



TO UNDERSTAND THE ADVERTISING EFFECT ON THE PURCHASE OF THE OTC DRUG

By Ankita Dixit

Pm-11(170)

ABOUT OTC

Over-the-counter (OTC) drugs are medicines sold directly to a consumer without a requirement for a prescription from a healthcare professional

OTC drugs are selected by a regulatory agency to ensure that they contain ingredients that are safe and effective when used without a physician's care.

The Indian Over-the-counter (OTC) Drugs Market is Segmented by Product (Cough, Cold, and Flu Products, Analgesics, Dermatology Products, Gastrointestinal Products, Vitamins, Minerals, and Supplements (VMS) and Other Products) and Distribution Channel (Hospital Pharmacies, Retail Pharmacies and Other Distribution Channels).

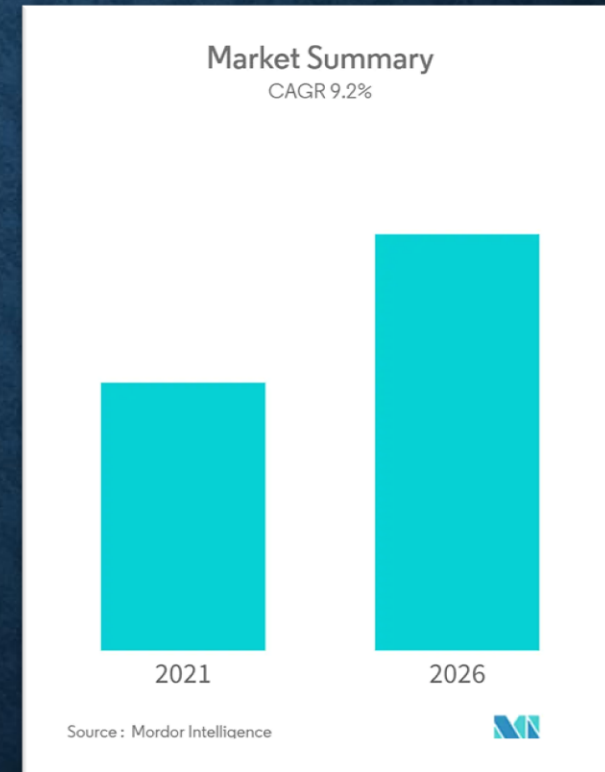
FDA

FDA proposed a rule in the Federal Register on February 27, 1997 (62 FR 9024) that would provide a uniform format for the labeling of OTC medication products. The guideline aims to make OTC medicine product labeling more readable and understandable. The proposed rule contains a standardized structure for listing each active ingredient's name and quantity per dosage unit (or, when appropriate, proportion).

The FDA's primary focus when it comes to OTC pharmaceuticals is to ensure that they are safe and effective. OTC medicine monographs serve as a "cook book" for permissible components, dosages, formulations, and labeling. Section 300 of the Code of Federal Regulations contains many of these monographs.

MARKET OVERVIEW

- The Indian over-the-counter drugs (OTC) market is poised to grow at a CAGR of 9.2% over the forecast period.
- Study period-2021-2026
- Base year-2020
- CAGR-9.2%



- Self-medication practices in urban and rural areas of western India: a cross-sectional study, being from urban areas and having chronic disease was associated with the likelihood of consuming medicines without a prescription. However, self-medication was also seen to be based on income, occupation and education.
- According to the article published in Current Clinical Pharmacology, in November 2019, overall mean prevalence of self medication (SM) practices in India was 53.57%.
- medication appears to be a major reason to practice self medication, and the practice was noticed more among individuals from a middle-lower class family with a prevalence rate of 26.31%.

