

***“TO UNDERSTAND THE ADVERTISING EFFECT ON THE
PURCHASE OF THE OTC DRUG”
SYNOPSIS***

***UNDER THE GUIDANCE OF
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(Dean of pharmaceutical MBA department)***

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PM11 (170)

CONTENT

Introduction-	<u>6</u>
Background	7
Literature review	8-9
Objective	10
Research Methodology	10
Data Analysis	11-20
Result	21-22
Reference	23
Questionnaires	24-25

INTRODUCTION:

OTC pharmaceuticals are the medicines or drugs that are safest and effective one for the use of general public without the need for medical treatment. Pain medications like acetaminophen (Tylenol) and ibuprofen (Advil, Motrin), cough suppressants like dextromethorphan (Robitussin), and antihistamines like loratadine are all common examples (Claritin 24H). These medicines are easily available on the pharmacies store, grocery stores, etc. fever, Pain, coughs and colds, diarrhoea, heartburn, constipation, acne, and other symptoms are all treated with OTC drugs.

The FDA review of OTC drugs is the responsibility of CDER's Office of Non-Prescription Pharmaceuticals. In order to help the FDA evaluate issues with these products, the Non-Prescription Drug Advisory Committee meets regularly. This Committee Use to be played an important role in the recent passing years in increasing prescription for OTC conversions.

Since more than 300,000 OTC medicines are available on the market, FDA instead examines more than 80 therapeutic drugs, such as painkillers and anti-acids, for their active ingredients and their label. The monograph of OTC drug is published in the federal register for each category. The primary focus of the FDA is ensuring safety and effectiveness in the field of OTC pharmaceuticals. As "cookbook" for authorized components, doses, formulations and labels, OTC medicine monographs are used. Many of those monographs were included in Section 300 of the Federal Regulations.

On February 27, 1997 (62 FR 9024), the FDA proposed a rule in the Federal Register that would provide for the identification of OTC drug product in a uniform format. The guideline goals is to improve the readability and understanding of the labeling of OTC drug products. The proposed rule includes a standardized structure to list the name and amount of each active ingredient per dosage unit.

BACKGROUND:

OTC DRUGS—An over-the-counter medicine advertised for use by consumers without the involvement of a health care expert.

Prescription Drug—A prescription drug is a medication that can only be obtained through a qualified health care professional.

In India, especially in metropolitan areas, self-medication for common maladies such as cough, cold, headache, indigestion, and so on is on the rise. This is attributed to the advancement of technology, increased literacy, increased health awareness, and high levels of work stress. As a result, the market for over-the-counter (OTC) drugs is expected to rise. According to industry estimates, India's OTC healthcare market is worth Rs 15000 crore. Companies selling OTC products are raising their advertising budgets in order to entice consumers and capture a larger portion of this burgeoning industry.

Self-treatment is the fifth leading cause of death, after cancer and infectious disorders, according to the World Health Organization (Movchazna 2016a). Experts from a number of nations' Consumer Associations claim that heavy advertising encourages individuals to disregard their doctors' prescriptions and prefer the marketed drug.

Over-the-counter (OTC) medications are those that can be obtained directly from a pharmacist without the need for a prescription from a physician. In many nations, there are a large number of over-the-counter medications on the market. Over-the-Counter (OTC) medications are also known as non-prescription drugs, and they must meet specific regulatory requirements. It's not easy to figure out what belongs in the OTC drug category. When it comes to OTC medications, diet supplements, cosmetics, and herbal goods, there is usually some uncertainty.

Finally, because OTC medications in India are not legally recognized, drugs that are not included in prescription-only drugs are classified as non-prescription drugs. Switching from prescription to over-the-counter products is not well-documented or regulated in India. Many nations across the world have a formal mechanism for converting prescription (Rx) status to over-the-counter status. In the near future, regulators in India will need to explicitly define OTC as a category, as switching would be one of the most common techniques used by new firms to enter OTC.

Without a prescription, you can only buy 20% of the entire amount of medications in the United Kingdom. In 2013, the domestic medication market had sales of 30.5 billion of the UAH for the 1.27 billion packets (Kordubaylo 2014a).

