CHAPTER 2: LITERATURE REVIEW

2.1 Meaning of Review of Literature
Review of literature is an evaluation report containing useful information in the literature with respect to the chosen area of study. Literature review should clarify, evaluate & summarize the literature. At the same time it must also give theoretical research base (facts and information) & helps the authors to determine the research nature.

2.2 Need for Review of Literature
There is a significant need for comprehensive literature review because it provides:
- Updated understanding of the subject & its importance to practice.
- Provide comparisons for the findings of your research.
- Identifies the methodologies used in previous research on similar topic.

2.3 Objectives of Review of Literature
The main objective of review of literature is to:
- Create a theoretical framework for your subject area/ topic.
- Define key terms, terminology & definitions
- Identify case studies, models, studies etc. to support your topic.

2.4 Review of Literature in the context of Present Study
In this section of the study, the researcher has described the chosen topic in details based on the secondary resources that are relevant as per the research study. The analyst has taken the assistance of various assets like books, diaries, articles and sites to finish the investigation effectively. The essential point of building up this examination is to discover the effect of advanced promoting on the client purchasing conduct with a specific reference to the Pharmaceutical Industry. Song, 2001 explored that online advertising is an influential marketing vehicle to increase traffic & build brands for organizations to achieve their objectives to become a leader in lead generation you must learn to publish attractive & right content for your targeted audiences.
Moncrief, W.C., & Marshall, G.W. (2005) said that digital marketing or online marketing or E-marketing or web marketing relates to the usage of different channels on the digital platform to reach the potential buyers via channels like:

- Social media
- Multimedia advertising
- Websites
- Online search engines.

In simple words, you may also say that irrespective of the kind of business digital marketing works efficiently & effectively for all businesses. Digital marketing helps businesses to see fast growth in comparison to old offline marketing technique. The customers are also inclined towards using the digital technologies to save time and money and receive the products of their choice easily.

Pepelnjak, (2008) explained that in terms of measuring success & producing results for money spent on advertisements, digital marketing is less costly to measure ROI (Rate of Interest) on advertisements. The primary focus is laid on evaluating:

- The digital marketing impact on customer purchasing behavior.
- Identify the shortcomings of the existing marketing strategies.
- Propose digital marketing strategies for creating positive impact on customer purchase behavior.
- Evaluating the Awareness of digital marketing among the customers.

2.5 Explore & study the opportunities posed by digital marketing.

Digital marketing helps in providing businesses to interact with the targeted audiences. In the current decade, the strategies for marketing are changing due to economic turmoil, impact of governmental changes and increasing competitions. Digital marketing helps you to reach people residing in different corners of the world as this marketing tool is accessible to audiences worldwide.

Hernández et al. (2010) commented that in the growing congested markets, which has let to tremendous burden for pharmaceutical companies to make sure that the companies have instigated the correct sales and marketing strategies and also the maximum efficiency the sales force has been utilized. He further
specified that using this method of marketing; the marketers can easily provide
the real time information to the customers and gain their trust. The customers can
also view the reviews of other customers, depending on which they can take the
decisions of purchasing the products. In the last few decades the purchasing
behavior of customers has drastically changed as a result of digital marketing.
The major reason behind this change is the increasing use of digital
Technologies.
Hooi Ting et al. (2011) mentions that prior to the digital era of marketing, the
pharmaceutical organizations mainly focused on conventional kind of marketing
where their medical representatives or sales representatives visited the
pharmacies or hospitals, give them free samples, which would lead to products
being distributed in the market place. The other means included very affluent gifts
which lead to customer awareness of the brand and they can sponsor the
medicines of the brand. Hence those industries who are not using the power of
digital marketing are lacking behind and fail to avail the golden opportunity
technology has offered them. (Armstrong et al, 2015)
The Industry of Retail is experiencing an irreversible stretch within its field of
customer base and operation. Customers are now prone to using Digital media in
regular life, while doing so they can access the product line of retailers as per
their choice of products and whenever they feel like. The biggest advantage of
digital marketing is that in a short time span digital marketing has helped many
organizations to grow their client base. Digital marketing facilitates the advertisers
to communicate directly to the targeted customers in a quick way across the
geological locations. With the help of digital marketing the marketing experts can
plan their marketing strategies after analyzing the traffic information. The major
objective of the research work is to get awareness regarding different channels of
digital marketing and its influence on consumer behavior in pharmaceutical
industry. As per the recent statistical reports, approximately nearly 87 percent of
the total Indian population uses internet or social media to purchase the required
products from the market. The digital marketing can be used as an effective
strategy to Engage Inform Educate & Entertain the buyers by providing an insight
of the different brands.
According to Alshurideh, (2014), the onset of digital marketing has entered into all
the aspects of the human endeavor. There is no such section, which it has not
covered, right from purchasing of apparels, groceries, tools, home appliances, electronics, and mobiles, anything you want you can buy it through online stores of various different companies or through different websites or applications. The same feature is also available in the smart phones these days and the use and spread of these online applications have widely spread very rapidly. The medical pharmacy industry is not left out too. As per Wang, Malthouse & Krishnamurthi, (2015) point of view, the pharmacy industry has also expanded like other industries and is delivering medicines at the consumer’s doorstep without the need of the patient or the guardian to come down to a medical store to purchase the medicines. The consumers are exposed various means of digital channels that like social media, multimedia advertising, websites and app (Accelerated Mobile Pages Project) where they can acquire knowledge about the prevailing medical applications working for the cause of the people. Through digitally getting connected the pharmacy companies are getting directly linked to their probable customers and hence can reach to a wider range of customers belonging to any place and at any time.

According to Tsai, Hu & Lu, (2015), the Indian pharmacy market has grown considerably and estimated Rs.83, 000 crores drugs will be consumed by people suffering from unrelenting diseases like diabetics, blood pressure, and hypertension will be accounting for 40-50 % of it. The consumers on the other hand also find it continent to buy medicines online as it saves their time and money. One can find a lot of medical pharmacy companies operating online like Netmed, Medplus, 1mg, Inyo, Myra Medicine, and Pluss who have captured the whole digital medical market aggressively by providing quality services. As per the survey conducted by Federation of Indian Chambers of Commerce and Industry (FICCI) and Klynveld Peat Marwick Goerdeler (KPMP) a considerable increase in the proportion of healthcare segments is seen which is probably going to increase at the growth rate of 116 % and increase up to 280 billion US $ by 2020. According to Tanskanen & Aminoff, (2015), the medical sector has shown tremendous growth in the recent years but there is the huge scope of expansion still in this sector. Many medical companies like Netmed, Medplus, and 1mg are operating in the country and many more are planning to strengthen its footholds in the medical industry.
2.6 Conceptualization of digital marketing

Parsons, Zeisser, Waitman (1996) explored the phase of global development where industries have understood the significance of digital marketing. So as to succeed in businesses have to merge online with the traditional techniques to meet customer needs more precisely. Advancement in various technologies has formed innovative business opportunities for marketers to achieve their goals and tackle their business website.

According to AJ Parsons, M Zeisser, R Waitman, (1996) whenever a person decides to buy something he/ she have the name of a particular brand in mind. It means that while buying anything people are already aware about various brands available in the market. People stick to a particular brand only when they are satisfied otherwise they don’t remain loyal & switch to other brands available in the market. Digital marketing helps in sharing content of various types of products & services - Digital marketing gives customers an occasion to share and view content of different products & services with their friends. Utilizing the tools of digital media people now can easily view and share information in regards to the characteristics of different kind of product & services.

This also helps in producing higher rates of conversion by drawing people very rapidly and drives them to purchase a particular product or service. In other words you may say Digital marketing enables businesses to create instant reply’s from its online customers. Digital marketing facilitates easy evaluation between different products & services. Today a number of companies are promoting their products & services via digital marketing, which has helped the customers to avail the benefit in terms of comparison between various products & services. This is mainly done in the form of delivery time and cost against the benefits offered. Now with the help of digital marketing customers are not needed to visit various retail stores to get information regarding different kinds of products and services. Ultimately this helps business to get enhanced Rate of Interest (ROI) for the investments in marketing.

AJ Parsons, M Zeisser, R Waitman, (1996) further explained saying that products and services having high brand awareness definitely have good growth & help the companies to churn more and more revenues. The costefficiency & variety of the channels for digital marketing facilitate frequent & interactive communication
of marketing experts with the consumers. Digital channels such as mobile phones, internet Digital TV & Email offer new business prediction to cultivate consumer relationship. This additionally helps in cultivating loyalty towards customers. Digital marketing fetches endless advantages on part of the company and the customer. Through rapid developments in technology digital marketing has absolutely changed the buying behavior of customers. This is further brought a number of advantages for the customers. Customer’s preferences to buy a particular product entirely depend upon their perception levels. The perceptions levels are shaped by their emotional & functional experiences. Hence if a company is highly recognized by its customers and succeeds in occupying a place in the minds of its customers it becomes a brand. A company’s logo or a symbol helps in creating a good impression in the customer’s minds.

