Effect of Age Groups, Knowledge and Attitude on Buying Behavior of Customer with Respect to Branded OTC Medicines

By

Vikas

Dissertation submitted for the partial fulfillment of the

MBA Pharmaceutical Management

Academic year, 2017-2019

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INSTITUTE OF HEALTH
MANAGEMENT RESEARCH
(WHO Collaborating Centre for District Health System Based on Primary Health Care)

IIHMR UNIVERSITY

TO WHOMSOEVER MAY CONCERN

This is to certify that **Vikas** student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at **IQVIA, Public Health** from 04th February to 04th May, 2019.

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.

Dr. Sandeep Narula
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PROVISIONAL CERTIFICATE

This is to certify that **Vikas Duhan** is associated with **IQVIA Consulting and Information Services India Pvt. Ltd** as an **Intern** and the internship period is from **Feb 04, 2019 till June 03, 2019.**

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Yours Sincerely,
For IQVIA Consulting and Information Services India Pvt. Ltd

S. Yamini Krishnan
Director Human Resources, South Asia

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **Effect of Age group, knowledge and attitude on buying behavior of customer with respect to branded OTC medicines,** submitted by **vikas,** Enrollment No. 0123 under the supervision of **Dr. Abhishek Dadhich** for award of MBA in Pharmaceutical Management of the University carried out during the period from 04th February to 04th May, 2019 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Signature

ABSTRACT

Title of Report: Effect of Age group, knowledge and attitude on buying behavior of customer with respect to branded OTC medicines.

Mentor: Mr. Hemant Chaudhry, Lead Engagement Manager, IQVIA Public Health (Delhi)

Name of the Student: Vikas

Background – OTC market is an undistinguishable part of pharmaceutical industry. Total share of OTC market in the Indian pharmaceutical industry is 21% and that is a big percentage and now a days large number of drugs are converting to non-prescription list year by year due off patent and other reasons like interest of pharmaceutical company towards increasing the sales of there off patent drugs. During the literature review I came across various papers and I found that research is being done on various variables related to the OTC medicines that are effective in making mind of the customer for buying a particular OTC brand medicine. I found that very less research work has done on the effect of age group, knowledge and attitude and towards buying OTC brand medicines. So, I found this topic interesting to conduct a little research on it and to find out the new perspective of age group, knowledge and attitude of customer in buying the OTC brand medicine.

Key words: OTC (Overt the Counter), Brand Medicine, Non-prescription.

ACKNOWLEDGEMENT

I would first like to thank my mentor Mr. Hemant Chaudhry, Lead Engagement Manager, IQVIA, Public Health Delhi. The door to her office was always open whenever I ran into a trouble spot or had any question. She consistently allowed this project to be my own work, but steered me in the right direction whenever he thought I needed it.

I would also like to acknowledge Dr. Abhishek Dadhich, my guide from IIHMR University, Jaipur. I am gratefully indebted to him for his very valuable comments on this project.

I would also like to express my profound gratitude to my parents for providing me with unfailing support and continuous encouragement. This accomplishment would not have been possible without them.

Vikas

MBA-PM (2017-2019)

Roll No: 0123

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Introduction:

Consumer is the real king of the market so now a day's pharmaceutical company can't produce any medicine and sell it. They have to maintain the proper quality and quantity in the OTC medicine, even the packaging of the products are also done according to the choice and preference of the consumer (1). Marketer has to look after several factors before advertising an OTC product into the market. As some time marketer thinking in totally different direction then the consumer and the product fails. So in keeping mind all these things this study is conducted to find out the relationship of age with the buying behavior in the rural and urban family. As in the past few decades Indian pharmaceutical industry growth was very high as compared to the rest of the world market and the same is expected in the future also. According to the report of the Mordor Intelligence Indian OTC market was valued at 4611.88 USD in 2018 and with the growth rate of CAGR 14.20% it is expected that in the coming five year 2019-2024 it will reach to 10229.99USD (2)

In the Indian pharmaceutical market 70% share are captured by the generic medicines and 9% of the shares are of innovative drugs/medicine while the OTC (over the counter) comprises of 21% share of the total market (3).

With the change in the lifestyle and increase in the self-medication in India consumption of the OTC medicines are increasing year by year. As OTC medicines are available easily at all the pharmacist shop so people prefer to take medicines themselves for the common ailments like fever, headache, muscle pain, skin problem, acidity, wound, cough, cold, gastro-intestinal problem etc.(4). Retail pharmacist and general pharmacist are the main source of information for the people in case of OTC medicines. Main reason of using the OTC drugs by the people is lack of time, high consulting fees of doctors and need for the fast relief and other reasons also like availability, personal knowledge and quality of information. (5)

As the market is really lucrative and lot of scope is available in it in the future so the study on the consumer buying behavior will play a vital role in deciding the marketing strategy for a company who want to re-launch or rebrand their product or want to introduce a new product in OTC segment.

Background:

OTC market is an undistinguishable part of pharmaceutical industry. Total share of OTC market in the Indian pharmaceutical industry is 21% and that is a big percentage and now a days large number of drugs are converting to non-prescription list year by year due off patent and other reasons like interest of pharmaceutical company towards increasing the sales of there off patent drugs. During the literature review it was found that research is being done on various variables related to the OTC medicines that are effective in making mind of the customer for buying a particular OTC brand medicine. It was found that very less research work has done on the effect of age group, knowledge and attitude and towards buying OTC brand medicines. So, I found this topic interesting to conduct a little research on it and to find out the new perspective of age group, knowledge and attitude of customer in buying the OTC brand medicine.

Literature Review:

1.

Kalpesh prajapati and et al in their research paper " A study on consumer buying behavior towards OTC product of the pharmaceutical industry" focus on some of the key research area and ask questions related to the monthly income of the respondent , buying behavior on the basis of brand ,image , packaging and frequency of buying OTC medicines, educational qualification etc. This study was a questionnaire based study in which questions were asked from 196 respondents. The finding of the study are highlighting that there is no significant difference between the educational qualification and promotional offer, study also reveals that there is dependency of people on the income for buying of the OTC medicines.

All the respondent had used OTC medicines in their life sometime, and people also look for the expiry date and information provided on the OTC product before use , they still prefer to buy the medicines from the pharmacy shops as they feel they will provide them additional information also.(6)

2.

Abhishek dadhich and Dr. kavaldeep dixit in their research paper " consumer selection behavior towards Over The Counter (OTC) medicines" focus on some of the key research questions and try to find out the intention on the selection behavior on the basis of packaging, price , dosage form, symptoms, brand name and advertisement, reason behind consuming same OTC brand and source of information regarding the branded OTC medicines, pharmacist advice to consult doctor for long term medication and most preferred ailment medicines. In their study they found that pharmacist play a major role in providing knowledge to the costumer regarding the new OTC brand and also push the customer to buy a OTC brand. They also found that people use a OTC medicine in more than one common symptom ailment.(7)

3. Neelkhant M pujari et al. in their research project on " study of consumer's pharmaceutical behavior towards prescription and non- prescription drugs" focus on some of the key research area and ask the questions on what is there main source of information ,what are the factors that influence their choice of purchasing a medicine and disease for which they purchase OTC medicines etc. they found that people are very choosy in spending over the medicines and they follow their friends advice , also believe more on self- medication and some browse internet too find the right type of medicines.

