
Research Project

Research Project on the topic

**Consumer Perception for Purchasing of OTC Products from
Indian Pharmaceutical Market.**

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CERTIFICATE

This is to certify that the project entitled “Consumer Perception for Purchasing of OTC Product from Indian Pharmaceutical Market” submitted in partial fulfilment of the requirement for the degree of Master of Business Administration in IIHMR, Jaipur embodies the original work carried out by **Ayushi Seetha** under my supervision at School of Pharmaceutical Management, IIHMR University, Jaipur.

The work has not been submitted in part or full for the award of any other diploma/degree in any other university in our knowledge.

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Ayushi Seetha

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Background

Pharmaceutical industry they discover, develop, and do manufacturing of drugs and medications by government and private companies. The modern era of the pharmaceutical industry they isolate and purify the compounds and do chemical synthesis and do computer-aided drug design of the compounds. Researchers Identify the new drug targets, attaining regulatory approval from government organizations, and apply precise techniques in drug discovery and development are the main challenges that faces by the pharmaceutical industry in today's time. The continuous advancement of the pharmaceutical industry helping in control and elimination of disease around the world. [1]

Indian pharmaceutical Market Size According to the Indian Economic Survey 2021, the Indian pharmaceutical market is expected to grow 3 times in the next decade. India's pharmaceutical market is estimated at US\$ 42 billion in 2021 and likely to reach US\$ 65 billion by 2024 and further expected grow ~US\$ 120-130 billion by 2030. India's drugs and pharmaceuticals exports stand at US\$ 17.57 billion in FY21 (From December 2020 to April 2021). [2]

Over-the-Counter (OTC) Drugs meaning those Medicine which have legal permission of selling by pharmacists without any need for a prescription. In Indian market over-the-counter drugs is dependent on consumer attitude like self-medication, product innovations, and leaning of pharmaceutical companies toward OTC drugs from prescription drugs are increasing.[3]

Indian market is the emerging markets for OTC medicines or products and offers outstanding growth potential for the industry. The OTC market is growing in India due to the increasing healthcare expenditure, unhealthy dietary habits, increasing population, and healthcare awareness. Major Players of OTC market is Emami Limited, Dabur India Limited, Procter & Gamble, Abbott Laboratories, GlaxoSmithKline PLC. [4]

Literature Review

1. Dawn Suman Kumar et al. did a research over Marketing OTC Pharmaceutical Products: An Analysis on Customers' Attitudes.

This study explains the consumers' attitudes and behavior. The factors affecting the purchasing behavior of customers of OTC medicines. This study explains the theory of planned behavior to investigate the factors contributing to an individual's person decision in purchasing of over-the-counter (OTC) pharmaceutical market. In this

paper 120 OTC consumers response recorded to determine the purchase of OTC medicine based on price, gender, and income and tried to find out whether the preference of pharmaceutical companies (MNCs or Indian) is based on consumer Income or not. [5]

2. Dr. C. Kathiravan et al. did a study on Determinants of over the Counter (OTC) Purchasing Behavior of Medicines in the Pharmaceutical Industry.

In this paper Consumer response recorded to determine the buying decision on previous experience, advice of the pharmacist and the information written on the prospectus, television advertisements and other promotional campaigns. The most important conclusion of this paper is that both for uneducated and educated people, the purchasing decision of OTC has observed by two main factors: the recommendation by the physicians or pharmacists and Customer previous personal experience. [6]

3. Abhishek Dadhich, Prof. (Dr.) Kavaldeep Dixit. Did Research paper over Consumer perception and brand loyalty towards Over-the-Counter brand medicines of major pharmaceuticals companies with special reference to Rajasthan.

The study explains the consumer purchasing perception towards over the counter (OTC) medicines and factors that influence the consumer buying behaviour of OTC products. In this paper, they also aim to study the impact of marketing mix factors on consumer buying perception and OTC brand loyalty towards a customer. This research paper is descriptive in nature. This paper is based on primary data which is collected via a structured questionnaire. In the paper, they use different variables like dependent variables i.e., consumer perception and brand loyalty and independent variables i.e., consumer self-medication and OTC marketing mix factors are taken into consideration. In this paper, we observed that i.e., the present study of OTC marketing mix factors like Place, Price and Promotion has a positive impact on consumer purchasing perception and OTC brand loyalty and self-medication habit have a negative impact. This study also discusses that Place, Product availability, Price and Promotions are the major influencing factor in considering consumer OTC medicine purchasing behaviour. [7]

4. R.K. Srivastava and Sadhna Wagh did a study on Factors impacting consumer purchase behavior for pharmaceutical products.

