

Impact of Digital Marketing on Online Drugs and Healthcare Products Sales- In Bihar

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Abstract

The rapidly growing digital economy necessitates the importance of present marketing practices, as well as a necessary redesign of the marketing prospectus in line with the promising results and commercial requirements of the twenty-first century.

"Digital" has become a need for daily living. All industries were going to adjust to the digital age more swiftly. The pharmaceutical business has not been able to fully embrace digital marketing, with the exception of the website. When it comes to marketing, the pharmaceutical industry is dealing with numerous issues. This generation has seen an increase in the use of social media and e-commerce websites by pharmaceutical corporations for digital marketing. This makes it possible for customers to buy things online. While some businesses are attempting to comprehend the full worth of digital, others are integrating it into their overall marketing strategy. Pharmaceutical businesses will team up with these personalities in an effort to increase brand awareness for their medications.

Digital marketing is being used by many e-commerce websites in India to offer pharmaceutical and healthcare products online, including Netmeds.com, 1mg.com, Medidart.com, Medplusmart.com, and Apollo Pharmacy.in.

In order to understand what drives individuals to purchase medicines and healthcare products online despite the existence of retail pharmacies, the article investigates the impact of digital marketing on the sale of online medicines and healthcare products. This study shows that digital marketing has a bright future in the current industry and that customers are influenced to purchase medicines and healthcare products online by digital direct marketing, discounts, and offers.

Keywords: Online Purchase, Digital Marketing, Pharmaceuticals

1. Introduction

By definition, digital marketing refers to the exchange of information, goods, and services over computer networks or the internet. The entire economy is changing as a result of internet and electronic commerce technologies, which are also altering business models, revenue streams, clientele, and supply chains. In the New Economy, new business models are developing in every sector.

Digital marketing is widely used to promote products and services, as well as to connect with customers online. Digital marketing includes traditional marketing methods and channels that do not require Internet access. It opens up space for digital media in more forms, including social media marketing, search engine marketing, smartphones, display advertising, and more.

The pharmaceutical enterprise has a vibrant future, mainly given the provision of technology that facilitate in addition innovation on this vicinity and its adaptability. New technologies are already helping companies in the race to win more customers. A growing number of businesses are starting to use social media accounts and capitalise on its viral growth throughout the world to raise awareness, foster interaction to keep patients engaged, collect insightful data, and help improve brand acceptance while also enhancing their public image.

Being a market leader and directing pharmaceutical marketing initiatives are challenging, especially in light of the rules and regulations that govern the sector. Pharmaceutical digital marketing, on the other hand, offers enormous capacity for healthcare organisations to promote their company and products to the appropriate market, which may include businesses, patients, and physicians. The pharmaceutical industry is governed by strict rules and regulations. By utilising a variety of techniques and channels, they can create a competitive and legitimate pharmaceutical marketing strategy. To enhance marketing for pharmaceutical goods and services,

In the majority of economic sectors, digital technologies are gaining importance. All businesses are unable to sell goods online because they produce illegal prescription drugs. For instance, Pfizer uses social networking sites to interact with and respond to its customers. Customers were reached via YouTube, Facebook, and Twitter. One of the first businesses to launch a YouTube channel was Johnson and Johnson.

2. Objective

- The primary goal of this article is to identify the characteristics that encourage customers to purchase medicines and healthcare products online.
- To investigate the influence of digital marketing on customer who buy medicines and healthcare products online.
- To appreciate the right application of digital marketing in the pharmaceutical industry.
- To highlight the practices that likely to improve pharmaceuticals marketing strategies.

3. Research Methodology

Sources of Information

The research creates use of both primary and secondary data. To collect primary data, a questionnaire was used. Built particularly for the study- Research papers, journals, periodicals, and websites were used as secondary sources.

Sample Size:- The sample size is decided by the opinions of 100 customers from various cities in Bihar (INDIA) who now purchase pharmaceutical and healthcare products online.

To analyse the data, simple charting and tabulation tools are employed, as well as an empirical technique, a 5 Point Likert Scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). The Likert scale is a type of scale that is often used in surveys and survey research. The data analysis results in a conclusion.

4. Result & Discussion

Analysing the data and discussing the conclusions is a key step. This section will go over the study's empirical findings. The primary data obtained in the form of questionnaires is the focus of the data analysis.

Beginning with demography, respondents collect data in the form of age, gender, income, and education. After completing the first stage, researchers will analyse the first part of the questionnaire in terms of factors. The first component of the questionnaire will be analysed in the second stage about variables that drive customers to purchase online and the impact of digital marketing; it consists of 6 questions, each of which represents one module, so there are a total of 6 modules, as shown in table 1. Each module will be analysed and explained independently using a frequency table and graph, as well as likert scale scores. The writers utilised a five-point likert scale ranging from strongly agreeing with a score of 5 to strongly disagreeing with a score of 1. The result of each module. For example, if we signify "Strongly agree" by "5" and the rest by "4, 3, 2, 1", we can use the 100 input data as follows: $5 \times 37(\text{frequency}) + 4 \times 43 + 3 \times 11 + 2 \times 7 + 1 \times 2 = 406$. We can divide the average result for this module by 100 (sample size). Similarly, we will compute the total series for all seven modules. Each module will be examined independently. Once this section is completed, researchers will compute an average for each module.