They also found that people found their own type of medicines and they are choosey and price specific even if the doctor suggest them they by pass that also many time. (8)

4.

Katarina Boström in her research project on topic ": Consumer behavior of pharmacy customers – Choice of pharmacy and over-the-counter medicines." Focus on some of the key research area and ask questions related to the Cultural, social, behavioural influence and reason of loyalty and decision making criteria to choose a specific pharmacy shop over the other. She selected a sample size of 273 and collect information through the paper questionnaire. She found that the pharmacy shop was selected by the customer deliberately because they have already purchase some of medicines before and they found the environment friendly and known. They are loyal to some of the pharmacy as they have used it before and familiar with the locality. They don't know the staff over there but they are loyal to the membership card they obtain from the pharmacy. (9)

RESEARCH QUESTION:

Q 1 .What is source of Knowledge of customer and the attitude of the customer towards brand OTC medicines?

Q. 2.what is the effect of a age group on the buying behavior of medicines in a family?

Q. 3.what is the source of knowledge of the people for the OTC medicines?

OBJECTIVES:

1. To find out the knowledge attitude of customer towards brand OTC medicines.
2. To find out the effect of the age on the buying decision of OTC medicines.
3. To find out the best promotion Tool from which people come to know about the OTC medicine.

MATERIAL AND METHODOLOGY:

STUDY DESIGN: Empirical study.

Empirical studies help in finding the factors such as knowledge, attitude and age group that contribute the buying of a particular product in OTC medicine. Empirical study is the first step or initial enquiry into a new topic, event, disease or condition. Data was be collected from the Baroda (Sonipat) and Gurugram region.

DURATION OF STUDY: The study will be completed in 3 Month (February 4- May 4 2019)

SAMPLE SIZE: 200

SAMPLING TECHNIQUE: non-probabilistic purposive sampling

Data was collected with the help of face to face interview, and questionnaire from Baroda (Sonipat) and Gurugram region.

Primary Data: Primary data will be collected with the help of questionnaire and face to face interview.

Secondary Data: Secondary data will be collected from the research papers, Company reports and magazines.

DATA COLLECTION PROCEDURE:

Primary data will be collected with the help of questionnaire and face to face interview. Secondary data will be collected from the research papers, Company reports and magazines.

DATA ANALYSIS PLAN: EXCEL, IQVIA official tool and tableau.

Pivot table was used for the analysis in excel.

For the qualitative analysis tableau will be used.

Cross tabulation was done with the help of IQVIA Official tool.

ETHICAL CONSIDERATIONS: A written consent was taken from the participant before the starting of the interview and all the things about the study was described to the participant in elaborative way. No personal information will be shared with any of the organization. The data is collected for the research purpose only.

A study sheet was given to the respondent for their study and knowledge purpose on which my contact number was displayed so that at any point of time if they want to erase their information they can contact me.

And the information will be deleted on the spot to maintain the research Ethics .

Data analysis and interpretation:

Basic Information:

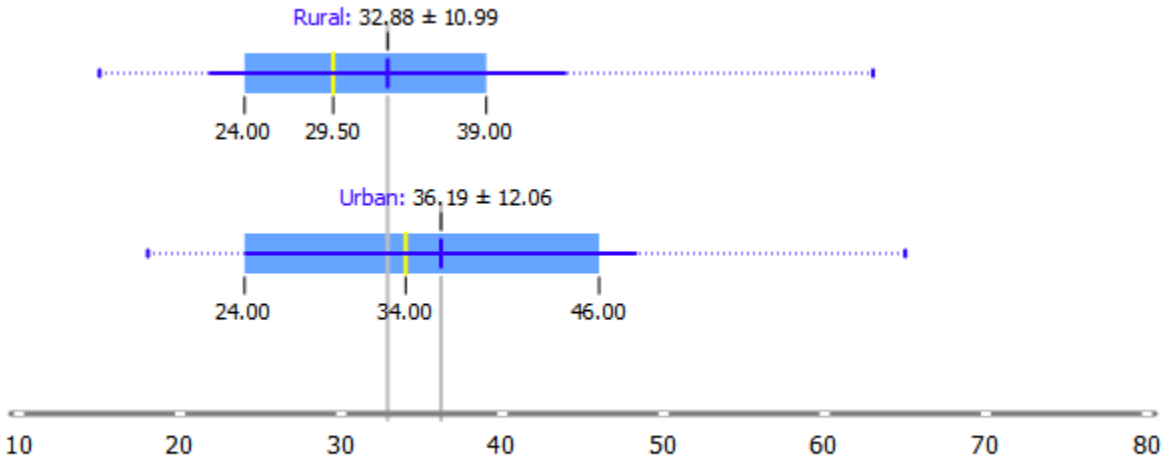
Table-1. Basic information about the residence of the respondent

Region	Number
Rural	100
Urban	100
Total	**200**

In the survey analysis it was found that the respondent population is evenly distributed 50-50% among the rural and urban region.

When the region-cross tabulation was done with the age groups it was observed that the mean age in the rural region of the respondent who was decision maker was 32.88 year and the median was 29.50. Box-plot drawn shows that in the rural region 75% age are fallen under the range of 24-39 years, while in the urban region mean age of the respondent and decision maker population was 36.19 and the median age was 34. Box-plot drawn shows that the 75% of the decision maker population fall in the range of 24-46 in the urban region. As there is no significance difference between the age mean age of the urban and rural population so the attributes and other characteristics of both the region can be compared and analysed together.

Figure-1 Cross tabulation of age with the Residence (Urban/Rural) .



Educational Qualification:

In the total respondent population it was found that 97.5% of the people were from the non-medical background while 2.5 % people were form the medical background. All the respondent who took part in the study were literate and knew about the OTC medicines.

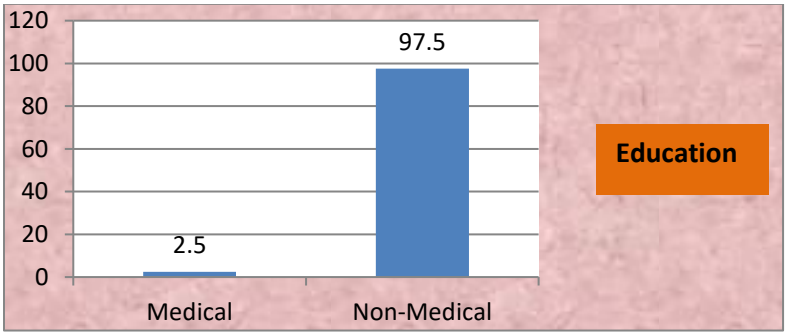


Figure-2 Educational qualification of the respondent.

