

## CONSUMER PERCEPTION AND ADOPTION OF ONLINE MEDICINE PURCHASING PLATFORMS: A SELECT LITERATURE REVIEW

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### ABSTRACT

Online medical websites save time and money, but people still hesitate to use them. Many shoppers trust local drugstores more and convenience drives most sales for these platforms. These sites offer home delivery and stay open at all hours. Simple online payments attract busy workers and middle-aged customers. Low prices help too. Discounts and deals encourage people to buy their routine supplements online. Shoppers get over-the-counter or OTC goods for less money. Selection is a big benefit for online customers. These stores stock rare items and sell many personal care, wellness, and lifestyle goods. Trust remains a major hurdle. Customers like local shops and know the medicine is real there. Shoppers want to talk to a pharmacist in person. Slow shipping creates issues for some users. Late packages frustrate people who need their medicine right away. Safety and laws cause worry for buyers. People fear for their data privacy. They worry about fake pills or sales without real checks, so these fears stop trust from growing among the general public. This paper reviews select literature on the subject of consumer perception and adoption of online medicine purchasing platforms.

**Keywords:** Consumer perception; Adoption; Online medicine purchase, Online purchase platforms

### Introduction

The internet changed how we live, how we talk, and how we buy things. More people have web access, so healthcare uses the internet more often now than before. Estimates show that about 4.5% of all web searches globally involve health questions or facts. People use the web for more than just finding facts. They use it to diagnose themselves. They use the web to buy medical products and services too. An online pharmacy or e-pharmacy sells medicine through a website and sends it right to the buyer. Easy web access and better digital skills helped these businesses grow. Many people now choose self-diagnosis over meeting doctors in person. A strong online shipping system helped this growth in recent years too. These factors made online pharmacies more popular. But studies show that buying medicine online carries risks like getting fake drugs. Frost and Sullivan predicted the Indian e-pharmacy market would reach 3,657 million U.S. dollars by 2022. This growth shows a big chance to help people get their medicine. It helps them take their pills on time.

Lately, e-health became a growing industry for many people. E-health means using digital medical info and services through the web or phones. It is a new way to stay healthy. These services let people find medical help and tools through blogs or groups. They use tech platforms for online doctor visits. Online buying sites help people handle the health needs of their families better. These tools help people take care of their medical requirements. This paper reviews select literature on the subject of consumer perception and adoption of online medicine purchasing platforms.

### Literature Review

Srivastava and Raina (2021) worked to find and prove why consumers adopt, use, and recommend e-pharmacies for buying medicine. They used parts from three established models. These include the technology acceptance model and the extended unified theory of acceptance and use of technology. They used self-determination theory to build their plan. They tested this plan with 184 people using a partial least squares method. They used factor analysis to see how the different parts connected. The results show that performance expectancy, effort expectancy, social influence, and hedonic motivation have a positive link to the use and recommendation of the service. The study shows that gender and educational background do not affect the choice to buy or recommend medicine in India. The sample size has a geographic limit. They gathered data in an urban suburb of Bengaluru, India. This work helps scholars who want to see why people use e-pharmacies and their intent to use them. Managers can see the link between these parts and what motivates people to use e-pharmacies. This is the first study to use parts from these three theories together in the online health sector to understand how people behave.

Alwhaibi et al. (2021) say buying medicine on the web became common in the last thirty years. It is vital to know if people think these products are safe. This study looked at how many people buy medicine online in Saudi Arabia. It looked at what they buy, where they get facts, and why they shop. It measured satisfaction, carefulness, and if they report bad reactions or side effects when they happen. The team used a prospective cross-sectional study and a custom survey. They surveyed

adults in Saudi Arabia aged 18 or older. They collected data from July 1 to late August 2020. The main goal was to see if people bought medicine online. 36 % of the 643 people in the group had bought products this way. Among them, 61.3 % bought herbs, supplements, or cosmetics. Buyers liked lower costs (55.7 %), easy access (54.1 %), variety (52.6 %), and privacy (43.6 %). Is online shopping safe? Around 60.4 % of the group thought it was. The hardest part was telling registered pharmacies apart from unlicensed websites. Only 32.7 % of the group could see the difference. This study explains how people view the safety and the risks. The findings show a need for more safety awareness in Saudi Arabia.

Ma (2021) says that internet pharmacies have many benefits, but adoption rates stay low. Not many studies look at why people choose to adopt these new tools. This study wants to find the factors that affect these non-adopters. One study examines the reasons people do not use online pharmacies. These researchers based their work on the technology acceptance model. They added trust and the feeling of risk to this framework. The findings show that usefulness and trust changed how much people planned to use the site. Ease of use made the site seem more useful to customers. It made the site seem more trustworthy to them. High risk made people trust the pharmacies less. The researchers examined how personal traits changed these results. Al-Gasawneh and others studied pharmacy customers in Jordan in 2020. They looked at how social media affects the plan to shop online. They used the technology acceptance model and the theory of planned behavior. The researchers sent a survey questionnaire to many possible customers. They got 198 useful responses and analyzed that data. The team used partial least squares structural equation modeling to look at the results. Social media had a positive effect on the goal to shop online. Full information changed the strength of the link between social media and shopping plans. This paper suggests using social media to build intimacy and trust. Lowering the feeling of risk helps to motivate customers. Jordanian pharmacies can use these findings in their own work. They can reach these goals by giving full details in their ads and news posts.

