

A Comparative Study to Identify the OTC Brand Preferences in Antifungal Market and The Influencing Factors for Consumer Purchase



**SUBMITTED BY- AAKRITI SURI
MBA- PHARMACEUTICAL MANAGEMENT-22
ROLL NO- 0222**

**GUIDED BY – Dr. SAURABH KUMAR
BANERJEE**



0 1

To investigate consumer perception regarding brand awareness, safety, and availability

0 2

To investigate the various influencing factors contributing to an individual's brand of the choice

OBJECTIVES



METHODOLOGY

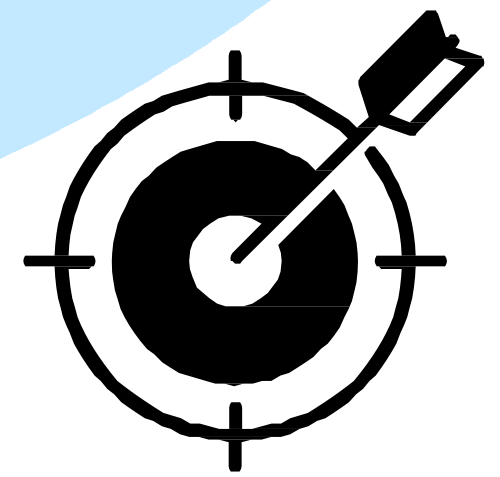


Secondary
Research-Literature
Review



Collecting data &
Analysis

Identification of
Problem



Primary Research-
Questionnaires' designing
& Hypothesis



RESEARCH METHODOLOGY



Research design

Sampling design

Time period

