

**CONSUMER'S AWARENESS, PERCEPTION AND SATISFACTION TOWARDS  
ONLINE MEDICINE BUYER'S-WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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**INTRODUCTION**

The Internet has developed over the last decade into a first-line information source about all aspects of life for many people. Interest in purchasing products online has similarly increased, including medicines. Gallagher and Colaizzi asserted in 2000 that ‘As Internet pharmacy has grown in the past year, it has become apparent to the major pharmacy chains that they must pursue the online route as well to prevent a loss of market share. An online pharmacy might fulfil any or all of a number of functions: (a) The sale or supply of medicines, including repeat prescription services, (b) The sale or supply of other healthcare products, (c) Providing information about medicines, (d) Providing advice about symptoms and hosting online support groups. Information or advice might be personalised (through personal email/message board/live chat contact) or general (hosted on static pages and as FAQs). (Nicola J Gray, 2011)

Consumer preference means an individual’s subjective taste for a particular product. While buying a product a consumer analyzes various alternating brands, products. It is normally measured by their satisfaction with those. While studying consumer preference various factors like- offer/ discount, location, belief, thought, communication may affect the preference. The recent growth of e-commerce in India has attracted the customer to purchase medicine from online websites. The online drug store is one of the items which is going to encourage a gigantic interest in impending days. An online drug store is a web-based merchant of physician-recommended drugs. The sale of medicine through an online platform is not new. It has quite recently thrived in this internet age. In the late 1980s, drug stores started selling physician-endorsed meds employing mail requests in the US. Later this mail request business changed into the first web-based drug store, soma.com, in January 1999. Soon after that, the web drug store was dispatched in the UK. Assessments showed that there were more than 1000 sites selling medicines as of mid-2004. The retail drug store has so far stayed the greatest wellspring of medicines for the Indian populace. Maybe, since they don't know about the idea called online drug stores or the absence of fundamental prerequisites like the internet, a tremendous part of the Indian populace isn't buying medicine online. (Dipankar Dutta and Bedanta Bhattacharjee,2021)

**REVIEW OF LITERATURE**

Many research studies have been conducted on the subject of online-medicine and buyers in respective areas. These studies have revealed that certain variables are consistently correlated with online-medicine as well as buyers. This segment presents a brief review of earlier literature relevant to the study of “Consumer’s Awareness, Perception and Satisfaction Towards Online Medicine Buyer’s-With Special Reference to Coimbatore City”. The collection of reviews has been made from various studies undertaken by academic journals, magazines, publication, working papers, books and the like.

(a) Study Conducted in India

A few reviews collected and presented on study conducted and measured on awareness and perception online medicine buyers in Indian context from the various academician and experts.

(b) Study Conducted in Abroad

A few reviews collected and presented on study conducted and measured on awareness and perception online medicine buyers in outside the Indian context from the various academician and experts.