SELF MEDICATION

OBJECTIVE

To understand the advertising effect on the purchase of OTC drug

To evaluate the opinion of a certain cohort of the population regarding the role of drug advertising in the choice of non-prescription drugs

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
respondants

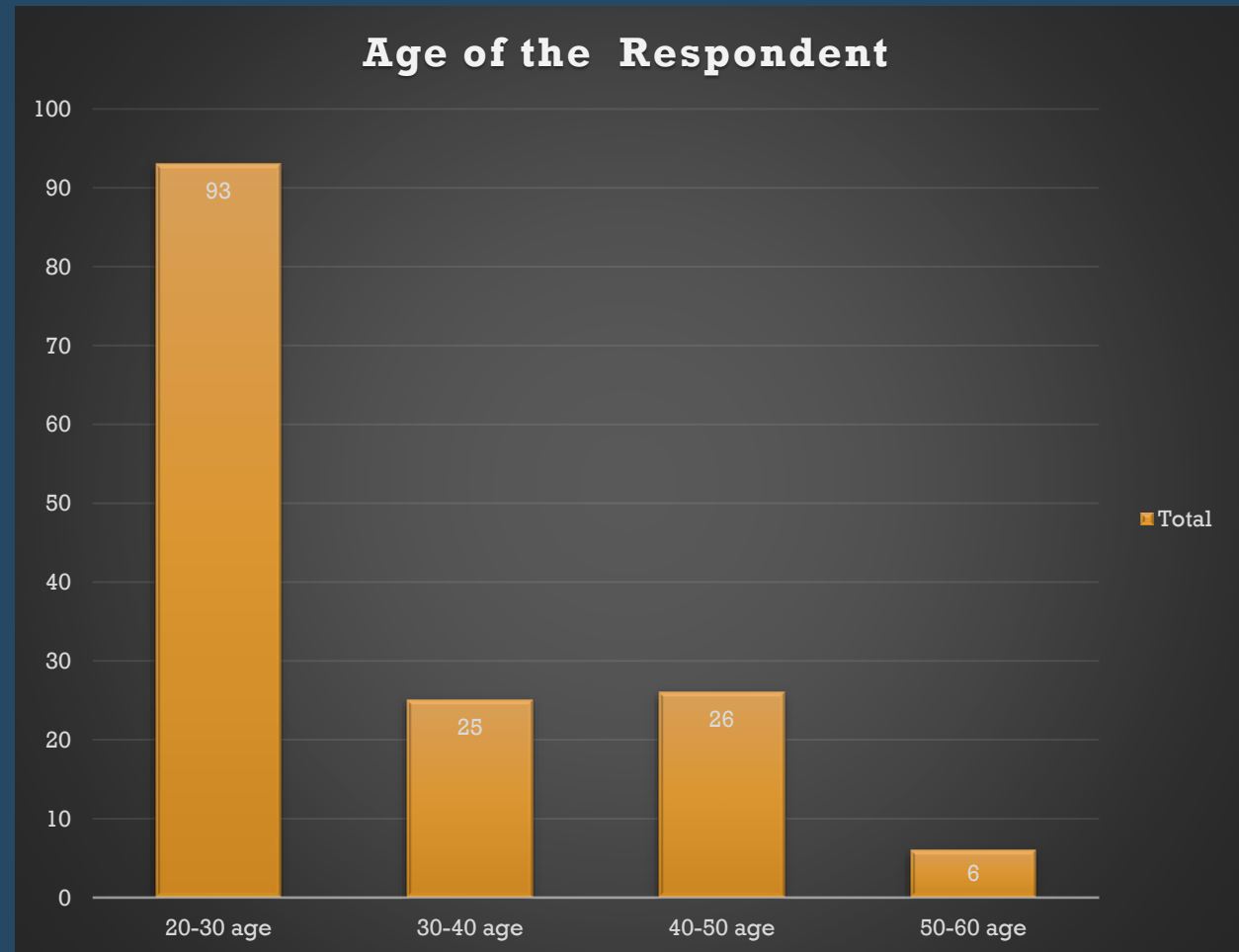
Tools-questionnaire to
collect primary data