India is now placed 11th in terms of market size in the worldwide OTC market, with analysts predicting that it will climb to 9th place in the next five years. (India, DB6 2006, Nicholas Hall & Company) The Indian OTC industry (i.e. non-prescription promoted drugs) is currently projected to be worth Rs.104 billion, with an annual growth rate of 8-9 percent. (Image courtesy of ORG-IMS.)

LITERATURE REVIEW:

OTCs are medication that can easily be taken safely and successfully by the consumers without a prescription. The medicated products are OTCs. These are one of the most important and accessible aids to common illnesses or symptomatic relief for public health (Hkonsen, et al., 2016; Halvorsen et al., 2016). It is available to consumers for direct sale.

At the last ten years, several previously prescription only medications in pharmacies and other general retail outlets are available in counters (OTCs) (Bond et al., 2003).

However, there have been reports of OTC drug items being misused or overused, resulting in adverse drug events, leading to the conclusion that they may not be completely safe. Although there are other methods for presenting drug information to consumers, Advertisement for pharmaceutical firms is one of the most successful and effective techniques of information dissemination and consumer introduction (Hanna et al., 2010 Major, et al., 2010).

As a result, community pharmacists may find it tempting to make proper suggestions and decisions about OTC medications, while patients may find it frightening and complicated (Cooper et al., 2013). Some of India's popular OTC products are registered for "ayurvedic medicines" due to their herbal natural active components, such as Vicks Cough Drops, Zandu Balm, Iodex, Moov Pain Cream, Itch Guard Cream, ENO Fruit Salt, Vicks Cough Drops, Halle Lozenges etc. The following are important categories with OTC potential in India based on the methods mentioned above:

- Mineral products and vitamins
- Throat and cold
- Gastrointestinal/Analgesics/Dermatology

In 2005, the Indian OTC market was Rs 4500 crore, but if cosmeceuticals and neutral products are added, the price may reach Rs 17 thousand crore. The current CAGR of the Indian markets of OTC is from 12 to 15%, which use to be significantly faster than that of OTC markets in other emerging countries. In Indian, between 6000 and 20000 crores will be value of the OTC market in 2007. In Indian. The OTC market at Rs. 2800 crores is estimated according to Euro RSCG India.

With a CAGR of 4.5 percent, the worldwide OTC market is expected to reach USD 75 billion in 2007, increasing to USD 82 billion in 2007. Due to FDA's weak supervision and oversight, ethical medications are also offered without a prescription in Indian markets. Self-medication has always been quite common due to the widespread availability of traditional medicines, which have a high level of public awareness and acceptance.

India is one of the most populated countries in the world. If the sale of prescription drugs is replaced by over-the-counter drugs, customers can now propose their own drugs to get them. This presents a range of problems, allopathically, homoeopathically or ayurvedically for the medical group. The study gave the scientist more insight into how a physician deals with an ethical dilemma i.e (Douglas Ws & Co-worker 2008) when OTC sales have considerably decreased its relevance. Pharmaceutical items have an important function to play in marketing (Bela. Ganatraa & etal.2005).

Due to the growing interest in self-medication and wellness oriented OTC products, pharmaceutical firms are targeting their OTCs. The OTC category is actually anticipated to grow faster than prescribed medicinal products. On the other hand, OTC products require a distinct set and a major function for doctors. Preventive remedies, commodity OTCs, energy booster supplements, and sight

and hearing formulations as well as contraceptives are more important for the consumer, implying preventing remedies, comfort OTCs, power boosters, and the brain booster supplements, sight and hearing formulations and contraceptive formulations for those women who want to work for the long time before having child care are more important to consumers

The OTC product should be regarded a fastest moving consumer good (FMCG) product when use to communicate the welfare, securing distributing or use to provide consumer-friendly packaging. The pharmaceutical market of OTC is anticipated to expand faster than the total pharmaceutical industry. (About Sheth, 2008).

For pharmaceutical companies engaging in OTC goods, the major issue is that the sector of OTC is closer to the FMCG industry, in contrast to the typical pharmaceutical strategy of 'drive generic products through marketing to doctors.' Brand creation needs to be invested in order to create direct demand for the product for the customer. At Rs. 7,434 crore (\$1,8 billion), the Indian OTC market was valued in 2008. Tough and cold remedy are more than the Rs 2700 crore, pain relievers, vitamins and minerals and medicines used in indigestion. In 2009, the pharmaceutical market in India, by contrast, was estimated at approximately \$8.4 billion. It increased at CAGR of about 12% between 2002 and 2007 and is expected to reach 20 billion dollars by 2015 according to ORG's IMS projections (a CAGR of 16 percent from 2009 to 2015). Around 3000 crore are traditional medicine (Ayurvedic), whilst other fields such as medications for the skin, topical medicines of OTCs, plasters and bandages, anti-taking aids, etc., are responsible for around 1600 crore.

