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Review Article

Consumer Perception Towards Online Pharmacy And Offline Pharmacy With Reference To Mumbai City

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ABSTRACT

E-commerce investment in medical and pharmaceuticals is skyrocketing, which is assisting in the growth of either the online and offline supply of options for acquiring drugs to customers. This measure would ultimately assist the Indian drug industry in better meeting the demands of customers. The convenience given by e-medicines is allowing patients to shift from offline to online ordering modalities, particularly with the increased usage of the World Wide Web currently. Although a greater proportion of people, such as the elderly, disabled, and those living in remote areas, have begun to use this advanced practise on a regular basis, there remains a sizable segment of society that is still reliant on the traditional method of obtaining meds from drug stores and relies on it. Certain cases of fraudulent and inadequate information regarding pharmaceuticals and medicines being shown on these sites of "Pharmacies" and apps have been detected, making them unethical. Furthermore, it is clear that Internet prescription cannot replace the real physician's care of the patient, since patients are still at danger of significant medication interactions and adverse effects while using the online treatment approach.

Purpose: Study was done to investigate consumer perceptions about online and offline pharmacies in Mumbai, India, and if there is any danger involved with purchasing drugs from all these sources.

Design/ Methodology: The survey looked at people's attitudes about online and traditional pharmacies. Which of these do individuals in India tend to favour for their frequent pharmaceutical purchases? The investigation is conclusive in nature, and a casual research strategy was employed to assess people's behaviour and preferences regarding online and physical pharmacies. The research also included a qualitative component since the behaviour of buyers/consumers was examined. The descriptive component of the research is there just to analyse and comprehend the consumer's behaviour and the variables that lead to this choice.

Keywords-online, offline, pharmacy, Consumer Perception

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INTRODUCTION

The India Pharmacy retail industry has grown more favourably as a consequence of significant advances in product production technology and an increase in disposable income. The Indian pharmaceutical commercial store, on the other hand, is well established. Many potential market players are developing and creating an online platform in order to boost the popularity of our brand and the value of their revenue. From 2012 to 2019, the business of India

Pharmaceuticals profits expanded substantially at a positive CAGR. The growth of this market is assisted by a rise in the number of severe illnesses, lower generic drug prices, an increase in the share of hospital-based pharmacies, significant industrialization, an increase in the mid populations, and improvement in the OTC sector.

The pharmaceutical business has emerged as the most profitable segment of the healthcare market. Healthcare experts know that India is still on its path to become one of top ten nations in terms of per capita medical

expenditure. India's medical expenses are predicted to climb by 9-12 percent during the next four years.

Every wants a slice of that pie as a consequence of the projected expansion, promising future, and profits. The difficulty emerges, however, when choosing on the route of entrance into the pharmaceutical sector. In general, the market has been a disorganized sector with the greatest number of independent businesses. Now, organised players are well-known for turning their attention by franchising. In addition, with the evolution of u t and the increasing popularity of the internet, a second frontier of pharma has appeared: e-pharmacy.

With so many alternatives accessible to investors, it may be tough to narrow down one area in which to invest.

Online pharmacy

It is getting easier to buy prescription pharmaceuticals online, with only a single online research generating dozens, if not hundreds, of websites selling prescription drugs. While obtaining prescription prescriptions online may sometimes be quick and affordable, it may expose clients to serious health risks owing to the fact that both legitimate and fraudulent businesses operate online.

An pharmacy may provide you a quick and confidential way to obtain prescription and over-the-counter medications at a cheaper rate. Online pharmacies are especially handy if you live in a rural area, must not drive, or are disabled, frail, or elderly.

Offline pharmacy

The pharmaceutical business is all on fulfilling deadlines. This is the primary reason why the use of offline medications is expanding. Customers need medicine and prescriptions as soon as possible; they will never have an option but instead to wait 3-36 hours for their order to be delivered. Customers often choose offline clinics because to quick finger delivery of the drug and authenticity; also, a well-known brand name adds kudos for offline pharmacy.

