

Effect of Age group, knowledge and attitude on buying behavior of customer with respect to branded OTC (over the counter) medicines

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Introduction

- 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 (1).
- 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 (2).

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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:

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

Methodology

STUDY DESIGN: Empirical study .

Empirical study which will help in finding the factors 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.

STUDY POPULATION

Data was collected from the Baroda (Sonipat) and Gurugram region.

Study tools: Data was collected with the help of face to face interview, and questionnaire.

DURATION OF STUDY: The study duration was 3 Month (February 4- May 4, 2019).

- **SAMPLE SIZE:** 200
- **SAMPLING TECHNIQUE:** non-probabilistic purposive sampling
- **DATA COLLECTION PROCEDURE:**
- **Primary Data:** Primary data was collected with the help of questionnaire and face to face interview.
- **Secondary Data:** Secondary was collected from the research papers, Company reports and magazines.

DATA ANALYSIS PLAN: EXCEL, IQVIA official tool and tableau

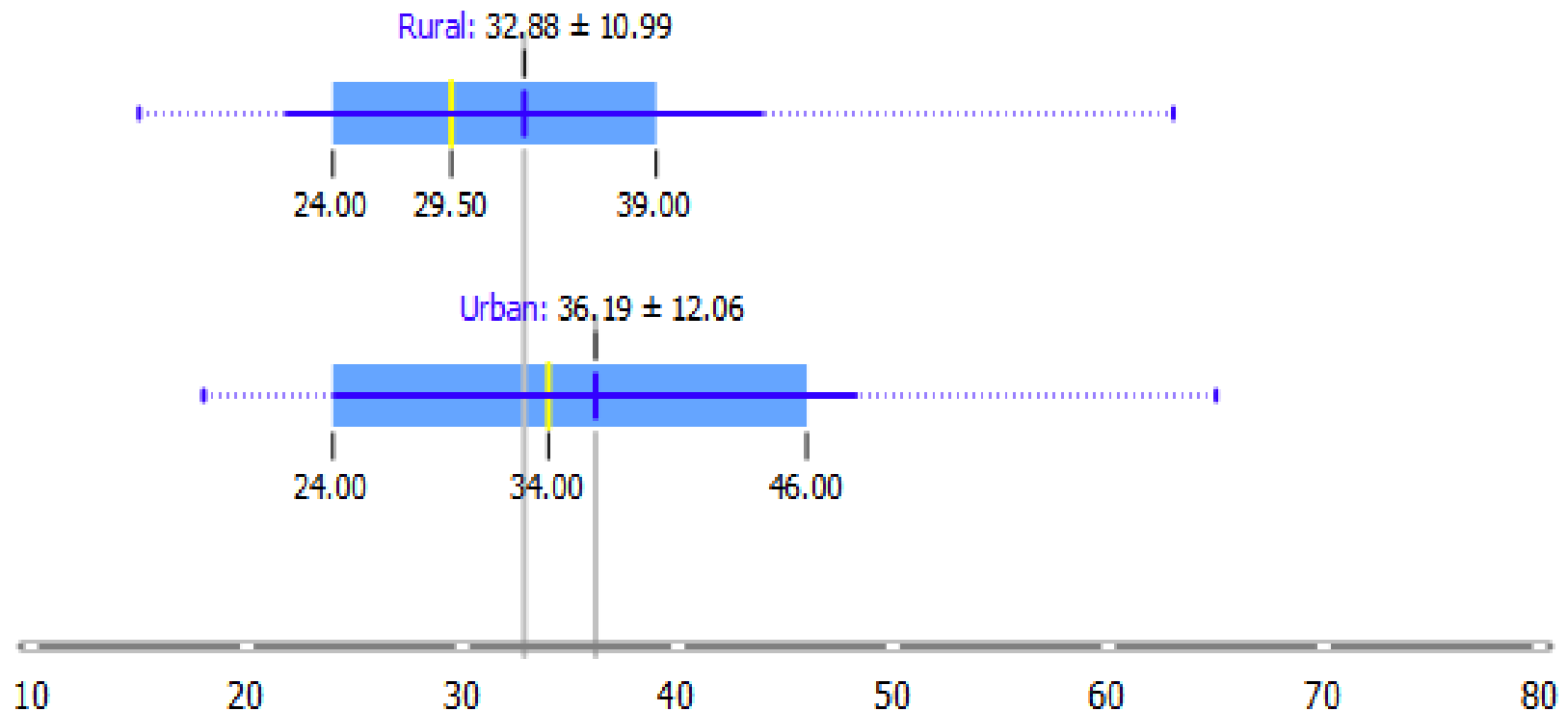
- Pivot table was used for the analysis in excel.
- For the qualitative analysis tableau will be used.
- Cross tabulation was done with the help of IQVIA Official tool

