"EMPOWERING INDIA THROUGH DIGITAL TRANSFORMATION : A SUSTAINABLE APPROACH"

Volume - III



Editors

Dr. M.V. Sathiyabama

Dr. B. Indira Priyadharshini

Dr. T. Kiruthika

Dr. N. Ponsabariraj

Editorial Committee

Ms. M. Sudha

Ms. P. Anu Shruthi

Empowering India through Digital Transformation – A Sustainable Approach

Vol. – 3

Editors

Dr. M.V. Sathiyabama

Associate Professor and Head, Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Dr. B. Indira Priyadharshini

Assistant Professor, Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Dr. T. Kiruthika

Assistant Professor, Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Dr. N. Ponsabariraj

Assistant Professor, Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Editorial Committee

Ms. M. Sudha

Assistant Professor, Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Ms. P. Anu Shruthi

Research Scholar, PG & Research Department of Commerce,
Nallamuthu Gounder Mahalingam College

Empowering India through Digital Transformation – A Sustainable Approach, Volume - 3

© **Dr. M.V. Sathiyabama**
Dr. B. Indira Priyadharshini
Dr. T. Kiruthika
Dr. N. Ponsabariraj

First Edition : July 2024

ISBN : 978-93-340-9642-2

Price : Rs. 580/-

Copyright All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the author.

Printed at
CAUVERITECH Computerised Print Shop
21/2, Rajamill Road, Pollachi – 642 001.
Ph : 04259 – 221734
E-Mail : cauveritech@gmail.com

21.	**Digital Transformation in Education Sector** *Dr. R. Ramya*	**224**
22.	**Best Practices and Case Studies from Other Countries : Learning from Successful Digital Transformation Initiatives around the World** *Mrs. T. Saranya & Dr. B. Indirapriyadharshini*	**230**
23.	**Awareness on Digital Health in Digital Transformation** *Ms. M. Gayathri & Dr. T. Vijayachithra*	**242**
24.	**Challenging and Risks Associated with Digital Transformation** *Dr. M. Nirmala*	**248**
25.	**Digital Transformation of Banking Sector** *Ms. P. Divya Bharathi*	**257**
26.	**Impact of Digital Transformation in Agriculture Sector in India** *Ms. M. Ragaprabha & Mr. R. Hari Prakash*	**263**
27.	**A Study on Challenges and Factors Influencing Cryptocurrency Adoption in Palakkad District** *Ms. S. Shabana*	**274**
28.	**India's Digital Transformation : Prospects and Effect on Economic Development** *Dr. A. Kanimozhi & Dr. V. Simi*	**286**
29.	**Consumer's Awareness towards Online Medicine Buyer's - with Special Reference to Pollachi City** *Dr. N. Ponsabariraj*	**302**
30.	**Empowering India Through Digital Transformation A Sustainable Approach** *Ms. C. Lalitha & Ms. A. Ponpriyadharshni*	**327**
31.	**Role of Digital Transformation in Modern Education** *Dr. B. Rathnapriya*	**331**

Consumer's Awareness towards Online Medicine Buyer's - with Special Reference to Pollachi City

Dr. N. PONSABARIRAJ
Assistant Professor, Department of Commerce (E-Commerce),
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi – 642 001.

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 Pollachi 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	Author 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 Pal1 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 Pollachi 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 Pollachi 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 Pollachi City".*** Hence, the researcher wants to know the answers for the following research questions:

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

RESEARCH OBJECTIVES

- To identify the demographic profile of the respondents in Pollachi City
- To examine the awareness of Online Medicine buyers in Pollachi City
- To offer implications and conclusion of the study

Research Hypothesis

$\mathbf{H_{01}}$ = There is no association between demographic profile and awareness of Online Medicine buyers in Pollachi City

Methodology and Tools

(a) Sources of Data

The study is based on the primary. The primary data was collected for the period of 3months 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 Pollachi City. The sample size of 117 is determined by the total population of the city of Pollachi.

