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PATIENT PERCEPTION AND PROBLEMS TOWARDS PURCHASE OF ONLINE MEDICINES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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INTRODUCTION

The rapid growth of e-commerce has revolutionized several sectors, including the healthcare industry. The advent of online pharmacies has provided patients with the convenience of purchasing medicines from the comfort of their homes. However, despite its convenience, the online purchase of medicines presents various challenges that may affect patient perceptions and decision-making. In Coimbatore, a major city in Tamil Nadu, the increasing reliance on digital platforms has led to a shift in the way people approach healthcare, including the purchase of medicines.

Patients in Coimbatore, like in many other cities, are increasingly opting for online pharmacies due to their accessibility, time-saving benefits, and the ability to compare prices. However, there are concerns regarding the authenticity of medications, delivery delays, and the lack of direct consultation with healthcare professionals, which can impact trust in online platforms. This study aims to explore the perception of patients towards online medicine purchases in Coimbatore, identifying the key factors that influence their decisions, such as convenience, reliability, pricing, and product quality. Additionally, it seeks to address the challenges or problems patients face when purchasing medications online and how these issues affect their overall experience with online pharmacies. The findings of this study could help online pharmacies improve their services and build stronger trust among their customers, ensuring a safer and more effective healthcare experience.

The growing popularity of online pharmacies has significantly impacted the way patients in Coimbatore access and purchase medicines. With the increasing penetration of the internet and smartphones, many people now prefer the ease of ordering medications online rather than visiting traditional brick-and-mortar pharmacies. However, despite the many advantages, such as convenience, cost-effectiveness, and wide product availability, patients often have mixed perceptions about online medicine shopping. Concerns about the legitimacy of products, the risk of counterfeit medicines, and the lack of face-to-face interaction with pharmacists make some consumers hesitant to fully embrace online purchasing.

Furthermore, while online platforms offer a wide range of options, issues like delayed deliveries, difficulty in returning products, and the absence of immediate medical

advice can create anxiety for patients. This study seeks to understand how these factors influence the decisions of Coimbatore's residents when opting for online medicine services

1.2 STATEMENT OF PROBLEM:

- With the increasing use of online pharmacies, patients in Coimbatore face concerns about the authenticity and quality of medications purchased through digital platforms.
- Issues such as delays in delivery and complications in returning products contribute to negative perceptions of online medicine shopping.
- The lack of direct interaction with healthcare professionals when purchasing medicines online raises doubts regarding the appropriateness of prescribed drugs.
- Trust in online pharmacies is further affected by the fear of counterfeit medications, leading to hesitancy among patients to fully embrace online platforms.
- This study aims to identify the challenges patients face when purchasing medicines online and understand how these issues impact their overall perception and purchasing decisions.

1.3 OBJECTIVES OF THE STUDY:

- To examine the overall perception of patients in Coimbatore towards the purchase of medicines from online pharmacies.
- To identify the key factors influencing patients' decision to choose online pharmacies for purchasing medicines.
- To analyze the problems and challenges faced by patients in Coimbatore while purchasing medicines online.
- To assess the level of trust and confidence patients have in online pharmacies regarding the authenticity and quality of medicines.

- To provide recommendations for improving the online pharmacy experience and addressing patient concerns to enhance customer satisfaction and trust in Coimbatore.

1.4 RESEARCH METHOROLOGY:

This chapter outlines the methods used in the study in detail. Research methodology refers to the specific process and strategies employed to identify, select, and analyze data related to the topic. In a research paper, the methodology section allows the reader to critically assess the overall validity and reliability of the study. The methodology of this study includes the following components:

- Area of the Study
- Data Collection
- Sampling Technique
- Sample Size
- Statistical Tools

1.4.1 AREA OF THE STUDY:

The area of the study is about Coimbatore.

1.4.2 DATA COLLECTIONS:

Data was collected using both primary and secondary data collection methods.total number of data was collected is 120.

PRIMARY DATA:

In this examination the essential information that is been utilized in poll. Structure poll is been outlined to gather the information from the respondent.

SECONDARY DATA:

Adding the worth between the essential data will be checked. This might be utilized to gather the fundamental information and records by various site, magazines, yearly report, diary, reference book and papers.

1.4.3 SAMPLE TECHNIQUE:

Sampling may done either probability or non- probability basis. This is an important research, design, decision and one which depends on such factor has whether qualitative or quantitative method are used. The techniques that is been used on this research.

1.4.4 SAMPLE SIZE:

120 respondents constituted sample covering Coimbatore.

1.4.5 STATISTICAL TOOLS USED IN THE STUDY:

Data collected through questionnaire was prepared in master table. In order to analysis and interpret the data.

- Percentage analysis
- Likert Scale Analysis
- Ranking analysis

1.5 SCOPE OF THE STUDY

- The study will focus on understanding how patients in Coimbatore perceive the convenience and reliability of purchasing medicines online.
- It will explore the challenges patients face, such as concerns about the authenticity and quality of medicines, delivery delays, and lack of consultation with healthcare professionals.
- The study will examine the factors influencing patient decisions to use online pharmacies, including trust, accessibility, and pricing.
- It will assess the level of awareness and knowledge patients have regarding online medicine platforms and their offerings.
- The research will be limited to Coimbatore city, aiming to provide insights specific to this region in relation to online pharmacy services.

1.6 LIMITATION OF THE STUDY

- The study is limited to Coimbatore city, which may not fully represent the perceptions and challenges faced by patients in other regions or cities.
- The sample size may be limited, affecting the generalizability of the findings to the broader population.
- The study relies on self-reported data from patients, which may introduce bias or inaccuracies in responses due to personal opinions or memory recall.
- The research focuses only on patients who have purchased or considered purchasing medicines online, excluding those who have never used online pharmacy services.
- The study does not account for all possible variables that could influence patient perceptions, such as the specific online platforms used or individual healthcare needs.

1.7 CHAPTER SCHEME:

➢ Chapter 1: Deals with Introduction and design of the study.
➢ Chapter 2: Deals with Review of literature.
➢ Chapter 3: Deals with Profile of E-PHARMACY apps.

- ➢ Chapter 4: Deals with Analysis and interpretation of the data.
- ➢ Chapter 5: Findings, suggestions and conclusion.

2.1 REVIEW OF LITERATURE

The review of literature for the topic "Patient Perception and Problems Towards the Purchase of Online Medicines with Special Reference to Coimbatore City" explores the evolving landscape of online pharmacy services and how patients perceive these platforms, along with the challenges they face. Several studies have investigated different aspects such as trust, convenience, safety, and regulations in the context of online medicine purchases.

1. **Chaudhary and Kumar (2020)** highlighted that the convenience and accessibility of online pharmacies are the primary factors influencing patients' decisions to purchase medicines online. Their study emphasized that patients, especially in urban areas like Coimbatore, prefer online platforms due to the ease of browsing and purchasing medicines from the comfort of their homes.

2. **Patel and Shah (2019)** found that patients' trust in the authenticity of the medications is a major concern when it comes to online pharmacy platforms. The study revealed that patients in Coimbatore are hesitant to fully embrace online pharmacies due to fears of counterfeit or substandard drugs being delivered.

3. **Singh and Verma (2021)** examined the role of delivery timelines in online medicine purchases. Their research showed that delays in medicine delivery often result in negative perceptions of online pharmacies, which directly impacts patient loyalty and future purchasing decisions, especially in time-sensitive healthcare needs.

4. **Bansal and Gupta (2020)** conducted a study on the challenges patients face while purchasing medicines online, including issues related to customer service, product returns, and the lack of direct interaction with pharmacists. This issue was especially prominent in Coimbatore, where patients still prefer in-person consultations for personalized advice.

5. **Reddy and Yadav (2018)** discussed the role of online consultations and telemedicine in enhancing the overall online medicine purchasing experience. Their research suggested that integrating online consultations with pharmacies could increase patients' confidence in online purchases, addressing the lack of medical guidance during the buying process.

7. **Jain and Soni (2019)** explored the demographic factors influencing patient preferences for online medicine purchases. They found that younger, tech-savvy patients in Coimbatore are more inclined to use online pharmacies, while older patients are more skeptical due to their unfamiliarity with digital platforms.

8. **Mehta and Verma (2020)** analyzed the impact of promotional offers and discounts on patients' decision-making process when purchasing medicines online. The study showed that while price incentives can attract patients, they also raise concerns about the quality of the product, especially in Coimbatore, where patients are cautious about cost-cutting methods that may compromise medication standards.

12. **Vijayan and Gupta (2020)** explored the role of e-pharmacy platforms in enhancing patient access to healthcare. They found that patients in Coimbatore, particularly those in remote areas, find online pharmacies a convenient solution to access essential medicines that may not be readily available in local pharmacies.

13. **Ravichandran and Nair (2018)** conducted a study on the challenges faced by elderly patients when using online pharmacies. They noted that older patients in Coimbatore were less likely to trust online medicine platforms due to concerns about ease of use, online payment methods, and delivery times.

14. **Srinivasan and Pandey (2021)** examined the influence of social media and online reviews on patients perceptions of online pharmacies. Their research revealed that patients in Coimbatore rely heavily on peer reviews and social media recommendations before making purchases, highlighting the importance of online reputation in building trust.

15. **Yadav and Rani (2020)** studied the role of healthcare professionals in promoting online medicine purchases. Their findings showed that when doctors or pharmacists recommended specific online platforms, patients in Coimbatore were more likely to use those services, which helped mitigate concerns about authenticity and safety.

16. **Rai & Sharma (2018):** This study found that many patients in Coimbatore are unsure about the quality of medicines purchased online, especially due to the unregulated nature of many platforms. The lack of government oversight in e-pharmacy operations has contributed to a perception of risk among local patients.

17. **Krishnan & Raghavan (2019):** Their research focused on the role of awareness in encouraging online medicine purchases. It found that a lack of awareness regarding legitimate online pharmacies and proper online purchasing methods is a key challenge for patients in Coimbatore, which limits their engagement with e-pharmacies.

18. **Srinivasan & Kumar (2021):** This research found that while younger, tech-savvy patients in Coimbatore were more open to purchasing medicines online, older patients were often skeptical. The study highlighted the need for better user interfaces and simplified online platforms to appeal to older populations.

19. **Vijayan and Yadav (2021)** explored the challenges associated with medicine returns and exchanges. They found that many patients in Coimbatore feel frustrated by the complicated return policies of online pharmacies, which deter them from using these services.

20. **Reddy and Gupta (2018)** conducted a study on the pricing models used by online pharmacies. They observed that patients in Coimbatore are often drawn to lower-priced medicines online but worry about the quality and authenticity of discounted products.

21. **Choudhary and Iyer (2019)** found that the lack of face-to-face consultations with pharmacists reduces patient confidence in the accuracy of online medication prescriptions. This lack of professional guidance remains a significant problem for many patients in Coimbatore.

22. **Krishnan and Iyer (2020)** focused on the customer service experiences of patients who use online pharmacies. Their study found that poor customer service, including slow response times and unhelpful support, led to dissatisfaction among patients in Coimbatore.

23. **Singh and Bansal (2020)** explored how the online pharmacy ecosystem influences patient satisfaction. They found that while patients appreciate the convenience of online pharmacies in Coimbatore, the lack of personalized services remains a major issue.

