

A PROJECT REPORT ON
Parameters Impacting from Customers on OTC Allopathic
medications.

Prepared By
Sparsh Jain

The IIHMR University, Jaipur



A Report is submitted in Partial fulfilment of
Pharmaceutical MBA program at IIHMR
University

Submitted to
Prof. Rahul Sharma

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled **FACTORS INFLUENCING CONSUMER PREFERENCES FOR OVER THE COUNTER (OTC) ALLOPATHIC MEDICINE** is the bonafide record of my original researchwork. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Name of Student- Sparsh Jain

Date-25/05/2023

CERTIFICATE

This is to certify that dissertation titled **FACTORS INFLUENCING CONSUMER PREFERENCES FOR OVER THE COUNTER (OTC) ALLOPATHIC MEDICINE** is a record of the research work undertaken by Sparsh jain in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his/ approach to the research study has been sincere, scientific, and analytical.

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Date: 25/05/2023

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ABSTRACT

Over-the-counter drugs are non-prescription drugs that can be bought by people without a doctor's medicine and are considered to be secure for utilization without the doctor's assent. The Indian OTC showcase was esteemed at Rs.188.6 billion in 2018, and it is anticipated to reach Rs.441.1 billion by 2024, with an expected CAGR of 14.20% amid the figure period, 2019-2024. The acquiring behavior of the customer gets influenced due to different variables, such as Mental variables, Individual variables, Social variables, social components etc. This inquire about endeavors to uncover the components that impact behavior of shoppers towards the OTC (Over the Counter) allopathic pharmaceutical through Ajzen's hypothesis of arranged behavior within the space of wellbeing and pharmaceutical.

The objective of the think about is to look at the variables affecting customer behavior with regard to OTC allopathic medication. Perceived behavioral control plays the foremost definitive part in deciding the consumers' purposeful to buy OTC allopathic pharmaceutical, which is taken after by state of mind and slightest affected by subjective standards.

ACKNOWLEDGMENT

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Date: 25/05/2023

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LIST OF ABBREVIATIONS

OTC : Over the counter medicine

FDA: Food and Drug Administration

FDC : Fixed Dose Combination

FTC: Federal Trade Commission

NSAID: Non-Steroidal Anti Inflammatory Drug

CAGR: Compound Annual Growth Rate

DCA: Drug and Cosmetic Act

DCR: Drug and Cosmetic Rule

COX: Cyclooxygenase Pathway

FMCG: Fast Moving Consumer Goods

TRA: Theory of Reasoned Action

IAO: Interest Activities Opinion

HBM: Health Belief Model

TPB: Theory of Planned Behaviour

MD: Medicinac Doctor

MBBS: Bachelor of Medicine and Bachelor of Surgery

ANOVA: Analysis of Variance

INTRODUCTION

OTC medications which stands for Over The Counter are those medicines that consumers get directly from producers without a prescription from medical expert. These medicines are ordinarily utilized to treat common, self-diagnosable sicknesses and indications such as migraines, colds, hypersensitivities, heartburn, and mild pain.

OTC medications are broadly accessible in drug stores, grocery stores, and other retail stores. They are labeled with clear enlightening for utilize and measurement, making it simpler for buyers to self-administer them securely. These drugs are by and large considered secure when utilized as coordinated, but it is vital to examined and take after the enlightening and counsel a healthcare proficient in case there are any concerns or questions. In India, drugs are classified into diverse plans based on their potential dangers and the level of control required for their deal. Medications classified beneath Plan H and H1 require a medicine from a enrolled restorative specialist and cannot be sold without one.

On the other hand, there are drugs that can be sold without a medicine and are commonly alluded to as "over-the-counter" medications in common speech, indeed in spite of the fact that they may not drop beneath a particular OTC category.

These solutions are regularly utilized to treat common, self diagnosable sicknesses and indications such as cerebral pains, colds, hypersensitivities, heartburn.

Common OTC pharmaceuticals include topical treatments for minor skin diseases, oral rehydration solutions, cough and cold medications, antacids, pain relievers (such as acetaminophen, ibuprofen), allergy medications, and cough and cold remedies. However, due to different laws and healthcare systems, different countries may have different availability and sorts of OTC medications.

Categories of OTC medications-

Over the counter medications given by pharmacies:

- Only pharmacies may sell these medications; no other stores may. They can be put on display for the general public, but buyers shouldn't be able to pick and choose from them. Only a legitimate pharmacy (retail or hospital pharmacy) with the necessary licencing may stock such medications for sale to the patient.

- The duration and validity of the prescription should be clearly stated.
- Only retail pharmacies, not wholesalers, are permitted to sell to patients. The sale must be carried out directly under the direction of a licenced chemist.

OTC General Sale Medicine:

- These medications can also be purchased from shops and general stores outside pharmacies. A unique symbol and a statement that the medication is for OTC general sales should be on the label.
- This group of medications includes, for instance, Dettol, Savlon, Band-Aids, etc.

