

Dissertation Report

“Consumer Perception of Non-Prescriptive Antacids[®]”

Faculty Mentor: Dr. Sudhinder S. Chowhan

Assistant Professor

IIHMR University

Dean: Dr. Saurabh Kumar Banarjee

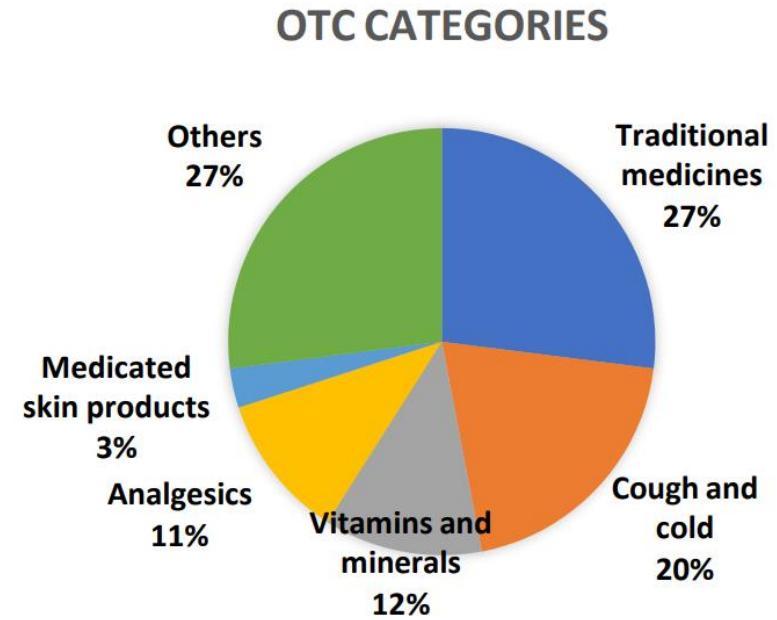
IIHMR University

Presented By: Sheetal Bastia



Introduction

- India is now ranked 11th in terms of the size of the global OTC market. Within five years, it is expected to climb to ninth place. The Indian OTC market (i.e. promoted non-prescription drugs) is currently valued at USD 1,793 million (euro 1 310 million) and is growing at a rate of 23% per year



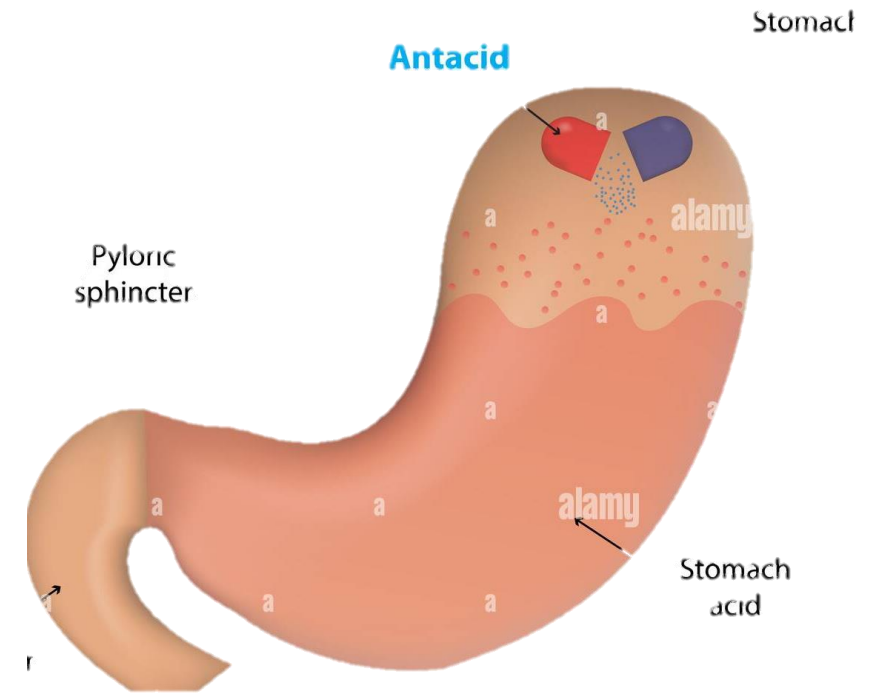


Growth Driver

- Consumer Awareness
- Self Medication
- Factors of Lifestyle
- Pshyological factor
- Product Innovation
- Channel development
- Safety Awareness

Antacids

- Antacids are medicines that counteract (neutralise) the acid in the stomach to relieve indigestion and heartburn.
- Antacids work by increasing the pH of the stomach, which helps to reduce acidity. The nerves in the gastrointestinal mucosa send pain signals to the central nervous system when gastric hydrochloric acid reaches them. When these nerves are exposed, as in peptic ulcers, this happens.





Consumer Perception

We all have one thing in common: we are all consumers.

We acquire and consume a wide range of goods and services on a daily basis. However, we all have distinct preferences, likes, and dislikes, and we all behave differently while making purchases.

Each consumer is distinct, and this distinction is mirrored in their consumption habits, patterns, and buying decisions. Understanding the purchasing habits and preferences of diverse consumers is aided by consumer behavior.

Factors influencing consumer's purchase decisions



Situational factors



Personal factors



Social factors



Psychological factors

Research Objective

- To assess the relative importance that consumers give to major factors influencing the buying behavior with respect to non-prescription antacids.
- To determine whether the consumers are aware about side effects, habit forming nature, development of resistance with repeated use and symptomatic relief offered by non-prescription antacids.
- To identify the opinion leaders influencing the consumer behaviour with respect to non-prescription antacids.
- To find out the general reason for using a non-prescription antacid.
- To find out the preference of consumers in non-prescription antacids category.



Research Methodology

- Research Method: The study is based on Exploratory as well as Descriptive research design. The purpose of the study is to evaluate the consumer perception towards the non-prescriptive antacids and check if any correlations exist between factors that influence the purchase of these antacids.



