

PROJECT REPORT
ON
A STUDY ON CUSTOMER INTENTION TO ADOPT ONLINE
PHARMACIES AS AN ALTERNATIVE TO OFFLINE STORES

submitted to the

LOVELY PROFESSIONAL UNIVERSITY
in partial fulfilment of the requirements for the award of degree of

Master of Business Administration

by

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MITTAL SCHOOL OF BUSINESS, LPU

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CUSTOMER INTENTION TO ADOPT ONLINE PHARMACIES AS AN ALTERNATIVE TO OFFLINE STORES



TOPIC APPROVAL PERFORMA

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PROPOSED TOPIC : A cross-sectional study of consumers intention to adopt online pharmacies as an alternative to offline stores

Qualitative Assessment of Proposed Topic by PAC		
Sr.No.	Parameter	Rating (out of 10)
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2	Project Feasibility: Project can be timely carried out in-house with low-cost and available resources in the University by the students.	6.83
3	Project Academic Inputs: Project topic is relevant and makes extensive use of academic inputs in UG program and serves as a culminating effort for core study area of the degree program.	6.17
4	Project Supervision: Project supervisor's is technically competent to guide students, resolve any issues, and impart necessary skills.	5.50
5	Social Applicability: Project work intends to solve a practical problem.	6.00
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PAC Committee Members		
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Final Topic Approved by PAC: A cross-sectional study of consumers intention to adopt online pharmacies as an alternative to offline stores

Overall Remarks: Approved

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CERTIFICATE

I Certified that this project report entitled “**A STUDY ON CUSTOMER INTENTION TO ADOPT ONLINE PHARMACIES AS AN ALTERNATIVE TO OFFLINE STORES**” is a bonafide record of the project work done by **Mr. NIZAMUDHEEN C.H, ARPAN PRINCE NAYAK, SHUBHAM SANJAY DAS, KUPPARATHI VENKATA SAI GANESH** under my guidance and supervision and that it has not previously formed the basis for the award of any Degree, Diploma associate ship or Fellow ship or other similar title of recognition.

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(Project Guide)

DECLARATION

We, hereby declare that this project report +entitled “**A STUDY ON CUSTOMER INTENTION TO ADOPT ONLINE PHARMACIES AS AN ALTERNATIVE TO OFFLINE STORES**” is submitted to the Lovely Professional University in the partial fulfillment for the award of Master of Business Administration is a bonafide work done by us under the guidance of DR. AVINASH RANA, Assistant Professor, Mittal school of business, LPU.

We further declare that this project report has not previously formed the basis for the award of any degree, diploma associate ship or fellow ship or other similar title of recognition.

Place:

Date:

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We offer our gratitude to **GOD** almighty with whose grace we could successfully accomplish the project work.

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ABSTRACT

This research has been conducted to study the customer intention to adopt online pharmacies as an alternative to the offline stores. For this study 154 respondents were taken and taken the survey in terms of questionnaire and the same has been taken through online mode. Various techniques has been used for the analysis of the same such as regression and correlation model for the variables and descriptive and frequencies for the demographic variables by using the SPSS software. The result shows a positive relationship between the variables that the customers are willing to adopt the online pharmacies not so popular now but in the near future we can see a new trend for the same.

CHAPTER I

INTRODUCTION

A STUDY ON CUSTOMER INTENTION TO ADOPT ONLINE PHARMACIES AS AN ALTERNATIVE TO OFFLINE STORES

A decade ago, no one would thought about the ordering of the medicine through online platform from an internet site. The uncertainty of future events applies over here that we have seen a tremendous change in each and every sector and this is one of the most important turnover. But despite the strong presence of traditional way of offline pharmacies, why and what are the intention that made the consumer to adopt the e pharmacies for the purchase order. This resulted in the rush of e pharmacies in occupying the internet space. With the change in the intention of consumers to adopt the e pharmacies (online pharmacies) has changed the outlook of the whole pharmaceutical and medical industry.

What is extra in online pharmacies?

Flexible pricing

The consumers are attracted mainly because of the price which is comparatively low with the retail store. The various discounts and instant delivery to the spot. What about the cost incurred by them it is also less than traditional format. The delivery constraint at the time of emergency and the product quality assurance at the time of purchase makes confusion in the minds of consumer. The working space and added expenses like rent and other charges a retail store having will be cleared of in the online platform in which they can provide medicine without any other additional cost.

