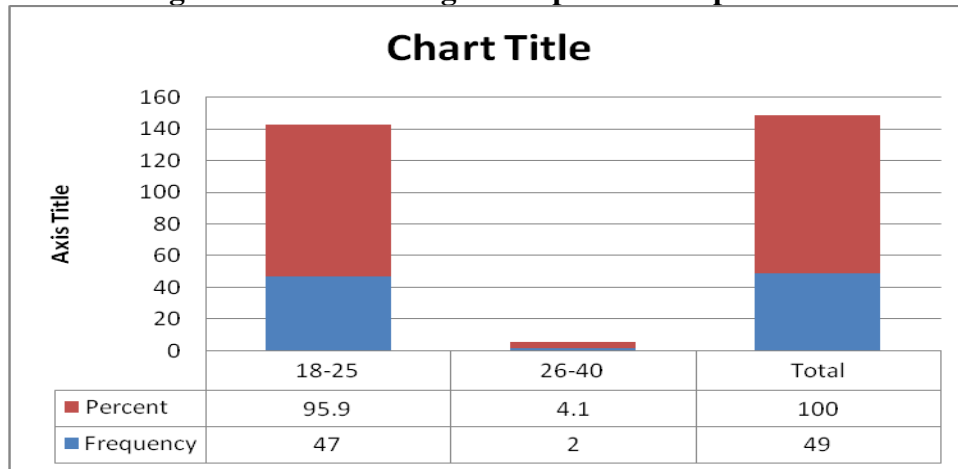
For this purpose, a study of 49 Online buying Behaviour of medicines shopping in Mysore district has been selected and a random survey is conducted to understand the benefits of such online benefits in obtaining a seat in medicines for their online. The results reveal that though all the medicines are not obtained through Online buying Behaviour of medicines it has prompted them to have attitude of thrift because those who want to get these online are able to do so without any initial Shopping. They have learnt the saving attitude through medicines. Many have opined that definitely financial inclusion has helped them to have online buying Behaviour of medicines also. This paper reviews the literature in the field of medicines in the Indian context with an aim to elucidate the different perspectives in its understandings and various conflicts in its conceptualization, while identifying significant gaps.

**Table 01: Status of Age Group of the Respondents ( Source: Primary data)**

Age of the Respondent				
Age of the Respondent	Frequenc y	Percent	Valid Percent	Cumulative Percent
18-25	47	95.9	95.9	95.9
26-40	2	4.1	4.1	100.0
Total	49	100.0	100.0	



**Figure 01: Status of Age Group of the Respondents**



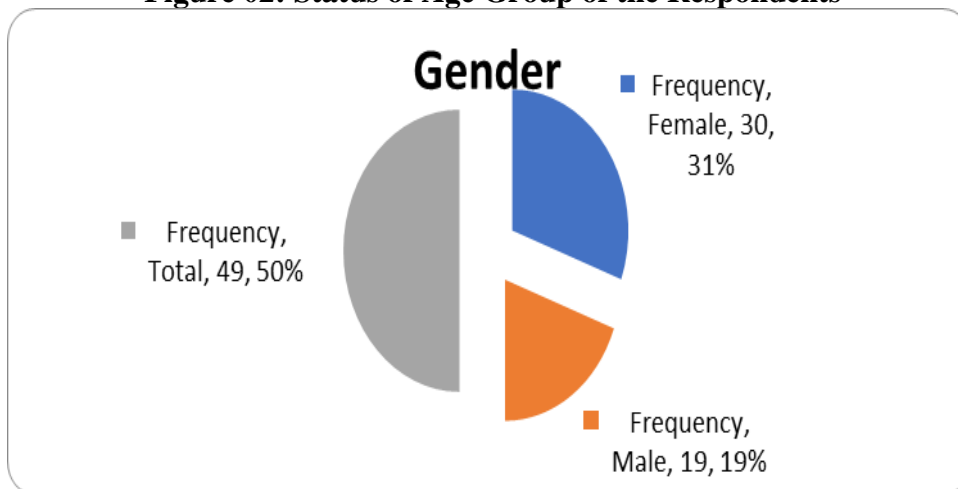
In case of Age, majority of respondents are laics in age group of 18 to 25 years that is 47 out of 49, 02 respondents are in the age group Less than 26 to 40 years and above years.

