

ABSTRACT

This project presents the survey result regarding the benefit of pharmaceutical company's web site and e-commerce towards physicians.

The results shown in this project gives a picture of physicians' behavior in using the Internet-their interest in pharmaceutical company web site, what part they are interested, and the degree of their interest. In the part of e-commerce system, which will help facilitate product ordering, physicians as respondents gave their comments on whether pharmaceutical company can be used as guideline in considering possibility of investing the system. The results also shown here are the attitudes of those physicians who responded to the survey about their opinions and perceptions towards pharmaceutical company who created their own web site and electronic commerce system. Those physicians' answers are related to the image of pharmaceutical company, the owner of the web site. From all part, we could see that physicians have a lot of interest in these and they commented that it benefits them. Results from the survey have shown the trend of pharmaceutical company in creating their own web site and e-commerce system that is attainable.