Varieties of medicine

The large number of varieties because of the huge warehouses and the presence of alternative medicines is one of the advantage of the online pharmacies compared to the offline stores. The option to choose and the alternatives present in front of them makes the consumer quite comfort with the online platform and which gives a hand on to the online pharmacies than the offline retail stores.

Accessible at your demand

Whenever the demand of the medicine arises the availability of the same at your doorstep is an added advantage of the online pharmacies than the retail store. If you are running out of medicine even though you are not having certain alternatives for the same you can check through the internet platform for the availability of the medicine and it will reach at your hand.

Time saver

The complexity of getting the rare medicine from a pharmacy located in far remote area is being controlled by the entry of online pharmacies and the connection for the availability of the rare medicine if it is out of the stock is vast because it has been linked between boundaries and you can access it in 3, 4 days. The varieties and as well as the cost compared with the retail outlet the online mode is far good in taking consideration.

Dangers of online pharmacy

- Despite, a couple of advantages the problem with the medicine is that the most sold medicine through the platform are fake and the ingredients may result in various reactions or even overdose in future.
- Besides, while ordering medicine from overseas online pharmacies, there are risks that they could have manufactured the drug with little regard for patient safety, and they could be contaminated with dangerous chemical or adulterants.
- The ease of accessing medicine without the prescription the chances of being misuse of the medicine for any illegal usage can be the bad effect. This leads to risks of adverse drug interactions and addiction.
- The new alternative medicine in the market can be sold and it may adversely affect the condition of the patient by using it without the proper prescription.

Government outlook on e-pharmacies

The Union Health Ministry of India has come out with the rules on sale of drugs by e-pharmacies the primary purpose is to regulate online sale of medicines across India and provide patient accessible to genuine drugs from authentic online portals. The government rules on sale of drugs by e-pharmacy state that no person will distribute or sell, stock, exhibit or offer for sale of drugs

through e-pharmacy portal unless the company or organization is registered. Any person who intends to conduct business of e-pharmacy should apply for the grant of registration to the Central Licensing Authority in Form 18AA through the online platform provided by the central authority. The notification says the application of registration of e-pharmacy will have to be filled with paying by a sum of Rs 50,000 while asserting that an e-pharmacy registration holder will have to comply with provisions of Information Technology Act, 2000 (21 of 2000). The details of patient shall be kept confidential and shall not be disclosed to any person other than the central government or the state government concerned, as the case may be. The supply of any type of drug shall be made against cash or credit memo provided through the e-pharmacy portal and such memos shall be maintained by the e-pharmacy registration holder as record.

Are online pharmacies threat to traditional pharmacies?

The answer for the same is that online pharmacies can never replace the traditional pharmacies as of now. Though, traditional pharmacies might feel threatened, they don't need to worry about them. Since the vast physical presence adds value to the traditional pharmacies at present. The personal touch which plays a great role in the medical sector, is abundantly available in traditional pharmacies, where a pharmacist may help through advising or offer prior warning to the consumer. So these aspects are clearly in the favor of traditional pharmacies.

PROBLEM STATEMENT

The research is to find out the various intention of the consumer to adopt the online pharmacy. As the online pharmacy is of the initial stage of growth the problem regarding the stability, future market, how to bend the retailer point of view in the online segment and how to improve the consumer segments driving through trust and hygiene factors.

OBJECTIVES OF THE STUDY

1. To study the customer intention to adopt the online pharmacies.
2. To find out factors influencing in the decision making for the adoption of online pharmacies.

CHAPTER II

REVIEW OF LITERATURE AND RESEARCH METHODOLOGY

REVIEW OF LITERATURE

INTRODUCTION

Review of literature paves a way for a clear understanding of the area of research already undertaken and throws a light on the potential areas which are yet to be covered. Keeping this view in mind, an attempt has been made to make a brief survey of the work undertaken on the field of consumer intention to adopt online pharmacies as an alternative to offline stores.

This chapter deals with the review of literature concerned with the subject of this study. Many studies have been conducted. It highlights the consumer intention in adopting new things from different angles. The review of some of the important studies are presented below.

The study by **Al-Alwan & Al-Shirawi (2015)** aimed to find the factors that influenced **customers' intentions and attitudes towards online shopping in Bahrain**. Independent variables used were perceived ease of use, perceived usefulness, trust, security, website features, culture and attitude against one dependent factor that was intention to online shopping. A total of 170 questionnaires were distributed to five local institutes. Data analysis was done using statistical package for social science (SPSS) 18. Cronbach's alpha test revealed that all the tested variables were reliable. The results of the study showed that trust and security were significantly correlated with consumers' attitude. Consumer's attitudes towards online shopping were significantly correlated with intention to shopping online.