Microsoft excel for
analysis

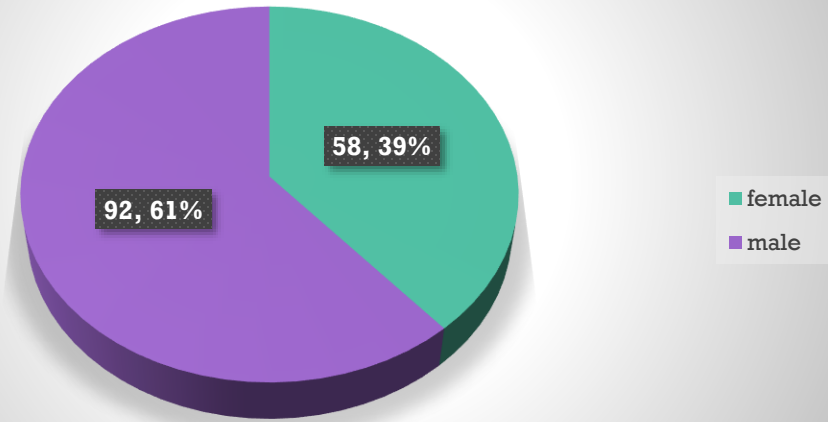
LOCATION-Lucknow

DATA ANALYSIS

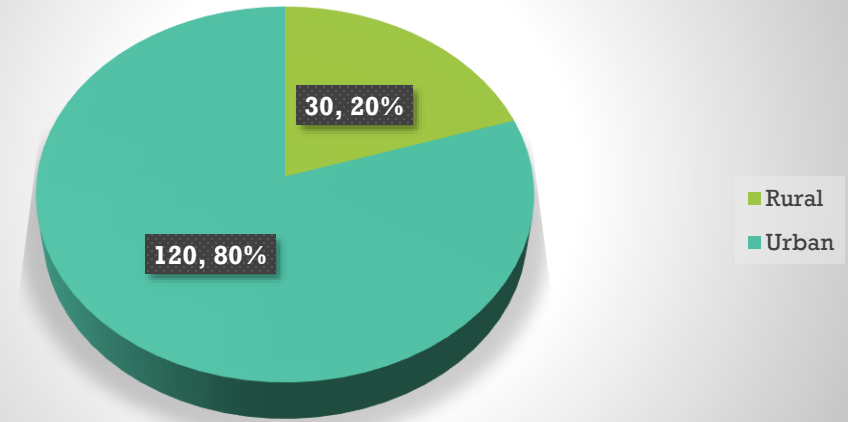
- MAXIMUM AGE GROUP is between 20-30 about 62%
- 30-40 age is about 16.7%
- 40-50 age is about 17.33%
- 50-60 age is about 4%



