



Consumer Perception for purchasing OTC Products from Indian Pharmaceutical Market

Presented By:

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Background

- Over-the-Counter (OTC) Drugs means the Medicine that have permission of promoting or selling with the aid of using pharmacists with none want for a prescription.
- In Indian market over-the-counter medicines is depending on customer mind-set like self-medication, product innovations, and hike in price of the medicines.
- Indian marketplace is the rising marketplace for OTC drugs or merchandise and gives high-quality increase capability for the industry.
- The OTC marketplace is developing in India because of the growing healthcare expenditure, dangerous nutritional habits, growing population, and healthcare awareness.
- Major Players of the OTC marketplace is Emami Limited, Dabur India Limited, SunPharma, Abbott Laboratories, GlaxoSmithKline PLC.



Literature Review

- Reviewed **6 research papers, articles** and many other different blogs to collect the knowledge.
- The main topics of the review were **OTC Medicines, OTC Market, Purchasing Behaviour of Consumer, Drug Levocetirizine.**
- Many papers mentioned about their **methods of survey.**
- Some survey had their results in **percentage** and some in the **sample size number.**
- **Secondary data** was also used in many papers and articles.



Problem statement

The difference in literacy, advice, gender, and age create a significant impact in purchasing of OTC product by the people.

1. Overuse of Levocetirizine.
2. Misuse of Levocetirizine.
3. Knowledge of per day Dose.
4. Influence of Pharmacist advice in Purchasing.



Research Question

- 1. How Pharmacist and Physician advice affect the buying of OTC product?**
- 2. How Gender and Age affect the purchasing of OTC product?**
- 3. What are the differences in behavior of Illiterate and literate people in purchasing of OTC product?**



Objective

To find out the Consumer Perception for Purchasing of OTC products from Indian Pharmaceutical Market

- a) Want to know about how Pharmacist perception change the Purchasing behaviour of Consumer.
- b) How Price of OTC Medicine changes the consumer behaviour of Purchasing.
- c) How Age and Gender effect the Consumer behaviour of Purchasing.
- d) Want to know about the Knowledge of Drug, Levocetirizine.



Research Methods

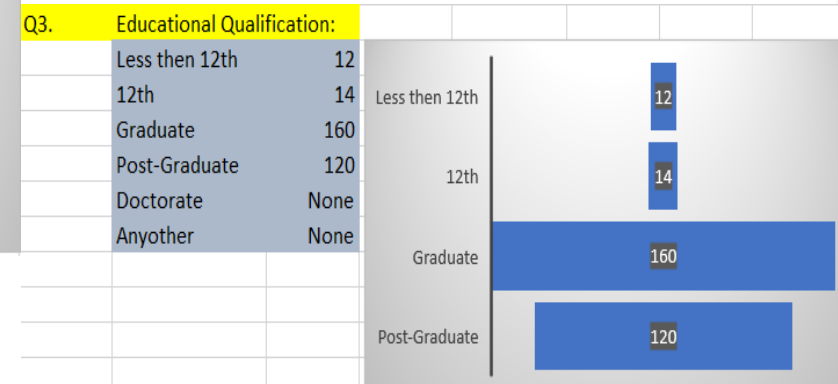
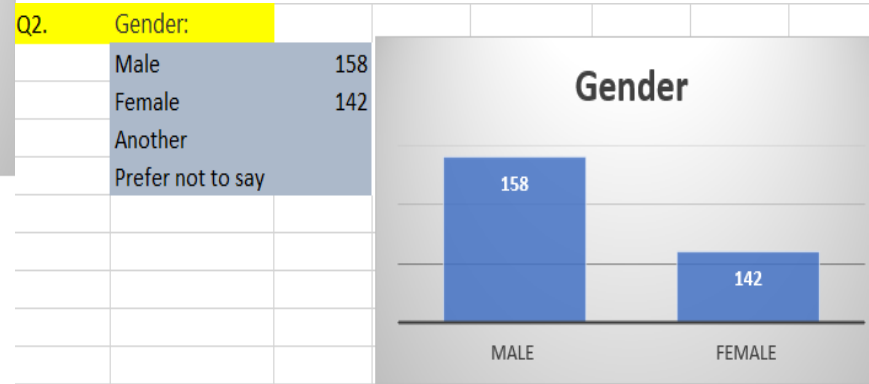
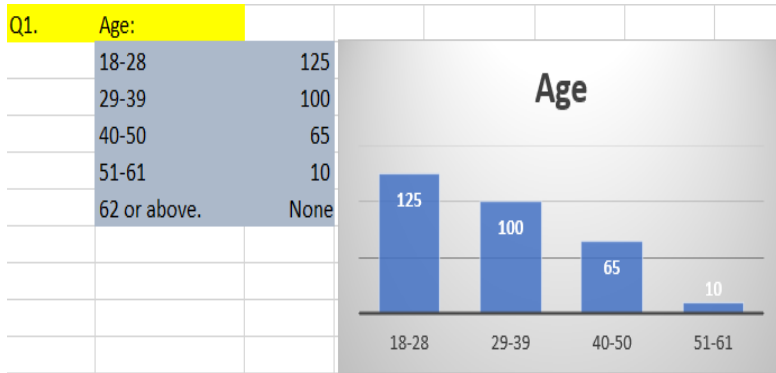
Study design	Descriptive
Data collection method	The data was collected by a semi-structured questionnaire.
Data analysis plan	Microsoft Excel was used for data cleaning and separation.
Data used	Primary data
Location of study	Madhya Pradesh
Sampling	Convenience/purposive sampling
Sample size	300

