

Parameters Impacting from Customers on OTC Allopathic medications.

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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.
- ❑ Categories of OTC medications-
 1. Over the counter medications given by pharmacies:-
 2. OTC General Sale Medicine:-
 - ❖ 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)



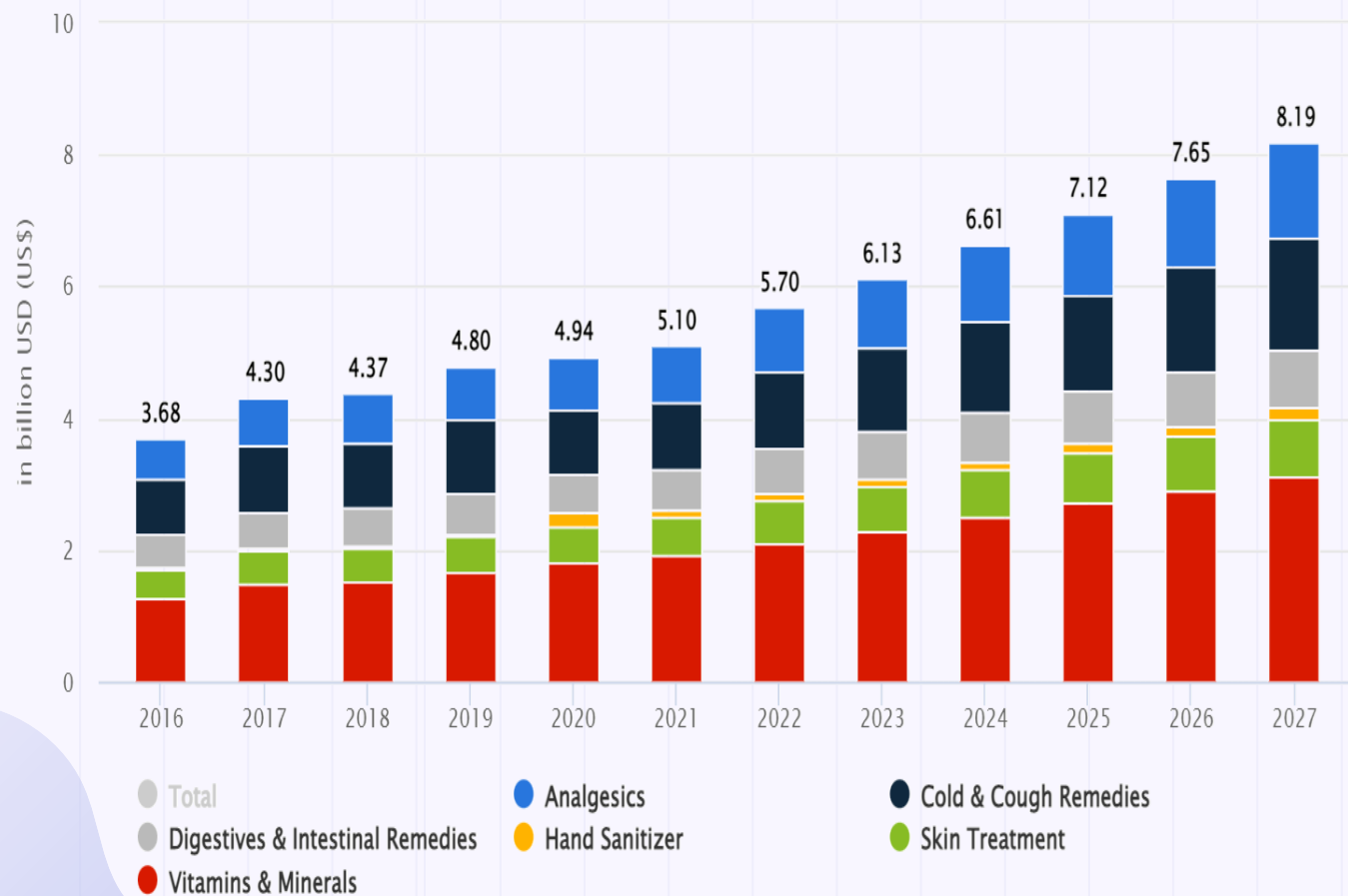
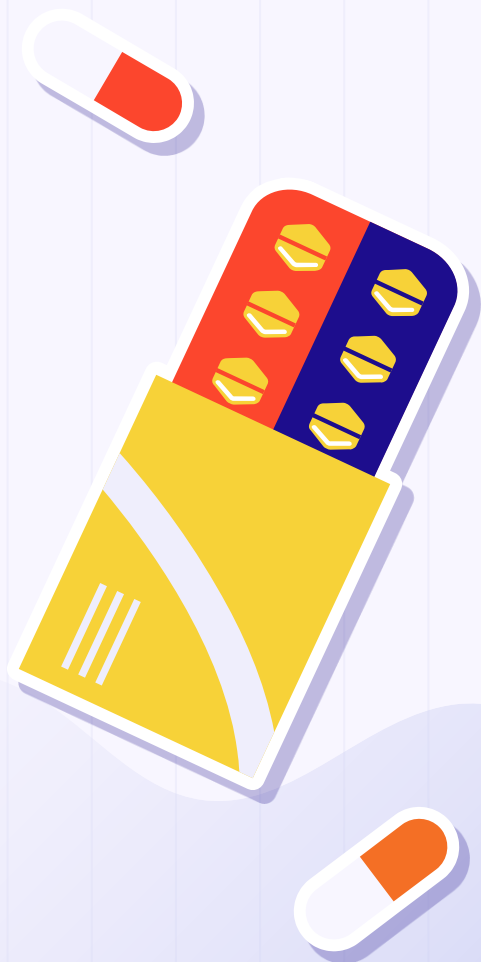