S.No	Year	Authour Name	Title
1	2006	George N. Lodorfos, Kate L. Mulvana and John Temperley	Consumer Behaviour: Experience, Price, Trust and Subjective Norms in The OTC Pharmaceutical Market
2	2011	Nicola J Gray	The Evolution of Online Pharmacies
3	2014	Makomborero Cecil Chadya, Simon Akpo and Anis Mahomed Karodia	An Evaluation of Customer Satisfaction with Pharmaceutical Services Provided at Public Healthcare Facilities in Gobabis, Namibia
4	2015	Szekely Pall and Kelemen Laszlo (et.al)	Attitude of Patients and Customers Regarding Purchasing Drugs Online
5	2015	Claudio Barbaranelli and Sara Podio Guidugli	Personal Determinants of Purchasing of Pharmaceutical Products Online
6	2015	Pavithira. S, Subathira. R and Subramani. A.K.	Customer Satisfaction Towards Apollo Pharmacy, Ambattur, Chennai
7	2019	Milton Solomon.C and Sundar.C	Impact of Brand Awareness and Customer Satisfaction Towards Services of Jan Aushadhi Medical stores
8	2019	Rajan Mishra and Pranav Mittal (et.al)	Buying Decision Between Offline and Online Medicines – A Comparative Study
9	2019	Mu-Chen Chen, Chia-Lin Hsu and Li-Hung Lee	Service Quality and Customer Satisfaction in Pharmaceutical Logistics: An Analysis Based on Kano Model and Importance-Satisfaction Model
10	2019	Heena Kashyap and Sunny Makhija	Impact of E-service Quality Dimensions on Customer Satisfaction: A Case Study on Online Medicine Shoppers
11	2019	Razeena, Razeena and Thafsiya M.K	Attitude of Customers Towards Online Pharmacy - A Study with Reference to Mangaluru City
12	2019	Nabachwa Sarah, Kamukama Nixon and Nsambu Kijjambu Fredrick	Promotions and Consumer Attitudes Towards Traditional Medicine Usage in Central Uganda
13	2019	Priya Nair and Anil Middha	A Study on Knowledge, Perception and Practice of Online Pharmacy among Young Adults in India
14	2019	E Murali and T.G Saji	Understanding Consumers' Behaviour towards Retail Medical Stores in Kerala
15	2020	Jingfang Liu, Yingyi Zhou, Xiaoyan Jiang and Wei Zhang	Consumers' Satisfaction Factors Mining and Sentiment Analysis of B2C Online Pharmacy Reviews

#### IDENTIFICATION OF THE RESEARCH GAP

From the above reviews of empirical work, it is clear that different authors have approached awareness and perception online medicine buyers' different ways in varying different levels of analysis. As an evident from the many earlier and recent studies conducted which have recognized by the evolution

of online pharmacies, personal determinants of purchasing of pharmaceutical products online, attitude of patients and customers regarding purchasing drugs online, buying decision between offline and online medicines – a comparative study and consumer behaviour: experience, price, trust and subjective norms in the OTC pharmaceutical market. These are all the studies to provide base for the researcher to getting new idea and design for the present study to do the “Consumer’s Awareness, Perception and Satisfaction Towards Online Medicine Buyers - With Special Reference to Coimbatore City”.

## **THEORETICAL FRAMEWORK**

### **(a) E-pharmacy in Indian Context**

The E-pharmacy is the one of the fastest growing sector India right now. In India e-pharmacies have increasingly gained transaction in the last few years and currently to represent 2 per cent -3 per cent of overall medicine sales. E-pharmacy is still at its transient stage in India, but it has the potential to be a large industry segment in the near future. The purchase of online medicines is gaining momentum in India. It is expected that e-pharmacy model could account for 15 per cent -20 per cent of the total Medicine sales in India over the next 10 years. The e-Pharmacy market India was estimated to be around US \$512 million (3500 Crores) in 2018 and is estimated to grow at CAGR of 63per cent to reach US \$3,657 (25,000 Crores) by 2022. The pandemic situation has contributed majorly to the growth of e-Pharmacies. Nineteen State Governments declared e-Pharmacy as an essential service during lockdown. The households using e-pharmacies grew 2.5 times in COVID 19 lockdown. In 2020, Covid-19 has pushed many consumers towards buying their medicines online. A report also shows that over 60 to 70 per cent of the medicines that are ordered through e- Pharmacy platforms are from chronic patients as it more affordable and accessible for them. (Dipankar Dutta and Bedanta Bhattacharjee,2021)

## **PROBLEM THAT HAS BEEN FOCUSED ON THE STUDY**

Nowadays, consumers are inextricably linked to the internet and conduct their healthcare research. Pharmaceutical companies, in turn, should keep track of what their consumers are doing and have access to the same places where their consumers are at the right time, as well as adopt a more flexible organizational structure and revised business plan to keep up with advanced marketing tools and technological innovations. These internet-related innovations are becoming highly involved in pharmaceutical marketing management across the industry, and they started to change some aspects of the traditional environment of drug marketing approaches. All of this leads to an increase in the use of products due to their ease of access and reasonable cost, which enhances the value of its market as a more viable business.

