

CONSUMER PERCEPTION TOWARDS OTC BRAND IN ANTACID SEGMENT.

Dissertation Submitted

to

The IIHMR University, Jaipur



for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

Bhavana Upadhyay

Under the Supervision and Guidance of

Dr. Sandeep Narula

2021

CONSUMER PERCEPTION TOWARDS OTC BRAND IN ANTACID SEGMENT.

Dissertation Submitted to

The IIHMR University, Jaipur



for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in

Pharmaceutical Management

by

Bhavana Upadhyay

Under the Supervision and Guidance of

Dr. Sandeep Narula

Associate Professor

Assistant Dean

SPM

DECLARATION BY STUDENT

I hereby declare that this dissertation titled “**Consumer Perception Towards OTC Brand in Antacid Segment**” is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Bhavana Upadhyay

Date

CERTIFICATE

This is to certify that Miss Bhavana Upadhyay in partial fulfillment of the requirements for the award of the degree of **MBA in Pharmaceutical Management) from the IIHMR University, Jaipur** has successfully completed her internship at The Enablers during March 22, 2021 to June 19, 2021.

Place:

Preceptor/Head of the Organization

Date:

Name of the organization

CERTIFICATE

This is to certify that dissertation titled “**Consumer Perception Towards OTC Brand in Antacid Segment**” is a record of the research work undertaken by (Name of Student) in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management)/MBA (Pharmaceutical Management)/MBA (Rural Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide

IIHMR University, Jaipur

Date

School Dean

IIHMR University, Jaipur

Date

ABSTRACT

In most countries of the world, medicines are well classified including the category of OTC medicines. India is notable for its self-drug administration and the Indian drug industry needs to serve their strategies with extraordinary importance to OTC items among consumers and the drug business likewise considers safety in utilizing OTC medicines. Consumer behaviour is changing because of awareness and they are shifting more towards OTC drug use in various minor health issues such as headache, acidity, analgesics etc. This research study is undertaken with objectives in the Indian context. There is a need to examine the accompanying boundaries of OTC brands of an antacid agent like the simple accessibility of brand, the effect of the packaging, the part of convincing of brand influencer, and the impact of consumer gender on the choice OTC brand.

This research is regarding understanding the factors influencing consumers for Antacid Brands of the most widely used OTC medicine and also to discover the purpose of attributing factors of the antacid brand in the purchase decision of consumers. This study is planned as descriptive and cross-sectional in which encompasses primary research with random sampling. It incorporated the sampling technique of 100 adult consumers as a sample from various urban communities and the tool for data collection were interviewed, google doc and email.

This study uncovers that mostly favoured brand by both the gender male and female in OTC stomach-settling or antacid agent is ENO in India and it additionally portrays the association of customers' preference in acid neutralizer items through its actual highlights like color, the shape of the container, and style of packaging of the product. This research also highlighted the role of influencing factors such as pleasant experience, ease of packaging, quick relief, price, availability and awareness of the OTC brand of antacid play a vital role in consumer purchase decisions in cities of India.

This study also highlighted ENO, Omez, Zantac, Gelusil and Digene are some of the brand names recognized mostly when a consumer thinks of any antacid brand or product. The advertisement is a key to leave a brand image on people minds and it helps in brand recall in OTC medicines and advertisement is one of the main factors considering by consumers for purchasing OTC products in the antacid segment because of the greater presence of advertisement on T.V and easy accessibility of OTC products is also increasing in demand and unfolding growth in the antacid market segment.

This study could provide insights on the consumer preference towards OTC antacid brand with the help of various factors which plays an important role in the purchase decision of consumers in OTC antacid segment and it's also useful for the pharmaceutical industry by understanding their customers towards the shift of self-medication in preference of medication from prescription to over-the-counter medication category.

Keywords-OTC brand, Antacid, Prescription drug, Factors influencing consumer purchase decision, Non-prescription medicine, pharmaceutical industry.

ACKNOWLEDGEMENT

The project undertaken for dissertation was successfully completed with the help and guardianships of some conversant persons without whom this would have been immaterial in its approach.

At the very commencement, with great veneration and immense glee to express my deep sense of admiration to our adorable guide **Dr. Sandeep Narula Associate Professor**, School of Pharmaceutical Management, whose immeasurable espouse, encouragement and affirmative criticism and providing all the necessary facilities for the completion and has given full bloom to this research work.

With great pleasure I express my most cordial, humble and grateful thanks to **Prof. Vivek Hattangadi**, Chief Mentor of The Enablers for giving opportunity to do my dissertation and also for inspiration and valuable suggestions.

I sincerely extend my gratitude to all the faculty members of School of Pharmaceutical Management for their timely help and suggestions during this course of Dissertation Project.

I wish to express my cheerful thanks to all our classmates and seniors for their encouragement for the successful completion of this Project.