In the survey it was found that 97.5 % of the respondents were from the non-medical background and only 2.5% were from the medical background.

Table-2 Sex Of the Respondent

Sr.No.	Sex	Percentage(%)	Number
1	Male	49	98
2	Female	51	102
	Total	**100**	**200**

In the study it was observed that out of total 200 respondent 49% were male and 51% were female.

Occupation:

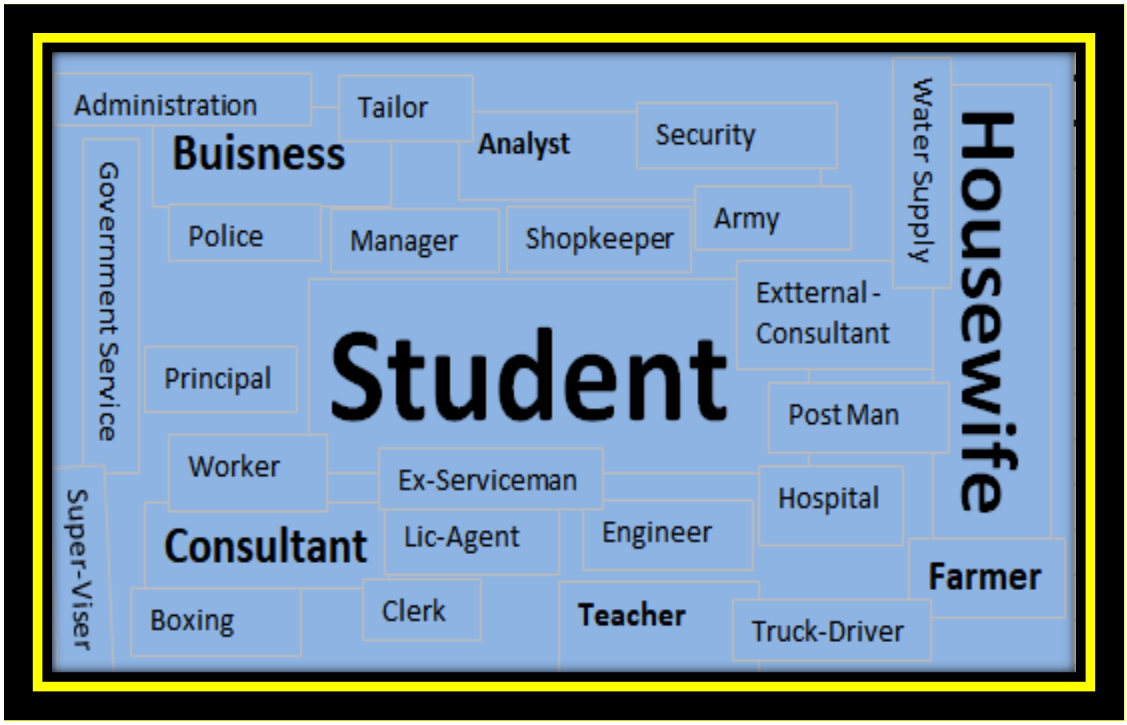


Figure -3 occupation of the respondents.

Occupation of the respondent is shown in the figure -3. Occupation that was repeated maximum time is bold and bigger in size and the second maximum is less big and so on and so forth.

Role of Age Group in Decision Making:

Table No. 3 Age Group Distribution among the sample size.

Age Group	Frequency	Percentage (%)
Below 25	54	27
25-34	60	30
35-44	34	17
45-54	41	20.5
Above 54	11	5.5
Grand Total	**200**	**100**

It was observed that out of total sample population 27% respondent who were decision maker for buying the OTC medicines were below 25 age, 30 % between the age group of 25-34 , 17% of the respondent were between the age group of 35-44 , 20.5 % respondent were between the age group of 45-54 and remaining 5.5 were above the age of 54**.**

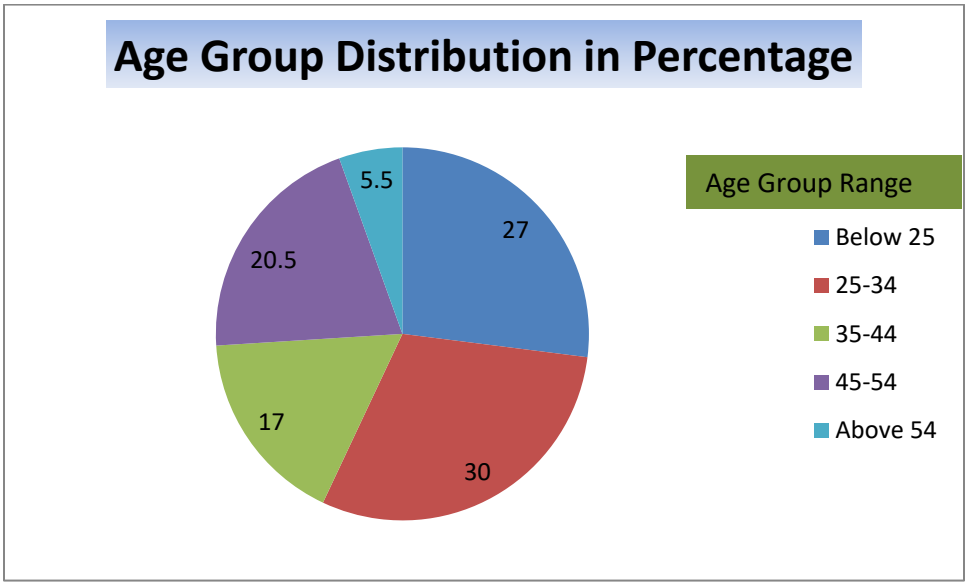


Figure-4 Decision making age group distribution in percentage

Above graph depicts the percentage of respondent who are the decision maker in buying the brand OTC medicines in their families. Age group 25-34 is the highest percentage group in the respondent comprise

of 30% and second highest effective group with the 27% weightage is below 25 year of age, and 35-44 age group comprises of 17% of the total while 20.5% is covered by the 45-54 age group.

4.Month of last purchase of the medicine of the respondent

Table No-4 Month of last purchase of the medicine of the respondent.

Sr.No.	Month of Purchase	Percentage(%)	Number
1	March	47.5	95
2	February	35	70
3	January	17.5	35
Total		**100**	**200**

In the survey it was found that 47.5 % of the respondent purchased brand OTC medicines in the month of march while 35% of the respondent purchased in the month of February and rest purchased in the month of January.