Respondent Profile

Region	Number
Rural	100
Urban	100
Total	200

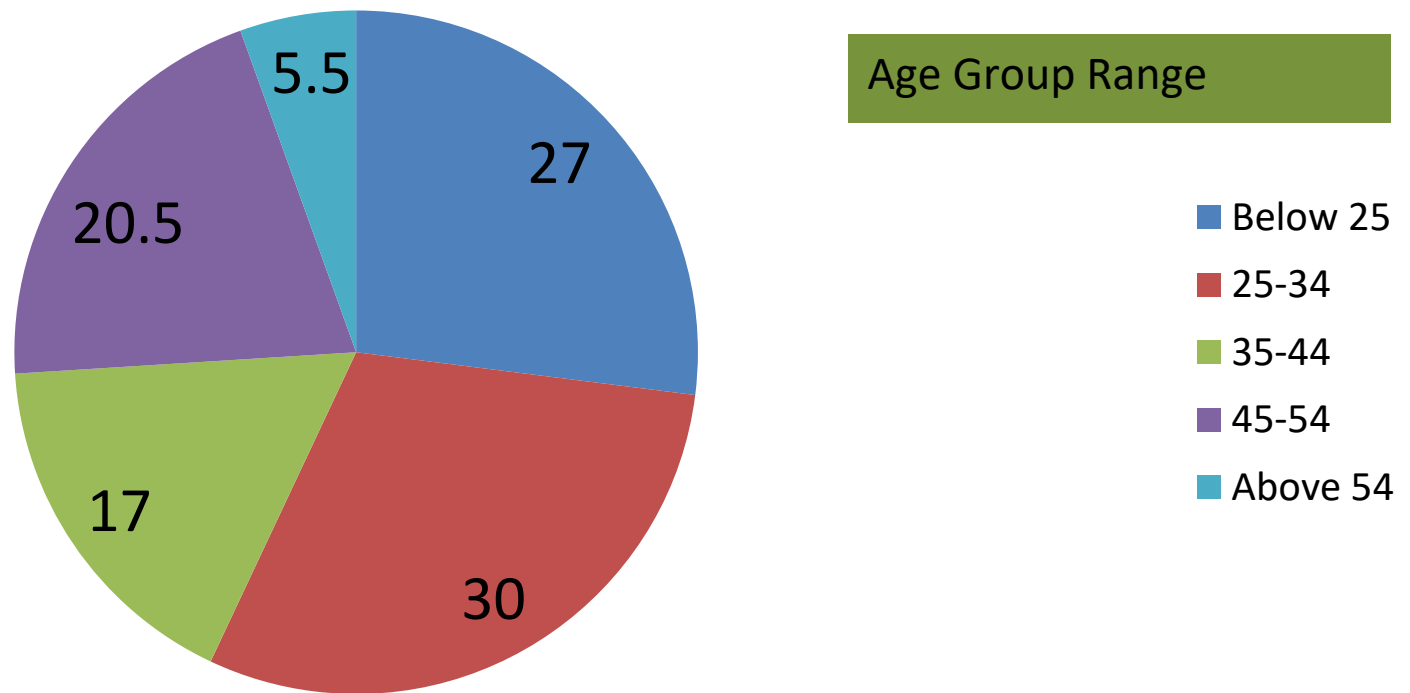
Sr.No.	Sex	Percentage(%)	Frequency
1	Male	49	98
2	Female	51	102
	Total	100	200

Cross tabulation of age with the Residence (Urban/Rural, n=200)