Mathew & Mishra (2014) examined **the behavior of online consumer in Delhi, Mumbai, Chennai, Kolkata, Gurgaon, Faridabad, Jaipur, Chandigarh, Hyderabad and Cochin in terms of internet usage, perceived risks, and website attributes**. The respondents were selected using quota-sampling technique. The data was collected through an online survey using a structured questionnaire that was distributed to 600 consumers. The results revealed that online buyers in India had a high level of perceived risk and were worried about the delivery of the products bought using online shopping. It was also found that information quality, product range and after sales service were most preferred website attributes which influence Indian online users behavior.

Javedi et al., (2012) conducted a **study on perspective of Iranian consumers to determine the effect various perceived risk factors had (financial risk, product risk, convenience risk and non-delivery risk) on online buying behavior of consumers.** In order to test the hypothesis of the study, online stores were selected and the data was gathered through 200 questionnaires. Finally, regression analysis was used on data in order to test hypothesizes of study. It was found that financial risks and non-delivery risk negatively affected attitude towards online shopping behavior of Iranian consumers. However, the effect of product risks and convenience risk on consumer attitude towards online shopping was not noteworthy.

Rehman & Ashfaq (2011) examined the factors which prevented the consumers from opting online shopping. A survey was conducted and data was gathered from 200 students, 50 housewives and 50 random people, using a structured questionnaire. Five point likert scale was used to analyze the data. The results revealed that most of the respondents already used online shopping and preferred to buy online but some attributes such as psychological, social and emotional factors along with privacy affect consumer's online buying behavior. The results of the study conclude that various factors affect the consumer buying behavior and include better prices, convenience of shopping and recommendation. The study also concludes that consumers hesitate to buy online due to two major reasons namely security and privacy.

Amol Ranadive (2015) conducted a study on “**An Empirical Study on the Online Grocery Shopping Intentions of Consumers in Vadodara City.**” The objective of the study was to study the factors that affect the intention of the consumers in Vadodara to buy groceries online. The data collection was done using self-administered questionnaire from the consumers who possessed some prior experience of buying goods online over the internet. A Stratified sampling design was used in the study. The results of the study showed that there was a weak but positive intention expressed by the respondents towards buying groceries online. It also helped the online grocers to realize consumers' wants and preferences while they shop online for grocery products. Moreover, online grocers would be able to position themselves in the market at par to be accepted by consumers in Vadodara city. It is suggested from the study that it can also be applicable to other areas of Gujarat for understanding the behavior of consumers towards online grocery shopping and the companies can accordingly devise strategies for increasing their customer base.

Cristiane Salome Ribeiro Costa, Rafael Lucian (2014) conducted a study on “**Structural Equations Modeling, Perceived Risk and Flow State on E-Commerce**”. The objective of the research was to study the relation between the perceived risk and flow state. The primary data was collected from 196 respondents with 18 years old respondents buying online from six months. Descriptive Statistics, factorial analysis structural equations modeling were used as technique for data analysis. It was observed from the study that three factors i.e. Risk, Flow and Abilities are affected by its perception of risk.

Togar Alam Napitupulu, Okky Kartavianus (2014) conducted a study on “**A Structural Equations Modeling of Purchasing Decision through E-Commerce**”. The objective of the study was to explore the influencing factors of online shopping. The data was collected by questionnaire from 171 Indonesian respondents. The data was examined by Structural equation Modelling and the results revealed that information quality, perceived ease of payment, benefits, and trust affect online purchase decision. The most important factor was trust which affects significantly.

G.Rezai, Z.Mohamed, M.N.Shamsudin, M.Z.Zaharan (2013) conducted a study on “**Effect of Consumer Demographic Factors on Purchasing Herbal products Online in Malaysia**”. The objective of the study was to study the influence of Demographic and other factors on the online purchasing of herbal products in Malaysia. The data was collected with the help of 1054 respondents online and Chi-Square test was used to determine the relationship. The results of the study revealed that the demographic variables i.e. gender, age, education, income, ethnicity have a significant relationship with online shopping parameters.