India is a booming online market more than one decade in the world with almost everything available through online and recently medicines also under this category. There are more than 60 e-pharmacies doing business in India. But the awareness about the e-pharmacies is comparatively less in most of the regions, people are either unaware of the e-pharmacies or they do not prefer it over the traditional pharmacies.

In the present study, the researcher wants to know whether Coimbatore City consumers are aware of the experience of buying an online pharmacy / e-pharmacy in their hometown and its concept with satisfaction. By conducting this study, the researcher will be able to provide better insight into how the Indian pharmaceutical industry and online pharmacy providers are improving their services. With this backdrop the researcher has made an attempt to analyze the “Consumer’s Awareness, Perception and Satisfaction Towards Online Medicine Buyers - With Special Reference to Coimbatore City”. Hence, the researcher wants to know the answers for the following research questions:

- What is the demographic profile of the respondents in Coimbatore City?
- Is there an awareness for online medicine buyers in Coimbatore City?

**RESEARCH OBJECTIVES**

- To identify the demographic profile of the respondents in Coimbatore City
- To examine the awareness of Online Medicine buyers in Coimbatore City
- To analyse the perception of services about Online Medicine buyers in Coimbatore city
- To offer implications and conclusion of the study

**RESEARCH HYPOTHESIS**

H01 = There is no association between demographic profile and awareness of Online Medicine buyers in Coimbatore City

**METHODOLOGY AND TOOLS**

(a) Sources of data

The study is based on the primary. The primary data was collected for the period of 3 months from 1st January, 2023 to 31st March, 2023 on interview schedule method. In addition, other required data was collected from various journals, magazines, various newspapers, website, unpublished thesis work and reports.

(b) Techniques of Analysis

The collected data have been used for analysis with the help of statistical tools. The statistical techniques percentage analysis, Mean Score Rank, Cross tabulation with chi-square test, ANOVA.

(c) Sampling Design

The primary data for the study has been collecting from a sample population of 117 respondents based on purposive sampling method, using a well-structured interview schedule. The data have been collected from the general online pharmacy / e-pharmacy users in Coimbatore City. The sample size of 117 is determined by the total population of the city of Coimbatore.

(a) Execution of Percentage Analysis

The following table -1 shows the analysis of Objective – 1: To identify the demographic profile of online medicine buyers in Coimbatore City.

Table – 1 Demographic Profile of Online Medicine Buyers in Coimbatore City During the Study Period

Particulars	Variables	Frequency	Percent
Gender	Male	74	63.20
	Female	43	36.80
	<b>Total</b>	<b>117</b>	<b>100.00</b>
Age	18 to 35 Years	30	25.60
	36-40 Years	3	2.60
	41-45 Years	21	17.90
	46-50 Years	26	22.20
	51-55 Years	34	29.10
	56 Years and Above	3	2.60
	<b>Total</b>	<b>117</b>	<b>100.00</b>
	Primary School	12	10.30

<b>Educational Qualification</b>	Higher Secondary / Diploma	9	7.70
	Undergraduate (UG)	8	6.80
	Postgraduate (PG)	78	66.70
	Professional	10	8.50
	<b>Total</b>	<b>117</b>	<b>100.00</b>
<b>Type of the family</b>	Nuclear family	81	69.20
	Joint family	36	30.80
	<b>Total</b>	<b>117</b>	<b>100.00</b>
<b>Monthly Income</b>	Less than Rs. 15,000	72	61.50
	Rs.15,001- Rs.25,000	5	4.3
	Rs.25,001- Rs.35,000	37	31.6
	More than Rs.35,001	3	2.6
	<b>Total</b>	<b>117</b>	<b>100.00</b>

Source: Primary Data

Table – 1 exhibit that the demographic profile of electronic bike consumers in Coimbatore city during the study period. The 63.20 per cent of the respondents were in the male and remaining of 36.80 percent respondents were in the female. It shows that majority of the respondents categorised under the male.