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INDIAN OTC ALLOPATHIC MEDICINE MARKET







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RESEARCH REVIEW



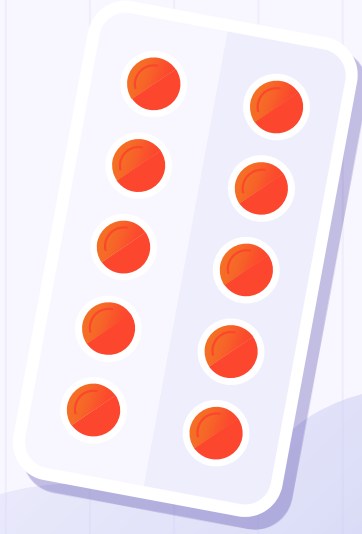
Demographic Factors Affecting Consumer Behavior

- ✓ The following demographic parameters have an impact on consumer behaviour: age, sex, marital status, income, family background, education, occupation, family size, and geography.



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.



Consumer Attitude Towards OTC Medicine

- ☐ Convenience
- ☐ Affordability
- ☐ Accessibility
- ☐ Trust and reliability



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RESEARCH METHODOLOGY



Approach for the Research

- ✓ To identify the factors influencing consumer preferences to buy allopathic over-the-counter medications for analgesic Medicines.
- ✓ The descriptive research strategy was used.

Research Objectives

- ✓ 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

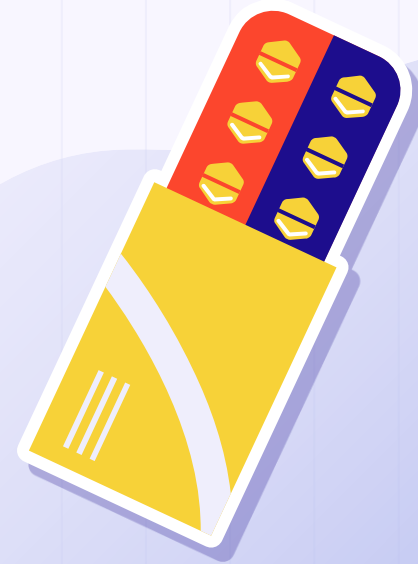


Area of Study

- ✓ 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.
- ✓ 441 samples were finally taken into account for the analysis.