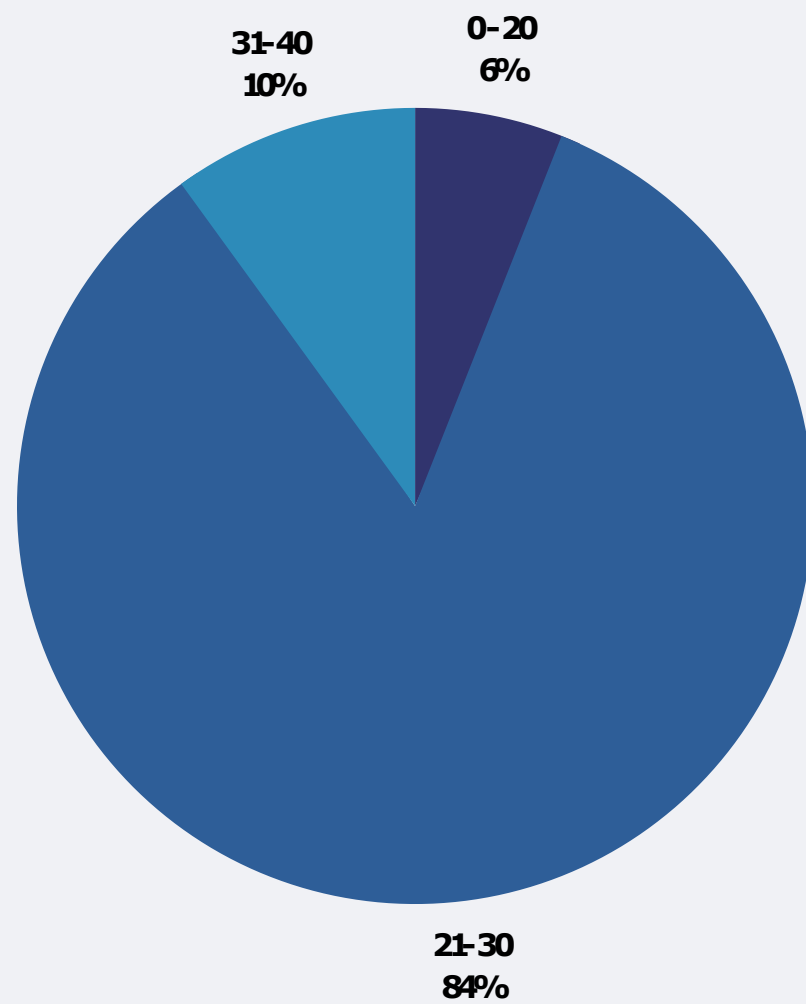
Target segment

DATA ANALYSIS

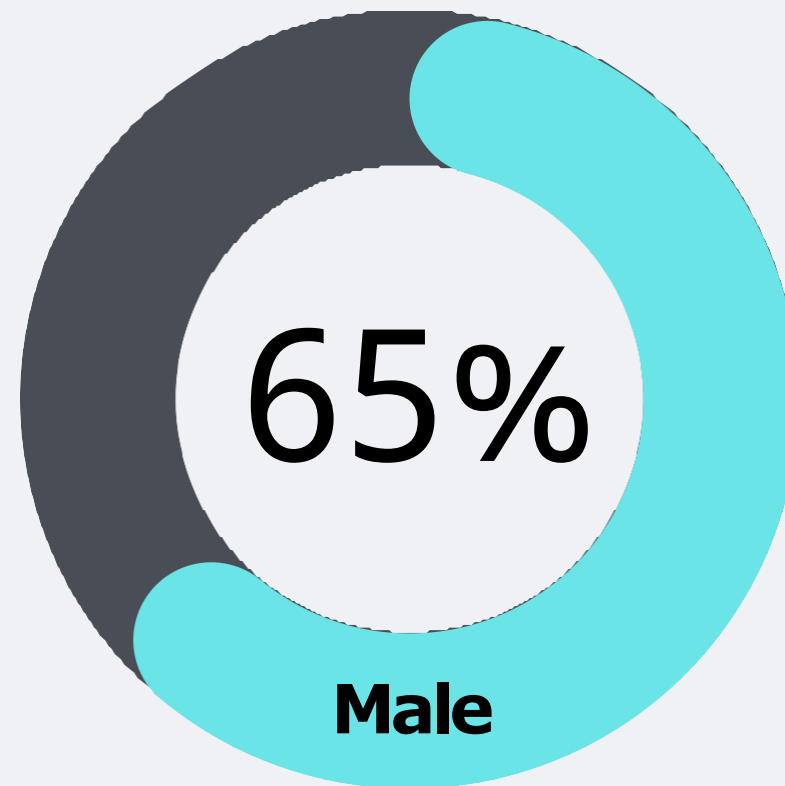
- MS Excel
- Google Forms
-



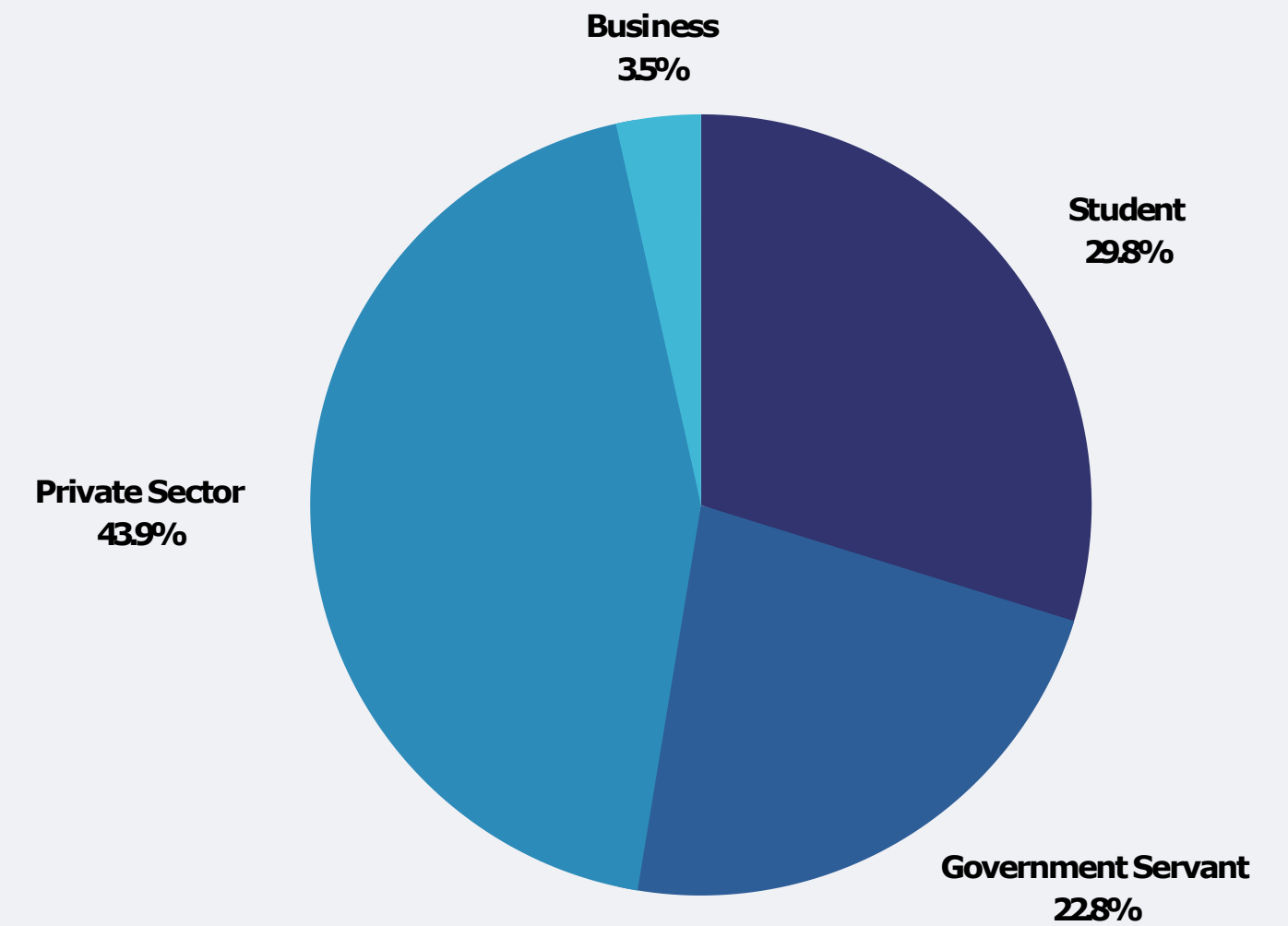
Age



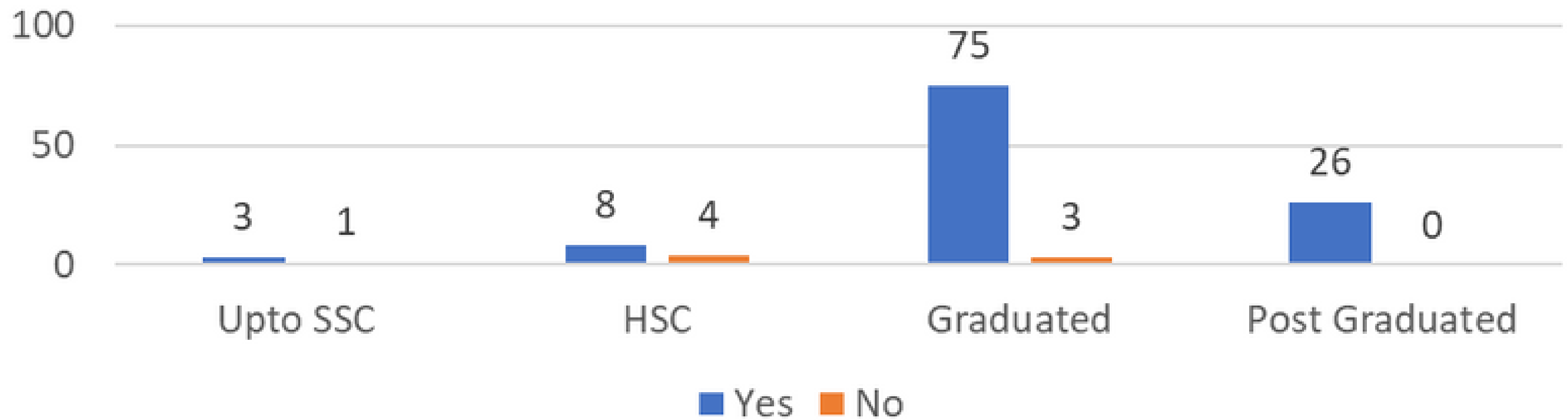
Gender



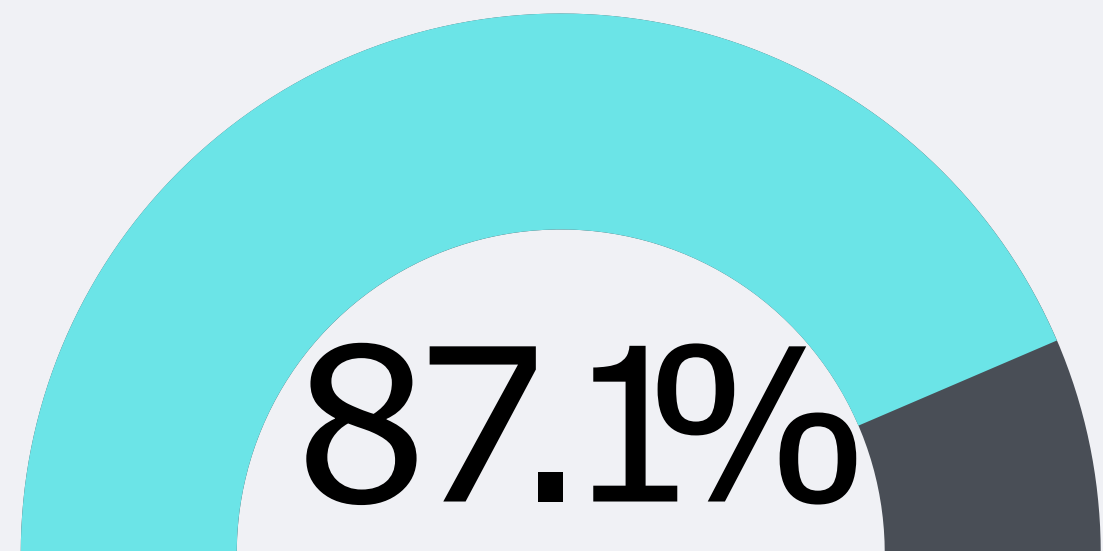
Occupation



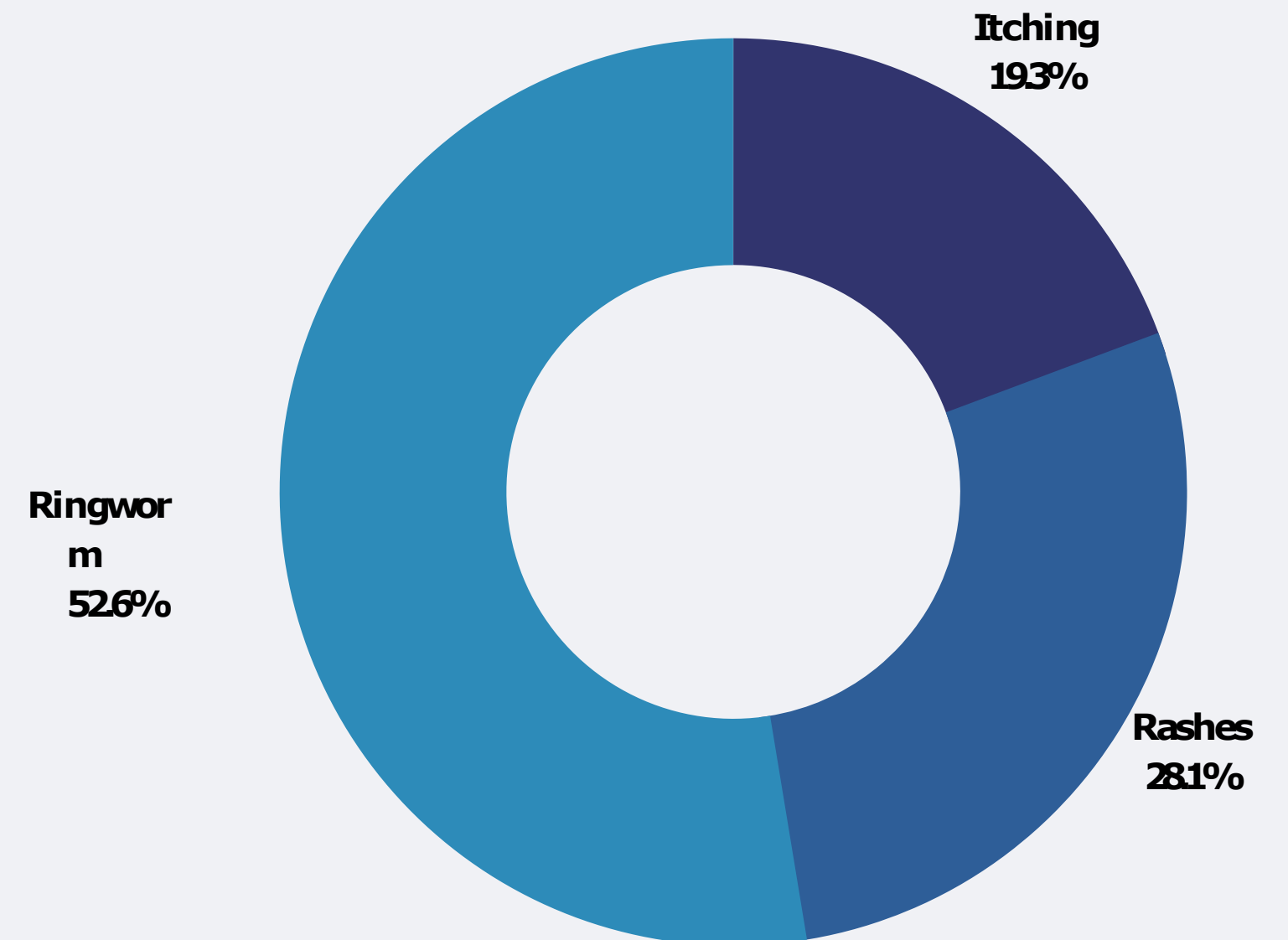
Awareness about OTC Antifungal Medicine based on their education