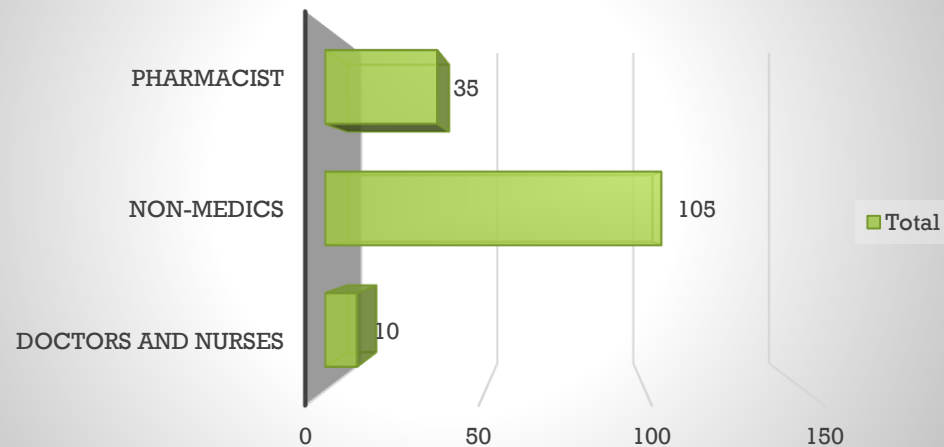
GENDER



PLACE



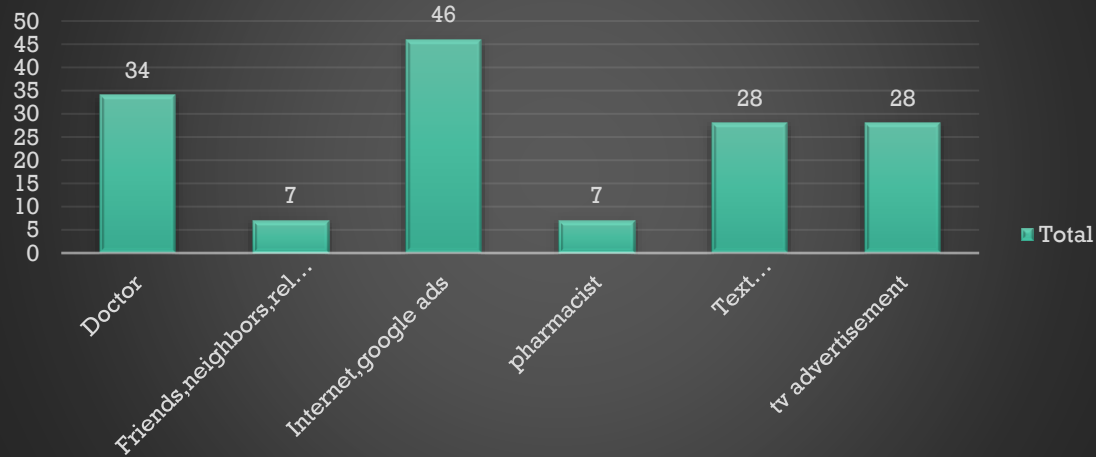
Profession



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.

From what source do you get information about the drugs?



Most of the respondent get the information about drugs are from Internet ,google ads-30.7%

