

## PATIENTS AWARENESS ABOUT THE ONLINE PHARMACY SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### ABSTRACT

The rapid advancement of technology, online pharmacy services have gained significant traction in recent years. This review aims to explore the extent of patient awareness regarding online pharmacy services. The literature search was conducted across various databases, including PubMed, Web of Science, and Google Scholar, using relevant keywords. The selected studies were analyzed to identify common themes related to patient awareness of online pharmacy services. The findings indicate that while awareness of online pharmacy services is increasing, there remains a significant portion of the population that lacks knowledge about these platforms. Factors influencing awareness include age, education level, income, and geographic location. Moreover, trust and safety concerns regarding medication quality, privacy, and data security are prevalent among patients. Healthcare providers play a crucial role in informing patients about the existence and safety of online pharmacies. Efforts to enhance patient awareness should focus on targeted education campaigns, collaboration between healthcare professionals and online pharmacies, and regulatory measures to ensure patient safety and confidence in utilizing these services. Further research is warranted to explore the long-term impact of patient awareness on healthcare outcomes and the effectiveness of interventions aimed at promoting safe usage of online pharmacy services.

**Keywords:** Online Pharmacy, Healthcare, Convenience, Medication, Accessibility.

### I. INTRODUCTION

The emergence of online pharmacy services represents a seismic shift in the healthcare landscape, particularly in dynamic urban centers like Coimbatore city. These digital platforms offer an innovative solution to the age-old challenge of accessing medications conveniently and efficiently. By leveraging the power of technology, online pharmacies provide patients with unprecedented ease of ordering and doorstep delivery of prescription and over-the-counter medications. However, amidst the convenience they offer, concerns regarding medication authenticity, regulatory compliance, and patient safety abound. Thus, it becomes imperative to delve into patient awareness and perceptions surrounding these services, laying the groundwork for informed decision-making, regulatory frameworks, and ensuring the seamless integration of online pharmacy services into the healthcare ecosystem.

#### STATEMENT OF THE PROBLEM

The emergence of online pharmacy sector has both opportunities and challenges. While they offer convenience and accessibility, there are concerns regarding the authenticity, safety, and legality of medications for online. Issues such as the sale of counterfeit drugs, lack of face-to-face consultations with healthcare professionals, due to traffic issues drugs could not able to deliver on time and the potential for medical misuse highlight the need for more effective regulations and quality control measures in the online pharmacy sector.

#### SCOPE OF THE STUDY

- The study covers the awareness and preference of online pharmacy services in delivery to your doorstep.
- The study covers the consumers safe guard in online pharmacy services.
- The study investigates the satisfaction level of the consumers and suggestions towards the online pharmacy services to improve certain areas.

#### 4. OBJECTIVES OF THE STUDY

- To understand the factors that influence people to purchase medicines from online pharmacy.

- To analyze the awareness level of consumers and satisfaction level towards online pharmacy.
- To provide convenient and accessible healthcare services and to identify the consumer complaints and inquires through online pharmacy.

## II. REVIEW OF LITERATURE

- **SHRAVAN S. SAWARKAR, NANDAKISHOR DESHMUKH, SWATI DESHMUKH (2023)**, framed a study on artificial intelligence in advanced pharmaceutical sciences. The study focused about the pharmaceutical industry has discovered new and innovative ways to use these powerful tools to help solve some of the biggest challenges facing the pharmaceutical industry today. Artificial intelligence in medicine refers to the use of atomic algorithms to perform tasks that normally rely on human intelligence.
- **VIGNESH M, GANESH G. N. K (2021)**, conducted a study on pharmacy professions in India during covid-19 pandemic. The study focused about the present status, future challenges and a way forward. Pharmacy is the most important, dynamic and versatile health care profession in the world, whereas its scope and importance are always being emerging at any situation. Pharmacy is being a significant profession, since the Indian government passed the Pharmacy Act 1948 to control the pharmacy stores by following instructions to control the manufacturing, distribution and marketing.

