

A Study on Impact of Digital Marketing on Online Medicine and Healthcare Products Sales in Uttar Pradesh, India

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Abstract: - The fast rising digital economy is demanding the importance of existing marketing practices, and an essential revamp of the marketing prospectus consistent with the promising result and business requirements of the 21st century. Companies are crocked with innovative, opportunities and challenges inside this digital era.

Digital has become important part of everyday life. All the sectors have been adopting digital marketing at a very faster rate. However other than the website, the pharma industry has not quite been able to adopt digital marketing. Some organizations are trying to understand the true value of digital while others are integrating it into the wider marketing strategy.

There are numerous e-commerce websites which are utilizing digital marketing to sell pharmaceutical and healthcare products online in India such as Netmeds.com, 1mg.com, Medidart.com, Medplussmart.com and Apollo Pharmacy.in.

The paper analyses the impact of Digital Marketing on Online Medicines and Healthcare products sale and to know what influences people to buy medicines and healthcare products online despite the presence of retail pharmacies. This study reveals that Digital marketing has a great future in the present market and Digital direct marketing, Discounts/Offer influences customers to buy medicines and healthcare products online.

Keywords: Digital Marketing, Online purchase, Medicines, Healthcare Products.

using marketing tactics: Recognizing the strategic importance of digital technologies and developing a planned approach to reach and migrate customers to online services through e-communications.

Digital marketing is extensively passed-down to support product and services and to communicate with customers using digital network. Digital marketing encompasses ahead of internet marketing together with channels those do not need the use of the Internet. It makes room for social media marketing, search engine marketing, Smartphone's, display advertising and more forms of digital media (Suresh Reddy, 2003). Digital marketing is always a wide terminology that brings up a variety of promotional methods adopted to accomplish clients via digital automations.

Digital technologies are becoming increasingly important in most sectors of economic activity.

All the companies cannot sell products online as they manufacture prescription drugs, which cannot be sold online. For example, Pfizer is active and responsive to the customers via social networking platforms. YouTube, Facebook and Twitter were used to communicate with customers. Johnson and Johnson was one of the first companies to launch a YouTube channel.

I. INTRODUCTION

Digital Marketing is defined as buying and selling of information, products, and services via computer networks or internet. Internet and electronic commerce technologies are transforming the entire economy and changing business models, revenue streams, customer bases, and supply chains. New business models are emerging in every industry of the New Economy.

Digital marketing Involves applying technologies such as web, e-mail, Databases, plus mobile/wireless and digital TV which form online channel to market for achieving objectives of supporting marketing activities aimed at achieving profitable acquisition and retention of customers within a multi-channel buying process and customer lifecycle through

II. OBJECTIVES

- The main objective of this paper is to find out the factors that influence consumers to buy medicines and healthcare products online.
- To study the impact of digital marketing on consumers purchasing medicines and healthcare products online.

III. RESEARCH METHODOLOGY

Sources of Data

The research is based upon primary and secondary data both. The primary data was collected through a questionnaire

designed exclusively for the study. Secondary data was taken from research papers, Journals, magazines and websites.

Sample Size: The sample size is determined as 100 respondent's opinion from the customers from different cities of Uttar Pradesh (INDIA) who presently purchases pharmaceutical and healthcare products online.

Statistical Tool: To analyze the data, simple charting and tabulation tools are used and empirical approach is also used for data analysis, a 5 Point Likert Scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=agree, 5=Strongly Agree). The Likert scale is a scale that is commonly used for questionnaires, and is mostly used in survey research. Conclusion is arrived from the analysis of the data.

IV. RESULTS AND DISCUSSIONS

The following are the results of analysis of data.

One of the important steps is to analyze the data and discuss the findings. In this we will discuss the empirical findings from this study. The data analysis mainly concerns primary data collected in the form of questionnaires.

Starting with the demography, data is collected by the respondents in the form of age, gender, income and education. After finishing first step, researchers will analyze 1st part of the questionnaire regarding factors. In the second step first section of the questionnaire will be analyzed regarding factors influence consumers to shop online and the impact of digital marketing, it consist of 7 questions and each question represent one module, so in total there are 7 modules as it is evident from table 1. Each module will be analyzed and discussed separately with the help of table and graph of frequency and with results of likert scale. Writers have used five point likert scale from strongly agree with score of 5 to strongly disagree with score of 1. The score of each module. For instance if we denote "Strongly agree" by "5", the others by "4, 3, 2, 1" then we can use the 100 input data as follows: $5*63(\text{frequency}) + 4*20 + 3*14 + 2*2 + 1*1 = 442$. Divided

by 100 (sample size) we will get 4.42 which is the average result for this module. In the same way we will calculate the total series for all the 7 modules. We will analyze each module separately. Once this part will be completed, researchers will take average of each module.