24. **Bansal and Arora (2020)** examined the impact of government regulations on patient perceptions of online medicine platforms. They noted that many patients in Coimbatore are concerned about the lack of a unified regulatory framework, which affects their confidence in purchasing medicines online.

25. **Choudhary & Rani (2020):** This study found that extracurricular activities and campus life play a key role in students' decisions for higher studies. Coimbatore students prefer colleges that offer a balanced environment, fostering personal growth alongside academic development.

PROFILE OF E-PHARAMACY COMPANIES

3.1 HISTORY OF COMPANIES

The history of e-pharmacy companies in India began in the early 2010s when online platforms like **1mg**, **PharmEasy**, and **Netmeds** emerged, offering the convenience

of ordering medicines online. Initially, these platforms faced challenges related to regulatory ambiguity, logistical issues, and limited internet access.

However, as internet penetration and digital literacy improved, e-pharmacies gained trust and grew in popularity. The Indian government started drafting regulations to address the legal framework for e-pharmacies, particularly with the 2018 draft rules under the Drugs and Cosmetics Act.

The COVID-19 pandemic gave a significant boost to the sector, with lockdowns pushing people to use online services for their healthcare needs. In recent years, there have been several mergers, such as **PharmEasy** merging with **MedLife**, and significant investments, with major players like **Reliance Industries** acquiring **Netmeds**. Today, e-pharmacies continue to expand, integrating advanced technologies like AI and telemedicine, and are playing a crucial role in making healthcare more accessible across urban and rural India.

E-pharmacy in India refers to the online sale and delivery of medicines, healthcare products, and related services through digital platforms. It emerged in the early 2010s with companies like **1mg**, **PharmEasy**, and **Netmeds**, offering customers the convenience of ordering prescription medications and wellness products online. The sector grew rapidly due to increasing internet penetration, smartphone usage, and changing consumer preferences for convenience and accessibility.

E-pharmacies also expanded their services to include online consultations, lab tests, and health tracking. The COVID-19 pandemic further accelerated the growth of e-pharmacy, as people turned to online platforms for medical needs.

Despite regulatory challenges, e-pharmacy is now a significant part of India's healthcare landscape, providing millions of people with affordable, reliable, and convenient access to medicines and healthcare services.

APOLLO

Apollo e-Pharmacy, part of the renowned Apollo Hospitals Group, was launched in 2016 as an extension of the company's efforts to bring quality healthcare services to a broader audience through digital platforms. Apollo Pharmacy, which has been operating as a brick-and-mortar pharmacy since its establishment in 1987, entered the e-pharmacy space with Apollo 24/7, a comprehensive online healthcare platform.

The e-pharmacy initiative aimed to provide customers with the convenience of ordering prescription medications, over-the-counter drugs, and wellness products from the comfort of their homes. It also enabled customers to schedule consultations with doctors, order lab tests, and access a wide range of healthcare services online. Apollo e-Pharmacy stands out for its credibility, leveraging the extensive network of Apollo's physical pharmacies across India to ensure quality and authenticity of products.

Since its launch, Apollo e-Pharmacy has grown rapidly, capitalizing on India's increasing internet penetration and the demand for home healthcare services. The platform also saw significant growth during the COVID-19 pandemic, as lockdowns led to a surge in online medicine orders. Apollo 24/7 has since expanded its offerings, integrating features like telemedicine, health check-ups, and even home delivery of medications, making it one of the leading players in the Indian e-pharmacy market today.

Today, it remains a key player in India's e-pharmacy sector, continuing to innovate and expand its digital healthcare offerings, making quality healthcare more accessible to millions across the country.

EASY MEDICO

Easy Medico is an Indian e-pharmacy company that was founded with the vision of providing customers with a convenient, accessible, and reliable platform for ordering medicines and healthcare products online.

Launched in 2015, Easy Medico aimed to address the gaps in the traditional healthcare system, especially in terms of access to medicines and the reliability of pharmaceutical products.

Initially, the company focused on offering a broad range of prescription and over-the-counter medications, as well as health and wellness products. Over time, Easy Medico expanded its services to include features like medicine delivery at home, online consultations, and health tracking to cater to the growing demand for digital healthcare services in India.

The platform provided users the convenience of ordering medications with the added benefit of having them delivered directly to their doorsteps, often at discounted prices, which helped it attract a loyal customer base.

Despite facing stiff competition from other players in the e-pharmacy space, Easy Medico continued to grow and gain traction, primarily through its user-friendly interface, customercentric services, and partnerships with leading pharmaceutical companies. However, information regarding major funding rounds or acquisitions is not as publicly available as it is for some of its competitors.

MEDLIFE

Medlife was an Indian e-pharmacy and healthcare platform that was founded in 2014 by Tushar Kumar and Prashant Singh. The company was created with the aim of making healthcare services, including medicines and diagnostics, more accessible and affordable to Indian consumers through a digital platform.

Medlife initially focused on providing a wide range of pharmaceutical products, including prescription medications, over-the-counter drugs, and wellness products. It also offered healthrelated services like lab tests, doctor consultations, and medicine home delivery, becoming one of the first online platforms to integrate multiple healthcare services into one app.

The company's business model centered around customer convenience, ensuring that people could order medications online and have them delivered to their doorsteps in a timely manner. Medlife's customer-friendly approach, including discounts, easy access to medicines, and online consultations, helped it gain popularity quickly among users in both urban and rural areas.

In 2020, Medlife merged with PharmEasy, one of India's largest e-pharmacy platforms, to create a stronger entity in the competitive e-pharmacy market. This merger helped PharmEasy expand its reach and strengthen its position in the healthcare space by combining the services of both platforms.

Prior to the merger, Medlife had raised significant funding and attracted investors, allowing it to scale its operations and further its mission of digital healthcare access.

Today, Medlife is part of PharmEasy, which continues to be a dominant player in the epharmacy and healthcare sectors in India.

1mg

1mg (now known as 1mg Technologies) is one of India's leading e-pharmacy and healthcare platforms, founded in 2015 by Vishal Tiwari, Gaurav Agarwal, and Prashant Tiwari. The platform was created with the goal of providing a more convenient and affordable way for Indian consumers to access medicines, health products, and healthcare services online.

Initially, 1mg started as an online pharmacy, offering prescription medications and over-thecounter products, with a focus on providing high-quality medicines at competitive prices.

Over time, 1mg expanded its services beyond just selling medicines to include health-related services such as online doctor consultations, lab tests, and health information resources. This made it a comprehensive healthcare platform, addressing multiple aspects of consumer health needs.

1mg's user-friendly interface and customer-centric approach helped it grow rapidly, and it became one of the largest players in India's e-pharmacy market.

1mg attracted significant funding from investors, including Sequoia Capital, Google Capital, and HDFC Ltd., which helped the company scale its operations and reach a

broader customer base across the country. It also became known for its partnerships with hospitals, healthcare providers, and pharmacies, ensuring the availability of a wide range of pharmaceutical products.

In 2021, 1mg was acquired by Tata Digital, a subsidiary of the Tata Group, one of India's largest conglomerates. This acquisition allowed 1mg to leverage the extensive digital infrastructure and customer reach of the Tata Group, further cementing its place as a key player in India's growing digital healthcare ecosystem.

ANALYSIS AND INTRETATION OF DATA

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follow data collection.

The statistical tools are

- Percentage analysis
- Ranking analysis
- Chi square analysis
- Likert Scale analysis

4.1 PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard from with the base equal to 110 which fact facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 150 and it is divided by the same size.

FORMULA:

No of respondent

Simple percentage = ----------*100
Sample size

TABLE 4.1.1
TABLE SHOWING THE GENDER WISE CLASSIFICATION OF THE RESPONDENTS

OPTIONS	RESPONDENTS	PERCENTAGE
Male	62	52
Female	58	48
Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION:

The above table indicates that 52% of respondents are male, and 48% are female.

INFERENCE: Majority 52% of respondents are male.

CHART 4.1.1

CHART SHOWING THE GENDER WISE CLASSIFICATION OF THE RESPONDENTS

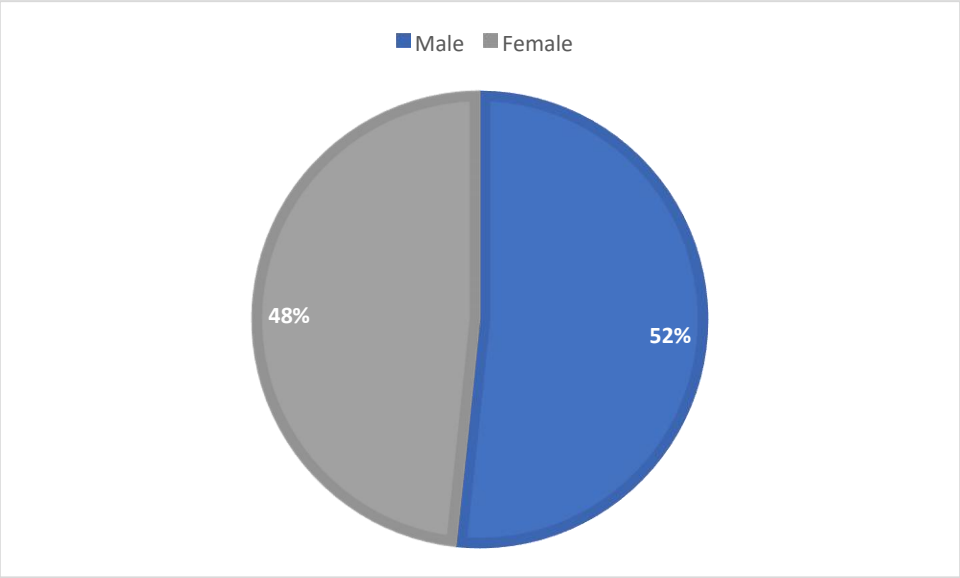


TABLE 4.1.2

TABLE SHOWING THE AGE WISE CLASSIFICATION OF RESPONDENTS

OPTIONS	RESPONDENTS	PERCENTAGE (%)
18-25	55	45
25-35	43	36
35-45	16	13
ABOVE 45	6	5
Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION:

The above table indicates that 45% of respondents belong to the age group of 18-25 years, 36% belong to the age group of 25-35 years, 13% belong to the age group of 35-45 years, and 5% belong to the age group of above 45 years.

INFERENCE: Majority 45% of respondents belong to the age group of 18-25 years.

CHART NO 4.1.2

CHART SHOWING THE AGE WISE CLASSIFICATION OF RESPONDENTS

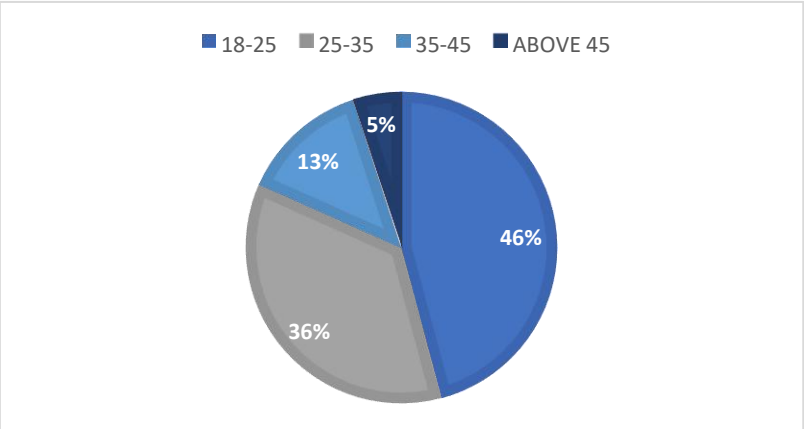


TABLE NO 4.1.

