

A STUDY ON THE AWARENESS OF PHARMEASY AND ITS SUSTAINABLE PRACTICES AMONG RESIDENTS OF MUMBAI

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ABSTRACT

The recent growth in E-commerce has attracted the customer to buy the medicines from online pharmacies. Online medicine applications provide customers with several advantages such as a large product variety, attractive offers and discounts, doorstep delivery and are time saving. The supply of medicines has become easier. PharmEasy is India's one of the most trusted medicine delivery app. PharmEasy has emerged as a most prominent player in the market. The study aims to find the awareness about PharmEasy among people and sustainable practices followed by PharmEasy.

KEYWORDS: *Online pharmacy, medicines, online medicine app, growth, awareness*

INTRODUCTION

Mobile apps have created development in the health and wellness industry. Medicines are essential for everyone and there is a rise in demand for medicines. Online medicine delivery apps are the solution to customers who want the delivery of the medicines at their doorsteps. Online delivery apps have made people's lives easier as anyone can buy whatever they want with only a few clicks. The demand for online medicine delivery apps have increased due to the growth of the internet and use of mobile devices.

PharmEasy was founded by Dharmil Sheth, Dhaval Shah and Mikhail Innani in 2015. The app is popular in Indian cities like Bangalore, Pune, Mumbai, Hyderabad, Chennai, Delhi, and many more. PharmEasy offers medicines through its retail partners which are spread across the country. PharmEasy also offers services such as doctor consultation, medicines, lab tests, health care products and surgeries. Customers can upload a photo of their prescription, add delivery address and place order and the medicines will get delivered at customer's doorsteps. PharmEasy offers a variety of choices at lower prices for its customers. PharmEasy is one of the major players that makes online ordering of medicines easy for its customers. Customers can get medicines delivered to their homes at a convenient delivery time and at discounted prices. PharmEasy's network spans over 22000 serviceable pin codes and 1000+ cities across India.

LITRERATURE REVIEW

Musaratafrin Saiyed, Sonal Patel, Kunj Patel(2021) in their research paper titled 'A General Review on E-Pharmacy and Conventional Pharmacy in Community' in the journal International Journal of Pharma Research studied that in online pharmacy, the prevention of illegal drug sales should be taken into consideration and government should develop a regulatory framework for online pharmacies. Customers should buy medicines only from registered pharmacies.

Sadiya Fatima, Rashi Malpani, Savita Sodhi, Anupam Ghosh(2019) in their research paper titled ‘E-Buying of Medicines: Trends and Factors Influencing Online Pharmacy’ in the journal International Journal of Marketing and Business Communication studied that people prefer to buy medicines online over a conventional pharmacy as they get medicines delivered at their home and at discounted price. Online pharmacies should inform customers about medicine consumption.

Shrikrishna Dhale, Dileep Kumar Singh (2022) in their research paper titled ‘e-Pharmacy in India: An Exponential Growth Opportunity’ in the journal International Journal of Advance Research in Computer Science and Management Studies examined that the customer would have the power of demanding better-quality service with the e-pharmacy model. The online pharmacy would ensure tracking and recording of data for making health care sector more structured. With the growth in technology, the healthcare sector is expected to grow.

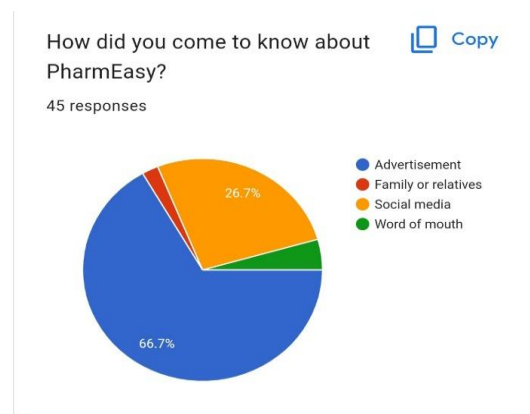
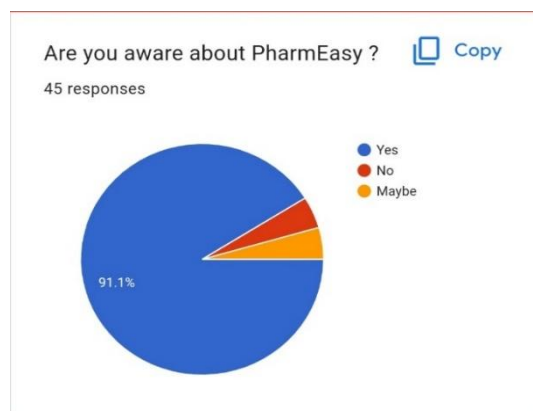
OBJECTIVES