In this paper they try to Understand the factor's effecting the Consumer behavior while buying the over-the-counter (OTC) products. This research paper itself an exploratory in the nature. Their research paper is based on the primary data. They select respondents on random basis. They see Factors which influence the consumer buying behavior are analyzed on quantitative and qualitative features. The five factors which influences the purchasing behavior are – influencers, reliability, awareness, corporate image, and promotion – are responsible for the purchase of OTC pharmaceutical products. [8]

5. Abhishek Dadhich did research on Consumer selection and buying behavior toward over the counter in Jaipur city.

In this study the researcher aims to find out the consumer perception and behavior towards the selection of OTC products and they also want to find out the impact of various marketing strategies adopted by major pharmaceutical companies. In this study they use cross-sectional study. This study was conducted with 100 consumers in Jaipur city. In This paper they also find out that how promotional tools, marketing mix and overall company strategy are influencing the OTC marketing and Consumer behavior. [9]

6. PA Marathe et al. did research on Over-the-counter medicines: Global perspective and Indian scenario.

In this article they describe the concept of OTC medicines and practices in India against the background of global regulations and practices of OTC Products. In this article they recognized the category of OTC medicines by law, patient awareness programs, and support of pharmacists and pharmaceutical companies are required to find out the use of OTC medicines or Products in India. [10]

7. Maham Tariq and Fakhar ud Din did a study on Poor knowledge of university students regarding paracetamol; a wakeup call for public healthcare practitioners.

In this research article, they assessed the prevalence of self-medication, level of awareness and knowledge regarding OTC medicines (specifically paracetamol) among 352 university students through structured interview method. Their survey questionnaire covered the prevalence of self-medication, practices regarding OTC medicines, risk perception students at university. Their results include indirect assessment of the knowledge among the general population as well as the estimation of harmful impact of OTC medicines by its misuse. It points out a major knowledge gap, low risk perception and illustrating an increased potential of its adverse effects through. [11]

Problem Statement

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

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.

Research Methods

Table 1: Research Methods

Study design	Descriptive
Data collection method	The data will be collected by a semi-structured questionnaire.
Data analysis plan	Microsoft Excel will be used for data cleaning and separation.
Data used	Primary data
Location of study	Madhya Pradesh
Sampling	Convenience sampling
Sample size	300 students
Stakeholders involved	Students
Software used	Microsoft Excel
Study duration	2 Month
Ethical consideration	The data obtained in the study will only be used for the study purpose and the privacy of the respondents will be taken care of and confidentiality will be strictly maintained. The study will be performed only upon the approval by the mentor and the institute.

• Results and Discussions:

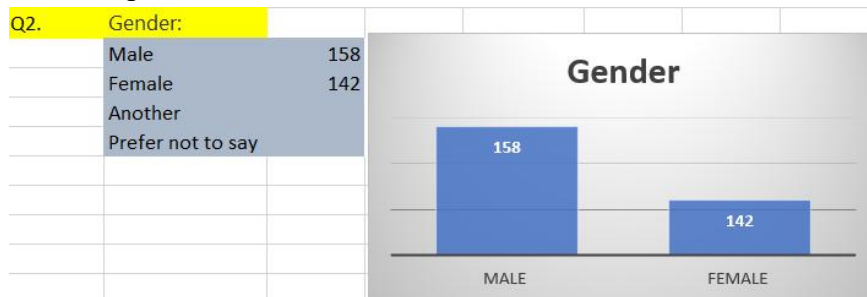
About the respondents:

- The study was conducted on a total of 300 participants from People of Madhya Pradesh. There are two group of people one who are literate, and another is illiterate, and both are

active on social media and threw their personal experience answer questions related to OTC product Levocetirizine, as a questionnaire was provided in English and Hindi via Microsoft forms. This group of people each own a smartphone, or an internet-enabled device, as the use of Microsoft forms requires internet.

- Talking about the Gender ratio, Graph 1 shows the gender ratio of the 300 participants.