TABLE SHOWING THE

3

MARITAL STATUS WISE CLASSIFICATION OF THE RESPONDENTS

OPTIONS	RESPONDENTS	PERCENTAGE
Married	51	42
Un married	69	58
Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The above table indicates that 58% of respondents are unmarried and 42% are married.

INFERENCE: Majority 58% of respondents are unmarried.

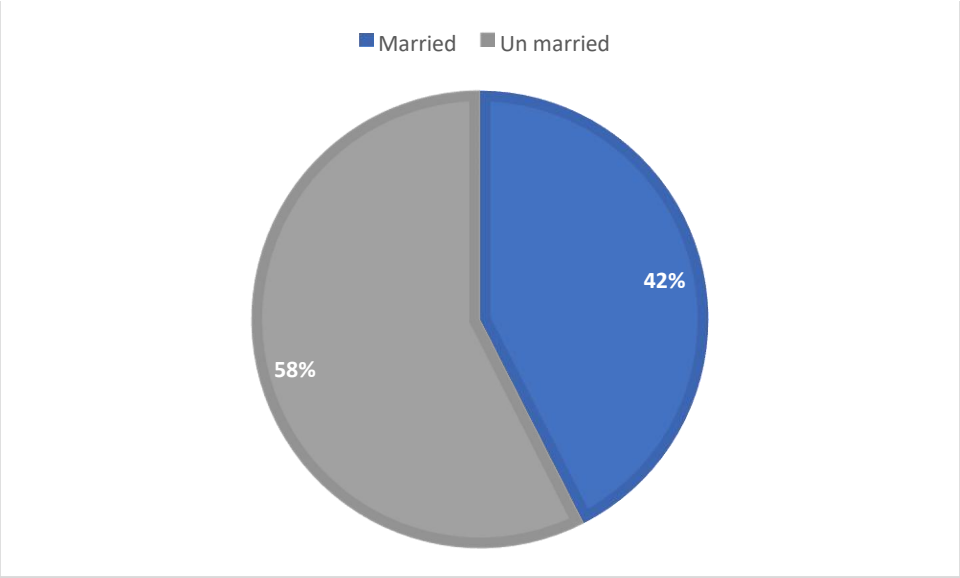
CHART NO 4.1.3

TABLE SHOWING THE MARITAL STATUS WISE CLASSIFICATION OF

THE RESPONDENTS

TABLE NO 4.1.

TABLE SHOWING THE



4

OCCUPATION WISE CLASSIFICATION OF THE RESPONDENTS

OPTIONS	RESPONDENTS	PERCENTAGE
Student	38	32
Professional	45	37
Employee	27	23
Business	10	8
Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The above table indicates that 37% of respondents are professionals, 32% are students, 23% are employees, and 8% are engaged in business.

INFERENCE: Majority 37% of respondents are professionals.

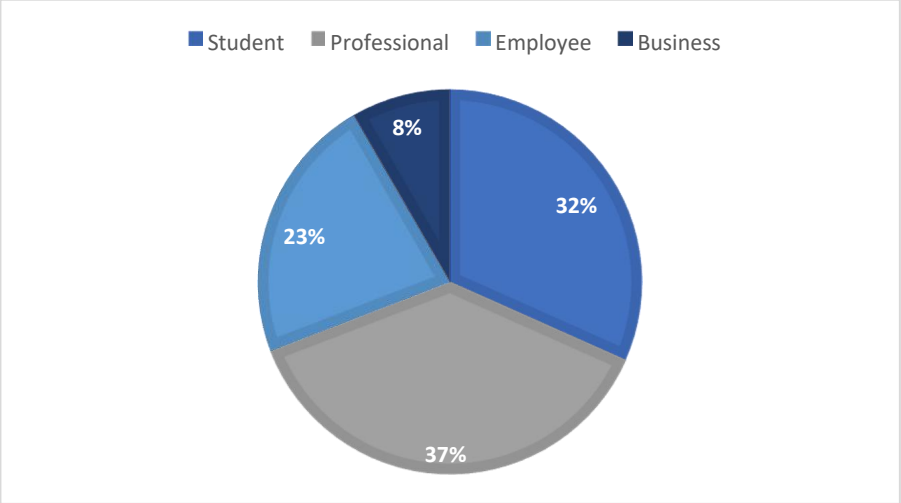
TABLE NO 4.1.

TABLE SHOWING THE

CHART NO 4.1.4

TABLE SHOWING THE OCCUPATION WISE WISE CLASSIFICATION OF

THE RESPONDENTS



5

OCCUPATION WISE CLASSIFICATION OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Below 20000	11	25
2	Above 25000	56	47
3	50000-100000	30	19
4	None	23	9
	Total	**120**	**100**

SOURCE: Primary Data

TABLE NO 4.1.

TABLE SHOWING THE INTERPRETATION

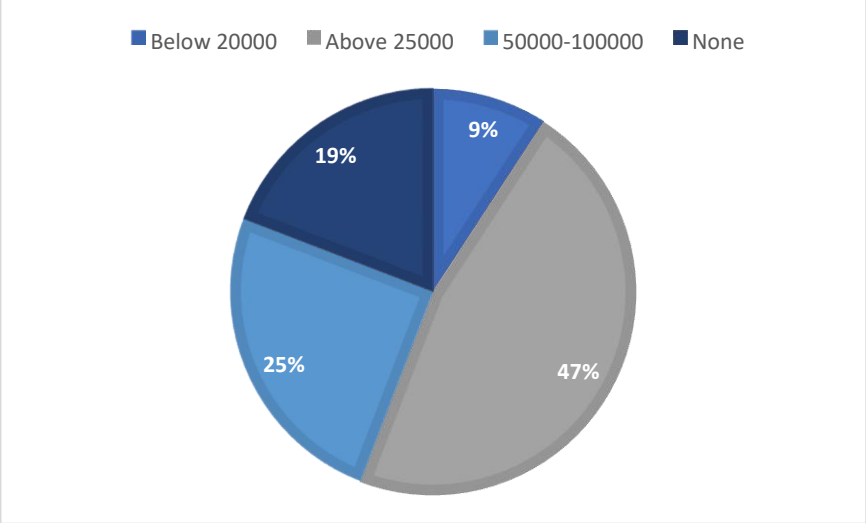
The above table indicates that 47% of respondents have an income above ₹25,000, 25% of respondents earn below ₹20,000, 19% earn between ₹50,000 and ₹1,00,000, and 9% of respondents reported no income.

INFERENCE: Majority 37% of respondents are professionals.

CHART NO 4.1.5

CHART SHOWING THE MONTHLY INCOME WISE CLASSIFICATION OF

THE RESPONDENTS



6

RESIDENCE WISE CLASSIFICATION OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Rural	29	24

TABLE NO 4.1.

TABLE SHOWING THE

2	Urban	71	100
3	Semi Urban	20	17
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The above table indicates that 71% of respondents are from urban areas, 24% are from rural areas, and 17% are from semi-urban areas.

INFERENCE: Majority 71% of respondents are from urban areas.

CHART NO 4.1.6

CHART SHOWING THE RESIDENCE WISE CLASSIFICATION OF THE

RESPONDENTS

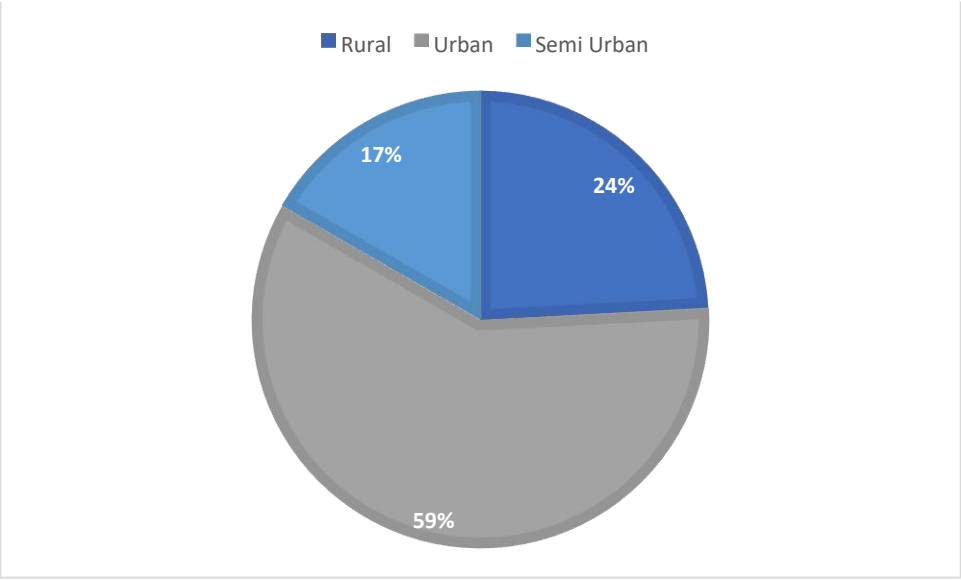


TABLE NO 4.1.

TABLE SHOWING THE

7

FAMILY MEMBER WISE CLASSIFICATION OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	2	7	**6**
2	3	71	**59**
3	4	35	**29**
4	More than 6	7	**6**
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The above table indicates that 59% of respondents belong to families with 3 members, 29% belong to families with 4 members, 6% belong to families with 2 members, and 6% belong to families with more than 6 members.

INFERENCE: Majority 59% of respondents belong to families with 3 members.

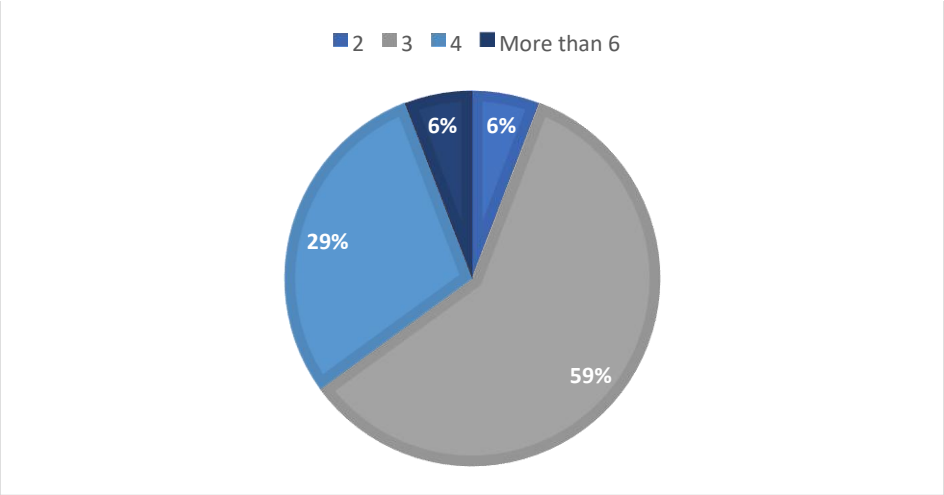
CHART NO 4.1.7

CHART SHOWING THE FAMILY MEMBER WISE CLASSIFICATION OF

THE RESPONDENTS

TABLE NO 4.1.