The value of 29.10 per cent of the respondents were in the age groups between 51-55 years followed by 25.60 per cent of the respondents belong to the age groups between 18 - 35 years, 22.20 per cent of the respondents belongs to the age group of 46-50 years, 17.90 per cent of the respondents belongs to the age group of 41-45 years, 2.60 per cent of the respondents belongs to the age group of 36-40 years and 2.60 per cent of the respondents belongs to the age group of above 56 years and above. It is reported that majority of the respondents belongs to the age groups between 51-55 years.

The value of 66.70 per cent of the respondents were in the Postgraduate (PG) followed by 10.30 per cent of the respondents are Primary School, 8.50 per cent of the respondents are Professional, 7.70 per cent of the respondents are Higher Secondary / Diploma and 6.80 per cent of the respondents are Undergraduate (UG). It is reported that majority of the respondents under the category of Postgraduate (PG).

The high value of 69.20 per cent of the respondents were in the nuclear family and followed lowest by 30.80 per cent of the respondents comes under the category of Joint family. It is reported that the majority of the respondents under the category of nuclear family.

The highest value of 61.50 per cent of the respondents under the category of Less than Rs. 15,000 scale and followed by 31.6 per cent of the respondents under the category of Rs.25,001- Rs.35,000 scale, 4.3 per cent of the respondents under the category of Rs.15,001- Rs.25,000 scale. The lowest value of 2.6 per cent of the respondents under the category of More than Rs.35,001 scale. It is found that the majority of the respondents under the category of Less than Rs. 15,000 scale.

(b) Cross tabulation with chi-square test Analysis

The following table -2,3,4 and 5 reveals the analysis of Objective – 2: To examine the awareness of Online Medicine buyers in Coimbatore City.

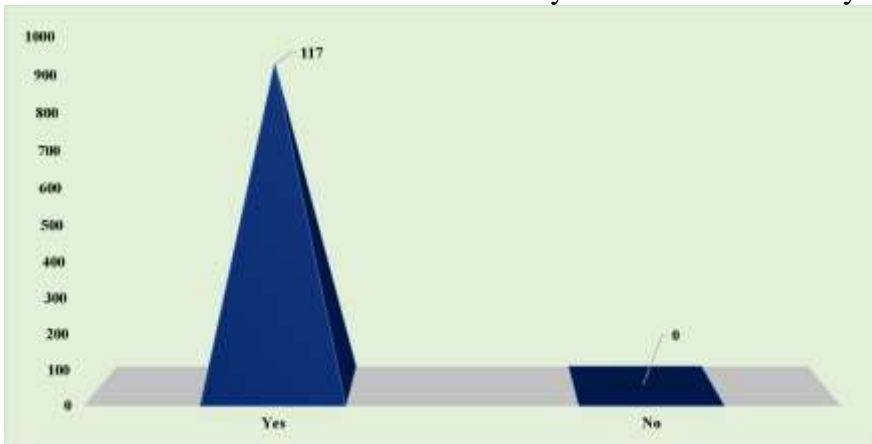
Table – 2 Awareness About Online Medicine buyers in Coimbatore City During the Study Period

		Frequency	Percent
<b>Valid</b>	<b>Yes</b>	117	100.00
	<b>No</b>	0	0
	<b>Total</b>	<b>117</b>	<b>100.00</b>

Source: Primary Data

Table – 2 exhibits that the Awareness About Online Medicine buyers in Coimbatore City During the Study Period The 100 percent of the respondents agreed that the people of Coimbatore are well aware of Online Medicine.

Exhibit – 1 Awareness About Online Medicine buyers in Coimbatore City During the Study Period



Source: Primary Data

$H_{01(a)}$  = There is no association between demographic profile (Gender) and awareness of Online Medicine buyers in Coimbatore City.