**Table 02: Status of Age Group of the Respondents**

Gender				
Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	30	61.2	61.2	61.2
Male	19	38.8	38.8	100.0
Total	49	100.0	100.0	

Source: Primary data

**Figure 02: Status of Age Group of the Respondents**



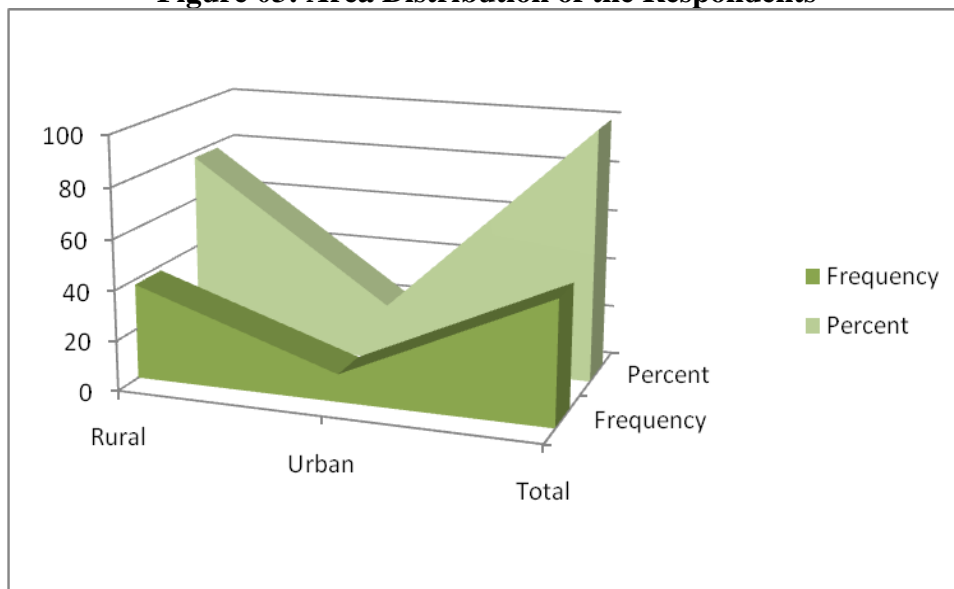
In case of Gender, male dominants than female of which 19 are males and rest of 38.8% are female, and majority of respondents are 30 male of 49 total respondents and the rest of 61.2% are female.



Table 03: Area Distribution of the Respondents Respondent belonging to which area?					
Area		Frequency	Percent	Valid Percent	Cumulative Percent
	Rural	38	77.6	77.6	77.6
	Urban	11	22.4	22.4	100.0
	Total	49	100.0	100.0	