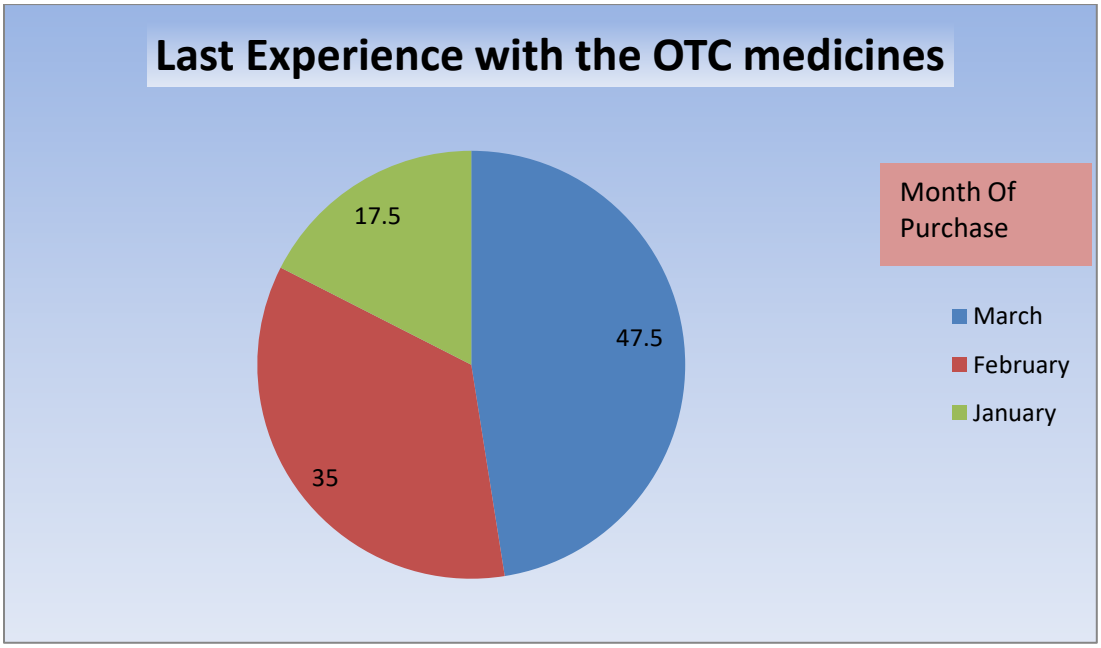


Figure-5 Last purchase experience of the respondent with the OTC-medicines.

6, For whom the respondent purchase the medicine:

Table-5 Purpose of buying the brand OTC medicines.

Sr.No.	Age Group	Family member	Friend	self	Percentage (%)	Total
1	Below 25	13	3	38	27	54
2	25-34	22	4	34	30	60
3	35-44	10	1	23	17	34
4	45-54	10	2	29	21	41
5	Above 54	2	0	9	6	11
Total		57	10	133	100	200
Percentage (%)		28.5	5	66.5	100	

In the survey it was found that 28.5% of the respondent purchased medicines for their family member and 5 % purchased for the friends while the maximum 66.5% purchased for the self .

In the overall age group also maximum of the respondent purchase medicine for the self.

7. Type of ailment for which the respondent prefers to buy medicines:

Table-6 Most common ailments for which the Respondent purchased medicines

Sr.No.	Common Disease	Frequency	Percentage
1	Cold/cough/fever	118	29%
2	Pain	74	18%
3	GI Disorder	70	17%
4	Headache	67	16%
5	Allergy	56	14%
6	Wound	27	7%
Total		**412**	**100%**

In the survey analysis it was found that the frequency and percentage of the most common ailment for which the respondent purchased the medicines. It was found in the survey that 29% of the respondent purchased medicine for the cough / cold/ fever , 18% purchased medicines for the pain management , 17% purchased for the gastro-intestinal disease , 16% purchased for the headache , 14% purchased for the allergy while only 7% purchased for the wound .

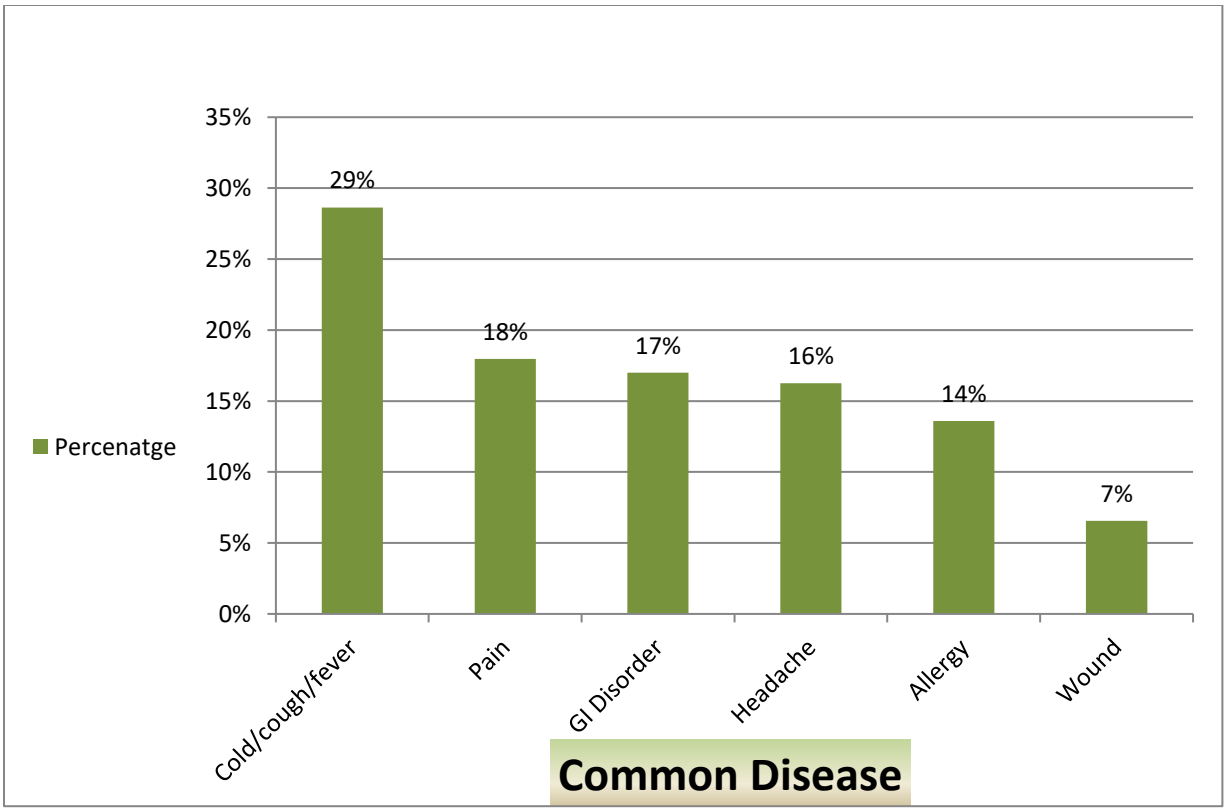


Figure -6 Most common ailments for which the Respondent purchased medicines

8. Name of the few OTC medicines about which the respondent know :

In the survey analysis when the correlation of urban and rural was done with the OTC medicines known among the respondent then it was found that paracetamol brand is most known among the rural and urban both type of families followed by the digene and then betadine and citrazine .All these four brand are most known among the rural and the urban families with the highest number of frequency repetition.