Emad Y. Masoud (2013) conducted a study on “**The Effect of Perceived Risk on Online Shopping in Jordan**”. The purpose of the study was to study the effect of product risk, financial risk, time risk, delivery risk, and information security risk on online shopping behavior in Jordan. The data was collected with the help of questionnaire from 395 online shoppers among consumers who previously purchased online from online stores in Jordan. The data was analyzed using SPSS 17 and Amos 18. The results revealed that financial risk, product risk, delivery risk, and information security risk negatively affect online shopping behavior. The study helped marketers to find out the consumers’ risk perception and to adopt adequate risk-reduction strategies in the online shopping environment.

Umair Cheema, Muhammad Rizwan, Rizwan Jalal, Faiza Durrani, Nawal Sohail (2013) conducted a study on **“The Trend of Online Shopping in 21st Century: Impact of Enjoyment in TAM Model”**. The objective of the study was to develop a model on the basis of Technology Acceptance Model to identify the factors that influence online shopping intentions. Data was collected by questionnaires from 150 respondents which included professionals from various fields and university students. Model was assessed with the help of Regression Analysis. The results of the study revealed that perceived ease of use and perceived enjoyment are the factors that affect online shopping intention.

Iconaru Claudia (2012) conducted a study on **“A Decomposed Model of Consumers’ Intention to Continue Buying Online”**. In this study, Consumers’ online buying intention is made according to ECM-IT framework, whereas behavioral intention is affected by consumers’ satisfaction and perceived usefulness. The Primary data was collected with the help of online questionnaire. The reliability of the dimensions was calculated by evaluating three coefficients: composite reliability (CR), Cronbach’s alpha coefficient (α) and average variance extracted (AVE) following Kock approach. The findings showed that post-purchase stage satisfaction and consumers’ perceived usefulness are the main factors of consumers’ intention to continue buying online.

Bo Dai, Sandra Forsythe, Wi-Suk Kwon (2014) conducted a study on **“The impact of online shopping experience on risk perceptions and online purchase intentions: Does product category matter?”** The aim of the study was to study the various types of risks associated with online shopping and its effect on online purchase intentions of consumers. The consumers’ response was taken to carry out the analysis. The data was collected by a self-administered questionnaire from 2500 college students. The results revealed that online shopping experience can be positively find out from online shoppers’ purchase intentions for the two product categories (i.e. non-digital and digital products) examined.

Ellisavet Keisidou, Lazaros Sarigiannidis, Dimitrios Maditinos(2011) conducted a study on **“Consumer characteristics and their effect on accepting online shopping, in the context of different product types.”** The objective of the study was to know consumers’ attitude while making online purchases in the context. The data was collected by a questionnaire from 232

respondents. Data was analyzed through Correlation, Regression, Cronbach Alpha, KMO and Bartlett's Test. Frequently purchased intangible products are represented by e-tickets and high-cost, tangible and intangible products are represented by TV Sets and subscriptions. The study has created a model for determining online shopping attitude and results of the study show that PIIT, perceived Security, product involvement have an effect on attitude towards online shopping with respect to different product types.

Chao Wen, Victor R. Prybutok, Chenyan XU (2011) conducted a study on “**An Integrated model for Customer Online Repurchase intention**”. The aim of this study was to investigate the determinants of online repurchase intention. The data was collected by questionnaire from 230 students. The data was analyzed by preparing integrated model i.e. Expectation-Confirmation (ECM) showing utilitarian and hedonic factors. The model makes use of TAM constructs (perceived usefulness and perceived ease of use), ECM constructs, trust and perceived enjoyment to explore customers' online repurchase intention. The results show that both utilitarian and hedonic factors are statistically significant in consumers' online repurchase intention.

H.Eray Celik, Veysel Yilmaz(2011) conducted a study on “ **Extending the Technology Acceptance Model for Adoption of E-Shopping by Consumers in Turkey.**” The objective of the study was to explain consumer acceptance of online shopping by model based on TAM. The data was collected by 606 internet users in Turkey and a structural equation model is used to analyze the data.

Hossein Rezaee Dolat Abadi, Seyede Nasim Amirosadat Hafshejani, Faeze Kermani Zadeh (2011) conducted a study on “**Considering Factors That Affect Users' Online Purchase Intentions with Using Structural Equation Modeling**”. The objective of the study was to develop a model for analyzing consumer's perception of using online shopping. This study identified factors that influence consumer purchase decisions. The data was collected by questionnaire from 250 students of Isfahan University. Structural equation Modeling was used for the analysis of the topic. The results showed that trust is an important factor of consumers' intention to use online shopping whereas perceived risk is negative predictor of a customer's intentions to use online.