Source: Primary data

Figure 03: Area Distribution of the Respondents

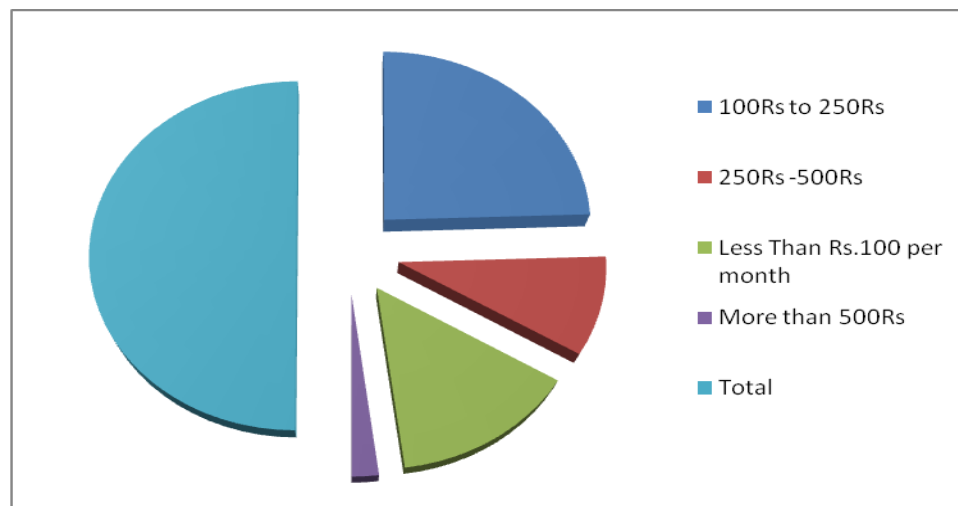


The area distribution of the respondents in the study area. Out of total 49 respondents, 11 (224%) respondents are living in urban area and rest of other from rural area i.e., (77.6%) of 38.

Table 04: Monthly Expenditure on Internet of the Respondents					
Monthly Expenditure		Frequency	Percent	Valid Percent	Cumulative Percent
	100Rs to 250Rs	24	49.0	49.0	49.0
	250Rs -500Rs	9	18.4	18.4	67.3
	Less Than Rs.100 per month	14	28.6	28.6	95.9
	More than 500Rs	2	4.1	4.1	100.0
	Total	49	100.0	100.0	



**Figure 04: Monthly Expenditure on Internet of the Respondents**



It can be clear that out of total 49 respondents, 100.rs to 250rs Percent 49.0%, 250.Rs to 500.Rs 18.4%, Less than 100 Per month 41%, More than 500.Rs 02% respondents.

### Literature Review

**A study was undertaken by Salter et al., (2014)** on E-Pharmacies: An emerging market in Indian retail pharmacy, An Indian perspective. 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 misuse of drugs.

**A study was undertaken by 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 among 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 is easy to use. The availability of obsolete and imprecise information would generate a fear of mistrust in the minds of the customers.

**A study was undertaken by 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 e-pharmacy. Govt. of India has drafted rules for running online pharmacies as Drug & Cosmetics Act 1940, and Pharmacy Act 1948 was too much outdated were no provisions for selling medicine.

**A study was undertaken by Gupta et al., (2020)** on Consumer Buying Behaviour toward E-Pharmacy. In this study, 100 respondents from Jaipur city were taken by random sampling method. And the outcome of the study found that 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 in educating people about the various risk associated while buying medicine from e-pharmacy.



### Objectives of the Study

Following are the objectives of this study

- To study the relationship between online buying Behaviour of medicines and consumer.
- To analyses the factors that influence the consumer performance and medicines in market.
- To explore the major problems faced by online buying Behaviour of medicines in market today.

### Data Analysis

A sample of 49 respondents is selected randomly for the survey out of which 30 are woman and 19 are men. 11 are selected from the urban areas and 38 are selected from the rural areas. The selection is among the beneficiaries have Online Buying Behaviour of Medicines. Most of them are Online Consumer preference. They do have bank account and most of them have provided offline medicines one is able to provide the online shopping, two are able to provide the online and offline shopping.

