

## IMPACT OF PERCEIVED USEFULNESS, EASE OF USE, VALUE, RISK AND TRUST ON ONLINE PURCHASE INTENTION OF MEDICINES: ROLE OF CONSUMER ENGAGEMENT

Asadullah Lakho<sup>\*1</sup>, Ahmed Shafique Joyo<sup>2</sup>, Hassan Arif Siddiqui<sup>3</sup>

<sup>\*1</sup>Senior Lecturer, Department of Business Administration, Iqra University, Karachi, Pakistan,

<sup>2</sup>Assistant Professor, Department of Business Administration, Shaheed Benazir Bhutto University, Nawabshah, Pakistan,

<sup>3</sup>Department of Business Administration, Shaheed Benazir Bhutto Veterinary & Animal Science University, Sakrand, Pakistan

<sup>\*1</sup>asadullah.lakho@iqra.edu.pk, <sup>2</sup>ahmedshafique@sbbusba.edu.pk, <sup>3</sup>hassanarifsiddique@gmail.com

### ABSTRACT

The study which we have conducted in this research is focused on, the impact of perceived usefulness, perceived ease of use, perceived value, perceived risk and trustworthiness towards online purchase intention of medicines (Epharmacy) in that sector we learnt how to survive and performs their role in the industry, where we have many barriers to stable and sustain in the same domain where our rivals are working these result demonstrate the connection between Independent and dependent variables which are inversely proportional to each other, online purchase intension is a powerful tool to analysis and evaluates it, we have taken 200-300 participants responses in our project and discussed practical as well as theatrically based about the studies, we got some recommendations through these findings we identify the improving relationships in between the topic and constructive, moreover, simultaneously the adoption of the technology has the bench mark in the market place.

**Keywords:** Online Purchase Intentions, E-Pharmacy, Perceived Risk and Technology Adoption

### INTRODUCTION

#### 1.1. Background of the study

Industries have been enthusiastically hard to find different innovative ways to find out and stable a favorable impression on the costumers by keep focus on their work and productivity. The scope of e-pharmacy industry in Pakistan is very high, and it is expanding globally day by day and create a benchmark in market place (JT Bae, 2019). In this study we explore and invest those factors who are influences consumer intension of purchasing from online platform, respectively here investigation could be divided in two main parts such as: loyalty, trust and second is technology orientation.

In the era of competitive business surroundings advancement of technology increases the performance of the enterprises. Nowadays buying medicine online are become very common because people are become more convenient from OL shopping they have different work, tasks to do in their daily routine, they are getting more aware and upward the buying power instead of traditional. (SF Sumi, 2021) People faced many issues previously, like it has the risk of security in money transection from buyer side as well as most of them are not aware to use the gadgets, but now social media plays here a better performance and many people are became more capable about

the using of these things safely by gather the knowledge and taking different information about it.

(I Erkan, 2018). To succor the electronic tracking most of Pharmaceuticals are willing to embrace techs very frequently by giving them verification symbols and codes, here few of manufacturers are being claim that it will increase the main cost until deliver on spot. Cheating variances always present in everywhere so commonly there is always risk factor available where quality, prices and delivery. These finding indicates the attitude and buying behavior in direction of ultimate fake products driven with norms of subjectivity, risk hostility, demographically. (SS Ofori-Parku, 2022) It is necessary to attract your costumer you have to be remain trustworthy for them and it would be done in numerous ways, buyers should have the belief, keen interest in vendors are some of mainly things which can makes the consumers feels good and valueable. The experts also observe that in the competitive economic environment, achieving customer expectations is the largest problem for all businesses, including the e-pharmacy industry. Previous research shows huge fundamentals on this important topic, It has obtain wise section of range skills like: stability, efficiency, effectiveness and affection, however the Consequential aspect is highly accrued and the reason behind it contains the imagination and feelings that economic and development and patrons form the optimum and healthy connection and maintain the virtuously reputation of the seller, Outstanding and prosperous corporations always created tight, trusting bonds with their customers have to remain solvent and establish a positive competitive advantage over rivals and competitors. The wise part acquires a range of skills, such as quality, consistency, efficiency, and effectiveness, but the serious aspect is highly essential because it contains the imagination and feelings that economic and development and patrons form the optimum and healthy connection and maintain the virtuously reputation of the seller. Outstanding and prosperous corporations always created tight, trusting bonds with their customers in order to remain solvent and establish a competitive advantage over rivals. Development of prospective involvement if changes in life style

goes to reach the makeable symbol to keep market structure, due to presence of social media consequently buying habit has been changed from buyer side , they have gadgets and they can easily find-out those material by pressing a one button and reaches their favorable things comfortably, it had been observed many times that people can buy their wanted product and after using those producer just because of their single hit the brand become extra popular in positive ways so extremely we understand the process as well the value of feedback from costumers sides which indicates evaluation of subjectivity. it is well-being and growing to purchase online nowadays, people feel more frequent to select menu ,see the trends and felt tension free from any harmfulness from sellers. (A Toska, 2022) . Many national and international pharmacological firms now perceive social media as a proven marketing method of increasing sales and profit margins. Here, we may showcase off a variety of luxurious items to draw visitors' attention to the product and arouse their interests. Every firm has weak demand from time to time, but in marketing we have the potential to extract valuable information through today's technology advertising. These studies also investigate how much these marketing tactics benefit shoppers' buying decisions and how much flexibility they have over social media marketing shows. the realization's establishment, investigation of preliminary work, and detailed description of vital and priceless sources on the subject of original research The fundamental objective of the issues and research review is to give a broad overview of the pertinent body of knowledge. obtaining knowledge of apotheosis and putting it to the forefront of scientific research, ideas, and speculations Products, Price, Placement, and Promotions are the four "P"s of branding. (A Cermin, 2019).