As in the past, the medical practitioner still plays a vital role in the field of ethical medicines. Nevertheless, new marketing efforts now target the customer (Dineshkumar.B and etal 1995). Ads on TV and full-page ads are now ubiquitous, something previously unprecedented. For OTC drugs, the situation is reversed (Greenhalgh T 1998).

There are several methods in which the preferences can be altered. This may be achieved by branding the OTC product properly. The 2nd problem may be how to develop a powerful branding for the OTC product (Neeraj Dixit 2008). 13 Announcements, celebrity support and the concept of brand management all contribute to establishing a successful image of the OTC product.

Advertising has long been one of the most important patient exposure strategies and is thus very cautious in its safety and ethics. It also has an essential placement: medication advertising will be screened and evaluated by the professionals who read these articles in specialist medical magazines. The development of a negative phenomenon known as scrupulous self-treatment was linked to television ads (Huseva 2014c; Nosenko 2015a; Zarembo et al. 2015, Ryvak et al. 2017).

As a consequence, OTC medicine marketing pharmaceutical subjects should follow socially acceptable norms to give consumers objective and true information about the potential harmful effects of irresponsible selftreatment.

OBJECTIVE:

To understand the impact of publicity on OTC medicines

To examine the view on the role of medication promotion in choosing non-prescription medicines of some cohort populations.

Research methodology:

Sample design-descriptive study

Sampling-nonprobability convenience sampling

Data collection-primary data will be collected through the questionnaires and meeting with the respondents.

Secondary data will be collected through published journals and literatures.

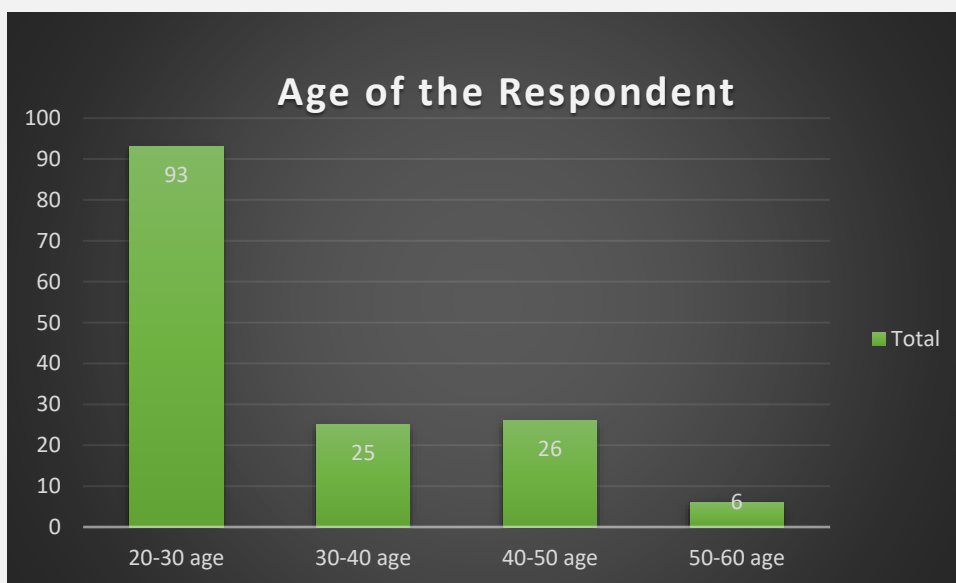
Sample size-150 responses

Tools-questionnaire to collect primary data

Microsoft excel for analysis

A survey was done utilizing a single, specially-constructed process to address concerns related to drug advertisement, which comprised a poll of 150 respondents from different age groups and fields of activity. The research period is April to June 2021. A uniform survey method was established that enabled the research circumstances of the group to be addressed similarly. We have developed a 12-point questionnaire that was assessed for its aim: : knowledge background and behavioral motivation (medical information sources, their purposes, and so forth). In order to handle and evaluate the supplied data, Excel translated the main quantity of information into an electronic table format. The following research methodologies were used: system approach, standardisation, a single protocol anonymous questionnaire survey, statistical and computer data management.