The average of each group will be computed by adding the averages of each module. After that, the average score is ranked from highest to lowest.

Demography:-

	Category	Number Of Respondent	Percentage of Respondent(%)
Gender	Male	72	72
	Female	28	28
	Total	100	100
Age	Below 18 Years	0	0
	19-30 Years	69	69
	31-50 Years	31	31
	Above 45 Years	0	0
	Total	100	100
Profession	House Wife	4	4
	Employee	33	33
	Business	19	19
	Student	27	27
	Any Other	6	6
	Total	100	100
Monthly Family Income	Below 10000	27	27
	1000-40000	44	44

(in Rs.)	Above 40000	29	29
	Total	100	100

Table-1 Online Buyer profiles

Table 2 provides the frequency findings for respondent agreement with statements. Each Table-2

Modules	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Total Weight	Average	Rank
You find it secure while go for online marketing	27(135)	50(200)	12(36)	8(16)	2(2)	389	3.89	IV
Enhancing the standard of education will enhance the efficiency of digital marketing	37(185)	43(172)	11(33)	7(14)	2(2)	406	4.06	I
The product & price details are transparent or clear	26(130)	43(172)	19(57)	6(12)	6(6)	377	3.77	V
easy way to purchase	36(180)	44(176)	10(30)	5(10)	4(4)	400	4	III
Discount and offer encourage you to make online purchase	38(190)	42(168)	12(36)	2(4)	4(4)	402	4.02	II
Digital video advertisement great influence you	25(125)	42(168)	23(69)	6(12)	4(4)	378	3.72	VI

Table-2 Note: The Likert Scores are shown as values in brackets ().

Analysis of six modules

- You find it secure while you go for online marketing- As you can see in the first module, "You find it secure while you go for online marketing," if we look at the results in table 2, 50% of the respondents agreed with the statement that they find it secure while they go for online marketing, while only 8% disagreed. To determine the average score, multiply each frequency by the likert scale score ranging from 5=strongly agree to 1=strongly disagree, and then divide the entire score by the sample size of 100. The higher the average scores, the more satisfied the respondents were with the module. Table 2 reveals that the average score is 3.89, indicating that online buyers generally feel secure while using digital marketing to shop online.
- Enhance the standard of education will enhance the efficiency of digital marketing - Table.2 shows that 37% of respondents strongly agree with the statement " Enhance the standard of education will

enhance the efficiency of digital marketing” Only 43% agree, 11% are uncertain or Neutral, 7% disagree, and 2% strongly disagree with the statement. In table 2, the average score for this module is 4.06, indicating that respondents have a positive attitude towards the module and believe enhance the standard of education will enhance the efficiency of digital marketing.

- The Product & Price details are transparent or clear- Table.2 reveals that 26% of respondents strongly agree with the statement "Price and Product Information Is Transparent." 43% agree with the statement, 19% are unsure/neutral, 6% disagree, and only 6% strongly disagree. In table 2, the average score for this module is 3.77, indicating that respondents have a positive attitude towards the module and believe that the product's price and information are transparent, and that respondents find information about medicine and healthcare products online to be sufficient.
- The statement "Easy way to purchase" is highly agreed with by 36% of respondents, according to Table 2. Only 43% agree, 10% are unsure/neutral, 5% disagree, and 4% strongly disagree with the statement. In table 2, the average score for this module is 4.0, indicating that respondents have a positive attitude towards the module and that the ease of purchasing leads respondents to purchase online.
- Discounts and Offers encourage you make online purchase - According to Table.2, 38% of respondents strongly agree with the statement " Discounts and Offers encourage you make online purchase". 42% agree, 12% are uncertain/neutral, 2% disagree, and only 4% strongly disagree. In table 2, the average score for this module is 4.02, indicating that respondents have a positive attitude towards the module and that Discounts and Offers encourage you make online purchase.
- Digital video advertising has a large influence on us - According to Table 2, 25% of respondents strongly agree with the statement "Digital Video advertising has a large influence on." Only 42% agree, 23% are unsure, 6% disagree, and 4% strongly disagree with the statement. In table 2, the average score for this module is 4.27, indicating that respondents have a positive attitude towards the module and believe that digital video advertising has a significant influence on their decision to purchase medicine and healthcare products online
- **“Awareness of online shoppers”**

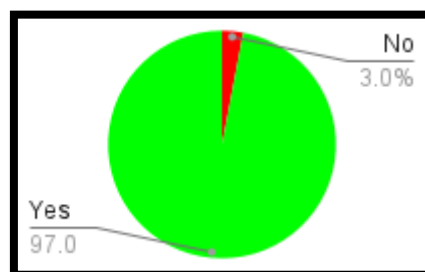


Figure-1

It is assumed that out of 100 the total 97 respondents are familiar with internet buying and 3 are not aware about it.