Table 2.1 According to the route of administration, OTC medication categories include-

Orally	Consumption of a capsule, syrup, tablet, powders
Topical	Skin applying ointments, creams and liquids
Parenteral	Injectable sterile substances used for intravenous or intramuscular injection
Others	Eye drops, eye ointments, dressings for surgery

Topical Analgesic Allopathic OTC Medicine-

Numerous topical analgesic allopathic over-the-counter (OTC) medications are offered in a variety of formats, including creams, gels, sprays, patches, and gels. When applied to the skin, these medications are intended to reduce localised discomfort. Please be aware that depending on where you are, different brands may be available. Here are a few typical OTC examples of topical analgesics:

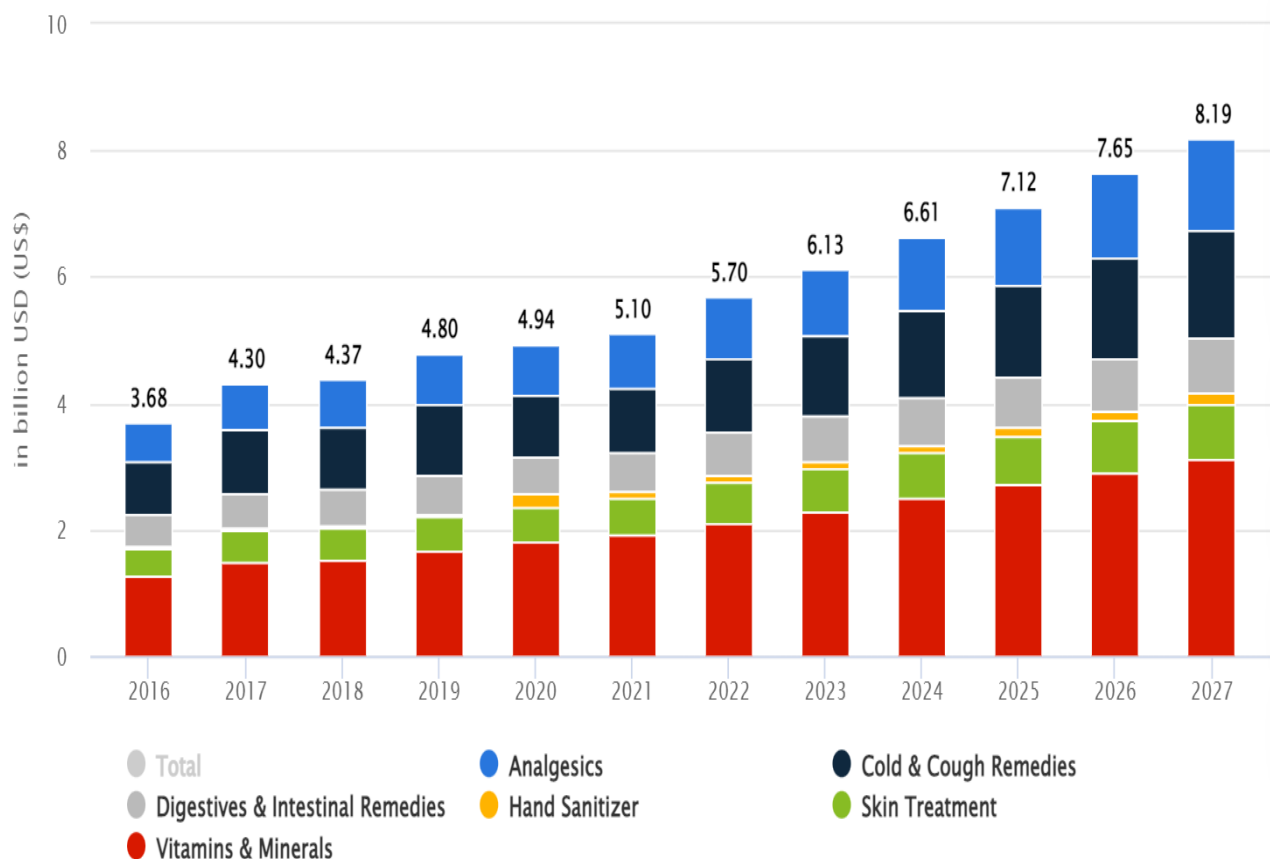
Menthol-based topicals: These products frequently have menthol as the cooling feeling and temporary pain relief. Tiger Balm, Biofreeze, and Icy Hot are a few well-known brands.

Capsaicin-based topicals: Capsaicin is a chemical compound found in chilli peppers. Topicals containing capsaicin function by lowering the concentration of substance P, a neurotransmitter that conveys pain signals. These products can aid in reducing joint and muscle discomfort. Zostrix and Capzasin are two examples.

Counterirritant topicals: Topicals intended to soothe irritated skin include camphor, methyl salicylate, and eucalyptus oil. They function by producing a warming or cooling sensation that dulls pain. Bengay, Flexall, and Salonpas are a few examples.

