A Study on Consumers Perception towards E-Pharmacy Marketing Platforms

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KEYWORDS	ABSTRACT
E-Pharmacy, Pharmaceutical, Market, Customer.	The pharmaceutical business has seen significant transformation since the advent of online pharmacy marketing tools a few years back. E-business is one of the inventions that came out of the creation of ICT based online/mobile high-speed internet and enabled the establishment of online purchasing and selling of both tangible and intangible products. Its main benefits are its broad use, simplicity, and low cost to the customer of this online method. Nowadays, the paradigm of online buying and selling is becoming more and more popular, especially among young people. One kind of this e-purchasing model where a client may profit from part of it is e-pharmacy, when they purchase the suggested drug online. These websites now provide consumers an easy and convenient way to purchase prescription medications and other health-related products, replacing traditional physical pharmacies. This article investigates the many roles that E-Pharmacy marketing platforms play in improving consumer experiences, extending healthcare accessibility, and fostering general well-being. A standardized questionnaire is given to 91 respondents in a broad sample for the quantitative component, and 52 people with prior experience utilizing E-Pharmacy platforms are interviewed in-depth for the qualitative component. Important conclusions show that the main reasons people utilize internet pharmacy are convenience, competitive cost, and privacy. Delivery schedules, product availability, and worries regarding data protection are still issues, however. Through features like automated refill reminders and mobile app alerts, the research also emphasizes the important contribution that internet pharmacies make to enhancing prescription adherence. The results imply that internet pharmacies would become more and more important in offering individualized, easily accessible, and reasonably priced healthcare as technology develops.

1. INTRODUCTION

Quickly rising low-cost high-speed internet access through mobile devices used by everyone, everywhere, at any time has

made it easier to buy a wide range of physical and virtual goods online. While buying intangible goods online with a mobile internet device is a great example of a business plan that works, buying physical goods online has some problems**(Chebat***et. al.* **2010& Aithal 2016))**. The main problems are the time it takes to ship the goods and the uncertainty about their quality. The pros and benefits of buying things online, on the other hand, are greater than the cons and drawbacks**(Fan& Ying 2008)**. Online shopping is becoming more popular these days for many things, like electronics, books, home items, and more. This is because there are more options, better discounts, free and cash on delivery, and the assurance of returns in the current online model**(Hennigs***et al.* **2010 &Crawful 2003)**. This changed the way people thought about buying things online and sped up the rate at which major customers started using it, no matter their gender, age, level of education, or location. More sellers are starting to sell online and trying to take advantage of the possibilities in this business area because more people want to shop online**(Gallagher & Colaizzi 2000)**. But in some fields, this way of selling can't work because of the unique nature of the goods or services, concerns about security, or rules set by the government. For example, the flower, veggie, firecracker, and drug industries all have situations where people buy things based on things like time, smell, freshness, or real orders, among other things. But it's possible that this rise in the sales of consumer goods online also includes the sales of drugs online**(Solomon** *et al.* **2015 &Lanko** *et al.* **2013)**. As the name suggests, online pharmacies are drug stores that are only accessible through the Internet and offer customers the chance to buy medicines there. Incentives are given to people with health problems to help them keep track of their drugs with little work. The Internet has also made it much easier for people in distant areas to get to the best medical facilities in the country. When they buy drugs online, they can be sure that they'll get them within a certain amount of time. As helpful as this new technology has been for its users, the risks that come with buying medicines online can't be ignored. E-Pharmacies are being questioned right now in India, across the country, and around the world for their legality and ability to work. Within 2008, the World Health Organization (WHO) made fun of the Indian drug regulatory system by strongly objecting to the way drugs are approved in India, saying that they are "approved in the country without proper documentation on pre-clinical, clinical, and toxicological studies." The WHO also said that the "Indian drug regulatory authority is not independent and is working under pressure." These kinds of comments have hurt the country's image around the world, even though it has the fourth-largest medicine market in the world by number. Because of this, the safety of patients and customers who buy drugs online is called into question, and many regulatory bodies are worried about the problems that come up when drugs are sold through such an unprotected route**(Bernath 2003)**. Online shopping for goods is growing in both developed and emerging countries because the internet is becoming more widely available and people are more aware of it. People are more interested in buying and selling medicines online because information and communication technology is easier to get and doesn't cost as much. There is also a better supply chain for buying goods online, which makes more people interested. A lot of online drug stores have already started promoting and selling their goods by showing them off on their websites and giving customers deals of 35% to 55%.

2. REVIEW OF LITERATURE

Srivastava *et al.* (2020)the research revealed that consumers in India use and utilize e-pharmacy services. The general public lacks information about the advantages of using an internet pharmacy. Therefore, it is necessary to illustrate the utilization and benefits of e-pharmacies, along with providing improved guidance to clients. The clients really valued the "home delivery" service for the drugs they bought online and would choose to place orders online in situations of severe sickness. The findings indicate that the e-pharmacy application should include a user-friendly interface. The presence of outdated and inaccurate information might instill a sense of doubt and lack of confidence among clients.