Table – 3

**Cross tabulation with chi-square test analysis for demographic profile (Gender) and awareness of Online Medicine buyers in Coimbatore City during the study period**

		How did you become aware of the Online Medicine?				Total	Chi-Square
		Friends/Relatives	Television	Word of Mouth	Flyer Advertisement		
<b>Gender</b>	<b>Male</b>	1	36	32	5	<b>74</b>	.327 (NS)
	<b>Female</b>	1	20	22	0	<b>43</b>	
<b>Total</b>		<b>2</b>	<b>56</b>	<b>54</b>	<b>5</b>	<b>117</b>	
		How many years have you been using an Online Medicine?				Total	Chi-Square
		Less than 1 years	1-3 years	4-6 years	More than 6 years above		
<b>Gender</b>	<b>Male</b>	21	25	23	5	<b>74</b>	.311 (NS)
	<b>Female</b>	8	22	11	2	<b>43</b>	

Total		29	47	34	7	117	
		<b>What is the most important reason for choosing an Online Medicine?</b>				<b>Total</b>	<b>Chi-Square</b>
		<b>Environment Friendly</b>	<b>Low Maintenance Charge</b>	<b>Cost Efficient</b>	<b>Instalment</b>		
<b>Gender</b>	<b>Male</b>	47	2	23	2	<b>74</b>	.723 (NS)
	<b>Female</b>	25	3	14	1	<b>43</b>	
<b>Total</b>		<b>72</b>	<b>5</b>	<b>37</b>	<b>3</b>	<b>117</b>	
		<b>What made you buy the Online Medicine?</b>				<b>Total</b>	<b>Chi-Square</b>
		<b>Educational Applications</b>	<b>Analytical Tools</b>	<b>Web-based Simulation</b>	<b>Devices &amp; Tools</b>		
<b>Gender</b>	<b>Male</b>	39	10	12	13	<b>74</b>	.036 (S)
	<b>Female</b>	22	6	14	1	<b>43</b>	
<b>Total</b>		<b>61</b>	<b>16</b>	<b>26</b>	<b>14</b>	<b>117</b>	

Source: Primary Data, S/NS: Significant/ Not Significant

Table - 3 makes it clear that the cross tabulation with chi-square test analysis for demographic profile (Gender) and awareness of Online Medicine buyers in Coimbatore City during the study period. The ‘ $\chi^2$ ’ value is 0.036 which shows statistically significant and less than the 0.05 level. Hence, the null hypothesis is rejected and it can be concluded that there is a significant association between demographic profile (Gender) and awareness of Online Medicine buyers in Coimbatore City.

$H_{0(b)}$  = There is no association between demographic profile (Age) and awareness of Online Medicine buyers in Coimbatore City.

**Table – 4**

**Cross tabulation with chi-square test analysis for demographic profile (Age) and awareness of Online Medicine buyers in Coimbatore City during the study period**

	<b>How did you become aware of the Online Medicine?</b>					<b>Total</b>	<b>Chi-Square</b>
	<b>Friends/Relatives</b>	<b>Television</b>	<b>Word of Mouth</b>	<b>Flyer Advertisement</b>			
<b>18 to 35 Years</b>	0	29	1	0	<b>30</b>	.000 (S)	
<b>36-40 Years</b>	0	1	2	0	<b>3</b>		
<b>41-45 Years</b>	0	5	13	3	<b>21</b>		
<b>46-50 Years</b>	1	9	15	1	<b>26</b>		
<b>51-55 Years</b>	1	11	21	1	<b>34</b>		
<b>59 Years and Above</b>	0	1	2	0	<b>3</b>		
<b>Total</b>	<b>2</b>	<b>56</b>	<b>54</b>	<b>5</b>	<b>117</b>		