### 1.2 Problem Statement

It is evidently observed that online purchasing intense has need some major and basic management required with advance practices to occur the best outcomes, the performance of business includes in (Epharmacy) sector, as such in well-known industry of Pharmacy in Pakistan, By accentuating the facts, characterizing them,

and exposing the pertinent information about what is unfolding in the selected domain of the industry, we will be better able to locate the desired outcomes and provide the important context. (A Haque, 2020). here are some specific an unidentified facts and findings which has explorations elements will be uncover these certitude and actuality, and fill the research based gape to get the imperfect , poor insights which have to be resolved in proper manner and the buyer has to sustain and true-hearted such devoted with the given topic .However, when the gap bridge all effectivity and efficiency will appear to improvement side hence sufficiently when gap going to be narrow profitability and time waste to be adequately coped and handle. (L Ma - Journal of Engineering and Technology Management, 2021).

### 1.3 Research question:

Based on the gaps identified, the main questions that are needed to be answered are mentioned below:

1. How purchase usefulness impact upon online purchase intention of medicines?
2. How ease of use impact upon online purchase intention of medicines?
3. How perceived value impact upon online purchase intention of medicines?
4. How perceived risk impact upon online purchase intention of medicines?
5. How trustworthiness influences upon online purchase intention of medicines?

### 1.4 Research objectives

The aim of the studies is to exhibit and reveal the connection, associations and the linkage relationship of independent variables, those are perceived usefulness (PU), Ease of use (PEU), value (PV), perceive risk (PR) and Trustworthiness (T) with the dependent variable online purchase intention (OLPI) by appeal and requisition, it leads to bring the advantages, enlargement and evaluation of corporation. Implications and impacts of the IV and DV to strengthen the impartiality and integrity of the perception of the company

Following are the objectives set to perform this study:

1. To determine the relationship between purchase usefulness and online purchase intention of medicines
2. To determine the relationship between ease of use on online purchase intention of medicines
3. To determine the relationship between perceived value on online purchase intention of medicines.
4. To determine the relationship between perceived risk on online purchase intention of medicines.
5. To determine the relationship between trustworthiness on online purchase intention of medicines.

### 1.5 Significance of the study:

It would be prominence and boost betterment to get optimum results from industry of medicine premises, which has built association between OP and other IV variants, it can be supported to remove the biasness in the work place as well in the behavior of buyer, and link to estimates faithful, loyal and trusty which evolves requisite the fundamental methods to resolve the systematic accomplishment. The exhibition, validation of the groundwork will define attribute of the risk factors, usage and satisfaction regarding online procuring.

### Theoretical contribution:

There are countless users who uses those programs and take help to grape the info about what is going on and happens in their region along with market place. They will be learn and able to utilise the pattern to access social media through or reaching many other various networks. These tools entitle customers to access and evaluate ongoing targeted expectations, it is observed most of the time that networking of socialisation is increasing in continuous motion and holdup costumers for checking out their products especially many firms invest in this era and globally lots of people are working on it to grapping the audience and viewers. (D Jiménez-Castillo, 2019) In modern culture, community buying of medicine has been emerging, based on a sophisticated economy. When the client faces great effort instead of getting cheated and defaulted by an online purchase, he or she will

create good correlations and become (WOM) word of mouth for others, and this thing will make a hidden treasure to sustain the consumer's purchase and increase prosperity. (AS Yusuf, 2018). when we justify the quality of product and identify those circumstances or fact that why our buyer kept comes back to us again for purchasing and made more transections. In the examination on cross edition for the same purpose will claim that there is no preference, aspirations creates any inter-link in revolutionary approaches in the area of market. Trust of user will very capable and beneficial of the corporation's reputation in the enterprises, if individuals acquire it, a direct comparison to sales growth will be conducted and Customer trust is essential for preserving the company's Developments. (M Moslehpour, 2018).

### **Practical contribution**

Consumer always pursue about the price features, qualities about the commodity, and online functionalities, there is no need to go for traditional and physical stores to buy any medicine or goods (S Michie, 2018), if here is the facility available as online where people can order their desire medicines on a single damn click, most of the women are working and they are not able to reach on super stores to purchase the medicine for their family, parents or their loved ones do these type of OLPS are playing a vital role for them they cannot consume their precious time for going to shops so, they ask and search the willing thing on internet where sites are available such as on lines medical shop is accessible and it would be more feasible for old and working lady or men to get their impulse thing on sitting at home or in office, all the above discussion leads to intent and persuing, enhance people's online buying power. (LTT Tran - Journal of Retailing and Consumer Services, 2021).

### **1.6 Scope of the study**

The dependent variable of this study is online purchase intention while the independent variables are perceived usefulness, ease of use, perceived value, perceived risk, and trustworthiness. The industry that I have worked on is Pharmacy/Community pharmacy and the country selection is Pakistan.

### **1.7 Definition of key variables**

The following is the definition of the key terms used in this study.