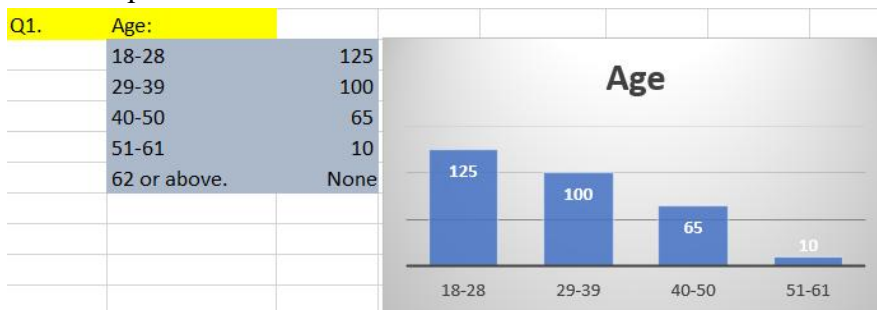
■ Graph 1:



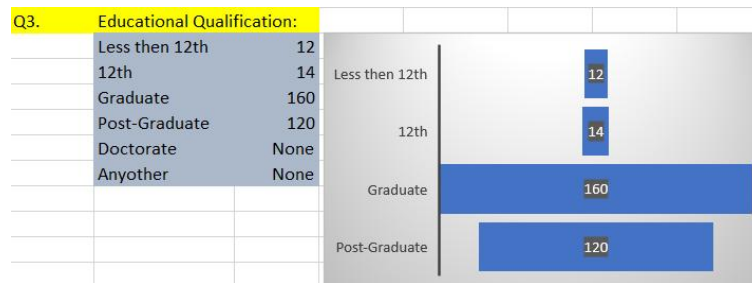
As we can observe, the male to female ratio of the study was 51:49.

- Talking about the age group, these were the age groups with numbers that were involved in the study:

■ Graph 2:



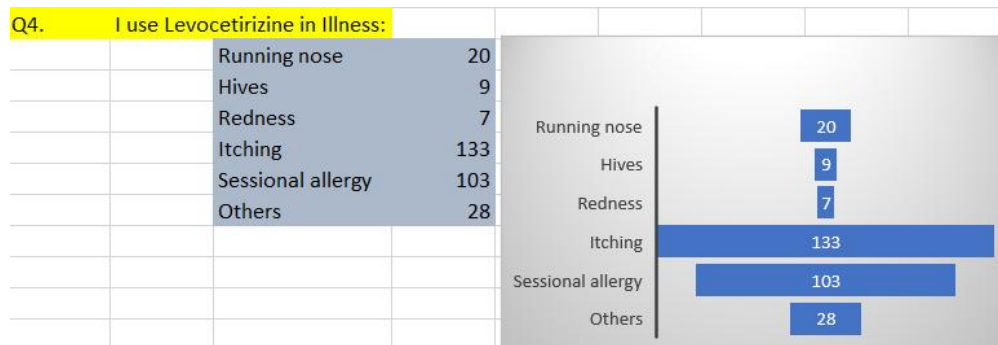
- As we can observe from the table, the highest participation is from the 18-28 age group, i.e., almost 41.6% of the participants are from this age group. The second highest from the age group 29-39 i.e., 33.3% of the participation and third highest from the age group 40-50 i.e., 21.6% Rest of the age groups just make up the numbers. Least participation is seen from the two groups i.e., 51-61 and 62 or above age group.
- Talking about the Educational Qualification, Graph 3 shows the Participation of the people from different educational level.



Responses to the Questionnaire

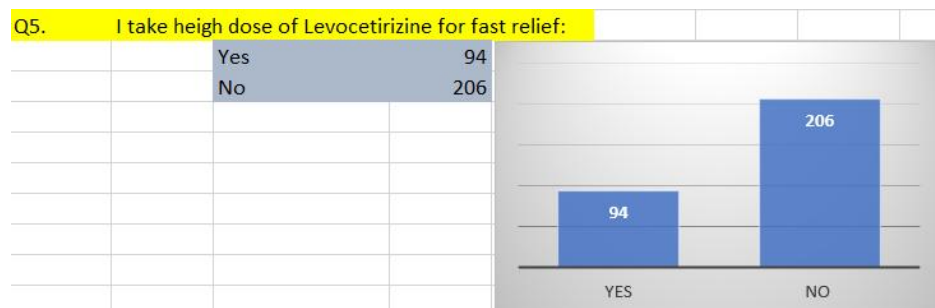
• To kick things off, participants were asked “I used Levocetirizine in Illness?”. The responses are illustrated in the Bar graph.

