

Users Perspectives on Online Pharmacy Model

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ABSTRACT

The advents in technology through continuous innovations have supported to improve the quality of the human life in the society. One of the innovation due to the invention of ICT based online/mobile high-speed internet is e-business which allowed the development of online shopping/purchase of both intangible and tangible commodities online. The major advantage and benefit of this online model is its ubiquity, convenience, and low cost to the customer. The online shopping/purchase model is now becoming popular especially among youngsters. One variation of this e-purchase model is online pharmacy model where a consumer can purchase the prescribed drug online to take some of the advantages of this model. In this paper, we have studied the customer's attitude, views, and concern on this new channel of drug distribution using the data collected by online questionnaire from the general population. The data obtained from this survey is analysed, assessed and interpreted. Based on information collected and focused group study, the online pharmacy model is analysed using ABCD analysis framework. The various issues related to online pharmacy, affecting factors are studied under ABCD constructs using ABCD listing methodology. Based on the outcome of the study, many recommendations are suggested for developing proper controlling mechanism/regulations for drug control authorities of the country to avoid misuse of the online channel for the drug purchase.

Keywords: Online pharmacy, Online Drug Purchase, E-Pharmacy, Online pharmacy regulations, ABCD listing of online pharmacy, Online dispensing, Customer satisfaction, Drug abuse.

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