(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 Pollachi City.***

Table – 1 : Demographic Profile of Online Medicine Buyers in Pollachi City during the Study Period

Particulars	Variables	Frequency	Percent
Gender	Male	74	63.20
	Female	43	36.80
	Total	**117**	**100.00**
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
	Total	**117**	**100.00**

Educational Qualification	Primary School	12	10.30
	Higher Secondary / Diploma	9	7.70
	Undergraduate (UG)	8	6.80
	Postgraduate (PG)	78	66.70
	Professional	10	8.50
	Total	**117**	**100.00**
Type of the family	Nuclear family	81	69.20
	Joint family	36	30.80
	Total	**117**	**100.00**
Monthly Income	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
	Total	**117**	**100.00**

Source: Primary Data

Table – 1 exhibit that the demographic profile of electronic bike consumers in Pollachi city during the study period. The 63.20 per cent of the respondents were in the male and remining of 36.80 percent respondents were in the female. ***It is 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 flowed 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 revels the analysis of ***Objective – 2: To examine the awareness of Online Medicine buyers in Pollachi City.***

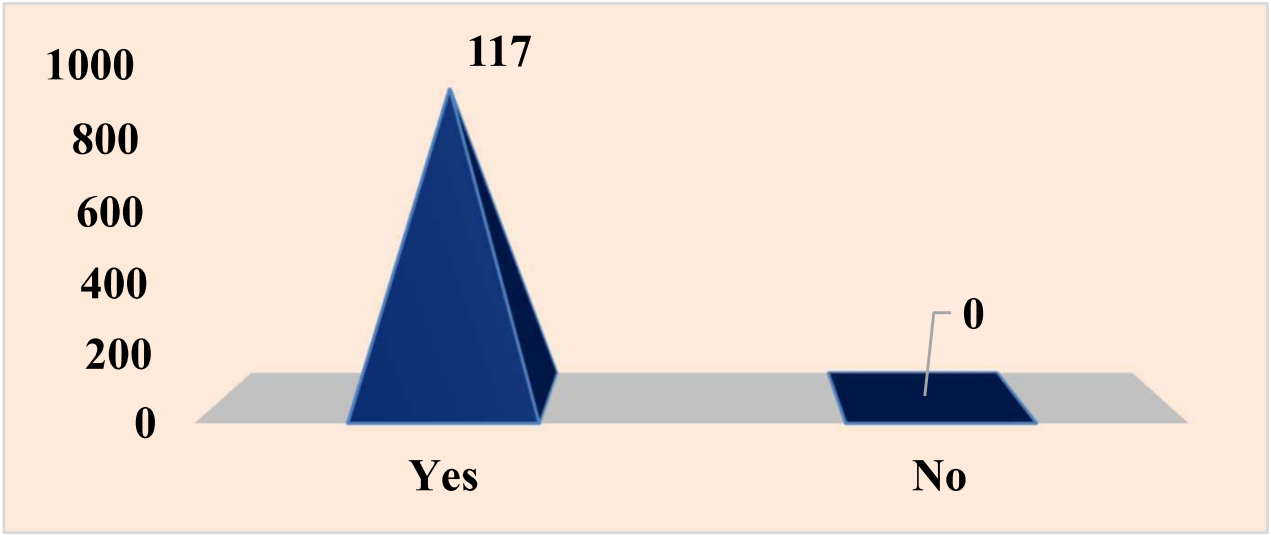
Table – 2 : Awareness About Online Medicine buyers in Pollachi City during the Study Period

		Frequency	Percent
Valid	Yes	117	100.00
	No	0	0
	Total	**117**	**100.00**

Source: Primary Data

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

Exhibit – 1 : Awareness About Online Medicine buyers in Pollachi 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 Pollachi City.

Table – 3 : Cross tabulation with chi-square test analysis for demographic profile (Gender) and awareness of Online Medicine buyers in Pollachi 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		
Gender	Male	1	36	32	5	**74**	.327 (NS)
	Female	1	20	22	0	**43**	
Total		**2**	**56**	**54**	**5**	**117**	
		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		
Gender	Male	21	25	23	5	**74**	.311 (NS)
	Female	8	22	11	2	**43**	
Total		**29**	**47**	**34**	**7**	**117**	

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

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 Pollachi City during the study period. The 'χ^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 Pollachi City.

