

Internship Dissertation Presentation

Assessing Patient Knowledge and Brand Awareness in the
Management of Acidity

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Introduction

1

Acidity is a common but under-recognized health issue.

2

Self-treatment is prevalent, often without medical consultation.

3

Study aims to explore symptoms, patient awareness, and brand preferences.

Objectives of the Study



Understand patient experiences and symptom frequency.



Analyze brand awareness and treatment behavior.



Assess lifestyle impact and digital health tool usage.



Provide insights for patient education and pharmaceutical strategy.

Methodology



DESCRIPTIVE CROSS-SECTIONAL SURVEY.



100 RESPONDENTS:
STUDENTS, PROFESSIONALS,
CAREGIVERS.



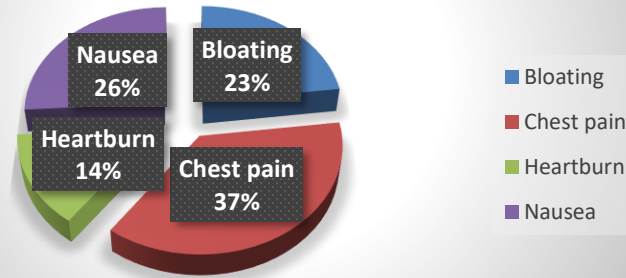
ONLINE GOOGLE FORM VIA
WHATSAPP, EMAIL, AND
SOCIAL MEDIA.



ANALYSIS USING EXCEL.

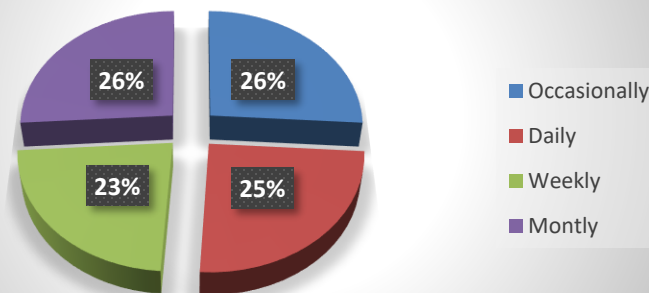
Result : Survey Analysis

SYMPTOMS PREVALENCE IN
SURVEYED INDIVIDUALS



Chest pain (37%) was the most common symptom, followed by nausea (26%), bloating (23%), and heartburn (14%). This shows patients often relate acidity to varied symptoms beyond classic heartburn, highlighting the need for better awareness.

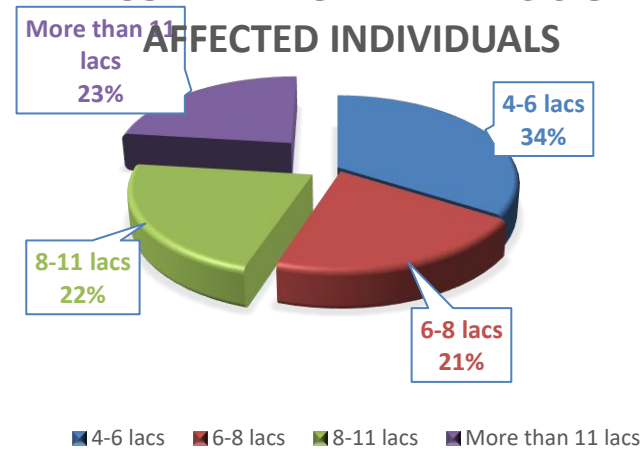
Frequency of ACIDITY



48% experience acidity daily or weekly, while 52% report it occasionally or monthly. This shows it's a widespread issue needing better awareness, tailored treatment, and targeted brand communication.

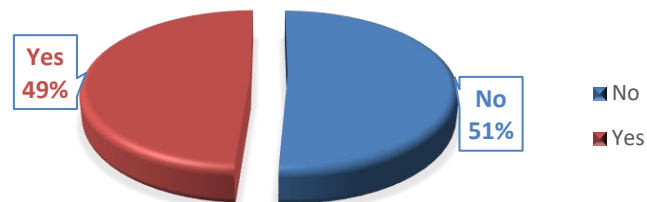
Result : Survey Analysis

INCOME BRACKET ANALYSIS OF
AFFECTED INDIVIDUALS



The chart shows that acidity is most common among individuals earning ₹4–6 lakhs (34%). However, other income groups like ₹6–8 lakhs (21%), ₹8–11 lakhs (22%), and above ₹11 lakhs (23%) are also significantly affected, indicating that acidity is a widespread issue across income levels.