Talal Al-maghrabi, Charles Dennis, Sue Vaux Halliday, Abeer BinAli (2011) conducted a study on “**Determinants of Customer Continuance Intention of Online Shopping**”. The

objective of the study was to clarify theory and explain the factors that define the level of continuance intention of online shopping. The sample was collected from internet users of Saudi Arabia above 18 yrs of age. Structural Equation Modelling and Invariance analysis were used for the analysis. The findings show that perceived usefulness, enjoyment and social pressure are the key factors of online shopping continuance.

Oliver B. Buttner, Anja S. Goritz (2008) conducted a study on **“Perceived trustworthiness of online shops”**. The aim of the study was to assessing perceive trustworthiness of online shops. In addition to this, it also examined the impact of trustworthiness on both consumers’ intended and actual behavior towards online shops. Overall, 687 participants were involved in the research. Results showed that trustworthiness promotes both intention to buy and actual financial risk taking. Perceived risk was not found to moderate the relationship between trustworthiness and intention to buy.

Pingjun Jiang, Bert Rosenbloom (2005) conducted a study on **“Customer intention to return online: price perception, attribute-level performance, and satisfaction unfolding over time.”** The aim of the study was to assess the impact of price perception, service attribute-level, performance and satisfaction on customer retention. Research Hypothesis were developed and Structural equation modeling was employed to test the hypothesized relationships. The results of the study revealed that after-delivery satisfaction has a much stronger influence.

Suwunniponth (2014) examined the factors that drive **consumers’ intention to shopping online**. The data was collected from 350 experienced shoppers through convenience sampling in Bangkok, Thailand. Descriptive and Path analysis were used to examine the data. The results concluded that design of the website, perceived ease of use and usefulness plays a significant role on consumer’s trust in online shopping.

RESEARCH METHODOLOGY

The study sample would be drawn via stratified random sampling of customers who makes purchases online and have a knowledge about the online pharmacies. The data collection has been made using questionnaire created using google forms and supplied the same to the target population. Specifically the study is focusing on the customers who are professionals and those who are well aware about the e-pharmacy platform.

Research design: The association between the variables in the population has been established and the present study is focusing on the intention of customers to adopt the online pharmacies. Hence a quantitative approach is the most efficient design for this study. Stratified sampling method is used for the study where the population will be clubbed into various groups or strata according to their specific characteristics.

Stratified random sample: The population is first split into groups. The overall sample consists of some members from every group. The members from each group are chosen randomly.

Example: now as a part of research study taken from a university the population will be the students and staffs. We will first split this population into groups such as graduates, post-graduates, PHD scholars, and professors. Then from the group which we are formulated we will take the sample randomly in which the members in the each group will get the equal chance of getting selected. Hence, the biasness is reduced in the study.

Questionnaire development: The data has been collected through a well-established and structured questionnaire. Prior to the formation of the questionnaire, numerous literature review has been studied regarding the customer intention to maintain the reliability and validity strong. Part A of the questionnaire consists of the demographic information collected from the customers and part B is the study of variables or factors influencing the customers to adopt the e-pharmacies. Questionnaire is designed and developed in a simple manner so that it will reduce the risk of ambiguity among the respondents.

Data collection: A total 200 questionnaire will be distributed as hard and soft copy on different time period and participants will be offered to return the questionnaire at a later stage and will

provide the email address and contact details so that the respondents should feel comfort and ease in their response over the questionnaire.

Data analysis and interpretation: The statistical package for social science (SPSS) version 16.0 will be used for the statistical testing of the data collected in the study. Various software such as Microsoft excel, Microsoft word also be used for the interpretation and study.

Variable measurement: The questions for the independent variables and dependent variable of this study is adapted from the past studies to ensure the questionnaire used in this study meets both validity and reliability. The 5-point Likert scale was used to find out their level of agreement with the statement presented to them. Table below shows the variables related to our study.

Variables and origin of questionnaire:

VARIABLES	NO OF ITEMS	ORIGIN
Perceived usefulness	3	Davis, 1989
Perceived ease of use	3	Davis, 1989
Attitude	3	Christopher Conner, 2002
Behavioral intention	2	Venkatesh & Davis, 1996
Perceived risk	4	Christopher Conner, 2002

Perceived Usefulness: The degree to which an individual believes that the use of a particular system would enhance and is useful in his or her job performance.

Perceived Ease of Use: The degree to which the using of particular system is free of mental and physical effort in performing a task.