Methodology

- Sampling Method: Consumers of non-prescriptive antacids were selected as respondents through random and convenience sampling. A sample size of 255 respondents was selected for the study.
- Data Collection Instrument: Information was collected through a structured questionnaire that contained both open ended and close ended questions



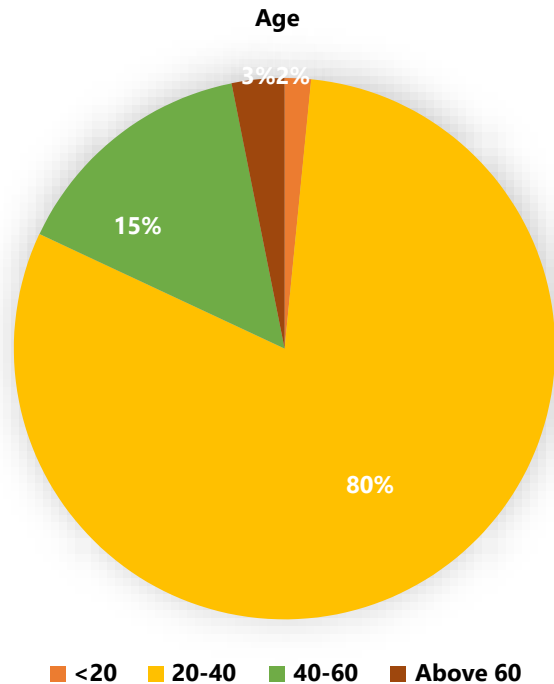
Methodology

- Data Collection Method: The data collected is primary as well as secondary in nature. Primary data was collected through the online channel via Google forms with the aid of a questionnaire. Secondary data was collected through books, journals, articles, websites etc. In addition, an extensive literature review survey was also undertaken.
- Data Collection and Analysis: The responses collected were organized in the form of an excel sheet and statistically analyzed using Statistical Package for Social Science(SPSS) software and Microsoft Office Excel. The results were then suitably presented in the report



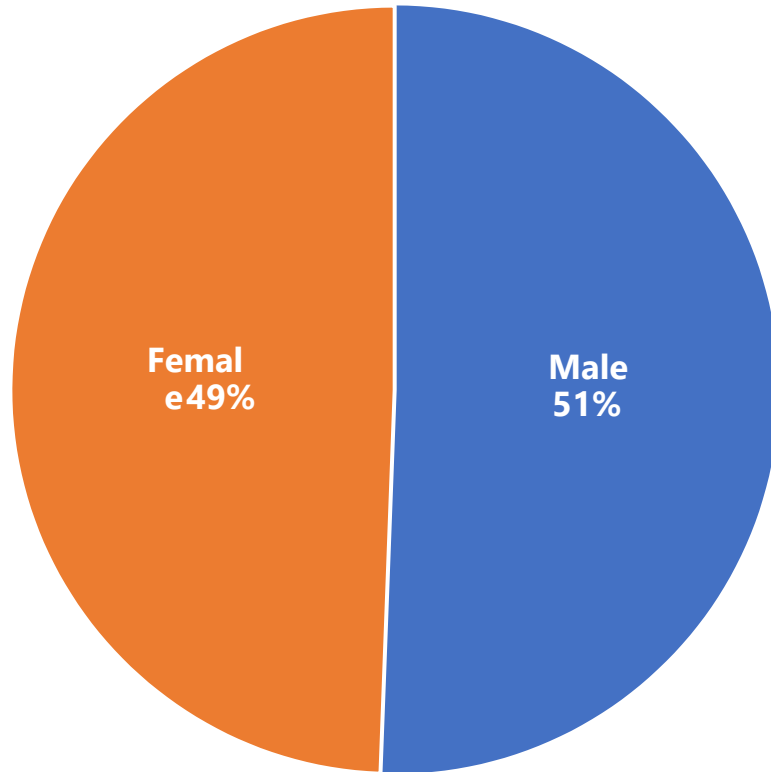
Data Analysis

(Demographic Analysis based on age)



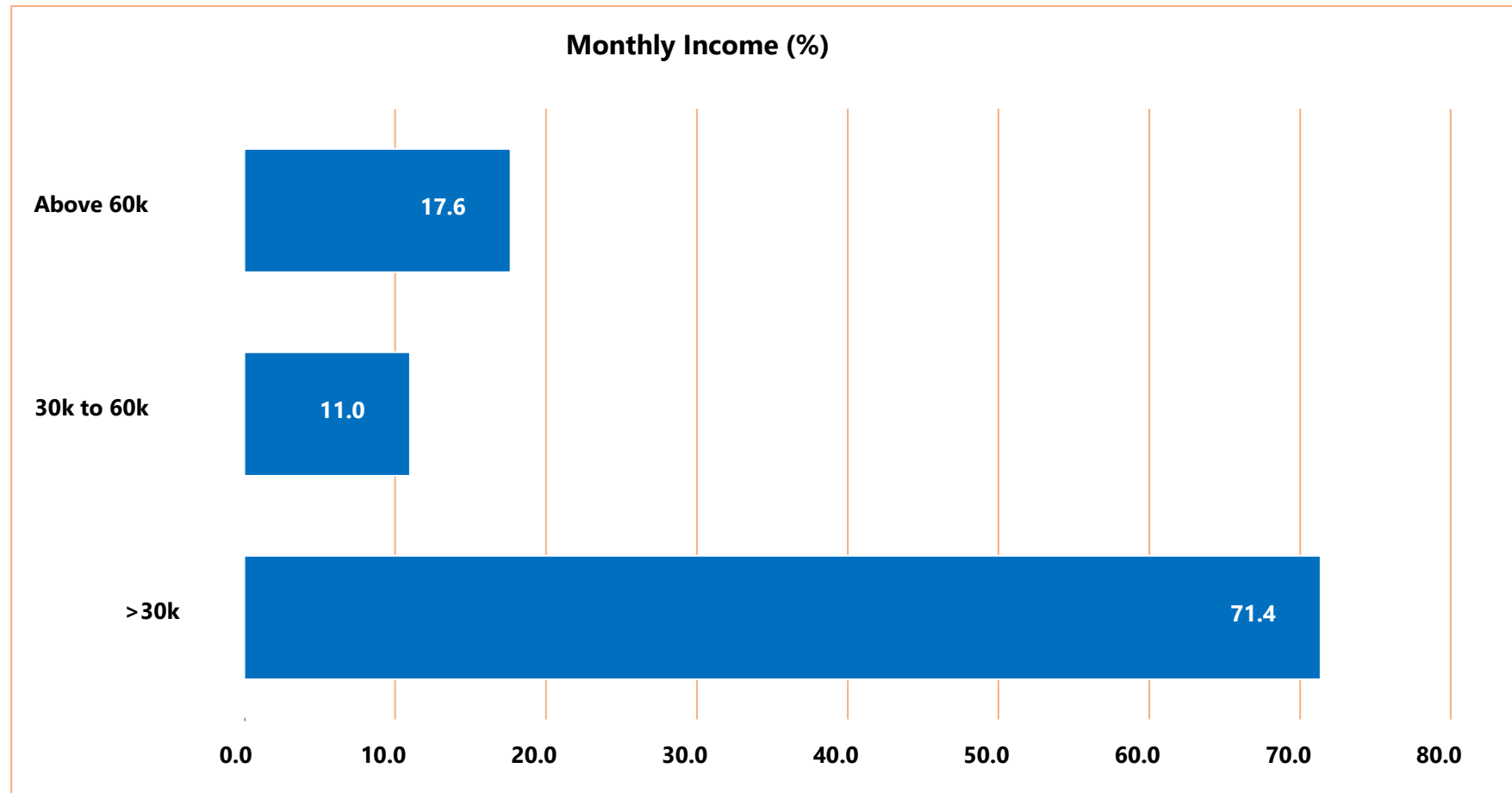
- From total 255 respondents the split between the two genders was fairly equal, with total of 129 males and 126 females.
- The frequencies and percentages of the 255 survey respondents are divided within the individual parameters of age, gender, and monthly income, are presented