- **Online Purchase intention:** Purchase intention indicates the likelihood that consumers will plan or be willing to purchase a certain product or service in the future (Wu et al., 2011. (2011).
- **Perceived usefulness:** Perceived usefulness describes the extent to which users feel that by using the help of technology, they can improve their performance (Saripah et al., 2016).
- **Perceived ease of use:** According to Davis, perceived ease of use is defined as “the degree to which a person believes that using a particular system would be free of effort” (Davis, 1989)
- **Perceived value:** Perceived value is a customer's own perception of a product or service's merit or desirability to them, especially in comparison to a competitor's product.
- **Perceived risk:** The consumer's level of uncertainty regarding the outcome of a purchase decision, especially in case of high priced item.
- **Trustworthiness:** Trustworthiness is a measurement of the reliability of a context information provider to provide context information about a specific entity according to a certain quality level.

### **1.8. Conclusion**

Based on the above discussion of the research problem and gaps, the present study investigated the relationship between online purchase intention and perceived risk, perceived ease of use, perceived usefulness, perceived value and trustworthiness.

### **1.9. Organization of the Study**

Following is the rest of the paper: A literature review is reported in Section 2. Section 3 describes the methodology. Section 4 presents the results and their discussion and conclusions. Section 5 discusses the policy implications and limitations of the study.

## 2. Literature Review:

### 2.1 Target industry of Pakistan

The daily routine work becomes very tough during covid. But however, this also supported and pushes us to find out evolved solutions for daily necessities purchases such as medicines. As e-commerce is also evolving around the world, online pharmacies are expected to see lucrative growth. Physically visiting pharmacies is a hassle, especially if you are sick or are living far away or some other reasons. The e-pharmacy has become very convenient to get your medicines at once. No need to stand in long lines or leave your home. Ordering drugs through prescription via a reputable online platform and being able to do so from your own home is certainly a better option.

Counterfeit or fake medicines are a serious problem that not only hinders health but can also cause illness. Some scammers looking for quick money often immoral and willing to sell not only expired fake medicines, but all your personal information for money. But buying from trusted online platform is only way to address this problem. Once you've gotten the habit to order from the trusted platform, simply navigate the website or the app, conveniently add item to the cart and place your order. Medicines available online are normally cheaper than those purchased at your local ones. There are normally discounts and other offers available. So e-pharmacy is a better option if you are a regular based customer. These types of discounts offer usually very helpful for the customers.

This way lives have become very easy. However, it also has many drawbacks but for many people it will definitely benefit them. Easy access, easy availability of medicines, lower prices, not fake products and easy delivery system are the main factors behind the growth of this channel. Many digital healthcare platforms are dedicating to improving the healthcare of people by providing the solution of chronic problems of counterfeit medicines in Pakistan. (The Express Tribune, 'E-Pharmacies: The emerging trend shaping Pakistan's health care' (The Express Tribune, 2020).

### 2.2 Theoretical background

#### Underpinning TAM:

There we have two mainly antecedent is that effects consumers to aid the orientation of technology services are adhered by technology acceptance model (TAM), it all factorization are measured by satisfaction from users. (JT Bae, 2019) The real stories and studies are acknowledged that there is huge range and rating background of ideas but only some have the significant impact on their beliefs, the main idea is to perceived the acceptance of technology because in our surrounding there are too much people over there who cannot adopt the new ventures due to their old and mis guided conceptions but due to awareness through media we can get it as an opportunity, Tam can't be shaped the attributes of the consumer in one frame As a conclusion, this study has set out to conceive a model which might represent how individuals are disadvantaged when they intend to buy medicine online. Following TAM's perspective on relevance and practicality, the more thorough systematic literature study identifies that website security and website layout design may have an impact on people's intentions to acquire online prescription goods. As a result, the hypotheses in this area are formulated in the subsequent parts. (Rehman, Abro, Mustafa, Ullah, & Khattak, 2021; SF Sumi, 2019).

The motto of a literature review is to consider at the underlying resources in the field of relevant subject and discuss them in details. By making statements and referencing the research, the main goal is to provide an overview of the current body of knowledge. Asking many questions about apotheosis and reveals them to the forefront of modern study, exciting ideas, surmise and speculations. (VA TJ, 2022). In Pakistan multitude of pharmacist faces difficulties and challenges to build the share in market whereas maintain the segmentation of e-commerce in the medical sectors. The mainly purpose of taken this study is that we have to explore those thing and blockade barriers in online purchase intense such as: satisfaction, loyalty, risk, easy to understand material and productivity which has significance effect on buying power of the clients. (TJ Varghese Assin, 2022). In very short time period