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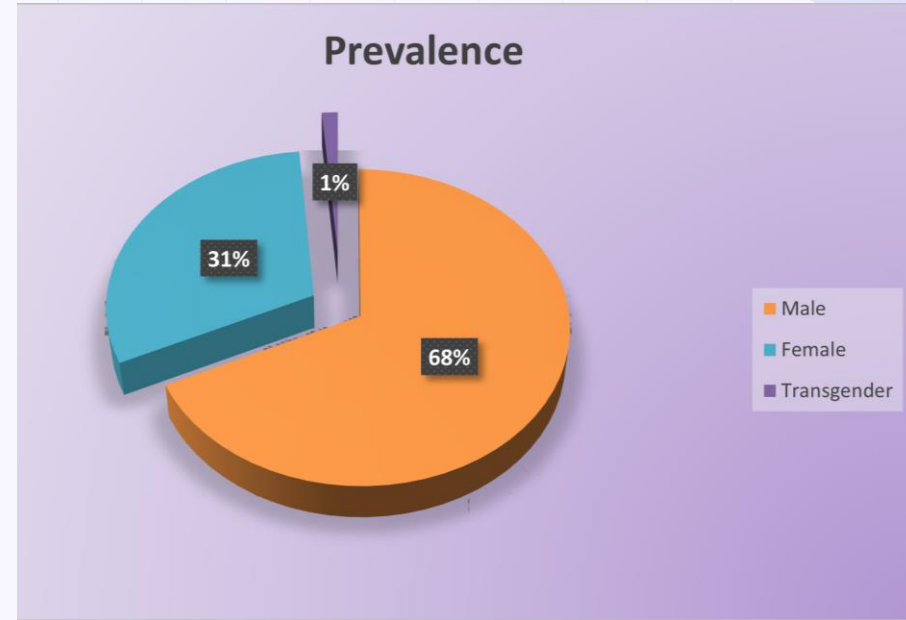
DATA ANALYSIS AND INTERPRETATION



Personal Information of respondents-

Categorization on the basis of gender

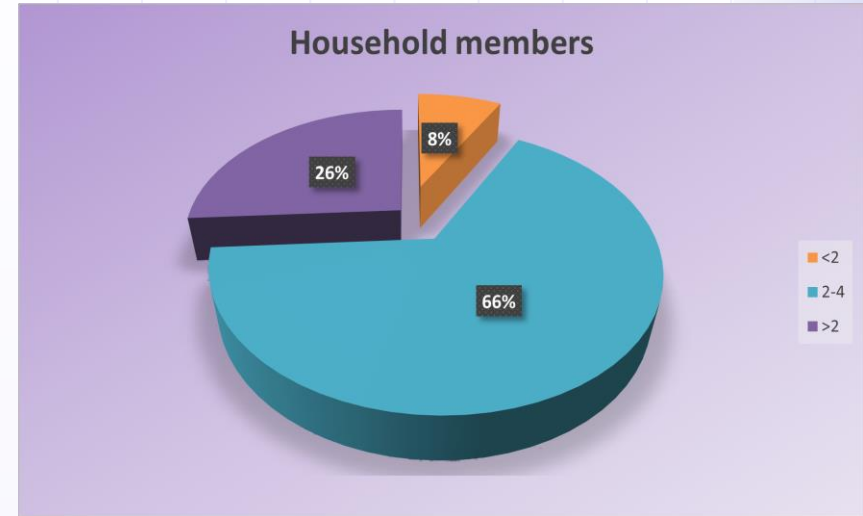
Type	Prevalence	Percentage %
Male	300	68
Female	135	31
Transgender	6	1
Total	441	100