Doctors-22.7%

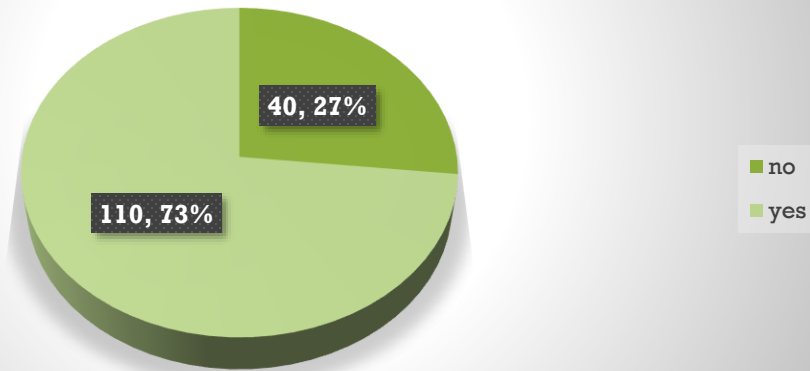
Tv advertisement- 18.7%

Textbook, research papers, newspaper-18.7%

Pharmacist -4.7%

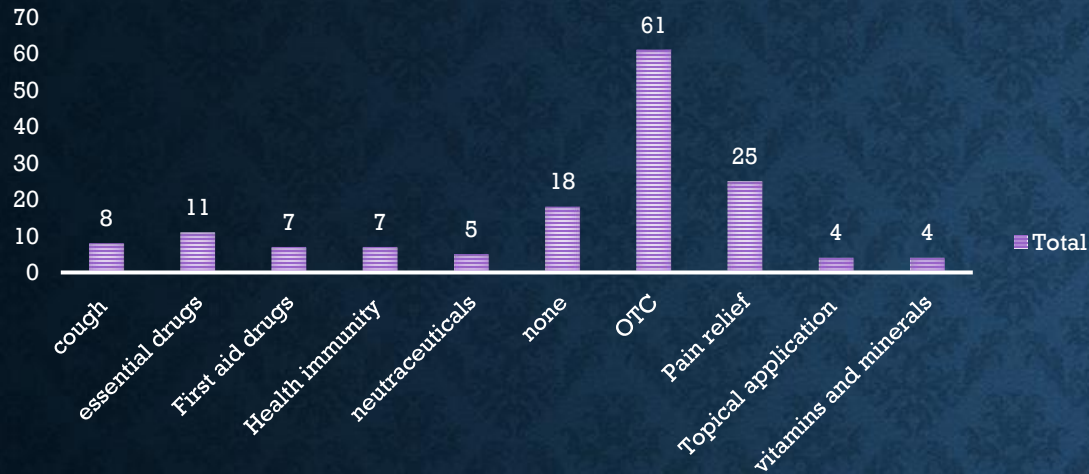
Friends , neighbors,relatives-4.7%

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%

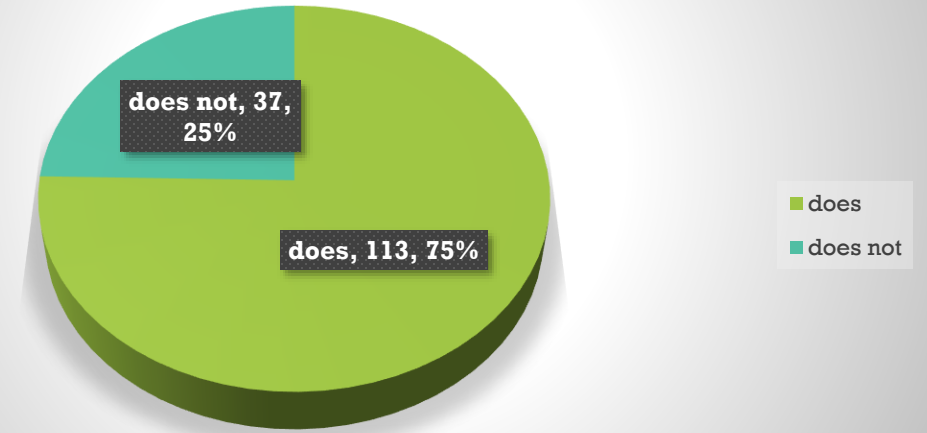
first aid drugs- 4.7%

nutraceuticals -3.3%

vitamins and minerals- 2.7%

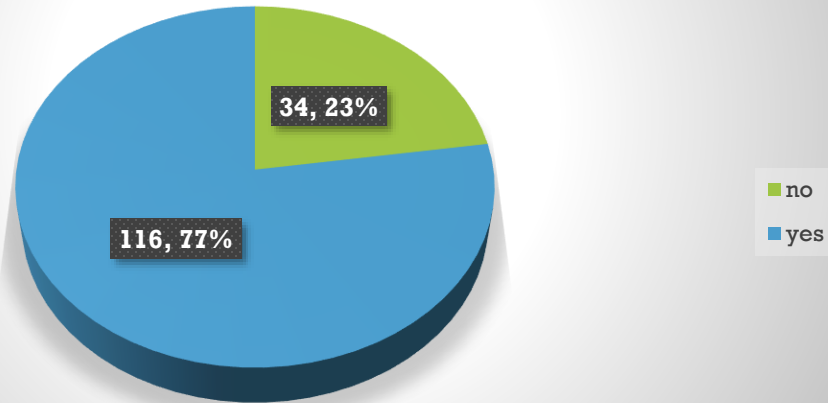
topical applications-2.7%

Does the advertising effect the choice of drugs?

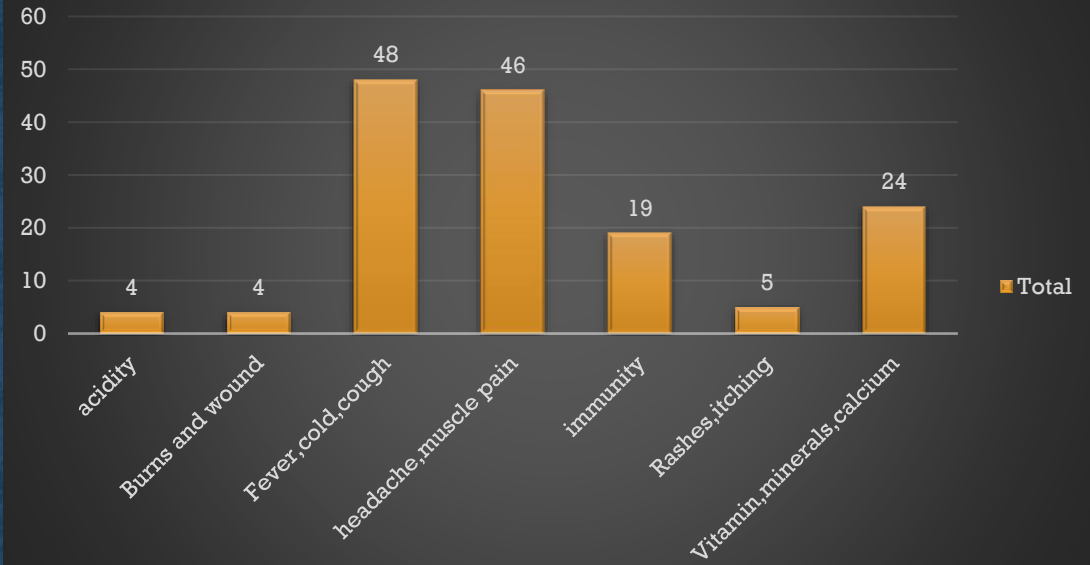


75% of the respondents use to believe that advertising effect the choice of drugs whereas 25% respondents does not believe on advertisement

Have you,at least once,purchased medicines about which you have learned from advertising?