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

Table – 4 : Cross tabulation with chi-square test analysis for demographic profile (Age) and awareness of Online Medicine buyers in Pollachi City during the study period

		How did you become aware of the Online Medicine?					
		Friends/Relatives	**Television**	**Word of Mouth**	**Flyer Advertisement**	**Total**	**Chi-Square**
Age	**18 to 35 Years**	0	29	1	0	**30**	.000 **(S)**
	36-40 Years	0	1	2	0	**3**	
	41-45 Years	0	5	13	3	**21**	
	46-50 Years	1	9	15	1	**26**	

	51-55 Years	1	11	21	1	**34**	
	59 Years and Above	0	1	2	0	**3**	
Total		**2**	**56**	**54**	**5**	**117**	
		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**
Age	**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**	
Total		**29**	**47**	**34**	**7**	**117**	

		What is the most important reason for choosing an Online Medicine?					
		Environment Friendly	Low Maintenance Charge	Cost Efficient	Instalment	Total	Chi-Square
Age	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**	
Total		**72**	**5**	**37**	**3**	**117**	
		What made you buy the Online Medicine brands?					
		Promotional Offers	Credit Facility	Better Customer Service	Needs of the Family	Total	Chi-Square
Age	18 to 35 Years	6	1	11	12	**30**	.000

	36-40 Years	2	0	0	1	**3**	**(S)**
	41-45 Years	13	3	5	0	**21**	
	46-50 Years	14	7	4	1	**26**	
	51-55 Years	23	5	6	0	**34**	
	59 Years and Above	3	0	0	0	**3**	
Total		**61**	**16**	**26**	**14**	**117**	

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 Pollachi City during the study period. The 'χ^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 Pollachi City.

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

Table – 5 : Cross tabulation with chi-square test analysis for demographic profile (Monthly Income) and awareness of Online Medicine buyers in Pollachi 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		
Monthly Income	Less than Rs. 15,000	1	26	44	1	**72**	.000 **(S)**
	Rs.15,001- Rs.25,000	0	0	3	2	**5**	
	Rs.25,001- Rs.35,000	1	28	6	2	**37**	
	More than Rs.35,001	0	2	1	0	**3**	
Total		**2**	**56**	**54**	**5**	**117**	

		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		
Monthly Income	Less than Rs. 15,000	7	37	26	2	**72**	.000 **(S)**
	Rs.15,001-Rs.25,000	0	2	0	3	**5**	
	Rs.25,001-Rs.35,000	22	7	6	2	**37**	
	More than Rs.35,001	0	1	2	0	**3**	
Total		**29**	**47**	**34**	**7**	**117**	

		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**	
Total		**72**	**5**	**37**	**3**	**117**	

		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**	
	Rs.15,001-Rs.25,000	0	5	0	0	**5**	
	Rs.25,001-Rs.35,000	0	0	26	11	**37**	.000 **(S)**
	More than Rs.35,001	0	0	0	3	**3**	
Total		**61**	**16**	**26**	**14**	**117**	

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

Table - 5 revels that the cross tabulation with chi-square test analysis for demographic profile (Monthly Income) and awareness of Online Medicine buyers in Pollachi City during the study period. The 'χ^{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 Pollachi City.

(d) 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 Pollachi 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 Pollachi 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.

References

1. George N. Lodorfos, Kate L. Mulvana and John Temperley (2006), ***"Consumer Behaviour: Experience, Price, Trust and Subjective Norms in The OTC Pharmaceutical Market"***, George N. Lodorfos, Kate L. Mulvana and John Temperley (2006). Consumer Behaviour: Experience, Price, Trust and Subjective Norms in the OTC Pharmaceutical Market. Innovative Marketing, 2(3), Special Edition on Consumer Satisfaction – Global Perspective, Pp.41-59. http link: https://www.businessperspectives.org/images/pdf/applications/publishing/templates/article/assets/1750/im_en_2006_03_Lodorfos.pdf

2. Nicola J Gray (2011), ***"The Evolution of Online Pharmacies"***, Self-Care 2011;2(3): Pp.76-86, publication 26 May 201, httplink:https://selfcarejournal.com/wp-content/uploads/2015/09/Gray-2.376-86.pdf