Mannan et al. (2019) studied young people in Bangladesh in 2019. They wanted to know why these people use online pharmacies. They used a bigger version of the theory of technology acceptance and use. The team sent a survey through a messenger service to 420 people. They received 285 good responses for their study. The researchers used a two-part method with structural models and neural networks. The original theory worked well

for people using online pharmacies. Trust and health knowledge were very important factors for the users. Feeling a sense of risk did not change the results much. Trying new things had little effect on the intention to use the service. The neural network confirmed these facts from the first test. This study helps businesses plan how to start online pharmacies in new markets. The work is new for two reasons. It added trust and risk to the theory. It looked at health knowledge and personal traits for the first time. The two-part analysis method helps us understand customers in developing nations.

Liu et al. (2019) observe that many stores have websites. They wonder about the need for an app. The authors looked at whether apps make people buy more things. They checked how buying habits change based on loyalty and the amount spent on various product groups. The study used sales data from a store in China. People with the app buy things more often than others. These customers spend more money on each order. Apps have a big effect on people who usually buy cheaper items. This effect is strong for customers with high loyalty. The app has a strong effect on customers with low spending on expensive goods and customers who. These customers show less loyalty to the main store. The research adds to mobile marketing data by looking at adding a second mobile channel. It tests the result of a company adding an app to a current mobile site. The data show that apps are worth the cost. Apps work well. They are like mobile websites but still push less loyal buyers to spend more money. This change builds stronger loyalty for these shoppers.

Gong et al. (2019) claim digital tools make health services better, fairer, and more productive. Research on online health consultation services (OHCS) helps the industry and lawmakers. This paper looks at what makes people want to use these tools. The authors used the extended valence framework. They added subjective norms and offline habits to the study. Total participants included 543 university students. The team used structural equation models to test the data. Results show that subjective norms ( $\beta = 0.077$ ,  $p = 0.041$ ) and trust in providers ( $\beta = 0.194$ ,  $p = 0.002$ ) lead to more use. Perceived benefits ( $\beta = 0.463$ ,  $p < 0.001$ ) help too. Offline habits ( $\beta = -0.111$ ,  $p = 0.026$ ) make people less likely to join. The data did not support the link between risk ( $\beta = -0.062$ ,  $p = 0.315$ ) and use. Trust acts as a link between subjective norms and the intent to use the service. Perceived benefits connect trust to the final choice. This study shows that trust, subjective norms, perceived benefits, and old habits matter for these services.

Tran (2021) writes about the heavy effects of the pandemic on trade. This study offers a way to see how the success of e-commerce platforms (PEEP) affects money benefits. It links these benefits to sustainable consumption. The research uses the theory of uses and gratification. It adds fear of the virus as a key factor. The team used a survey and math for their primary method. They studied 617 online buyers with PLS tools. Fear of the pandemic changes the link between platform success and money benefits. Savings connect platform success to sustainable consumption. This path depends on how scared people are of the virus. The author includes tips for managers and researchers.

Huseynov and Özkan Yıldırım (2019) say experts study online buyer habits often. Many papers look at how people shop from many angles. Reviews show most studies do not split the market into smaller groups. Broad ideas about how people act do not show the truth for every group. This study first used psychographic market segmentation to find four types of shoppers. The authors checked the habits of each group with a new model. The results give stores data about how each group acts. Online sellers can use these facts to spend their marketing resources better. They can create better marketing plans for every type of buyer.

Andronie et al. (2021) state that mobile app shopping is growing. We must understand how internet devices change shopping habits. App features and tech readiness shape what shoppers want. These factors help people accept mobile apps and payment tools. This study gathers past findings. It shows social apps affect consumer habits. Many people own smartphones now. New tech linked to buyer habits created data systems. People choose shopping apps based on trust and risk. How do these factors change behavior? They decide the choice to use the app. The team performed a quantitative study of papers from Web of Science, Scopus, and ProQuest in February and March 2021. They used terms like "mobile shopping app" and "mobile payment service." They searched for "mobile commerce platform," "internet-enabled consumer device," "consumer technological adoption," and "mobile shopping behavior." The study used papers from 2018 to 2021. 330 sources fit the requirements. They removed weak data and unrepeatable results. They left out vague papers or those with similar titles. This left 66 sources mostly based on experiments. They followed the Preferred Reporting Items for Systematic Reviews and Meta-analysis (PRISMA) guidelines. They used the Systematic Review Data Repository software. This program helps collect and study data for reviews. The team used the Mixed Method Appraisal Tool to check article quality. The way people buy things in

apps depends on how they engage with tech. It depends on their willingness to use those apps. Future work should explain how shopping on social media helps people pay for goods.

### Conclusion

Online pharmacies are becoming more common. More people use the internet every day. Many buyers look for health information online. They use the web for a second way to buy medical products. We can use a two-part plan to boost the benefits and lower the risks of these sites. The first part deals with tougher rules for selling and giving out medicines online. Leaders must look at all the legal risks of using an e-pharmacy. They should offer smart ways for makers and buyers to lower any possible danger. The second part looks at the users. It tries to improve what people know about health. It warns them about privacy problems tied to online shopping for drugs.

The literature review shows that low prices are the main reason people buy medicine online. These sites often promote big discounts. Online pharmacies let people order from their own houses. This comfort is a big draw for many buyers. These websites share interesting health facts. This information brings even more people to the online stores. People who shop online often like to return to a store they trust. They still look at prices and deals on other sites. They check these first and then decide what to buy. A person's choice to use an e-pharmacy comes down to a few things. Their view of the service and how much it helps them matter. They think about how easy the site is to use.

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