Despite rising mobile software downloads, certain challenges remain in the online world, including a lack of trust (caused by the fear of receiving counterfeit medicines), client service problems (related to speedy delivery and prompt redressal), communication failure (absence of device devices through regional dialects), availability (inability to attain out to remote parts of cities), and personal privacy (particularly of health records and prescriptions). E-pharmacy companies must depend on inventive digital marketing to boost their clientele, engagement, and transactions.

Online Vs Offline Pharmacies

Online Pharmacies provide better price than traditional retail outlets, as well as expanded access, cheaper transaction and product expenses, convenience, or greater anonymity for customers. They provide access to persons with restricted mobility and those living in distant places. These enable doorstep delivery in a short

period of time, as well as prescription confirmation by qualified pharmacists.

Research Objectives

To identify the factors that influence customer to buy medicines offline;

To find out the regulatory bodies that regulates the e-pharma;

To evaluate the willingness of people to buy the Medicines offline over online;

To find out the factors that restricts the customers to buy medicines online;

To study the convenience of offline pharmacies over online pharmacies;

Research methodology

Data collection

The study's data collecting include gathering both primary and secondary sources of information. Primary data was gathered by conducting a survey with 50 randomly chosen clients in Mumbai. The questionnaire was designed in a certain sequence, including multiple-choice questions subjective items. The customers were then instructed to reply at the locations specified in the timetable. For data gathering, consumers with particular populations (female, age group, education level, and profession) were questioned.

Geographical area

We have selected area of Mumbai city for our study.

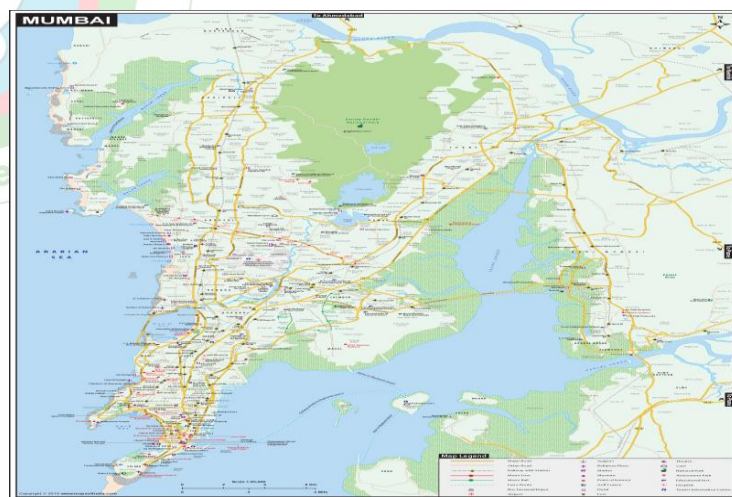
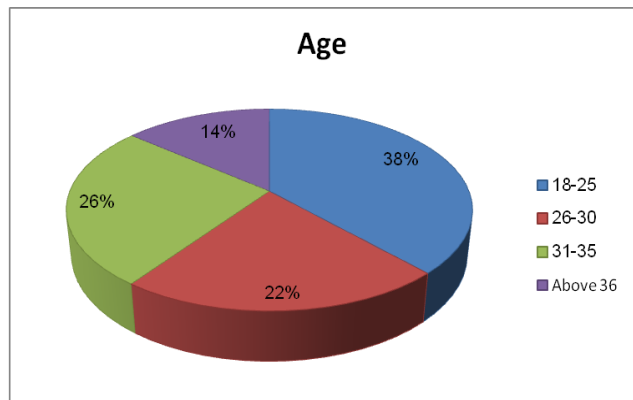


Fig1: Mumbai city

Data analysis

		Frequency	Percent	Valid Percent
Valid	18-25	19	38.0	38.0
	26-30	11	22.0	22.0
	31-35	13	26.0	26.0
	Above 36	7	14.0	14.0
	Total	50	100.0	100.0

Q1. Age



Analysis:

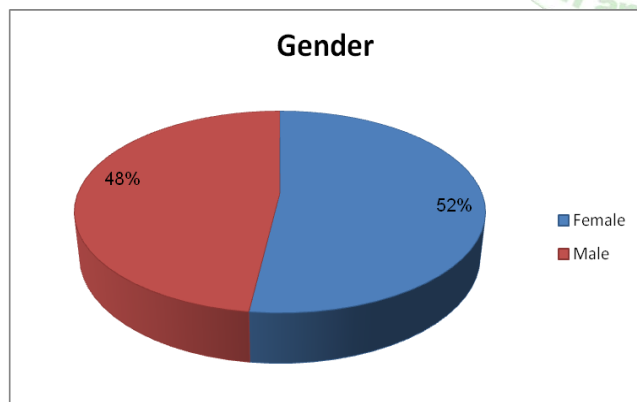
The graph above depicts an examination of respondents' ages.

Interpretation:

The graph in the study illustrates the findings of the respondents' ages. 38 percent of respondents are between the ages of 18 and 25, 22 percent are between the ages of 26 and 30, 26 percent are between the ages of 31 and 35, and 14 percent are beyond the age of 36.

Q2. Gender

		Frequency	Percent	Valid Percent
Valid	Female	26	52.0	52.0
	Male	24	48.0	48.0
	Total	50	100.0	100.0



Analysis:

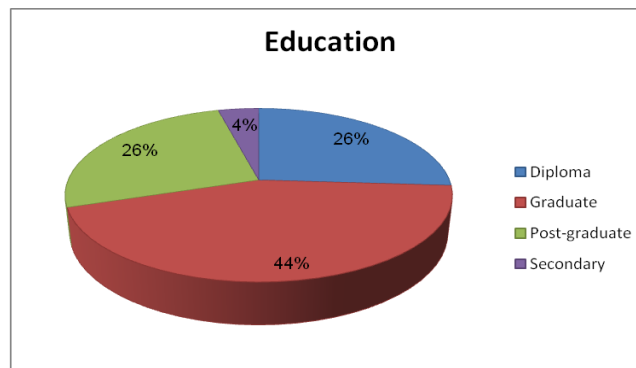
The graph above depicts an examination of respondents' gender.

Interpretation:

The graph in the study illustrates the findings of the respondents' gender. 52 percent of respondents are females, and 48 percent respondents are males.

Q3. Education

		Frequency	Percent	Valid Percent
Valid	Diploma	13	26.0	26.0
	Graduate	22	44.0	44.0
	Post-graduate	13	26.0	26.0
	Secondary	2	4.0	4.0
	Total	50	100.0	100.0



Analysis:

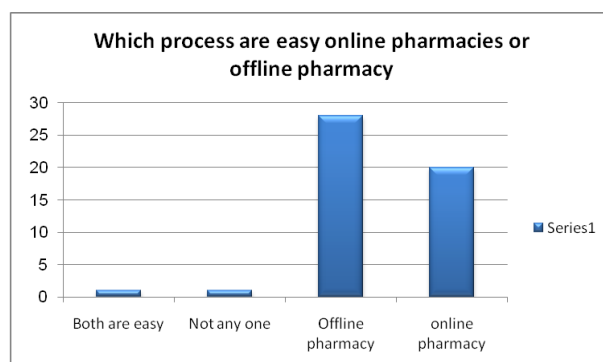
The graph above depicts an examination of respondents' education.

Interpretation:

The study's graph depicts the conclusions of the respondents' education. 26 percent of respondents have a diploma, 22 percent have a graduate degree, 26 percent have a postgraduate degree, and 14 percent have a secondary education.

Q4. Which process are easy online pharmacies or offline pharmacy?