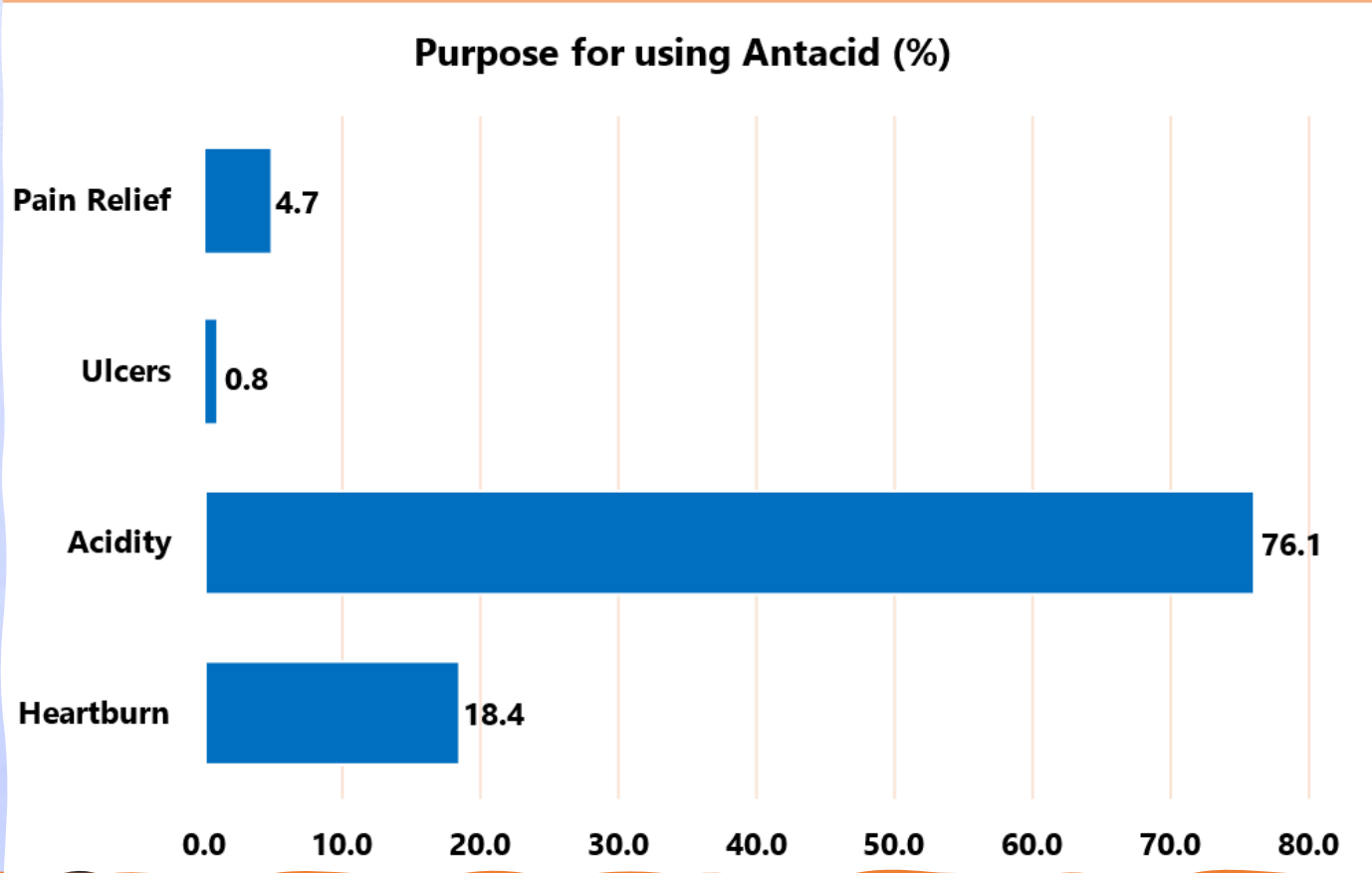
Gender



Demographic
Analysis
based on
Gender

Demographic Analysis based on salary

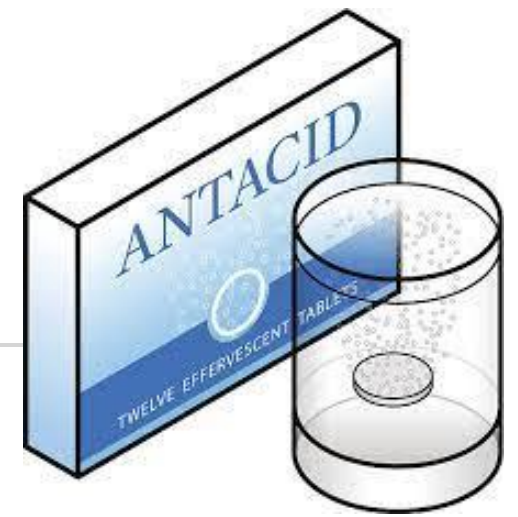




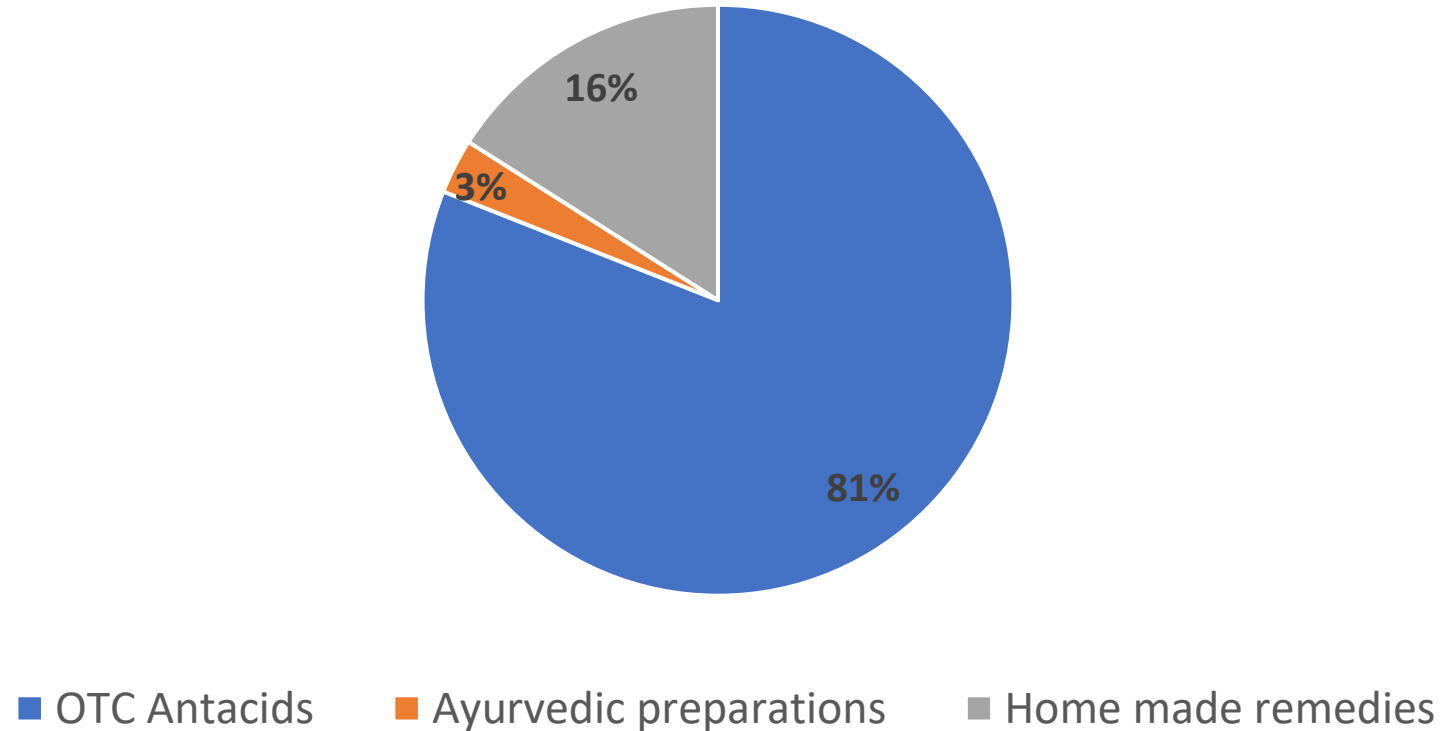
Data Analysis

- 1. For what purpose do you normally use an antacid?