Stakeholders involved	People of age 18 years and above
Software used	Microsoft 365 (Form, Excel)
Study duration	2 months
Ethical consideration	The data obtained in the study has only been used for the study purpose and the privacy of the respondents has been taken care of and confidentiality was strictly maintained. The study was performed only upon the approval by the mentor and the institute.



Results and Conclusions

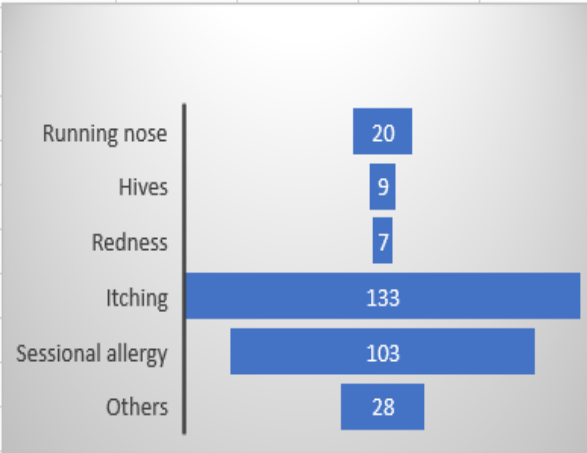
DEMOGRAPHIC QUESTIONS



TARGET QUESTIONS

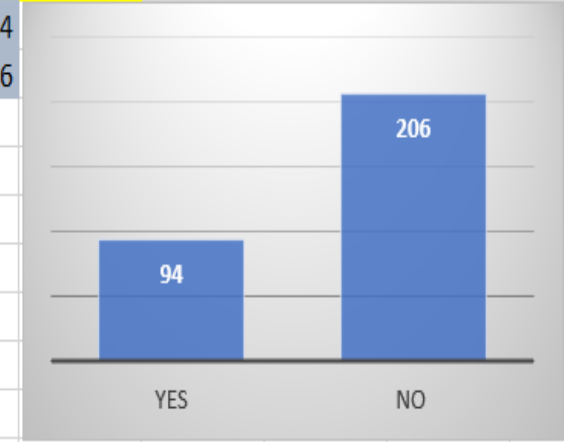
Q4. I use Levocetirizine in Illness:

Running nose	20
Hives	9
Redness	7
Itching	133
Sessional allergy	103
Others	28



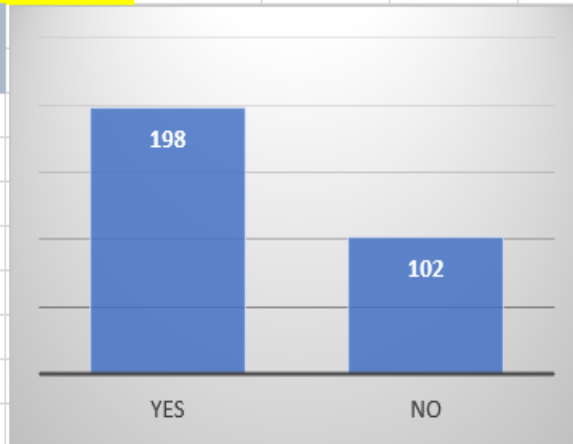
Q5. I take heigh dose of Levocetirizine for fast relief:

Yes	94
No	206



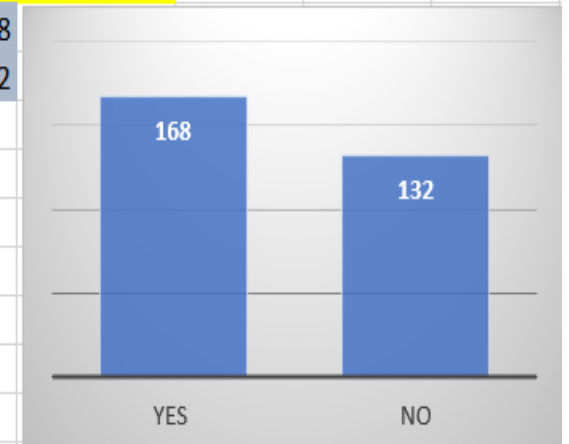
Q6. I know the dose of Levocetirizine for adults:

Yes	198
No	102



Q7. I Know the maximum dose of Levocetirizine per day:

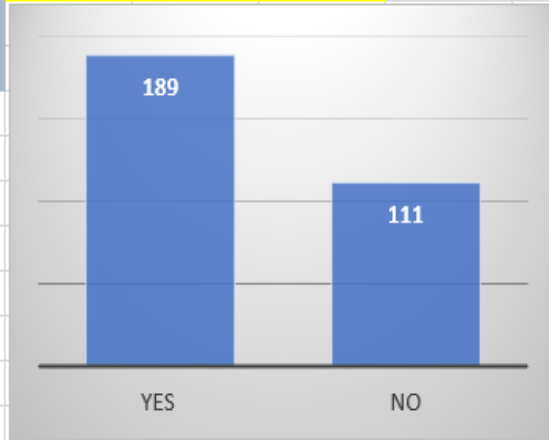
Yes	168
No	132



TARGET QUESTIONS

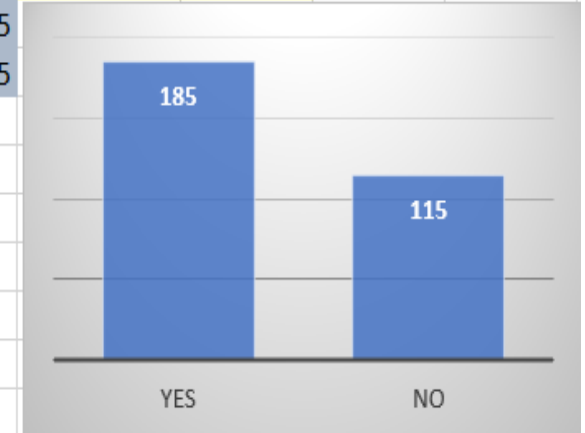
Q8. I know the maximum dose of Levocetirizine can be taken at a time:

Yes	189
No	111



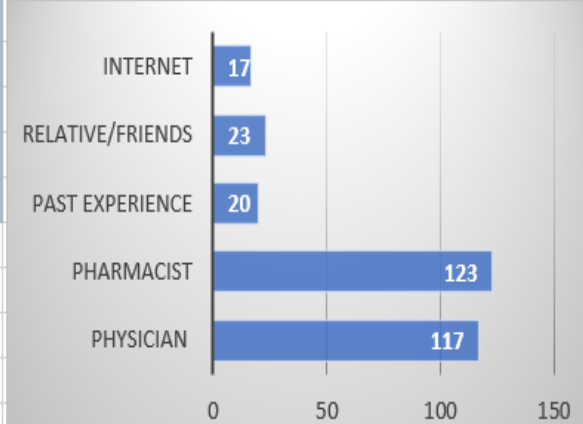
Q10. I know that generally Levocetirizine taken before going to sleep:

Yes	185
No	115



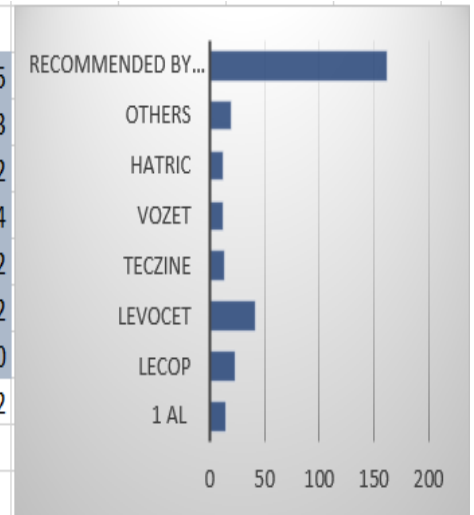
Q11. From where have you received information to use Levocetirizine in above mentioned illness:

Physician	117
Pharmacist	123
Past Experience	20
Relative/Friends	23
Internet	17



Q12. Which is your preferred Levocetirizine brand:

1 AL	15
Lecop	23
Levocet	42
Teczine	14
Vozet	12
Hatric	12
Others	20
Recommended by Pharmacist and Physician	162





Key Primary Findings

- Participants **use Levocetirizine in Itching**, in **seasonal allergy** and then in **Other Illness** and the **most least use of this medication is in Hives and Redness**.
- Participants are not using high dose of Levocetirizine for fast relief. But **31.3%** of participants are **using high dose of Levocetirizine for fast relief somehow this way of taking high dose is not good**.
- According to the survey 66% of participants know the dose for adults and 34% did not know about the dose for adults, and **so 34% is Alarming figure for not knowing the right dosage of Levocetirizine**.
- Many of the Participants is aware about the maximum dose of Levocetirizine per day and But, a **good number of participants is not aware about the maximum dose of the Levocetirizine per day**. 63% of the participants know the maximum dose of the Levocetirizine at a time and 37% did not know the maximum dose of the Levocetirizine.



Key Primary Findings

- According to the survey the most reported **Side effects of Levocetirizine is Dizziness, Tiredness and Concentration loss.**
- Levocetirizine is **the drug which must be taken before going to the bed as per instruction.** Not to surprise, the participants were aware of the instruction and **followed it for lesser side effect or no side effect.**
- According to information received from the survey, **41% of participants received information about Levocetirizine use from the Pharmacist.** Then **39% of participants received information** about the Levocetirizine from **the Physician.** Then **7.6% and 6.6% received information** about this medicine from **the Relative/Friends and Past Experience** and **5.6% participants** received information from **the Internet.**
- From the survey, **54% participants preferred Levocetirizine brand i.e., which is recommended by the Pharmacist and Physician.** Then with **14% Levocet is the 2nd highest preferred brand** from the participants. Then with **7.6% Lecope** is the 3rd highest preferred brand. Then participants preferred **5 % and 4.6% 1 Al and Teczine** Then with **4% - 4% Vozet and Hatric** is preferred by the Participants and with **6.6% participants use different brands of the Levocetirizine.**