TABLE SHOWING THE



NO 4.1.8

FREQUENCY OF BUYING MEDICINE OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Daily	20	17
2	Weekly	35	29
3	Monthly	48	40
4	Yearly	17	14
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The table shows that the majority of respondents, 40%, purchase medicine on a monthly basis. Following that, 29% of respondents buy medicine weekly. A smaller group, 17%, buys medicine daily, and the remaining 14% make their purchases on a yearly basis.

INFERENCE: Majority 40% purchase medicine on a monthly basis.

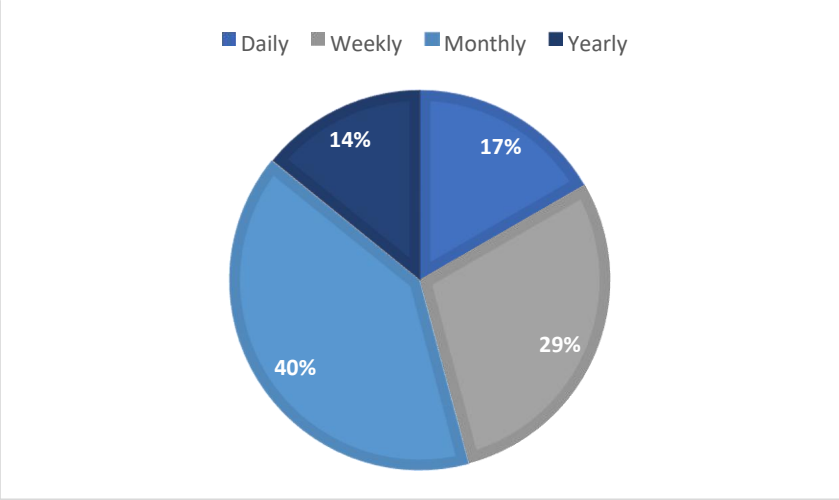
TABLE

TABLE SHOWING THE

CHART NO 4.1.8

CHART SHOWING THE THE FREQUENCY OF BUYING MEDICINE

CLASSIFICATION OF THE RESPONDENTS



9

NATURE OF BUYING OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Only with prescription	28	18
2	With/Without prescription	71	23
3	Without prescription	21	59
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

TABLE NO 4.1.

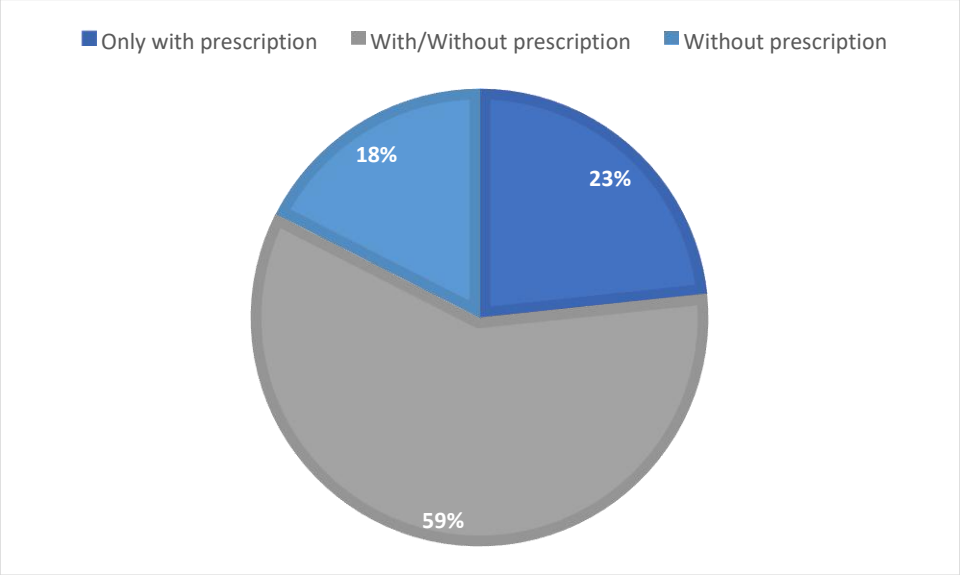
TABLE SHOWING THE

The table shows that 59% of respondents buy medicines without a prescription, while 23% purchase with or without a prescription. Only 18% buy medicines strictly with a prescription.

INFERENCE: Majority 59% of respondents buy medicines without a prescription.

CHART NO 4.1.9

CHART SHOWING THE NATURE OF BUYING OF THE RESPONDENTS



NO 4.1.10

MODE OF PAYMENT FOR BUYING MEDICINE ONLINE OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Cash on delivery	30	24
2	Debit card	27	23

TABLE

TABLE SHOWING THE

3	Credit card	34	28
4	UPI/money wallets	29	24
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The table shows that 28% of respondents prefer using credit cards for online medicine purchases, followed by UPI/money wallets at 24%. Cash on delivery and debit card payments account for 24% and 23%, respectively.

INFERENCE: Majority 28% of respondents prefer using credit cards for online medicine purchases.

CHART NO 4.1.10

CHART SHOWING THE MODE OF PAYMENT FOR BUYING MEDICINE

ONLINE OF THE RESPONDENTS

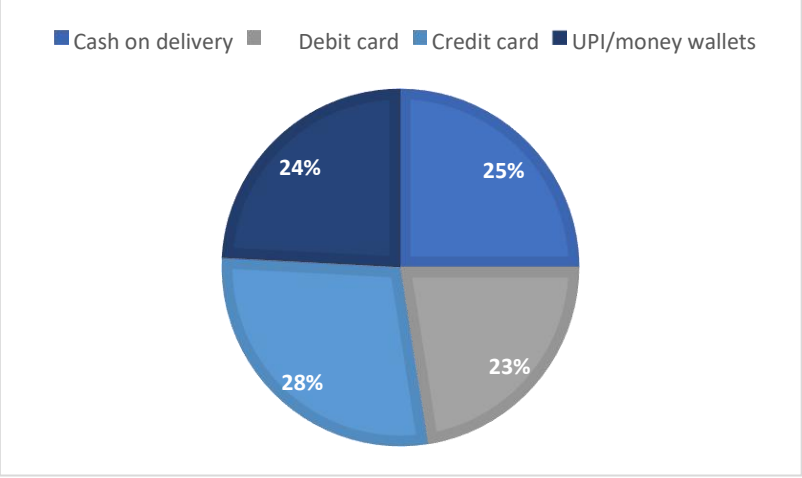


TABLE NO 4.1.
11

TABLE SHOWING THE PREFERENCE TO BUY MEDICINE THROUGH EPHARMACY OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Packaging	20	17
2	Price	42	35
3	Quick delivery	39	32
4	Availability	19	16
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The table shows that price is the most important factor for 35% of respondents when buying medicine through e-pharmacy. Quick delivery is the second most important preference at 32%. Packaging and availability are less important, with 17% and 16% of respondents respectively prioritizing these aspects.

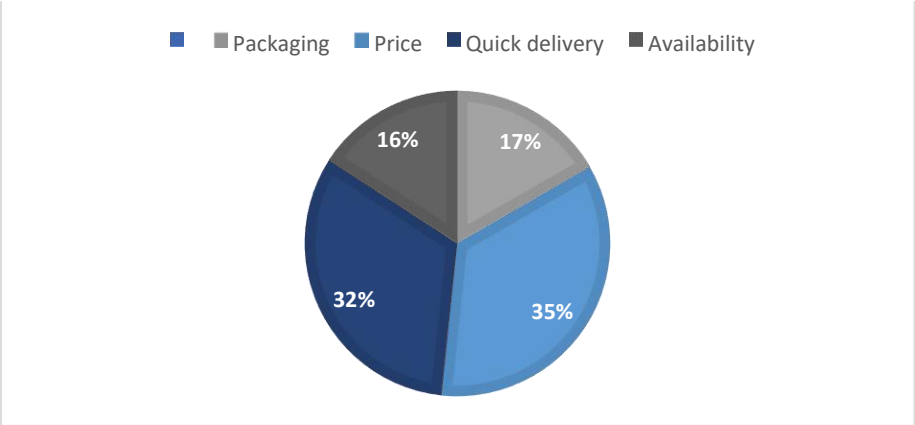
INFERENCE: Majority 35% of respondents buying medicine through e-pharmacy reason is pricing.

CHART NO 4.1.11

CHART SHOWING THE PREFERENCE TO BUY MEDICINE THROUGH E-

PHARMACY OF THE RESPONDENTS

TABLE NO 4.1.



12

TABLE SHOWING THE EXPECTED TIME TO DELIVERY OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	`12-24 hours	22	18
2	1-2 days	39	33
3	2-3 days	42	35
4	3 days and above	17	14
	Total	**120**	**100**

SOURCE: Primary Data

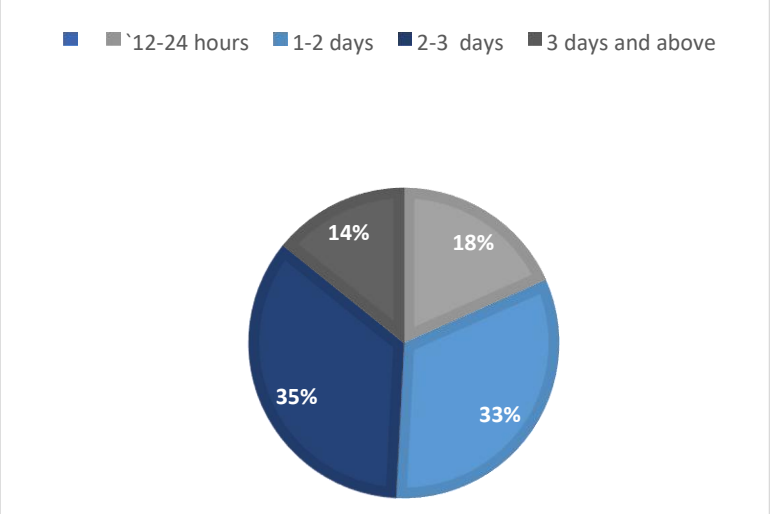
INTERPRETATION

The table shows that 35% of respondents expect delivery within 2-3 days, while 33% prefer 1-2 days. 18% expect delivery within 12-24 hours, and 14% are okay with delivery in 3 days or more. Most respondents prioritize quick delivery, ideally within 1-3 days.

INFERENCE: Majority shows that 35% of respondents expect delivery within 2-3 days.

CHART NO 4.1.12

TABLE NO 4.1.
CHART SHOWING EXPECTED TIME TO DELIVERY THE OF THE RESPONDENTS



13

TABLE SHOWING THE LEVEL OF AWARENESS ABOUT E-PHARMACY

OF THE RESPONDENT

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	`highly awareness	33	27
2	Little awareness	57	48
3	No awareness	30	25
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The table shows that 48% of respondents have little awareness of e-pharmacy, 27% have high awareness, and 25% have no awareness. This suggests that most respondents have limited knowledge about e-pharmacy services.