		Frequency	Percent	Valid Percent
Valid	Both are easy	1	2.0	2.0
	Not any one	1	2.0	2.0
	Offline pharmacy	28	56.0	56.0
	online pharmacy	20	40.0	40.0
	Total	50	100.0	100.0



Analysis:

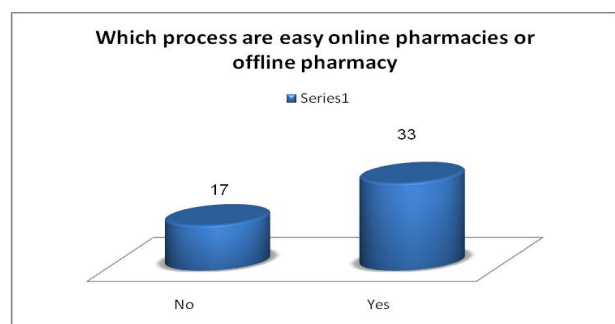
The graph above depicts an examination of online pharmacy and offline pharmacy process.

Interpretation:

The graph depicts the outcomes of online and physical pharmacies. The majority of respondents provide comments on offline pharmacies, and the procedure of using offline pharmacies is simple.

Q5. Online pharmacy is easy way to know about the medicine or syrup

		Frequency	Percent	Valid Percent
Valid	No	17	34.0	34.0
	Yes	33	66.0	66.0
	Total	50	100.0	100.0



Analysis:

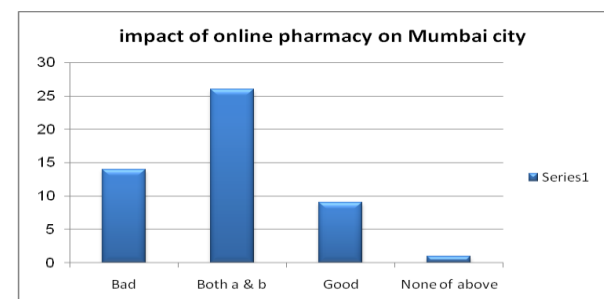
The graph above depicts an examination of online pharmacy and offline pharmacy process.

Interpretation:

The graph depicts the outcomes of online and physical pharmacies. The majority of respondents provide comments on offline pharmacies, and the procedure of using offline pharmacies is simple.

Q6. What is the impact of online pharmacy on Mumbai city?

		Frequency	Percent	Valid Percent
Valid	Bad	14	28.0	28.0
	Both a & b	26	52.0	52.0
	Good	9	18.0	18.0
	None of above	1	2.0	2.0
	Total	50	100.0	100.0



Analysis:

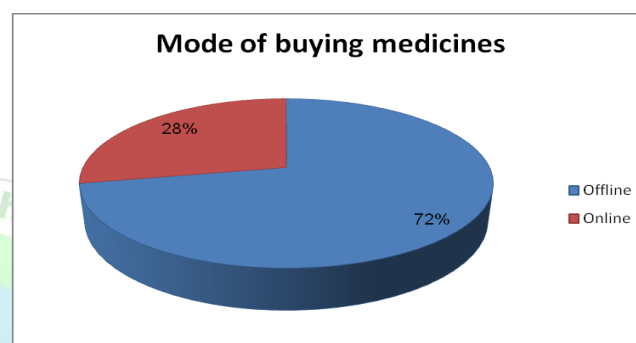
The graph above depicts an examination of impact of online pharmacy on Mumbai city.

Interpretation:

The graph depicts the influence of internet pharmacies on the city of Mumbai. The option 'both a & b' receives the most response from responders.

Q7. Mode of buying medicines

		Frequency	Percent	Valid Percent
Valid	Offline	36	72.0	72.0
	Online	14	28.0	28.0
	Total	50	100.0	100.0



Analysis:

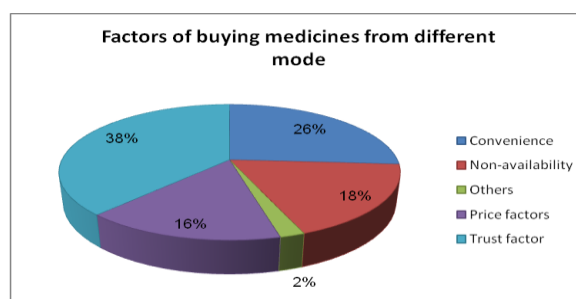
The graph above depicts an examination of mode of buying medicines.