3. Makomborero Cecil Chadya, Simon Akpo and Anis Mahomed Karodia (2014), ***"An Evaluation of Customer Satisfaction with Pharmaceutical Services Provided at Public Healthcare Facilities in Gobabis, Namibia"***, Arabian Journal of Business and Management Review (OMAN Chapter) Vol. 3, No.12; July. 2014, Pp.53-103, http link: https://www.arabianjbmr.com/pdfs/OM_VOL_3_(12)/5.pdf

4. Szekely Pal1 and Kelemen Laszlo (et.al), (2015), ***"Attitude of Patients and Customers Regarding Purchasing Drugs Online"***, FARMACIA, 2015, Vol. 63, 1, Pp.93-98, http

link:https://farmaciajournal.com/wp-content/uploads/2015-01-art-15-Szekely_93-98.pdf

5. Claudio Barbaranelli and Sara Podio Guidugli (2015), ***"Personal Determinants of Purchasing of Pharmaceutical Products Online"***, TPM Vol. 22, No. 1, March 2015 – 3-21 – doi:10.4473/TPM22.1.1 – © 2015 Cises, Pp.3-21, http link: http://www.tpmap.org/wp-content/uploads/2015/11/22.1.1.pdf

6. Pavithira. S, Subathira. R and Subramani. A.K. (2015), ***"Customer Satisfaction Towards Apollo Pharmacy, Ambattur, Chennai"***, ZENITH International Journal of Multidisciplinary Research, Vol.5 (6), JUNE (2015), Pp.13-23, http link: http://www.zenithresearch.org.in/images/stories/pdf/2015/JUNE/ZIJMR_COMPLETE/2_ZIJMR_VOL5_ISSUE6_JUNE2015.pdf

7. Milton Solomon.C and Sundar.C (2019), ***"Impact of Brand Awareness and Customer Satisfaction Towards Services of Jan Aushadhi Medical stores"***, International Journal of Recent Technology and Engineering (IJRTE), Volume-8 Issue-2S4, July 2019, Pp.546551, httplink : https://www.ijrte.org/wpcontent/uploads/papers/v8i2S4/B11070782S419.pdf

8. Rajan Mishra and Pranav Mittal (et.al) (2019), ***"Buying Decision Between Offline and Online Medicines – A Comparative Study"***, International Journal of Development Research, Vol. 09, Issue, 05, pp. 27908-27914, May, 2019, http link: https://www.journalijdr.com/sites/default/files/issue-pdf/15732.pdf

9. Mu-Chen Chen, Chia-Lin Hsu and Li-Hung Lee (2019), ***"Service Quality and Customer Satisfaction in Pharmaceutical Logistics: An Analysis Based on Kano Model and Importance-Satisfaction Model"*** International Journal of Environmental Research and Public Health, 2019, 16, 4091, Pp.11-23, http link: https://downloads.hindawi.com/journals/cin/2022/5052711.pdf

10. Heena Kashyap and Sunny Makhija (2019), ***"Impact of E-service Quality Dimensions on Customer Satisfaction: A Case Study on Online Medicine Shoppers"***, International Journal of 360 Management Review, Vol. 07, Issue 01, April 2019, ISSN: 2320-7132, Pp.139-152, http link: https://www.ij360mr.com/docs/vol7/ap19(14).pdf

11. Razeena, Razeena and Thafsiya M.K (2019), ***"Attitude of Customers Towards Online Pharmacy - A Study with Reference to Mangaluru City"***, Journal of Emerging Technologies and Innovative Research (JETIR), 2019 JETIR February 2019, Volume 6, Issue 2, Pp.541-546, http link: https://www.jetir.org/papers/JETIR1902966.pdf

***

About the Book

This volume delves into the dynamic landscape of India's digital transformation, highlighting the strides made towards sustainable development through technological advancements. The book explores various facets of digital innovation and its impact on economic growth, governance, education, healthcare, and social inclusion. With contributions from esteemed scholars and practitioners, it presents a comprehensive analysis of digital strategies and policies that have the potential to empower India and foster sustainable progress. This compilation serves as a valuable resource for policymakers, researchers, and anyone interested in understanding the critical role of digital transformation in shaping India's future.

9 789334 096422

Published by
Nallamuthu Gounder Mahalingam College
Pollachi.