Kiani, (1998) discovered that in the presence of multiple options for customers it is really tough for marketers to increase traffic & form brands for various kinds of services and products there are offering. Online advertising is an influential marketing vehicle to increase traffic & build brands for organizations to achieve their objectives.

Song, (2001) Assumed that in terms of measuring success & producing results for money spent on advertisements, digital marketing is less expensive to measure ROI (Rate of Interest) on advertisements.

Mort, Sullivan, Drennan, Judy, (2002) explored that the Doctors networking and knowledge portals are now becoming one of the most important cost effective & easy to use solutions to help the Pharmaceutical industries to register their brands & expand their service arm. Digital marketing has benefitted the pharmaceutical industries in a number of ways:

- Digital marketing has helped the companies to form a parallel communication channel between the company and the physicians.
- Digital marketing has helped the doctors to avail the services of Pharma companies online rather than meeting the medical representatives personally in the busy hours in the hospitals and the clinics.
- Digital marketing helps the doctors and surgeons to upgrade their medical knowledge just by few simple clicks.
• Digital marketing helps in reducing the overhead cost of Pharma companies by serving the doctors centrally.

Kanttila, (2004) said in order to get great results for businesses from digital marketing it is important that the digital content in the form of speed, navigation & accessibility are said to be the key characters for marketing. The various other kinds of tools are tried & tested to achieve success via digital marketing in the form of WOM (word of mouth) for marking the site popular on social media. Apart from this WOM is associated to increase traffic & creating new members on the business website which increases visibility in the form of marketing.

Smyth (2007) clarified the idea of computerized advertising is started from the web and web crawler rankings of sites. The first internet searcher was begun in the year 1991 with Gopher (organize convention) for inquiry and question. Later in the year 1994 (post propelling time of Yahoo) associations began expanding their positioning on the site in the year 2001 the rise of web burst and the market was ruled by Yahoo and Google for inquiry streamlining. In the year 2006 the movement on web look developed and the ascent of Search Engine Optimization developed for enormous organizations, for example, Google. At that point in the year 2007 the utilization of cell phones expanded the utilization of web moving out of the blue and individuals in various parts of the world began get associated with each other all the more helpfully by means of online networking destinations.

Pepelnjak, (2008) explained that the marketing techniques and monotonous advertising have opened doors for digital marketing. Apart from that it can help reviving the economy in a powerful way & can create tremendous options for the government to conduct various operations in more efficient manner.

The study conducted by Mangold & Faulds, (2009) explained that with the passage of time digital marketing is opening doors to endless opportunities for the Pharma industries. Internet is now playing a crucial role in establishes a communication channel between patients, prescribers, & providers. Digital marketing is capable to be utilized as an effective strategy to connect the customer at any time and in any place with an endeavor to entertain, educate and inform them while presenting an insight of diverse brands. On the other hand, as people get busy they spend lesser time in purchasing or shopping any product for them, for which they need to order essential products through online or by
browsing different product purchasing apps. Digital marketing uses various kinds of social media tools.

Depending upon the type of business, these social media tools are used. Using the right tool in the right manner can help businesses to generate reliable audiences. This is due to the fact that the information collected for using a product of a particular brand is only useful when it is gathered by the people who often use them. The primary aim of developing this study is to find out the impact of the digital marketing on the customer buying behavior with a particular reference to the pharma industry. This study have been developed depending on its objective:

- To assess the influence of digital marketing on customer buying behaviour in Pharmaceutical industry.
- To identify the limitations of the existing marketing strategies in the pharmaceutical industry.
- To suggest digital marketing strategies for creating positive impact on customer purchasing behaviour in pharmaceutical industry.
- To evaluate the awareness of digital marketing among the customers.
- To explore and study the opportunities caused by digital marketing.

Mangold, (2009) said that Facebook is one of the most extraordinary examples of social media that has formed never-ending opportunities for different kinds of businesses to communicate & reach with millions of potential and existing customers regarding different kinds of products and services. This has additionally created new marketing avenues in the market. These efforts are successful only when the managers are completely conscious of utilizing diverse communication strategies to improve the experience of customer by engaging them. He further said that digital marketing which is also termed as online marketing is said to be the commercialization of the goods and services being done by the electronic tools. It helps in the online development of business through the tools regarding the buying and selling of products.

Yannopoulos, (2011) Conducted studies that aims to highlight the significance of digital marketing in today’s business scenario. That is why this study is venerable for marketing experts. Here internet is the most influential business tool. Managers who are not able to utilize the benefits he can get from internet in
various business marketing strategies would not be able to receive the advantages from internet because of the following reasons:

- Internet helps in changing the brand.
- Internet helps in pricing.
- Internet helps in distribution.
- Internet helps in promotion strategy.

Smith (2011) defined that this is a modern technique of marketing the products where the technologies are used drastically. The prime aim of developing the study is finding the buying behavior of customers with specific reference to the Pharmaceutical Industry, in regards to the influence of digital marketing. Digital marketing reflects to the use of different digital channels to reach the potential buyers via various channels like social media, multimedia advertising, websites, and online search engines. The purchasing behavior of customers has significantly changed, in the last few decades.

According to Michaelidou, N., Siamagka, N., & Christodoulides, G. (2011) currently there are different social media channels such as the perceptions and attitude of consumers are successfully transformed due to Facebook, Google+, Twitter, LinkedIn etc. This has further helped in transforming many businesses. This is achievable by measuring massive customer systems with real time feedback matched with dependable data of customer experience. There are a number of factors that influences brand awareness. These are as follows:

- Name
- Advertising
- Sales & promotions
- First mover advantage

A consumer’s choice of avail a particular service or purchasing a particular product entirely depends upon his desires to do so. The process of customer’s intension to buy anything passes through the following stages:

- Problem identification
- Information searching
- Evaluating the substitutes
- Making decision
- Post purchase behavior
The purchase intention can further be classified as unplanned purchase, partially planned purchase or fully planned purchases. To a certain extent the risk involved in buying intention also influences customer’s choice to but a particular product or service. There are a various factors that influence the customer’s buying intentions. The major factors are:

- Personal association
- Recommendation
- Trigger (in the form of special packaging, attractive TVC etc.)
- Outcome expectations

Rohm & Hanna, (2011) explored that the marketing professionals must fully identify online social marketing programs and campaigns & appreciate the way to execute them proficiently keeping an eye on measurement indicators. As the global market dynamics are changing keeping in mind the convenience of young audiences against social media and their usage. The acceptance of strategic integration approaches plays a significant role in planning organization’s marketing communication strategy.

Michaelidou, N., Siamagka, N., & Christodoulides, G. (2011) explained that the engagement in digital marketing can help the marketing experts to look the strategies of your competitors online. This can help them in capitalizing possible opportunities in a short span of time. The trick is to peep in what others are doing to gain an upper hand to communicate with more consumers. These days’ businesses are able to conduct surveys more easily online with the intension to gather useful information from targeted audiences and analyzing outcomes on the basis of their responses. It is always advisable that before introducing any product or service in the market an organization must collect information about customer preferences, needs and requirements and their purchasing behavior. This can be best done only with the help of digital marketing.

Digital marketing facilitates shopping 24 X 7. This is probable because the current and potential buyers have easy access towards internet throughout the entire day. No one is stopped from logging into different types of websites offering diverse kinds of products and services online. If properly propelled digital media can give tremendous results because at present there are more than one billion online users using various online sites. Digital marketing also helps to
widen overall market share to accelerate sales. A proper understanding of the customer’s behavioral pattern helps the marketing experts to answer the following questions regarding a particular product or service:

- What
- Why
- When
- How
- Where

Digital marketing can help businesses to attain strong competitive advantage. The potential buyers can seek recommendations & reviews to make useful decisions about using the service or buying a product. Whereas, on the other side organizations would use this information to take necessary steps regarding significant feedback from consumers for meeting their requirements and requires more precisely. In just a few clicks digital marketing helps the marketing professional in a number of ways. Some of them are:

- It helps the marketing professional to calculate the number of people visiting their websites.
- It helps the marketing professional to easily evaluate the increment in the total number of subscribers.
- It helps the marketing professional to evaluate peak trading times.
- As per the prevailing situations it helps the marketing professionals to drop/increase the overall website traffic.
- It helps the marketing professional to evaluate the conversion rate
- It helps the marketing professional to examine the bounce rate & so forth.