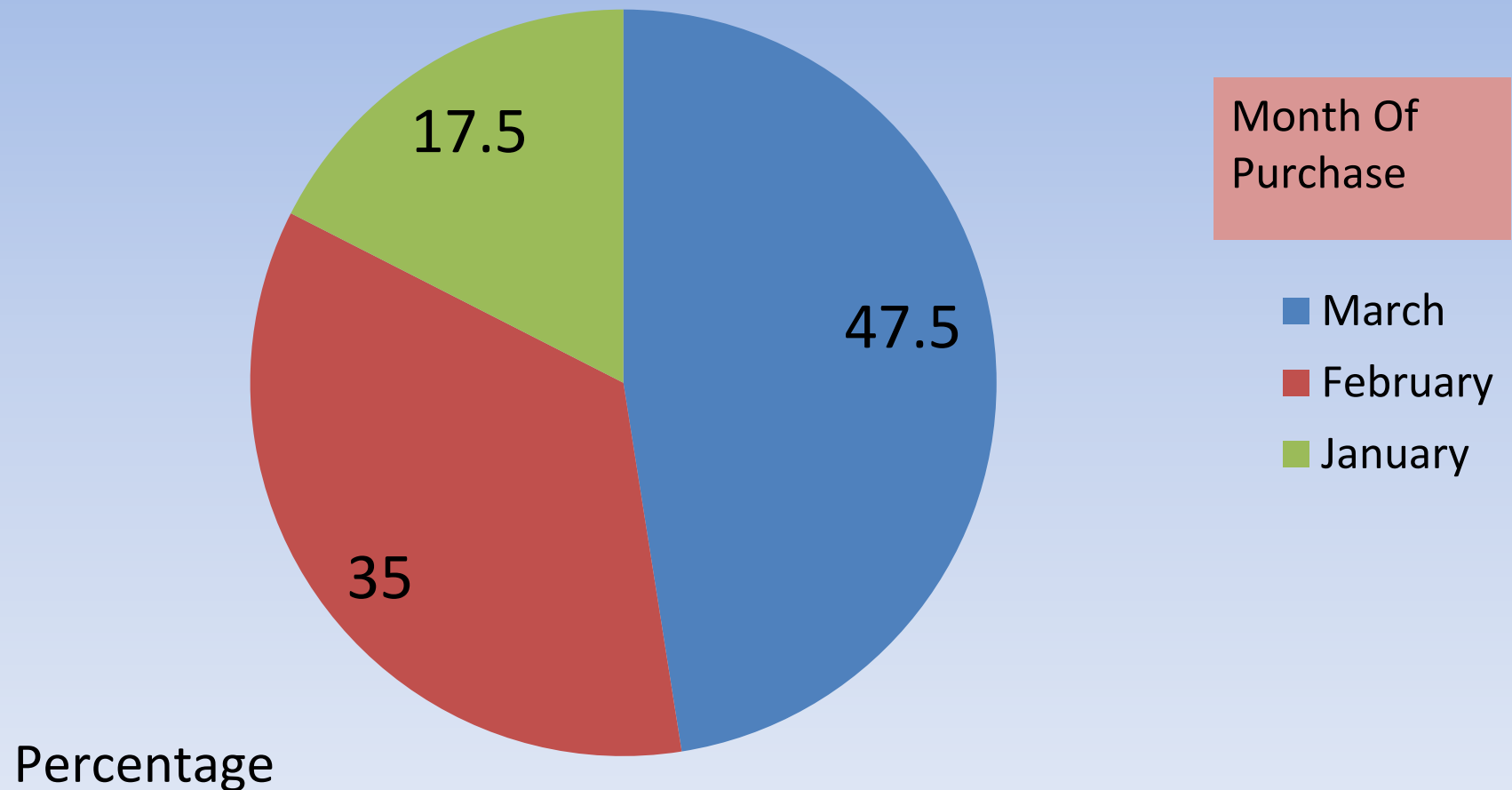


Decision maker Age group distribution (n=200)