Singh *et al.*(2020)in their analysis revealed that E-Pharmacy has significant effects on both society and the pharmaceutical sector under an economic pandemic situation. This article specifically examines the influence of internet pharmacies during the covid-19 epidemic. The author has discussed the positive effects of e-pharmacy on society. The primary goal of e-pharmacy is to provide medication at a reasonable price to all locations. However, the practice of self-medication poses a significant challenge for e-pharmacies. The Indian government has formulated regulations for operating internet pharmacies due to the antiquated Drug & Cosmetics Act of 1940 and Pharmacy Act of 1948, which lacked provisions for the sale of medicines.

Anwar *et al.* (2020)research discovered the factors that contribute to the preference for purchasing medicines online and how these factors impact actual purchase behavior. This research examines the elements that contribute to the acceptance of e-pharmacy by the general public. Several crucial aspects include cost-effectiveness, ease, the purchasing behavior of medications via e-pharmacies during the Covid-19 pandemic, the availability of uncommon drugs, and anonymity. In addition to the elements mentioned, the author has identified many more reasons for the rapid growth of India's e-pharmacy, such as the Digital India program, an e-healthcare effort implemented by the Indian government, and foreign direct investment.

Gupta *et al.* (2020)researchers discovered that there is a correlation between consumer purchasing patterns and their attitudes towards E-Pharmacy. A random selection procedure was used to choose 100 respondents from Jaipur city for this research. The survey revealed that customer knowledge of e-pharmacy was very satisfactory. Residents of Jaipur city get medication from both online and brick-and-mortar establishments. However, the government and relevant agencies have a significant amount of work to do in terms of educating the public about the different risks associated with purchasing medication from e-pharmacies.

Garg *et. al.*(2023) Based on their study, they found that most of the people who answered did not usually buy prescription drugs from internet shops. People who buy medicines through e-pharmacy sites should be told about the pros and cons of doing so. To help with education, there should be enough oversight of online shops by the medical boards of each state and the national government. This poll found that the biggest problems with online pharmacies are delivery times, being able to buy drugs without a prescription, and not being able to trust them. Companies should focus on these groups if they want the e-pharmacy business to grow and change the way people in India get medicines. In conclusion, our research shows that most people use the Internet to look up medicines because they'd rather talk to their doctors first. That being said, the future of online pharmacies could be better if people follow certain rules and are aware of them.

OBJECTIVES

- To study the perception of consumer about the E-Pharmacy platform
- To analyse the advantages, and disadvantages of online pharmacy
- To analyse the difficulties faced by consumer in E-Pharmacy platform
- To analyse the future improvement in E- pharmacy platforms to attract consumers

RESEARCH METHODOLOGY

This work combines quantitative and qualitative methodologies in a mixed-methods research design to get a thorough grasp of the function of E-Pharmacy marketing platforms for customers. A systematic questionnaire is used in the quantitative component to gather numerical information on the preferences, use patterns, and levels of satisfaction of consumers. In-depth interviews are a part of the qualitative component to get thorough understanding of the experiences and opinions of the customers. An organized survey sent out electronically via email and social media. Researcher create the survey using a web survey platform like Google Forms. The poll URL will be disseminated via a number of internet forums, organizations, and communities.