Bhavana Upadhyay

Student

School of Pharmaceutical Management

Jaipur

TABLE OF CONTENTS

Chapter 1 INTRODUCTION

1.1 Introduction	12
1.2 What is antacid.....	13
1.3 Mechanism of antacid.....	13
1.4 Antacid Market.....	14

Chapter 2 REVIEW OF LITERATURE

2.1 Review of Literature.....	16
-------------------------------	----

Chapter 3 METHODOLOGY

3.1 Research methodology.....	18
3.1.1 Research design.....	19
3.1.2 Data Collection.....	19
3.1.3 Duration of study.....	19
3.1.4 Sampling plan.....	19
3.1.5 Data Analysis.....	19
3.2 Objectives of the study.....	19

Chapter 4 RESULT AND DISCUSSION

4.1 Result and discussion.....	22
4.2 Demographic profile of consumers.....	22
4.2.1 Gender.....	22-23
4.3 Consumers most important criteria for purchasing OTC Antacid product.....	24
4.4 OTC Antacid Brand Recall by consumers.....	25
4.5 Consumers brand of choice in OTC antacid product.....	26
4.6 Factors considering by consumer for choosing OTC medicine product in antacid segment.....	27m
4.7 Physical attributes of antacid products and their Importance.....	28
4.8 Factors influencing the consumers decision to purchase antacid OTC brand....	30

Chapter 5 CONCLUSION

5.1 Conclusion.....	32
5.2 Recommendations.....	33
References.....	35
Annexure.....	37

LIST OF FIGURES

4.2.1: Classification of Consumers by gender	22
4.3: Consumers criteria for selecting OTC products.....	23
4.4: Antacid brand recall by consumers.....	24
4.5: Graph showing percentage of brand preferences by consumers.....	25
4.6: Factors considered for selecting OTC antacid brand by consumer.....	27
4.7: Physical features of OTC antacid products.....	27
4.8: OTC Product Parameter effects consumers decision.....	29

LIST OF TABLES

4.2.1 Brand Preferences of antacid by male and female consumers.....	23
4.4: Percentage frequency of brand recall of OTC antacid product by consumers ability to think of brand name from their memory.....	24
4.5 Percentage of Brand preference people wants to purchase	26
4.6 Components responsible for purchase decision of consumers.....	27
4.7 Percentage of purchasing behaviour of consumers through physical features of OTC antacid product.....	28

ABBREVIATIONS

ANC- Acid Neutralizing Capacity.

OTC- Over the counter medicine.

GIT – Gastrointestinal Tract.

GERD- Gastroesophageal reflux disease.

DCA- Drug and Cosmetic Act.

PPI- Proton Pump Inhibitors.

FDA- Food and drug administration.

FDC- Fixed Dose Combination.

FMCG- Fast Moving Consumer Goods.

CAGR- Compound Annual Growth Rate.

NSAID- Non-Steroidal Anti-Inflammatory Drug.

Rx - Medical Prescription.

T.V- Television.

CHAPTER- 1

INTRODUCTION

1.1 Introduction-

India is well known for its medical tradition of self-care and years ago prior individuals accept that much of the wellbeing related conditions are settled on their own or exhorted by family or companions. But, once the concept of modern medicine introduced, because of the urbanization of health care facilities such as doctors and pharmacies came into the picture and a common people doesn't approach a physician for common ailments or symptoms like acidity, headache, etc. save money and time. Then, Pharma OTC products came into existence when consumer behaviour changed to buying the medicines sold without any prescription for capturing the market segment. (1)

In the Indian Pharma Industry Rx-to-OTC section, represent the brands that have been worked across the prescription course however over the long run, continue ahead to act naturally cured. Simply OTC class merges non-Rx brands that have been constructed totally in direct-to-buyer advertising, acid neutralizer like Eno.

Self-medication is always been a fad in India and average citizens search for an instant solution for the disease at an insignificant expense and another market of OTC medication has aged at a fast pace checking with the essential of the patient for treating minor issues. (2) Many doctor-prescribed medications in our country are indeed accessible effectively without any prescription. People are highly aware of OTC drugs like painkillers, topical gels, antacids, nasal-decongestant. (3)

The reasons behind self-monitoring can be simply the need to care, shortage of time, ease of availability, financial restrictions that can lead to more incidence of self-medication. Sometimes buyers learn about the effectiveness of drug products depending on their physical well-being or pleasant experience after taking it as medicament or cure of certain ailment. Because of changing lifestyle due to which health-related issues are increasing day by day OTC medication changing consumer preference towards self-medication to treating health-related ailments rather than consulting a physician. Therefore, nowadays a patient or consumer become a central decision-maker, and the consumer decides what product or brand to be purchased. (The main purpose for this study).