Age Group Distribution in Percentage



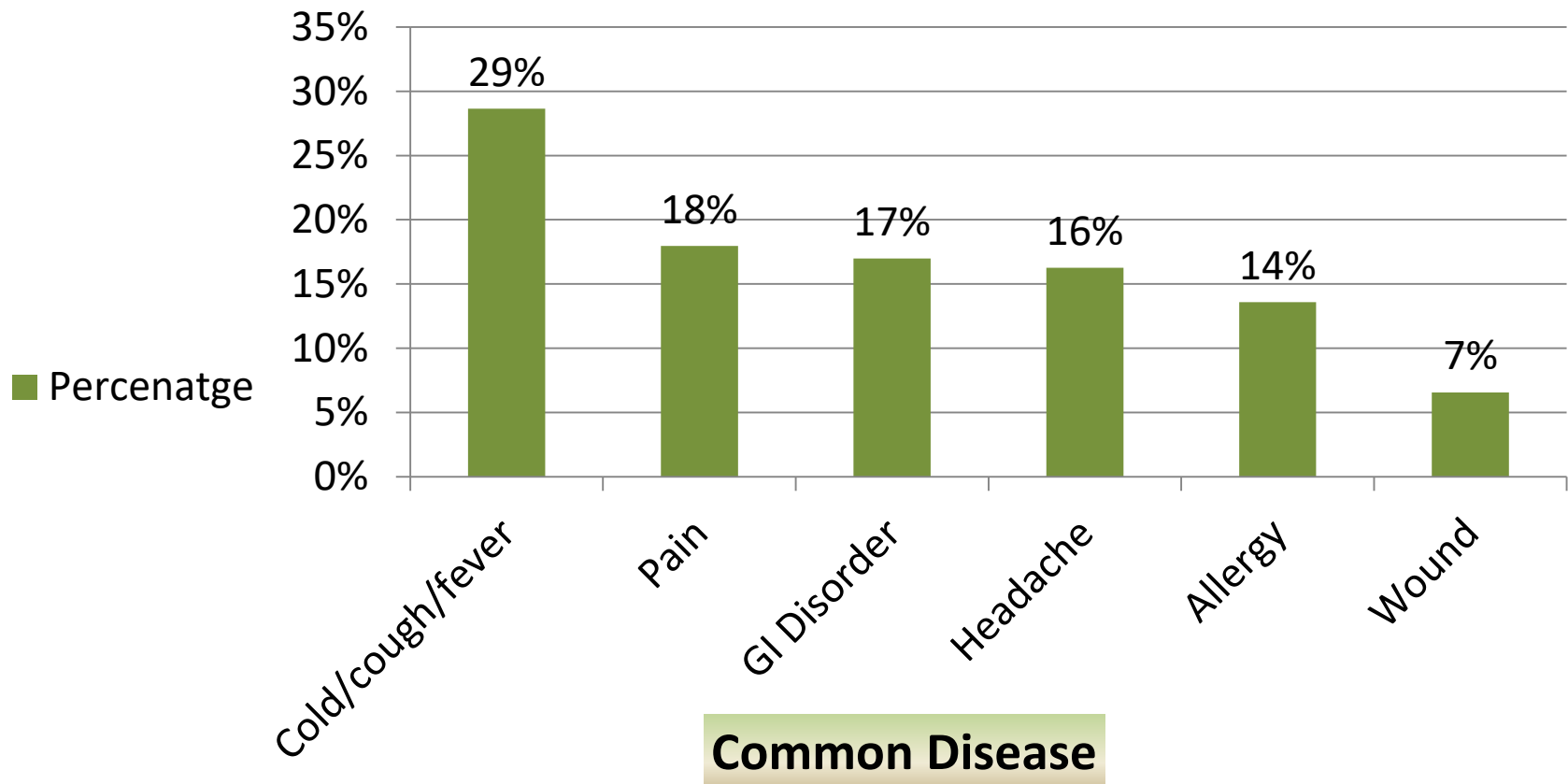
Last Experience with the OTC medicines



For whom the respondent purchase the medicine: (n=200)