For what treatment?



Fever ,cold, cough etc-32%

Headache ,muscle pain -30.7%

Vitamin ,minerals, calcium -16%

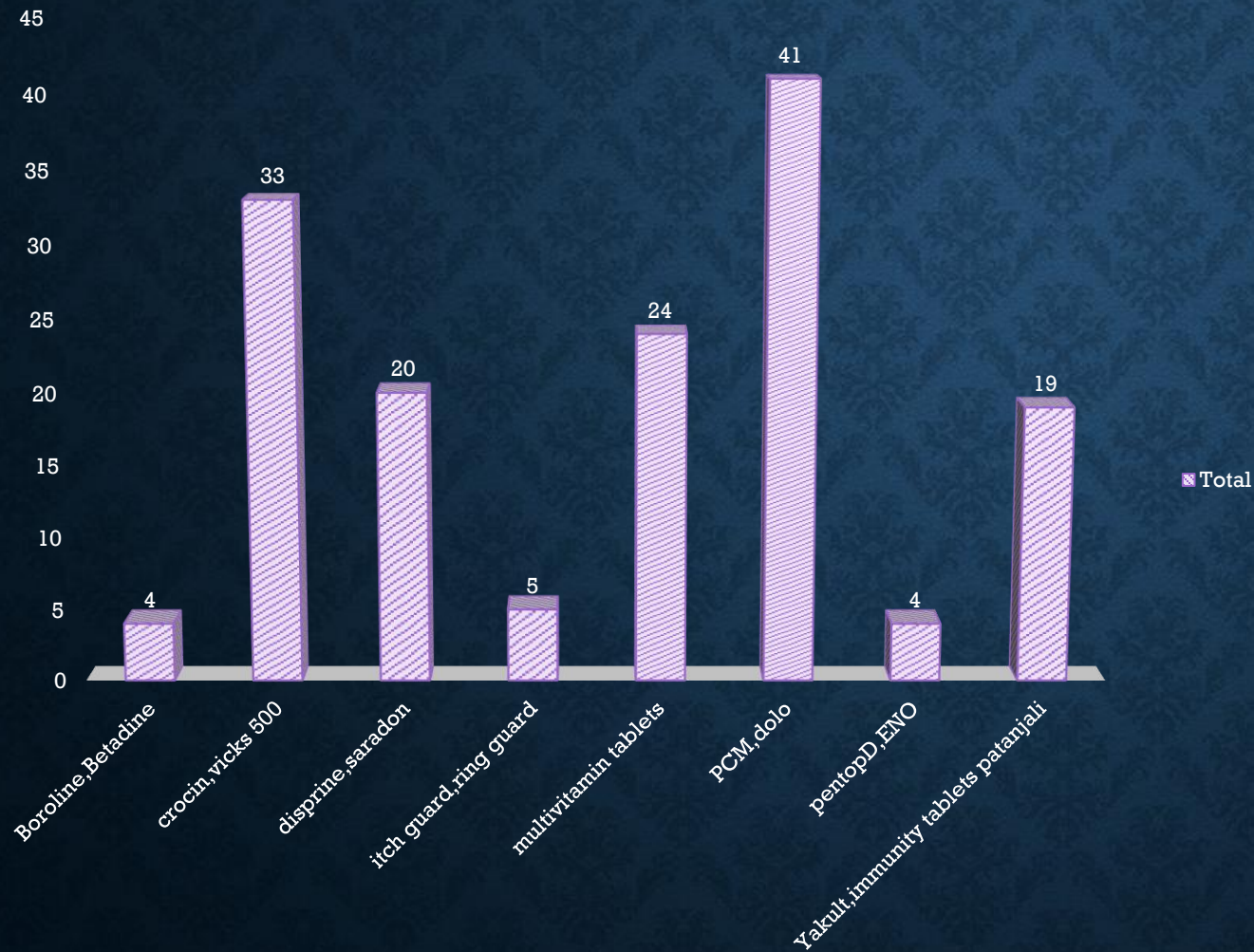
Immunity-12.7%

Rashes ,itching- 3.3%

Burns and wounds-2.7%

Acidity-2.7%

DRUG NAME



PCM , dolo – 27.3%

Crocin,vicks ,vicks 500- 22%

Multivitamins ,minerals,etc- 16%

Disprine ,saradon etc- 13.3%

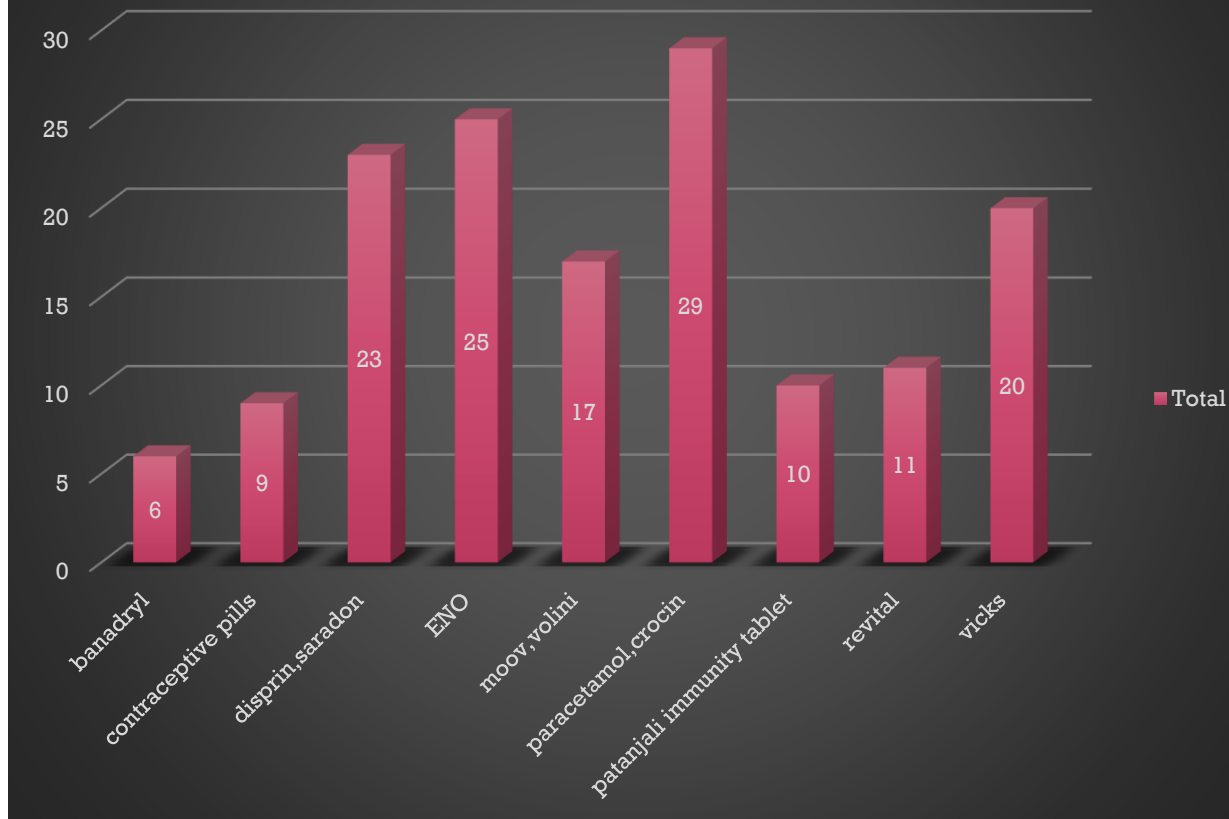
Immunity booster tablets ,powders- 12.7%

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%

- MAXIMUM AGE Group is between 20-30 age with 61% of male respondents and 80% were from urban area.in most of the respondents gets information of drug through Internet ,google ads,doctors,tv advertisement.by which 73% of them think the need for advertising OTC drugs to get proper information,and need of drug to be advertised are otc drugs.
- 75% of them use to believe that advertising effect the choice of drug,and 77% of them purchased the drug which they have learned through advertisement for the common treatment like-fever cough,cold,headache,gastric problems etc.and the drug name which was mentioned were mostly advertised like- crocin ,vickes,Eno,disprine ,itch guard ,ring guard etc

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 ,crocic 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.

CONCLUSION



THANKYOU