DATA ANALYSIS

Table: - 1Frequency of buying medicine from E-Pharmacy marketing platforms

Figure: - 1 Frequency of buying medicine from E-Pharmacy marketing platforms

Table: - 2 The most preferred platform for purchase of medicine form E-Pharmacy marketing
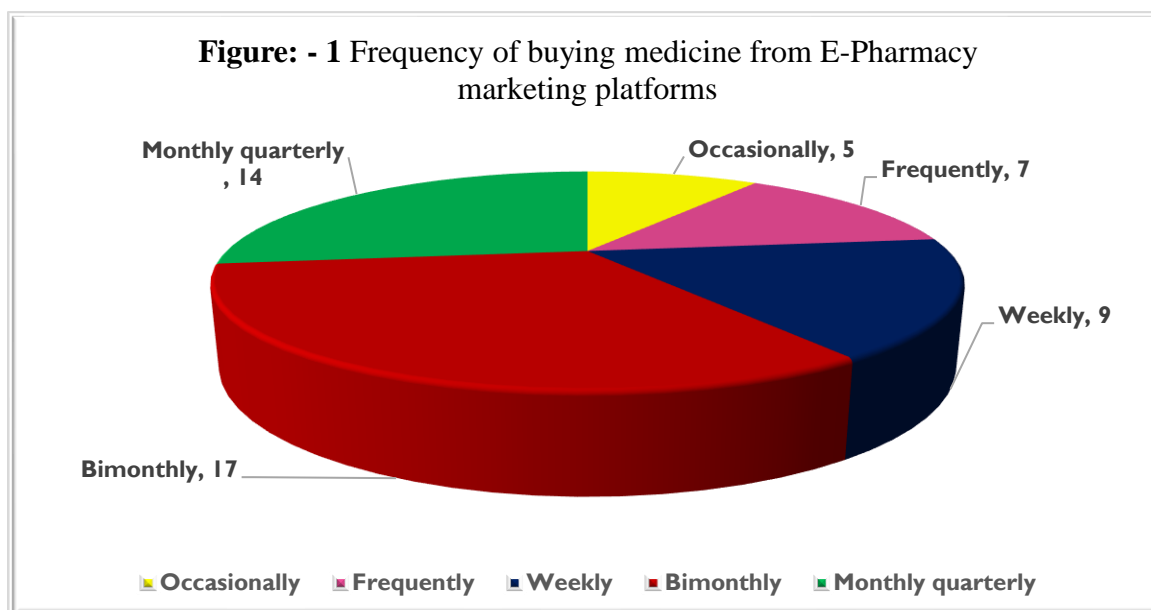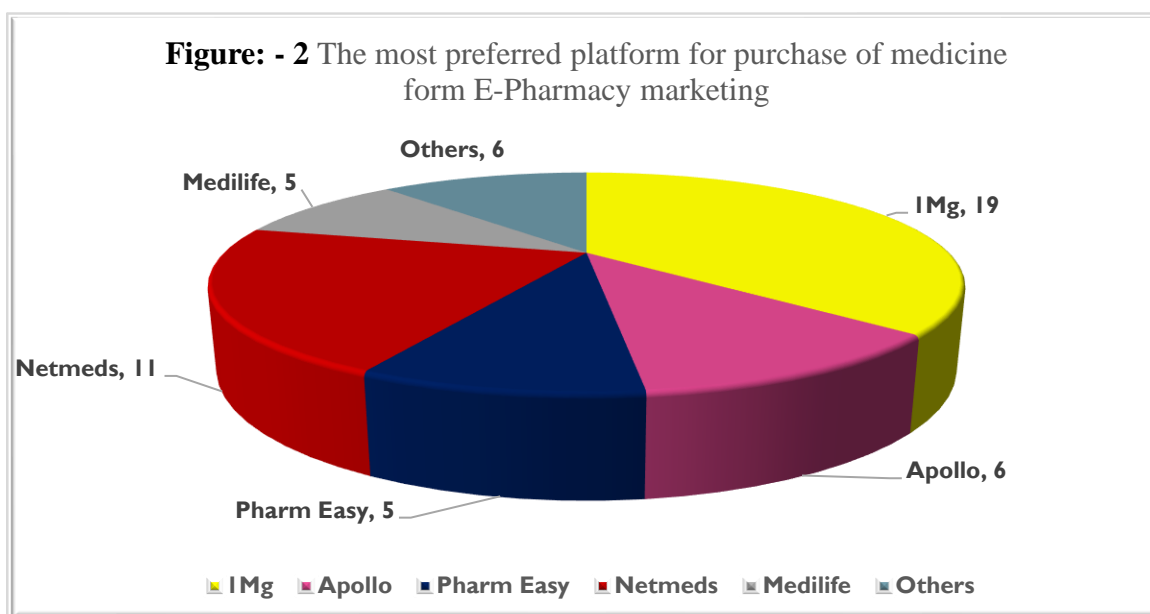

Figure: - 2 The most preferred platform for purchase of medicine form E-Pharmacy marketing

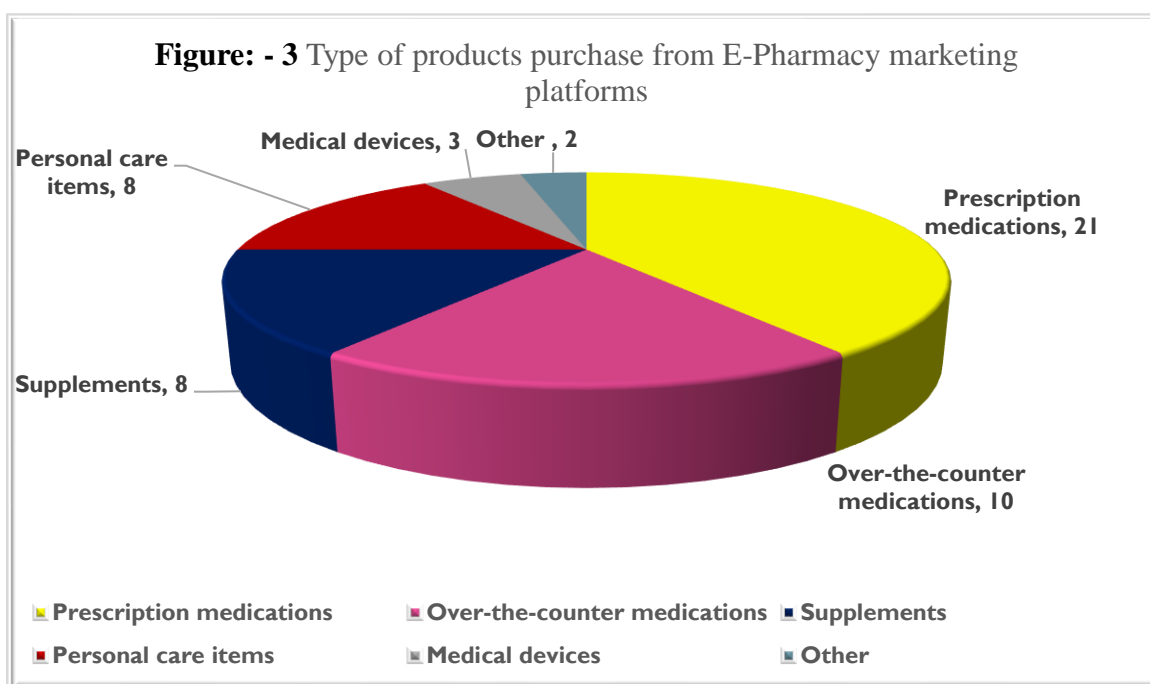**Table: - 3 Type of products purchase from E-Pharmacy marketing platforms**