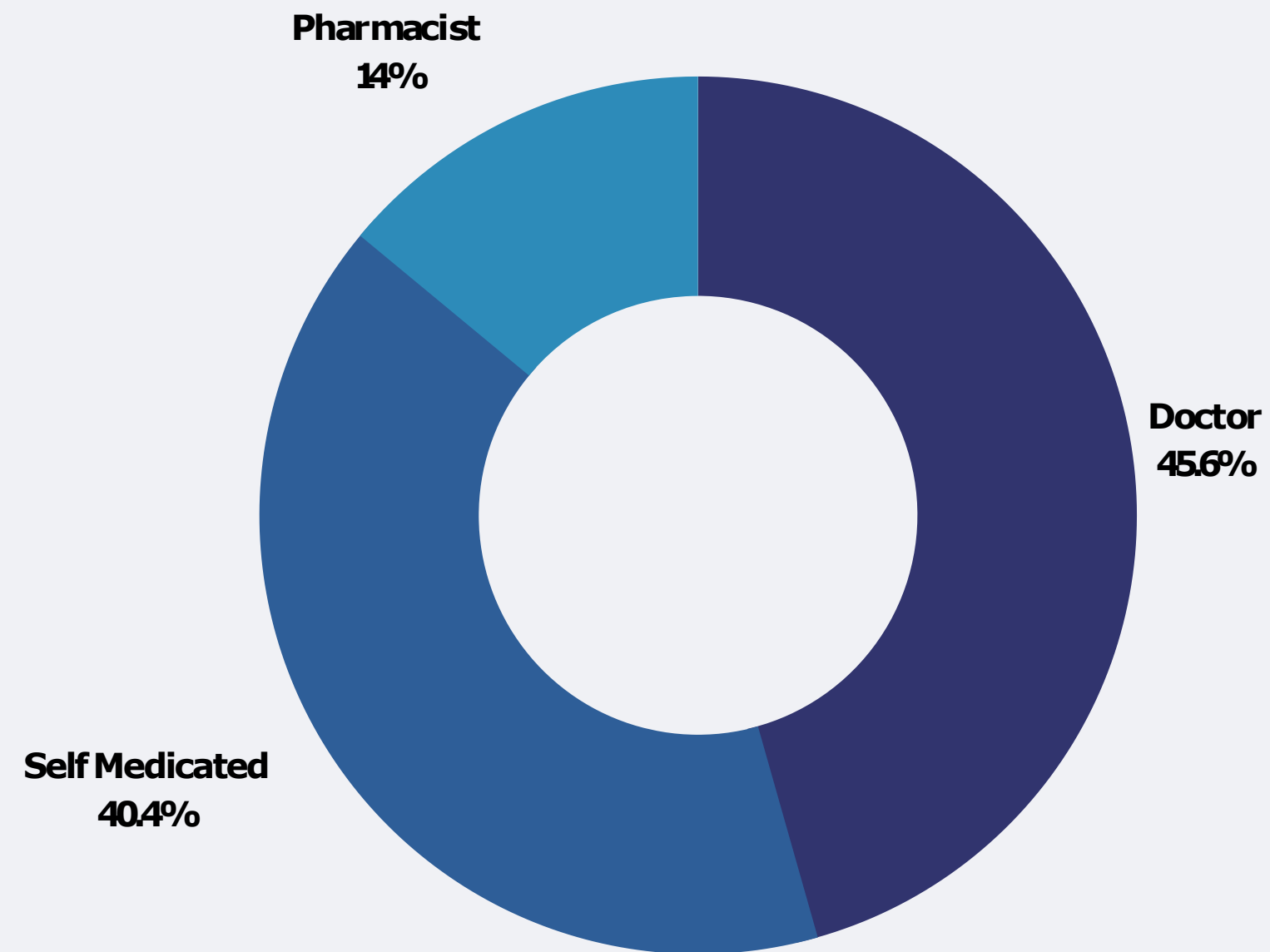
Have You Face Any Fungal Skin Problems?