		How many years have you been using an Online Medicine?					
		Less than 1 years	1-3 years	4-6 years	More than 6 years above	Total	Chi-Square
18 to 35 Years	18	4	8	0	30	.000 (S)	
36-40 Years	0	1	1	1	3		
41-45 Years	2	9	7	3	21		
46-50 Years	4	11	9	2	26		
51-55 Years	4	21	8	1	34		
59 Years and Above	1	1	1	0	3		
<b>Total</b>	<b>29</b>	<b>47</b>	<b>34</b>	<b>7</b>	<b>117</b>		
		What is the most important reason for choosing an Online Medicine?					
		Environment Friendly	Low Maintenance Charge	Cost Efficient	Instalment	Total	Chi-Square
18 to 35 Years	7	0	22	1	30	.000 (S)	
36-40 Years	2	0	0	1	3		
41-45 Years	13	3	5	0	21		
46-50 Years	19	2	4	1	26		
51-55 Years	28	0	6	0	34		
59 Years and Above	3	0	0	0	3		
<b>Total</b>	<b>72</b>	<b>5</b>	<b>37</b>	<b>3</b>	<b>117</b>		
		What made you buy the Online Medicine brands?					
		Promotional Offers	Credit Facility	Better Customer Service	Needs of the Family	Total	Chi-Square
18 to 35 Years	6	1	11	12	30	.000	
36-40 Years	2	0	0	1	3		
41-45 Years	13	3	5	0	21		
46-50 Years	14	7	4	1	26		



<b>51-55 Years</b>	23	5	6	0	<b>34</b>	<b>(S)</b>
<b>59 Years and Above</b>	3	0	0	0	<b>3</b>	
<b>Total</b>	<b>61</b>	<b>16</b>	<b>26</b>	<b>14</b>	<b>117</b>	

Source: Primary Data, S/NS: Significant/ Not Significant

Table - 4 shows that the cross tabulation with chi-square test analysis for demographic profile (Age) and awareness of Online Medicine buyers in Coimbatore City during the study period. The ‘ $\chi^2$ ’ value is 0.000 which shows statistically significant and less than the 0.05 level on all category. Hence, the null hypothesis is rejected and it can be concluded that there is a significant association between demographic profile (Age) and awareness of Online Medicine buyers in Coimbatore City.

$H_{01(c)}$  = There is no association between demographic profile (Monthly Income) and awareness of Online Medicine buyers in Coimbatore City.

**Table – 5**

**Cross tabulation with chi-square test analysis for demographic profile (Monthly Income) and awareness of Online Medicine buyers in Coimbatore City during the study period**

		<b>How did you become aware of the Online Medicine?</b>				<b>Total</b>	<b>Chi-Square</b>
		<b>Friends/Relatives</b>	<b>Television</b>	<b>Word of Mouth</b>	<b>Flyer Advertisement</b>		
<b>Monthly Income</b>	<b>Less than Rs. 15,000</b>	1	26	44	1	<b>72</b>	<b>.000 (S)</b>
	<b>Rs.15,001-Rs.25,000</b>	0	0	3	2	<b>5</b>	
	<b>Rs.25,001-Rs.35,000</b>	1	28	6	2	<b>37</b>	
	<b>More than Rs.35,001</b>	0	2	1	0	<b>3</b>	
<b>Total</b>		<b>2</b>	<b>56</b>	<b>54</b>	<b>5</b>	<b>117</b>	
		<b>How many years have you been using an Online Medicine?</b>				<b>Total</b>	<b>Chi-Square</b>
		<b>Less than 1 years</b>	<b>1-3 years</b>	<b>4-6 years</b>	<b>More than 6 years above</b>		
<b>Monthly Income</b>	<b>Less than Rs. 15,000</b>	7	37	26	2	<b>72</b>	<b>.000 (S)</b>
	<b>Rs.15,001-Rs.25,000</b>	0	2	0	3	<b>5</b>	
	<b>Rs.25,001-Rs.35,000</b>	22	7	6	2	<b>37</b>	

	More than Rs.35,001	0	1	2	0	3	
<b>Total</b>		<b>29</b>	<b>47</b>	<b>34</b>	<b>7</b>	<b>117</b>	