Attitude: Attitude is defined by Fishbein and Ajzen as “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object”. Generally, an individual attitude towards specific new system is commonly used to identify and predict the intention to adopt something new.

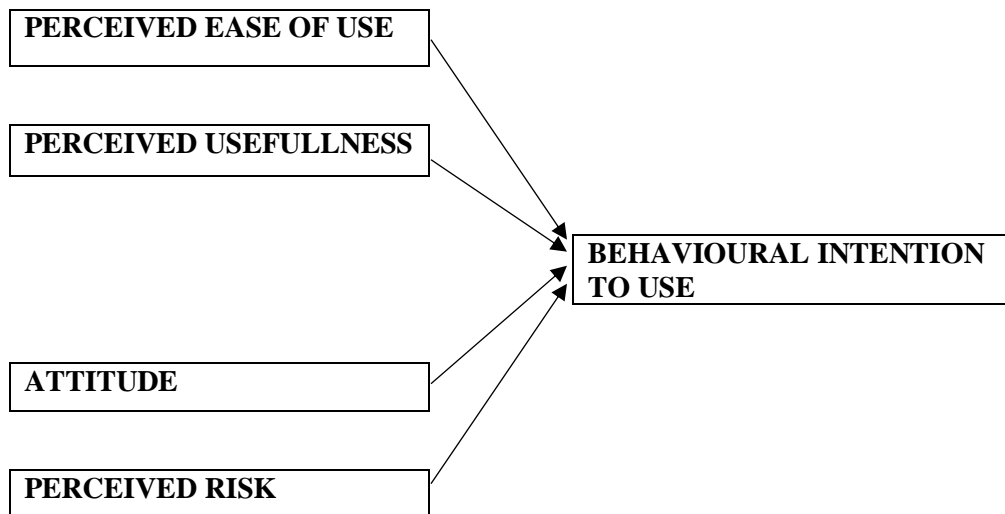
Behavioral intention: Behavioral intention is having a great value in studying the actual human behavior to use or to adopt a particular system. Behavioral intention is very important in the field

of marketing and information technology as a proxy measure for finding the intention of actual use of the system.

Perceived risk: the degree to which the using of a particular system is having risk connected with it actually affecting the purchase decision and the intention to adopt a new system due to the risk associated with it.

Sample size	
Type of respondent	Sample
customers	154

RESEARCH FRAMEWORK



The research framework has been made with idea taken from the technology acceptance model (TAM).

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

H1: There is a significant relationship between perceived ease of use and behavioral intention to adopt online pharmacies.

H2: there is a significant relationship between perceived usefulness and behavioral intention to adopt online pharmacies.

H3: there is a significant relationship between attitude and behavioral intention to adopt online pharmacies.

H4: there is a significant relationship between perceived risk and behavioral intention to adopt online pharmacies.

The demographic variables has been analyzed using frequencies with SPSS

Statistics					
		Gender	Nationality	Age	Qualification
N	Valid	154	154	154	154
	Missing	0	0	0	0

The number of samples taken for the analysis is 154

The frequencies are measured for the gender, nationality, age, qualification of the respondents and the detailed result has been provided and analyzed the same.

TABLE 3.1: GENDER

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	106	68.8	68.8	68.8
	female	46	29.9	29.9	98.7
	others	2	1.3	1.3	100.0
	Total	154	100.0	100.0	

Total number of respondents were 154 and the number of male respondents were 106 (68.8%) and the number of female respondents were 46 (29.9%) and there were others 2 respondents (1.3%).

TABLE 3.2: NATIONALITY

		Nationality			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	indian	141	91.6	91.6	91.6
	foreigner	13	8.4	8.4	100.0
	Total	154	100.0	100.0	

Here, the 141 respondents (91.6%) were Indians and 13 (8.4%) of the respondents were foreigners who filled out the form for the study.

TABLE 3.3: AGE

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	107	69.5	69.5	69.5
	25-30	35	22.7	22.7	92.2
	30-35	8	5.2	5.2	97.4
	above 35	4	2.6	2.6	100.0
	Total	154	100.0	100.0	

The 69.5% of the respondents falls under the age of 20-25 and 22.7% of the respondents falls under the category of 25-30. 5.2% of the respondents falls under 30-35 age category and rest 2.6% of respondents are above 35 years.