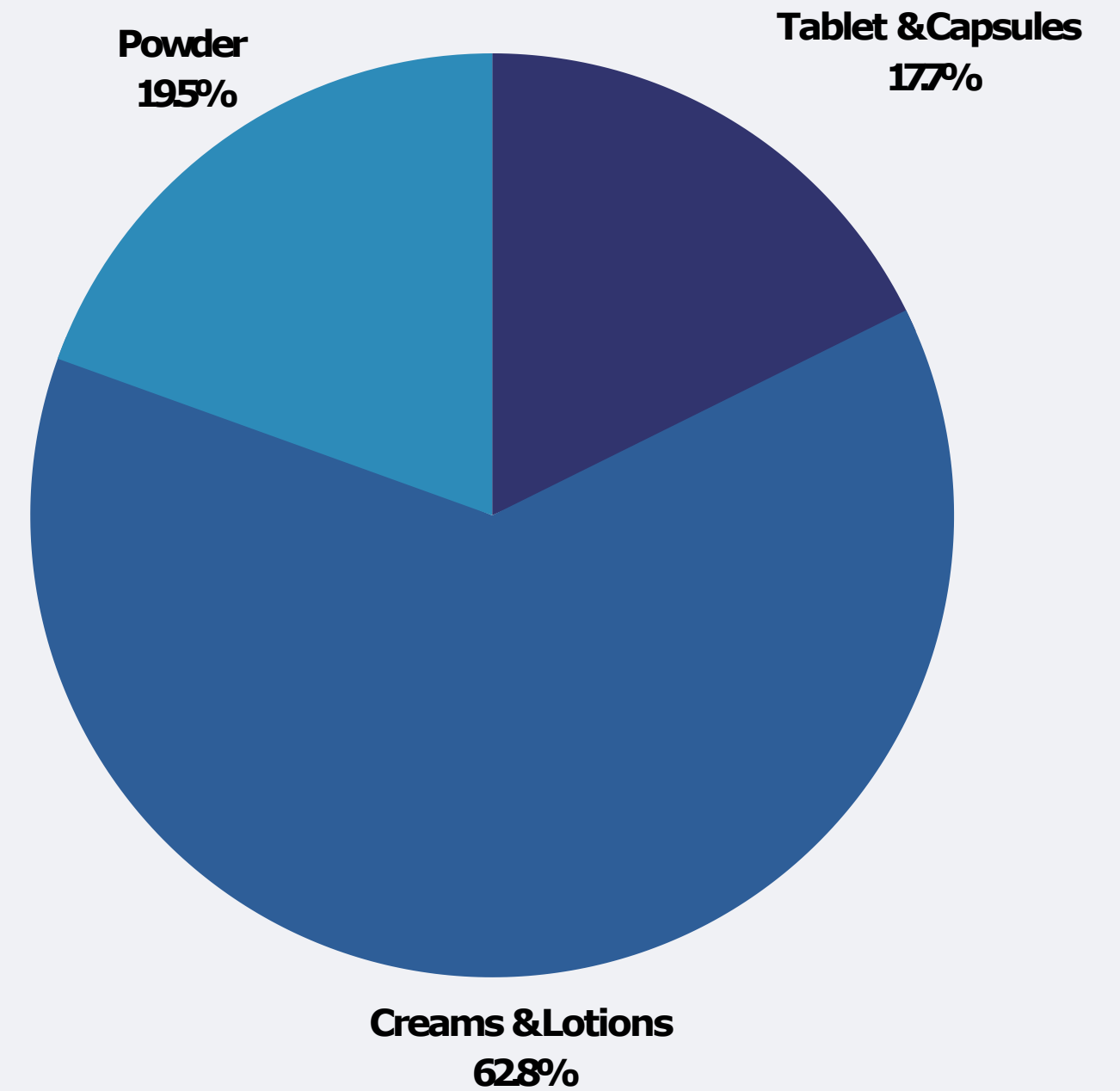
What kind of problem it is?



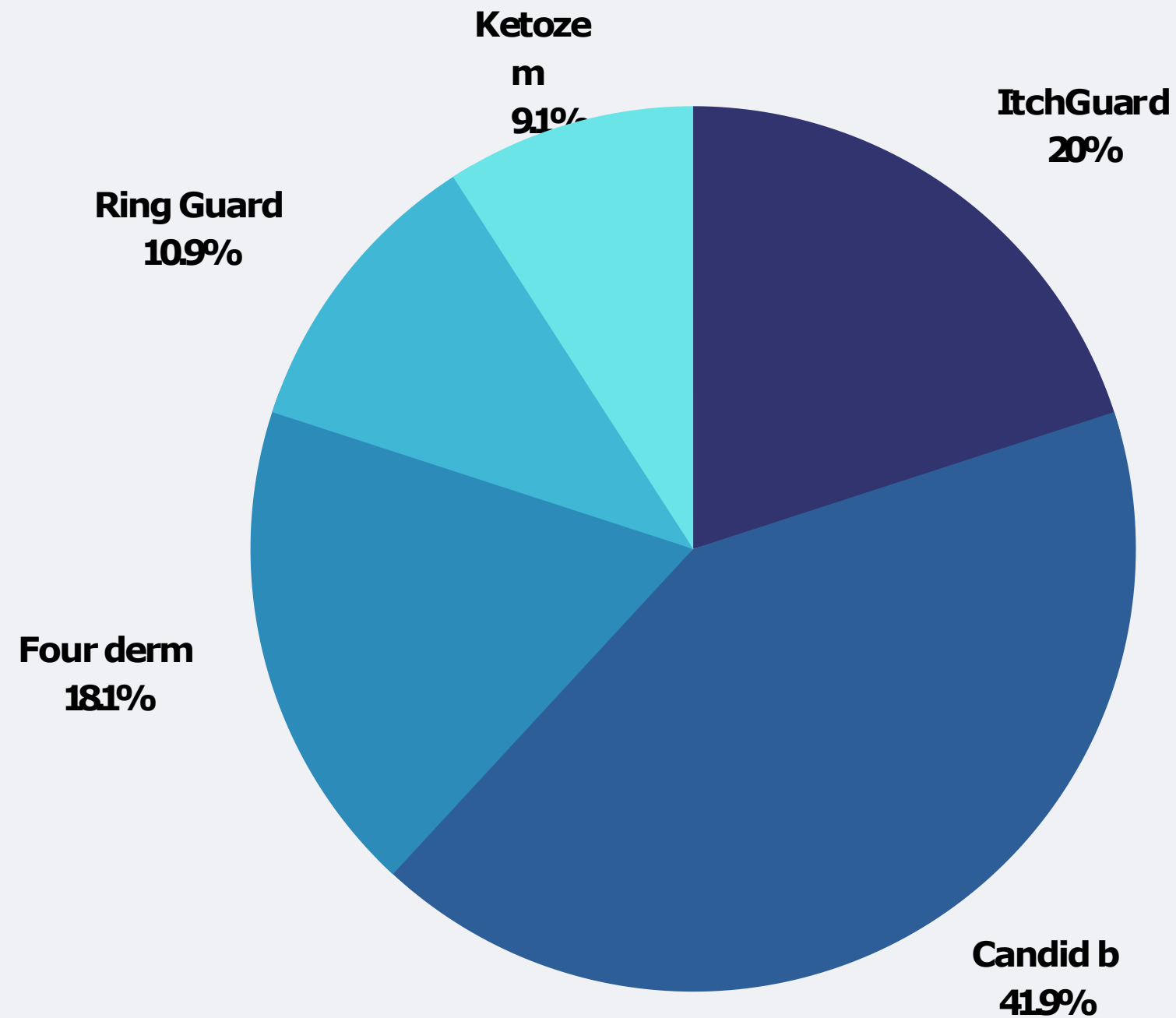
In case of any fungal problems whom do you consult?