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

Categorization of households according to their population

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

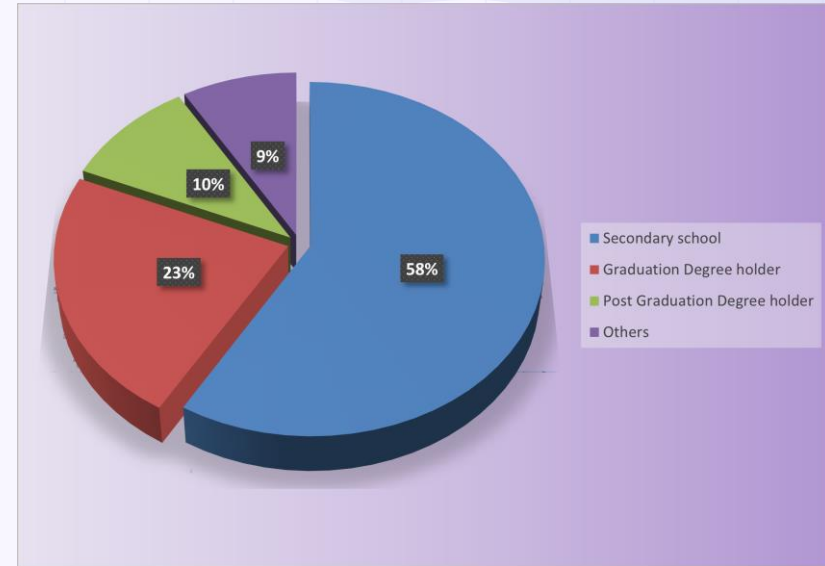


Understood that 2 to 4 people make up 66% of respondents households, while 26% of respondents households comprise five or more people. Only 8% of the respondents live in households.

Academic Background-

Categorization based on Academic Background

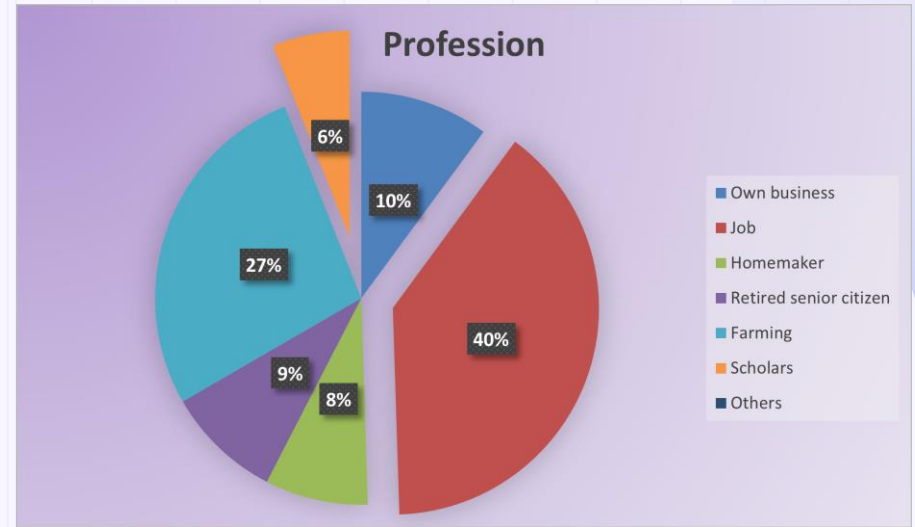
Details	Number	Percentage %
Secondary school	140	32
Graduation Degree Holder	200	45
Post Graduation Degree holder	10	2
Others	91	21
Total	441	100



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.