Average of each group will be calculated by taking the sum of averages of each module. Ranking is done later according to the highest to the lowest average score.

Demography:-

Table.1.Profile of the Online Buyers

Gender	Category	Number of Respondents	Percentage of Respondents(%)
	Male	60	60
	Female	40	40
	Total	100	100
Age	Below 18 Years	-	-
	19 – 30 Years	80	80
	31 – 45 Years	20	20
	Above 45 Years	-	-
	Total	100	100
Profession	House Wife	1	1
	Employee	44	44
	Business	35	35
	Students	20	20
	Any other	-	-
	Total	100	100
Monthly Family Income (in Rs.)	Below 10,000	21	21
	10,001 – 40,000	49	49
	Above 40,000	30	30
	Total	100	100

Below table 2, shows the results of frequency for respondent's agreement with statements. Each statement is considered as one module

Modules	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total Weights	Average	Rank
You find it safe while you go for digital marketing	58(290)	16(64)	19(57)	5(10)	2(2)	423	4.23	I V
Increasing level of education will make digital marketing more effective	43(215)	22(88)	19(57)	13(26)	3(3)	389	3.89	VII
Price and Information Related to the product is transparent	34(170)	41(164)	12(36)	10(20)	3(3)	393	3.93	VI
Easy mode of purchase influences us	62(310)	22(88)	8(24)	5(10)	3(3)	435	4.35	II
Discounts/Offer influence us to Purchase online	46(230)	35(140)	11(33)	6(12)	2(2)	417	4.17	V
Digital Video advertising has a great influence on us	57(285)	22(88)	13(39)	7(14)	1(1)	427	4.27	III
Digital direct marketing influences us to buy online	63(315)	20(80)	14(42)	2(4)	1(1)	442	4.42	I

Table.2

Note-. Values in Brackets () is the Likert Scores.

Analysis of four Modules:-

1) *You find it safe while you go for digital marketing*- As you can see in the first module that is “You find it safe while you go for digital marketing” if we look at the results in table 2, 16% of the respondents agreed with the statement that they find it safe while they go for digital marketing and only 5% respondents are disagree with the statement. Likert scale scores are calculated by multiplying each frequency by the likert scale score ranging from 5=strongly agree to 1=strongly disagree, and then total score is divided by the sample size that is 100 to get the average score. The higher the average scores the higher the respondents’ agreement with the module. In table 2 the average score is 4.23 which shows on average online shoppers find it safe while they go for digital marketing to shop online.

2) *Increasing level of education will make digital marketing more effective* – Table.2 shows that 43% of the respondents are strongly agree with the statement that “Increasing level of education will make digital marketing more effective” 22% agree, 19% uncertain, 13% disagree and only 3% strongly disagree with the statement. In the table 2 if you look at the average score for this module that is 3.89 which shows a Positive agreement of respondents towards the module and it is perceived that Increasing level of education will make digital marketing more effective.

3) *Price and Information Related to the product is transparent* - Table.2 shows that 34% of the respondents are strongly agree with the statement that “Price and Information Related to the product is transparent” 41% agree, 12% uncertain, 10% disagree and only 3% strongly disagree with the statement. In the table 2 if you look at the average score for this module that is 3.93 which shows a Positive agreement of respondents towards the module and it is perceived that Price and Information Related to the product is transparent and respondents find the information about the medicine and healthcare product online sufficient .

4) *Easy mode of purchase influences us* - Table.2 shows that 62% of the respondents are strongly agree with the statement that “Easy mode of purchase influences us” 22% agree, 8% uncertain, 5% disagree and only 3% strongly disagree with the statement. In the table 2 if you look at the average score for this module that is 4.35 which shows a Positive agreement of respondents towards the module and it is perceived that easy mode of purchase influences the respondents to purchase online.