DATA ANALYSIS:



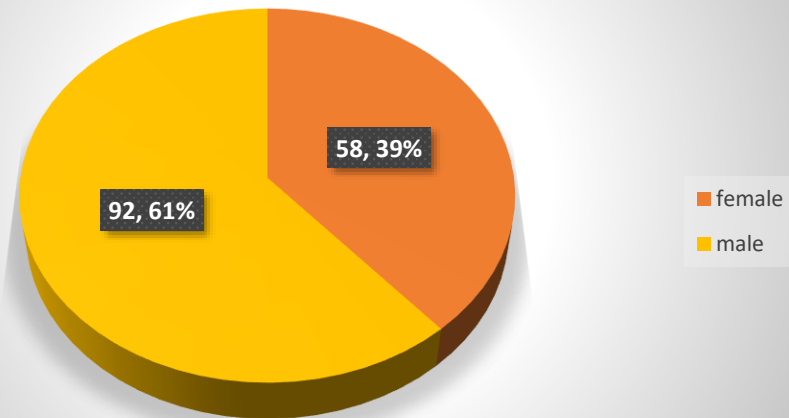
MAXIMUM AGE GROUP is between 20-30 about 62%

30-40 age is about 16.7%

40-50 age is about 17.33%

50-60 age is about 4%

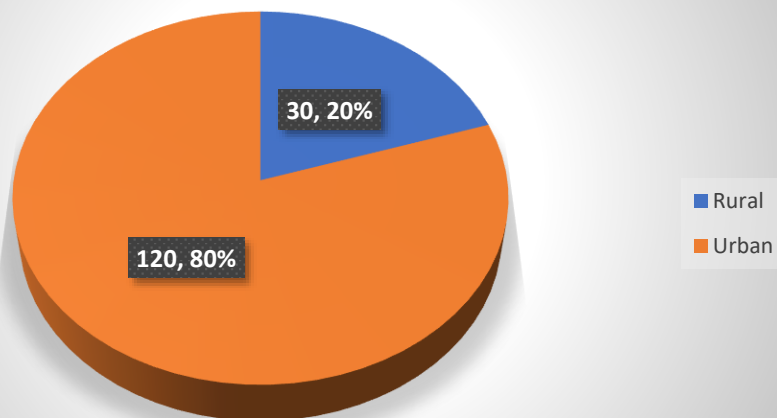
GENDER



39% were the female respondent

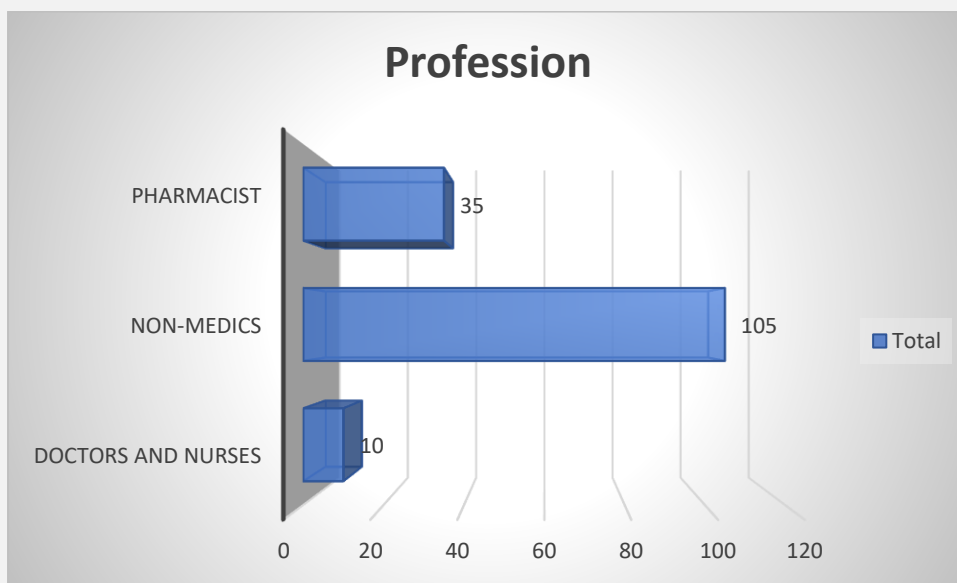