Figure: - 3 Type of products purchase from E-Pharmacy marketing platforms

Table: - 4 Consumer towards preferring E-Pharmacy marketing platforms

Opinion	SD	D	CS	A	SA
Convenience	04	08	08	15	17
Lower prices	02	09	12	12	17
Wider selection of products	02	05	15	12	18
Privacy and discretion	02	04	09	19	18

| Access to health information and resources	02	04	10	17	19

Sources: - Primary Data
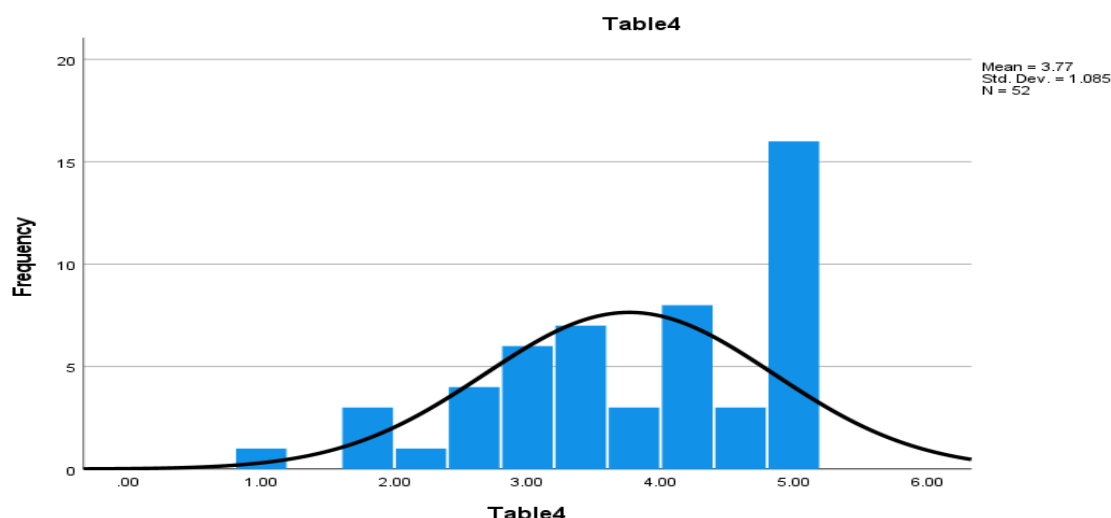
The table presents customer perspectives on several features of e-pharmacy marketing platforms, classified according to degrees of agreement: Strongly Disagree (SD), Disagree (D), Can't Say (CS), Agree (A), and Strongly Agree (SA). The examined factors include convenience, reduced pricing, an extensive array of goods, privacy and confidentiality, and access to health information and services. Consumers significantly prioritize convenience, as seen by 15 respondents agreeing and 17 strongly agreeing that e-pharmacy platforms provide substantial convenience. This represents a majority of the participants, namely 32 out of 52 responses. Out of the total replies, 12 individuals voiced unfavorable or indifferent views, with 8 disagreeing and 4 severely disagreeing. This indicates that while most people find e-pharmacies handy, a substantial minority do not consider them to be very convenient. There is a significant view among respondents that e-pharmacy platforms provide the benefit of reduced pricing. Specifically, 12 respondents agree and 17 respondents strongly agree with this advantage. Nevertheless, there is a discernible level of doubt, as 11 participants expressed disagreement (9) or extreme disagreement (2) with this concept. Furthermore, there were 12 more respondents who expressed a neutral stance, suggesting a combination of experiences or doubts on the cost advantages. An expanded range of items is another highly valued attribute, with 30 participants (12 in agreement and 18 strongly in agreement) acknowledging this advantage. In contrast, 7 participants expressed disagreement, with 5 respondents disagreeing and 2 respondents strongly disagreeing with this assertion. Fifteen respondents maintained a neutral stance, indicating that while most people like the range of choices available, a considerable portion of customers either don't care or haven't noticed a much wider selection. The majority of customers (37 out of 52) strongly agree (18) or agree (19) believe e-pharmacy platforms provide significant privacy and discretion. Out of the responses, just 6 individuals expressed disagreement, with 4 indicating a regular level of disagreement and 2 indicating a severe level of disagreement. This data suggests that the majority of users have minor worries about privacy. There were nine respondents who expressed a neutral opinion, suggesting that there was a widespread agreement on the privacy advantages provided by e-pharmacies. 36 respondents expressed a high level of appreciation for the availability of health information and resources via e-pharmacies, with 17 agreeing and 19 strongly agreeing. Only a small percentage of respondents expressed disagreement, with 4 respondents disagreeing and 2 respondents strongly disagreeing. Additionally, 10 respondents remained indifferent. This demonstrates a robust acknowledgement of the educational and informational advantages offered by e-pharmacy platforms. The research indicates that customers generally have a good perception of e-pharmacy marketing platforms across several aspects. A vast majority of respondents have stated agreement or strong agreement about the convenience, reduced pricing, greater product choices, privacy and discretion, and access to health information. Nevertheless, a significant minority still holds differing opinions or stays impartial, highlighting specific areas where e-pharmacies may make additional advancements to boost client happiness. The widespread agreement on privacy and information access highlights the significance of these aspects in consumers' decision-making when it comes to using e-pharmacies.