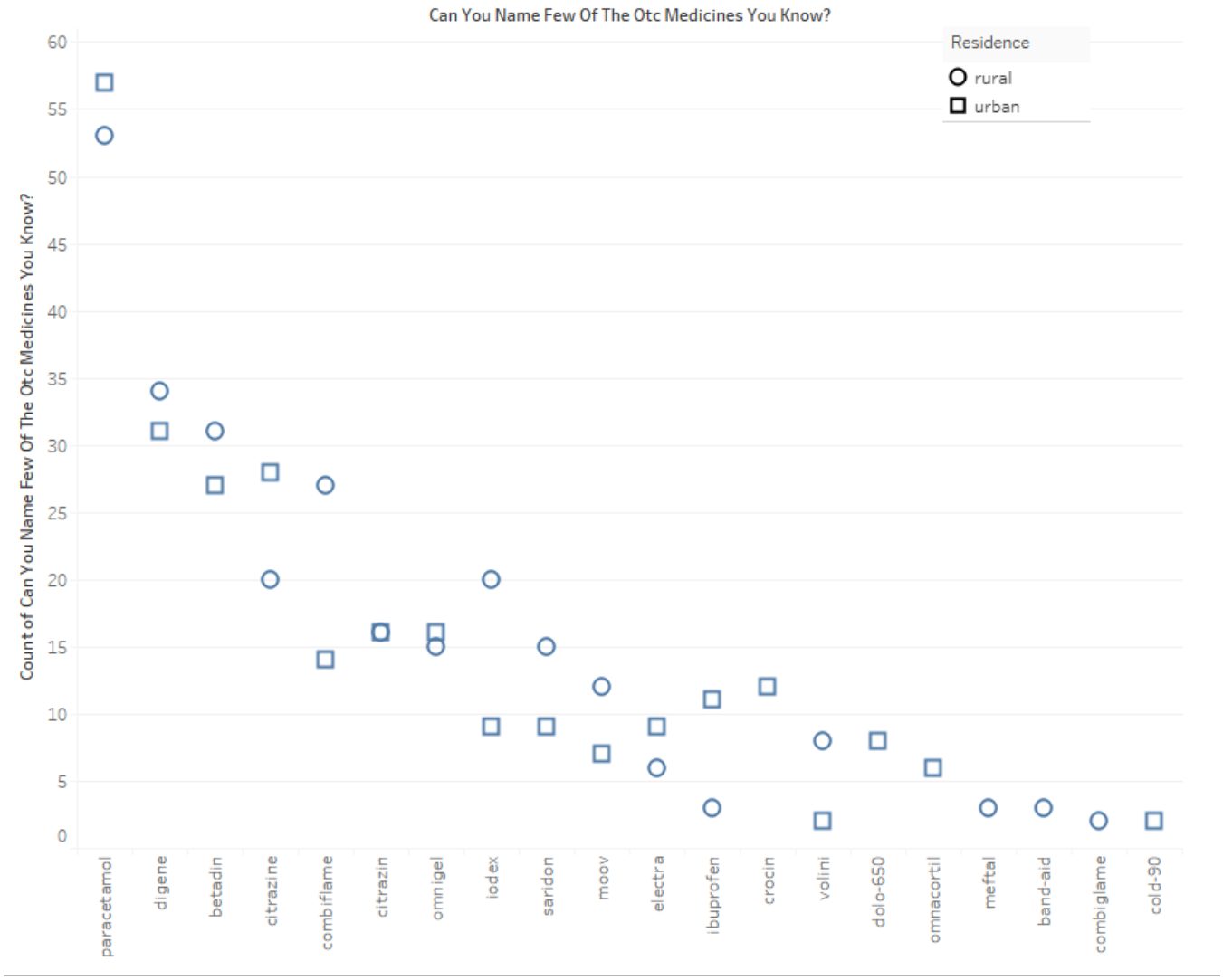


Figure-7 correlation of the urban and rural respondent with the Brand OTC medicines.

Knowledge of Above Mentioned OTC brand:

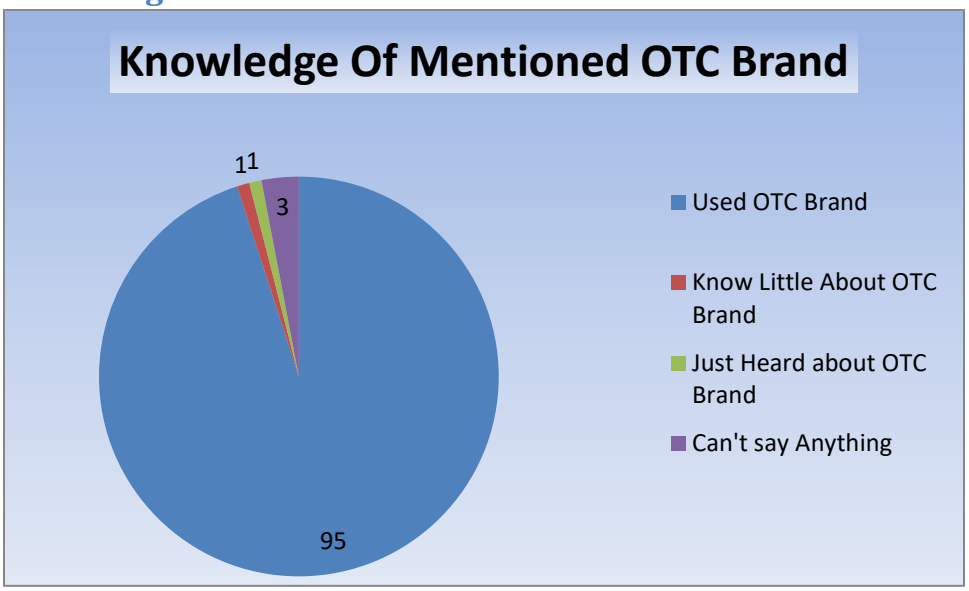


Figure-8 Graph About the familiarity of the mentioned OTC brand medicines.

In the survey it was found that 95% of the respondents have used the mentioned brand while 3 % said that they can't say anything about the medicines and 1% know little about the brand OTC medicine while 1% just heard about the mentioned OTC brand.

Table-7 About the familiarity of the mentioned OTC brand medicines.