And 61% were the male respondents

PLACE



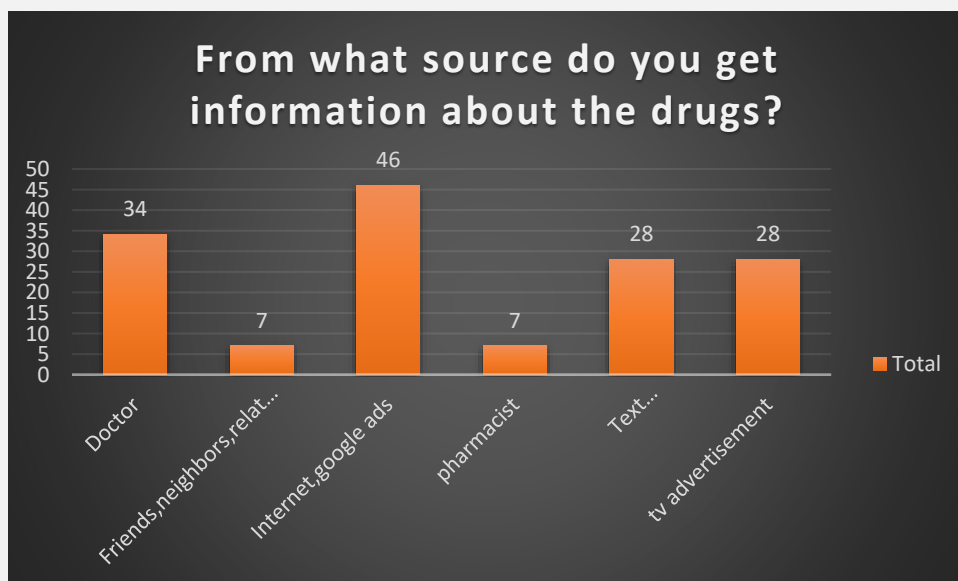
20% respondents were the rural

80% were from urban area



105 respondents i.e about 70% of them were from non medics background

Where as 10 respondents i.e about 6.7% of them were Doctors and 35 respondents i.e about 23.3% of them were Pharmacist.