Table: - 5Consumer perception towards challenges or concerns have you faced when using E-Pharmacy platforms

Opinion	SD	D	CS	A	SA
Not delivering medicines as its promises via advertisement	04	09	05	21	13
Product and services availability	04	04	08	23	13
Varied about Data privacy and security	04	06	05	25	12
Difficulty in understanding product information	05	06	04	25	12
Lack of personal interaction with pharmacists	05	06	06	23	12

Sources: - Primary Data
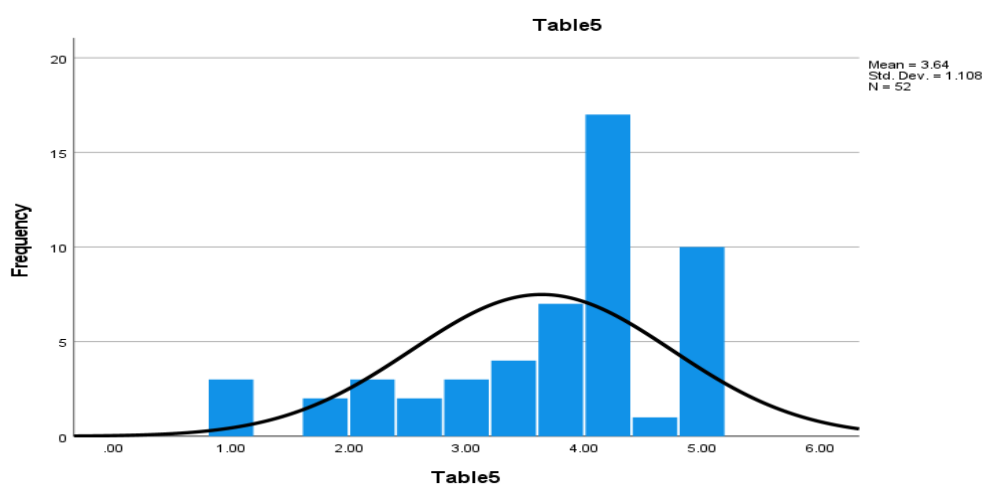
The table displays customer perspectives on several issues and concerns experienced while using e-pharmacy systems. The constraints evaluated include concerns over delivery commitments, availability of products and services, data confidentiality and protection, comprehension of product details, and absence of direct engagement with pharmacists. Out of the total of 52 respondents, a considerable proportion (34) raised worries with e-pharmacies failing to supply drugs as promised. Among them, 21 agreed with this issue, while 13 strongly agreed. This suggests that unfulfilled delivery commitments are a widespread problem. Nevertheless, a total of 13 participants (9 expressing disagreement and 4 expressing extreme disagreement) did not have the same worry, while 5 remained impartial, indicating diverse experiences among customers. The problem of product and service availability is significant, as indicated by 36 respondents (23 agreeing and 13 strongly agreeing). Out of the total responses, 8 individuals had a neutral opinion, while 8 individuals (4 expressing disagreement and 4 strongly expressing disagreement) did not see availability as an issue. This indicates that while most people have problems with availability, a small portion of individuals are satisfied with the product and service options. Consumers have significant worries over data privacy and security, as shown by 37 respondents (25 agreeing and 12 strongly agreeing) expressing fear. Out of the total respondents, only 10 individuals expressed a sense of security about their data privacy. Among them, 6 disagreed and 4 strongly disagreed. Additionally, 5 respondents remained indifferent on this matter. This underscores the fact that the majority of e-pharmacy consumers consider data privacy and security to be crucial concerns. Out of the total of 52 responses, a noteworthy proportion of 37 individuals expressed agreement, with 25 indicating regular agreement and 12 indicating strong agreement, regarding the challenging nature of comprehending product information. Out of the total responses, nine individuals (six expressing disagreement and three expressing extreme disagreement) did not have this issue, while four individuals remained indifferent. This suggests that a significant number of customers have difficulties in understanding product information, highlighting the need for improved communication from e-pharmacy platforms. Thirty-five respondents expressed worry about the absence of direct engagement with pharmacists, with 23 respondents agreeing and 12 respondents strongly agreeing. A total of eleven participants, with six expressing disagreement and five expressing severe disagreement, did not consider this as a problem. Additionally, six participants remained neutral on the matter. This highlights the significance of face-to-face communication in pharmacy services, an aspect that is often overlooked by users of e-pharmacies. The study indicates that customers encounter many obstacles while using e-pharmacy platforms. The primary issues of concern are on unfulfilled delivery commitments, limited availability of products and services, safeguarding