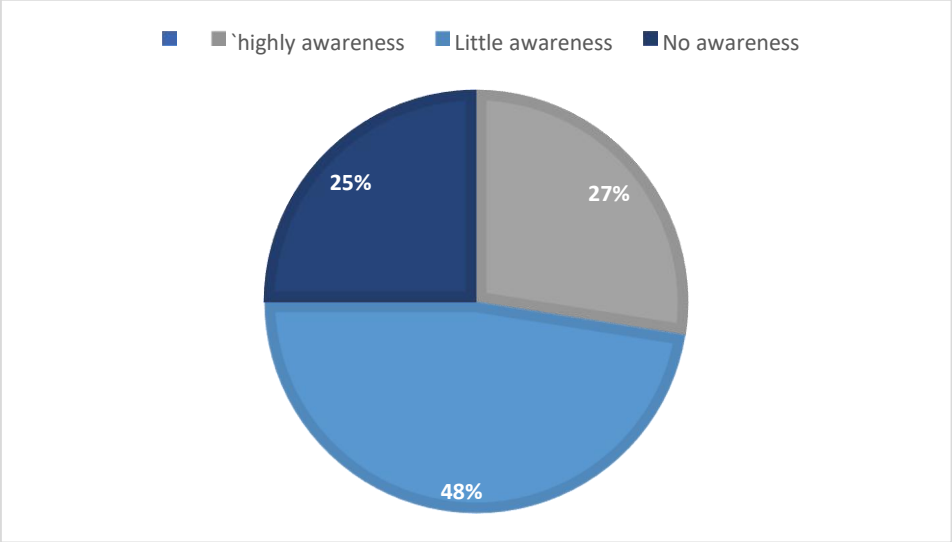
TABLE NO 4.1.

INFERENCE: Majority shows that 48% of respondents have little awareness of e-pharmacy.

CHART NO 4.1.13

CHART SHOWING OF LEVEL OF AWARENESS ABOUT E-PHARMACY

THE RESPONDENTS



14

TABLE SHOWING OF LEVEL OF SATISFACTION WITH USING E-PHARMACY THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Excellent	42	23
2	Good	50	42
3	Satisfactory	28	35
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

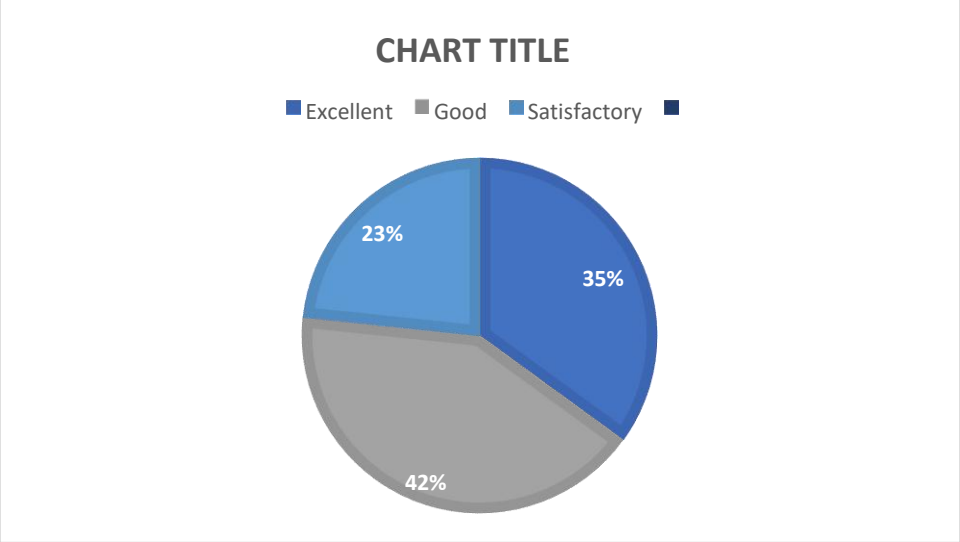
TABLE NO 4.1.

The table shows that 42% of respondents rate their e-pharmacy experience as "Good," 35% as "Satisfactory," and 23% as "Excellent," indicating general satisfaction but room for improvement.

INFERENCE: Majority shows that 42% of respondents rate their e-pharmacy experience as Good.

CHART NO 4.1.14

CHART SHOWING OF LEVEL OF SATISFACTION WITH USING E-PHARMACY THE RESPONDENTS



15

TABLE SHOWING PREFERENCE OF E-PHARMACY COMPANIES OF

THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	NETMEDS	12	10
2	Pharm Easy	26	22
3	MEDLIFE	29	24

TABLE NO 4.1.

4	Apollo pharmacy	39	32
5	Easy Medico	9	8
6	Img	5	4
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The table shows that Apollo Pharmacy is the most preferred e-pharmacy, with 32% of respondents choosing it. Medlife follows with 24%, and Pharm Easy is preferred by 22%.

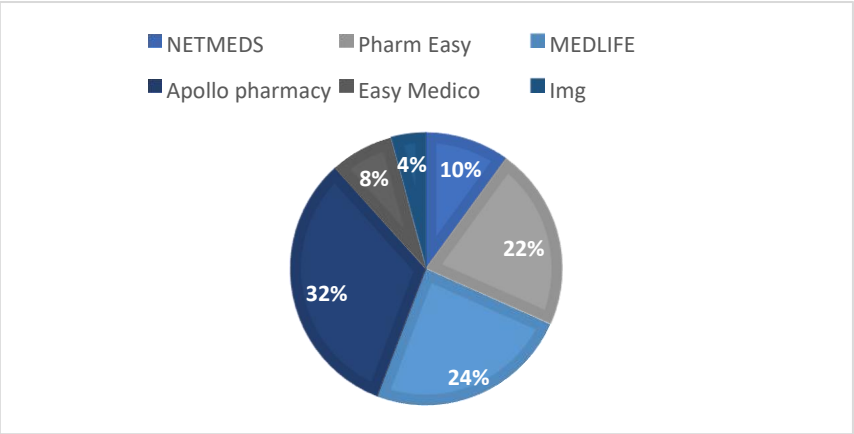
Netmeds has 10%, while Easy Medico and Img are preferred by 8% and 4%, respectively.

INFERENCE: Majority (32%)shows that Apollo Pharmacy is the most preferred e-pharmacy.

CHART NO 4.1.15

CHART SHOWING PREFERENCE OF E-PHARMACY COMPANIES OF

THE RESPONDENTS



16

TABLE NO 4.1.
TABLE SHOWING OF THE RESPONDENTS NON-PHARMACEUTICAL PRODUCTS NOT SOLD AT E-PHARMACY OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Grocery	33	39
2	Tablet	47	8
3	Bandage	31	26
5	Injection	9	27
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

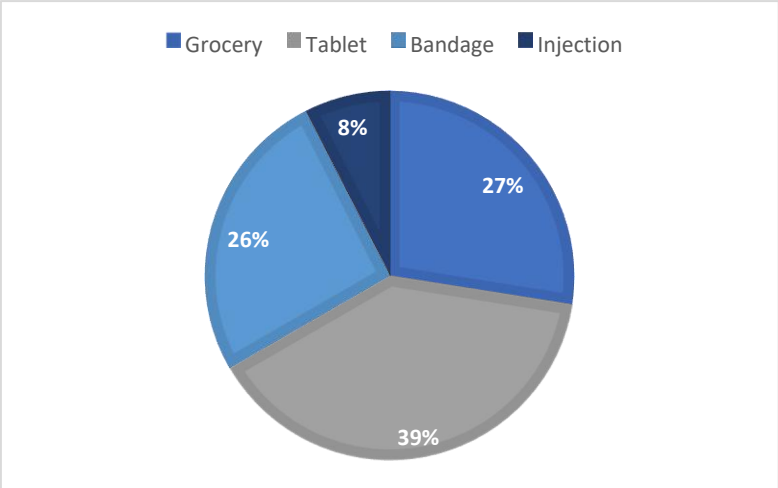
The table shows that 39% of respondents believe groceries are not sold at e-pharmacies, followed by 27% who think injections are not available. Bandages are considered unavailable by 26% of respondents, and 8% mentioned that tablets are not sold at e-pharmacies.

INFERENCE: Majority shows that 39% of respondents believe groceries are not sold at epharmacies

CHART NO 4.1.16

CHART SHOWING THE RESPONDENTS NON-PHARMACEUTICAL PRODUCTS NOT SOLD AT E-PHARMACY OF THE RESPONDENTS

TABLE NO 4.1.



17

TABLE SHOWING SATISFACTION WITH OFFERS PROVIDED BY ONLINE APPS OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Excellent	17	14
2	Good	44	17
3	Satisfactory	39	32
4	Not-satisfactory	12	10
5	Poor	8	7
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

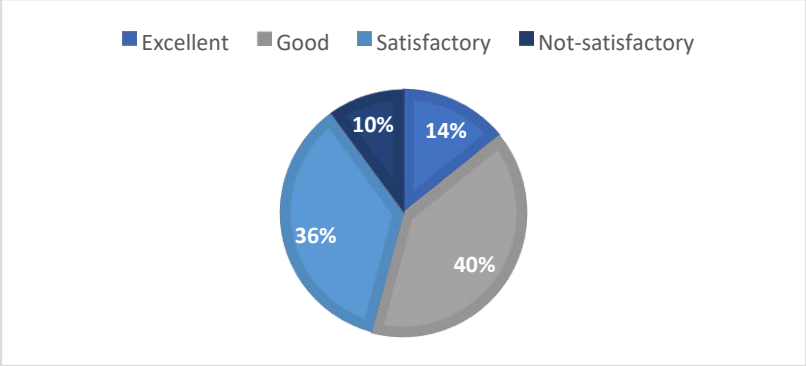
The table shows that the majority of respondents (32%) rated their experience as satisfactory, followed by 17% who rated it as good and 14% as excellent. However, 10% found the experience not satisfactory, and 7% rated it as poor, indicating areas for improvement. Overall, while most responses are positive, there is a need for addressing dissatisfaction.

TABLE NO 4.1.

INFERENCE: Majority shows that the majority of respondents (32%) rated their experience as satisfactory.

CHART NO 4.1.17

CHART SHOWING THE RESPONDENTS NON-PHARMACEUTICAL PRODUCTS NOT SOLD AT E-PHARMACY



18

TABLE SHOWING THE SOURCE OF INFORMATION ABOUT E-PHARMACY OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Friend	19	16
2	Family	32	27
3	Advertisement	46	38
4	Spouse	16	13
5	others	7	6
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

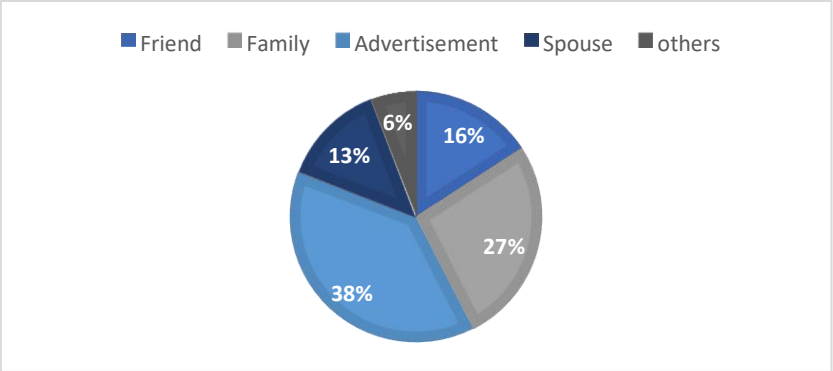
TABLE NO 4.1.