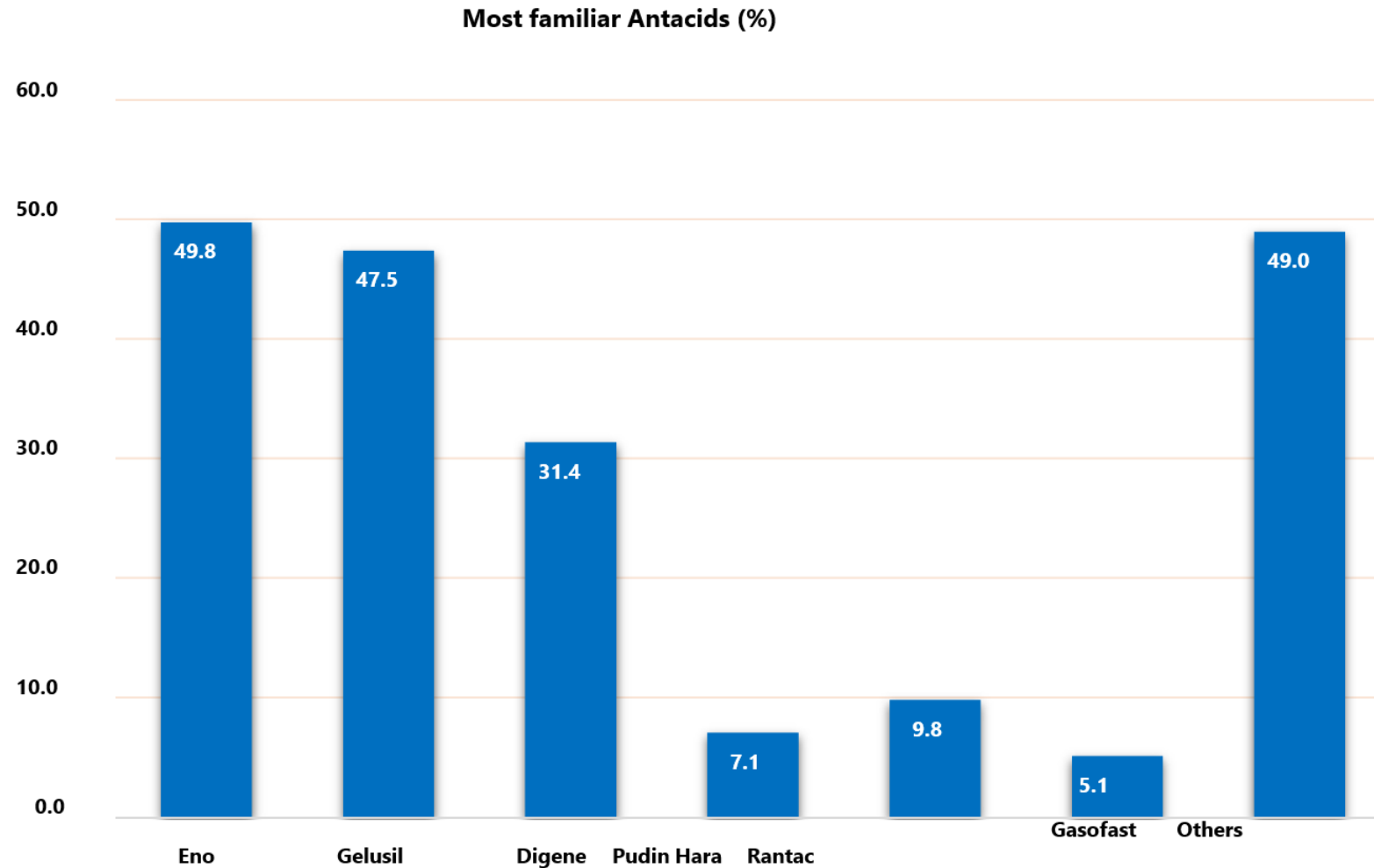
What kind of antacids do you normally use?



Kind of Antacid used



Please name any two non-prescription antacids that you are most familiar with.



Please rank the following parameters on a scale of 1 to 5 that you consider while purchasing non-prescriptive antacids.

