



Evaluating Consumer Awareness and Usage Trends of Antacid Medication

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Introduction



Gastrointestinal issues like acidity and indigestion are highly prevalent.

OTC antacids are widely used for quick relief, often without professional consultation.

The casual use of antacids can lead to dependency and health risks.

Research Problem

High reliance on OTC antacids with limited awareness of side effects.

Unregulated self-medication poses public health concerns.

Need to investigate awareness and decision-making patterns.

Objectives of the Study

Primary: Evaluate consumer awareness and usage trends of antacids.

Secondary: Explore factors influencing usage and demographic correlations.

Literature Review Highlights

71% of university students self-medicate with antacids (Gupta et al.).

Only 28% aware of side effects; high brand recall (Sachdev et al.).

Branding often overrides medical rationale in decision-making.

Methodology

Descriptive cross-sectional study using online surveys.

Sample size: 123 valid responses from diverse demographics.

Tool: Structured Google Form shared via digital platforms.

Respondent Profile

Balanced representation across age and gender.

Majority were students (39%) and professionals (21.1%).

Includes homemakers and elderly users for diverse insights.

Usage Frequency

38% use rarely, 34%
occasionally

18% use frequently, 5% daily
(mostly elderly)

Notable pattern of heavy casual
use

Brand & Formulation Preferences

Top brands: ENO, Digene,
Pantoprazole

Preferred formats: Tablets >
Powders > Syrups

Key drivers: Speed, Flavor,
Familiarity

Awareness of Side Effects



62% users unaware of
potential risks



Minimal awareness of side
effects like constipation,
diarrhea, or drug interactions



Common misconception:
Antacids are “100% safe”

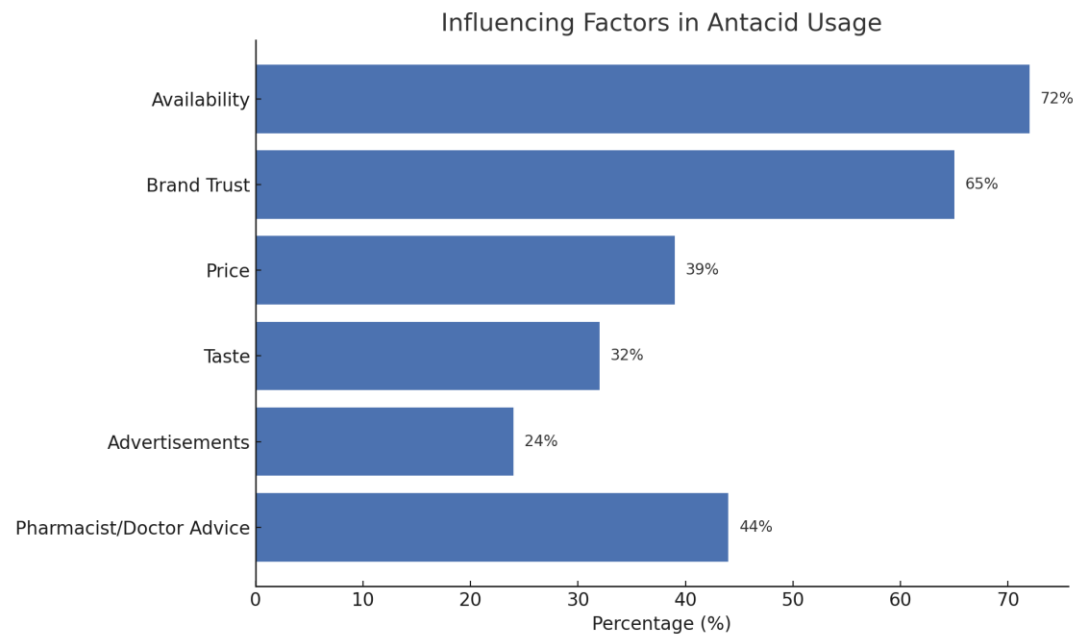
Self-Medication Trends

70% consume antacids without consulting a doctor

High prevalence among students and working professionals

Elderly often rely on past prescriptions without current evaluation

Influencing Factors



Major Findings



Self-medication is widely normalized



Significant knowledge gap around safe usage



Branding is a powerful influence on consumer choices



Pharmacists underutilized for guidance and advice

Conclusion



Antacid usage is rising, but user awareness remains poor



OTC drugs are not inherently safe for unregulated use

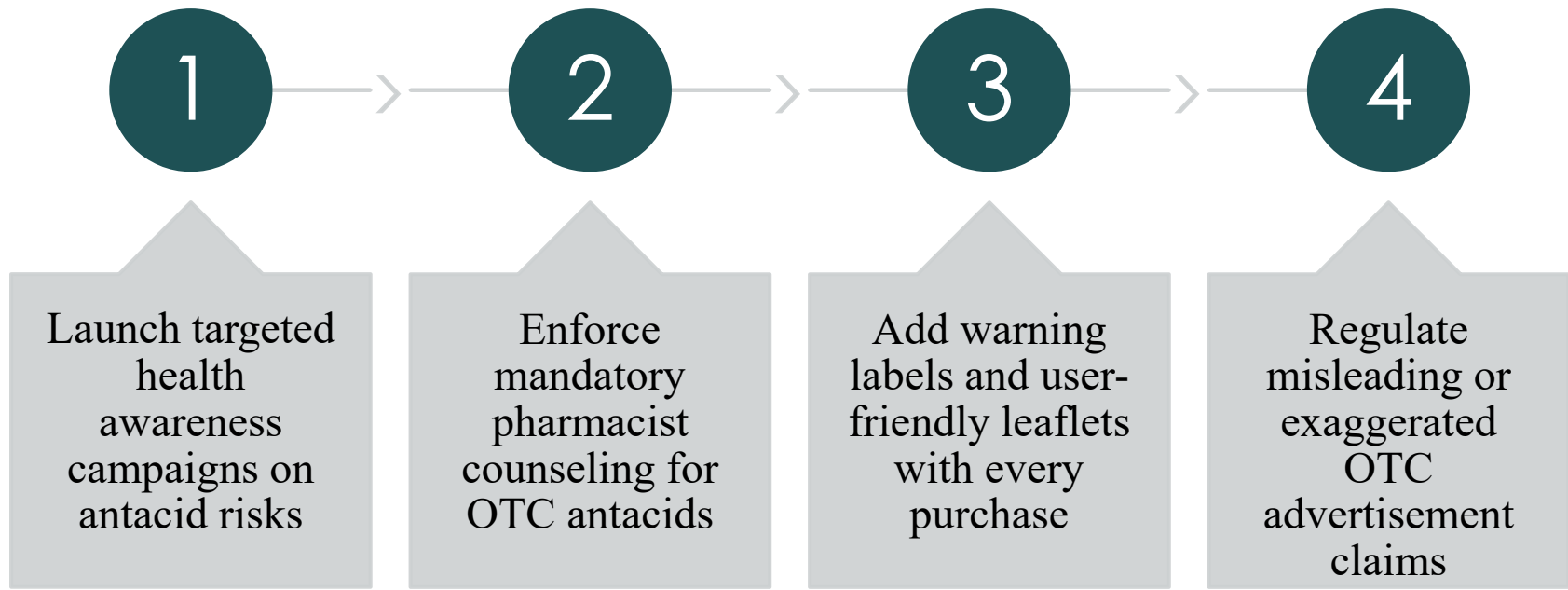


Potential for misuse, dependency, and masking underlying health issues



Behavior indicates a systemic failure in health education

Recommendations





Thank You