

FORM 2
THE INDIAN PATENT ACT 1970 &
The Patents Rules, 2003
COMPLETE SPECIFICATION
(See section 10 and rule 13)
Indian patent office- Delhi/ Mumbai/ Chennai / Kolkata

TITLE OF THE INVENTION:

Process to improve the Consumer buying behaviour towards Medicine.

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ABSTRACT:

[500] Our Invention “Process to improve the Consumer buying behaviour towards Medicine” is an organization, concentrating on customer conduct and purchasing behaviors of its product is particularly significant. The drug market is especially flighty. Since purchasing fabric and medication is totally something else. Yet, these days as additional players are likewise there in the drug store market, individuals can pick among them. The consequence of our study revealed that because of the rise of COVID-19 web-based drug stores are turning out to be more famous because of different elements like contactless conveyance of meds, proposition and markdown, great client relationship the board, and so forth. As a customer, all individuals are not quite the same as one another. One individual might like an item or administrations which others dislike. Recognizable proof of customer conduct and purchasing behavior of an item or administration is a significant instrument to distinguish various elements influencing a buyer purchasing choice. Objective: COVID-19 is totally another infection for the entire world. It extraordinarily affects individuals' lives and predominantly on wellbeing. Because of Covid-19, the business situation and purchasing behavior of a shopper is totally different. Clients can try not to buy numerous things yet can't disregard medication. Presently a day's e-drug store is becoming well known in light of the fact that individuals can arrange medication and some other drug items utilizing these e-drug store locales from their separate homes. Buyer inclination and purchasing behaviors might vary from one area to another. The reason for this study is to comprehend the different variables which are liable for buying from a pharmacy site. Techniques: This review is tried by deciphering the responses got from the study survey (N=250). Conversation: Though e-drug stores are contributing a colossal to the Indian economy as well as the medical services framework the lawful guidelines for e-drug stores in India are not unreasonably unmistakable. End: From the review, we can reason that the shoppers of Silchar are so disposed to utilize online e-drug store and their recurrence of purchasing has likewise expanded during the pandemic.

FIELD OF THE INVENTION

[501]Our Invention is related to a Process to improve the Consumer buying behaviour towards Medicine

BACKGROUND OF THE INVENTION

[502] In the last part of the 1980s, pharmacies began selling doctor embraced prescriptions utilizing mail demands in the US. Later this mail demand business changed into the principal online pharmacy, soma.com, in January 1999. Not long after that, the web pharmacy was dispatched in the UK. Appraisals showed that there were in excess of 1000 destinations selling prescriptions as of mid-2004.

[503] The retail pharmacy has up until this point remained the best wellspring of prescriptions for the Indian people. Distant regions in the country additionally are benefitted with retail pharmacies in a manner of speaking. Perhaps, since they have close to zero insight into the thought called web-based pharmacies or the shortfall of key essentials like the web, a huge piece of the Indian people isn't accepting medication on the web.

[504] In any case, as of now things are advancing. With the increment of PC proficiency, accessibility of the web, and advocacy of cell phones. However drug store shop was permitted to open during the lockdown circumstance many individuals requested their medication and other drug items from online pharm.

OBJECTIVES OF THE INVENTION

1. The objective of the invention is to know the factor responsible for buying medicine from online e-pharmacy.
2. The other objective of the invention is to understand the buying pattern of the e-pharmacy customer of Silchar during COVID-19. iii. To know the current trends of the pharmacy business
3. The other objective of the invention is to “Process to improve the Consumer buying behaviour towards Medicine” is an organization, concentrating on customer conduct and purchasing behaviors of its product is particularly significant. The drug market is especially flighty. Since purchasing fabric and medication is totally something else.
4. The other objective of the invention is to additional players are likewise there in the drug store market, individuals can pick among them. The consequence of our study revealed that because of the rise of COVID-19 web-based drug stores are turning out to be more famous because of different elements like contactless conveyance of meds, proposition and markdown, great client relationship the board, and so forth.

5. The other objective of the invention is to customer, all individuals are not quite the same as one another. One individual might like an item or administrations which others dislike. Recognizable proof of customer conduct and purchasing behavior of an item or administration is a significant instrument to distinguish various elements influencing a buyer purchasing choice. Objective: COVID-19 is totally another infection for the entire world.
6. The other objective of the invention is to extraordinarily affects individuals' lives and predominantly on wellbeing. Because of Covid-19, the business situation and purchasing behavior of a shopper is totally different. Clients can try not to buy numerous things yet can't disregard medication. Presently a day's e-drug store is becoming well known in light of the fact that individuals can arrange medication and some other drug items utilizing these e-drug store locales from their separate homes. Buyer inclination and purchasing behaviors might vary from one area to another.
7. The other objective of the invention is to reason for this study is to comprehend the different variables which are liable for buying from a pharmacy site. Techniques: This review is tried by deciphering the responses got from the study survey (N=250). Conversation: Though e-drug stores are contributing a colossal to the Indian economy as well as the medical services framework the lawful guidelines for e-drug stores in India are not unreasonably unmistakable.
8. The other objective of the invention is to From the review, we can reason that the shoppers of Silchar are so disposed to utilize online e-drug store and their recurrence of purchasing has likewise expanded during the pandemic.

SUMMARY OF THE INVENTION

[505] Purchaser inclination implies a person's emotional preference for a specific item. While purchasing an item a customer dissects different substituting brands, items. It is typically estimated by their fulfillment with those. While concentrating on customer inclination different variables like-offer/markdown, area, conviction, thought, correspondence might influence the inclination.