Sr.No.	Remark	Percentage	Number
1	Used OTC Brand	95	190
2	Know Little About OTC Brand	1	2
3	Just Heard about OTC Brand	1	2
4	Can't say Anything	3	6
Total		**100**	**200**

9. Decision maker in the family for buying the brand OTC medicine.

Table-8 Decision maker and their percentage

Sr.No.	Decision maker	Frequency	Percentage (%)
1	Brother	4	2
2	Daughter	2	1
3	Father	3	1.5
4	Me	171	85.5
5	Mother	2	1
6	other	12	6
7	Sister	2	1
8	Son	2	1
9	wife	2	1
Total		**200**	**100**

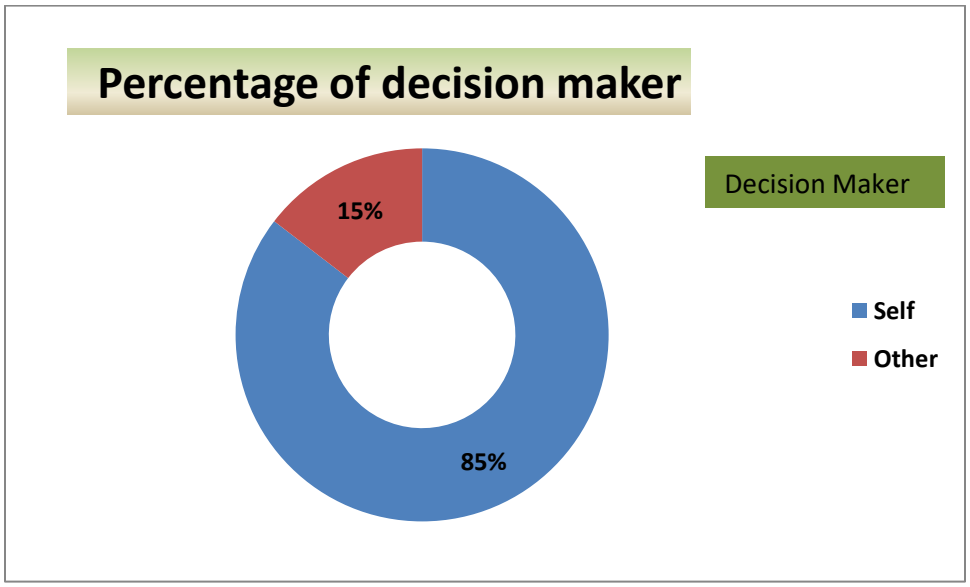


Figure-9, Decision maker and their percentage

In the analysis it was found that 85 % of the respondents were self-decision maker for the purchase of medicines and rest 15% on others for the decision of buying of the brand OTC medicines.

11. Main source of knowledge :

Table-9 Main source of knowledge and its correlation with the age .

Sr.No.	Source of knowledge	Frequency	Percentage (%)
1	TV advertisement	95	29.60
2	Doctor Advice	55	17.13
3	Education	24	7.48
4	Internet	9	2.80
5	Pharmacist	28	8.72
6	Prior experience	87	27.10
7	Others	23	7.17
Total		**321**	**100.00**

In the analysis it was found that TV advertisement was the main source of knowledge for the maximum i.e. 29.60% of respondent, 27.10% of the respondent said that they purchased medicine on the basis of prior experience , 17.13 said that doctor advice was their source of knowledge for the purchase of OTC medicine, 7.48 % said that education is their source of knowledge, 8.72 % said that pharmacist is their main source of knowledge and for the rest of respondent their knowledge source was various other factor .

12. Role of pharmacist in the buying decision of OTC medicine

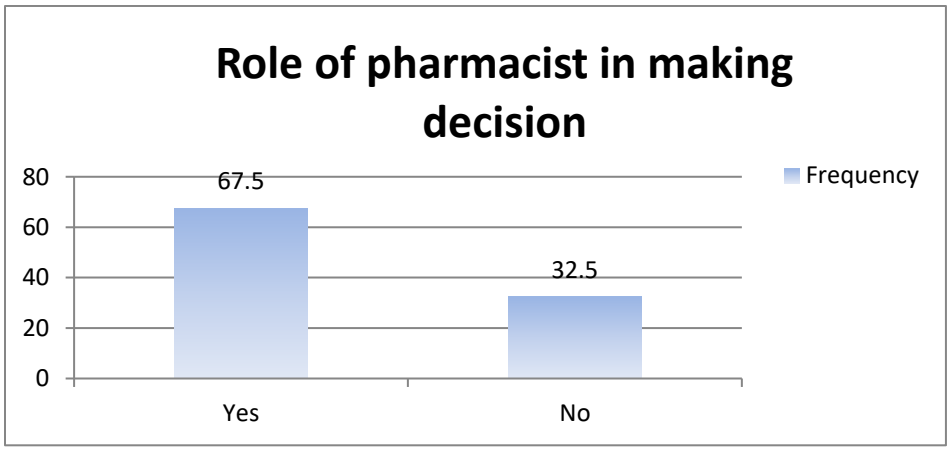


Figure-9 Role of pharmacist in the buying decision of OTC medicine

In the analysis it was found that 67.5 % respondent said that pharmacist play a role in the buying of the OTC medicines while rest 32.5% said that there is no role of pharmacist in the buying of brand OTC medicines.

Table-10 Role of pharmacist in the buying decision of brand OTC medicines.

Sr.No.	Pharmacist role in buying	Percentage (%)	Frequency
1	Yes	67.5	135
2	No	32.5	65
	Total	**100**	**200**

In the analysis it was found that 135 respondents said that pharmacist play a role in the buying of the brand OTC medicines while 65 said that there is no role of pharmacist in buying the medicines.

13. Factors that help In making the buying decision of the OTC medicine:

Table- 11 Factors that help In making the buying decision of the OTC medicine:

Sr.No.	Attribute of decision making	Percentage	Frequency
1	Prior Experience	33%	166
2	TV Advertisements	19%	97
3	Pharmacist	19%	96
4	Brand name	10%	50
5	Doctor Prescription	10%	49
6	internet review	3%	14
7	Relative Advice	2%	11
8	Friend Advise	2%	8
8	Consultancy	1%	4
9	Self- Knowledge	1%	4
10	Brand Name	1%	4
11	Price of the medicine	1%	3
Total		**100%**	**506**

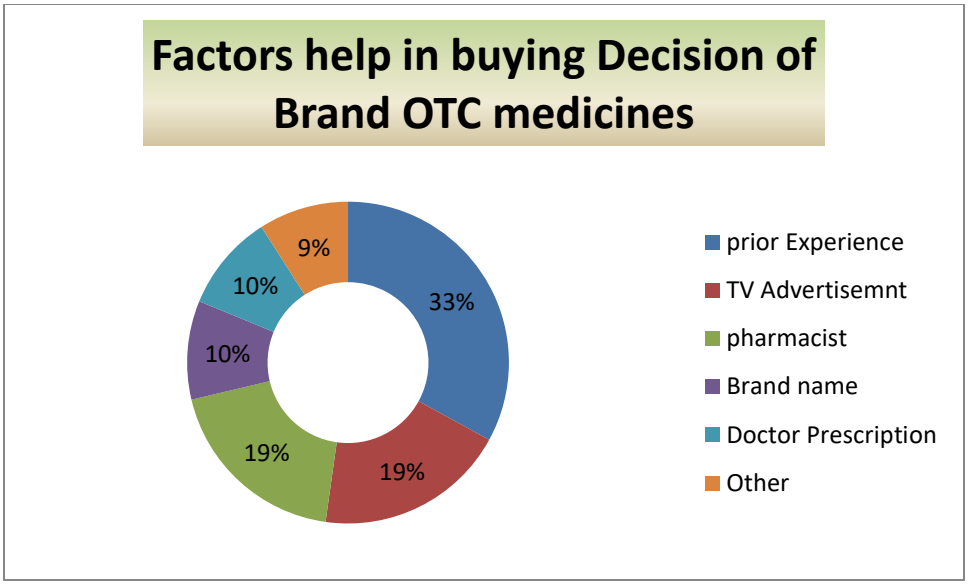


Figure-10 Factors help in making the buying decision.