5) *Discounts/Offer influence us to Purchase online* - Table.2 shows that 46% of the respondents are strongly agree with the statement that “Discounts/Offer influence us to Purchase online” 35% agree, 11% uncertain, 6% disagree and only 2% strongly disagree with the statement. In the table 2 if you look at the average score for this module that is 4.17 which shows a Positive agreement of respondents towards the module and it

is perceived that Discounts/Offer influence us to Purchase online.

6) *Digital Video advertising has a great influence on us* – Table.2 shows that 57% of the respondents are strongly agree with the statement that “Digital Video advertising has a great influence on” 22% agree, 13% uncertain, 7% disagree and only 1% strongly disagree with the statement. In the table 2 if you look at the average score for this module that is 4.27 which shows a Positive agreement of respondents towards the module and it is perceived that Digital Video advertising has a great influence on respondents to buy medicine and healthcare products online.

7) *Digital direct marketing influences us to buy online* - out of total 100 respondents 63% strongly agree with the statement that “Digital direct marketing influences us to buy online” where as 20% agree, 14% showed neutral, 2% disagree and 1% strongly disagree as shown in table 2 in appendix. So most of the respondents (63+20=83%) falls in agree and strongly agree with the statement which shows a positive agreement. The average score for this module is 4.42 as shown in table 2, it shows strong positive agreement with the statement that Digital direct marketing influences them to shop online.

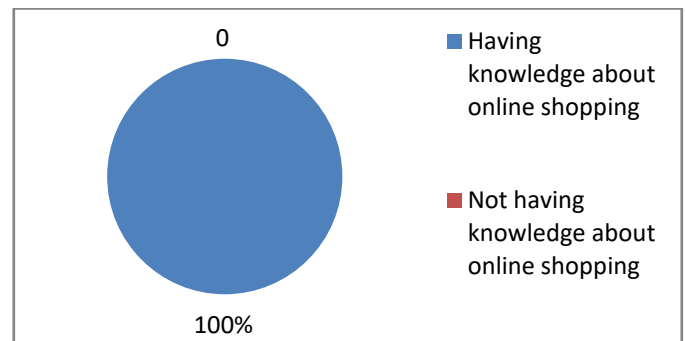
Awareness of Online Shoppers:

Figure 1

It is interpreted that out of the total respondents all are having knowledge about online shopping.

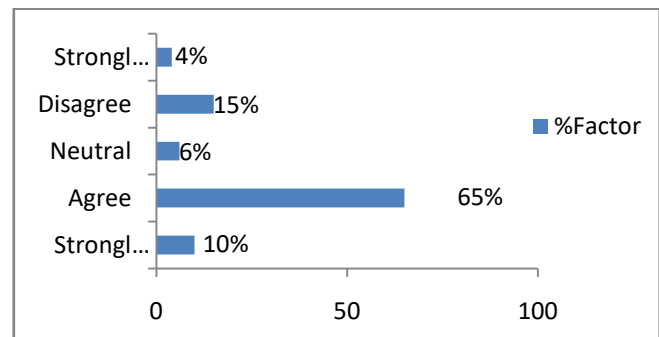
View point whether Information given about the Product on site is sufficient:-

Figure 2

The above chart shows that 10% of the respondents strongly agree that Information given about the Product on site is sufficient. 65% of the respondents agree with the statement, 6% are neutral, 15% disagree whereas 4% of the respondents strongly disagree with the statement.

Reasons for Choosing Online Shopping:-



Figure 3

The above chart shows that 36% of the respondents uses online shopping as medication and healthcare products are available at lower prices, 23% of the respondents uses online shopping as wide variety of medication/healthcare products are available. Other reasons, which had led to online shopping were, easy buying procedure (9%), various Modes of Payments (6%), discounts/offers (18%) and others (8%).

Frequency of Online Purchasing:-

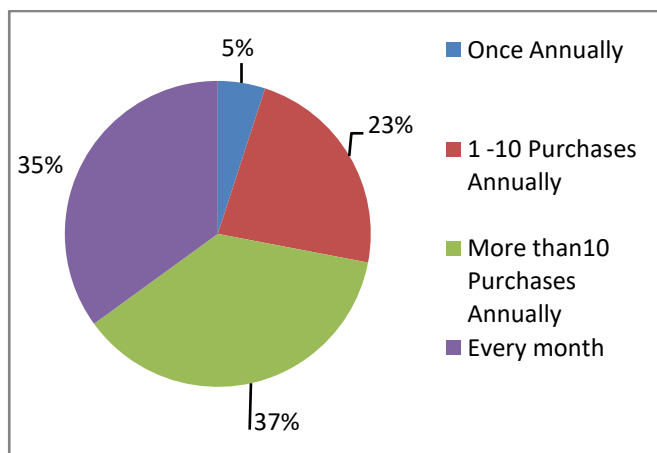


Figure 4

This chart shows that 37% of the respondents purchases more than 10 times annually, 35% of respondents purchase every month, 23% of the respondents purchase 1-10 times annually, 5% of the respondents purchases once annually.

