

A study on factors contributing to Customers buying a particular Brand of Digestive products in OTC Segment



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BACKGROUND

- ▶ Before a consumer makes a choice of product the consumer evaluates different alternatives that are available. During this process various product attributes that the consumer associates with each product option, can be evaluated and its importance determined.
- ▶ Consumers can create different rules that help and facilitate their decision making, and decreases the amount of information that they will process.
- ▶ The consumer narrows down the alternatives by the help of his or her personal heuristic rules. These rules can be of various nature and can represent different assumptions or mind-sets.
- ▶ They can be related to their personal beliefs about products and companies, if they associate product familiarity with product quality, or how they interpret product quality based on indications that they obtain from a product's visual appearance.

OBJECTIVE

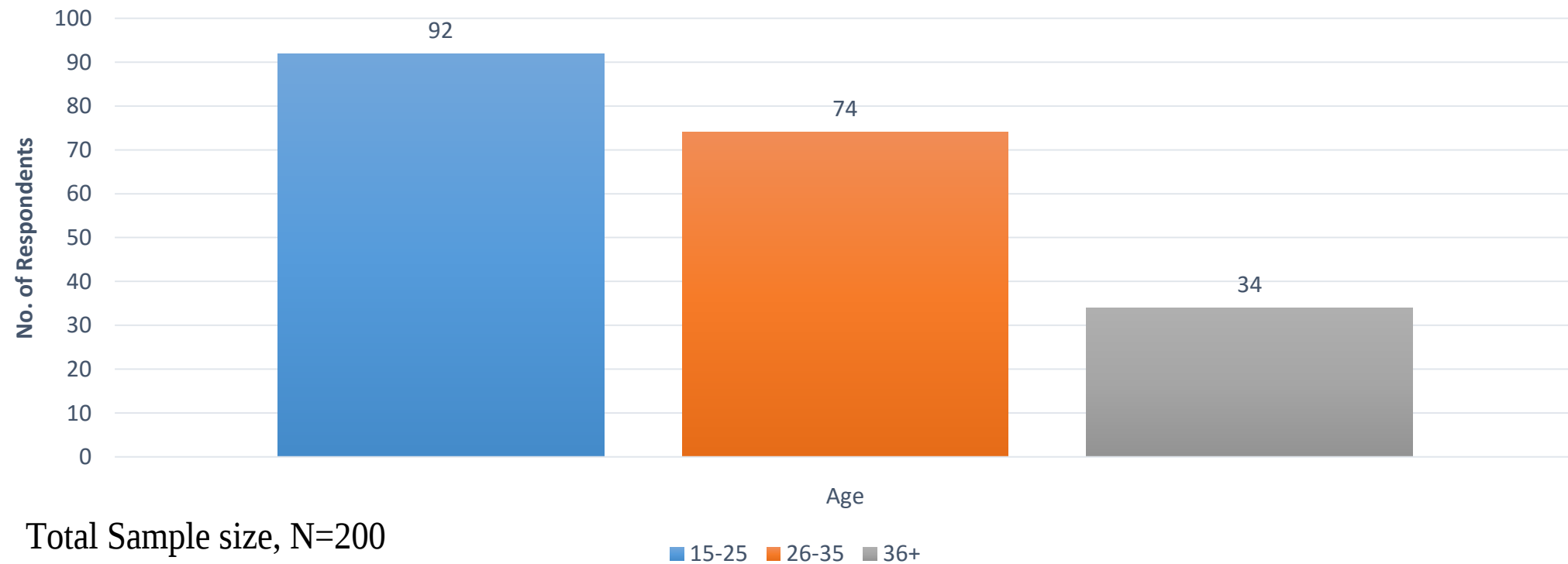
- To identify the preferred brand among consumers in the digestive remedies section (OTC).
- To identify the prime factor that influence consumer's decision while purchasing any brand of OTC digestive segment.