Most of the respondent get the information about drugs are from

Internet ,google ads-30.7%

Doctors-22.7%

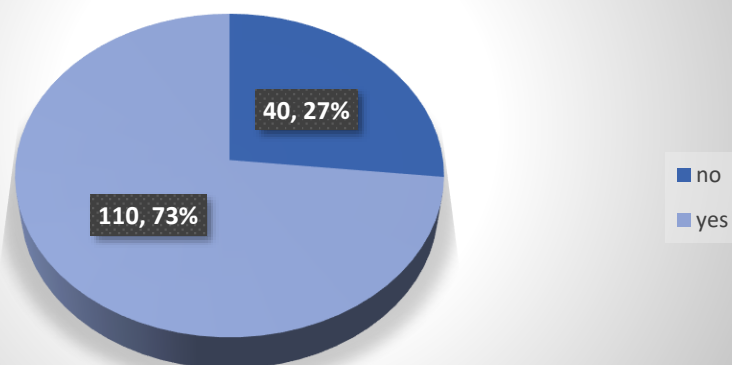
Tv advertisement- 18.7%

Textbook, research papers, newspaper-18.7%

Pharmacist -4.7%

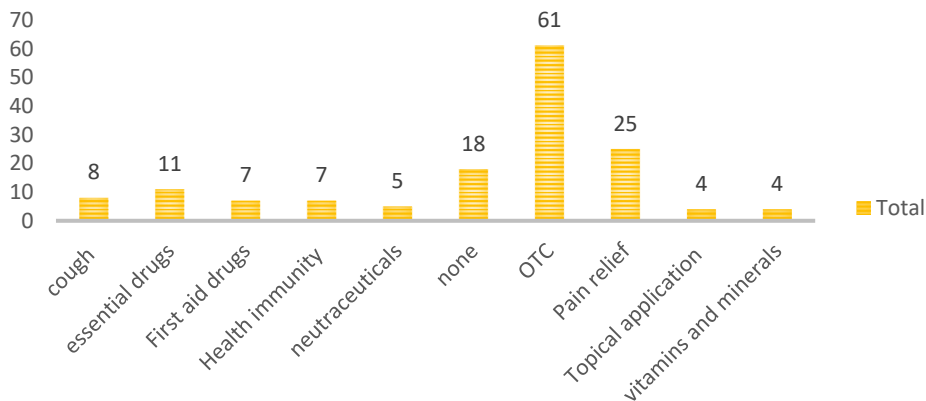
Friends , neighbors,relatives-4.7%

Is there need to advertise the drug in media?



73% respondent use to think that there is the need to advertise drug in media and whereas 27% of them think not need to advertise drug due to safety issues

WHAT TYPE OF DRUGS NEED TO BE ADVERTISED?



OTC-40.7%

Pain relief-16.7%

None-12%

Essential drugs- 7.3%

Cough-5.3%

Health immunity -4.7%

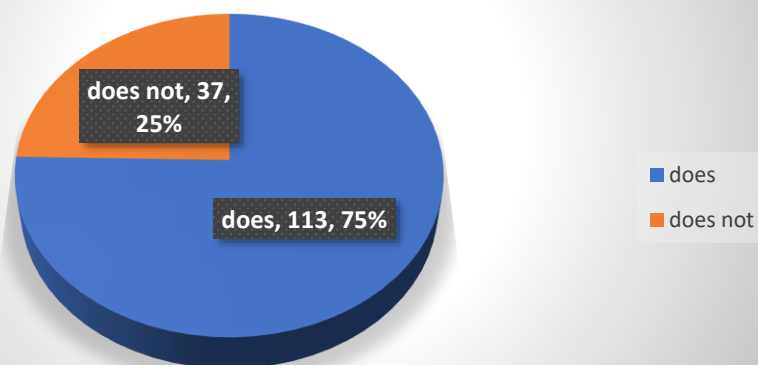
first aid drugs- 4.7%

nutraceuticals -3.3%

vitamins and minerals- 2.7%

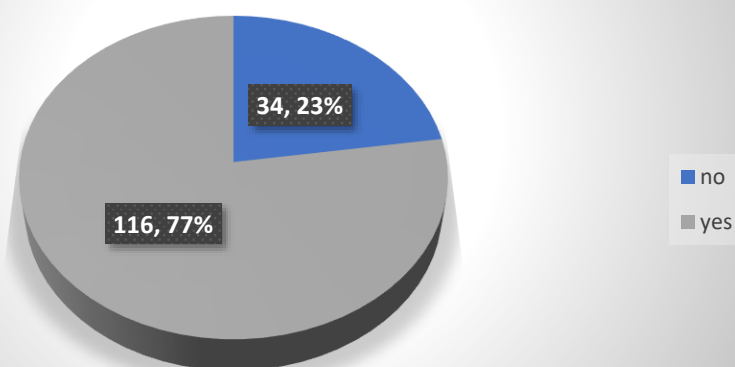
topical applications-2.7

Does the advertising effect the choice of drugs?