■ Graph 4:



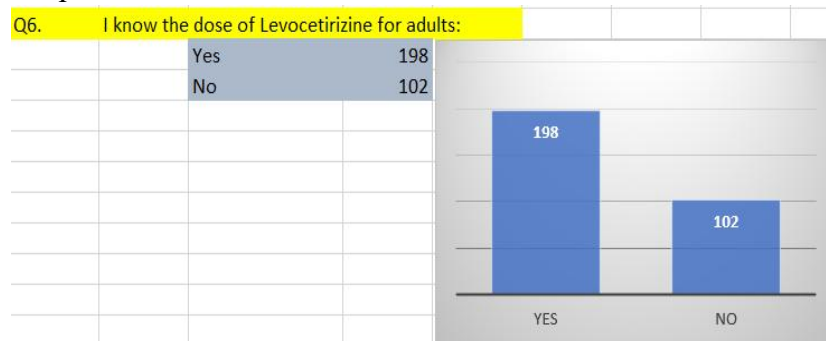
- As illustrated by the Bar graph, The most use of Levocetirizine from the participants is in Itching i.e., 44.3, then 34.3% participants use in Seasonal allergy, 9.3% participants use Levocetirizine in Running Nose, then 6.6% in other use. The most least use in Hives and Redness.
- Next, the participants were asked Yes and No question i.e., ‘I take high dose of Levocetirizine for the fast relief?’ and from Graph 5 we illustrated this result in Bar graph.

■ Graph 5:



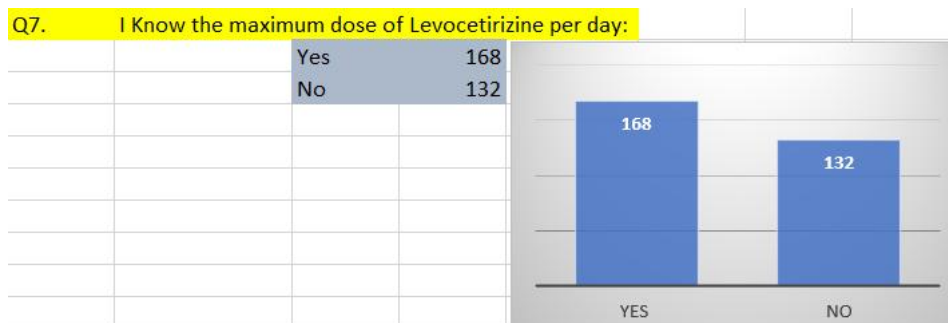
- 68.9% of the participants says No and 31.3% of the Participants says Yes.
- The participants were then asked about “I know the Dose of Levocetirizine for adults?” and These were the results.

■ Graph 6:



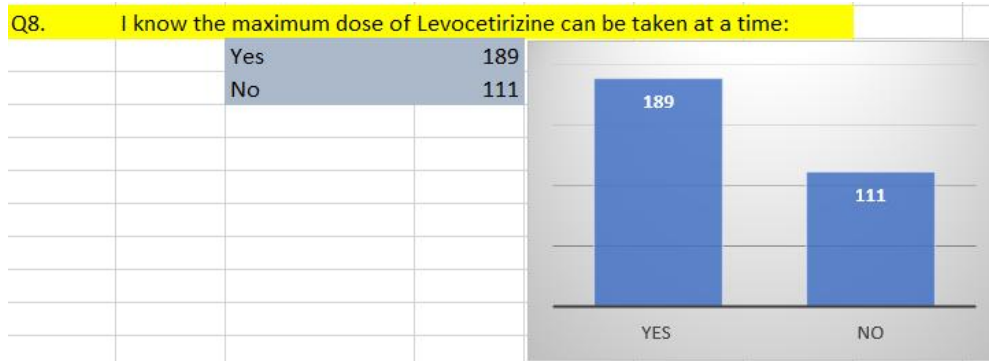
- As we observe from the Bar graph, 66% of the participants aware about the dose of Levocetirizine for adults and 34% Participants is not aware about the dose.
- The next question was about “I know the maximum dose of levocetirizine per day?” These results we found.

■ Graph 7:



- As we observe from the Bar graph, 56% of the participants is aware about the maximum dose of the Levocetirizine per day and 44% of the participants is not aware about the maximum dose of the levocetirizine per day.
- The participants were asked “I know the maximum dose of Levocetirizine can be taken at a time?” The results we found in Bar graph are.