clients can bought their desire drug at their given address or home, offices which is very convenient thing but many people are not agree to do this act due to some misconceptions, little bit part of era cannot digest e-commerce because of their past experiences regarding traditional shopping . E-pharmacy are extremely explored in numerous of cities day by day, because hardship of several entrepreneurs, they are working day and night to serve this categories in front of users by using different medium and platforms such as, facebook,Instagram,and other famous websites where they advertise and create the awareness program or workshops too. (D Chakraborty, 2022). The word of mouth by any customer to another person who wants to buy anything. Therefore, it would be a pleasurable experience for those businesses that educate their personnel on how to treat others with kindness and respect. Loyal clients who embrace social responsibility will be inclined to buy generous amounts from the moral service.in the pandemic situation people stayed at home so they were not able to reach the super stores to buy medicine so this e-pharmacy plays the superup role in the market place and all of them had bought, (I Erkan, 2018) .the risk factor increases here just because of fraud on internet , there are many fake companies are working to sell their unusual , copy and cloning product made by them so we have few legal laws, rules and regulations which online sellers has to be follow it and in the other hand we have web site so on that sides owner will give the permission and check details before give any allow to share the information, and have termination period where authentic admin will have the opportunity to decide that the user is accurate , justifiable, however, Identity of the patient and prescription is valid or not another worst situation ever, in the field of e-pharmacy all companies motto is to give amenity, favour and spread their business across globally. (NA Vizano, 2020) .The effects on the community's trust might be done in the further investigation and examination, Future research may focused on the value of community trusts' strategic planning to the wider world. Promotion and execution of this sector will have to highlighted and optimistic because the exposure of this era is very vast in nature. (VA TJ N. G.-S.-

s., 2022) . As promotional tools have developed, interactions with clients have altered. People are driven to buy anything inside their resources, consequently they look for material to aid in their judgment call. Consumers now have a variety of means via which they may express feedback and sometimes attract assistance from colleagues in the digital market arena, disrupting how conventional customers make decisions. Businesses active in retailing, engaging audiences, and creating content have an additional competitive when it comes to customers' consumer choices thanks to the proliferation of digital trends and the media platforms' long record of protecting brand image and generating content.

### 2.3 Perceived Usefulness

It would be helpful in completing tasks of individuals with improvements by using a particular technology. We can pursue it how you and others feels good and beneficial to usages of the internet as systematic way, as the technology runs firstly and those people who change their perception and keep mold their own salves with it so they will always settle in time, here we can see different course of action to formulate. Many organizations use this tech to enhance their performances fulfill those targeted tasks and reduce the chance of in correction. (D Al-Fraihat, 2020)

### 2.4 Perceived Ease of use

The applied science plays a vital role in every expect of life, it has given more flexibilities on everyone's surrounding. Had vast and huge awareness, capacity to boost up in all situations. There are many ways to grab the consumer by using the gadget, by which we can provide all information, advertise and improves the selling and buying behavior (V Venkatesh - Information systems research, 2000) . It corresponds that users are easily find and utilize explicit technology whereas they could attain new and old websites, and as such interference of browse by gaining the capabilities of internet. (M Moslehpour, 2018).

### 2.5 Perceived value

It's a own thinking created by the consumer in their own mind about the product and its usage's,

price and services also defined by the users that how much there are willing to pay instead of using the brand

It is very important in making the product because marketer will get the idea about the mentality of the consumer that is what they want to buy and what's there pocket says and just because of this strategy using by manufacturers are lead to target high sales and profits. (MI El-Adly - Journal of Retailing and Consumer Services, 2019)

**2.6 Perceived risk:**

In the section, we have many other things involved which are related to emotions, expectations and experience on selves. This is not count as an actual risk but it also describes the future's distrust and ambiguity predictions, which

could directly effect the behaviour of the costumer (G Lăzăroiu, 2020).

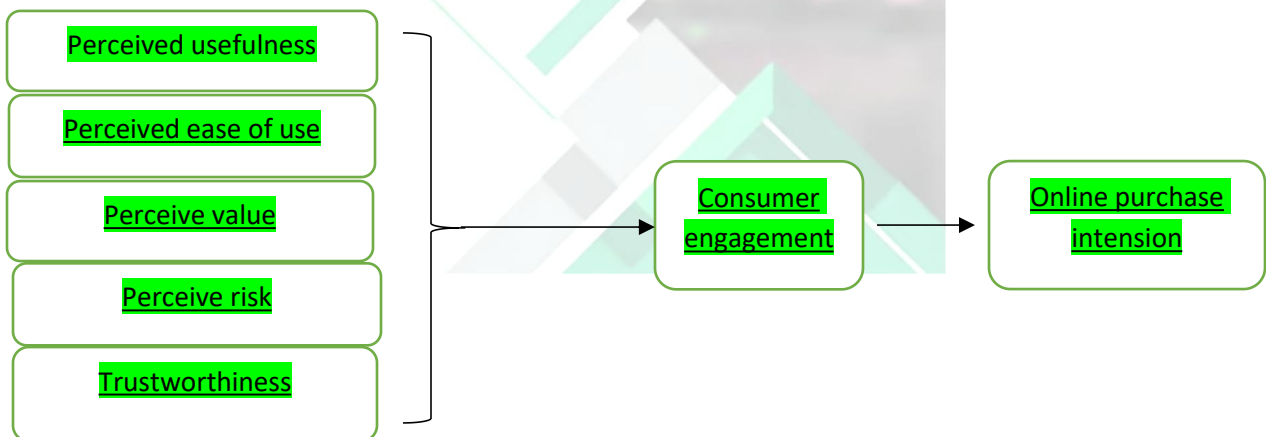
**2.7 Trustworthy:**

Research from the past demonstrates that trust has a good influence on one's ability to be dependable and loyal. Organizational performance management responds to crises as they arise by repairing damaged systems, installing strong management, and setting specific expectations in order to hasten progress toward objectives in a corporate environment. (S Thiebes, 2021) .To accomplish this, progress monitoring approaches that consider the performance of systems, subsystems, departments, and employees are being used. Furthermore, professionals are well-trained in how to communicate positively with buyers. (H Liu, 2022).