Price

Ingredients

Flavour

Color

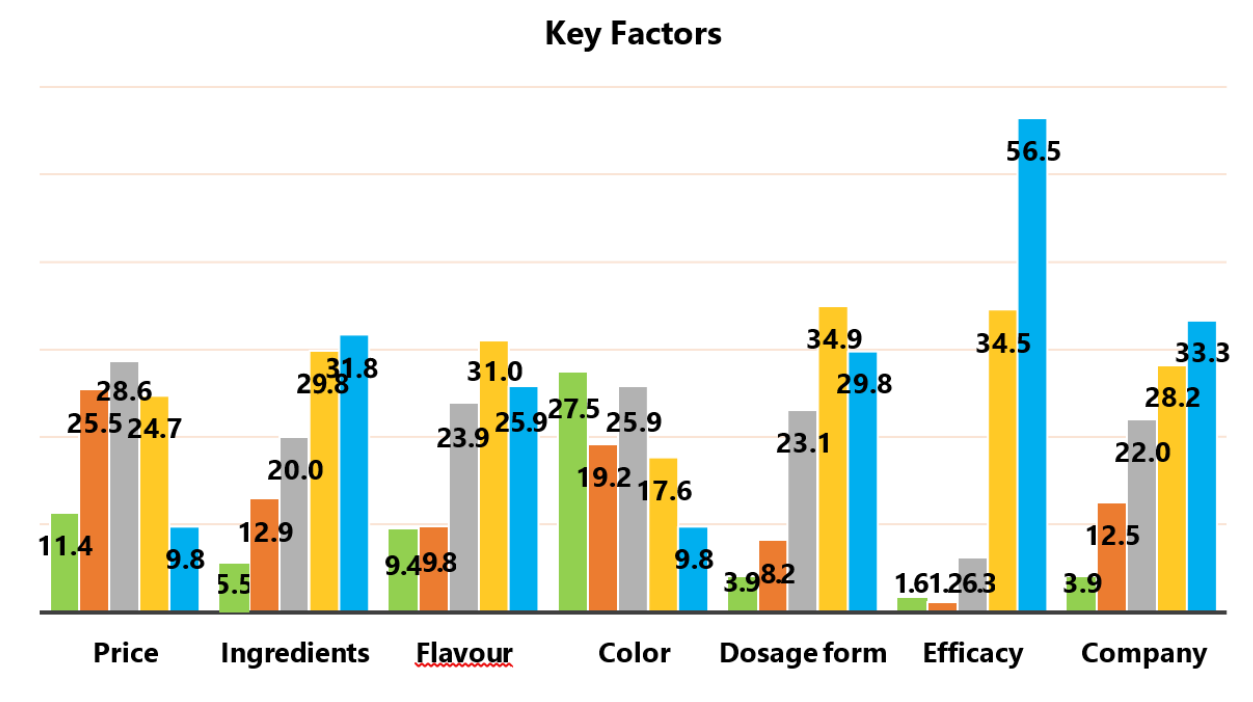
Dosage Form

Efficacy

Company

Purchasing factors

- As per the analysis of the responses of the respondents of the survey, about 56% said that 'Efficacy' of the antacid was the most important factor that influenced their purchase decision. This was followed by the 'Company' that manufactures it at 33%. 'Ingredients' stood at third position with 32%. 'Dosage form' and 'Flavour' followed at 30%, 26% while 'Color' and 'Price' were found to be the least important factors at 10% each.



Descriptive Analysis

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
Price	2.96	1.163	255
Ingredients	3.69	1.201	255
Flavour	3.54	1.238	255
Color	2.63	1.315	255
Dosage Form	3.78	1.082	255
Efficacy	4.43	.795	255
Company	3.75	1.161	255

Interpretation- The mean, S.D and the Number of respondent (N) who participated in the survey is given in Table-VI, by looking at the table we can conclude that Efficacy (4.43) is the most important variable that influences customers to buy the product. The Color which is 2.63 is the lowest value which indicates that respondent strongly disagree on the buying decision based on the color

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.702
Bartlett's Test of Sphericity	Approx. Chi-Square	392.526
	<u>df</u>	21
	Sig.	<.001

Interpretation- Since the KMO value is between 0.7-0.8 so the response given with the sample are acceptable

Total Variance

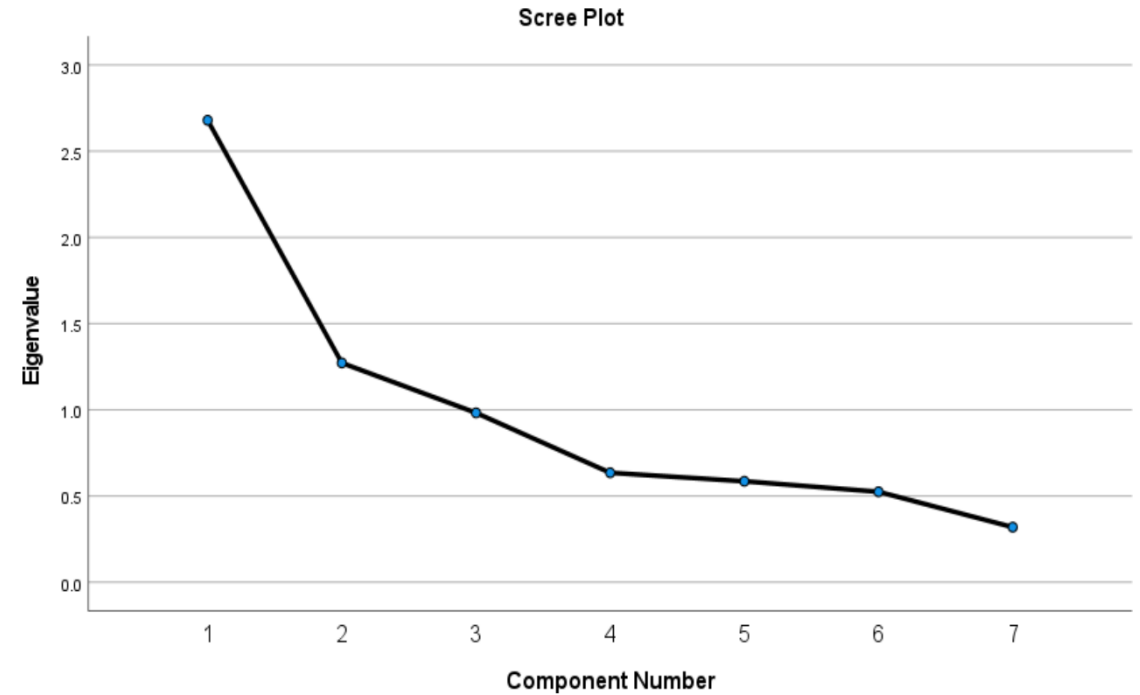
- Interpretation – From Table, out of 7 components, only 3 components were considered for analysis where the communality value is more than 1. Further the extracted sum of square loadings % of variance for the chosen 3 components from Table IX shows that its effective enough in representing all the characteristics or components highlighted by the stated 7 variables