## III. RESEARCH METHODOLOGY

A research methodology involves specific techniques that are adopted in research to collect, assemble the data. The research methodology for developing an online pharmacy service involves a systematic approach aimed at understanding user needs, market dynamics, regulatory requirements, and technological feasibility.

Throughout the research process, ethical considerations are paramount, ensuring adherence to ethical guidelines for research involving human participants and addressing concerns related to data privacy and confidentiality.

### RESEARCH DESIGN

The research design for developing an online pharmacy service encompasses a multifaceted approach that integrates user research, market analysis, regulatory analysis, technological assessment, and ethical considerations.

### SOURCE OF DATA

The data collected for the study includes primary and secondary data.

#### ➤ PRIMARY DATA:

The primary data for this study was collected through questionnaire.

#### ➤ SECONDARY DATA:

The secondary data are those which have collected from websites and journals.

### TOOL FOR ANALYSIS

- ANOVA is used to analyse the data for the study.

### LIMITATIONS OF THE STUDY

- The study is limited to Coimbatore city. so, opinions of other districts/states consumer may vary.
- This study was limited to a specific number of respondents, which did not cover the population as a whole.

## IV. DATA ANALYSIS AND INTERPRETATION

### Respondents and the factor Influenced in online Pharmacy

Respondents are classified into two group such male and female compared with the factors influenced in online Pharmacy among the respondents to understand the existence of mean difference between predictors and outcomes.

**Mean difference between respondents and the factors influenced in Online Pharmacy**

	Respondents	N	Mean	SD	SS	Mean Square	F	Sig.
Price	Male	59	1.42	0.622	1.394	1.394	3.394	0.068
	Female	61	1.64	0.659	48.472	0.411		
	Total	120	1.53	0.647	49.867			
Convenience	Male	59	1.58	0.622	1.330	1.330	3.682	0.057
	Female	61	1.79	0.581	42.636	0.361		
	Total	120	1.68	0.608	43.967			
Time Saving	Male	59	1.58	0.792	0.782	0.782	1.352	0.247
	Female	61	1.74	0.728	68.210	0.578		
	Total	120	1.66	0.761	68.992			
Door Step Delivery	Male	59	1.49	0.653	1.366	1.366	3.260	0.074
	Female	61	1.70	0.641	49.434	0.419		
	Total	120	1.60	0.653	50.800			
Wide Range Product	Male	59	1.64	0.760	1.745	1.745	3.230	0.075
	Female	61	1.89	0.709	63.722	0.540		
	Total	120	1.77	0.742	65.467			

SD-Standard Deviation    SS- Sum of Squares    F- Frequency    Sig – Significance

**INTERPRETATION**

When conducting Tukey’s post-hoc HSD test the mean Difference observed between the respondents and the factors influenced in the pharmacy as Price category differed in their opinion observed from the significance level (0.068), the level of significance is lowest (0.057) in Convenience factor. The significance level is high with Time saving factor with (0.247), Significance level of door step delivery is (0.074) and for Wide range Product it is (0.075)

In conclusion, Time saving factor is the major influenced factor. This suggest that Time saving factor is influenced by the respondents.

**V. FINDINGS**

- Majority of the respondents were influenced in time saving factor.

**VI. SUGGESTIONS**

- The study noted that the convenience among the respondents were not satisfied. So the company need to increase the patients satisfaction level in the convenience factor.
- In this study the price category of the respondents were differed from the significant level. So the company need to give attention to the price category.

**VII. CONCLUSION**

Online pharmacy service is playing a crucial role for healthcare authorities, online platform and consumers to collaborate in establishing strong guidelines to protect patient welfare. The study concluded that patients are expecting to deliver the medicines on time, so the pharmacy needs to improve their delivery services to improve the satisfaction level of the patients.

**VIII. REFERENCE**

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