

# A Study on Customer Preference towards Online Pharmacy

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**Abstract:** *The research looks into the numerous elements that influence consumers' purchasing decisions while purchasing medical supplies via the internet. The purpose of the study is to determine the relationship between the various factors and their impact on the final purchasing decision. A total of 120 respondents were surveyed for primary data. Using data acquired from the online questionnaire, investigated customer perceptions, understanding, and factors that influence online pharmaceutical purchases. The results of the survey are analysed, evaluated, and interpreted.*

**Keywords:** Online Pharmacy, Perceptions, Pharmaceuticals. Medicines

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