Michaelidou, N., Siamagka, N., & Christodoulides, G. (2011) considering the pharma industry of India said that it has been noticed that the pharma companies used to sell their medicines through traditional means by sending the agents to the medicines shops or hospitals. But, with the change of time, the pharma industry now sells the medicine by using the technique of digital marketing as discussed in this paper. Today digital marketing also includes Electronic Customer Relationship Management (E-CRM) systems and data management of digital customer. To beat the competitive edge various kinds of digital marketing
campaigns are conducted by the marketing experts. The intension of working on this research of digital marketing is because it seems foreign, scary and huge. Looking at the current scenario where there is a constant increment in the number of health care facilities and use of digital media in our day to day lives there is an urgent requirement to introduce CRM in the Pharma industries. CRM helps these industries in a number of ways as mentioned below:

- CRM helps to trap intelligence in Silos.
- CRM helps to identify changes that are taking place in the healthcare industry.
- CRM is a smarter and better way to manage channels required in a cut throat competitive market.
- CRM helps the Pharma industries to respond differently to different customers because every customer behaves in his/ her own perceived manner.
- Digital marketing helps the Pharma industries to pass valuable suggestions online to doctors and physicians from time to time.

Munshi, 2012) said that as per the research conducted by various institutes it is observed that growth in digital marketing has been noticed as a result of changing market dynamics & advances in technologies. Chaffey, (2013) explored that the Pharma industries are looking for clear picture to take actions but they fail to guess from how and where to start working on digital marketing. Digital marketing uses technologies to help Pharma industries to conduct marketing activities to enhance customer knowledge by matching their needs and requirements. The use of digital marketing in Pharma industries is constantly increasing due to the following reasons:

- Digital marketing can be carefully monitored and controlled.
- In digital marketing the online events and E detailing (such as webcasts & webinars) lets the doctors and surgeons to upgrade themselves in terms of where and when they choose instead of organizing personal meeting with the medical representatives during the busy hours in the hospitals and clinics.
- With the constant increase in the number of health care facilities, the meeting points between the medical representatives and physicians are
also increasing. There is an urgent need to introduce other promotional methods to meet the growing demand.

- With the growing enhancement in technology online media has become a significant part of our day to day lives. Pharma industry is ought to have its share in the online market.

Armstrong et al., (2015) explained saying that we are living in a technological era where the consumers are conscious of what they are buying. They know why to purchase? How to purchase? From where to purchase a particular product or avail a particular service? What to purchase? Digital marketing at present day has become a huge tool in between the customers and the marketers. It is a rising, and innovative tool in the world of marketing and almost all the sectors of businesses are using to reach their target customers in a shorter period, while, increasing the volume of their sales. Digital marketing is comprised of online marketing through:

- E-stores
- E-web stores
- Website marketing
- Social media
- Mobile apps

Cascio, Christopher N., O’Donnell, Matthew Brook, Bayer, Joseph, Tinney, Francis J., Jr., and Falk, Emily B. (2015) said that in Pharma industries digital marketing can be successfully implemented across various verticals:

- Patients- To assure adherence & awareness to the therapy.
- Hospitals & doctors- To provide business analytics, scientific data, services etc. to the marketing experts to promote various kinds of services and products.
- Sales team – To make the customer calling more interactive and upgrade their skills and motivation.

According to Cascio, Christopher N., O’Donnell, Matthew Brook, Bayer, Joseph, Tinney, Francis J., Jr., and Falk, Emily B. (2015), one of the best examples of social media is Facebook that has produced never-ending opportunities for different types of businesses to communicate & reach millions of present and potential customers concerning different types of services and products. This has
additional opened new marketing opportunity in the marketplace. These efforts are successful only when the managers are totally aware of using different types of strategies to communicate so as to improve customer experience by appealing to them. The marketing experts must fully comprehend online social marketing programs and campaigns & comprehend how to perform them efficiently keeping an eye on measurement indicators. The adoption of strategic integration approaches plays an important role in planning organization’s marketing communication strategy. As the dynamics for global market are changing keeping in mind the accessibility of young audiences against social media and usage.

Digital marketing helps in apparent Pricing- Digital marketing is a channel that helps various companies to showcase their products and services. This results in making prices:

- Transparent
- Clear
- Justified for the consumers.

With times these companies can change the prices & give special offers for different products and services & consumers are constantly in benefit by getting informed immediately just by seeing the ads. Digital marketing also helps to choose a right social platform so as to improve business engagement to get the required outputs. This also helps the customers to adapt & analyse easily to the transformation made from time to time.

Businesses feel the need to market regarding their services and products through word of mouth or newspapers. Digital marketing is gaining massive recognition now – a – days since it helps in utilizing the mass media devices such as internet, radio and TV. SEO (Search Engine Optimization) is one of the main digital marketing tools used these days. The responsibility is to enlarge the means through which the search engines like that off Google trace the web pages. This is since a number of people visit the website even when not interested in purchasing the products or availing the services. Only few people that are targeted by the marketing professionals really do the purchases. So the major endeavour ought to target the right listeners at the correct time to achieve the preferred results.
eMarketer (2015) The reports reveal that the buying behaviors of patients to buy medicines are affected in the following manner:

- 38% as suggested by the physician
- 14% as suggested by the pharmacist
- 20% of patients prefers buying branded drugs
- 16% of patients prefer buying generic products
- while only 5% of them make decision on the basis of the cost of medicines
- Still 7% of them prefer buying medicines that are easy availability.

2.7 Existing marketing strategies in Pharma industry

Mangold & Faulds, (2009) explained that Digital marketing helps various businesses to compete shoulder to shoulder with large companies & big brands. This is because for small companies having low budgets digital marketing offers effective and affordable marketing tactics and vice versa. The use of the mobile devices has progressed drastically in current times. Customers want to click and purchase the products or services instead of wasting time in visiting the stores and purchasing the products. Some of them are using apps like ‘Netmeds’ to purchase the medical products which illustrates that customers are well aware of the digital marketing strategies in the field of pharmaceutical.

The Indian E pharmaceutical market is still in its developing stage. Only few Pharma companies in India are active players in Digital marketing. But to get the desired results in the expected manner it is important to act smartly with the Search Engine Optimization strategies. This is due to the fact that to meet the competitive edge these strategies tend to change from time to time. It is often seen that the top ten results of queries of the search engine helps the company to redirect 78% more traffic as compared to subsequent listing. That is why the companies who are in the competition to create their online presence uses effective SEO strategies that can make them stand out from the crowd.

Hernández et al. (2010) commented that with the effect of the governmental changes, mounting competitions and the economic mayhem, the marketing strategies of the pharmaceutical companies, are transforming in the current decade. Digital marketing helps the marketing experts to communicate
with the targeted audiences in terms of each and every aspect of their lives. In the flourishing crowded markets, there is a enormous pressure for the pharmaceutical companies to make sure that the efficiency of the sales force has been maximised and they have executed the right sales and marketing strategies.

Zhu and Zhang, (2010) in his study explained the effect of digital marketing on buying behavior of the customer with reference to a particularly the Pharmaceutical Industry. Digital marketing means the usage of diverse digital channels to reach the possible buyers via various channels like social media, multimedia advertising, websites, and online search engines. In the last few decades the purchasing behavior of customers has transformed significantly.

Hooi Ting et al. (2011) claimed that prior to digital marketing, the pharmaceutical companies focused on the traditional forms of marketing where the sales representatives visited pharmacies or hospitals and provide them with free samples so that the products are distributed in the market. The clients were provided with expensive gifts so that they can support the medicines of a particular brand and make the customers conscious of it.

As per the research conducted by Kim & Ko (2012) it is seen that when the doctors were contacted and convinced to prescribe the name of a particular pharma company or shop so that the patients may visit those and increase the sales of the brand. The health care providers in the local communities or the non-governmental organizations (NGOs) were contacted in needs to endorse the medical products in the market and sell them. But, with the advent of digital technologies like the mobile platforms or social media sites, things are changing Krishna et al., (2012) concluded that the pharma companies are also inclined towards the technological changes rather than focusing on the traditional means of selling or buying products. There are a number of factor that influence the behaviour of customers:

- Psychological factors (in the form of thinking needs)
- Psychographic factors (in terms of attitude, belief, learning, perception and motivation)
- Personal factors (in the form of self-concept, personality, lifestyle, economic and occupational circumstances, stage and age in lifecycle,
• Social factors (in the form of role, social status, family & reference group)
• Cultural factors (in the form of fundamental determinants of an individual’s behaviour and wants)

Cetină, Cristiana, Rădulescu, (2012) said that Digital marketing facilitates easy comparison between various products & services. A number of organizations’ are promoting their products & services through digital marketing, which has assisted the customers to gain the benefit in terms of disparity between diverse products & services. This is done mainly in the form of cost and delivery time against the benefits offered. Now with the assistance of digital marketing customers are not required to visit different retail stores to gain information regarding different kinds of products and services. Eventually this helps also in business to get better Rate of Interest for the investments in marketing.