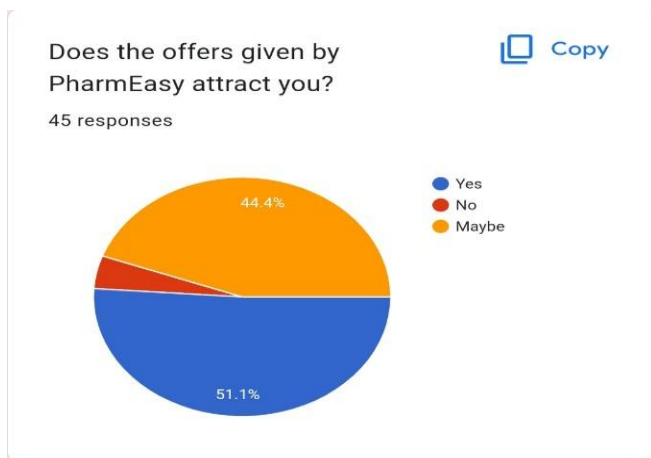
- 1) To study about the awareness about PharmEasy among the respondents
- 2) To understand about the sustainable practices followed by PharmEasy

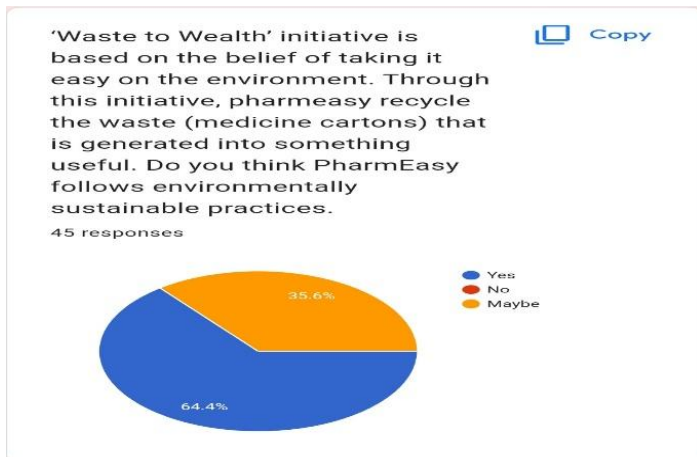
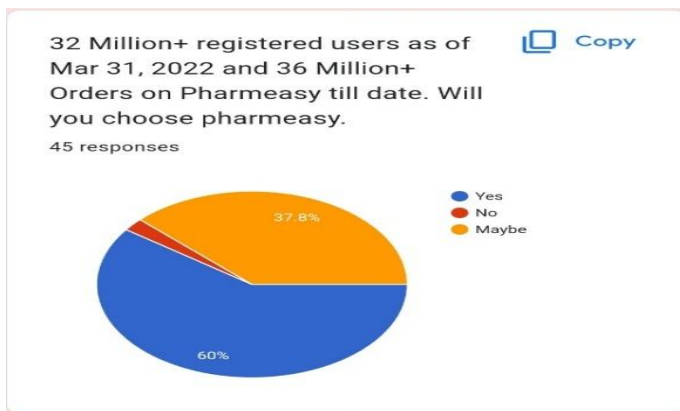
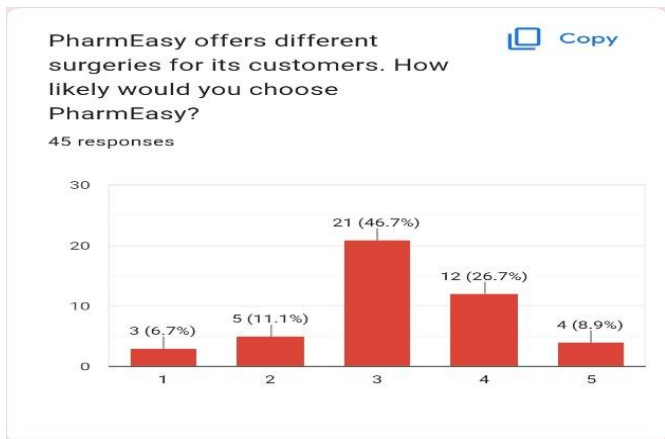
RESEARCH METHODOLOGY

