

**MAPPING OF ONLINE PHARMACEUTICAL MARKETING PRACTICES:  
REVIEW OF LITERATURE**

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**ABSTRACT**

India has now seen pharma players taking the e-commerce route, with an intention to offer a solution to a number of problems, plaguing the retail pharmacy industry. The development of internet has transformed the process of consumer choice, in every spectrum of market. In health care system, it generated a paradigm shift, in finding information on health care services, identifying care providers, health professionals, online supply of medicines and other health products. The commercial focus of health care, also adopted the pre- buying habit of comparing goods and services, on the internet. Online pharmacies are the upcoming open source for the public to search for information and access diverse selections of medicines and other health related products. The development of websites with multiple user friendly features is another phenomenon, which the consumers are in a place to adopt new behaviors of health access and make health care decisions.

**KEYWORDS:** Pharmacy Industry, Health Care, Identifying Care Providers, Health Professionals, Other Health Products