### Consumer preference

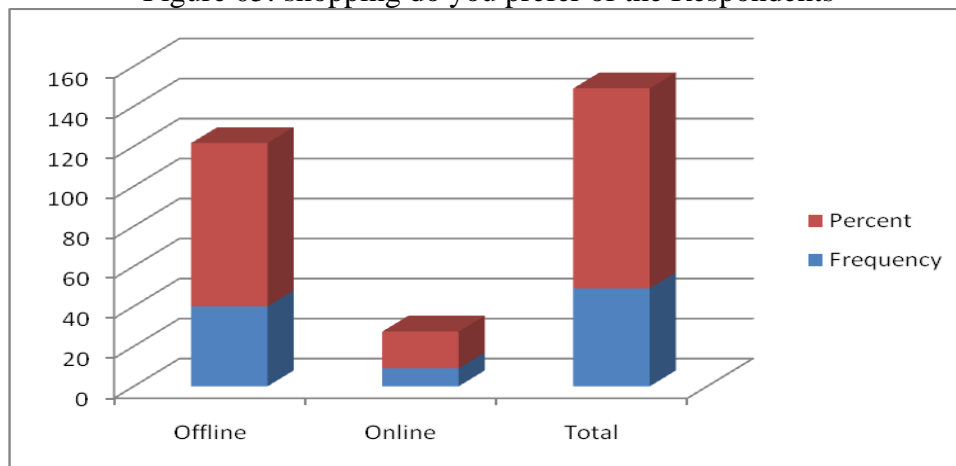
Consumer preference means an individual's subjective taste for a particular product. While buying a product a consumer analyzes various alternating brands, and products. It is normally measured by their satisfaction with those. While studying consumer preference various factors like-offer or discount, location, belief, thought, and communication may affect the preference.

**Table 05: shopping do you prefer of the Respondents**

Which method of shopping do you prefer?					
shopping		Frequency	Percent	Valid Percent	Cumulative Percent
	Offline	40	81.6	81.6	81.6
	Online	9	18.4	18.4	100.0
	Total	49	100.0	100.0	

Source:Primary data

**Figure 05: shopping do you prefer of the Respondents**



It can be clear that out of total 49 respondents, 09 respondents online, 49 respondents have Offline have shopping do you prefer of the respondents.

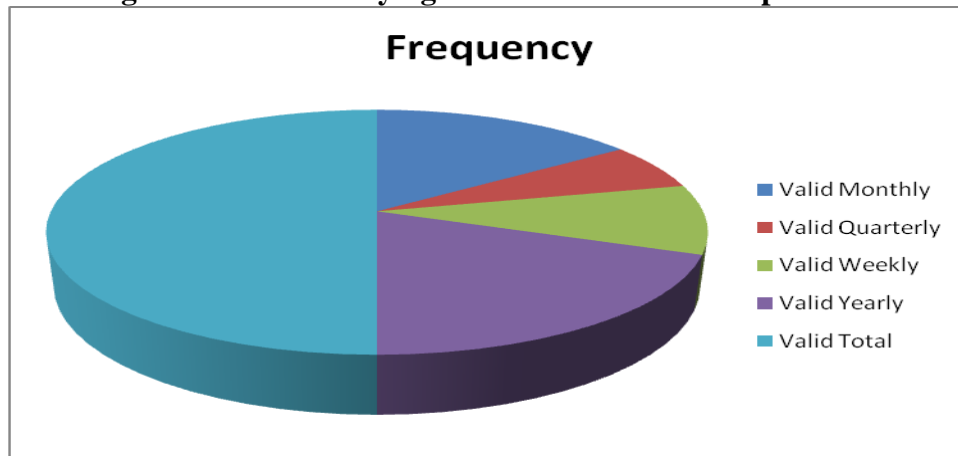


**Table 06: online buying of Medicines of the Respondents**

How often do you buy medicines online					
Buy medicines online	Frequency	Percent	Valid Percent	Cumulative Percent	
Monthly	15	30.6	30.6	30.6	
Quarterly	6	12.2	12.2	42.9	
Weekly	9	18.4	18.4	61.2	
Yearly	19	38.8	38.8	100.0	
Total	49	100.0	100.0		

Source: Primary data

**Figure 06: Online buying of Medicines of the Respondents**



Medicines online of the Respondents It can be clear that out of total 49 respondents, 15 respondents Monthly 30.6%, 06 respondents have Quarterly 12.2%, 09 respondents have Weekly 18.4%, 19 respondents Yearly 38.8% do you prefer of the respondents.