In the analysis it was found that 33% of the people purchased brand OTC medicines due to the prior experience 19% purchased due to the TV advertisement and 19% purchased due to the pharmacist whatever they give and 10% buy due to the brand name and 10% due to the doctor prescriptions rest 9% purchased due to some others reasons.

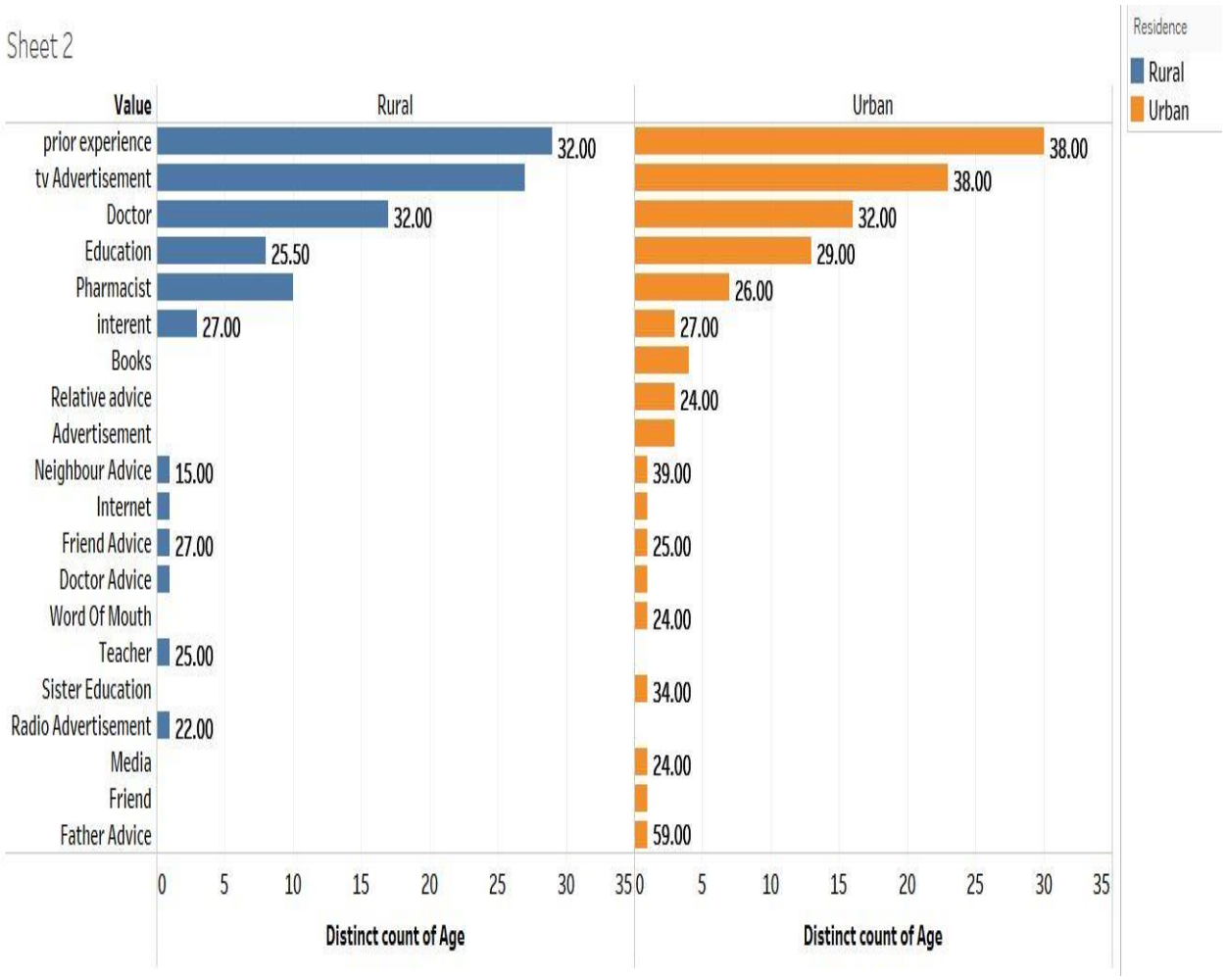


Figure-11 Corelation of Age, Region and the factor that influence the buying decision of the Customer.

Above graph depicts the correlation of the decision making factor with the rural and urban region respondent and it was found that TV advertisement , prior experience , doctor and education are the main source that help in the decision king making in both the rural and urban region. Some of the factor that are helpful in the rural region only were books, relative advice and hoardings (advertisement) are effective and helpful in the urban region only.

And the factors that are helpful in the decision making are also cross tab with the age group of the respondent and there median age was taken to show the relation of each the factor. In the urban region it is little higher as compared to the rural region for the top four factors.

14. Buy always same brand OTC medicine? If not why?

None of the Respondent was completely loyal with their brand as when the question was asked then they said that if they don't found the brand they used earlier then they switch to the other available brand. So the next question was asked about the reason of switching from one brand to the other and it was found that 31.5 % of the respondent switch to the other brand due to the price, 42.5% switch to the other brand due to the Non-availability of the brand and 22% switch due to the pharmacist recommendation and rest 4% switch due to the quality of earlier used brand.

Table-12 Reason of switching the OTC brand

Sr.No.	Reason of Switching	Percentage	Number
1	Price	31.5	63
2	Availability	42.5	85
3	Pharmacist	22	44
4	Quality	4	8
Total		**100**	**200**