Lidocaine-based topicals: Lidocaine is a topical anaesthetic that temporarily relieves pain by numbing the skin. Topicals with lidocaine are frequently applied to treat minor burns, insect bites, and rashes. Aspercreme with Lidocaine and Solarcaine are two common brands

Figure 1.1: Indian Allopathic OTC medicine market-



Pharmaceuticals available over-the-counter (OTC) in India are those that consumers can purchase for self-medication without a prescription..

A multitude of factors, such as increased self-care usage rates, growing consumer interest in health and wellness, and the convenient accessibility of OTC drugs at

pharmacies and retail outlets, are what are driving the over-the-counter drug business in India. OTC drugs are well-liked by consumers in part due to their affordability and convenience.

✚ To treat a number of common ills and symptoms, such as colds and the flu, headaches, allergies, indigestion, pain relief, coughs and colds, and skincare, a wide range of OTC drugs are offered on the market. These drugs come in a variety of dose forms, including pills, syrups, creams, ointments, gels, and sprays.

The following are a few well-known Indian OTC medicine producers:

- Crocin (for fever and pain relief)
- Dolo (for reducing fever and pain)
- Saridon (For headaches)
- Eno (to treat acidity and indigestion)
- Vicks (for relief from colds and coughs)
- Cetirizine (To treat allergies)
- Volini (for the topical treatment of pain)
- Amrutanjan (for congestion and pain alleviation)

Both domestic and foreign pharmaceutical companies provide a wide variety of medications in the fiercely competitive Indian OTC medicine market.

The need for self-care and wellness products among Indian consumers is expected to drive further market growth for over-the-counter medications. However, it's crucial that consumers take over-the-counter medications properly, adhering to the authorised dosage and seeking medical advice as needed.

REVIEW OF LITERATURE

Article No 1- Demographic Factors Affecting Consumer Behavior

Consumer behaviour fluctuates from time to time and is not always the same or stable. The behaviour of consumers is influenced by a number of factors. Consumer behaviour changes as a result of these factors changing. The following demographic parameters have an impact on consumer behaviour: age, sex, marital status, income, family background, education, occupation, family size, and geography.

Article No 2- Consumer Attitude Towards OTC Medicine

Based on personal beliefs, life experiences, and cultural considerations, consumer attitudes towards over-the-counter (OTC) medications might differ. Consumers may, nevertheless, hold a number of similar attitudes and views about over-the-counter medications:

- ✚ **Convenience:** Because they may be acquired without a prescription, over-the-counter medications are frequently seen as being convenient. Customers value having the option to self-diagnose and self-treat minor illnesses and symptoms without needing to see a doctor.
- ✚ **Affordability:** Compared to prescription drugs, over-the-counter (OTC) medications are typically less expensive. Consumers who may not have health insurance or who desire to manage minor health conditions without incurring bigger medical bills should pay close attention to this economic element.
- ✚ **Empowerment:** OTC medications give customers a feeling of control over their own healthcare, which gives them more power. They enable people to take control of their health and deal with typical health issues on their own.
- ✚ **Accessibility:** Consumers can easily get OTC medications because they are widely distributed at pharmacies, markets, and other retail establishments. Customers appreciate this accessibility, especially for immediate alleviation of typical symptoms or as a preventative measure.

- ✚ **Trust and Reliability:** Customers frequently have faith in well-known, trustworthy OTC drug manufacturers. Consumer confidence in these goods' efficacy and safety can be influenced by positive experiences with them, recommendations from others, and familiarity.

Article No 3- Psychographic Factor

Psychographic factors includes study of a person's personality, values, attitudes, interests, and way of life , and it primarily focuses on consumers' interests, actions, and opinions. Knowing what kind of patient has an illness is far more crucial than understanding what kind of ailment a person has. When addressing the psychographic behaviour of the consumer, this way of thinking is necessary. The consumer considers all of the available options before selecting an over-the-counter medication. It is possible for the evaluation of possibilities to be both broad and thorough and swift and focused at the same time.

Article No 4- Branding and promotion

Over-the-counter (OTC) drug marketing relies heavily on branding and promotion. A strong brand identification, trust, and differentiation of OTC items in a crowded market are all benefits of effective branding. The following are some crucial tactics and factors to keep in mind while branding and promoting OTC medications:

- ✚ **Clear Brand Identity:** Create a brand identity that is distinct and appealing to the target market. This entails coming up with a catchy brand name, logo, and tagline that communicate the company's principles, advantages, and positioning..
- ✚ **Product Packaging and Labeling:** Create visually appealing and educational packaging that conveys the product's essential characteristics, usage guidelines, and safety information. The packaging should be noticeable on store shelves and exude reliability and integrity.
- ✚ **Targeted Messaging:** Based on their requirements, psychographics, and health concerns, target certain consumer segments with marketing messages that are tailored to them. Emphasise the advantages, effectiveness, and practicality of the OTC medication in treating those particular demands..
- ✚ **Consumer Education:** Create educational resources and campaigns to educate

customers about common illnesses, their symptoms, and the proper use of over-the-counter medications. Give clear explanations of dosing, potential adverse effects, and safety measures. Websites, pamphlets, movies, and chemist counselling can all be used to do this.