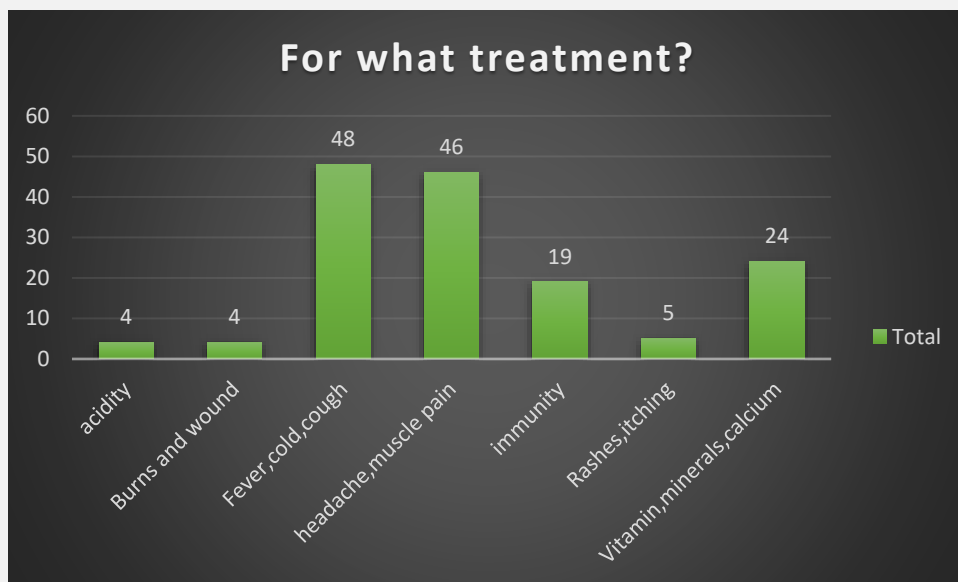


75% of the respondents use to believe that advertising effect the choice of drugs whereas 25% respondents does not believe on advertisement

Purchased any medicines by seeing advertisement?



77% respondents had purchased medicines by which they have learned from advertisement and 23% respondents does not.



Fever ,cold, cough etc-32%

Headache ,muscle pain -30.7%

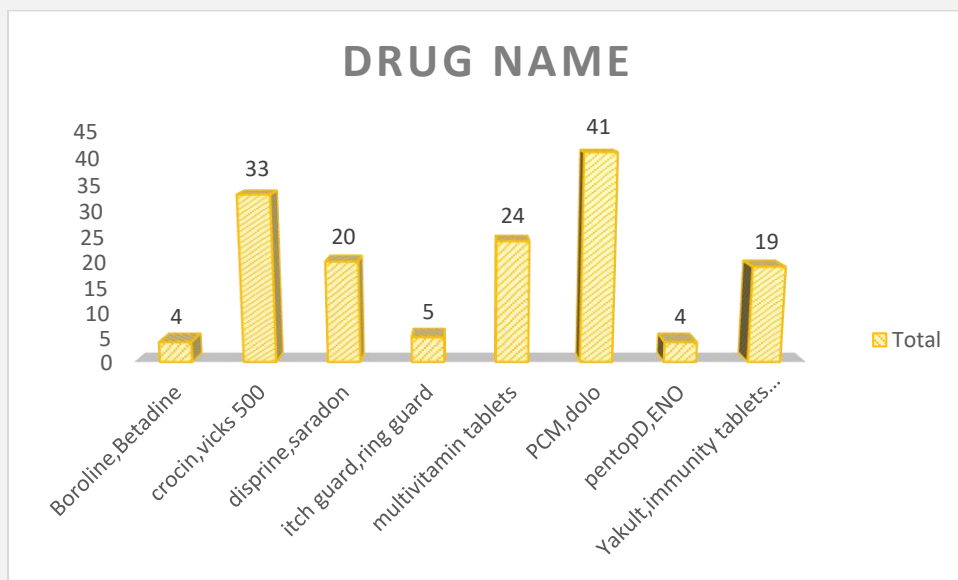
Vitamin ,minerals, calcium -16%

Immunity-12.7%

Rashes ,itching- 3.3%

Burns and wounds-2.7%

Acidity-2.7%



PCM , dolo – 27.3%

Crocin,vicks ,vicks 500- 22%

Multivitamins ,minerals,etc- 16%

Disprine ,saradon etc- 13.3%

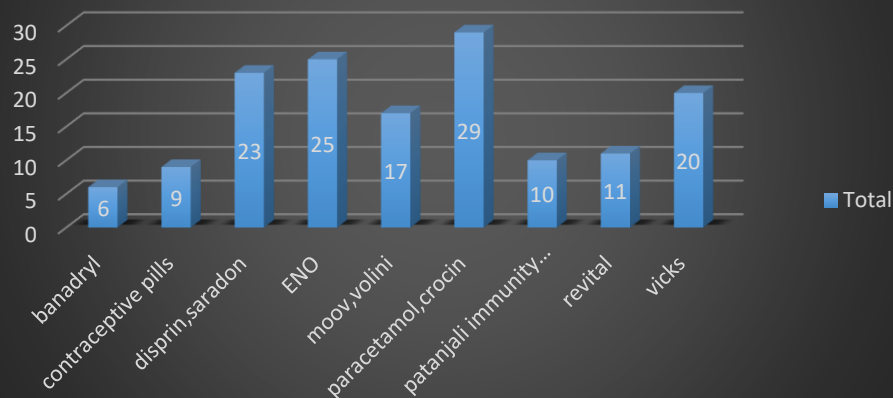
Immunity booster tablets ,powders- 12.7%

Itch guard,ring guard etc-3.3%

Boroline,betadine etc-2.7%

Pentop d, ENO -2.7%

which of the drug advertisement you remember most?