Total Variance Explained			
Initial Eigenvalues			
Component	Total	% Of Variance	Cumulative %
1	2.68	38.28	38.28
2	1.272	18.174	56.454
3	0.983	14.04	70.494
4	0.635	9.073	79.567
5	0.586	8.37	87.936
6	0.525	7.498	95.434
7	0.32	4.566	100

Table IX. Extraction Sums of Squared Loadings

Extraction Sums of Squared Loadings		
Total	% Of Variance	Cumulative %
2.68	38.28	38.28
1.272	18.174	56.454
.983	14.04	70.494

-
- Interpretation- Factor 2 and 3 is the point of interest where the curve begins to flatten rest goes below 1 so cant be considered



Anova Analysis

- ANOVA is a general technique that can be used to test the hypothesis that the means among two or more groups are equal, under the assumption that the sampled populations are normally distributed. The following tables for ANOVA of variables of key factors with respect to income of the respondents
- Null Hypothesis (H_0): There is no significant association between the key factors and between the income of the respondents.
- Alternate Hypothesis (H_1): There is significant association between the key factors and between the income of the respondents.

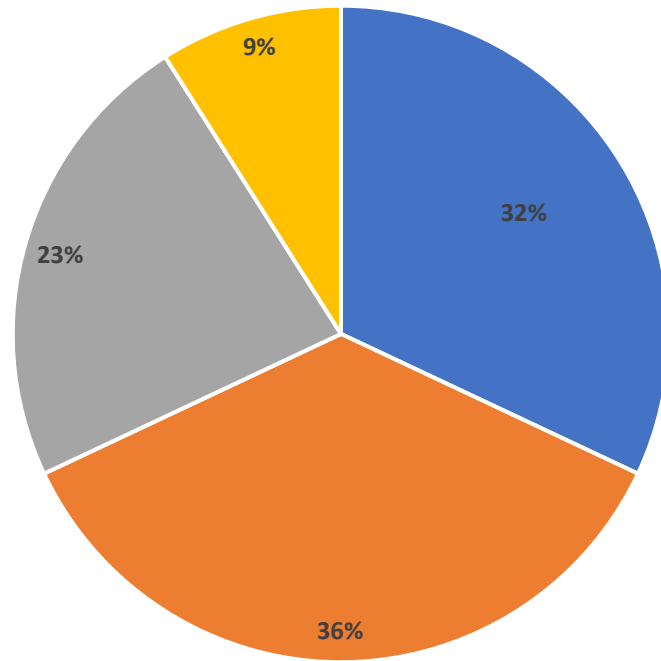
ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Price	Between Groups	20.028	2	10.014	7.799	<.001
	Within Groups	323.58	252	1.284		
	Total	343.608	254			
Ingredients	Between Groups	49.651	2	24.826	19.767	<.001
	Within Groups	316.49	252	1.256		
	Total	366.141	254			
Flavour	Between Groups	7.514	2	3.757	2.48	0.086

	Within Groups	381.804	252	1.515		
	Total	389.318	254			
Color	Between Groups	3.749	2	1.875	1.084	0.34
	Within Groups	435.6	252	1.729		
	Total	439.349	254			
Dosage Form	Between Groups	0.981	2	0.49	0.417	0.659
	Within Groups	296.157	252	1.175		
	Total	297.137	254			
Efficacy	Between Groups	1.104	2	0.552	0.872	0.419
	Within Groups	159.445	252	0.633		
	Total	160.549	254			
Company	Between Groups	2.482	2	1.241	0.92	0.4
	Within Groups	339.949	252	1.349		
	Total	342.431	254			

Interpretation: $p > 0.05$ for all factors except price and ingredients. So, null hypothesis is accepted for all factors except price and ingredients. For price and ingredients, the alternate hypothesis is accepted.

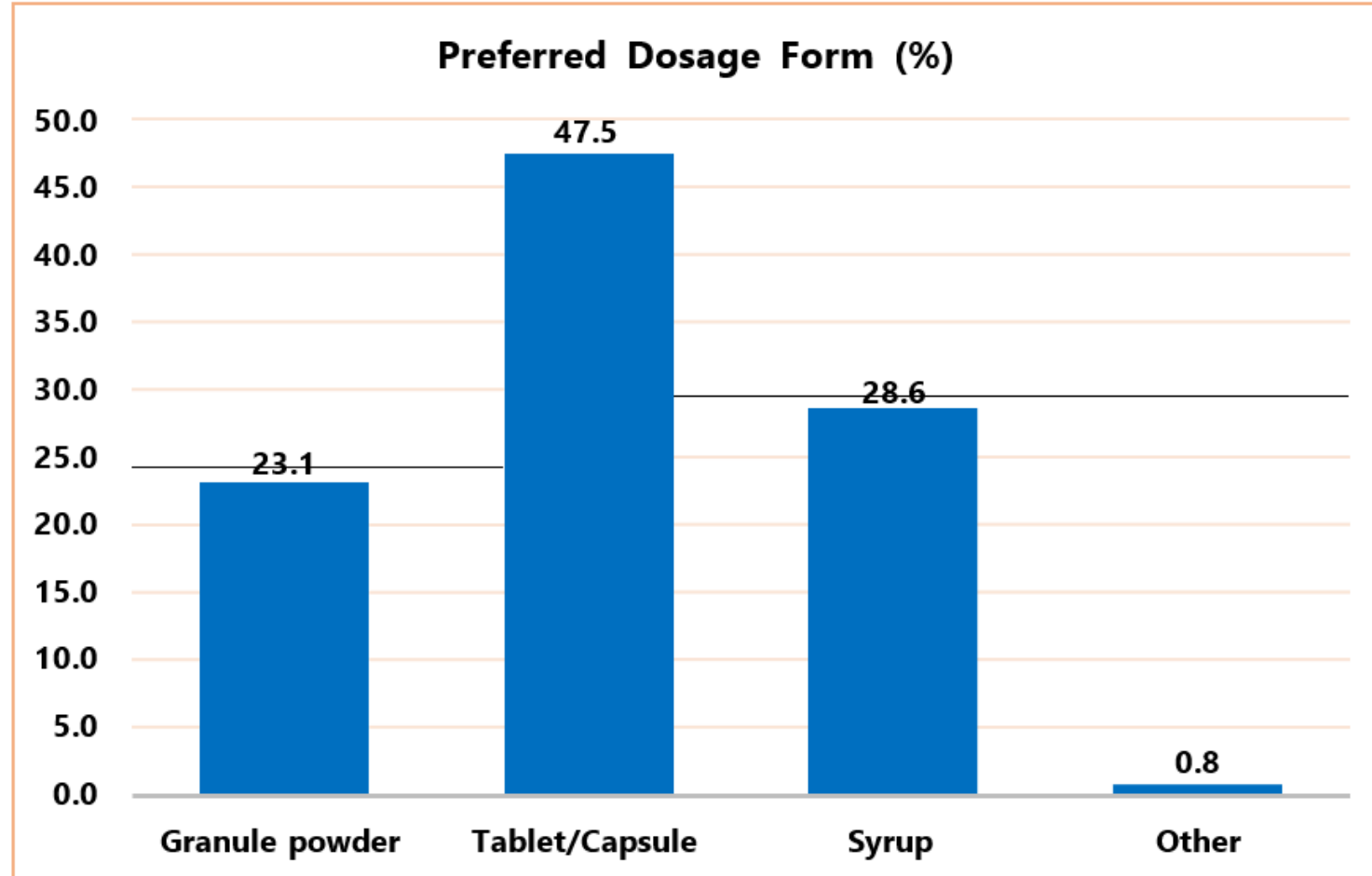
- **ANOVA** of variables of **key factors with respect to age of the respondents**
- **Null Hypothesis (H0):** There is no significant association between the key factors and between the age of the respondents.
- **Alternate Hypothesis (H1):** There is significant association between the key factors and between the age of the respondents.
- **Interpretation:** $p > 0.05$ for color, dosage form, efficacy and company. Hence, the null hypothesis is accepted. For price, ingredients and flavour the p value is less than 0.05. Hence, the alternate hypothesis is accepted.