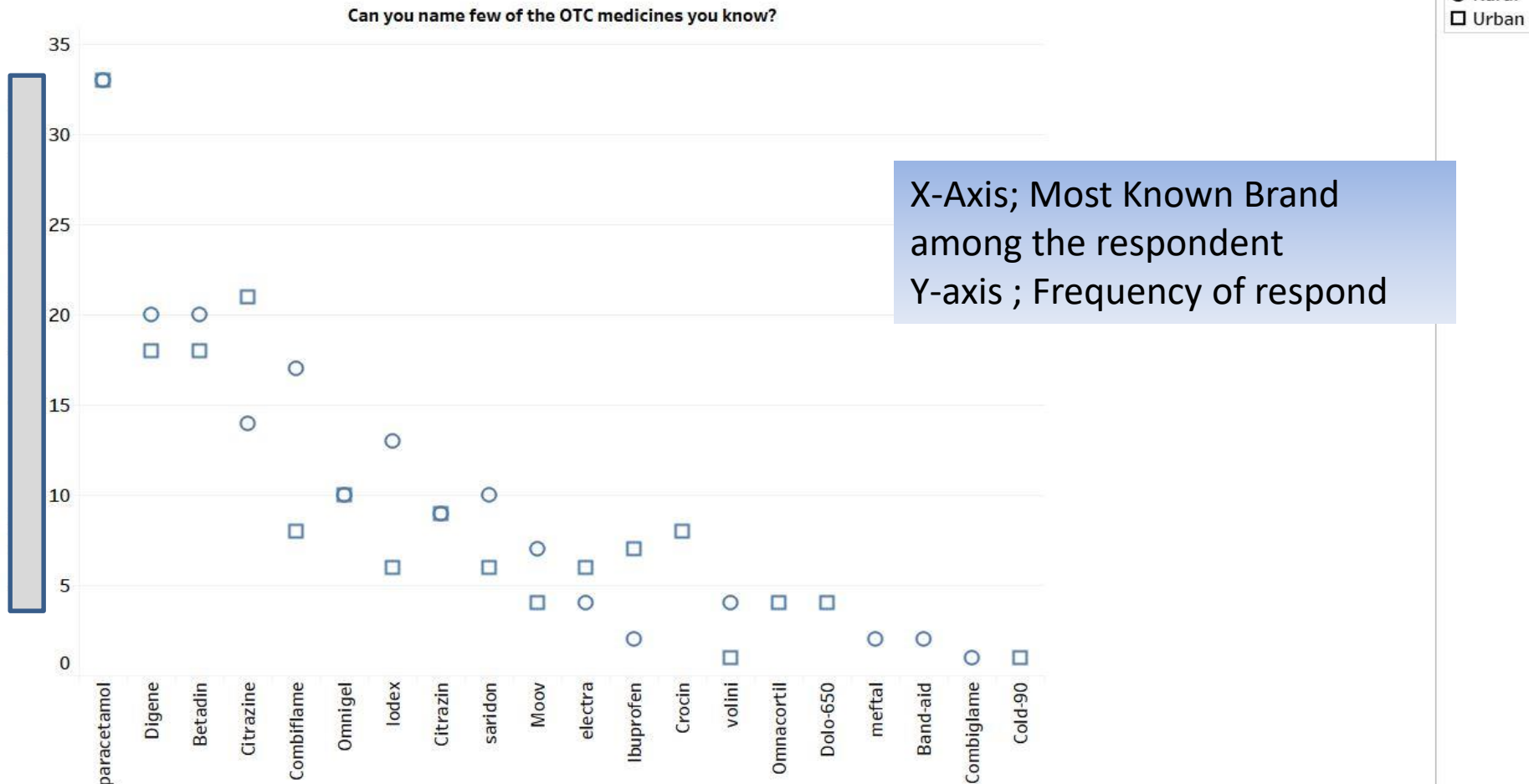
Sr.No.	Age Group	Family member	Friend	self	Percentage (%)	Total
1	Below 25	13	3	38	27	54
2	25-34	22	4	34	30	60
3	35-44	10	1	23	17	34
4	45-54	10	2	29	21	41
5	Above 54	2	0	9	6	11
Total		57	10	133	100	200
Percentage (%)		28.5	5	66.5	100	

Most common ailments for which the Respondent bought medicines (n=200)



Most known brand OTC medicines among the Respondent (n=200)