The pharmaceutical and healthcare industry has taken an endeavour to balance or equalize demand by providing the medication which can treat the minor ailments without the recommendation from a registered medical practitioner (4).

The OTC brands under advertisement and social media platforms can easily attract the attention of consumers and this facility of sharing experiences with their friends and family about efficacy, overall safety, dosage form, Pack size, various flavours that develop consumer confidence to decide OTC product. It also facilitates the customers to get an opportunity of complete information regarding the product.

1.2 What is Antacid

- Antacid is a term coined by James Howe in 1928 after treating his wife acidity.
- An Antacid is a class of drug or substance which neutralize acid present in the stomach and give relieves from heartburn, acidity, indigestion etc.
- Antacid is a substance like as sodium bicarbonate, magnesium hydroxide, aluminum hydroxide or calcium carbonate and bismuth which is used to balance or neutralize the stomach or gastric acid to relieve from the discomfort which is caused by gastric acidity (5)
- Antacid used in treating symptoms are differ for acute or severe conditions that doctors prescribe for excessive acid symptoms these medication categories include PPIs, H2 blockers etc.
- Antacid OTC brands such as Digene, Gelusil, ENO are used to treat stomach pain, acidity, bloating and common symptoms of indigestion.
- Antacids are available in different types of formulations in FDC or dosage forms such as tablet, liquid, effervescent, solution, suspension etc.
- Antacid contains “aluminum hydroxide may cause constipation and antacid contain magnesium have laxative effect that may cause diarrhea”.
- Some of the drugs of heart disease, kidney disease having drug interaction associated with antacid it can affects absorption of other medication.

1.3 Mechanism of Antacid -

When an excess amount of acid is produced in the stomach, the natural mucous barrier that protects the lining of the stomach can degrade, leading to pain and irritation (6). Antacid agents contain antacid particles that artificially kill stomach gastric acid, reducing harm or damage to the stomach lining and provide relieves in pain. Some stomach settling agents likewise hinder pepsin, a chemical that damage the esophagus in acid reflux. H2 blockers are seriously blocking H2 receptors on the Parietal cell and furthermore inhibits gastric acid production in the stomach.

Antacid agents don't directly decrease acid secretion, and along these are distinguished in nature from acid reducing medications like H2-receptor rivals or proton pump inhibitors. Acid neutralizers don't kill the microbes *Helicobacter pylori*, which causes most ulcers (7).

The primary activities of Antacid are:

- Alleviating pain.
- Relieving Gastro-spasm.
- Avoid digestion and erosion by acid chyme

The mechanism of salts of antacid varies in the neutralization capacity, because each salt has a different mechanism with the ultimate goal of acid neutralization. (8)

1.4 Antacid Market

The majority of categories, including “Antiseptic ulcerants, laxatives, antacids and digestive enzymes have shown high value growth of ~15%- 20% (PPG)”. “Antipeptic Ulcerants, which is the largest category in Gastro with ~40% contribution to therapy, has shown a value growth of 15%”. (9)

The main reason behind the growth of the companies are they are trying to revamping their operations and reestablishing from the COVID-19 impact, which had principally prompted restrictive regulation measures including social distancing, remote working, and the closure of commercial activities that brought about operational difficulties. The market is expected to reach \$3.97 billion in 2025 at a CAGR of 4.5%. According to report, the market drivers are growing because of increasing in awareness of self-medication in demand over-the-counter drugs in digestives products used to treat GIT disorders. (10)

The Proton pump inhibitors segment drove the market in 2019 and trend is predicated to proceed in estimated time frame. Although, antacid segment emerges as a marked segment because of lifestyle changes occasionally heartburn and Tablet is leading segment in 2019 due to mostly availability and economic range. The surge in utilization of antacid drugs identified with gastric issues boom the market growth and opportunities in antacid segment.

As indicated by an examination led by “the American Gastroenterological Association and distributed in the International Foundation for Functional in February 2016, roughly 33% of the population in the U.S. experiences GERD”. The expanding pervasiveness of GERD establishes a favorable environment growth of the antacid medications market. (11)

A few organizations are there in the antacid segment, for example, GlaxoSmithKline plc, Dabur India Limited, Abbott Laboratories, and Pfizer, Inc. Sun Pharma dispatched an Ayurvedic stomach related cure called Pepmelt to rival well-known acid neutralizers, for example, Eno (GSK purchaser medical services), Digene (Abbott India), Pudina Hara (Dabur), and Gelusil (Pfizer) (12).

CHAPTER 2

REVIEW OF LITERATURE

2.1 Review of Literature

In India, According to Drug and Cosmetic Act and Rules, the drug products are listed under various schedules like H, H1 and X medicines are labelled to be sold only on the prescription of registered medical practitioner, Over-the-counter drug product which is a phrase used as Self-medication or medicines without prescription to be sold by pharmacies.(13) The OTC drugs do not fall under the category of schedule as per Drug & Cosmetic Act it can be easily administered without prescription and anyone can purchase through drugstores in India and according to the author of study the OTC drug impacts the better availability and safety of the patients.