[506] Research Methodology The exploration has been finished with a quantitative examination technique to search out replies to the exploration poll. An investigation criticism structure comprises of 25 quantities of inquiries was created, approved and flowed among the 250 quantities of the client (through irregular testing) with the assistance of direct

meeting technique or by utilizing a web-based stage like-email, Google structure, WhatsApp, and so forth to know the customer inclinations and purchasing behavior towards e-drug store.

BRIEF DESCRIPTION OF THE DIAGRAM

Fig.1: Process Consumer buying behaviour towards Medicine.

Fig.2: Consumer buying behaviour Powers.

Fig.3: Process to improve the Consumer buying behaviour towards Medicine

DESCRIPTION OF THE INVENTION

[507] Information assortment and examination The initial segment of the survey comprise of the segment profile of the exploration test. It envelops orientation, age, instructive capabilities, conjugal status, pay, occupation, consumption on the web.

[508] The second part of the poll comprises of different inquiries connected with knowing the shopper inclination and purchasing behavior towards e-drug store. The arrangement and pie outline are utilized to investigate the reactions of the example respondents.

[509] Segment profile Demography is the unique characteristic of a specific example populace. While leading an overview it is particularly essential to be familiar with the segment normal for the example populace on the grounds that solely after knowing the unique credits of the example populace we can ready to characterize the information in an importance full way.

[510] So the initial segment of the poll comprises of a unique kind of inquiries connecting with orientation, age, instructive capabilities, conjugal status, pay, occupation, and consumption on the web. In view of this information synopsis table was ready. Factors affecting their rationale to purchase medication from online e-drug store contrast from one individual to another, their pay level, occupation, and use on the web.

[511] For an organization, concentrating on buyer conduct and purchasing behaviors of its product is especially significant. The drug market is particularly unusual. Since purchasing material and medication is totally something else.

[512] In any case, these days as additional players are likewise there in the drug store market, individuals can pick among them. The aftereffect of our study announced that because of the rise of COVID-19 internet based drug stores are turning out to be more well-known because

of different variables like contactless conveyance of medications, deal and markdown, great client relationship the executives, and so forth.

I/WE CLAIMS

1. Our Invention “Process to improve the Consumer buying behaviour towards Medicine” is an organization, concentrating on customer conduct and purchasing behaviors of its product is particularly significant. The drug market is especially flighty. Since purchasing fabric and medication is totally something else. Yet, these days as additional players are likewise there in the drug store market, individuals can pick among them. The consequence of our study revealed that because of the rise of COVID-19 web-based drug stores are turning out to be more famous because of different elements like contactless conveyance of meds, proposition and markdown, great client relationship the board, and so forth. As a customer, all individuals are not quite the same as one another. One individual might like an item or administrations which others dislike. Recognizable proof of customer conduct and purchasing behavior of an item or administration is a significant instrument to distinguish various elements influencing a buyer purchasing choice. Objective: COVID-19 is totally another infection for the entire world. It extraordinarily affects individuals' lives and predominantly on wellbeing. Because of Covid-19, the business situation and purchasing behavior of a shopper is totally different. Clients can try not to buy numerous things yet can't disregard medication. Presently a day's e-drug store is becoming well known in light of the fact that individuals can arrange medication and some other drug items utilizing these e-drug store locales from their separate homes. Buyer inclination and purchasing behaviors might vary from one area to another. The reason for this study is to comprehend the different variables which are liable for buying from a pharmacy site. Techniques: This review is tried by deciphering the responses got from the study survey (N=250). Conversation: Though e-drug stores are contributing a colossal to the Indian economy as well as the medical services framework the lawful guidelines for e-drug stores in India are not unreasonably unmistakable. End: From the review, we can reason that the shoppers of Silchar are so disposed to utilize online e-drug store and their recurrence of purchasing has likewise expanded during the pandemic.
2. According to claim1# the invention is to a “Process to improve the Consumer buying behaviour towards Medicine” is an organization, concentrating on customer conduct and purchasing behaviors of its product is particularly significant. The drug market is especially flighty. Since purchasing fabric and medication is totally something else.
3. According to claim1,2# the invention is to a additional players are likewise there in the drug store market, individuals can pick among them. The consequence of our study revealed that because of the rise of COVID-19 web-based drug stores are turning out to be

more famous because of different elements like contactless conveyance of meds, proposition and markdown, great client relationship the board, and so forth.

4. According to claim1,2,3# the invention is to a customer, all individuals are not quite the same as one another. One individual might like an item or administrations which others dislike. Recognizable proof of customer conduct and purchasing behavior of an item or administration is a significant instrument to distinguish various elements influencing a buyer purchasing choice. Objective: COVID-19 is totally another infection for the entire world.
5. According to claim1,2,4,# the invention is to a extraordinarily affects individuals' lives and predominantly on wellbeing. Because of Covid-19, the business situation and purchasing behavior of a shopper is totally different. Clients can try not to buy numerous things yet can't disregard medication. Presently a day's e-drug store is becoming well known in light of the fact that individuals can arrange medication and some other drug items utilizing these e-drug store locales from their separate homes. Buyer inclination and purchasing behaviors might vary from one area to another.
6. According to claim1,4,3# the invention is to a reason for this study is to comprehend the different variables which are liable for buying from a pharmacy site. Techniques: This review is tried by deciphering the responses got from the study survey (N=250). Conversation: Though e-drug stores are contributing a colossal to the Indian economy as well as the medical services framework the lawful guidelines for e-drug stores in India are not unreasonably unmistakable.
7. According to claim1,2,4,5# the invention is to a From the review, we can reason that the shoppers of Silchar are so disposed to utilize online e-drug store and their recurrence of purchasing has likewise expanded during the pandemic.

Date July 25, 2022


Dr Gautam Trehan