✚ **Digital Marketing:** To connect with and communicate with consumers, use digital media. Maintain an educational and user-friendly website that offers resources, health advice, and information on the products. Utilise social media channels to distribute instructional content, interact with customers, and respond to any questions or issues they may have.

✚ **Point-of-Sale Promotions:** Co-create eye-catching displays, shelf talkers, or aisle banners that advertise OTC medications alongside pharmacies and retail establishments. To entice repeat business and customer loyalty, provide discounts, package offers, or loyalty programmes.

Article No 5- Gap during the reseach

The following areas, where little research has been done, have research gaps, according to the evaluation of the literature:

The majority of research has been done on the effectiveness, availability of generic medications, consumer knowledge, etc. of prescribed medications.

There aren't many studies on how Indian consumers behave when buying allopathic over-the-counter analgesic categories.

The impact of branding and advertising on general medicine globally has been studied, however those research cannot be taken into direct consideration. Found that OTC allopathic analgesic topical treatment is overall different from general medicine in context to promotion and branding.

RESEARCH METHODOLOGY

Research flow- The analysis and field survey phases of this study were sequentially and methodically carried out. The research objectives were developed following a thorough analysis of the literature to comprehend the findings, limitations, gaps, and future research directions of the previous research work in that field.

Approach for the Research - The objective of this research design is to identify the factors influencing consumer preferences to buy allopathic over-the-counter medications for analgesic categories. For a result, the descriptive research strategy was chosen because it was thought to be the most suitable.

Research Objectives- The study's goal was to determine what characteristics affected how consumers acted when buying over-the-counter allopathic medications.

- ✚ Investigate the influence of attitude on customers' choice of over-the-counter allopathic analgesic topical medications.
- ✚ Examine how social factors affect how consumers decide which over-the-counter (OTC) allopathic analgesic topical medications to buy.
- ✚ Recognize how demographic factors affect customer choice when buying OTC topical allopathic analgesic medications.

Area of Study - Based on demographic segmentation, the study's target population has been taken into consideration. If the minimum educational need was the 12th standard and the age fell under the group of 18 years and older.

Sampling techniques- Randomized stratified sampling is employed in accordance with the population's density and literacy rate. The district of Baghpat in the Indian state of Uttar Pradesh was chosen for the study because it is close to Delhi and serves as an important commercial hub. In light of this, twenty gramme panchayats and twelve municipalities have been chosen for the study. The following factors have been taken into account for this study:

5% precision rate

Level of confidence: 95%

441 samples were finally taken into account for the analysis.

Table 2.2 Discussed points during group survey

Serial No.	
1	Customers point of view while buying OTC allopathic topical medications
2	Customers Perceptions of OTC allopathic analgesic topical drugs
3	What motivates them to but OTC medicines
4	Various factors that influence the buying of OTC medications for pain relief
5	How prior experiences affect consumer choices when buying OTC allopathic analgesic topical medications
6	Why OTC allopathic analgesic topical medications should be used instead of prescription drugs
7	What concerns take in measure of using OTC medications
8	Influence of demographics on the purchase of allopathic topical pain killers

The objective was to gather participant feedback on how their ideas and worries affected their decision to purchase an over-the-counter allopathic painkiller.

Table 2.3 Market survey revealed the following factors

Number	Conversation starters during the survey	factors discovered during debate
1.	Customers' expectations when buying over-the-counter allopathic analgesic topical medications	i. faster heal ii. The drug's effectiveness. iii. The hope for quick recovery from mild ailments iv. Quick relief. v. minimal negative effects vi. Adequate drug use
2.	Why consumers purchase and their opinions on over-the-counter allopathic analgesic topical drugs	i. Quicker relief ii. Doctors are not needed to be consulted iii. Safety profile iv. Availability v. OTC analgesic allopathic topical medications are affordable vi. Mental calm
3.	Additional elements encouraging the buyer to buy	i. Accessible ii. Influence from family, friends iii. Brand recognition, third iv. Brands that are offered v. The calibre of brands vi. Family ties and socially acceptable behaviour vii. Promotion and advice