Interpretation:

The graph depicts the outcomes of the various methods of purchasing drugs. The majority of responders choose the offline alternative, while the minority choose the online option.

Q8. Factors of buying medicines from different mode

		Frequency	Percent	Valid Percent
Valid	Convenience	13	26.0	26.0
	Non-availability	9	18.0	18.0
	Others	1	2.0	2.0
	Price factors	8	16.0	16.0
	Trust factor	19	38.0	38.0
	Total	50	100.0	100.0



Analysis:

The graph above depicts an examination of factors of buying medicines from different mode.

Interpretation:

The graph depicts the outcomes for several parameters associated with purchasing drugs through various modes. Respondents choose convenience 26 percent of the time, non-availability 18 percent of the time, pricing considerations 16 percent of the time, and trust factor 38 percent of the time.

➤ **No-preference of buying medicine online**

Q9. I am very conscious towards medicine purchase

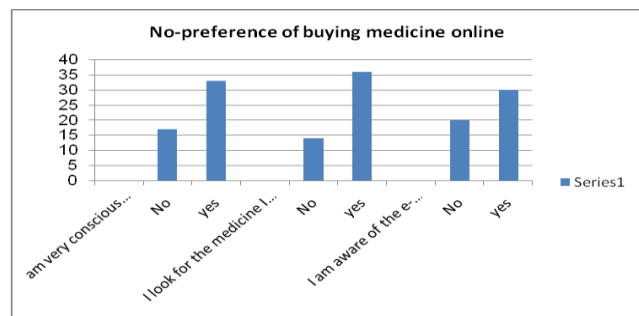
		Frequency	Percent	Valid Percent
Valid	No	17	34.0	34.0
	yes	33	66.0	66.0
	Total	50	100.0	100.0

Q10. I look for the medicine I want to buy

		Frequency	Percent	Valid Percent
Valid	No	14	28.0	28.0
	yes	36	72.0	72.0
	Total	50	100.0	100.0

Q11. I am aware of the e- medicine

		Frequency	Percent	Valid Percent
Valid	No	20	40.0	40.0
	yes	30	60.0	60.0
	Total	50	100.0	100.0



Analysis:

The graph above depicts an examination of no preference for purchasing medicine online.

Interpretation:

The graph shows the findings for those who have no preference for purchasing medicine online. The majority of responders choose "yes."

Q12. I believe that buying medicine on medical store more trustworthy rather buying from online apps or websites

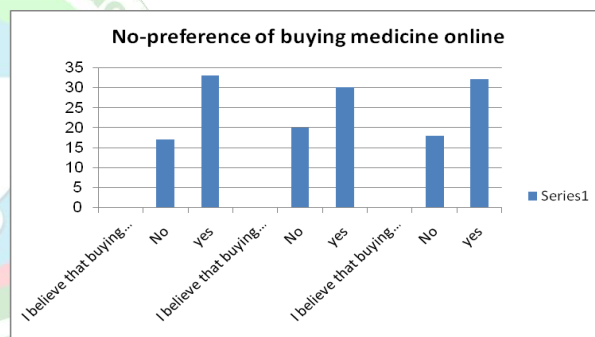
		Frequency	Percent	Valid Percent
Valid	No	17	34.0	34.0
	yes	33	66.0	66.0
	Total	50	100.0	100.0

Q13. I believe that buying medicine over the online not trustworthy.

		Frequency	Percent	Valid Percent
Valid	No	20	40.0	40.0
	yes	30	60.0	60.0
	Total	50	100.0	100.0

Q14. I believe that buying medicine offline makes more sense over buying medicine on online apps or websites

		Frequency	Percent	Valid Percent
Valid	No	18	36.0	36.0
	yes	32	64.0	64.0
	Total	50	100.0	100.0



Analysis:

The graph above depicts an examination of no preference for purchasing medicine online.