TABLE 3.4: QUALIFICATION

Qualification		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under graduation	22	14.3	14.3	14.3
	graduation	32	20.8	20.8	35.1
	post-graduation	93	60.4	60.4	95.5
	PHD scholar	7	4.5	4.5	100.0
	Total	154	100.0	100.0	

Here, 60.4% of the respondents were post-graduates and 20.8% of them were graduates 14.3% of the same were under graduates and the least was PHD scholars were about 4.5%. So here we can see that the most number of respondents were post graduates.

TABLE 3.5: DESCRIPTIVE STATISTICS

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
did you ever purchase prescription medicines through online	154	1	2	1.28	.450
How many times you use to purchase medicine from online platform	154	1	5	4.04	.757
Monthly expenditure spends on purchasing medicine	154	1	4	1.33	.776
Is single e-pharmacy platform is sufficient for purchasing all required medicines	154	1	2	1.30	.459
Is the home delivery of the product is the factor which increase in the acceptance of online shopping of medicines	154	1	2	1.32	.470
Do the discounts, low prices, savings on purchases really matter in the online purchasing of medicines	154	1	2	1.13	.337
Valid N (list wise)	154				

The above table shows the descriptive statistics of the questions asked in the survey. The highest mean value is scored for the repeat purchase done by using the e-platform. And the lowest is scored for the question do you ever purchased prescription medicines through online.

TABLE3.6: REGRESSION MODEL**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 ^a	.709	.701	.53231

a. Predictors: (Constant), perceived risk, perceived usefulness, perceived ease of use, attitude

84.2% is the correlation between the observed and predicted value of the dependent variable and we can see that 70.9% of r-square depicts that the proportion of variance in the variable intention to use online pharmacies (dependent variable) can be predicted from the independent variables perceived usefulness, perceived ease of use, attitude, and perceived risk. Root mean square error is only around .53%.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.936	4	25.734	90.820	.000 ^a
	Residual	42.219	149	.283		
	Total	145.156	153			

a. Predictors: (Constant), perceived risk, perceived usefulness, perceived ease of use, attitude

b. Dependent Variable: behavioral intention to adopt

Degree of freedom states total number of observation minus 1 (K-1). Here, number of samples were 154. So, $154-1 = 153$ is the DF of the total. There are 5 predictors in the model so the degree of freedom is $5-1=4$. The residual degree of freedom hence can be found by 153 that is DF minus DF model that is 4 ($153-4=149$).

Mean square says that it is the sum of squares divided by their respective DF. Here in regression $102.939/4 = 25.734$.

Residual mean square is $42.219/149 = .283$

F value in the table states that ($25.734/.283 = 90.820$). The p-value related to the f-value is very small (.000). So we can say that the independent variables here in the study are the actual predictors of the dependent variables that is the intention to adopt online pharmacies.

So, we can conclude that there is a significant relationship between all the independent variables here in the study (perceived risk, perceived usefulness, perceived ease of use, attitude) with the dependent variable (intention to adopt online pharmacies).

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	.051	.232		.222
	perceived ease of use	.054	.100	.044	.546
	perceived usefulness	.315	.067	.301	4.680
	attitude	.576	.084	.576	6.900
	perceived risk	.005	.055	.005	.096

a. Dependent Variable: behavioral intention to adopt

The variable constant in the table is the predicted value of behavioral intention to adopt when all other variables are zero. Here, constant is .051 so we can say that every increase in the independent variables will result the .051 increase in the dependent variable here which is the intention to adopt the online pharmacies.

The co-efficient for perceived ease of use (.054) is not statistically significant using alpha (.05) with the p-value is .586, which is higher than .05

The co-efficient for perceived usefulness (.315) is significant with p value (.000) which is less than .05

The co-efficient for attitude (.576) is significant with p-value (.000) which is less than .05

The co-efficient for perceived risk (.005) is not significant because the p-value (.924) is more than .05

TABLE 3.7: CORRELATION

		Correlations				
		perceived usefulness	perceived ease of use	attitude	behavioral intention to adopt	perceived risk
perceived usefulness	Pearson Correlation	1	.695**	.662**	.712**	-.035
	Sig. (2-tailed)		.000	.000	.000	.668
	N	154	154	154	154	154
perceived ease of use	Pearson Correlation	.695**	1	.762**	.693**	.047
	Sig. (2-tailed)	.000		.000	.000	.566
	N	154	154	154	154	154
attitude	Pearson Correlation	.662**	.762**	1	.807**	-.305**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	154	154	154	154	154
behavioral intention to adopt	Pearson Correlation	.712**	.693**	.807**	1	-.179*
	Sig. (2-tailed)	.000	.000	.000		.026
	N	154	154	154	154	154
perceived risk	Pearson Correlation	-.035	.047	-.305**	-.179*	1
	Sig. (2-tailed)	.668	.566	.000	.026	
	N	154	154	154	154	154

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

All the independent variables are positively correlated with the dependent variable intention to adopt with the significant level less than .05. But the independent variable perceived risk is negatively correlated with the intention to adopt but it is statistically related with the same because the level of significance of the variable is less than the .05.