Which mode of Advertisement you Trust:-

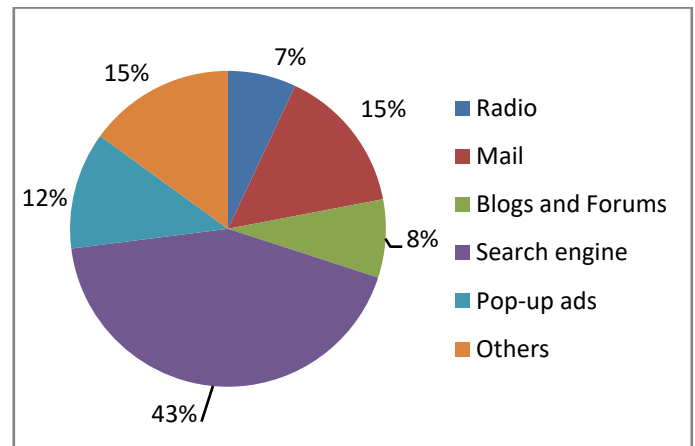


Figure 5

This 43% of the respondents trust search engine as the best and the most trusted form of advertisement. Other trusted mode of advertisement are Pop up ads (12%), others (15%), Mail (15%), Blog and Forums (8%) and Radio (7%).

Which source of advertising influence you to buy any product online:-

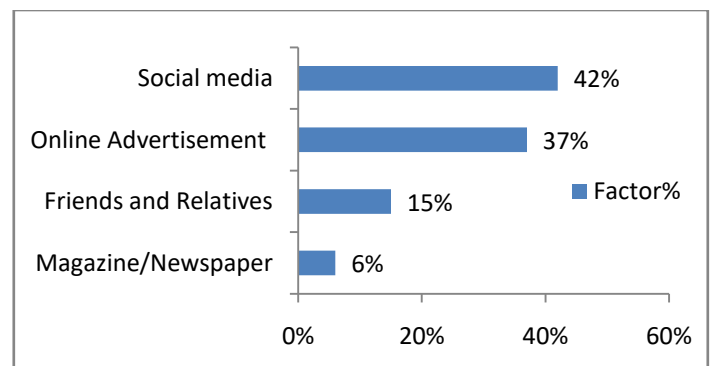


Figure 6

The above chart depicts that 42% of the respondents are influenced by digital advertisement on social media, 37% of the respondents are influenced by online advertisement, 15% by friends and relatives and 6% by Magazine/Newspaper.

V. FINDINGS

- Digital marketing have a great future in the present market.
- Digital direct marketing influences us to purchase medicines and healthcare products online.

- Discounts/Offer influences us to purchase medicines and healthcare products online.
- Consumers are satisfied through purchasing online digital marketing.
- People find it safe to purchase online.
- Percentage of male customers is very high in online shopping that is 60%.
- Awareness of online shopping is 100% among the respondents.
- Income of respondents mainly falls in the range of Rs. 10,001 to Rs. 40,000 that is 49%.
- Most numbers of respondents that is 43% feels that online shopping have products with lower price; simple buying procedures, others feel that they can have a broad variety of products and variety of mode of payments etc.
- 42% of respondents feel that availability of online information about Product & Services is outstanding.
- 37% of the respondents purchase the products more than 10 times annually.

VI. CONCLUSION

Digital marketing have a great future in the present market. Consumers are satisfied through purchasing online. Digital direct marketing, Discounts/Offer, various mode of payments and fast delivery influences people to purchase online. The Digital marketing which has revolutionized the economy in general and marketing in particulars poses many threat and challenges to the marketer in the competitive market. The pharmaceutical and healthcare ecommerce companies should focus more on digital marketing and should formulate its strategies according to the consumer preference and behavior.

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