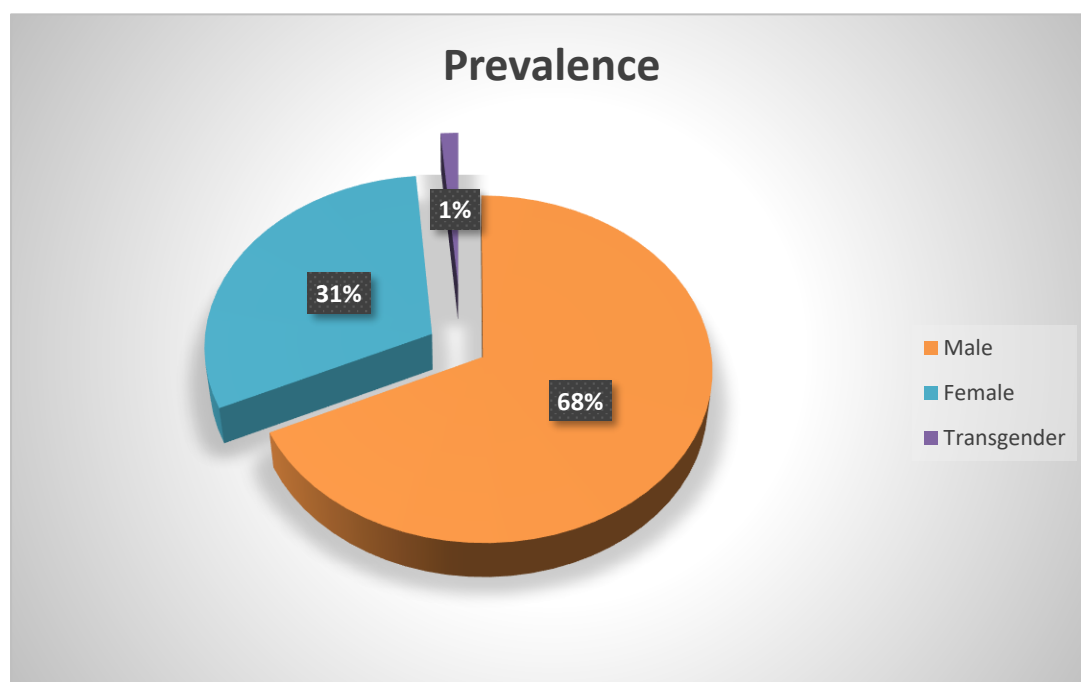
DATA ANALYSIS AND INTERPRETATION

Personal Information of respondents-

Table 2.4 Categorization on the basis of gender

Type	Prevalence	Percentage %
Male	300	68
Female	135	31
Transgender	6	1
Total	441	100

Fig 1.2: Representation in graphics for respondents

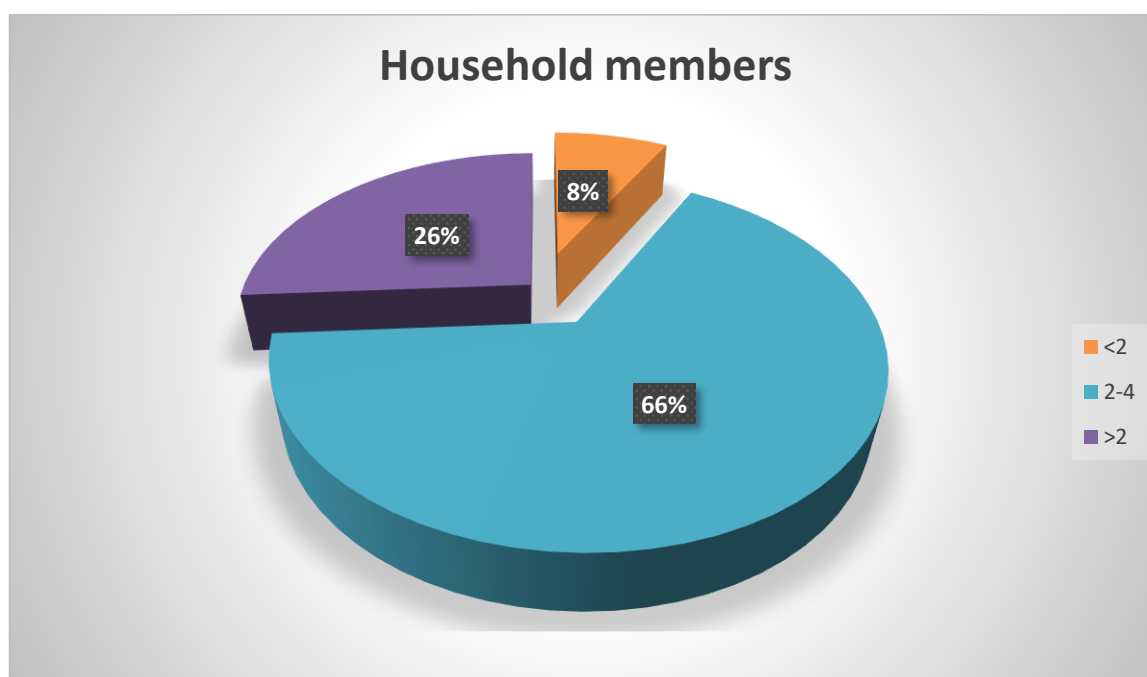


According to the above pie chart 68% of respondents are men, 31% are women and 1% are transgender.

Table 2.5 Categorization of households according to their population

Details	Prevalence	Percentage %
<2	35	8
2-4	290	66
>4	116	26
Total	441	100

Figure1.3: Graphical Representation Of Members In The Household Among Respondents



Understood that 2 to 4 people make up 66% of respondents households, while 26% of respondents households comprise five or more people. Only 8% of the respondents live in households.

