



# “A Study On Consumer Perception And Marketing Strategies Of Online Pharmacies In India”

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**Abstract -** India's healthcare landscape has seen significant transformation in recent years, largely due to the rise of online pharmacies. Prior to this shift, individuals relied on local medical stores for their medicines, which often involved inconvenient trips, limited choices, and unclear pricing. However, with widespread internet access, the prevalence of smartphones, and the convenience of digital payments, purchasing medicines online has become more accessible. Online pharmacies allow users to order medicines and health products from the comfort of their homes, offering doorstep delivery, discounts, a wide range of choices, and easy price comparisons. Some platforms even provide additional services like virtual consultations, digital prescriptions, and informative health content. This study explores how consumers perceive online pharmacies and examines their marketing approaches. The focus is on aspects that influence buyers: convenience, price, trust, service quality, and promotional offers. The research is based on 100 survey responses, along with data from reports, academic journals, and online sources. The data was analyzed using charts and percentage breakdowns. Key findings indicate that young, educated individuals have rapidly adopted online pharmacies due to their ease of use and the consistent availability of medicines. However, some consumers remain hesitant due to concerns about privacy, the authenticity of medicines, and delivery delays. In summary, the potential for online pharmacies in India is vast. To continue their growth, these businesses need to build trust, ensure product quality, and enhance their marketing strategies.

**Keywords:** Labor Laws, Wage Structure, Working Hours, Leave Policies, Employee Welfare, Industrial Area, Pirangut, Employee Awareness.

## I. INTRODUCTION

Healthcare is crucial for a nation's progress and the overall quality of life. The pharmaceutical industry in India has expanded rapidly, driven by advancements in technology and increasing consumer awareness. Traditionally, purchasing medicine required visiting local pharmacies, where stock and prices were often uncertain. However, digital technology has revolutionized this process. Online pharmacies have emerged, offering convenient access, competitive prices, and a hassle-free experience. These businesses leverage digital marketing tools such as social media, search engines, and mobile apps to reach their audience. They go beyond sales by providing detailed product information, customer reviews, and personalized recommendations, all of which influence buyers' decisions. Understanding consumer perceptions of these platforms is crucial.

## II. LITERATURE REVIEW

Numerous studies indicate that online pharmacies in India are here to stay.

Ansari et al. (2025) highlighted their popularity due to convenience and affordability, but trust remains a challenge for some users.

Padmashree and Sridevi (2025) found that price, accessibility, and digital literacy significantly influence consumer behavior.

Dhawale et al. (2025) emphasized the importance of trust and awareness in promoting adoption.

Other researchers noted that digital marketing strategies like social media ads, search engine optimization, and discounts are effective in attracting customers.

However, concerns over counterfeit medicines and data privacy continue to affect consumer confidence.

Overall, the literature suggests that online pharmacies have substantial growth potential, provided they build stronger trust and benefit from more stringent regulations.

## III. OBJECTIVES OF THE STUDY

1. To understand how consumers perceive online pharmacies
2. To identify factors that influence their buying decisions
3. To assess the marketing strategies used by online pharmacies
4. To measure consumer satisfaction
5. To explore challenges related to trust and privacy



#### IV. RESEARCH METHODOLOGY

##### Research Design

A descriptive research approach was employed to assess consumer perceptions.

##### Data Collection

Primary data was collected using a structured questionnaire from 100 participants. Secondary data was gathered from academic journals, research papers, and online resources.

##### Sampling Technique

Convenience sampling was used for data collection.

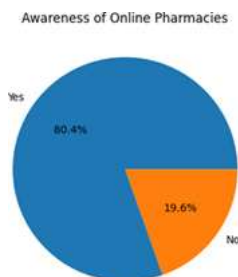
##### Tools and Techniques

- Percentage analysis
- Charts and graphs
- Likert scale analysis

#### V. DATA ANALYSIS & INTERPRETATION

##### Question 1: Awareness of Online Pharmacies

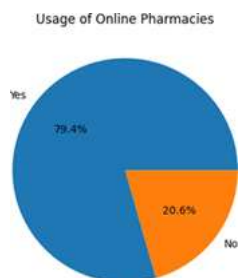
Approximately 80% of participants were aware of online pharmacies.



Interpretation: A large majority are familiar with these platforms.

##### Question 2: Usage of Online Pharmacies

About 79% have purchased medicine through online pharmacies.



Interpretation: There is a high level of adoption.

##### Question 3: What Drives Purchases?

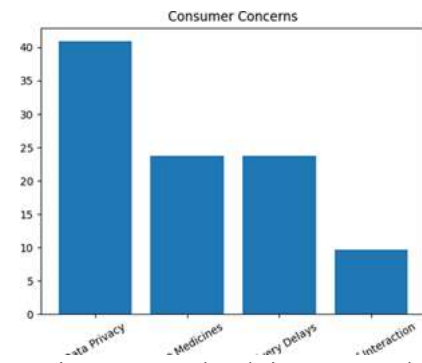
Factors influencing purchases included: availability (54.8%), price (43%), and convenience.



Interpretation: Consumers prefer platforms with reliable stock and reasonable prices.

##### Question 4: Main Concerns

Top concerns included: data privacy (40.9%), fake medicines (23.7%), and delivery delays (23.7%).



Interpretation: Trust-related issues are the main barriers.

#### VI. HYPOTHESIS TESTING

##### Hypothesis 1

H0: Trust does not influence the use of online pharmacies  
H1: Trust significantly impacts online pharmacy usage

##### Hypothesis 2

H0: Marketing strategies do not affect consumer behavior  
H1: Marketing strategies influence consumer behavior

#### VII. FINDINGS AND CONCLUSION

##### Findings

- Young consumers are leading the trend in adopting online pharmacies.



- Convenience and product availability are significant advantages.
- Social media is a primary source of awareness about online pharmacies.
- Data privacy remains the most significant concern.
- Discounts are important, but they are not the sole driver.
- Most users express satisfaction with the service provided.

### **Conclusion**

Online pharmacies have transformed the healthcare industry by making medicine more accessible, easier to obtain, and more affordable. Consumers are shifting to these platforms due to their simplicity and the consistent availability of required medications. However, trust remains a key issue. Concerns over privacy and the authenticity of medicines continue to affect consumer confidence.

Companies should focus on transparency, secure systems, and excellent customer service to foster lasting trust. Online pharmacies hold significant potential in India. With smart marketing and high-quality service, they are well-positioned for continued success.

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