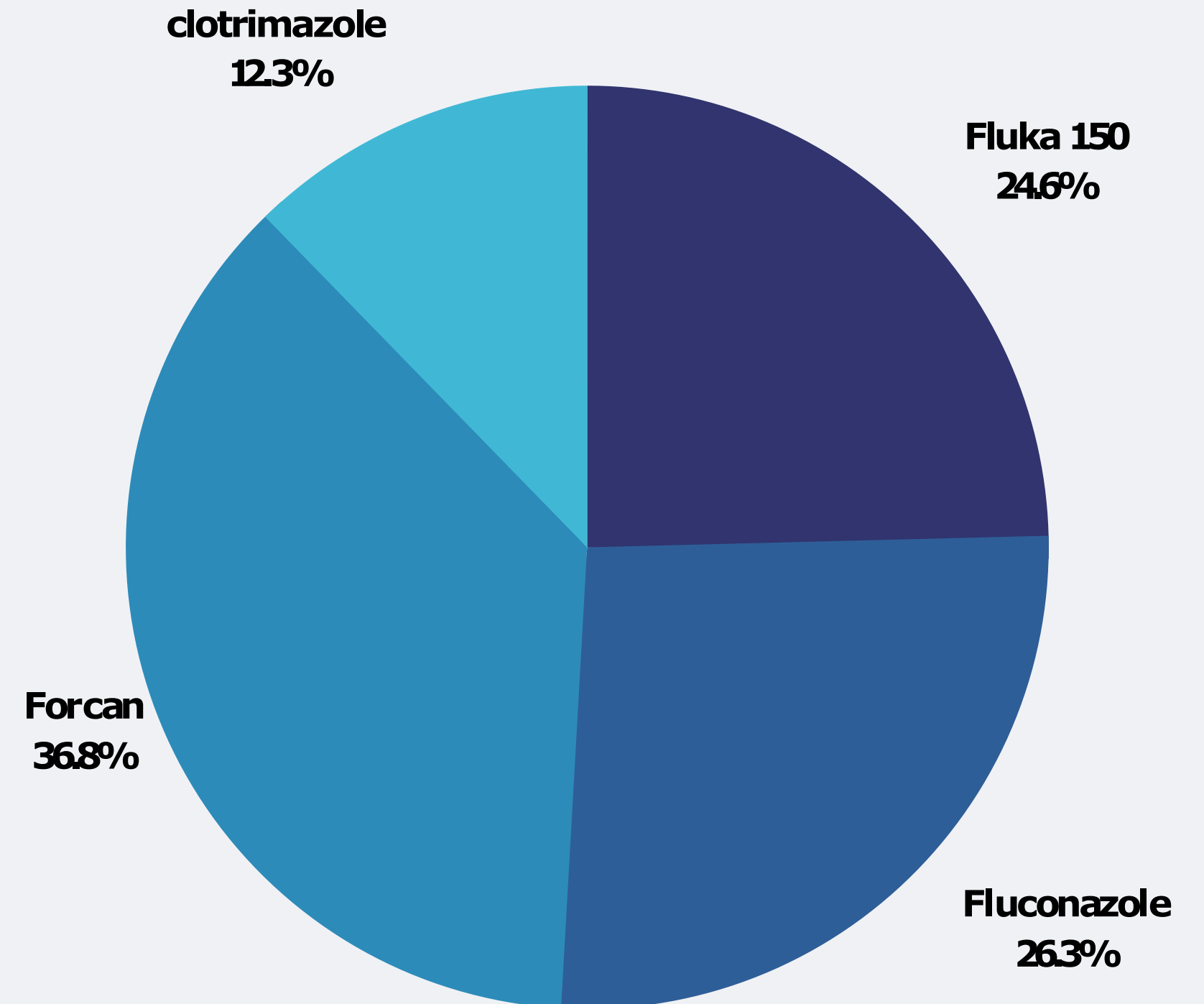
What type of dosage form do you prefer?