The table shows that most respondents (38%) learned about e-pharmacy through advertisements, followed by 27% who got information from family. Friends were the source for 16% of respondents, while 13% heard about it from their spouse, and 6% from other sources.

INFERENCE: Majority shows that most respondents (38%) learned about e-pharmacy through advertisements.

CHART NO 4.1.18

CHART SHOWING THE SOURCE OF INFORMATION ABOUT E-PHARMACY OF THE RESPONDENTS



19

TABLE SHOWING FREGUENCY OF USING E-PHARMACY THE OF THE

RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Once in a week	32	27
2	Twice in a week	51	42
3	Whenever the need arises	37	31
	Total	**120**	**100**

TABLE NO 4.1.

SOURCE: Primary Data

INTERPRETATION

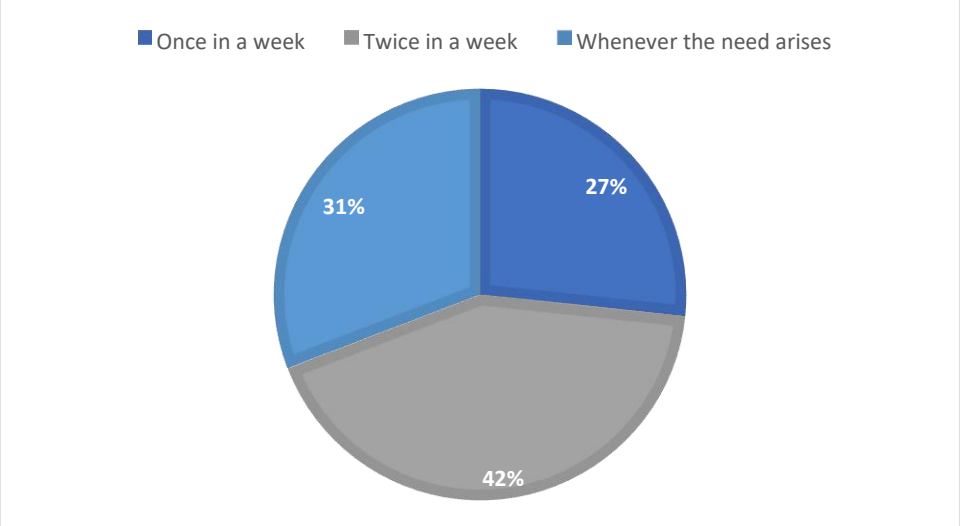
The table shows that 42% of respondents use e-pharmacy twice a week, followed by 27% using it once a week, and 31% using it whenever needed, indicating frequent usage among respondents.

INFERENCE: Majority shows that 42% of respondents use e-pharmacy twice a week.

CHART NO 4.1.19

CHART SHOWING THE FREGUENCY OF USING E-PHARMACY THE OF

THE RESPONDENTS



20

TABLE SHOWING THE FACTORS INFLUENCING PURCHASE IN E-PHARMACY OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Friend	23	19

TABLE NO 4.1.

2	Newspaper	21	18
3	Spouse	29	24
4	Experts	31	26
5	others	16	13
	Total	**120**	**100**

SOURCE: Primary Data

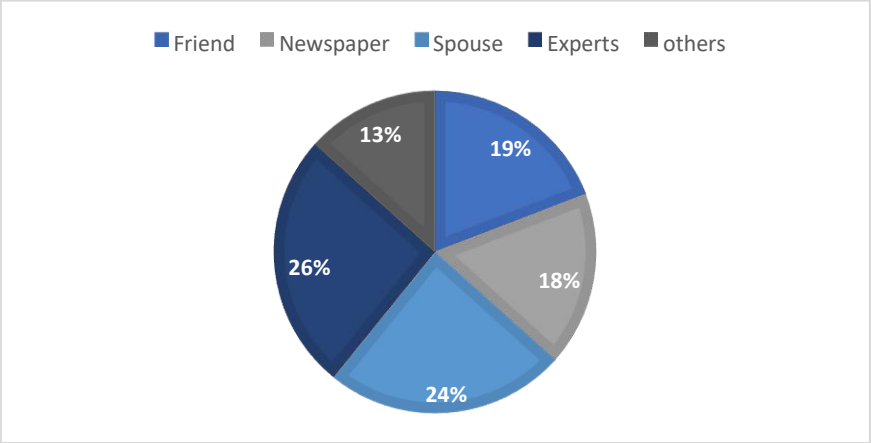
INTERPRETATION

The table shows that 42% of respondents use e-pharmacy twice a week, followed by 27% using it once a week, and 31% using it whenever needed, indicating frequent usage among respondents.

INFERENCE: Majority shows that 42% of respondents use e-pharmacy twice a week.

CHART NO 4.1.20

CHART SHOWING THE FACTORS INFLUENCING PURCHASE IN E-PHARMACY OF THE RESPONDENTS



21

TABLE SHOWING THE REASONS FOR PREFERRING E-PHARMACY

FOR PURCHASES OF THE RESPONDENTS

TABLE NO 4.1.

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Service	28	23
2	Availability/variety	54	45
3	Price	25	21
4	ouality	13	11
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The table indicates that availability/variety is the most important factor for 45% of respondents when choosing e-pharmacy. Service comes next with 23%, followed by price at 21%. Quality is the least important factor, with only 11% of respondents considering it.

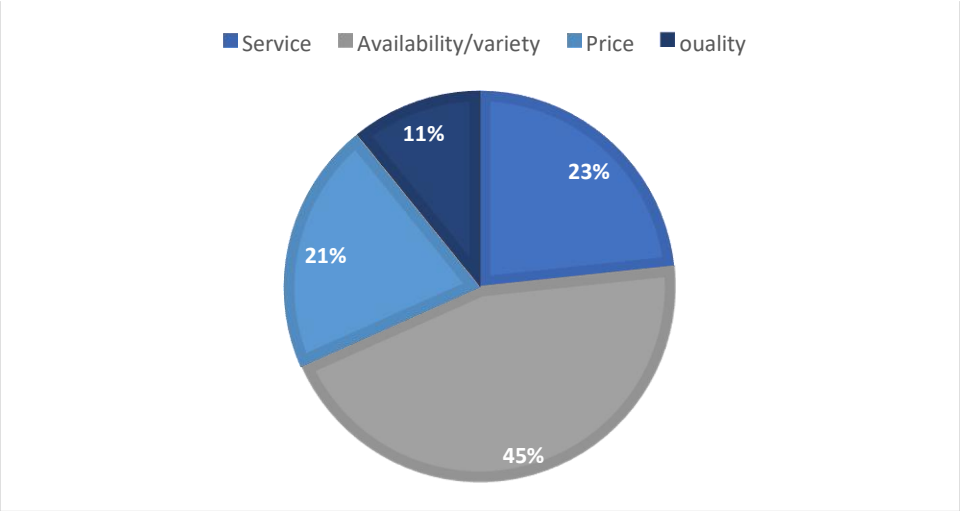
INFERENCE: Majority indicates that availability/variety is the most important factor for 45%.

CHART NO 4.1.21

CHART SHOWING THE REASONS FOR PREFERRING E-PHARMACY

FOR PURCHASES OF THE RESPONDENTS

TABLE NO 4.1.



22

TABLE SHOWING THE KEY ELEMENTS TO LOOK FOR IN A PRODUCT OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Quality	19	14
2	Health	45	37
3	Price	39	33
4	offer	17	14
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

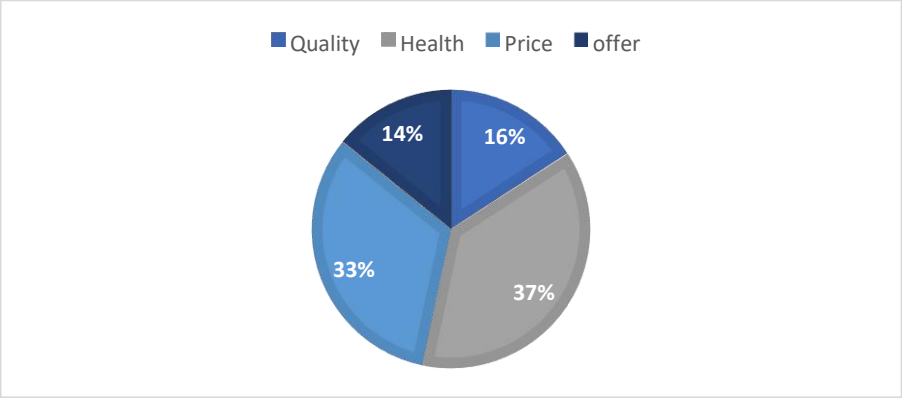
The table shows the key elements respondents look for in a product. The majority (37%) prioritize health, followed by price at 33%. Quality is considered important by 14% of respondents, and offers are the least prioritized factor, with only 14% considering them significant.

INFERENCE: Majority the key elements respondents look for in a product. The majority 37% prioritize health.

TABLE NO 4.1.
CHART NO 4.1.22

CHART SHOWING THE KEY ELEMENTS TO LOOK FOR IN A PRODUCT

OF THE RESPONDENTS



23

TABLE SHOWING THE CATEGORY OF PRODUCTS I PREFER TO BUY

FREQUENTLY OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Tablet	34	28
2	Injection	39	33
3	Ointment	31	26
4	First aid	16	13
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The table indicates that Injection is the most frequently purchased category of products, with 33% of respondents preferring it. This is followed by Tablets at 28%

TABLE NO 4.1.

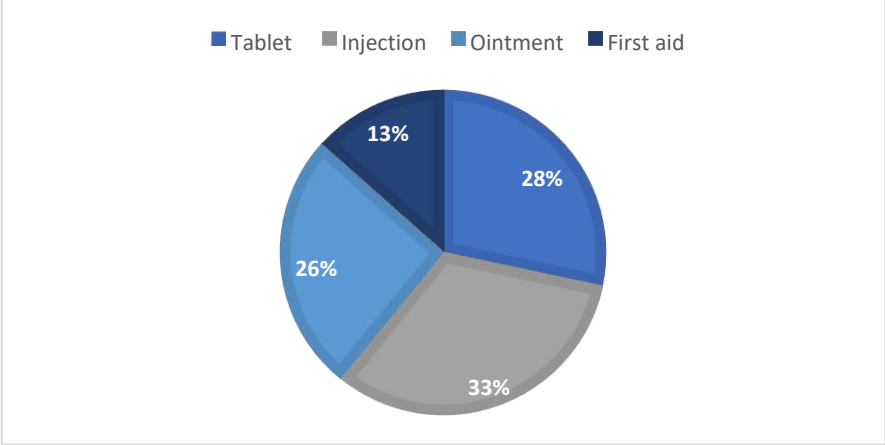
and Ointments at 26%. The least preferred category is First Aid products, with only 13% of respondents indicating a preference for them.

INFERENCE: Majority 33% that Injection is the most frequently purchased category of products.

CHART NO 4.1.23

CHART SHOWING THE CATEGORY OF PRODUCTS I PREFER TO BUY

FREQUENTLY OF THE RESPONDENTS



24

TABLE SHOWING THE ACCOMPANIES YOU FOR PURCHASE OF THE

RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Family	21	17
2	Friend	23	19
3	Spouse	26	22
4	alone	35	29
5	other	15	13

TABLE NO 4.1.