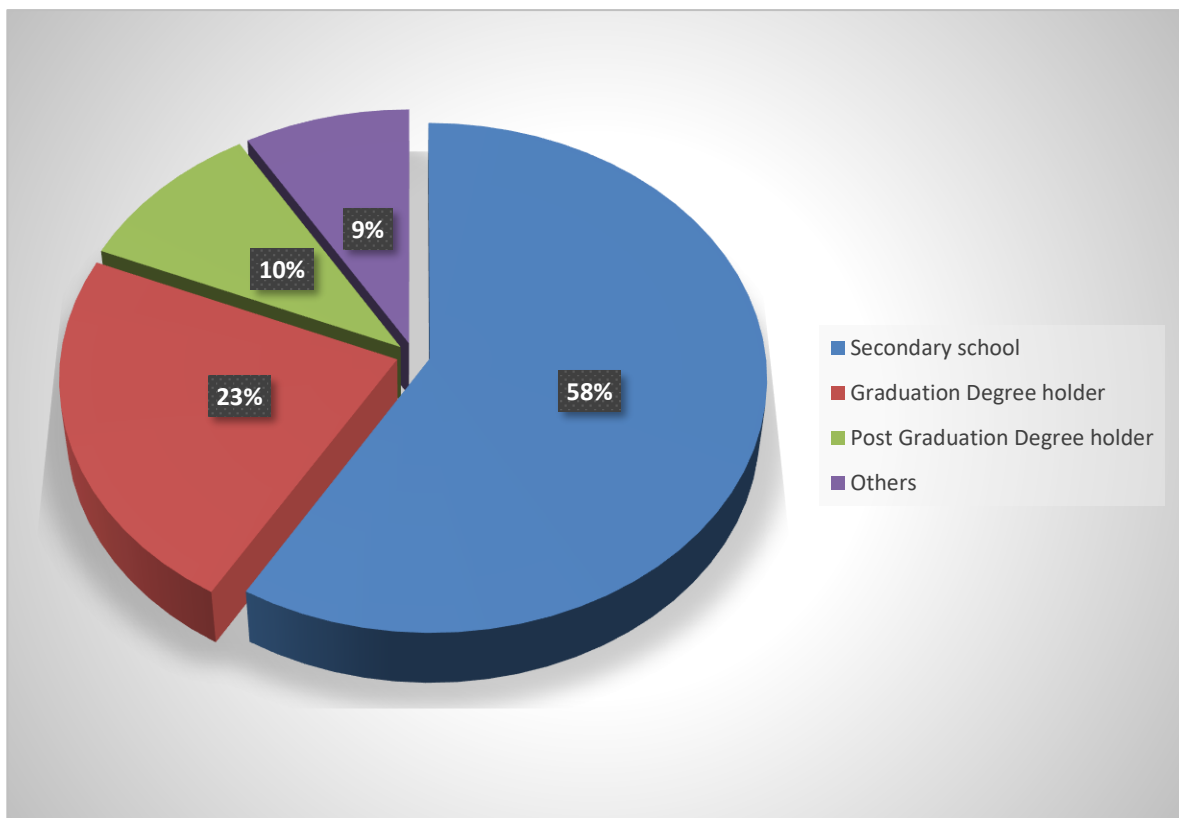
Academic Background-

Tab 2.6 Categorization based on Academic Background

Details	Number	Percentage %
Secondary school	140	32
Graduation Degree Holder	200	45