Chaffey, (2013) explored that Digital marketing uses technologies to help Pharma industries to conduct marketing activities to enhance customer knowledge by matching their needs and requirements. Whether big or small businesses can drive traffic in both the foreign as well as domestic market by reaching out the targeted audiences. Businesses are feeling the necessity to extend the word about their services and products via newspapers or word of mouth. Digital marketing is gaining enormous recognition these days as it helps in utilizing the mass media devices such as internet, radio and TV. SEO (Search Engine Optimization) is one of the most widespread digital marketing tools used these days. The function is to enlarge the way the search engines such as Google locates the web pages.

As a digital marketing tool, Blogs have successfully created a drastic change. Blogs can help customers to:
• Share their personal experiences by writing blog comments;
• Read reviews about various products and services
• At the same time blogs also helps the companies to increase sales revenues. Digital marketing is a powerful tool as it helps in exploring & studying various types of business opportunities. The primary focus here is laid on estimating the collision of digital marketing on customer purchasing behavior. At the same time identifying the shortcomings of the existing marketing strategies of various businesses and propose digital marketing
strategies that can create positive impact over the customer’s purchase behavior. Here evaluating the awareness of digital marketing strategies among the customers also play a significant role.

Zhang, (2013) said that online reviews have helped many businesses to perform well as a part of their overall strategic marketing plan. The latest online service tools are able to yield more results in comparison with the traditional communication methods. Studies reveal that customer experience enhances enjoyment and self-esteem while adapting with social media. This is due to the fact that social media is in itself is a motivating way for marketing experts and businesses. Online experiences influence customer’s metal process & enhances their online buying decisions.

Studies conducted by Arnott, (2013) revealed that with the advancement in technology 47 % online users uses almost same common methods to find the services and products in search engines. Hence it is always advisable that before introducing any kind of digital marketing campaigns an organization must fully understand the behavioral pattern of their targeted audiences. This can help them to get the desired results in short span of time because the customer’s behavioral pattern entirely depends on the importance of the products or service offered by you in their lives.

Studies conducted by Eisingerich, Andreas B., Chun, HaeEun, Liu, Yeyi, Jia, He, and Bell, Simon J. (2015) reveal that people have the tendency to bypass the prescription suggested by the doctors and physicians & around 20 % people prefer buying medicines that are branded and cost high. In such situations the pharmacists also fail to give right advice to the patients irrespective of what their health says. The perception of 15 % to 20 % people goes to that extent that they prefer opting for home remedies rather than taking medicines. It is concluded that patients want medicines as per their own will/ choice and budget. In the Pharma sector it is often seen that:

- 70 % of the doctor’s prescription is never taken seriously and consumed.
- As per the report suggested by the Consumer Health Information 20 % of new prescribed files goes unfilled.
As per the reports suggested by the World Health Organization the patients do take their prescribed therapy seriously irrespective of their health conditions.

2.8 Various Online Medicine Delivery Applications:-Netmed and similar Marketplace Limited

According to Shaukat, Zaheer & Nawaz, (2015), Netmed Marketplace Limited is an online e-medical store widely known as India Ki Pharmacy that provides medical services to people across the country. The company was founded by Parade Dadha, a businessperson in Chennai, India belonging to a medical background who had previously worked at his family's pharmaceutical company. Pradeep started Netmeds.com, the online store to provide medical services all over the world keeping the base in India. Netmeds.com is promoted by Dadha's family which has been in the medical industry for over 100 years. Netmed caters to the needs of all the types of consumers reaching out to them through online applications using computers, laptops or mobiles. Netmed meets the requirements of the customers who are having prescription drugs and as well as those who are not having prescription drugs, including non-prescription (OTC) products. According to Mohr, Schueller, Riley, Brown, Cuijpers, Duan & Cheung, (2015), the company supplies over 50000 stock keeping units (SKUs) across India with a first operational hub in Chennai. Netmed has also started providing its services to the customers by its mobile application which is available on iOs and Android smart phones. The mobile app also provides the provisions for uploading the prescription and ordering the medicines from anywhere and at any time. The mobile app makes the Netmed prospects is available to everyone with a valid prescription and a Smartphone.

According to Martinelli, Belli & Marchi, (2015), Netmed also maintains the records of the medicines purchased by the customers and provides refill remainders to the end user. The company has made arrangements and tied up with a channel of doctors and paramedical experts who examine the prescription uploaded by the customer for proper dosages of the medicines that the patient must take along with the duration of time as to how long the medicines need to be consumed and other points of validity that are necessary to be known to the consumer. The company has made arrangements and tied-up with India post to
provide delivery services all over India. Recently the company has observed tremendous business growth with the trenched financing of the company closing at 50 million US $. A healthcare investment firm named OrbiMed is focusing to invest around 15 billion US $ in Netmed in assets under management. According to Lee & Lee, (2015), huge investments are rendered by Pradeep Dadha’s family Investment fund and OrbiMed in collaboration with MAPE Advisory Group, Boutique Investment Bank. Dr Sunny Sharma will also be joining the Medplus Company on the Board of Directors to promote and invest in the company directly. The additional funding will provide a strong support system to the NetMeds.com vision of providing its customers with a wide range of authentic medicines and trustworthy healthcare products. Nedmeds.com is also in the process of initiating an exceptional supply chain management system that will cater to the needs of the people across the country crossing all the regional disparities. The company is into the planning process for setting up of a development program that will enhance the logistics infrastructure of the company to provide better medical and healthcare services by the inclusion of about 10 million US $ investments.

As per Kim, Wang & Malthouse, (2015) point of view, The Company will also make necessary arrangements and organize events and programs to increase awareness among consumers regarding the use and applicability of mobile medical apps and their usages. Netmed faces direct completion with other medical pharmacy companies like Medplus, 1mg, Inyo, Myro Medicines and others. One of the major online medical pharmacy company that is challenging Netmed is 1mg which has raised 15 million US $ currently. To combat and re-assure the loyalty of its customers Netmed has started giving discounts and offers to the customers. Netmed is giving 20% discounts to its customers on purchase of medicines from its online store. As per a survey conducted by National Medical Health Foundries India (NMHFI), Netmed has recorded an exceptional growth rate in the market share of the medical industry. Since the incorporation of the company in 2010, the company’s share in the medical industry has increased from 2.3 % to 6.9 % in 2016. According to Hew, Lee, Ooi & Wei, (2015), within a short span of time the company has grown and expanded tremendously. The introduction of a mobile app to its functioning and operating system has further increased the sales and promotion of the company to new
heights. Alone the mobile app contributes to 43% of the sales and promotion of the company and sales. There is a considerable increase in the usage of smartphones across the country due to which more and more people are getting connected to the mobile application world which has also increased the usage of medical app significantly. More and more users are connecting to the medical world through various medical applications.

According to the survey of Mobile Medical Applications Forum India (MMAFI), Netmed has accredited itself to be the most preferred digital medical store with approximately more than 307600 online users among which about 250800 are mobile app users. As per Familmaleki, Aghighi & Hamidi, (2015) point of view, the popularity of the Netmed mobile app is increasing day by day contributing to increasing sales and promotion of the company. Netmed Marketplace Limited is further into the process of planning to list the shares of the company by 2021 on stock exchanges. Netmed.com is also in the planning process of expanding its branches in small cities and towns which are still deprived of better medical facilities and services. According to Awan, Siddiquei & Haider, (2015), Netmed is also into conversations and dealings with many pharmaceutical companies about procurement of medicines and drugs directly from the companies and selling them to pharmacies that are not available online along with selling to the customers directly through their online portals and mobile app.

**MEDPLUS**

According to Dube & Helkkula, (2015), Medplus is another online medical store that operates in India providing medical facilities to a wide range of people. Medplus is one of the principals and fast-growing healthcare retail companies which aim at providing better medical and healthcare facilities to all the people. Medplus was founded by Dr. Madhukar Gangadi with an aim to provide consumers with genuine medicines at reasonable prices as many notorious and fraud companies were operating in the medical industry that was supplying fake medicines in the markets and playing with the health of common people. According to Audi, Al Masri & Ghazzawi (2015), Medplus’s first medical store was inaugurated in Hyderabad in February 2006 and since then it has grown tremendously and expanded its branches everywhere around the country by becoming the country’s second-largest pharmacy retail chain company. Medplus has developed around more than 1400 pharmacies in different areas of the
country which provide a large range of authentic medicines that are kept and stored under appropriate storage conditions and are available at best market prices.