METHODOLOGY

- ▶ Research Design & Type: Cross Sectional- Descriptive
- ▶ Sample size: 200
- ▶ Sampling method: Non-probability, purposive sampling
- ▶ Sampling Unit: Anyone (above 16 years) who has ever taken any digestive remedy
- ▶ Tools used: Questionnaire
- ▶ Technique used: Face-to-face interview
- ▶ Type of data: Primary
- ▶ Study location: Delhi (east) , Greater Noida
- ▶ Study duration: 3 month (February-April, 2016)

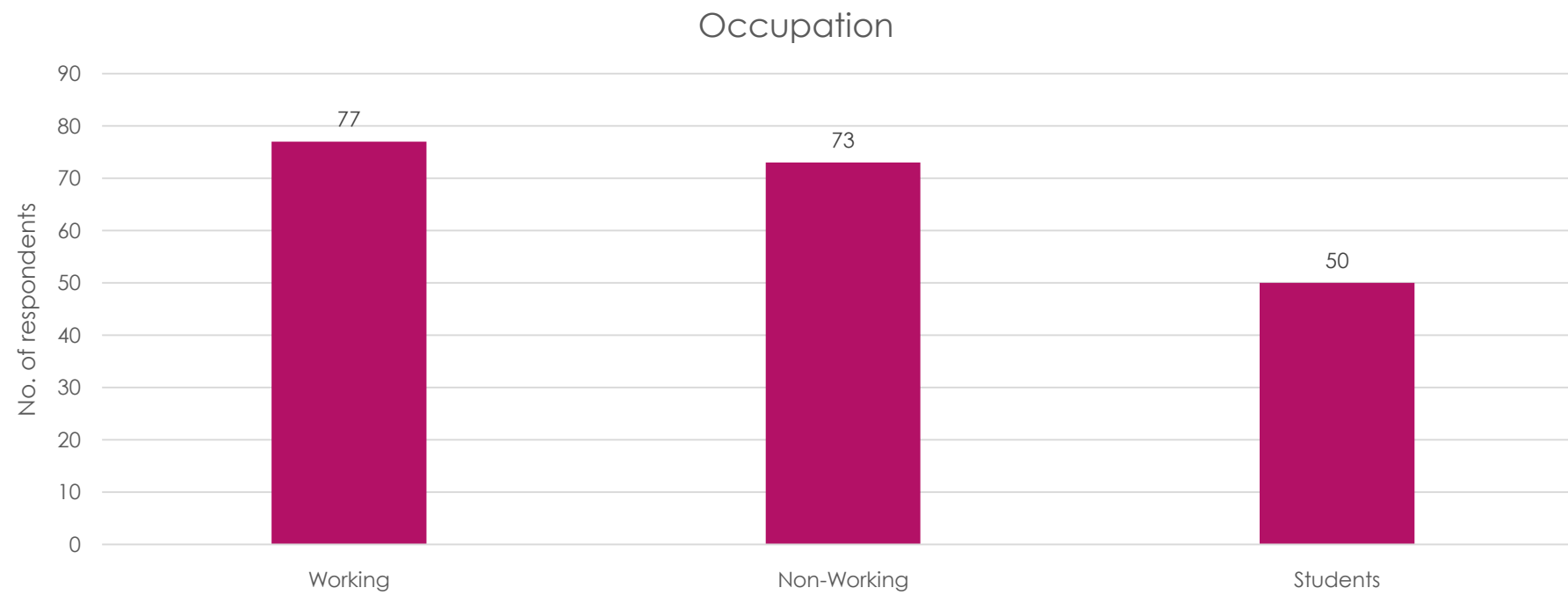
DATA ANALYSIS

Age Distribution

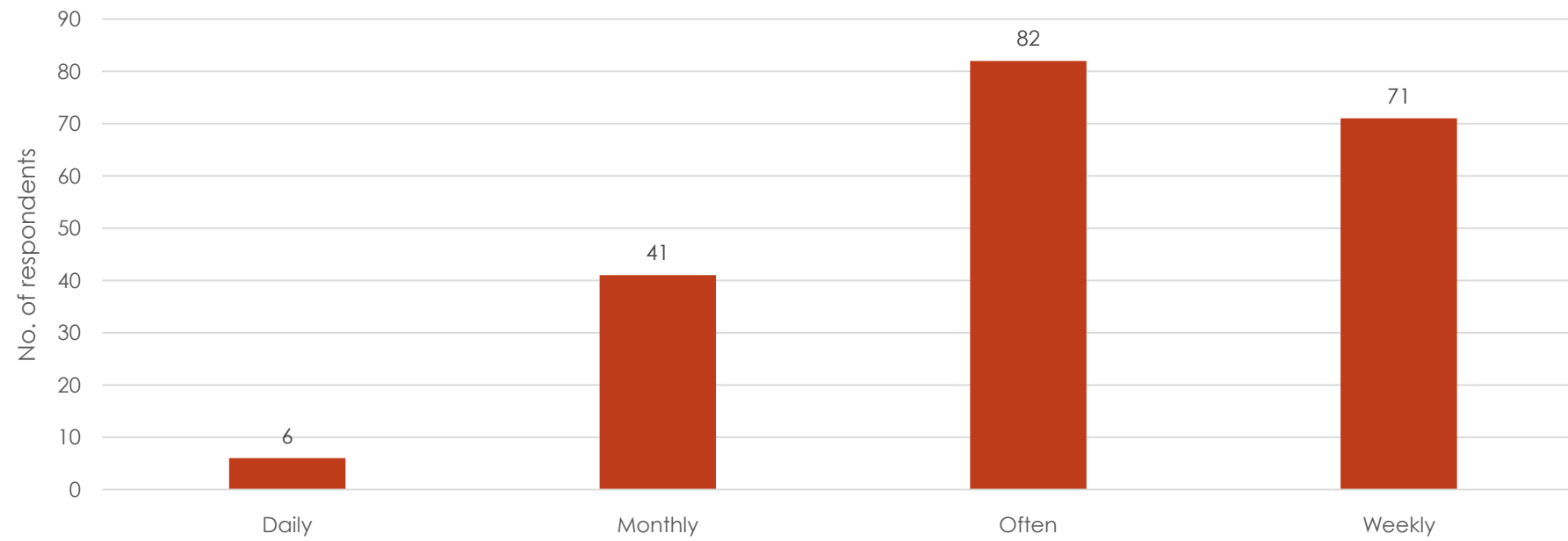


Gender Distribution

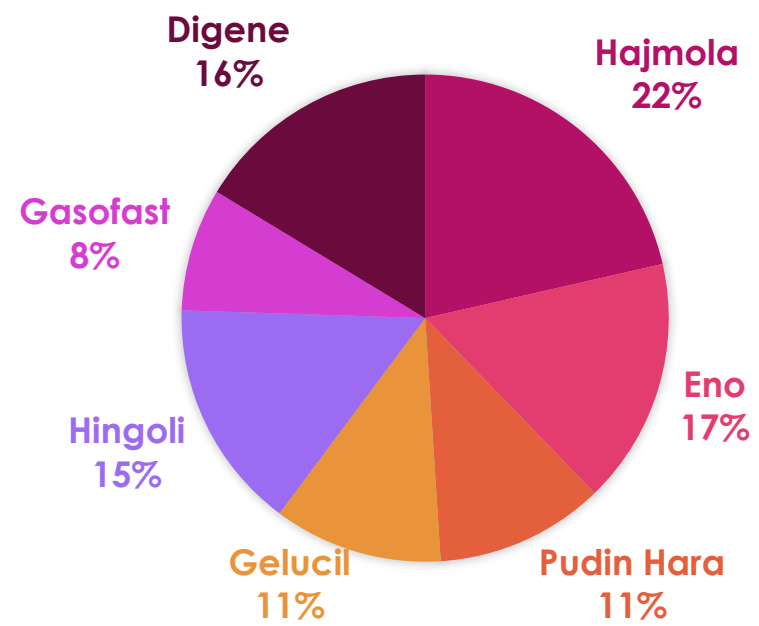




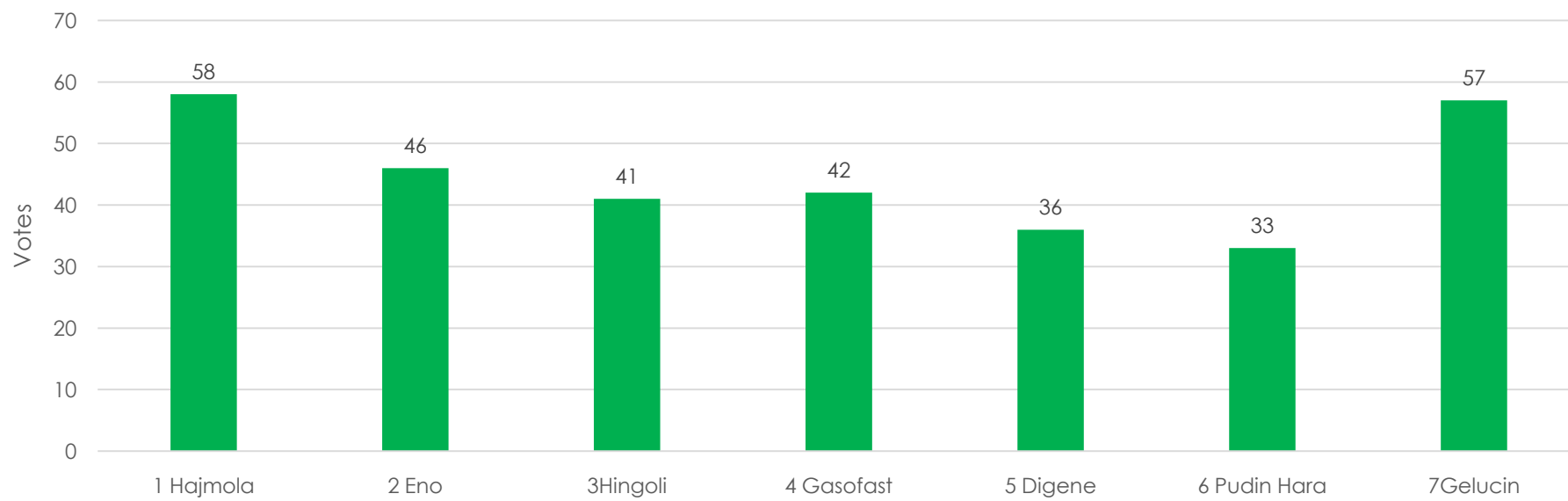
Usage frequency



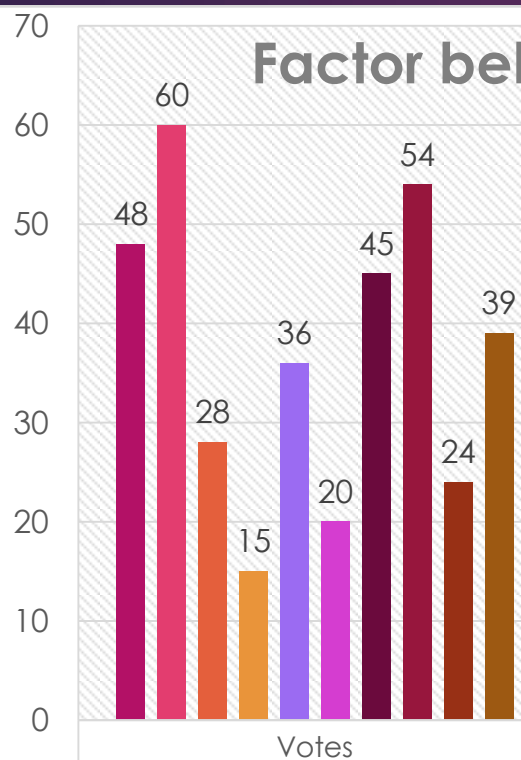
BRAND AWARENESS



Brand Preffrence



Factor behind choosing a particular brand



2 Brand image/trust	48
1 Past experience	60
10 Price/discount/offer	28