Post Graduation Degree holder	10	2
Others	91	21
Total	441	100

Figure1.4: A visual depiction of respondents' educational backgrounds

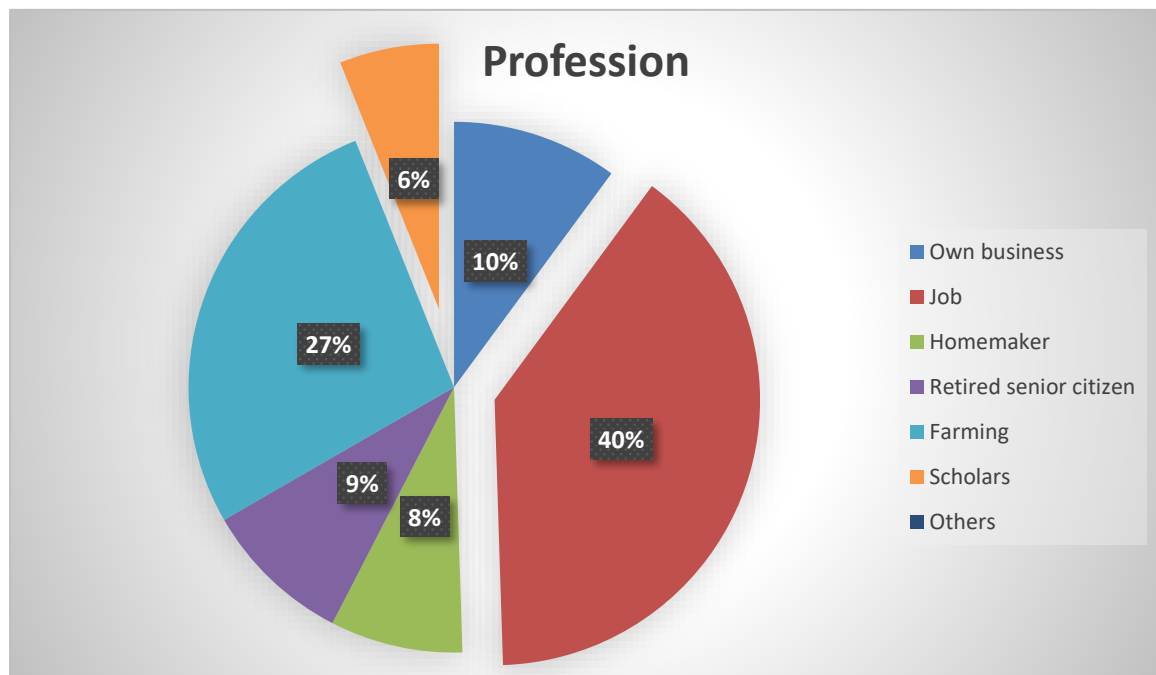


From above 10% of respondents are post graduated, 58% had completed their secondary school, 23% had done their graduation and only 10% had completed others.

Table 2.7 Categorization based on their work or professional

Type	Number	Percentage%
Own Business	45	10
Job	170	39
Homemaker	35	8
Retired senior citizen	40	9
Farming	120	27
Scholars	25	6
Others	6	1
Total	441	100

Fig 1.5: Visual showing respondents Professional distribution



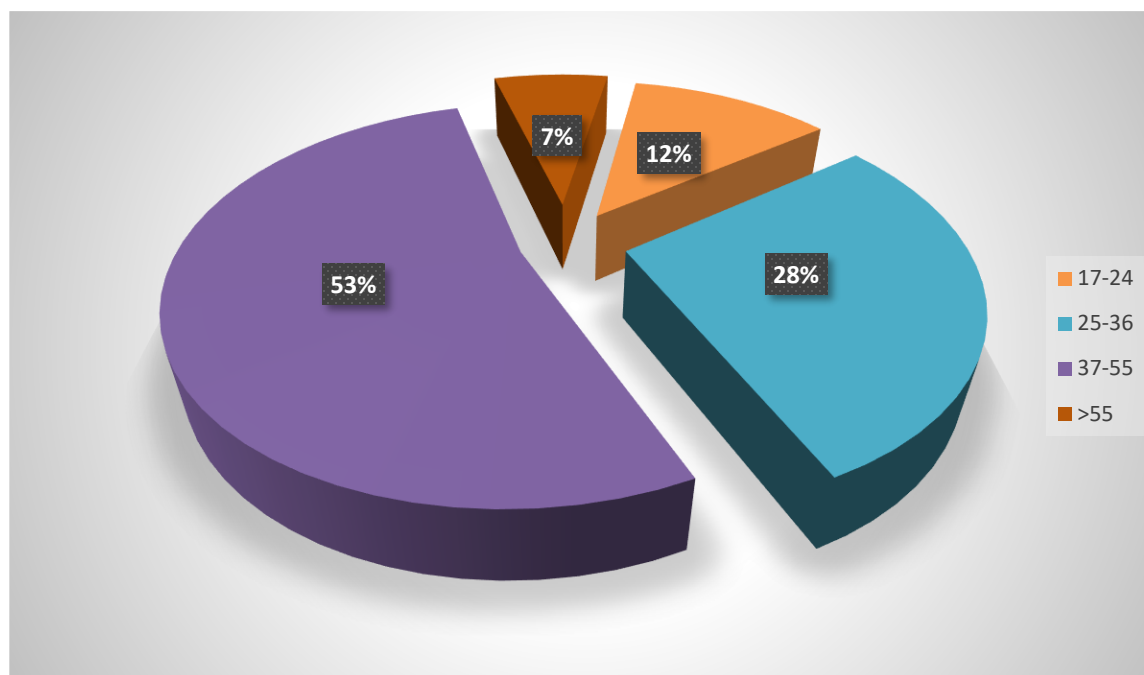
From above, 40% are doing job, 8% women are homemaker, 9% are retired senior citizen, 27% of them are doing farming, 6% are students and rest 1% comes in others.