data privacy and security, challenges in comprehending product details, and a dearth of direct engagement with pharmacists. The majority of respondents find these concerns to be important, indicating areas that e-pharmacies should focus on improving in order to promote client happiness and confidence. Effectively addressing these issues may assist e-pharmacy platforms in establishing a more dependable and user-friendly service, which in turn can result in enhanced customer experiences and increased adoption of online pharmacy services.

Table: - 6Consumer perception towards future improvement in E-Pharmacy marketing platforms

Opinion	SD	D	CS	A	SA
Faster delivery times	04	02	07	27	12
Better product availability	02	05	04	24	17
Enhanced data privacy and security	02	04	06	23	17
More comprehensive product information	02	02	05	28	15
Improved customer service	02	00	08	24	18
More interactive features (e.g., live chat with pharmacists)	02	00	05	27	18

Sources: - Primary Data
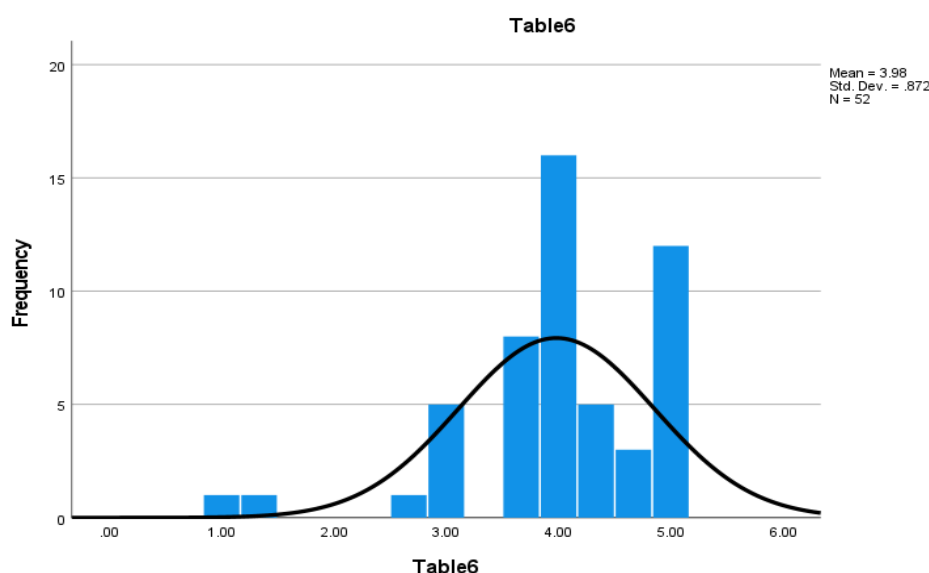
The table displays customer perspectives about possible enhancements for e-pharmacy marketing platforms. The replies are classified according to several degrees of agreement: Strongly Disagree (SD), Disagree (D), Can't Say (CS), Agree (A), and Strongly Agree (SA). Possible areas for enhancement include expedited delivery, expanded product accessibility, fortified data confidentiality and security, more extensive product details, enhanced customer support, and augmented interactive functionalities like real-time communication with pharmacists. The survey revealed that a substantial majority of participants (39 out of 52) expressed a preference for expedited delivery, with 27 respondents in agreement and 12 respondents strongly in agreement. Out of the total responses, only 6 individuals (2 expressing disagreement and 4 expressing severe disagreement) did not see the need for enhancement in this particular domain, and 7 respondents remained indifferent. These findings indicate that expedited delivery is of great importance to a significant number of customers who use e-pharmacy platforms. Enhancing product availability is a crucial aspect that requires improvement, as highlighted by 41 participants (24 in agreement and 17 strongly in agreement). Out of the total responses, only 7 individuals did not prioritize this change. Among them, 5 disagreed and 2 strongly disagreed. Additionally, 4 respondents remained indifferent on the matter. This emphasizes that the majority of consumers consider product availability to be a key problem. Improved data privacy and security are essential for a significant number of customers, as shown by the support of 40 respondents (23 in agreement and 17 strongly in agreement). Out of the respondents, only 6 individuals expressed their opinion on the adequacy of existing data privacy and security measures. Among them, 4 disagreed and 2 strongly disagreed. Additionally, 6 respondents remained neutral on the matter. This highlights the need of implementing strong data privacy procedures in order to establish customer