Sheet 1



X-Axis; Most Known Brand among the respondent
Y-axis ; Frequency of respond

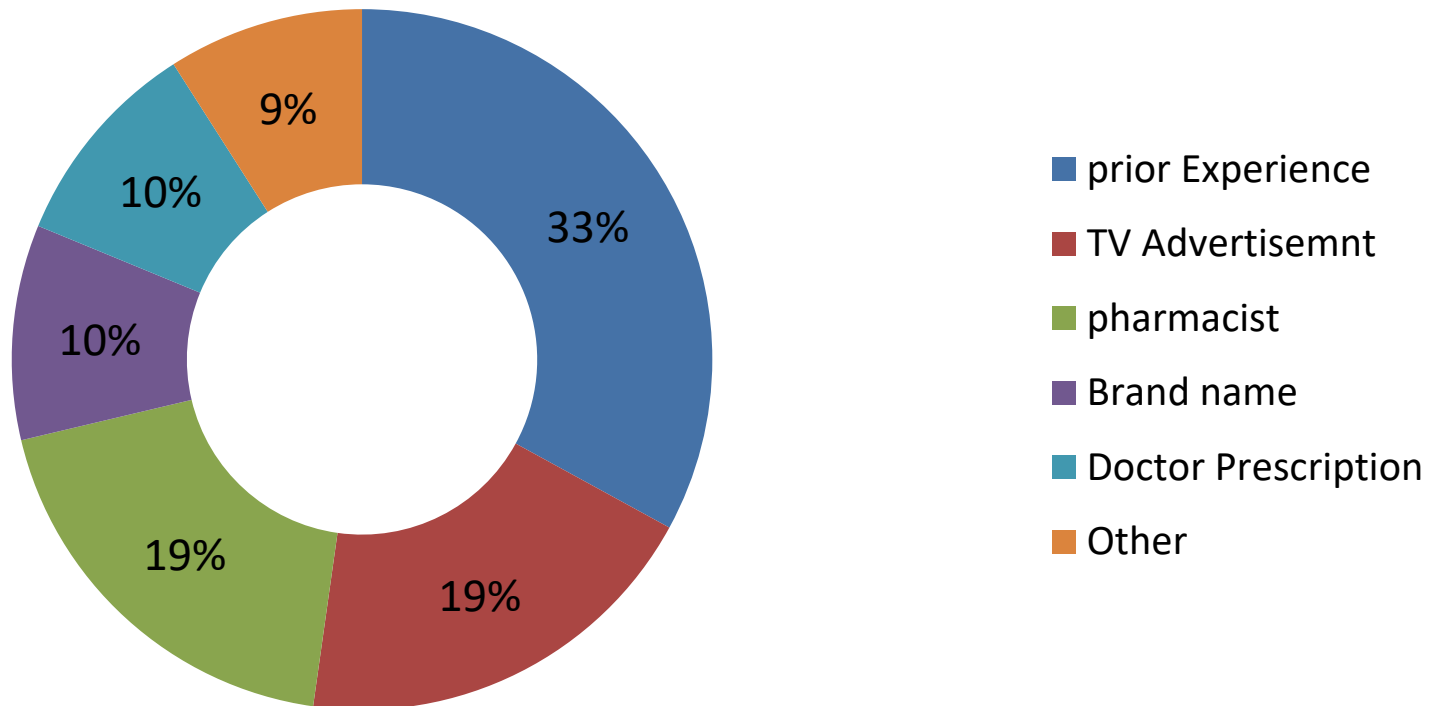
Most known Brand among the respondent

Source of Knowledge (n=200)