- Consider whether the information provided about the product on the website is sufficient:

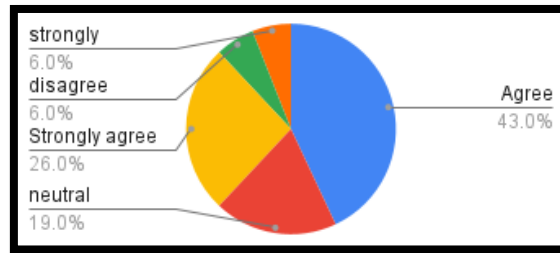


Figure-2

According to the graph above, 26% of respondents strongly agree that the information provided about the product on the website is sufficient. 43% of respondents agree with the statement, 19% are indifferent (neutral), 6% disagree, and 6% strongly disagree with the statement.

- “Reasons for Choosing Online Shopping

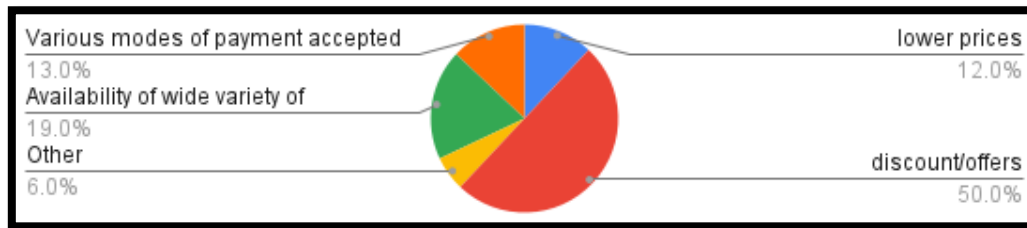


Figure-3

According to the graph above, 12% of respondents use online shopping because medicine and healthcare items are accessible at reduced prices / lower prices, while 19% use online shopping because a large selection of medication/healthcare products are available (availability of wide variety of), a variety of payment methods (13%), discounts/offers (50%), and others (6%).

- ‘Frequency’ of Online Purchasing

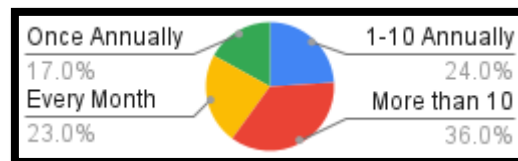


Figure- 4

This graph reveals that 36% of respondents purchase more than 10 times each year, 23% purchase every month, 24% purchase 1-10 times per year, and 17% purchase once per year.

- Which mode of Advertisement you Trust

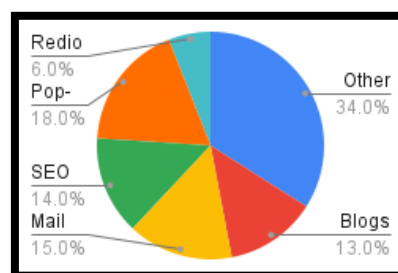


Figure- 5

14% of respondents believe that search engines are the finest and most trust worthy type of advertising. Pop-up advertisements (18%), others (3%), mail (15%), blogs and forums (13%), and radio (6%), are additional trustworthy modes of advertisement.

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

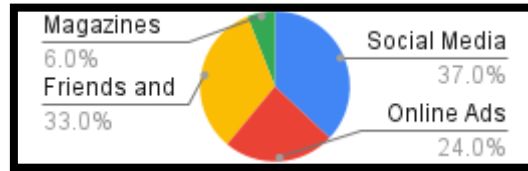


Figure-6

According to the graph above, 37% of respondents are affected by digital advertisements on social media, 24% by internet advertisements, 33% by friends and family, and 6% by magazines/newspapers.

5. Findings

- In today's industry, digital marketing has a bright future.
- We are influenced by digital direct marketing to buy medicines and healthcare supplies online.
- Discounts/Offer persuade us to buy medicines and healthcare supplies online. Customers are happy when they purchase online digital marketing.
- People believe it is secure to make purchases online.
- The percentage of male customers in internet purchasing is relatively high, at 72%.
- Respondents are completely aware of online buying.
- Respondents' income ranges from Rs. 10,001 to Rs. 40,000, accounting for 40% of the total.
- The majority of respondents (50%), believe that internet shopping provides (discount & offer) lower-cost products and uncomplicated purchasing procedures. Others believe that they may access a wide range of products and payment methods.
- 26% of respondents believe that the availability of online information about products and services is excellent and 43% of respondents believe that the availability of online information about product or service is very good.
- 36% of respondents buy the products more than ten times each year.

6. Conclusion

In today's industry, digital marketing has a bright future. Customers are happy when they shop online. People are influenced to buy online via digital direct marketing, discounts/offers, multiple modes of payment, and speedy delivery. The digital marketing revolution that has transformed the economy in general and marketing in particular provides numerous threats and challenges to the marketer in a competitive market. Pharmaceutical and healthcare ecommerce enterprises should focus more on digital marketing and tailor their strategies to consumer preferences and behaviour.

7. Acknowledgement

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8. Authors' Biography

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