**2.8 Hypothesis**

H1	Perceived usefulness has a positive impact on online purchase intention
H2	Ease of use has the inverse relationship with online buying intention
H3	Perceive usefulness has a significant relation to online purchase intention
H4	Perceived value has positive influence on online purchasing
H5	Trustworthiness has a positive effect on online purchasing

**2.9 Conceptual framework:**



### 3. Research Methodology

#### 3.1 Research purpose:

The ambition to conduct this studies is to determine the gauge that how online services attract the consumers to buy and use application, in the other side we have an explanatory, researches methodologies will uncover the facts dramatically,

have an effect on yet another variable, serve as a check on, and balance effectiveness with the results that are already in place.

The data will be taken from many businesses and institutions. The illustrated study's habit change figure illustrates how sealers influence on economic output. The analytical facts are the origin of all innovation and information, relevant data has been collected to gather consistency in the pharmacy sector.

#### 3.2 Research Approach:

The primary audience also included social media academics, social media advertising, digital media executives, impulsive and expulsive consumers, and customers to increase the reliability and legitimacy of the analysis. the following people from which information must be received for the inquiry. But for this study, data will be acquired from social media users who are actively thinking towards SM, and willing to buy.

#### 3.3 Research design:

Due to owing dissection analysis of the topics which is perceived relations to the deponent variable online intention in the bestest manner, (RD) is helpful to identify the relationships among independent and depends on variables and vary to recognize the results of experiments in a good manner and find-out is it present in positive or in negative form, the questionnaire is exploited in

#### 3.6 Unit Analysis

We find it when we reach to our studies or research then we are able to decide that what we achieve and what we learn from our methodologies, furthermore we have some procedure there from we had conduct belonging ae below.

we will get the information on demographic based to inclusion the criteria .the deduction evaluation techniques helps and aid in to consider, inspect the gap analysis from the previous study and much current data, whereas we employ, involve and emerge to deploy approaches of explorations that

order to do a deductive inquiry and here we are using the standard scale of five- points knowns as, Linkert , individuals will be invited to share their reviews, perception and fundamentals point of views , they can fill out the survey from which we will receive data. And moving forward to conduct analysis.

#### 3.4 Population and Sampling

In this research we target those populations who certainly related to the sector of E- pharmacy of Pakistan (Karachi), A Probability sampling test has been taken to conduct and run the test, for getting the best outcomes in this era we give the opportunity to all the participants who are participating in the study, they are freely allowed to select an option which they think is right or wrong from their perception, behaviours and attributes relates. The simple random sample techniques has been allow there to save time and get the proper definite result from the testing.

#### 3.5 Sampling size determination:

From numerous of people who are working in the same domain as targeted audience and create an online survey that was convenient to all who were participated for it.from the pharmaceuticals Around (403-500) respondents from department of medicine (e-pharmacy) has been participated.

#### 3.7 Research Instrument

The adopting questionnaire has been created by using Likert scale procedure as a collecting data tool; we analyzed data with well-known mode likert-scale. Close-ended questions were asked from participants to get quick and rapid response. We also ran validity and realibility test, fetch due to implementation of descriptive survey there, the method of gathering info is the most finest and



effective way which has chosen, as the impact on online purchasing against perceived risk, usefulness, trusty and most important ease to use. Additionally, replying on these sort of interrogations will make it easier to explain and understand statistical data.

### 3.8 Questionnaire and measurement instrument

We have been conducted and asked close-ended questions over 16 question of independent variables which has also includes 4 dependent variables, whose create the sum-up of about 20 interrogation's based on linkert-scales. This interviewing and cross-questioning helps us to figure out all the queries related to the projects topic. All individuals who are working in the same area of domains are much knowledgeable about their professions condition and responded to the poll of opinion accordingly. To fill the survey we gave them time need to complete and fill the form is maximum 3 to 4 weeks.

### 3.9 Statistical technique:

The primary contrivance and structure of these measurement are well-defined by mathematically, interpretations relates and it concentrated on the Record-keeping analysis, to identify the factors and figure from a famous software which is spss/smart pls being used here, who can succor and aggregates results on the performed data. The completely standardized examination, which

commenced with the literature, decided to make use of all the supporting data and included theory, procedure, findings, accompanying and discourse all the elements.

### 4. Data Analysis and Results

Here, we employ a number of ways to expose the respondent's name, age, gender, departments, workplace, and firms where they are employed in the same industry. Their e-mail address, educational history, and credentials are all listed there. A total of 217 people who have an MBA and work in the field we are examining have participated in the study, the majority of them are at least as qualified as M-PHILL.

The demographic data profile and survey response rate are provided in this chapter. Descriptive findings is given prior to reliability analysis, bivariate correlation, construct validity throughout variables, and lastly an overall statistical model in which all hypotheses were verified utilizing SEM path analysis.

#### 4.1 Response rate:

The targeted demographic information that was selected from manufacturing businesses received the grow questionnaire. There were 400 till 500 responses in all that were received back.