So here we can conclude that the independent variables such as perceived usefulness, perceived ease of use, attitude, and perceived risk are positively correlated and has a significant relation with the dependent variable that is the intention to adopt online pharmacies as an alternative to the offline stores.

CHAPTER IV

RECOMMENDATIONS AND

CONCLUSION

RECOMMENDATIONS

1. Most of the respondents are aware about the same but their intention to use it further more is comparatively less because people look for the medicines sometime when it is not available in the stores or either it is high priced. So, proper marketing of the same is to be done.
2. Perceived quality should be maintained and the timely delivery should be maintained.
3. Proper date and description of the medicines and also the expert opinions and reviews of the same should be provided in the online sites so that the customers can rely on the same and to gain more trust in the platform.
4. If the offline stores can merge to collaborate with same it will give a high potential growth in the e-platform in the coming future.

CONCLUSION

The research objective was to identify the intention of the customers to adopt online pharmacies as an alternative to the offline stores and also to identify the factors that influence the purchase decision. The questionnaire has been developed and circulated through the online platform to the selected 154 respondents and the data has been collected. The data has been interpreted using the SPSS by using various models such as regression, correlation, descriptive statistics, and frequencies. There we found a positive relation between the variables and concluded that the customers are intended to use online pharmacies.

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QUESTIONNAIRE**PART A****DEMOGRAPHIC INFORMATION****1. GENDER**

Male ☐
Female ☐
Other ☐

2. NATIONALITY

Indian ☐
Foreigner ☐

3. AGE

20-25 ☐
25-30 ☐
30-35 ☐
Above 35 ☐

4. QUALIFICATION

Under Graduation ☐
Graduate ☐
Post Graduate ☐
PHD Scholar ☐

5. Did you ever purchase prescription medicines through online?

Yes ☐ No ☐

6. How many times you use to purchase medicine from online platform?

Once in a month ☐ Once in three months ☐ Once in six months ☐ When needed ☐
Others ☐

7. Monthly expenditure spends on purchasing medicine?

Less than 1000 ☐

1001 – 2500 ☐

2501- 5000 ☐

Above 5000 ☐

8. Is single e-pharmacy platform is sufficient for purchasing all required medicine?

Yes ☐ No ☐

9. Is the home delivery of the products is the factor which increase in the acceptance of online shopping of medicines?

Yes ☐ No ☐

10. Do the discounts, low prices, savings on purchases really matter in the online purchasing of medicines?

Yes ☐ No ☐

PART B

In this section we would like to learn about the general observation of customers regarding the perceived usefulness, ease of use, customer attitude, behavioral intention, and perceived risk in e-pharmacies. The variables are measured by using 5 point Likert scale:-

(1-strongly agree, 2-agree, 3-nuetral, 4-disagree, 5-strongly disagree)

Perceived usefulness of e-pharmacy	1	2	3	4	5
1. Using e-pharmacies makes easier to do the purchase.					
2. E-pharmacies enables me to do the purchase quickly.					
3. Overall, I find e-pharmacy system useful than offline stores.					

Perceived Ease of use of e-pharmacy	1	2	3	4	5
1. I find the e-pharmacy system cumbersome to use.					
2. Simplicity and user interface is very clear and intuitive.					
3. Overall, I find e-pharmacy system easy to use.					

Customer attitude towards e-pharmacy	1	2	3	4	5
1. My using of e-pharmacies is a good decision.					
2. My experience of e-pharmacies is pleasant.					
3. Overall, e-pharmacy system is suggestible to others.					

Behavioral intention to adopt e-pharmacy	1	2	3	4	5
1. Assuming that I have access to the e-pharmacy services I intend to use them.					
2. I intend to increase my use of e-pharmacy services in the future.					

Perceived risk of e-pharmacy	1	2	3	4	5
1. There is delay in receiving the medicines					
2. It is a time consuming process					
3. There is quality issue affected in e-pharmacies					
4. There is inconvenience in placing orders					