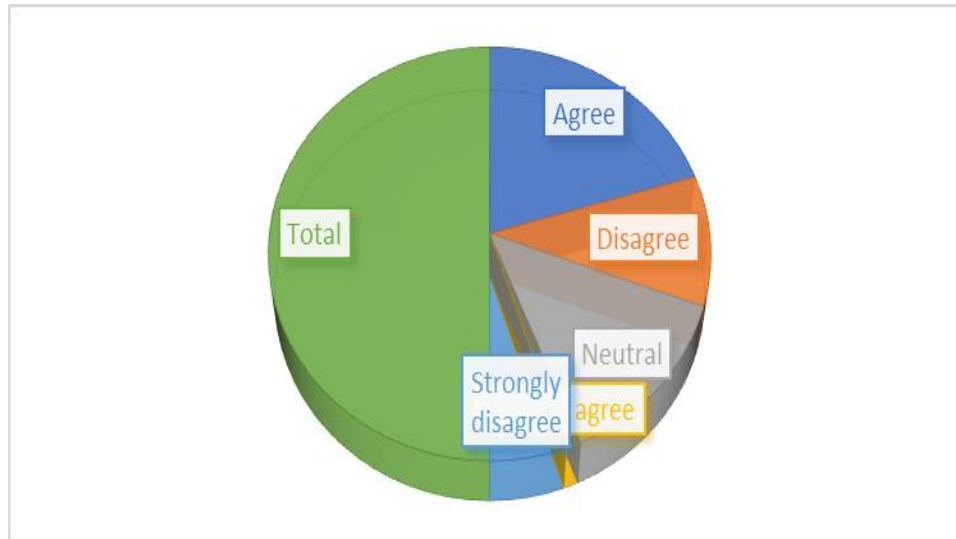
**Table 07: Online purchase of medicines is gives better price of the Respondents**

Online purchase of medicines is gives better price					
Online purchase	Frequency	Percent	Valid Percent	Cumulative Percent	
Agree	20	40.8	40.8	40.8	
Disagree	10	20.4	20.4	61.2	
Neutral	13	26.5	26.5	87.8	
Strongly agree	1	2.0	2.0	89.8	
Strongly disagree	5	10.2	10.2	100.0	
Total	49	100.0	100.0		

Source: Primary data



**Figure 07: Online purchase of medicines is gives better price of the Respondents**



Online purchase of medicines of the Respondents It can be clear that out of total 49 respondents, 20 respondents Agree 40.8%, 10 respondents have Disagree 20.4%, 09 respondents have Neutral 13%, 01 respondents Strongly agree 2.0%, 05 respondents have Strongly disagree 10.2%, do you prefer of the respondents.

### Methodology

Primary data and Secondary sources of existing literature were studied. To analyze the share of Online Buying Behaviour of Medicines a case analysis is used as a research method. The present study is based on Primary data, secondary data and the data were collected from Mysore District 49 Respondents, Journals, Books, Newspapers, and SPSS 2.0-test and statistical test.

### Conclusion

The outcome of the present study points out that overall there were good awareness regards to Mysore District 49 Respondents Online buying Behaviour and hence respondents use both the methods for purchase of medicines that are online and offline in this current Mysore District 49 Respondents sample. Online pharmacies should take the initiatives to improve their delivery system as medicines can be a matter of emergency. Many respondents had faced bad experiences with online pharmacies related to late delivery. Selling medicine over the net also adds to a lot of responsibilities on the part of the seller. Incomplete information can lead to major problems. Warnings regarding consumption should also be stated clearly. Detail of every medicine, including dosage as per age group and probable side effects, should also be reflected to educate the customers. To sum up, both the buyer and seller of online medicines should be made aware of the pros and cons. To develop the e-pharmacy system, sound e-health and telemedicine laws should be incorporated in India. Online pharmacy could encourage self-medication, which can lead to irrational use of medicines. Not many people are aware of the availability of medicines online and the offers given by online pharmacists, care should be taken for effective communication among the masses. Mysore District 49 Respondents Online pharmacy gives access to a wider range of medicines 24X7 along with information and offers. It also gives the customers privacy. It is bringing in the trend of self-medication.





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