confidence. The need for a more extensive and detailed product information is generally acknowledged, as shown by the 43 respondents (28 in agreement and 15 strongly in agreement) who advocate for this improvement. Out of the total replies, just four individuals expressed disagreement, with two vehemently disagreeing and two simply disagreeing. Additionally, five respondents remained neutral on the matter. This suggests that enhancing the clarity and specificity of product information is an important aspect that has to be improved. Enhancing customer service is a crucial aspect that requires improvement, as highlighted by 42 respondents (24 in agreement and 18 strongly in agreement), who emphasized its significance. It is worth mentioning that none of the respondents objected with this requirement, while 8 of them remained indifferent. This indicates a widespread agreement about the significance of providing excellent customer service on e-pharmacy platforms. Consumers significantly appreciate the addition of additional interactive elements, such as live chat with pharmacists. This upgrade is supported by 45 respondents, with 27 agreeing and 18 strongly agreeing. Once again, there were no respondents who expressed disagreement, while a total of 5 respondents remained indifferent. This indicates a distinct need for more interactive and tailored functionalities to augment user experience. The research indicates a significant customer desire for many enhancements in e-pharmacy marketing platforms. The key areas of improvement include expedited delivery, expanded product accessibility, fortified data confidentiality and protection, more extensive product details, greater customer support, and augmented interactive functionalities such as real-time communication with pharmacists. The majority of respondents strongly prioritize these upgrades, providing clear guidance for e-pharmacy platforms to develop their services and better cater to client demands. By focusing on these specific areas, e-pharmacy systems have the potential to greatly enhance client happiness, instill confidence, and enhance the entire user experience.

Table: - 7 One-Sample KS Test

One-Sample Kolmogorov-Smirnov Test			Table4	Table5	Table6
N			52	52	52
Normal Parameters[a,b]	Mean		3.7654	3.6385	3.9808
	Std. Deviation		1.08517	1.10758	.87176
Most Extreme Differences	Absolute		.161	.173	.182
	Positive		.128	.109	.121
	Negative		-.161	-.173	-.182
Test Statistic			.161	.173	.182
Asymp. Sig. (2-tailed)[c]			.002	.000	.000
Monte Carlo Sig. (2-tailed)[d]	Sig.		.001	.000	.000
	99% Confidence Interval	Lower Bound	.000	.000	.000
		Upper Bound	.001	.001	.001
a. Test distribution is Normal.					
b. Calculated from data.					
c. Lilliefors Significance Correction.					
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 334431365.					

Table: - 8 Descriptive Statistics

Descriptive Statistics					
	N	Mean	Std. Deviation	Skewness	Kurtosis

	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Table4	52	3.7654	1.08517	-.504	.330	-.545	.650
Table5	52	3.6385	1.10758	-.888	.330	.208	.650
Table6	52	3.9808	.87176	-1.278	.330	2.633	.650
Valid N (listwise)	52						

Sources: - Primary Data

The descriptive statistics provide a summary of the primary patterns and distribution features of customer impressions about different components of e-pharmacy marketing platforms. The statistics provided include the count of respondents (N), average value (mean), measure of dispersion (standard deviation or Std. Deviation), asymmetry of the distribution (skewness), and the degree of peakedness (kurtosis) for Tables 4, 5, and 6. These tables illustrate distinct aspects of consumer views.

The average score of 3.7654 suggests that customers generally agree with the positive features of e-pharmacy platforms, such as ease, reduced pricing, a greater range of products, privacy, and access to health information. The customer evaluations exhibit considerable diversity, as shown by the standard deviation of 1.08517. The negative skewness (-0.504) suggests a minor inclination for replies to be slanted towards greater agreement levels. The kurtosis value of -0.545 indicates that the distribution is relatively flat compared to a normal distribution, suggesting a modest dispersion of responses around the mean.

The average value of 3.6385 indicates that customers typically acknowledge the presence of difficulties and worries while using e-pharmacy platforms (such as unfulfilled delivery promises, product availability, data privacy, comprehension of product information, and absence of human connection). The value of 1.10758 for the standard deviation suggests that there is a moderate level of variety in these thoughts. The negative skewness (-0.888) indicates that the replies are strongly biased against identifying these issues. The kurtosis value of 0.208 suggests that the distribution is somewhat more peaked than a normal distribution.

The average value of 3.9808 indicates a significant consensus among consumers regarding the necessity for future enhancements in e-pharmacy platforms. These improvements encompass faster delivery, improved product availability, enhanced data privacy, more comprehensive product information, better customer service, and more interactive features. The smaller standard deviation of 0.87176 indicates a less amount of variation and a greater level of agreement among these perspectives. The significant negative skewness (-1.278) suggests a pronounced inclination towards greater levels of agreement with the need for enhancements. The kurtosis score of 2.633 indicates a distribution that is highly peaked, suggesting that a large number of answers are tightly grouped around the high agreement values.