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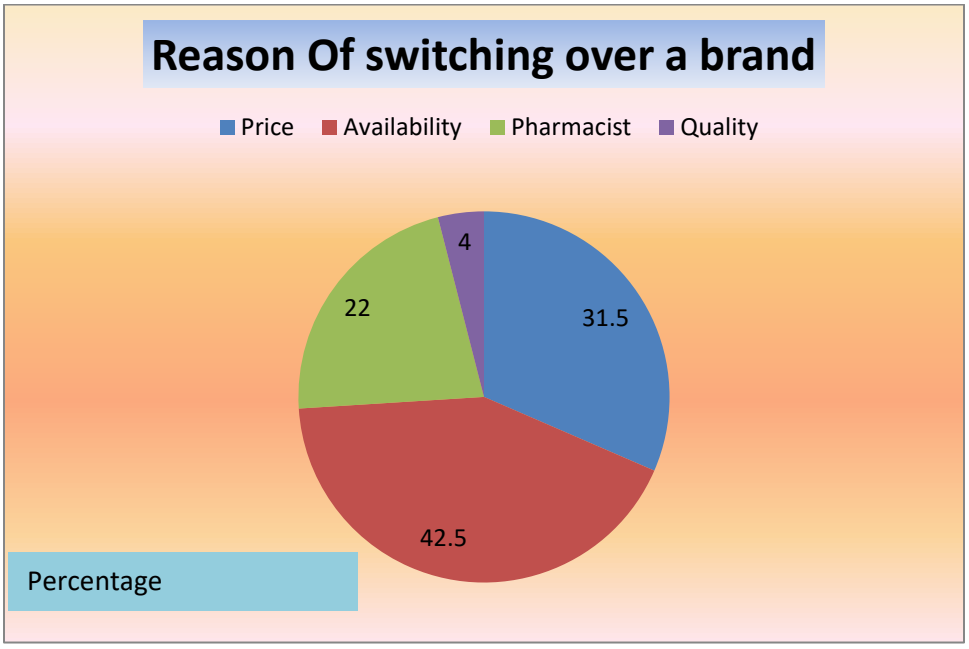

Figure-12 Reason of Switching the OTC brand.

15. Mode of purchase of medicines.

Table-13 Mode of purchase of medicines.

Sr.No.	Mode of Purchase	Percentage (%)	Number
1	Online	2	4
2	Offline	98	196
Total		**100**	**200**

In the analysis it was found that out of total 200 respondent only 4 % purchased medicines offline rest 98% purchased only through the offline mode of purchase.

16. Refer Brand OTC to other Person:

Table-14 Refer Brand OTC medicines to other patients

Sr.No.	Refer Brand OTC to others	Percentage	Number
1	Yes	69	138
2	No	31	62
Total		**100**	**200**

In the analysis it was found that 69% of the respondents refer the brand OTC medicines to the other patients while the other 31% did not tell other about the OTC medicines.

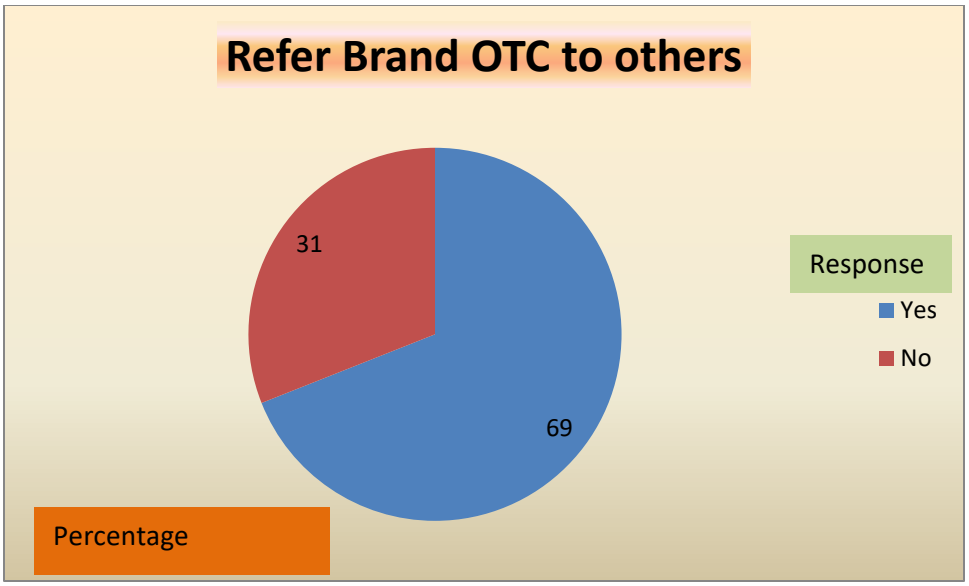

Figure – 13 Refer Brand OTC medicines to other patients

In the analysis it was found that 69% people refer brand OTC medicines to the other people also whereas 31% did not refer OTC medicines to others .

Table-15 Effective parameter of referring OTC medicines to other

Effective parameter of referring OTC medicines to other						
Age Group	**Brand Cost**	**Brand effectiveness**	**Brand Familiarity**	**Brand quality**	**Brand safety**	**Grand Total**
Below 25	0.52%	10.31%	8.25%	4.38%	7.73%	31.19%
25-34	0.26%	7.99%	9.79%	4.38%	7.47%	29.90%
35-44	0.00%	4.12%	4.38%	2.58%	4.64%	15.72%
45-54	0.26%	4.64%	4.64%	3.35%	4.90%	17.78%
above54	0.00%	1.29%	1.03%	1.03%	2.06%	5.41%
Grand Total	**1.03%**	**28.35%**	**28.09%**	**15.72%**	**26.80%**	**100.00%**

In the survey it was found that 28.35% respondent refer the brand OTC medicines to the others due to the brand effectiveness, and 28.09% refer the brand OTC medicines to others due to the brand familiarity and 26.80% refer to the others due to the brand safety , 15.72 refers due to the brand quality . For the age group of below 25 % brand effectiveness was the main attribute to refer a medicine to the other person

while for the age group of 25-34 brand familiarity was the main reason of referring the brand OTC medicines whereas the respondent of above 34 year of age gave preference to the brand safety.

Conclusion and discussion:

- The present study results revealed that all the respondent were literate. They had purchased brand OTC medicines in the last three month and the maximum 47.5% purchased in the month of March.
- Out of total 66.5% purchased medicine for the self and the most common ailment for which the respondent purchased the medicines were cough/cold/fever, pain, GI-disorder , and the percentage of respondent was 29%, 18% and 17% respectively.
- Most popular brand name among the respondent was paracetamol followed by digene, citrazine and betadine respectively. Most of the respondents were decision maker and their source of knowledge for the purchase of OTC medicines was prior experience, TV-Advertisement and pharmacist. Prior experience, pharmacist, TV advertisement and doctors play an influential role in the buying of the medicine.
- In the survey it was found that none of the respondent was completely loyal with the brand they had used earlier and the reason of switching was availability and price of the medicine. 69% of the respondents refer OTC brand medicines to others due to the familiarity and quality of the medicine. As it was found that the main decision maker age group in the family is 26-34 so if the pharmaceutical company prepares communication tool and derive marketing strategy to make an impact on the most effective age group. As the lifestyle of the people is changing very fast and disease pattern is also changing and more and more drugs are entering to the OTC or non-prescription segment, so we can say that there is huge scope and opportunity for the pharmaceutical companies in OTC segment. Further lot of research scope is available in this field as the market is very lucrative and expanding day by day.

IMPLICATIONS OF RESEARCH:

This study will help the pharmaceutical company in deriving the better communication and marketing strategies.

Limitation of study :

This study has some limitation like financial problem, sample size and time.

To generalize a study to the whole population we have to increase the sample size so that it can be the representative of whole population. So we can't generalize over the whole population as the sample size I too small.

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