According to Alshurideh, Bataineh, Alkurdi & Alasmr, (2015), Medplus is providing medical facilities to around 250000 customers and is operating with 10000 working staff all day and night to render the services. By 2015 Medplus became the biggest e-pharmacy company in the country. Medplus provides various medical facilities under on head like buying of medicines, OTC (Over the counter) products, FMCG (Fast Moving Consumer Goods) products and nutrition products which the consumers can buy at the convenience of their homes or through mobiles. Medplus also provides a platform to the customers where they can read and acquire knowledge about any medicine or health-related products. The customers can also store their health records, view their medical history, upgrade their prescriptions and redeem rewards. According to Alnawas & Aburub, (2016), Medplus also provides its customers with the facility to choose medicines manufactured by different pharmacies from the store and also from the extended array of medicines available at their warehouses. The customer can get access of the all the medicines and healthcare products, track their orders, record all the transactions rendered and check all the medical records through their online store by using MedPlusMart.com or by using their mobile application the Medplus App.

According to Alshurideh, (2016), Medplus also offers other facilities like diagnostic testing which are précised and trustworthy through Medplus Laboratories located in various places across the country. Medplus also offers customers with the facility to select medical equipment and optical (eye lens) products that can be used by the customers at the comforts of their homes. Through using Medplus online diagnostic services customers can take the services of a lab technician for the collection of blood samples at the prescribed time by the customer and then the diagnostic results are sent to the customers using postal services or online emails. Medplus market share and contribution in the medical industry has increased significantly since the incorporation of the company in 2006. According to Indian Pharmacy Health Regulatory Foundation (IPHRF), Medplus contribute to 27 % of the medical market share. The growth and popularity of Medplus are growing day by day. The introduction of mobile app
feature by the company has further enhanced the sales and promotion of the medical facilities across the country crossing the regional boundaries of Hyderabad and Andhra Pradesh. According to Mobile Medical Applications Forum India (MMAFI), Medplus currently contributes to 19% of the medical market share which has considerably increased from 6% in 2009 to 11% in 2013. According to Burgess, Atkinson, Westeinde, Crowcroft, Deeks, Wilson, K., & PCIRN (Public Health Agency of Canada/Canadian Institutes of Health Research Influenza Research Network), Program Delivery and Evaluation Group (2016), the contribution of online application of Medplus is accredited to 21% whereas the Medplus mobile app contributes to 29% of sales and promotion. The growing incidence of mobile app users can be clearly seen as more and more people finding it is easier to connect to the medical world through digital e-commerce services. The company is planning to expand its branches to other sections of the society through its offline as well as online services so that the people belonging to the grass levels can also avail medical facilities in the country.

1MG

According to Christopher, (2016), 1mg is another major online medical store which deals with the sale and promotions of medical services belonging to any category of health service whether it is allopathic or homeopathic to its customers. 1mg is an e-commerce healthcare company which is located in Gurgaon in the state of Haryana, India. The company was introduced by Prashant Tandon, Sameer Maheshwari, Gaurav Agarwal and Vikas Chauhan as Health Kart Plus, which is an ancillary unit of Health Kart. Due to internal reasons Health Kart Plus emerged as a separate unit and renamed it as 1mg. 1mg operates as an online medical store and provides services like diagnostic test bookings and medical appointments to customers. According to Javornik, (2016), after that 1mg went ahead and acquired acquisitions of several medical fraternities to expand its wings and capture the large section of the medical market which was still untapped and un-approached. Many subsidiaries were acquired by 1mg along its path of development. 1mg also attained the rights on the acquisition of online homeopathic drug store Homeobuy in June 2015. After
some time the online homeopathic drug store Homeobuy was renamed as 1mgAyush that dealt in homeopathic and ayurvedic medicines and drugs. On July 2016, 1mg attained the rights to an online diagnostic image processing aggregator which was renamed as Medd later on.

According to Law, (2016), on December 2016, 1mg attained the acquisition rights of media angles whose main operating branch was in Mumbai. Medi Angles was an online consulting firm which provided medical health services to people. 1mg claimed the rights to acquisition to Dawailelo which was located in Varanasi in September 2017. Dawailelo was a technology-based facilitator company in healthcare segment which was founded in 2013 and provided facilities like purchasing of medicines and drugs to customers. According to Malthouse, Calder & Vandenbosch, (2016), the services like consultation to doctors and get laboratory tests were also provided by the firm. 1mg was introduced with a view to meet the needs and requirements of the people who were unable to meet the medical requirements due to expensive medicines and drugs. 1mg is currently has become a 16 million US $ Series B company which is led by Maverick Capital Ventures with involvement of Sequoia India and Omidiyar Network as returning investors. 1mg is determined to render services and facilities to all the people by developing a common platform for all the people to acquire medical services. 1mg is currently offering two main services, an online platform which is digitally supported and provides medical facilities and secondly provides provision for medical laboratories for conduction of various medical tests.

According to Mazinani, (2016), founder Prashant Tandon concludes that the company is into the process of building more analytic tools which will help in more accurate and précised detection of diseases, expand its branches to 30 other Indian cities by the closing of 2017 and initiate new online portals that will carter to other health-related factors by using the new funds generated by the company. 1mg makes sure that medical and the pharmacy partners with which it is working is providing medicines and drugs as per the Medical Standards of the country and does not plays with the safety issues of the customers. 1mg makes sure to check the batch number and other safety norms requirements of the medicines and drugs provided by the companies with whom it has tied up and that all the medications they allow a distribute are traceable and reaches the customer within a limited timeframe. According to Parker & Wang, (2016), the
laboratories installed by 1mg are also audited in correspondence to the diagnostics done online. 1mg is into the planning process for expanding its business by increasing its sales from 20 to 30% every month to enhance its hold in the medical market by providing medical as well diagnostic facilities. 1mg works and operates with the aim to provide more learning process to the consumers about the medicines consumed by them. The company also focuses on finding more cost-effective and cheap but genuine substitutes of expensive medicines.

According to Polo Peña, Frías Jamilena & Rodríguez Molina, (2016), the service of 1mg's doctor's platform helps the customer to understand the technicalities of the medical problems suffered by the customers as well as provides a large platform to the customers to intervene the prospects and working of doctors so that they could reach to the best doctor suited for their ailments. The diagnostics services provided by 1mg further tries to brings transparency and effective cost mechanisms to the laboratories tests. According to Shankar, Kleijnen, Ramanathan, Rizley, Holland & Morrissey, (2016), the application rendered by 1mg is available in both the versions as a web portal www.1mg.com and as the mobile app for Android and iOS users of smart phone. According to the survey conducted by Mobile Medical Applications Forum India (MMAFI) 1mg has more than 5 million app downloads have been done till date and a record of 2 million monthly unique visitors has been observed who had viewed about 25 million pages every month which contributes to 23% of the medical market share.

**INAYO**

According to Sharp, (2016), Inayo is another medical application app which digitally carters to the need and requirements of the people specifically who are suffering from diabetes. Inayo is a developing firm that currently consists of 15 members and is into the planning process to expand to 22 in the progressive weeks.

According to Tandon, Kiran & Sah, (2016), the company was incorporated with an aim to simplify the online medical and healthcare services in providing medical and healthcare services which is still a complex and complicated domain for many common Smartphone users. To place an order on the mobile app the users first need to download the app from the search engines on their smart phones. The app works on the operating system of iOS and Android smart phones. Inayo
provides its users with the provision of uploading the prescription on spot and place an order for medicines and drugs. Inayo then personally gets the prescription manually verified by a pharmacist which has consented to work as an ally with Inayo.

According to Zhang, Kumar & Cosguner, (2017), after the prescription has been verified the medicines and drugs ordered is delivered to the customer by a third party. The delivery of the medicines to the customers is done within a limited duration of time frame that is 90 minutes. Inayo is expanding fast through mouth publicity, referrals, social media marketing and tie-ups with pharmacies and doctors to gain a foothold and more users for their app. Inayo has also come up with a new feature according to which the Inayo app will set reminders for its customers as to when they need to take their medicines again. According to Wu, Quyen & Rivas, (2017), the app will also provide instructions as to how the patient has to take medicines. Inayo app will also remind about the frequency of consumption too as to how many times the medicines have to be taken by the patients. The app will also remind the patient to take medicine at regularly. Inayo app also offers payments through cash on delivery services. The funds generated by the company will be used for expansion purposes at 22 different locations in Mumbai, Delhi, and Bangalore along with the enhancement of the product features. The company is focusing on generating 100 orders per day and initializes other projects related to healthcare services like introducing the feature of on-demand pathology tests.