		What is the most important reason for choosing an Online Medicine?					
		Environment Friendly	Low Maintenance Charge	Cost Efficient	Instalment	Total	Chi-Square
Monthly Income	Less than Rs. 15,000	72	0	0	0	72	.000 (S)
	Rs.15,001- Rs.25,000	0	5	0	0	5	
	Rs.25,001- Rs.35,000	0	0	37	0	37	
	More than Rs.35,001	0	0	0	3	3	
<b>Total</b>		<b>72</b>	<b>5</b>	<b>37</b>	<b>3</b>	<b>117</b>	
		What made you buy the Online Medicine for best service?					
		Promotional Offers	Credit Facility	Better Customer Service	Needs of the Family	Total	Chi-Square
Monthly Income	Less than Rs. 15,000	61	11	0	0	72	.000 (S)
	Rs.15,001- Rs.25,000	0	5	0	0	5	
	Rs.25,001- Rs.35,000	0	0	26	11	37	
	More than Rs.35,001	0	0	0	3	3	
<b>Total</b>		<b>61</b>	<b>16</b>	<b>26</b>	<b>14</b>	<b>117</b>	

Source: Primary Data, S/NS: Significant/ Not Significant

Table - 5 reveals that the cross tabulation with chi-square test analysis for demographic profile (Monthly Income) and awareness of Online Medicine buyers in Coimbatore City during the study period. The ‘ $\chi^2$ ’ value is 0.000 which shows statistically significant and less than the 0.05 level on all category. Hence, the null hypothesis is rejected and it can be concluded that there is a significant association between demographic profile (Monthly Income) and awareness of Online Medicine buyers in Coimbatore City.

(c) Mean - Score Ranking

The following table -5 express the analysis of *Objective – 3: To analyse the perception of services about Online Medicine buyers in Coimbatore city.*

Table – 6

Mean - Score Ranking Analyse of The Perception of Services About Online Medicine buyers in Coimbatore City during the study period

V.No	Variables	Mean - Score	Rank
V1	Eco friendly	5.0855	VII
V2	Easy Carrying	5.0085	IX
V3	Easy to Handle	6.1966	I
V4	User friendly	5.0171	VIII
V5	Low operation costs	6.0256	II
V6	Branded Product	5.3333	VI
V7	Absence of legal formalities	5.6838	IV
V8	Status Symbol	5.7778	III
V9	New in Market	5.3675	V

Source: Primary Data Note: V.No : Variable Number

Table - 6 analyse that the Mean - Score Ranking Analyse of The Perception of Services About Online Medicine buyers in Coimbatore City during the study period. The result indicates that the various stages of perception on Online Medicine buyers followed and assigning the rank and suggested by mean score it can be concluded that Easy to Handle is occupying the first rank and Low operation costs is second rank, Status Symbol is third rank. From the least of Easy Carrying is occupying the ninth rank.

(e) Policy for Implications of the study

The following implications are outcome of the analysis *Objective – 4: To offer implications and conclusion of the study*

- ✓ It was found with the help of percentage analysis that all the respondents had sensible knowledge about online medicine in Coimbatore city and many of them actually used the online platform. Therefore, the production companies and dealers are promoting the online medicine features and new photo maps taken with buyers through banners and social media. This will help to increase the best volume of customers.
- ✓ To increase an optimum usage of online medicine in Coimbatore city, the production companies and dealers should ensure quality and services. Frequent review of the above issues may help the management to mitigate on short-term issues.

Conclusion of the study

The E- Pharmacy in India is a new and attractive business model which can contribute positively to the healthcare system. The supply of medicine in every corner of the country is becoming easier after e-pharmacies came into the Indian market. Due to the other advantage of e-pharmacy like a discount, good customer relationship management, contactless doorstep delivery, etc. the business model of e-pharmacy is becoming popular among the customer. But there are also various types of risk associated with e-pharmacy for example drug resistance, drug abuse, illegal reselling of medicine, etc. While conducting this survey convenience sampling technique was used.

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