

Universiti Teknologi MARA

Perception On E-Pharmacy

Noorhajar Binti Abu Bakar

Thesis submitted in fulfillment for the requirements for
Bachelor of Science (Hons) Business Computing
Faculty of Information Technology and Quantitative Science

May 2006

ACKNOWLEDGEMENT

Praise be to Allah, full of Grace and Mercy; Peace and Blessings be upon His slave
Muhammad, along with his family and companions

First of all, I would like to express my gratitude to Almighty God as for His Supremacy and Merciful led me the way to the completion of this thesis; The Perception on E-pharmacy . Only after a thorough hard work and patience that He has given me, this thesis could be done well with little limitations.

Upon completing this final year project 2005/06, I would like to take this opportunity to express my deep gratitude to all the people who have involved in assisting me completing this thesis.

I wish to thank those who have provided the support, advice and assistance for this research. Puan Fauziah Redzuan who give a guidance and supports. After facing a lot of difficulties like changing the research topic on March, I finally complete this thesis

Not to be forgotten, my beloved families who are always understood my busy schedule and being really supportive to my thesis. Also not to forget, my beloved friends in Universiti Teknologi MARA (UiTM), Shah Alam for all the support and suggestions regarding completing this thesis.

Last but not least; to all the people who have assisted me directly and indirectly in completing the thesis, thanks you for your help and contributions.

ABSTRACT

Online pharmacies (or sometimes called e-pharmacies) challenge existing market structure of the retail sale of medicine. E-pharmacies bring a new sight in pharmaceutical health care by allowing patient to be involved or participate in their health care management, more privacy communication with the pharmacists and medication consultation through online. Many western countries have been set up their online pharmacies. In Malaysia, e-pharmacy may be something new. This research is conducted to identify the user perception towards e-pharmacies. Questionnaire was used as instrument to gather data about the user perception. This questionnaire was distributed to 125 respondents that live in Shah Alam. This research covers a few characteristics of e-pharmacies included ease of use, usefulness, products offering, service provided, security, reliability, trust, information provided and safety.

TABLE OF CONTENTS

APPROVAL	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	ix

CHAPTER 1 INTRODUCTION

1.1	Introduction	1
1.2	Background of Research	2
1.3	Problem Description	3
1.4	Project Objectives	4
1.5	Project Scope	4
1.6	Project Significance	4
1.7	Project Question	4
1.8	Overview of the Chapter	5

CHAPTER 2 LITERATURE REVIEW

2.1	Introduction E-pharmacy	6
	2.1.1 E-prescribing	7
	2.1.2 Online questionnaires	8
	2.1.3 Regulations	9
	2.1.4 Advantages	10
	2.1.5 Disadvantages	11

2.16	Risks	12
2.2	Drugs and Medicines	13
2.2.1	User-related pharmaceutical problem (PCP)	13
2.2.2	Abusing	15
2.2.3	Drugs sales as surveillance tool	15
2.2.4	Social Responsibility versus Profitability	16
2.3	Technology Acceptance Model	17

CHAPTER 3 RESEARCH APPROACH AND METHODOLOGY

3.1	Project Approach / Methodology	20
3.2	Secondary Data	20
3.2.1	Questionnaire Generation	21
3.3	Primary Data	22
3.3.1	Sampling Design	23
3.3.2	Data analysis	24
3.3.3	Documentation	24
3.4	Limitations	24

CHAPTER 4 FINDINGS AND DATA ANALYSIS

4.1	Demographic Profiles	25
4.2	User Knowledge About E-pharmacy	27
4.3	Perception On E-Pharmacy	30
4.4	Conclusion	42