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

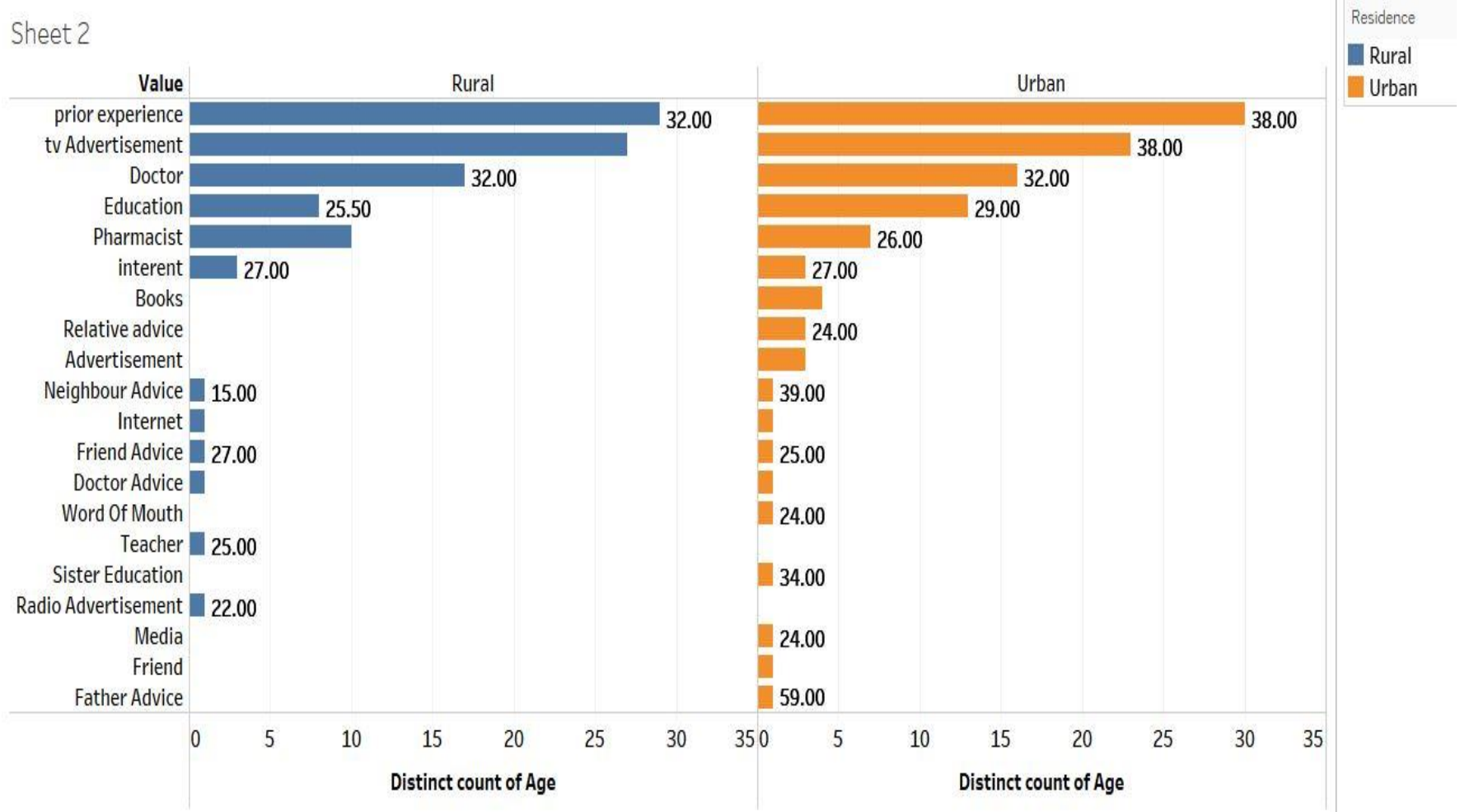
Factors that help in making the buying decision of the OTC medicine: (n=200)