#### 4.2 Demographic Profile of participant

The subsequent table gives details about the respondents' demographics:

Demographic variable	Category	Frequency	Percentage
Gender	Male	174	80.2
	Female	47	19.8
Age	Less than 25 years	42	19.4
	25- 30 years	126	58.1
	36-40 years	49	22.6
	Above 40 years	0	0
Experience	less than 3 years	94	43.3
	3 to 6 years	97	44.7
	7 to 10 years	26	12.0
	above 10 years	0	0
Designation	Executive	108	49.8
	Assistant Manager	77	35.5

	Manager	32	14.7
	Senior Manager	0	0
	Director	0	0
Income	25,000- 40,000	94	43.3
	41,000- 70,000	64	29.5
	71,000- 100,000	51	23.5
	Above 100,000	8	3.7
Education	Diploma	17	7.8
	Intermediate or less	57	26.3
	Graduation	85	39.2
	Masters	51	23.5
	M Phil/PhD	7	3.2

### 4.3 Descriptive Statistics

Descriptive statistics were used to assess the data's normality. The mean, standard deviation, skewness, and kurtosis have all been represented. The value of skewness and Kurtosis should not be less than and greater than +2.5 . Given below table indicate the descriptive outcomes for this study:

A total of 217 responders were obtained, of which 170 were men and 47 were women. The majority of respondents (approximately 68%) were single, with the remaining respondents all being married. The table below shows their age group, with the

majority of responders falling between the 25–40 age ranges. Their level of education is also displayed in the respondent profile table, where the majority of respondents have master's degrees and the second-highest level of education is a bachelor's degree. Along with their banking tenure, which indicates how long they have worked with the banking channel, their salary ranges are also included in the responder profile table below.

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**Table 1 Descriptive Statistics**

Construct	Mean	Std. Dev.	Skewness	Kurtosis
Perceived usefulness	3.45	0.76	-.451	-.214
Perceived ease of use	3.52	0.65	-.254	.139
Perceived value	3.58	0.72	-.712	.200
Perceived risk	3.50	0.69	-.498	.311
Trustworthiness	3.51	0.74	-.468	.208
Online purchase intension	3.47	0.79	-.885	1.35

According to the results shown in the above table, the construct Online purchase intension (Mean=3.47, S.D=0.79) has the highest Skewness value (sk= 0.885), while the construct Perceived usefulness (Mean=3.52, S.D=0.65) has the lowest Skewness value (sk= 0.254). On the other side, the construct OLP (Mean=3.47, S.D=0.79) has the greatest proportion of kurtosis

(k=1.35), whereas the construct Perceived ease of use (Mean=3.52, S.D=0.65) has the lowest value of kurtosis (k=0.139). Since all of these values fall within an appropriate range, univariate normality is not an obstacle regardless of the adapted notions.

### 4.3 Model Measurement

The measurement model is the element of the model that explores the connections between latent variables and their measurements. The structural model is the correlation between the latent variables. In order to evaluate the measurement model, you typically saturate the structural model by allowing all of the latent to correlate. Here, we indicate the various methods we used to measure our model;

### 4.5: Constructive validity

Construct serves for describing a scale for measurement, although this scale is distinct from ordinal, nominal, and ratio scales. They are sometimes referred to as latent factors since they use several reliable aspects to truly describe the unobservable variables. Any build has three or more components that help convey the construct. In this scenario, the item refers to a questionnaire statement or question. Any construct has three or more components that help to describe the construct. In this context, item refers to a questionnaire statement or question. Additionally, because data can be obtained using these items, a construct must include three or more, making it essential to any researcher to examine the strong association between these items—also known as "Convergent Validity"—between them. Additionally, a questionnaire may contain one or more constructs, making it crucial for researchers

to look into the discrimination between these constructs. This discrimination states that for these constructs to be valid, items from one construct should not have a strong correlation with items from another construct. "Discriminant Validity" is the name for this kind of validity. The convergent and discriminant validity are shown in the table underneath.

### 4.6 Convergent Validity

Convergent validity of the new scale analyses how well it correlates with additional factors and measures of the same concept. The concept should be associated with both different, distinct parts as well as factors that are equivalent and became acquainted. The convergent validity was carried out and examine through three standards, one is factor loading that should be at least 0.07. Secondly, each construct's AVE value should be at least 0.50 or higher. Finally, the composite confidence (CR) score should not be less than 0.70. Convergent validity of the new scale assesses how well it correlates with additional variables and measures of the same concept. The notion should be connected with both distinctive, independent characteristics as well as factors that are similar and related. According to the study, composite reliability should be greater than 0.7 and Cronbach's Alpha should be between 0.5 and 0.6.

#### Convergent validity

Construct	Items	Factor loading	AVE	Composite reliability(CR)
Perceived usefulness	PU2	0.731	0.572	0.842
	PU3	0.77		
	PU4	0.726		
	PU5	0.795		
	Perceived ease of use	PE1		
PE3		0.741		
PE5		0.718		
Perceived value	PV1	0.656	0.518	0.842
	PV2	0.712		
	PV3	0.78		
	PV4	0.79		
	PV5	0.66		
Perceived risk	PR1	0.747	0.586	0.85
	PR2	0.793		

	PR3	0.792		
	PR4	0.729		
trustworthiness	TW1	0.738	0.586	0.841
	TW2	0.789		
	TW3	0.767		
Online purchase intension	OPI1	0.682	0.543	0.856
	OPI2	0.761		
	OPI3	0.714		
	OPI4	0.775		
	OPI5	0.749		

The preliminary condition was established because the computed results shown in the table above indicate that the lowest value of factor loading is (0.660), which implies that all remainder factor loading is not less than 0.66. In addition, the values of CR are not less than 0.70 and the AVEs for each construct are not less than 0.50. Considering the results fulfilled all three requirements, convergent validity was demonstrated.