Interpretation:

The graph shows the findings for those who have no preference for purchasing medicine online. The majority of responders choose "yes."

Findings

- Maximum no of respondents are from age group of 18-25 age group that means respondents belongs to young age group.
- Maximum no of respondents were female.
- Maximum no of respondents were graduation completed, which means respondents were well educated.
- According to survey, Offline pharmacy is better process.
- Online pharmacy is easy way to know about the medicine or syrup
- In Mumbai city both online and offline pharmacies are preferred by consumers. They have good impact on Mumbai city.

- Maximum no of consumers buy medicine through offline pharmacy.
- Consumer buys medicines from different mode by considering the trust factor.
- Consumer does not prefer online pharmacies due to they are very conscious towards medicine purchase.
- Why Consumers do not favour online pharmacies as they believe that purchasing medication from a medical shop is more trustworthy than purchasing through internet applications or websites.
- Why Consumers do not favour online pharmacies as they believe that purchasing medication offline makes better sense than purchasing medicine via internet applications or websites.

Recommendation

Manufacturing and expiry dates of medicine:

In Customers typically find online purchases of pharmaceuticals dangerous since they do not get to touch or feel the goods. The production and expiration dates of medications are critical in both online and offline purchases of medicines. As a result, it is advised that producers and merchants provide the production and expiration dates on their items on both platforms. This critical information may not always be easily accessible when making an online purchase. As a result, purchasers must examine the production and expiration dates and get this info from the vendors if not accessible.

Packaging and storage of the medicines:

The Medicines may have been improperly kept, or in a factory without essential temperature controls, causing the drug to be useless in treating the ailment or proving to be dangerous for the state for which the consumer is purchasing the product. As well as this, the product's packaging is a critical consideration. As a result, it is advised that makers and dealers correctly package the items in order for them to be durable and keep the products in suitable settings so that they really do not come out to be dangerous. Customers must also inspect the product's condition before purchasing and after getting it.

Branded and generic medicines:

In the case of generic drug medications, the active substance is often the same, but some consumers assume that the salt in generic drugs is lower. Other consumers place greater faith in branded medications since the active component is generally the same, while some consumers feel that the salt in generic drugs is lower. Some clients choose to purchase branded drugs because they have greater faith in them. While some consumers feel that generic drugs are less expensive, they prefer brand-name medications. It is suggested that customers are aware about the product those that are trying to purchase (online or offline) or its ingredients, whether branded or generic, and not buy a few really medicine solely because it poses as labelled but lacks

quality; on the other hand, customers should not buy any medicine that claims to be better value for money than others but may be harmful.

CONCLUSION

Despite substantial advances in smartphone and internet services, as well as the simple availability of e-medications, a large portion of Indian population currently chooses to acquire medicines and some healthcare goods from retail pharmacies. It reflects people's more health-conscious and conventional mindsets and outlooks (despite advancements in other areas of life), notably when selecting whether to buy drugs online or offline. People prefer offline to online for a variety of reasons, including convenience, trust, and ease of access. When drugs are not accessible in retail pharmacies, consumers purchase them online; otherwise, they choose to use the offline option solely. Aside from that, even if low-cost medication is offered online, the majority of people choose to get the same drug from any retail shop if it is provided there. This demonstrates that individuals are increasingly cautious when purchasing medications and do not trust internet pharmacies and programmes that provide online patient consultations. Furthermore, the pleasure offered to customers and customers by the advice and interaction of a pharmacist, druggist, or doctor is incomparable. The insufficient instructions for use, dosage, side effect warnings, and medication interactions indicated on these healthcare goods, medicines, or pharmaceuticals must be thoroughly clarified by competent staff such as a pharmacist. When ordering from numerous web services and digital trade apps, this element is overlooked. This pleasure and trust aspect outweighs the other reasons for preferring offline medications over e-medicines.

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