According to Mutambara, (2017), the main of Inayo app is in patients who are suffering from diabetes. Inyo app founders had done a lot of studies and acquired in-depth knowledge about the different attributes of diabetic patients and are committed to providing world-class services to diabetic patients along with consultation to senior dialectologists, nutritionists, diabetes educators, Podiatrist, Ophthalmologists, and Endocrinologists. Inayo app also provides online diabetes management program which will provide learning and counselling about diabetes. The app will be responsible to provide end to end facilities to diabetic patients by providing them all the learning and precautionary methods that they should take in order to control the increase in the incidence diabetes in the diabetic patients. The app will also aid the patients to plan their appointments with the expert doctors and learn other medication and preventing measures to control the
problem of diabetes. According to Ladhari, Souiden & Dufour, (2017), the app will track the patient progress report on a regular basis also. Being newly introduced to the medical, market industry, Inayo app will take some time to capture the market widely but still it very much popular in Powai and Andheri area of Mumbai.

**MYRA MEDICINE**

According to Kumar, Anand & Song, (2017), Myra Medicine is another e-commerce medical app that aims to provide uninterrupted medical facilities to the users. The company was founded by two engineers Faizan Aziz and Anirudh Coontoor in January 2013. The company is primarily located in Bangalore with its main headquarters in Bengaluru where all the operational activities are carried out. The company was started with the help of six delivery boys and 12 employees. Myra medicine app is popular and widely used by people in Bangalore. Being a small start-up company it aims at achieving delivery of medicines and drugs to 200 users a day. The user can place an order of medicines and drugs which ranges from Rs.600 to Rs.1200. Currently, Myra medicine is working with 40 distributors across the country. According to Fang, Zhao, Wen & Wang, (2017), Myra Medicines follow very strict discipline regarding the authenticating of all the licenses before dealing with the distributors. Myra medicine app uses a number of technological reforms to ensure that the orders placed by its users reach the users within 30 minutes of time frame. For this Myra, medicine app has implanted various technical insights to the user applicability and feasibility norms. Myra Medicine app uses a specialized ERP called Prisim for order tracking, dispatch, user management to provide record time delivery to its users. Myra medicine app uses algorithms and data science to predict demand and analyze patterns of buying which further helps to analyze the purchasing pattern of the consumers and also looks at the other factors of the patient’s medical background like the kind of reliability, medicine, client belief and dependence and so on. These features are pooled using through machine learning which helps to precisely foresee user demand and the quantity and SKUs (Stock Keeping Unit) of medicines to be stored.

According to Hsu, Chen & Kumar, (2018), Myra Medicine app provides its users with the facilities of uploading the prescription which further examined by a set of pharmacies who are linked with the company. Myra Medicine app also provides ample discounts and reward points to its users when they place orders on a
regular basis. The company aims at growing from a revenue generator of Rs.5 crores to Rs.7 crore within a year. Myra medicine has received Rs. 1 crore from Angel capital as an investment amount to expand the company to new horizons. The mobile applicability of Myra Medicine app has tapped the local markets of Bangalore and is very famous in the local sections of the Bangalore. Myra medicine app is experiencing growth and increase in its users day by day with the mouth to mouth publicity of the company. The good feedback given by its users has also promoted the company positively and increased the sales manifold.

CREDIHEALTH
According to Mohseni, Jayashree, Rezaei, Kasim & Okumus, (2018), Credihealth is a mobile app that offers its customers realistic, trustworthy and thorough information on a variety of health check ailments, doctors, hospitals, treatments, their implications as well as about post-treatment care. Credihealth app can be operated by users to get medical and healthcare facilities on iOS and Android smart phones. The users can acquire and gain different opinions about their medical diagnosis, treatment method, and medications by expert doctors at the cost of nominal fees. Credihealth app provides its users with the provisions of scheduling appointments with their preferred doctors for proper diagnosis of their diseases. The app also allows the users to get a quotation from different hospitals on a variety of treatments and medications. Credihealth's mobile app also projects a blog section which covers the different aspects of the medical world. The posts are related to healthcare topics on different medical problems, their treatments, interviews by experts which help the users to get an understanding and knowledge about the different ailments and the learning of their treatments and precautionary methods to keep diseases away.

The company is currently receiving more than 10000 orders for medicines and drugs every month. The company is in the planning process for growth and expansion of the company to new heights. The organisation is aiming to enlarge its share by expanding its services to other parts of the country as well the main aim is to open its branches in 15 other cities where the mobile medical application is still a new phenomenon. The company is focusing to capture those markets and provide better medical and healthcare services to a wide range of people. Currently, more than 30000 people are registered on the company's website.
2.9 Awareness of Digital Marketing Among Customers

Kanttila, (2004) said that in order to get great results for businesses from digital marketing it is important that the digital content in the form of:

- Speed
- Navigation
- Accessibility

The above three are said to be an important player in the entire process and are the key characters for marketing. With the help of digital marketing the marketing experts can plan their marketing strategies after analyzing the traffic information. The various other kinds of tools are tried & tested to achieve success via digital marketing in the form of word of mouth for marking the site popular on social media. Apart from this word of mouth is a associated to increase traffic & creating new members on the business website which increases visibility in the form of marketing.

Moncrief, W.C., & Marshall, G.W. 2005) explained that Digital marketing helps in saving a lot of money because it has the ability to replace the traditional channels of advertisements such as yellow pages, radio, TV etc. to name a few. The automated system of Email marketing helps in boosting business leads. Hence digital marketing allow you to schedule & pre load the important business content to use it at the time of need. All the products that the customer purchases are not planned. Some of them are unplanned and he purchases it because he gets convinced that the product is useful for him if not now then definitely in the near future. The purchasing environment plays a crucial role in influencing the customer's choice to avail a particular service or purchase a particular product even when the customer is not intended to make purchases.

On some occasion's customers shop by impulse which means after getting the knowledge of a particular product/ service the customer fail to resist making purchases and feel a strong desire to purchase that product. So the purchasing can also be spontaneous in situations where the buyers do not pre plan the purchases. This mostly happens when the buyers are in hurry or gets constant reminder about the availability of a particular product or service. Digital marketing assists the customers to stay updated with a variety of services and products.
The digital marketing technology allows the consumers to remain updated with different types of company's information. These days a big number of customers have access towards internet any time, any place & companies are continuously updating new information regarding various kinds of services and products. Digital marketing is one of the best business investments since the benefit it offers overrules its cost.

Mangold & Faulds, (2009) explained the importance of creating online digital channels to communicate with your targeted audiences also helps you to churn your sales and improve your services from time to time. This is known as micro marketing technique which helps you to interact with your buyers in person rather than in segments. Effective digital marketing techniques help you to:

- Change your customers mind-set
- Clearly define your goals and objectives
- Create a proper digital marketing segment

Digital marketing helps in distributing correct and clear information regarding different types of products & services presented by the company. Hence, there are least chances of misinterpretation. There is no possibility that the sales person enters wrong information in a retail store. Moreover internet helps in providing complete product details over which the consumers can easily rely & take purchasing decisions. On an estimated it is seen that more than 85 % people search the products and services online before buying anything they want.

Research conducted by Helm, Möller, Mauroner, Conrad, (2013) analysed previous studies on the similar topics and has evaluated the marketing strategies of the pharma companies to understand whether the customers are aware of the digital marketing of medicines or not. Key insights from those studies have revealed that today’s medical customers prefer to buy the medicines or consult the doctors through technology.

Leeflang et al. (2014) commented like the medical retailers are using the technologies (for instance, mobile apps or social media or website shopping) to reach the customers, at the same time, the customers are also using the technologies to search for their required products. The use of mobile devices has been developing considerably in current times. Customers want to click once and
purchase the products rather than wasting time in visiting the stores and purchasing the products. Some of them are using apps like ‘Netmeds’ to purchase medical products as well which shows that the customers are well informed of the digital marketing strategies in the field of pharmaceutical.

2.10 Benefits of Digital Marketing

A Sundararajan, Leonard N (2003) discovered that at the time of brand advertising digital marketing helps in raising the conversion rates. This is done by generating effective marketing techniques online. This can further helps the businesses to yield profitable benefits in the form of higher revenues. However while advertising any brand the marketers must consider the following points in mind:

- There must be an excellent layout that can allow easy navigation
- Digital platform must be used to deeply understand consumer purchasing patterns.
- Multiple online channels must be used to gain useful information.
- Right ideas must be offered that can meet all kinds of needs and requirements of the customers.