#### 4.8 Discriminant Validity

The discriminating validity of the constructs was investigated and this validity was evaluated using the provided approach, which looked at the uniqueness of the constructs and the relationships between the constructs. The square root of the AVEs for all constructs should not be more than the correlation coefficient between any two constructs, under this procedure. The results are summarized and displayed. This table's diagonal depicts the square root of AVE.

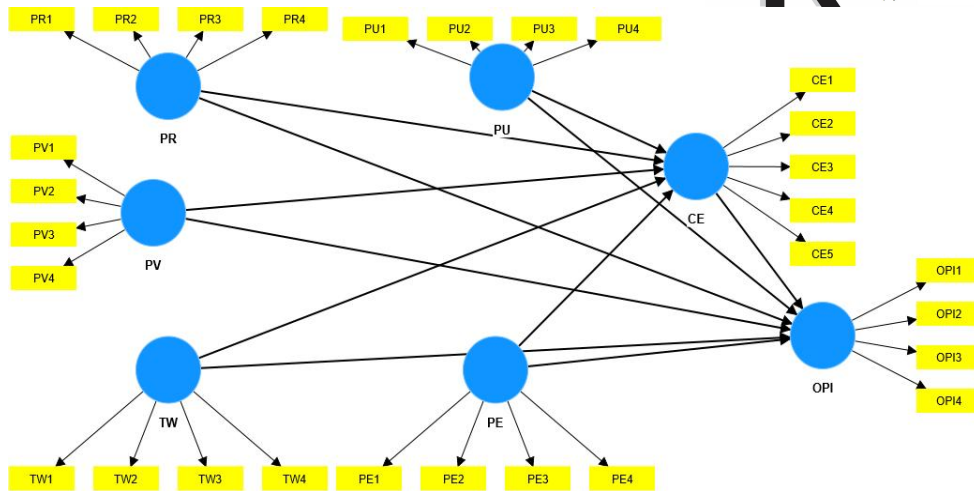
#### Discriminant Validity

Construct	T GP (E): 3006-7030	T GD 3006-7030	T GIS	T GM	T OP
Perceived usefulness	0.756				
Perceived ease of use	0.491	0.72			
Perceived value	0.48	0.55	0.766		
Perceived risk	0.453	0.458	0.369	0.737	
Trustworthiness	0.459	0.582	0.488		
Online purchase intension	0.494	0.575	0.581	0.35	0.737

The minimum diagonal value (sq. root of AVE) is 0.720, and the maximum correlation value (r=0.581), which is not greater than the minimum diagonal value, indicates that all diagonal values are greater correlation among each pair of variables, according to the calculated results shown in the table above. As a result, the modified construct discriminant is valid for this investigation and measures distinct concepts.

#### 4.9 Testing Overall Model SEM

The four independent variables in the proposed tested model are green production, green distribution, and green information systems. Online purchase intension is the only dependent variable in this model. The results of the estimated path model are shown in Figure 2 below.



**Assessment of Significance of the Structural Model**

The proposed tested model has five independent variables .Whereas, this model has one dependent

variable which is (ONPI). This model was tested by using Smart PLS and the outcomes and significance of overall model is shown in given below Table:

Construct	Adjusted R-Square	T- statistics	P-value
Online purchase intension	0.446	6.155	0.000

The rectified R-square value is (0.446) and the p-value is 0.000, which is less than 0.05, as shown in the above table. The results shown indicate the dependent and independent variables are significantly correlated. While the corrected R-

square value shows that the predictors of green manufacturing, distribution, information systems, and acquisition can forecast a 44.6% variation in.

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**Results of structural model.**

	Path coefficient	T statistics	P-value	Hypothesis	Support yes/No
Perceived usefulness -> Online purchase intension	0.187	2.239	0.026	H1	Yes
Perceived ease of use -> Online purchase intension	0.008	0.126	0.899	H2	No
Perceived value -> Online purchase intension	0.302	4.035	0.000	H3	Yes
Perceived risk -> Online purchase intension	0.322	4.597	0.000	H4	Yes
Trustworthiness -> Online purchase intension	0.318	2.249	0.000	H5	Yes

According to path model (Refer figure 2) factor loading for each item are at least 0.40 and greater. Additionally, p-values for factor loading are also less than 0.05 so that all items are at statistically significant outcomes.PLS path analysis (refer table 9) illustrate that the green procurement has the significant and positive influence on

organizational performance ( $\beta=0.187$ , p-value  $<0.05$ ) so the hypothesis one was retained. Results for E-pharmacy was found insignificant outcomes so second was rejected. Results for other variables indicates that design has the positive and well as the significant relationship with DV ( $\beta=0.302$ , p-value  $<0.05$ ) so the hypothesis three was retained.

Lastly, results for green information system was also significant and it has the positive influence on our depended variable ( $\beta=0.322$ , p-value  $<0.05$ ). Thus, hypothesis four was also retained.

**4.9.1: discussion of Hypothesis:**

**Hypothesis 01: Perceived usefulness has positive impact on online purchase intension**

H1 shows a positive relationship between perceived value and the intention to make an online transaction. The notion is backed by the route. This finding is corroborated by earlier research conducted by Thomas and Crowns, who found a substantial relationship between usefulness and online purchase intent.