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

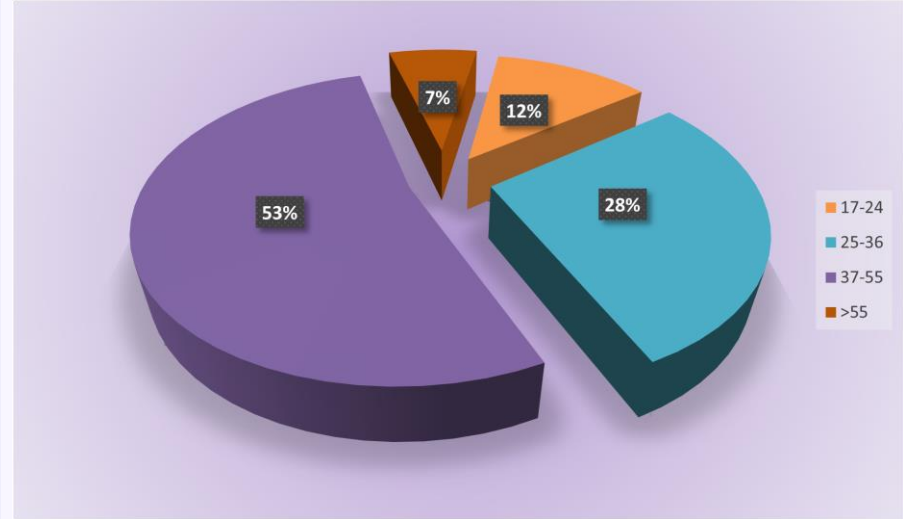


From above, 40% are doing job, 8% women are homemaker, 9% are retired senior citizen, 27% of them are doing farming, 6% are students and rest 1% comes in others.

Age group

Categorization according to their age

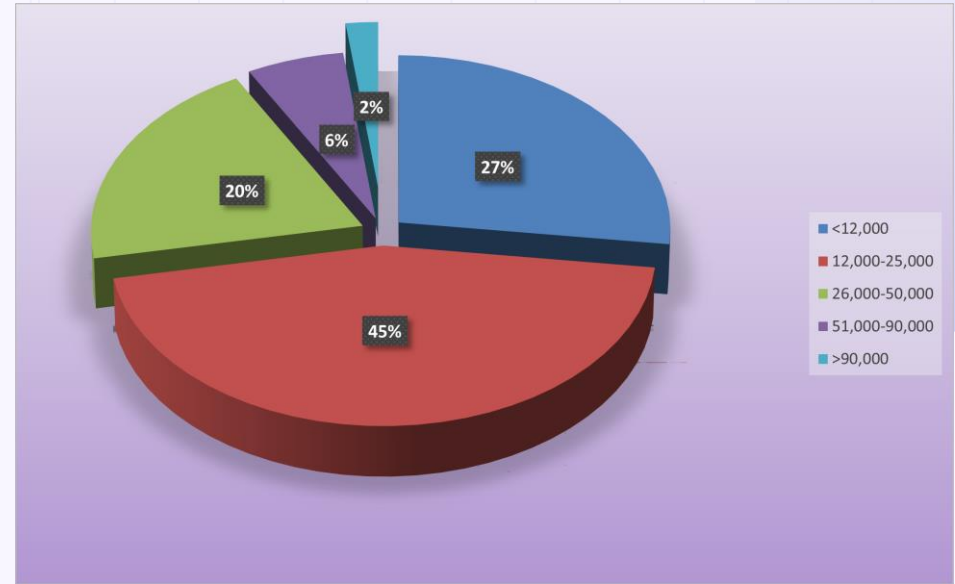
Category	Number	Percentage %
17-24 years	55	12
25-36 years	125	28
37-55 years	230	52
>55 years	31	7
Total	441	100



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.

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



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.

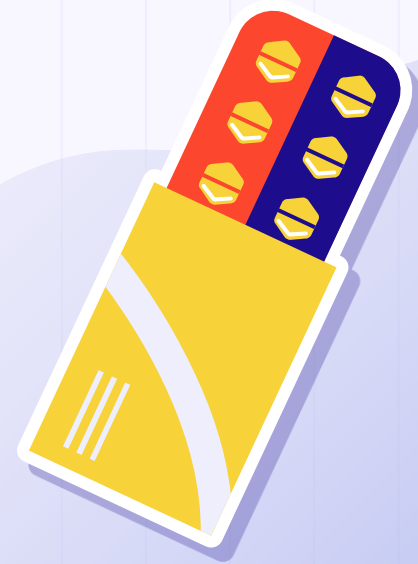


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CONCLUSION



- ✚ 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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THANKS