Factors help in buying Decision of Brand OTC medicines



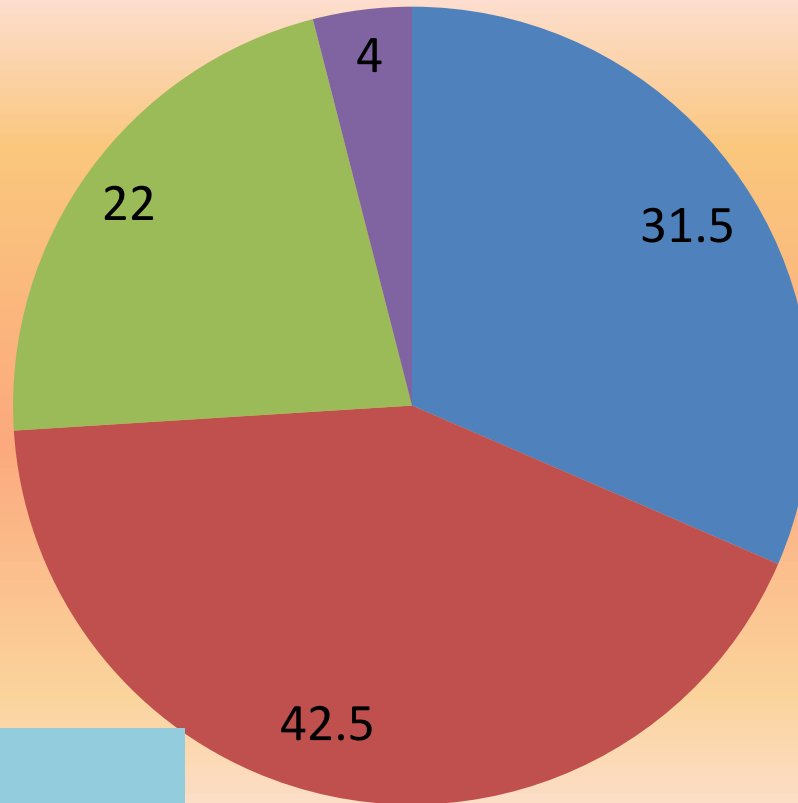
Factors that help in the decision to purchase a OTC medicine (n=200)

Sheet 2



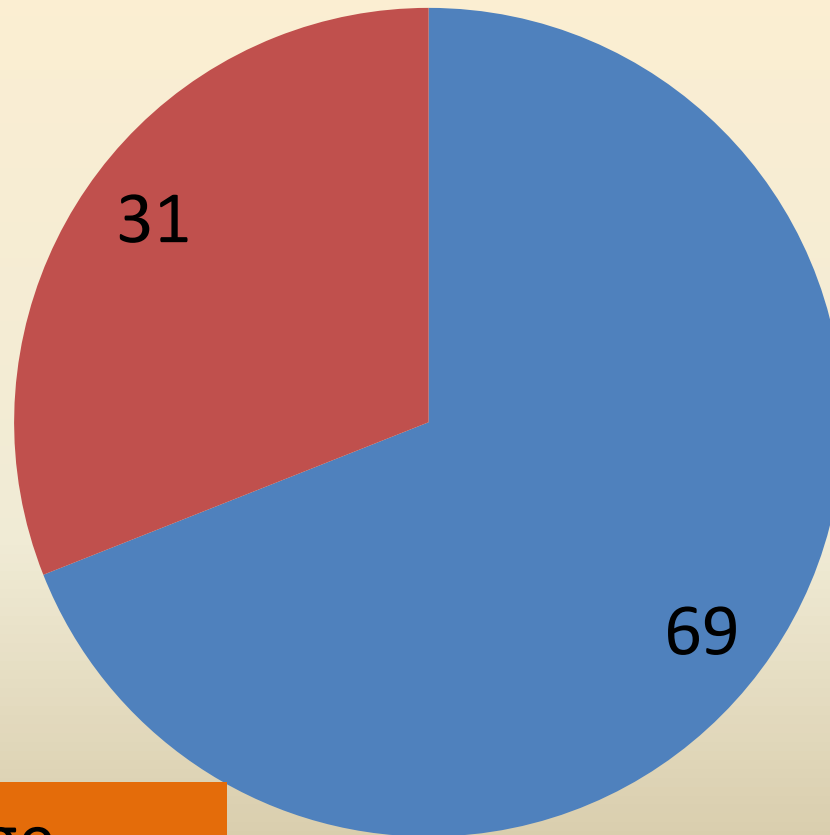
Reason Of switching over a brand

■ Price ■ Availability ■ Pharmacist ■ Quality



Percentage

Refer Brand OTC to others



Response

Yes

No

Percentage

Effective parameter of referring OTC medicines to other (n=200)

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%

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 (27.10 %), TV-Advertisement (29.60%) and pharmacist (8.72%). Prior experience, pharmacist, TV advertisement and doctors play an influential role in the buying of the medicine.

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- 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 (42.5%) and price (31.5%)** of the medicine.
- 69% of the respondents refer OTC brand medicines to others due to the effectiveness (28.35%) familiarity (28.09%) and quality (26.80%) 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 prepare communication tool and derive marketing strategy to make a 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.

Bibliography

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Thank you