**Hypothesis 02: Ease of use have the inverse relationship on online buying intension**

H2 Ease of use has an inverse association with the intention to make an online purchase, according to hypothesis H1. The route backs the notion. This finding is corroborated by earlier research conducted by Thomas and Crowns, who found a substantial relationship between usefulness and online purchase intent.

**Hypothesis 03 Perceive usefulness has significant relation on online purchase intension**

H3 indicates that there is a positive relation effect of: Perceived usefulness has a significant relation on online purchase intention. The path leading supports the hypothesis. This result is supported by a prior study held by Thomas and Crowns

where they interpret the significant impact between usefulness and online purchase intention.

**Hypothesis 04 Perceived value has a positive influence in online purchasing**

H4 indicates that there is a positive relation affect of Perceived value have a significant relation to online purchase intention. The path leading supports the hypothesis. This result is supported by a prior study held by Thomas and Crowns where they interpret the significant impact between usefulness and online purchase intention.

**Hypothesis 05 Trustworthiness has a positive effect on online purchasing**

H5 indicates that there is a positive relation Trustworthiness has a positive effect on online purchasing. The path leading supports the hypothesis. This result is supported by a prior study held by Thomas and Crowns (Thomas and Crowns, 2018; Hye, ul Mustafa, & Mahmood, 2010; Ullah, Abro, ul Mustafa, & e Ali, 2023) where they interpret the significant impact between trustworthiness and online purchasing.

**Hypothesis 06 customer engagement has a positive effect on online purchasing**

H6 customer engagement has a beneficial impact on online purchases, according to H6, which is a positive relationship. The theory is reinforced by the way that leads there. This finding is corroborated by an earlier study conducted by Thomas and Crowns, in which they explain the substantial relationship between customer involvement and online purchase intent.

**Hypothesis Assessment Summary**

Hypothesis	Result
H1: Perceived usefulness is positively affecting Online purchase intension	Supported
H2: Perceived ease of use is positively affecting Online purchase intension.	Not Supported
H3: Perceived value is positively affecting Online purchase intension.	Supported
H4: Empathy is positively affecting Online purchase intension.	Supported

H5: Perceived risk is positively affecting Online purchase intension	Supported
H6: Trustworthiness is positively affecting Online purchase intension.	Supported

## 5. Summary and Conclusion

### 5.1 Conclusion

Current research study was conducted to investigate the effects on organizational performance. The impact of perceived usefulness, perceived ease of use, perceived value, perceived risk and trustworthiness on online purchase intention of medicines (Epharmacy). It is quiet common thing in recent days that buying online goods and services by using internet from the vendor and being satisfied that we got the quality product of them. Out related topic is also shows the pitch of market here where purchasing of medicine in good manner in short time period.

While in this study, we can expose our vast and in-depth knowledge of current or past standards ideals through it. It has significantly changed these methods of bringing about fresh and current researches as well as the productivity for employees to satisfy their entire ranges of linked aims and demands of industrial business. All of Karachi's OLP business were subjected to this specific investigation. All of the workers who work in the same departments of businesses make up the target demographic of this study for data collection from the respondents. A sample size of 400–500 respondents was determined for this research project.

### 5.2 Discussion

It is adequate reading on projects topic towards E-pharmacies, here is the highly needed requirement to do researches on it .we examine by the responded that on the sector we have to work vastly in the serious manner to avoid and risk and hurdles.

After having been put to the test, it emerged that every hypothesis was supported by earlier research conclusions. As all of the proposed theories were kept. The section below further analyses the most present results and research study outcomes. Although we can improves the mentoring and accomplishment of worker through

this assessment, which help both sides to boost up them in the practical and pragmatic way, It has completely altered these ways of tremendous bringing about new and current researches as well the productivity for staff to meet their full requirement ranges of related goals ad wants of industry business. The main object to take it out this evaluation will clarify the lacking area that where we have need the training, that how to provide the enough information and capability to fulfil the need and want of the consumer .The effectiveness and fairness in app procedure are being silently delicate to committed towards the achievements and fulfilment enclosed by the company to the clients or consumers. It shows the positively influences on variables such as: all IV's it intends to create the ranks which briefly describes it is convenient or not, on the basis of merit performers get their high quality rewards and become more trustworthy, delegated as well loyal with the firms.in the other hands when having faith in the leadership will moves to empower a workforce against contribution to subjectivity and objectivity of the morale of companies goal. Those factors are quite and proved that they are influential and useful components. The upward determination has been made from assessment of the generated hypothesis.

### 5.3 Limitations & Recommendations

The obstacles of this research study are similar to those of every other research study, and there are a few recommendations for future research that can assist future researchers in filling the gap and minimizing the limitations that were discovered in this research., its moving forward to reach the targeted desire intension with transparency in the appropriation, OLPI changes a game by introducing may other things in the market and give challenges to others so every organization in this competitor's world are trying to find out different ways where they are gaining and loosing

so from the previous studies we have tried to fill all the gaps from our new and recent analysis that which elements are more corporative to complete the tasks and help in achieving the goal, and develop the graph of engagements. The study's limitations and suggestions are listed below;

- In future research by using these IV AND DVs would help people to give the positive and perfect direction of their relationships.
- People should have to work on other sectors as well where online purchasing's create the benchmark.
- By increasing the sample, size will be more helpful to get positive and desired outcomes.
- Create the best understanding on the roads of pharma and management will help-out to formulate a clear and visible result.

Identify and share the correct information with them will be succeed to the goal.

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