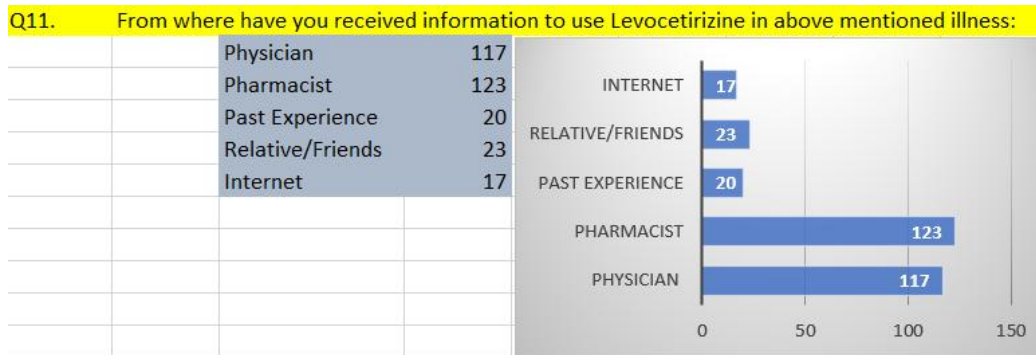
■ Graph 8:



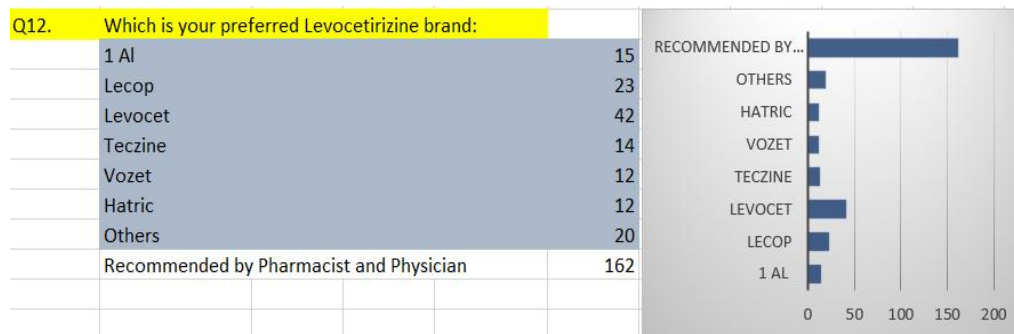
- As we observe from the Bar graph, 63% of the participants know about the maximum dose of levocetirizine at a time and 37% of the participants did not know about the maximum dose of Levocetirizine at a time.
- The next question asked by questionnaire is “I know that generally Levocetirizine taken before going to sleep?” and the results we found are.
 - Graph 10:



- As we observe from the above Bar chart (10) that, 61.6% of the participants aware about that Levocetirizine taken before going to sleep and 38.3% of the participants was not aware about this general instruction.
- The last second, question asked by questionnaire is “From where you have received information to use Levocetirizine in above mentioned illness?” Results found as.
 - Graph 11:



- As we observe from the above Bar graph that, the knowledge of use of Levocetirizine was maximum delivered by a pharmacist i.e., 41%, Then second maximum knowledge delivered by physician i.e., 39%, Then third maximum knowledge delivered by relative/friends i.e., 7.6%, and then some participants use levocetirizine by there past experiences i.e., 6.6% and the least knowledge of usage is delivered by internet i.e., 5.6%.
- The last question asked by questionnaire is, “Which is your preferred Levocetirizine brand” and we illustrated results in bar graph i.e.,
 - Graph 12:



- As we observe from the Bar chart, that is 54% of participant vote for the option (Recommended by pharmacist and physician). Then 14% of participants vote for the option (Levocet). Then 7.6 % of participants vote for the option (Lecop). Then 6.6% of vote for both the option (other). Then 4% vote for both option (Vozet and Hatric) and then 4.6% and 5% vote for the option (Teczine) and (1 Al)

● CONCLUSION:

A study on 300 participants from general people of Madhya Pradesh was conducted. The participants were asked questions about their Perception over the OTC Product

Levocetirizine. The main purpose of the study was analyzing the Madhya Pradesh people about the perception over the OTC product Levocetirizine. The findings of the study can be summarized as follows:

Primary Findings:

- According to the survey 44.3% of participants use Levocetirizine in Itching, then 34.3% of participants use Levocetirizine in seasonal allergy and then, 6.6% of people are using this medication in Other Illness and the most least use of this medication is in Hives and Redness.
- According to the survey 68.9% of 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 % of usage 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.
- As per the questionnaire 56% participants is aware about the maximum dose of Levocetirizine per day and 44% 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.
- According to the survey the most seen Side effect of Levocetirizine is Dizziness, Tiredness and Concentration loss.
- According, to the survey, 61.6% of participants know this general instruction about the Levocetirizine i.e., generally we taken this medicine before going to sleep and 38.3% participants did not know about this instruction.
- 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% Leco 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.

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