8 Advertisement	15
3 Pharmacist's Advice	36
5 Phycisisan's Advice	20
4 Peer/Social Influence	45
9 Flavour	54
6 Action delievery time	24
7 Availability	39

RESULT

- ▶ 41% (82 respondents) were using digestive remedies often and 35.5%
- ▶ (71 respondents) were using it on weekly basis. 22% of the total respondents had used Hajmola atleast once as a digestive remedy followed by Eno with 17% votes. Gasofast came out to be the least favourite among people with 8% people voting for it. When it comes to preference, again hajmola wins the competition , the tally also includes people who are dissatisfied after their past experience and think of hajmola as a better option. Gasofast although being used by less number of people is slowly becoming popular among the mass.
- ▶ Past experience and trust in the brand name were two major reasons which influence customer's purchasing decision Price and advertisement were not very important according to the respondents.

CONCLUSION

- ▶ The usage frequency of customers towards digestive remedies is a good sign for the companies as a big percentage of people use these products often, along with a good number of people who use it weekly. Therefore there is a lot of scope in this section and the companies can focus in order to get profit. The costumers in this segment are expected to increase in future due to modern day lifestyle of people.
- ▶ The companies also need to understand that people prefer their brand on the basis of past experience and trust in the brand. Therefore companies need to understand that they need to work upon quality of the product and leave their customer with a better experience rather than just focussing on advertisement alone.



THANK YOU.