ADVANTAGES AND DISADVANTAGES

Advantages
Purchasing medications online offers a number of benefits that benefit both the customer and the vendor. These are enumerated below.

Save Time
Purchasing medications online may save one of the most valuable resources time since not all medications may be carried in a single medical store.

Save Money
Online medication orders eliminate the need to visit a medical store and squander money. Discount coupons are another feature of certain websites that may be used to purchase medications and other medical supplies. Extra savings are available via coupons, depending on what the vendor or any other corporate partner has to offer. Sometimes it offers a bill amount savings of more than 20%.

Save Fuel
Because customers won't have to go to the market or any other location to purchase medications, gasoline will be saved. Sometimes a drug is not accessible in the market, but customers need it right away, so he needs to visit every store to see whether it is available. Furthermore, it saves gasoline and time since the courier boy distributes all neighbouring packages at the same time that the seller delivers it.

Mobile Application
Downloadable programs for Android, iOS, and Windows phones facilitate and simplify online medication purchase. Quick internet mobile access is also made possible.

Order Confirmation

Buyers get an email and SMS confirming their purchase from the seller as well. And the customer will get information on the delivery person, including phone number, order amount, and shipment contents, on the day of delivery. A buyer might give the delivery person a telephone call to arrange a suitable delivery time.

Prescription Requirement

The fact that online drugstores inquire about prescriptions from customers when they make a purchase from their websites is one of their best features.

Online Advertising

The vendor gains from internet advertising as well since ads on their website or smartphone app will bring in more revenue. The most famous example of how companies use the abundant information is probably internet marketing.

Easy Return Policy

Medicines may be returned to the supplier via courier if the buyer decides they are not needed. For a shipment to be returned, the buyer must register online. Once the package is received by the seller, the seller will notify the courier service to pick up the buyer's package (no damaged strips), and the money will be promptly paid to the buyers account.

Disadvantages

Urgent medicines cannot be order online

They cannot, as everyone know, forecast disease, hence they cannot place prescriptions prior to illness. The fact that delivery takes two to three days is one of its main drawback.

Emergency medical products

Emergency services in medicine refer to medical services that are usually needed immediately. Thus the customer cannot purchase it before the need or the advice of the physicians.

Prescription Error

Dr. sometimes has unreadable handwriting. Perhaps the vendor misread it.

Privacy and Security Risks

EHR systems can be hacked, just like any other computer network these days. This means that private patient information could get into the wrong hands. Even though EHR systems are made to be very safe, this risk can still be there if your technology isn't up to par.

3. CONCLUSION

Online pharmacy marketing platforms are revolutionizing the pharmaceutical business by offering customers previously unheard-of levels of accessibility, affordability, and convenience. The many functions these platforms provide in boosting customer experiences and increasing healthcare accessibility have been examined in this research. Multiple important discoveries have been discovered by using a mixed-methods strategy that combines qualitative interviews with quantitative surveys. Convenience, reasonable costs, and privacy are the main reasons people choose internet pharmacy platforms. Customers like the convenience of ordering health and prescription drugs from the comfort of their homes, the access to a larger selection of items, and the covert buying alternatives. Particularly helpful are these elements for persons with restricted mobility, hectic schedules, or those receiving treatment for delicate medical problems.

Even with so many advantages, there are still major obstacles to overcome, like delivery schedules, product availability, and worries over data protection. Online pharmacies must deal with these problems if they want to keep customers satisfied and trusting them. The research also emphasizes how much online pharmacy platforms help with drug adherence. Effective management of prescription regimens is made possible in large part by tools like subscription services, mobile app alerts, and automated refill reminders.

Qualitative findings from in-depth interviews show that customers like having access to resources and knowledge about health offered by internet pharmacies. More individualized contact with medical specialists is desired, however, and tele pharmacy services integration may improve customer experiences even more. Online pharmacy platforms have a great deal of room to grow in the healthcare industry going forward. These platforms may provide far more advantages as technology develops, including quicker delivery times, more product availability, better data security, and more interactive features. Online pharmacies may make a big difference in increasing access to, affordability of, and personalization of healthcare by tackling present issues and using technology improvements. The descriptive statistics highlight key trends in consumer perceptions of e-pharmacy marketing platforms. Consumers generally agree on the benefits of e-pharmacy platforms, recognize various challenges, and strongly advocate for future improvements. The data shows a clear tendency toward higher levels of agreement, particularly regarding the need for enhancements to improve overall user experience. Understanding

these statistical patterns helps e-pharmacy platforms identify areas for development and prioritize actions to meet consumer needs effectively.

In conclusion, the healthcare ecosystem is about to see an expanding importance from online pharmacy marketing platforms. Particularly in a world where digital and remote services are becoming the standard, they provide worthwhile solutions that satisfy the changing expectations of customers. The best possible care and convenience for patients everywhere should be ensured by future research that keeps looking for methods to enhance these platforms.

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