	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

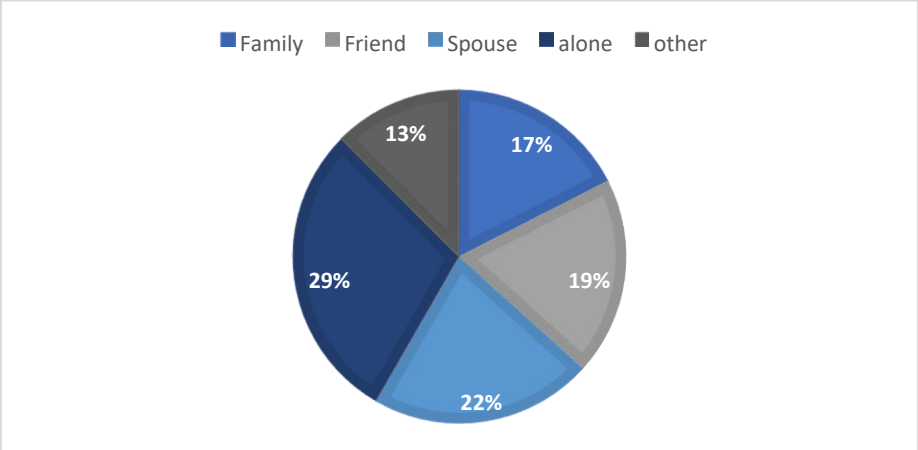
The table shows that 29% of respondents prefer shopping alone, 22% are accompanied by their spouse, and 19% by friends. Additionally, 17% shop with family, while 13% are accompanied by others. These trends highlight different social preferences during purchases.

INFERENCE: Majority 29% of respondents prefer shopping alone.

CHART NO 4.1.24

CHART SHOWING THE ACCOMPANIES YOU FOR PURCHASE OF THE

RESPONDENTS



25

TABLE SHOWING THE ADVERTISEMENT OF E-PHARMACY APPS OF

THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE

TABLE NO 4.1.

1	Yes	68	68
2	no	32	32
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The table shows that 68% of respondents have seen advertisements for e-pharmacy apps, indicating widespread awareness. 32% of respondents have not seen any advertisements, suggesting some level of unawareness.

INFERENCE: Majority 68% of respondents have seen advertisements for e-pharmacy apps.

CHART NO 4.1.25

CHART SHOWING THE PREFERRED TIME OF DAY FOR PURCHASES IN

E-PHARMACY OF THE RESPONDENTS

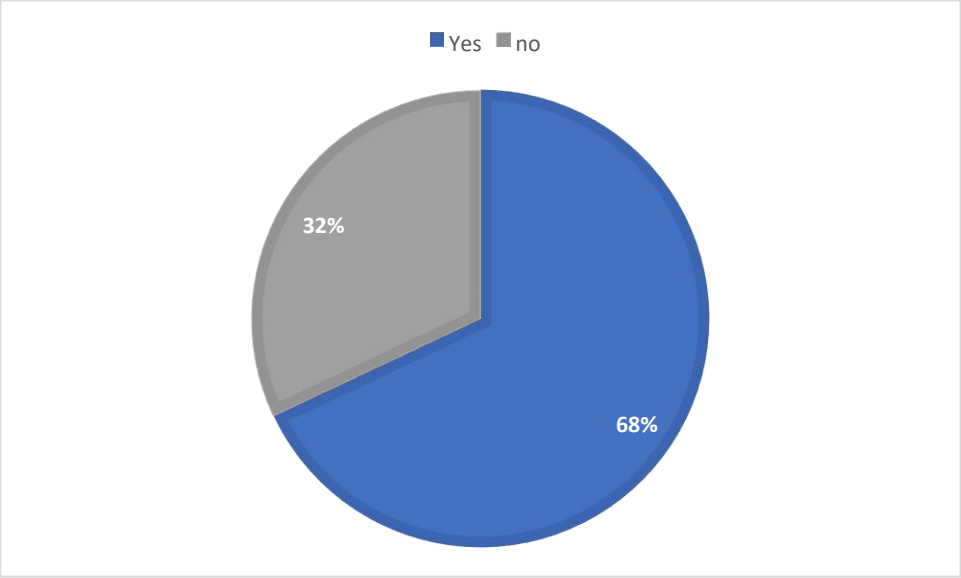


TABLE NO 4.1.26

TABLE SHOWING THE PREFERRED TIME OF DAY FOR PURCHASES IN E-PHARMACY OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Morning	30	25
2	Evening	51	42
3	Yearly	25	21
4	daily	14	12
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The table shows that Evening is the most preferred time for e-pharmacy purchases (42%), followed by Morning (25%). Yearly and Daily purchases are less common, with 21% and 12% respectively.

INFERENCE: Majority (42%) Evening is the most preferred time for e-pharmacy purchases.

CHART NO 4.1.26

TABLE NO 4.1.

CHART SHOWING THE PREFERRED TIME OF DAY FOR PURCHASES IN

E-PHARMACY OF THE RESPONDENTS

27

TABLE SHOWING THEDURATION OF USING E-PHARMACY OF THE

RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Weekly	25	21
2	Monthly	46	38
3	Yearly	38	32
4	Daily	11	9
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

The majority of respondents (38%) use e-pharmacy services monthly, followed by 32% using it yearly. Weekly users make up 21%, and daily users are the least at 9%.

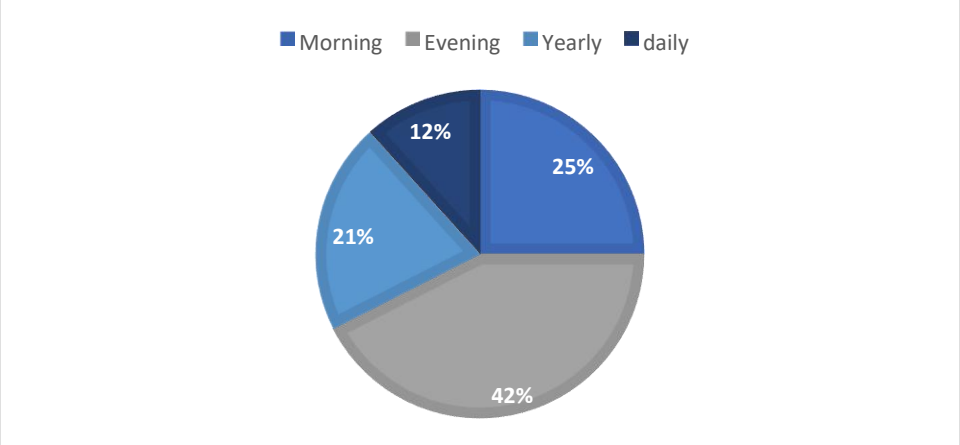


TABLE NO 4.1.

INFERENCE: Majority 38% of the respondents use e-pharmacy services monthly.

CHART NO 4.1.27

TABLE SHOWING THE DURATION OF USING E-PHARMACY OF THE

RESPONDENTS

28

TABLE SHOWING THE TIME SPENT ON PURCHASE IN E-PHARMACY

APPS OF THE RESPONDENTS

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	30 minutes	39	32
2	Less than hour	45	38
3	1 hour	20	17
4	More than 2 hours	16	13
	Total	**120**	**100**

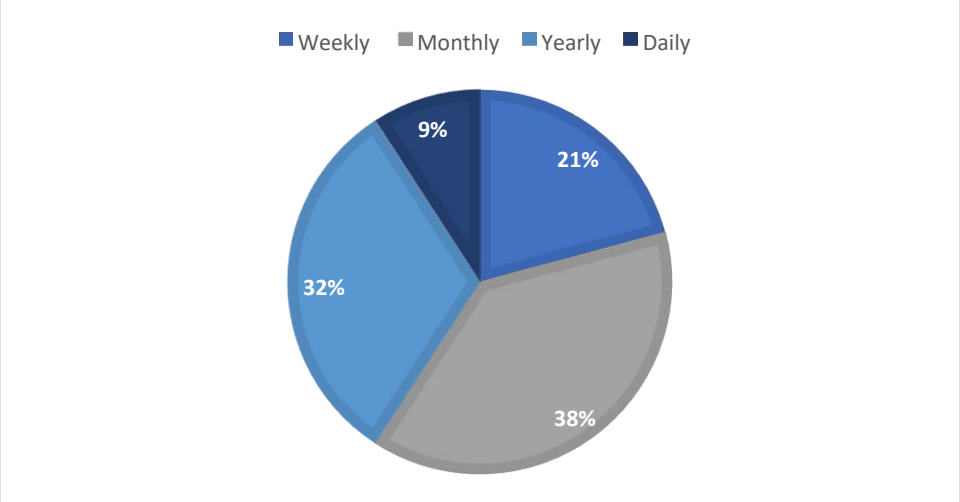


TABLE NO 4.1.

SOURCE: Primary Data

INTERPRETATION

The majority of respondents (38%) spend less than an hour on E-pharmacy apps, with 32% spending around 30 minutes. Only 17% spend 1 hour, and 13% spend more than 2 hours.

This indicates that most users make quick purchases on E-pharmacy apps.

INFERENCE: Majority of respondents 38% spend less than an hour on E-pharmacy apps.

CHART NO 4.1.28

TABLE SHOWING THE TIME SPENT ON PURCHASE IN E-PHARMACY APPS OF THE RESPONDENTS

29

TABLE SHOWING THE WAITING FOR OFFERS BEFORE MAKING A PURCHASE OF THE RESPONDENTS

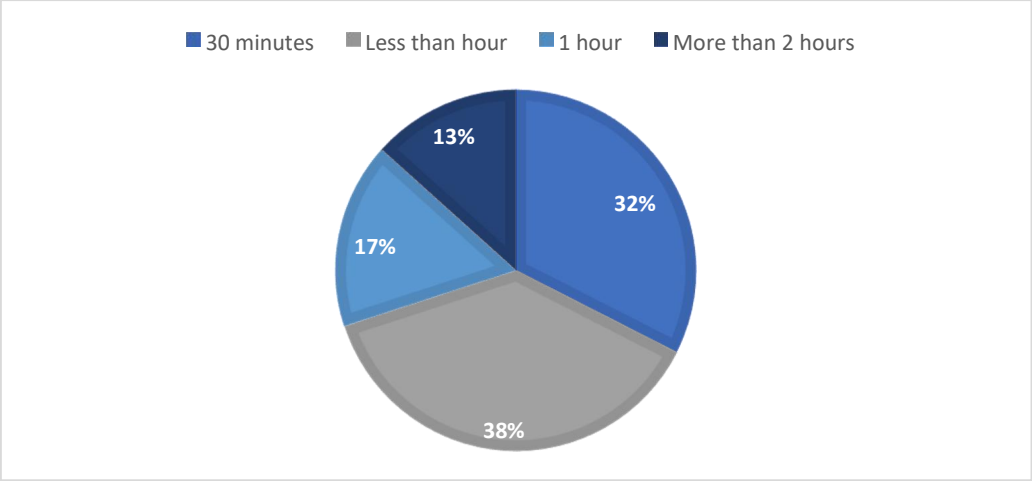


TABLE NO 4.1.