Paracetamol ,crocin -19.3%

ENO- 16.7%

Disprin, saradon- 15.3%

Vicks-13.3%

Moov, Volini-11.3%

Revital -7.3%

Patanjali immunity tablet-6.7%

Contraceptive pills- 6%

Banadryl-4%

Result :

Yes, the advertisement and promotions effect the purchase of OTC drugs. Through this study came to know that advertising of the drug effects the customer mindset, they use to get remember the name of the medicine through these advertisements with their punch lines like “vicks ki goli lo khich khich door karo” another one like” sir ke dard ka ant turant ,crocin pain relief”. “ENO asar shuru sirf 6 second me” these are some punch lines which use to be set up on the customers mind and they use to remember the brand name easily whenever they need this kind of treatment they don’t visit to the doctors they just go for the self treatment.

In this study

MAXIMUM AGE GROUP is between 20-30 about 62%

30-40 age is about 16.7%

40-50 age is about 17.33%

50-60 age is about 4%

39% were the female respondent And 61% were the male respondents, 20% respondents were the rural and 80% were from urban area,in which 105 respondents i.e about 70% of them were from non medics background Where as 10 respondents i.e about 6.7% of them were Doctors and 35 respondents i.e about 23.3% of them were Pharmacist.in which

Most of the respondent get the information about drugs are from

Internet ,google ads-30.7%

Doctors-22.7%

Tv advertisement- 18.7%

Textbook, research papers, newspaper-18.7%

Pharmacist -4.7%

Friends , neighbors,relatives-4.7%

73% respondent use to think that there is the need to advertise drug in media and whereas 27% of them think not need to advertise drug due to safety issues, here we get to know what type of drug needs to be advertised i.e ,OTC-40.7%,Pain relief-16.7%,None-12%,Essential drugs- 7.3%,Cough- 5.3%,Health immunity -4.7%,first aid drugs- 4.7%,nutraceuticals -3.3%,vitamins and minerals- 2.7%,topical applications-2.7%

And if I talk about the advertising effect the choice of drug then 75% of the respondents use to believe that advertising effect the choice of drugs whereas 25% respondents does not believe on advertisement .and 77% respondents purchased medicines about which they have learned from advertisement and 23% respondents does not.

And for what treatment then Fever ,cold, cough etc-32%,Headache ,muscle pain -30.7%,Vitamin ,minerals, calcium -16%,Immunity-12.7%,Rashes ,itching- 3.3%,Burns and wounds-2.7%,Acidity- 2.7%.

Some drug names - PCM , dolo – 27.3%

Crocin,vicks ,vicks 500- 22%

Multivitamins ,minerals,etc- 16%

Disprine ,saradon etc- 13.3%

Immunity booster tablets ,powders- 12.7%

Itch guard,ring guard etc-3.3%

Boroline,betadine etc-2.7%

Pentop d, ENO -2.7%

And then which drug advertisement does the respondent remember more so they were

Paracetamol ,crocin -19.3%

ENO- 16.7%

Disprin, saradon- 15.3%

Vicks-13.3%

Moov,Volini-11.3%

Revital -7.3%

Patanjali immunity tablet-6.7%

Contraceptive pills- 6%

Banadryl-4%

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QUESTIONNAIRE-

Q1-Age of the respondent-

20-30 age

30-40 age

40-50 age

50-60 age

Q2-gender-

male

female

Q3-Place

Urban

Rural

Q4-Profession-

Doctors & nurses

Pharmacist

Non-medics

Q5- From what sources do u get do u get the information about that particular drug?

Q6- Is their need to advertise the drug in media

Yes

No

Q7-What type of drug needs to be advertised?

Q8-Does the advertising effect the choice of drug?

Does

Does not

Q9- Have you ever purchased medicines which you have learned through advertisement?

Yes

No

Q10-for what treatment?

Q11-drug name?

Q12-Which of the drug advertisement you remember most?