

## E-PHARMACY ADOPTION FOR MANAGING DISEASES: INSIGHTS FROM HOUSEWIVES IN WEST BENGAL USING THE TECHNOLOGY ACCEPTANCE MODEL

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*By supplying efficient and convenient access to drugs, also health-related issues, E-pharmacies are transforming healthcare industry. This paper studies the assumption of e-pharmacies among 147 housewives in the state of West Bengal applying the Technology Acceptance Model (TAM). Factor analysis has been performed to segregate six prime constructs influencing adoption of it, namely, Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude Toward Use (ATU), Behavioural Intention (BI), Actual Use (AU), and other External Variables. Results showed both PEOU and PU is shaping consumer's attitudes and behavioural determination. The study states unavoidable insights at least in today's world of user behaviour, identifying the importance of better accessibility, awareness and trust-building initiatives to uplift e-pharmacy adoption rates among the community.*

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