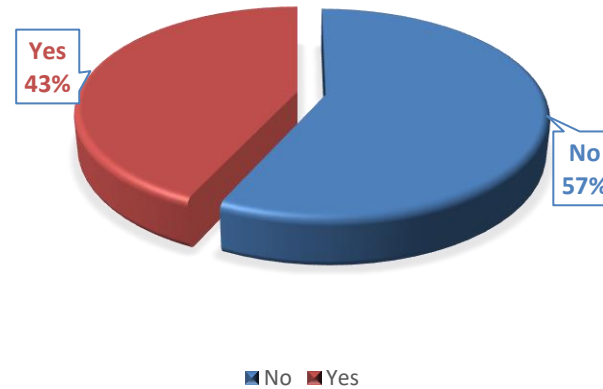
DOCTOR CONSULTATION RATE



This near-equal distribution indicates a balanced behavior among patients. While half are proactive in consulting doctors, the other half rely on self-medication or ignore symptoms. This highlights a need for better awareness campaigns to promote timely medical consultation and discourage self-treatment practices.

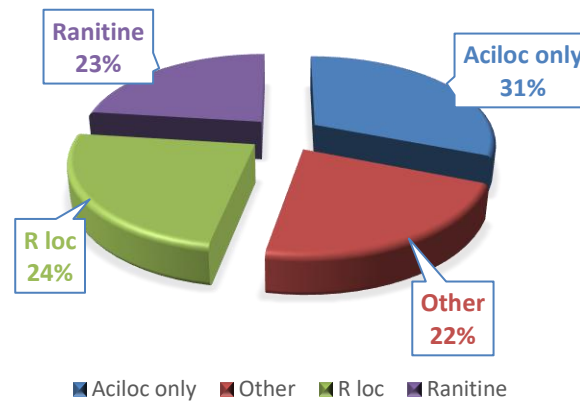
Result : Survey Analysis

% OF PERSONS USING ACILOC ONLY



The chart shows that 43% of respondents use only Aciloc, while 57% use other brands or multiple options. This indicates that while Aciloc has a strong user base, the majority still prefer alternatives or a mix of antacids.

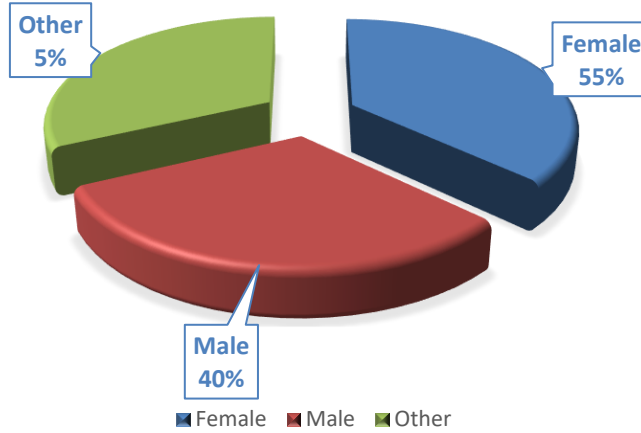
BRAND PREFERENCE FOR ANTACIDS
BRAND



The chart shows **Aciloc** as the most preferred antacid brand (31%), followed by **R-loc** (24%), **Ranitine** (23%), and **Other brands** (22%). This suggests strong brand dominance by Aciloc, but also highlights a fairly competitive market with notable preference diversity.

Result : Survey Analysis

% OF GENDER HAVING ACIDITY



The chart shows that females (55%) report acidity more than males (40%), with others accounting for 5%. This indicates a higher prevalence among women, possibly due to hormonal, dietary, or stress-related factors.

PERCENTAGE OF PEOPLE RECOMMENDING ACILOC ONLY

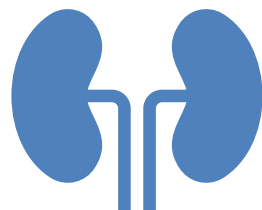


The chart shows that **53% of people recommend Aciloc only**, while **47% do not**, indicating a slight preference and trust in Aciloc among users, though a significant portion still suggests alternatives.

Key Findings – Symptom & Frequency



48% experience acidity daily or weekly.



Symptoms include chest pain (37%), nausea (26%), bloating (23%).



Only 14% reported classic 'heartburn'.

Key Findings – Treatment Behavior



51% self-medicate; 49% have consulted a doctor.



Strong brand loyalty: 43% use Aciloc only.



Digital tools underutilized but welcomed if simple and supportive.

Brand Awareness Insights



ACILOC PREFERRED BY 31% DUE TO FAMILIARITY AND AVAILABILITY.



BRAND TRUST DRIVES RECOMMENDATION (53% RECOMMEND ACILOC).



LIMITED UNDERSTANDING OF DIFFERENCES BETWEEN DRUG CLASSES.

Demographic Insights

Age group 40–60 most affected (29%), followed by 20–30 (27%).

Acidity prevalent across income brackets, notably ₹4–6 lakh.

Notable incidence among 'Other' genders (32%).

Strategic Recommendations



Improve education on drug types and usage.



Use digital tools for symptom tracking and lifestyle coaching.



Tailor awareness campaigns by age, gender, and income.



Empower pharmacists and integrate digital consultations.

Conclusion

Acidity is widespread and shaped by lifestyle, awareness, and behavior.

Patients desire autonomy but need better education and tools.

A blended approach combining digital support and clinical care is key.