Age group

Table 2.8 Categorization according to their age

Category	Number	Percentage %
17-24 years	55	12
25-36 years	125	28
37-55 years	230	52
>55 years	31	7
Total	441	100

Figure 1.6: Graphical representation of age group among respondents



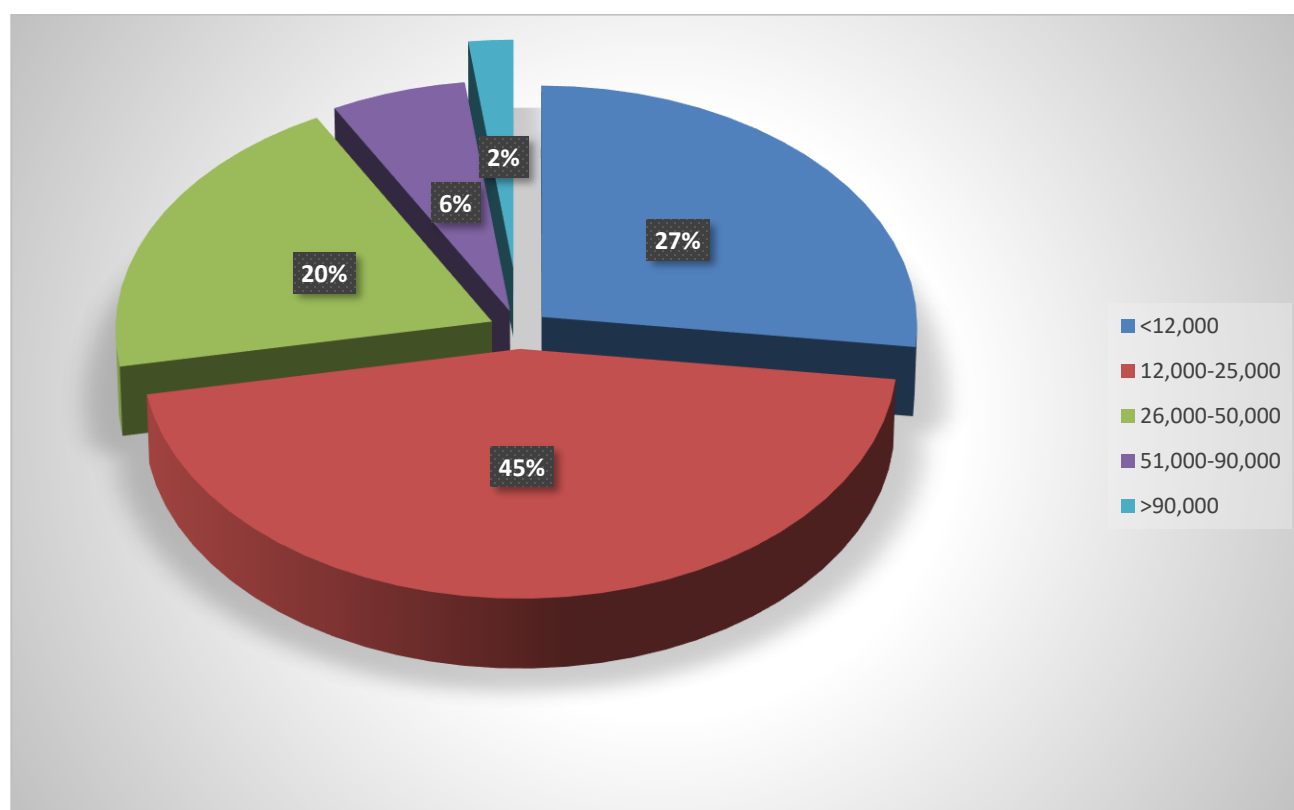
From above 12% of respondents are between the ages of 17 and 24 while 7 % are over the age of 55. 28% of respondents are between the ages of 25 and 36, while 53% of respondents are between the ages of 37 and 55.

Tab 2.9 Dividing groups based on their Salary

Category	Number	Percentage %
<12,000	120	27
12,000-25,000	200	45

26,000-50,000	90	20
51,000-90,000	25	6
>90,000	6	2
Total	441	100

Fig 1.7: A visual representation of respondents' income



From above , 27% of respondents have monthly incomes of less than Rs. 12,000, 45% have incomes between Rs. 12,000 and Rs. 25,000, 20% have incomes between Rs. 26,000 and Rs. 50,000 , 6% have incomes between Rs. 51,000 and Rs.

90,000, and only 2% have incomes of more than Rs. 90,000.

Summary of Research Findings

- ✚ The intention to purchase over-the-counter (OTC) allopathic analgesic topical treatment is positively influenced by attitude.
- ✚ The idea of buying OTC allopathic topical medicine is supported by friends, the idea of buying OTC allopathic analgesic topical medicine is supported by coworkers, and the idea of buying OTC allopathic topical medicine is supported by social media networks like Facebook, Twitter, etc. These are the three key factors that influence the intention to buy.
- ✚ According to the research findings from this study, perceived behavioural control is the element that influences OTC allopathic topical medicine purchases the most out of all those that fall within the Theory of Planned Behaviour.

Conclusion-

- ✚ Principle of planned behavior significantly improved our understanding of the variables affecting consumer decisions to purchase OTC allopathic analgesic topical medications.
- ✚ The importance of recognizing the multiple psychographic and demographic components is emphasized in the thesis., particularly for Baghpat district in and around of it, that function as positive motivators affecting customer decision-making.
- ✚ To create the OTC allopathic medication business in a sustainable way, the pharmaceutical sector must yet overcome a few significant obstacles.

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