What is your primary source of information with respect to antacids?

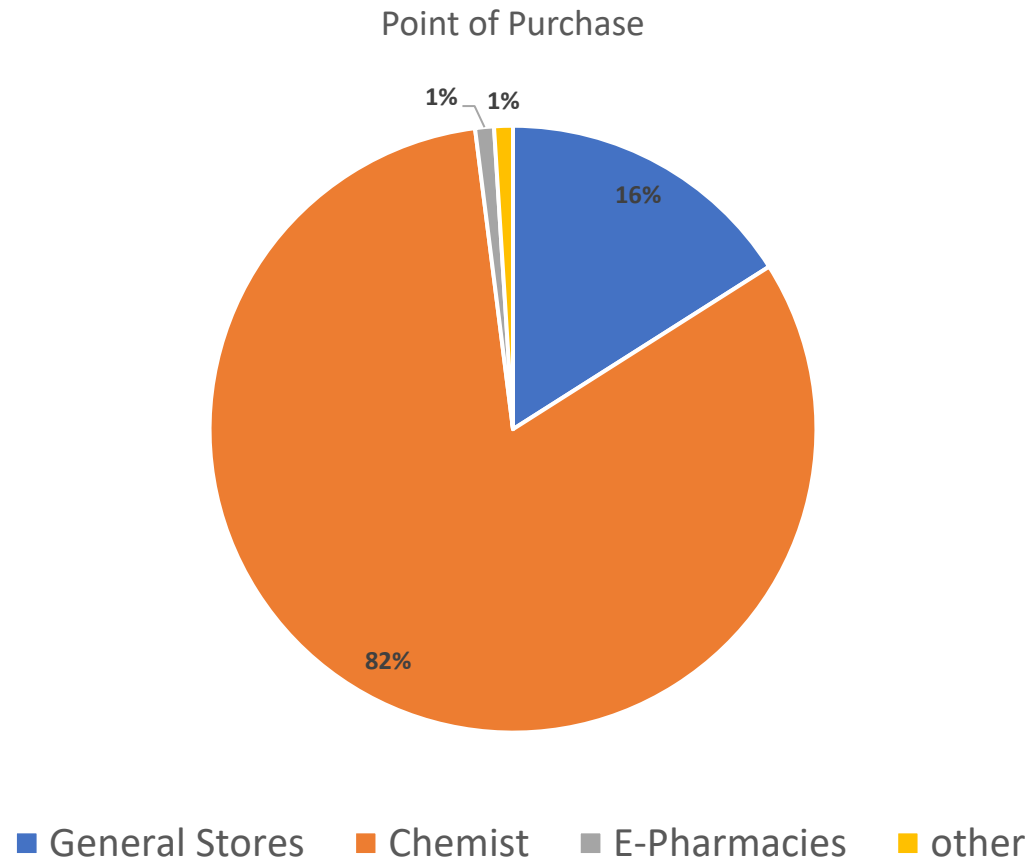


■ Family/Friend ■ Chemist ■ Advertisement ■ Other

What dosage form of antacid do you prefer?

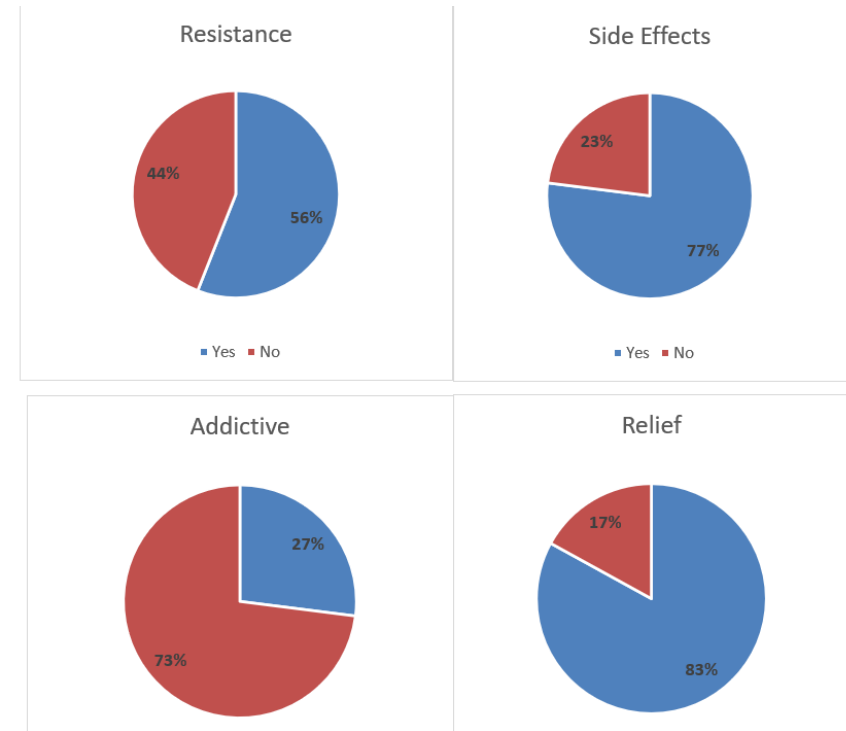


From where do you normally buy the antacids?