As per the studies conducted by Moncrief, W.C., & Marshall, G.W. (2005) Digital marketing assists in instant purchasing. In traditional marketing consumers originally analyze the entire ad & then locate a nearby retail store to buy a product or service. But with the beginning of digital marketing consumers can purchase different products & services online as soon as they like them. This is feasible only because digital marketing create content from time to time and utilize it to connect with a number of consumers online. Linking with mobile customers eventually results in increasing revenues. As soon as the information is approved to the customers they take instant actions to purchase a product or benefit a particular service of their choice. Digital marketing offers a number of benefits to businesses such as:

- Digital marketing enables instant purchase.
- Digital marketing helps in apparent Pricing.
- Digital marketing helps in sharing content of various types of products & services.
- Digital marketing facilitates 24 hours shopping.
- Digital marketing makes possible easy evaluation between different products & services.
- Digital marketing helps in delivering correct and clear information concerning different types of products & services offered by the company.
- Digital marketing generates greater customer engagement.
- Digital marketing helps the customers to stay efficient with different services and products.

Mulhern (2009) commented that Digital marketing is becoming famous in the present marketplace since it utilizes various technologies like radio, television and internet. He further commented saying that to make the business successful; many companies have merged the digital marketing with the traditional ones precisely to meet the requirements of the customers. The customers are also showing with many choices to choose their brands and buy the products.

Mangold & Faulds, (2009) explained that digital marketing can be utilized as an effective strategy to connect the customer in any place and at any time with an endeavor to inform, educate and entertain while providing an insight of different brands. On the other hand, people in this busy world try to spend less time in shopping or purchasing any product, for which they need to order the essential products online or by browsing diverse product purchasing apps. The primary objective of developing the research to find out the effect of the digital marketing on the buying behaviour of customers with a particular reference to the pharma industry.

Smith, (2011) mentioned digital marketing as a cost efficient marketing vehicle which helps in building the brands and enhancing the traffic for the companies and meet with success. This is beneficial for the customers to track their products and receive it easily sitting at their home for which digital marketing made an impact on their decision making of purchasing the products through digital media.

Voorveld, H. A. M., Neijens P. C., & Smit E. G (2011) explained Digital marketing as a means to create greater customer engagement. With the help of digital marketing the consumers are engaged with different activities of the organization. They can logon to the organizations website to read the most recent information about different services & products to give feedback or buy whenever or
whatever is necessary. Studies shows that daily there are approximately more than 1 billion queries of customers on Google. This further helps in generating more revenues and also reassures online endurance of the business in diverse locations of the world. Digital marketing assists businesses to create its important online value proposition.

Digital marketing makes possible easy assessment between different products & services. Today a number of organizations are using digital marketing to promote their products & services that have facilitated the customers to take advantage of the benefit in terms of evaluation between different products & services. This is mostly done in the form of delivery time and cost against the advantages offered. Now with the aid of digital marketing customers are not needed to visit different retail stores to get knowledge about different kinds of products and services. Eventually this helps the business to get better Rate of Interest (ROI) for the marketing investments.

Schumann, Jan H., von Wangenheim, Florian, and Groene, Nicole (2014) said that Digital marketing facilitates instant purchasing. In conventional marketing consumers at first scrutinize the entire ad & then find a nearby retail store to purchase a product or service. But with the arrival of digital marketing consumers can purchase different products & services online as soon as they like them. This is probable only because digital marketing creates content from time to time and utilize it to connect with a number of consumers online. Connecting with mobile customers eventually results in increasing revenues. As soon as the information is conceded to the customers they take instant actions to purchase a product or benefit a particular service of their choice.

Eisingerich, Andreas B., Chun, HaeEun, Liu, Yeyi, Jia, He, and Bell, Simon J. (2015) said that with the advancement of technologies, the marketing strategies of the companies have also enhanced. Considering the pharma industry of India, it has been seen that the pharma companies used to sell their medicines through traditional means by sending the agents to the medicines shops or hospitals. But, with the change of time, the pharma industry now sells the medicine by using the technique of digital marketing as studied in the following research. The researcher has used various methods including the primary and secondary data collection techniques to collect proper data and support the selected topic.
2.11 Digital marketing strategies of Pharma industry
A Sundararajan, Leonard N (2003) said that today numerous social media mediums like Google+, LinkedIn, Facebook and Twitter etc. have succeeded in converting the attitudes & perceptions of customers. This has additional helped in revolutionizing many businesses. This is probable by measuring huge customer network with real time feedback with dependable data of customer experience. These days’ businesses are able to conduct surveys more easily online with the intention to gather useful information from targeted audiences & analyzing outcomes on the basis of their responses.

According to Solomon, et al. (2012). The major companies including the pharmaceutical industry use different digital marketing strategies so as to buy or sell their products / services. Their main motto is to reach the customers easily and influence their purchasing behavior through different digital media. The different types of digital marketing strategies implemented by the Pharma industry are as follows:

- **Search Engine Optimization or search engine optimisation**: using this medium, the customers can easily get health related information from the yahoo, Google, or the MSN/ Bing sites.

- **Social media marketing**: through this medium, the customers can connect to different online selling medical companies and review their products before purchasing the medicines (Tsai et al., 2011). This includes Facebook, LinkedIn, Google +, twitter, Instagram etc.

- **Mobile apps**: this is the easiest and quickest technique of purchasing the medicines where the customer has to use his or her mobile phones, download the app and use the technique of pay-per-click options to select the required medicine and buy it.

- **Internet and websites**: Using the internet, the customers can search for unlimited number of medical shops who sell online medicines and visit their websites to purchase the products (Zhu & Zhang, 2010).

Armstrong et al. (2015) specified in the markets where the consumers are moving faster along with their expectations and demands to purchase, browse and purchase products in the easiest ways, digital marketing is the appropriate
method of marketing or selling the products. The SEO came out so as to have a major responsibility in generating the organic traffic for the pharmaceutical companies. And if it is done right to tap the target market, than it will definitely lead to a bigger market share for the enterprise.

Cascio, Christopher N., O'Donnell, Matthew Brook, Bayer, Joseph, Tinney, Francis J., Jr., and Falk, Emily B. (2015) said that the pharmaceutical companies should phrase lot of online pharmaceutical events for patients and doctors to market themselves.

The companies can also hire the specialists from digital marketing attribute that can able to make the doctors aware about the various benefits of the medicines digitally and also in helping them out in browsing successfully about the various solution that their online platform can offer to them. The review of the user’s needs to be updated on Google in a routine manner so that customers can find the best referred products. This will definitely impact the in entering the value chain analysis in a positive manner. To add on mobile apps by companies in adding value.

2.12 Impact of digital marketing on customer purchasing behavior

Hamill, J. (1997) discovered that Digital marketing helps in apparent Pricing-Digital marketing is a channel that helps various companies to showcase their products and services. This results in making prices transparent, clear and reasonable for the consumers. With times these companies can provide unique offers & change the pricing of different products and services & consumers are constantly benefited by remaining informed immediately just by seeing their advertisements. Digital marketing also helps to select the right social platform to develop business engagement to get the preferred outputs. This helps the customers to analyze & adjust effortlessly to the changes made from time to time.

Hamill, J. (1997) further explored Digital marketing is a means to facilitate immediate purchases because in conventional marketing consumers initially see the whole ad & then locate a close by physical store to purchase a product or service. With the initiation of digital marketing consumers can purchase different products & services online immediately they like them. This is achievable only because digital marketing creates material from time to time and utilizes it to
connect with a number of consumers online. Connecting with mobile customers finally results in revenues increasing. As soon as the information is passed to the customers they take immediate actions to buy a product or avail a particular service of their choice.

Gefen, D., Straub, D., W. (2004) said that Digital marketing helps in sharing content of various types of services & products. Digital marketing gives customers an opportunity to share & view the content of different services & products with their near and dear ones. Using digital media tools people can easily view and share information for distinctiveness for different products and services with people they know. This additionally assists in generating higher conversion rates by attracting consumers quickly and pushes them to purchase a particular product or a service they are seeking for. In other words Digital marketing facilitates businesses to create instant reactions from its online customers.

Chang, M., K., Cheung, W., Lai, V., S. (2005) revealed that Digital marketing facilitates 24 X 7 shopping. This is achievable only because the accessible and potential buyers have simple admittance to the internet whole day. No one is bound to logon to different types of websites offering different kinds of products and services online. Digital marketing also helps to enlarge the general market share to speed up sales. If correctly propelled digital media can give remarkable results because at present there are more than one billion online users using different online sites.