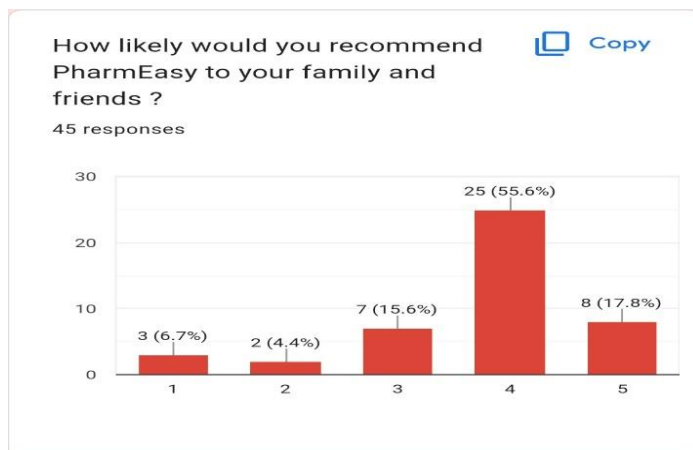
The sampling method used was convenient sampling. Primary data was collected through an online survey among respondents in Mumbai City. Secondary data was collected through online websites and news articles. The sample size for the purposes of this study is 45 respondents.

ANALYSIS









DATA ANALYSIS

Primary:

- It has been observed that 41 out of 45 respondents are aware about PharmEasy, and this is majorly through Advertisements and Social Media campaigns.
- Purchases on PharmEasy are primarily for Medicines and Health Care Products, while a small number have used the application for doctor consultation and lab tests. None of the respondents have opted for surgeries using PharmEasy.
- A majority of the respondents are likely to choose PharmEasy by virtue of offers and discounts, options of surgeries, a significant number of registered users who trust the application and the delivery time of 24-48 hours.
- 29 respondents believe that PharmEasy follows Sustainable Practices based on its Waste to Wealth Initiative, while 16 respondents are of the opinion that PharmEasy maybe doing so.

Secondary:

- ‘Waste to Wealth’ initiative is based on the belief of taking it easy on the environment. Medicine cartons, being generated as waste are recycled to get two extra products: one is dunnage, to fill the gaps in the boxes and the second is bubble wrap, which provides cushioning to packed medicines. Shredded cartons are used as packing material for goods.
- PharmEasy has over 30 sustainable and strategically planned warehouses across the country. Solar Energy enabled facilities, Automated HVAC systems to regulate temperature and Electric Vehicle Charging points are some of the environmental sustainability features employed at their Bangalore warehouse.

FINDINGS

- Based on the above analysis, people are aware about PharmEasy, and the awareness is created through advertisements and social media campaigns.
- In terms of Business Sustainability, offerings of medicines and health care products have highest demand, while doctor's consultation, lab tests and surgeries have few takers. Cut-throat competition may necessitate the need for closing certain divisions.
- With respect to environmental sustainability, PharmEasy is committed to exploring alternative mechanisms to cater to its energy needs, with least impact on the environment. Recycling also assists in reducing the carbon footprint.

RECOMMENDATIONS

- PharmEasy, is one of the earliest online pharmacies in India, and needs to adopt an awareness campaign that provides greater reach.
- As trust is a major factor in purchase of medicines, PharmEasy must include measures to check supply of fake medicines and products, to ensure its sustainability.
- Best Practices of PharmEasy are known only to a few, and the firm needs to take efforts to market their approach, as responsible citizens would like to purchase products or avail services from environment conscious brands.
- PharmEasy could explore opportunities such as tie-ups with several hospitals for medicines and lab tests, offering a wider variety of generic medicines, and strengthening its distribution network.

CONCLUSION

With the technological advancements and use of mobile apps, it has led to the growth of online medicine apps. Online medicine applications such as PharmEasy have both advantages and disadvantages, and face heavy competition. The element of trust deeply is a crucial factor affecting demand for online pharmacies. This study focuses on awareness and sustainable practices of PharmEasy, and is restricted to the city of Mumbai. Alternative studies can be pursued to facilitate comparison between different online medicine applications. The Online Pharmacy Sector is relatively untapped with a few players, and is expected to develop rapidly in due course of time.

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