

# ONLINE MEDICINES AND MEDICAL PRODUCTS SHOPPING — A BRIEF STUDY

<sup>1</sup>KAPIL SHARMA, <sup>2</sup>RINKU SHARMA

<sup>1</sup>Indian Institute of Management, Indore, India  
E-mail: <sup>1</sup>kapilsharmacs2007@gmail.com, <sup>2</sup>rinku0312@rediffmail.com

**Abstract**— Expanding extent of services are presently electronic services conveyed over the Internet. Internet and online websites has changed our way of shopping completely. As we know that almost everything is going to be online. The web has long been a source of medical data; it has just as of late been utilized for online shopping medical products. Now, medicines are also available online it can be order by mobile application or website, then the seller will be delivered it as soon as possible they will provide various payment options also viz. payment while buying through credit/debit card and cash on delivery. Several advantages and disadvantages of online medicines shopping are examined and can be discussed in this paper. Some important factors that should be keep in mind while shopping medicines are also discussed in this paper. This study is one of the first such studies, which helps people to buy medicines online it also promotes e-commerce and m-commerce.

**Keywords**— Medicines, Medical Products, Internet, Online pharmacies.

## I. INTRODUCTION

Shopping of medicines and other medical products online is a good deal because it saves time, money, fuel and lots of problems like traffic jam. Also, one medical may not provide all the medicines. So may go to another medical it wastes lots of time, money etc. will be saved. This will lead profit in the Government money also and it is environment friendly. Nowadays, almost every literate person mainly youngsters wants to shop online as they don't have time to go to market and shop. One more thing it also saves some money. Once they shopped then the purchased items will be sending to their home or wherever they mentioned as their delivery addresses by Courier Company. This is the modern way of shopping as we have various options to buy different products from different sellers in different prices. This study examines whether the quality of online buying experience represents a competitive advantage for Internet firms focused on business to consumer e-commerce also.

## II. LITERATURE REVIEW

Purchasing of medicines online is recently started so there is only little literature available. Less research papers are available on online medicines/medical products shopping. Some research papers are available showing benefits of selling medicines and medical products online. With expanded utilization of the web, more individuals access medications and health supplements on the web. However little is thought about components connected with utilizing internet purchasing.

### Advantages

There are several advantages of buying medicines online that will help buyer and seller both. These are listed below:

### **Save Time**

One of the most precious resource time can be save by online order of medicines as it may not be possible that all medicines may available in a single medical shop.

### **Save Money**

As order of medicines is online there will be no need to go to the medical shop and waste money. Also some websites provides discount coupons that can be used while buying medicines and other medical products. Coupons will give extra discounts as per the offer offered by the seller or any other co-partner of the firm. Sometimes it gives more than 20 percent discount on bill amount.

### **Save Fuel**

As buyers do not need to go to market or any other place to buy medicines, so fuel will be saved. Sometimes one medicine may not be available in the market but buyers need it on urgent basis so he has to go to each and every shop to check the availability of that medicine. And when it will be delivered by the seller the courier boy delivers all nearby parcels in the same time so it also saves time and fuel.

### **Mobile Application**

Android, IOs and Microsoft windows applications are available that can be download in mobile phones which makes online shopping of medicines more convenient and easy. It also allows quick online mobile access via internet.

### **Order Confirmation**

Seller also provides order confirmation email and SMS to the buyers. And on the day of delivery buyer will get detail of the delivery person including phone number, amount of order and content of the parcel. Buyer can directly call to the delivery person for convenient time of delivery.

**Prescription Requirement**

One thing that is awesome about online medicines seller that they ask about prescription while someone buy medicine from their websites.

**Online Advertising**

Online advertisement also gives benefits to the seller as advertisements on seller's website or mobile application will provide extra money to the seller. Internet promoting is may be the most recognizable case of how firms utilize the rich information.

**Easy Return Policy**

If medicines are not required by the buyer then it can be returned to the seller by means of courier. Buyer has to register for a return of parcel on web. Seller will inform to the courier service to pick up the parcel from buyer (not broken strips) and the cash will be credited to the buyers account shortly once the parcel is received to the seller.

**III. DISADVANTAGES****Urgent medicines cannot be order online**

As we know that, we cannot predict illness so we cannot order medicines before illness. One major disadvantage is that it takes 2-3 days in delivery.

**Emergency medical products**

Medical services are known as emergency services and generally it requires on urgent basis. So buyer can't buy it before requirement or doctors suggest it.

**Prescription Error**

Sometimes Doctor's handwriting is not readable. So may possible the seller read it wrong.

**CONCLUSIONS**

There is a clear association of online buying of medicines and medical products with pharmaceuticals

companies. This study help seller and buyer in identifying the advantages and disadvantages of online buying/selling of medicines and medical products and this paper also promote digital India concept as buyers will buy more on internet because they are getting discounts and it also saves time. From this study, after reading disadvantages the seller of medicines and medical products will also get an opportunity to make proper changes so that they will be able to get more sell.

**FUTURE SCOPE**

As this study is new so there will be lots of research needed in this field that will help sellers and buyers of medicines and medical products.

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