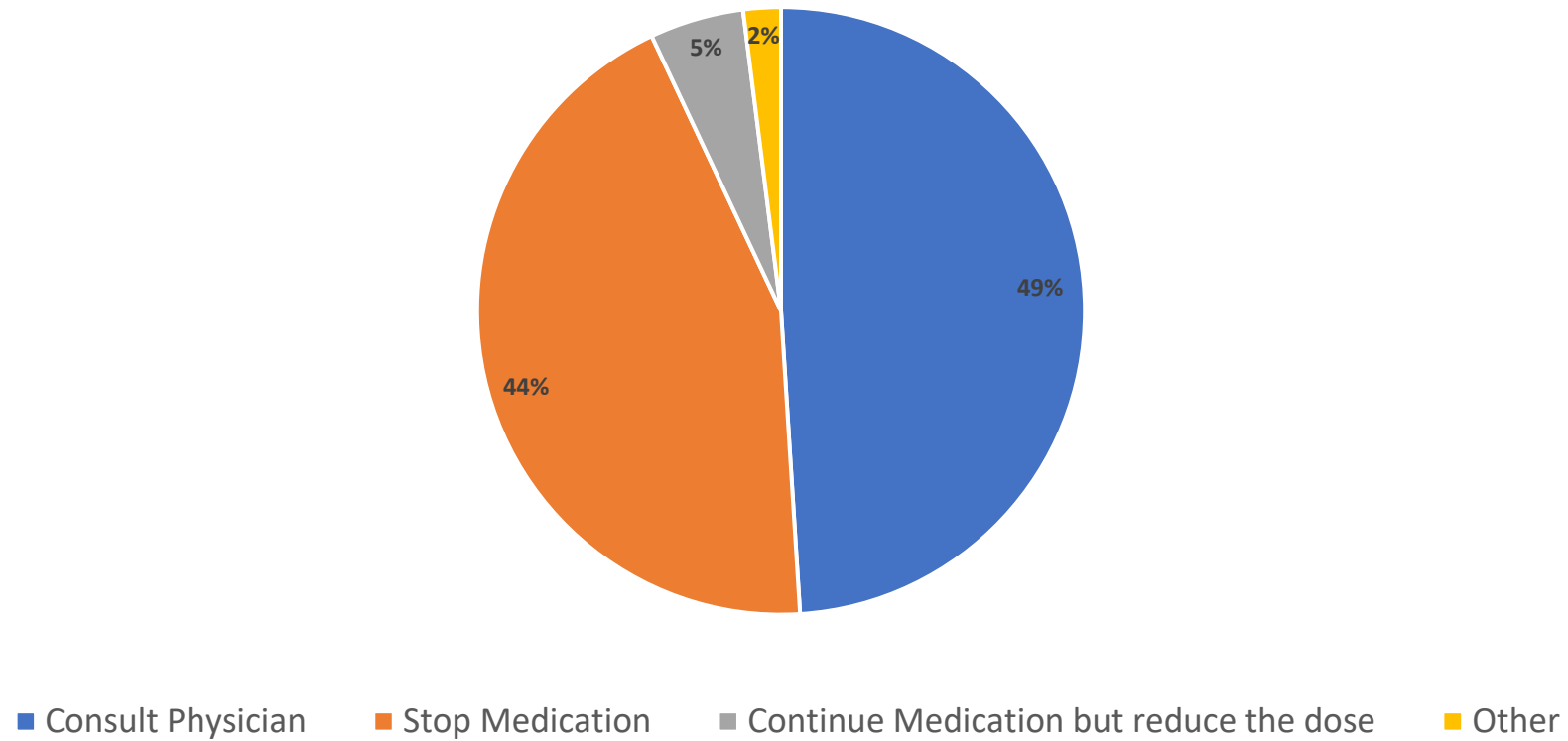
When asked about side effects, resistance, relief

- **Side effects:** 77% respondents believe that antacids have side effects **if taken regularly**.
- **Addictive:** 73% respondents believe that antacids are **not addictive**
- **Resistance:** 56% respondents believe that antacids **develop resistance and do not work after some time**.
- **Relief:** 83% respondents believe that antacids offer **only symptomatic relief**.



What would you do if experience any side effects?

Action upon experience of side effects



Key Findings

- **Acidity (76%)** was found to be the main reason behind the usage of antacids followed **heartburn (18%)**
- Close to **81%** of the respondents said that they normally use **OTC Antacids** while **16%** preferred **homemade remedies** and **3%** used **ayurvedic preparations**
- **Eno** was found to be the most popular brand of antacid as almost **50%** of the sample population recalled it upon being asked. It was followed by **Gelusil** at **47%** and **Digene** at **31%**
- Respondents varied in their responses towards the key factors that they consider while purchasing antacids. However, **efficacy** at **56%** and manufacturing **company** at **33%** were the two most important factors
- **Chemist (36%)** was found to be the primary source of information with to the antacids, this was followed by **family/friends** at **32%**
- **63%** respondents said that they **trusted their primary source of information**, **30%** responded as **maybe**, while only **7%** responded with a **no**
- **Tablet/capsule** was found to be the most preferred dosage form at **47%**, this was followed by **syrup** at **29%** and **granule powder** at **23%**
- Close to **82%** of sample population purchased antacids from the **chemist** and **16%** purchased antacids from the **general stores**. Only **1%** purchased antacids from **e-pharmacy platforms**
- On experience of any side effects **49%** of the sample population said they would **consult a physician** while **44%** said they would **stop the medication**

Recommendation

- **Recommendations:** We've learned over time that two people might look at the same thing and see it in completely different ways. They can relate what they witnessed to others. As a result, opinions are formed. Our judgments are frequently coloured by our perceptions. Brand managers in the pharmaceutical business can utilise the study as a tool for comparative diagnostics and market performance modelling under various pricing and promotion scenarios. Pharmaceutical firms can use a calibrated strategy to identify and strengthen their strengths, ensuring that consumers regard them favourably.

Limitation of Research

- A major limitation of this study was the respondents' insufficient knowledge. This method could have resulted in some bias in the responses produced by respondents.
- Due to time and cost constraints, many deeper aspects of consumer behaviour, such as post-purchase behaviour, information processing regarding non-prescription antacids, lifestyle patterns influencing buyer behaviour, and so on, could not be explored in this study.
- Many prescription antacids are available as over-the-counter (OTC) antacids because to the lack of a stringent law enforcement authority and chemist laxity. This was a significant flaw because the respondents were unsure whether the medicine was a prescription or non-prescription substance.