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Yes	73	61
2	No	47	39
	Total	**120**	**100**

SOURCE: Primary Data

INTERPRETATION

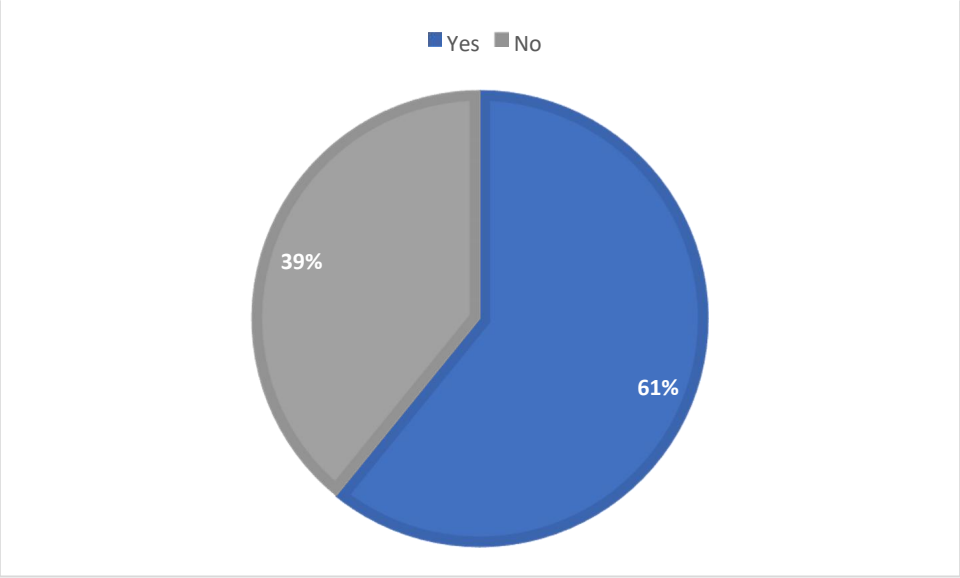
The table shows that 61% of respondents wait for offers before making a purchase, indicating that promotions play a key role in their buying decisions. In contrast, 39% do not wait for offers, suggesting other factors drive their purchases. This highlights the importance of offering regular discounts to attract more customers.

INFERENCE: The Majority 61% of respondents wait for offers before making a purchase.

CHART NO 4.1.29

TABLE SHOWING THE TIME SPENT ON PURCHASE IN E-PHARMACY

APPS OF THE RESPONDENTS



4.2 RANKING ANALYSIS:

A ranking is a relationship between a set of items such that, for any two items, the first is either ranking higher than", "ranked lower than or ranked equal to the second. In. mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves is totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered.

TABLE NO:4.2.1

RANK SCALE ANALYSIS FOR THE ASPECTS OF MOST IN CHOOSING AN DECISION TO PURCHASE MEDICINES ONLINE

S.NO	FEATURES	RESPONSES RANK I	II	III	IV	V	TOTAL	RANK
1	Price	40	30	20	20	10	430	1
3	Quality of medicines	20	30	40	20	10	390	3
4	Privacy and security	10	20	30	40	20	320	5
5	Recommendations from friends/family	20	20	20	30	30	330	4

***SOURCE :** PRIMARY DATA

INTERPRETATION

The ranking analysis reveals that Transparency in sourcing and Sustainability are the most important aspects for respondents when choosing an E-pharmacy. Customer reviews are moderately important, while Awards or recognition and Celebrity endorsement are considered less important. This suggests that consumers prioritize external validation (transparency and sustainability) over awards and endorsements when selecting an E-pharmacy.

INFERENCE : The above table shows that rank 1 for both price and convenience, rank 3 for quality and medicines, rank 4 for privacy and security and ranked 5 for recommendations from friends/family.

4.3 LIKERT SCALE ANALYSIS

The Likert scale is a standard classification format for studies. The respondents provide their opinion data about the quality of a product/service from high to low or better to worse using two, four, five or seven levels.

- ✓ 5-Excellent
- ✓ 4-Good
- ✓ 3-Satisfactory
- ✓ 2-Not-satisfactory
- ✓ 1-Poor

LIKERT SCALE =

$$\frac{\Sigma(fx)}{\text{Total Number of Respondents}}$$

TABLE NO:4.3.1

LIKERT SCALE ANALYSIS FOR SATISFACTION WITH OFFERS PROVIDED BY ONLINE APPS

S.NO	FEATURES	NO.OF RESPONDENTS(f)	LIKERT SCALE(x)	TOTAL ∑(fx)
1	Excellent	17	5	85
2	Good	44	4	176
3	Satisfactory	39	3	117
4	Non-satisfactory	12	2	24
5	Poor	8	1	8
	TOTAL	120		410

***SOURCE : PRIMARY DATA**

LIKERT SCALE = ∑(fx)/TOTAL NO. OF RESPONDENTS

= 410/120

= 3.416

INTERPRETATION

The Likert Scale value is 3.416 which is close to 3(Good), suggests that the overall knowledge of E-PHARMACY among the respondents is generally good.

5.1 FINDINGS PERCENTAGE ANALYSIS

- Majority 45% of respondents belong to the age group of 18-25 years.
- Majority 52% of respondents are male.
- Majority 58% of respondents are unmarried.
- Majority 37% of respondents are professionals.
- Majority 71% of respondents are from urban areas.
- Majority 59% of respondents belong to families with 3 members.
- Majority 40% purchase medicine on a monthly basis.
- Majority 59% of respondents buy medicines without a prescription.
- Majority 28% of respondents prefer using credit cards for online medicine purchases.
- Majority 35% of respondents buying medicine through e-pharmacy reason is pricing.
- Majority shows that 35% of respondents expect delivery within 2-3 days.
- Majority shows that 48% of respondents have little awareness of e-pharmacy.
- Majority shows that 42% of respondents rate their e-pharmacy experience as Good.
- Majority 32%shows that Apollo Pharmacy is the most preferred e-pharmacy.
- Majority shows that 39% of respondents believe groceries are not sold at epharmacies.
- Majority shows that the majority of respondents (32%) rated their experience as satisfactory.
- Majority shows that most respondents (38%) learned about e-pharmacy through advertisements.
- Majority shows that 42% of respondents use e-pharmacy twice a week.
- Majority shows that 42% of respondents use e-pharmacy twice a week.
- Majority indicates that availability/variety is the most important factor for 45%.
- Majority the key elements respondents look for in a product. The majority 37% prioritize health.

- Majority 33% that Injection is the most frequently purchased category of products.
- Majority 29% of respondents prefer shopping alone.
- Majority 68% of respondents have seen advertisements for e-pharmacy apps.
- Majority 42% Evening is the most preferred time for e-pharmacy purchases.
- Majority 38% of the respondents use e-pharmacy services monthly.
- Majority of respondents 38% spend less than an hour on E-pharmacy apps.
- The Majority 61% of respondents wait for offers before making a purchase

5.1.2 RANKING ANALYSIS

The above table shows that rank 1 for both price and convenience, rank 3 for quality and medicines, rank 4 for privacy and security and ranked 5 for recommendations from friends/family.

5.1.3 LIKERT SCALE ANALYSIS

The Likert Scale value is 3.416 which is close to 3(Good), suggests that the overall knowledge of E-PHARMACY among the respondents is generally good.

5.2 SUGGESTIONS

- E-pharmacy platforms should focus on attracting younger, tech-savvy consumers by tailoring their marketing efforts to this demographic, as they are more comfortable with online shopping and seek convenience.

- Since many respondents prefer to shop alone, e-pharmacies should offer a user-friendly, independent shopping experience with easy navigation, clear product descriptions, and a seamless checkout process.

- Given the expectation for quick delivery, e-pharmacies should prioritize faster delivery options to meet or exceed customer expectations and build loyalty.

- Although many respondents rate their e-pharmacy experience positively, there is still room for improvement. By addressing gaps in customer service, delivery, or product availability, e-pharmacies can further enhance customer satisfaction.

- There is a noticeable lack of awareness about e-pharmacies, so marketing and educational campaigns should be strengthened to educate potential customers about the convenience and benefits of online medicine shopping.

- To encourage repeat purchases, e-pharmacies should consider implementing loyalty programs or incentives for frequent users, fostering customer retention.

- Offering regular discounts, promotions, or seasonal deals could attract more customers, especially those who tend to wait for offers before making a purchase.

- Expanding product offerings and ensuring a broad range of medicines and healthrelated items will make e-pharmacies more appealing, catering to diverse customer needs.

5.3 CONCULSION

In conclusion, the study on patient perception and problems related to the purchase of online medicines in Coimbatore City reveals a growing acceptance of e-pharmacies, particularly among the younger and tech-savvy population. Despite the convenience and accessibility offered by online platforms, patients still face challenges such as limited awareness about epharmacy services, concerns over product quality, and the lack of personalized customer service. Additionally, timely delivery and clear communication regarding product availability remain critical factors influencing patient satisfaction. To enhance patient experiences, epharmacies must focus on addressing these issues by offering better customer support, increasing delivery speed, and improving educational initiatives about the benefits and safety of purchasing medicines online. Moreover, introducing loyalty programs, discounts, and expanding the variety of products can further attract and retain customers. Overall, epharmacies have significant potential in Coimbatore, but they must work towards overcoming existing challenges to build trust and ensure long-term success in the online medicine market.

JOURNALS Books:

- **Kotler, P., & Keller, K. L.** (2016). *Marketing Management* (15th ed.). Pearson. ○ This book provides foundational knowledge in marketing management, which is useful when exploring consumer behaviour and perceptions, especially in e-commerce contexts.
- **Stern, L. W., & El-Ansary, A. I.** (2016). *Marketing Channels* (8th ed.). Pearson Education. ○ This book includes insights into the distribution channels, which is relevant for understanding the e-pharmacy industry's impact on purchasing decisions.

Articles:

- **Chand, R., & Kumar, S.** (2019). "Factors Influencing Consumer Perception Towards Online Pharmaceutical Purchases in India." *International Journal of Health and Pharmaceutical Research, 7*(3), 44-53. ○ This article discusses the various factors that influence consumer behaviour and perceptions towards online medicine purchases, providing insights into Indian market dynamics.
- **Mitra, S., & Karmakar, P.** (2020). "Customer Perception and Trust Towards E-Pharmacy: A Study on Indian Consumers." *International Journal of Advanced Research in Management and Social Sciences, 9*(5), 1-12. ○ This research examines how trust influences customer perceptions of online pharmacies in India, which is highly relevant for your study in Coimbatore.
- **Verma, P., & Chawla, D.** (2021). "E-Pharmacy and Consumer Behavior: A

Study on Indian Consumers." *Journal of Internet Commerce, 20*(2), 152-170. ○ This article provides a detailed analysis of how consumers in India, including those in cities like Coimbatore, perceive online pharmacies.

Reports and Studies:

- **Pharmaceuticals and Healthcare** (2020). "E-Pharmacy: Current Trends and Future Growth." *FICCI Healthcare Report*. Federation of Indian Chambers of Commerce & Industry.
  - ○ This report offers insights into the growth of online pharmacies in India, addressing challenges and opportunities, which is important for understanding the Coimbatore market.
- **Niti Aayog** (2019). "Online Pharmacy in India: Opportunities and Challenges." *Policy Paper on Digital Health*. Government of India. ○ A government report analyzing the policy framework and regulatory challenges related to the e-pharmacy sector in India.