Hernández et al. (2010) said that Digital marketing is the most common communication medium in the present era using which the marketers can easily reach the customers to meet their needs. Similarly, he noted that the customers could easily find their required brands and reach them from their desktops or mobile platforms by one-click. Thus, compared to the traditional means, digital media is the richer medium which comprises not only the traditional method of television but also internet, social media and mobile apps.

Hooi Ting et al. (2011) said that the customers are also inclined towards using the digital technologies to save time and money and receive the products of their choice easily. He further specified that using this method of marketing; the marketers can easily provide the real time information to the customers and gain their trust. The customers can also view the reviews of other customers, depending on which they can take the decisions of purchasing the products.
Hence forth, it can be said that the digital marketing makes a positive impact on the buying decisions of the customers compared to the traditional means of marketing as described earlier.

Hillman, S., Neustaedter, C., Bowes, J., Antle, A (2012) said that the potential buyers can seek recommendations & reviews to make useful decisions about using the service or buying a product. Businesses can utilize this information for necessary steps for gaining necessary feedback of the consumers for meeting the requirements and needs. The Retail Industry has experienced a non-reversible vastness in its turf of operation and customer base. Today’s customers are mesmerized towards using Digital media daily, so that they can read the retailers product lines, as per their selection and by the products easily. Digital marketing facilitates the advertisers to correspond directly to the targeted customers in a speedy way regardless of the geological locations. The endeavor of the research is to increase knowledge about different channels of digital marketing and its impact on customer behavior in pharma industry.

According to (Hillman, S., Neustaedter, C., Bowes, J., Antle, A. (2012) The pharma industry should come forward with the innovative ideas and strategies that can help the patients and doctors to give the best in order to help the common man. In this course, Search Engine Optimization can help the pharma companies to identify the target population for the best services to be executed. The reviews for the products can be written in a manner so that they can make the client aware of its loopholes and the strengths of the same too. The patients should know how to be taken care of and which resource to reach at the time of emergency. The Literature here refers the various online journals that are said to be contributing their bit to the pharmaceutical industry.

Hui, Sam K., Inman, J. et al. (2013) said that Digital marketing assist in conveying correct and clear information concerning different types of products & services accessible by the organization. Because of this there is less probability of misunderstanding. There is no likelihood that the sales person enters wrong information in a retail store. Moreover, the internet assists in giving comprehensive product information that the consumers can effortlessly rely & take purchase decisions. On an approximation it is seen that more than 85 % customers look for the products and services online prior to purchasing anything they want.
Elisabetaloanals et al., (2014) in his studies explained that the Search Engine Optimization is one of the most common digital marketing tools used today. Its role is to enlarge the way the search engines such as Google discover web pages. This is since a number of citizens visit the website even if they are not interested in purchasing the products or availing the services. Only few people that are targeted by the marketing professionals essentially do the purchases. So the main endeavor should be to target the correct audiences that too at the right time to attain the preferred results. The best thing concerning digital marketing is that in a short time stage digital marketing help various organizations to widen their client base.

Eisingerich, Andreas B., Chun, HaeEun, et al. (2015) explained the variety & cost effectiveness of the channels of digital marketing make possible communicative and recurrent communication of marketing specialist with the consumers. Digital channels such as digital TV, mobile phones, Email & internet present new business forecast to develop consumer relationship. This helps additionally in cultivating customer loyalty. Digital marketing brings continuous advantages in part of both the customer and the company. The fast developments in technology of digital marketing have totally transformed the purchasing behavior of the customers. This is further brought a number of benefits to the customers.

Eisingerich, Andreas B., Chun, HaeEun, et al. (2015) examined Digital marketing and explained that it assists the customers to stay efficient with different services and products. The technology of digital marketing permits the consumers to stay efficient with different types of information of the organizations. These days a huge number of customers have access to internet any time any place & organizations are continuously updating information about different types of services and products. Digital marketing is the best business investments as the benefits offered override its cost.

Digital marketing initiate’s superior customer engagement with the help of digital marketing the consumers gets engaged with a range of activities of the company. They can logon to the company’s website to read the newest information regarding different services & products to give feedback or make purchases each time is required. Studies disclose that everyday there are approximately more than 1 billion queries by customers on Google. This additionally helps in producing more revenues and also guarantees online endurance of the business
globally. Digital marketing helps business to create its significant online value proposition. The reports conducted by E Marketer (2015) revealed that Digital marketing facilitates easy comparison between various products & service. Today many companies are promoting their products & services through digital marketing, which has helped the customers to grab the advantages in terms of judgment between different products & services. This is largely done in the form of delivery time and cost alongside the benefits offered. Now with the help of digital marketing customers are not required to visit various retail stores to expand knowledge about different kinds of products and services. Eventually this also helps the business to get improved Rate of Interest (ROI) for the marketing investments.

2.13 Change in the Purchasing Behavior of the Customer Due to Medicine Delivery Applications
According to Perboli, Rosano, Saint-Guillain & Rizzo, (2018), the introduction of the mobile delivery application has reformed the purchasing framework and structure of the consumers. Traditionally at the time of any medical requirement, the people used to go the chemist shops show them the prescription and then get medicines and back come and give medicines to the patients. The person has to go out for the purchasing of medicines at any time without bothering about the weather or climate. The need and urgency of the medicines and drugs used to further intensify the whole procedure of medical treatment right from going to the doctor, getting checked up, buying medicines, and returning back home. It was a gruesome procedure for the patient to travel and reach to the doctor’s clinics or hospital and get them treated. But now the scene has changed, with the introduction of the digital world and internet-based services, a revolution of online-based services took place which engulfed the medical industry also and transformed it into one of the most reachable and approachable industry where anyone can get an understanding and knowledge about various medical facts. The medicine delivery application has changed the way the medical and pharmacies industries used to work. Certainly it has acted a boon factor to the users of the mobile delivery apps. The customers are able to get the medicines and drugs at the comforts of their home.
According to the survey conducted by Mobile Medical Applications Forum India (MMAFI) about 9% of people used to purchase medicines and drugs from mobile delivery apps in 2008 which has considerably increased to 14% in 2013. The data reveals that there is a significant growth of online users in the medical mobile app. The users are getting better facilities and services with the help of different mobile medical apps. The users can upload their prescriptions and get a valid comment from expert doctors and physicians within a short span of time and recheck whether the medications taken by them are right or not. The mobile medical apps have gained a lot of popularity among the users in recent years. More and more people are getting connected to the online applications of the various medical sites to receive better facilities, quick deliveries, superior discounts and great customer satisfaction. The customer does not require leaving his home premises to get medicines from the market. The user can avail his facility by sitting in the comfort of the home also. Even the medicines and drugs are delivered to the doorstep at record timings. In the case of an emergency when the patients need to be addressed and the same time one needs to purchase the medicines also, it becomes a difficult situation for the people involved in the situation. In his case, the person can provide assistance to the patient by ordering medicines online through using the medical delivery app and can receive medicines at home without leaving the patient alone.

According to Um & Kim, (2018), the medical delivery apps are proving their impact and the users of the mobile delivery app are getting increased day by day. The user is getting improved access to care as the mobile delivery app is shortening the distance between the doctors and the patients. With the help of medical apps, the patient is always connected with its doctors for consultations and provides improved patient engagement. The patient does not have to wait long hours to meet the doctors. The mobile medical apps provide immediate consultation with expert doctors online which reduces the stress of the patients and increases the trust of the user in the mobile medical app. The mobile delivery app has also led to a reduction in medical frauds. The companies delivering the medicines and drugs and the app through which the medicines are ordered take full care and double check the authenticity of the medicines and drugs before delivering it to the customers. This reduces the risk of fake medicines consumption by the patients. The users of the medical delivery app also take advantages of
the discounts offered by these medical mobile apps which otherwise was not
given to them if had gone to the medical shop to purchase the medicines. Apart
from providing a variety of services and facilities to its users, the mobile delivery
app has also played a major role in developing business opportunities for many
people. People working from different fields are coming up to capture the
unexplored markets of medical and pharmacy world. Due to various facilities
provided by mobile medical apps more and more, users are getting connected to
the mobile medical apps and leaving their traditional way of purchasing
medicines and drugs behind. The mobile delivery app has brought positive
changes in the purchasing power of the people.

2.13 Conclusion
From the above detailed literature review it can be concluded that Medicine
delivery app can act as one of the effective digital marketing tool for the
pharmaceutical companies as it not only promptly delivers medicines but also
provides all the services and assistance required towards a better health on one
platform. Ensuring convenience, flexibility and reliability for the customers. The
Medicine delivery app users are increasing exponentially thereby posing
marketing opportunities for the pharma companies towards increasing the sales
and profitability.