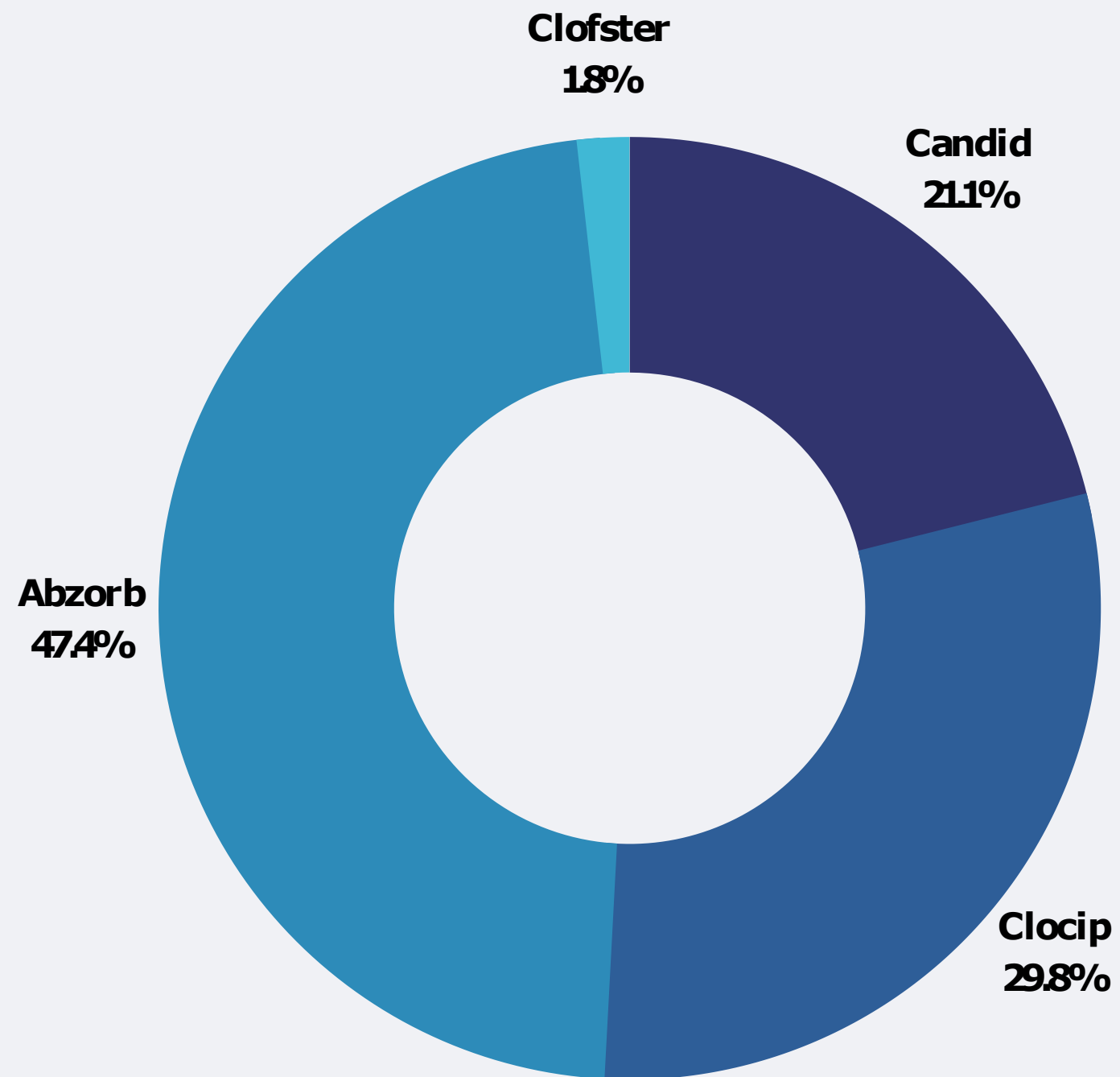
Which brand would you prefer for Cream?



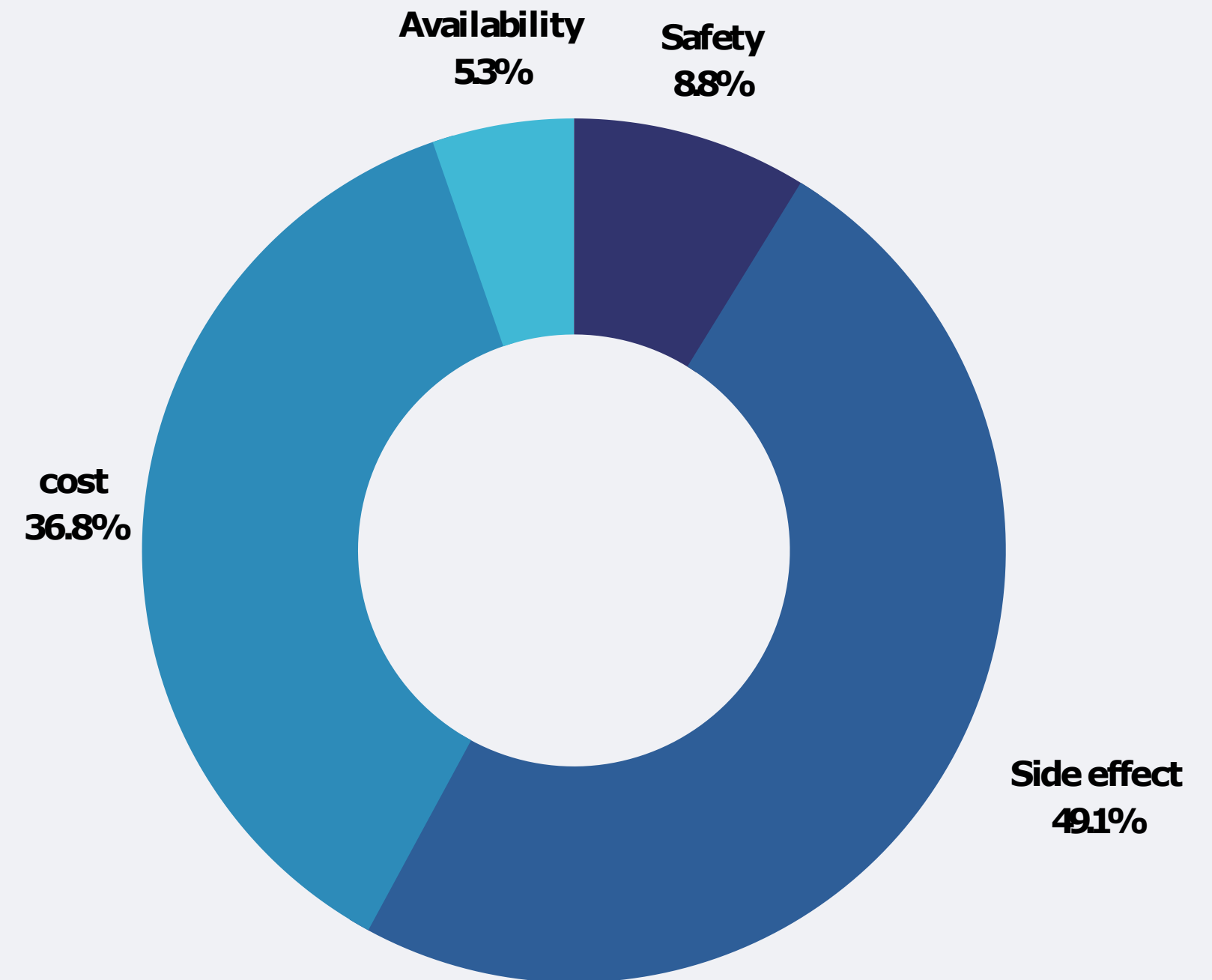
Which brand would you prefer for Tablet & Capsule?



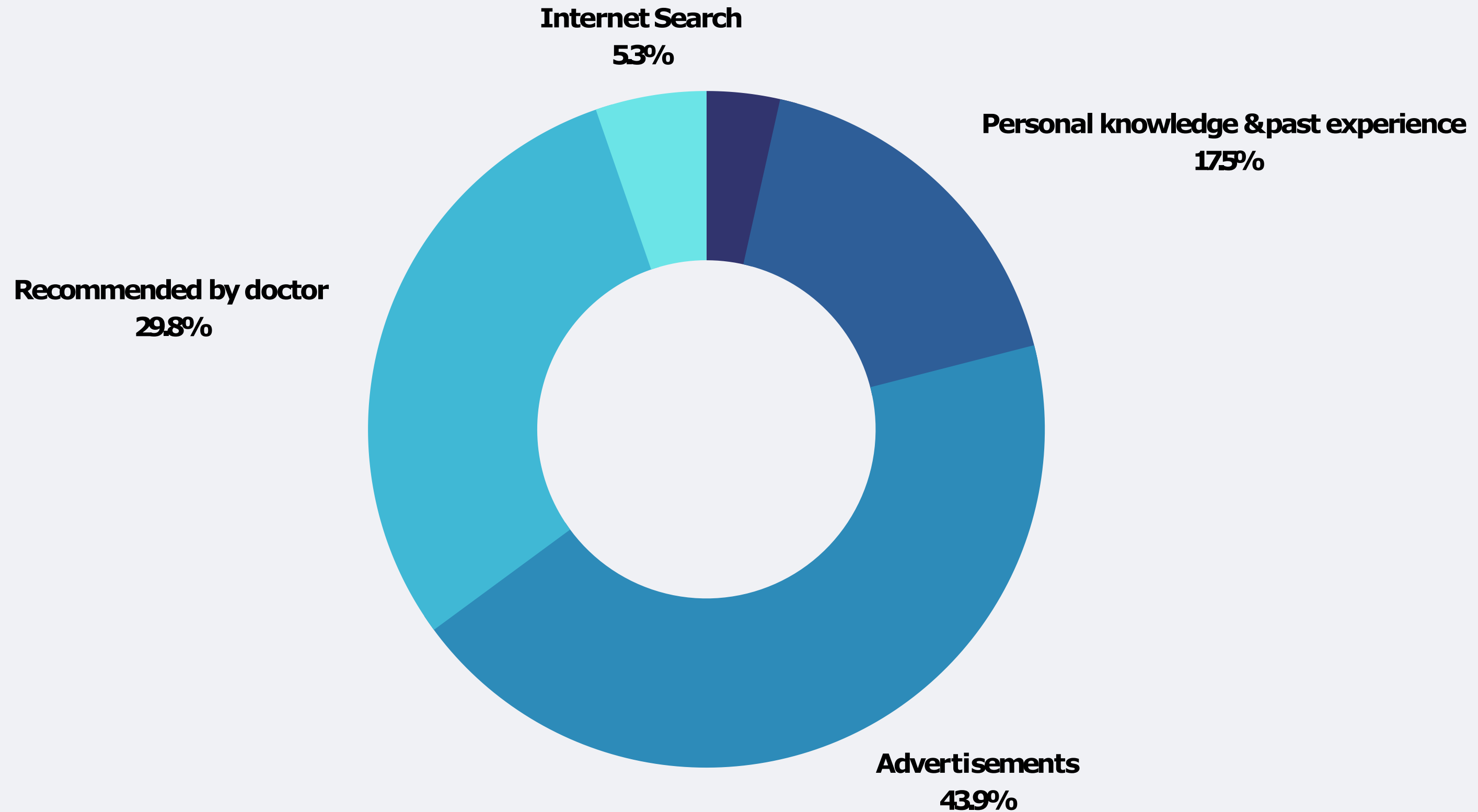
Which brand would you prefer for Power?



While choosing the brand what all criteria you look for?



Which is the most influential factor for choosing a brand?





Findings



Most of respondents have prefer Creams & Lotions for fungal problems which are 62.8%

Most of the respondents prefer Candid b Cream After which Itch guard is preferred Than the third cream is Four derm

The major criteria when choosing a brand was the fewer side effect and the Cost of the brand.

0 1

Most of the population Consults doctors when experiencing fungal problems

0 2

When choosing a dosage form, most of the people prefer to take creams

0 3

People usually chose brands by influencing through advertisements and by doctor recommendations

CONCLUSION





THANK
YOU