Dadhich et al, (2015) the author stated that the pharmaceutical companies are using various innovational strategies for marketing with the purpose of attracting audience towards OTC brand or product. The pharma companies always think of their competitors' strategies for brand or product positioning and then settled whether to continue with the same strategies or to alter it according to the changing scenario. (14)

In a survey of drug store (15) the consumers suggested utilization of OTC products and rationale of purchase, 50% depending on the recommendation of Pharmacist and 34% of responses were positively affected by their friends. Michael Johnson in the study, it was reported that the majority of buyers to purchase OTC products by recommendation of a pharmacist (16).

Faerber Adrienne et al. in their exploration investigated that the advertising and promotional content of prescription drugs that are changed to the OTC medication and OTC drug advertisements contain more information than prescription drugs regarding effectiveness of drug and control of the symptoms. The author states that the communication of advertisements mainly connects with more appealing towards benefits of OTC drugs (17). There are various prescription products deviated into OTC category and consumer expects the OTC product should resemble their remedy as far as adequacy. This permit companies to connect the OTC product to its prescription.

As per Shrivastava (18) In the decision- making process of the consumers towards the purchase of any of the OTC products there are some of the factors regarding benefits of the product does not produce buying impact but the most important thing in consumer behavior is the brand name and economic cost of the specific product play critical role as a driving force of buyers.

V. K. Gupta & et al., in his research study amid urban population, highlighted as the usage of OTC drugs there is need to educate people more about the drug-drug interaction and food interaction associated with self-monitored drug. The Pharmacist recommendation towards the OTC brands should be more insightful the conductance of inappropriate usage of OTC drugs due to lack of knowledge regarding OTC product can increase the risk related with them. This study suggested that the proper training, mentoring and educating people would be helpful in the rational use of OTC drugs. (19).

Erol Kohli, & Allison Buller in their research paper "Factors Influencing Consumer Purchasing Patterns of Generic Versus Brand Name Over-The-Counter Drugs", the study was done on the

key region which incorporates customer's demographical region, essential information and attitude towards the brand name and OTCs, key components that impacts their buying behavior and reported purchasing practices. Most of the participants in the study showed that over-the-counter (OTC) generic drugs and branded drugs are similarly effective, safe, and go through a similar Food and Drug Administration approval process. The financial factors additionally assume a huge part in affecting purchasers to generic formulations, other than a collection of elements, including advertisements, duration of action, seriousness of disease, preferred dosage form of OTC medication, safety of the OTC, past encounters from easing manifestations, and preferred company, impact others to pay more for brand name of the drug. (20)

According to Meera Vijay (2006) the advertisements has created a beneficial effect on the OTC drug products. Author also stated that all the minor health-issues can be treated by the self-monitoring. On the other side, the major health issues required the consultation of a physician or doctor. As far as India is contemplated the number of illiterates is more so the researcher is doubtful whether the consumers will take up the medications in its fullest form as shown in the advertisements. (21)

As per Shohel Mohammad (22) the repeated purchase decision of consumer is depending upon the acquaintance with OTC brand or product. This study shows that the consumer believes more on the brand from which he or she has gone through the prior experience with brand or product they prefer the same brand and also advocates the brand as a word of mouth. The author also explained the most significant factor for re-purchase is income of consumer because if annual income of consumer is high, they are more pleasant in buying OTC product.

Babu M (23) according to the research of Bangladesh, it stated that the various factors in his study such as image and recognition of the brand, healthcare practitioner's prescription, previous experience of the product and availability and awareness of the OTC medicines are the main elements which impacts on the consumer behavior towards the purchase of an OTC brand.

CHAPTER – 3

METHODOLOGY

3.1 Research Methodology

3.1.1 **Research Design-** This study is designed as Cross-sectional and Descriptive that identify and evaluate the consumer preference towards OTC antacid brand and factor influencing buying behaviour towards selection of antacid brand in OTC products.

3.1.2 **Data Collection-** The Primary collection of data for the present study was done in various cities of India A structured questionnaire was shared with the help of online platforms or via mail as a google form among 100 of respondents which collect qualitative and quantitative data from the survey. The information was gathered with the help of structured questionnaire surveys and interviews. The questions in the questionnaire were clearly represented and focused on study objectives. and secondary data will be collected from published journals, literature and reference books. Besides this, statistical information will also be assessed in a research study.

3.1.3 **Duration of study-** 3 Months

3.1.4 **Sample Size-** 100 consumers sample was selected in India from different cities as a random sample based on sample size calculation. It is estimated that 5 to 7 % people usually buy OTC drugs every day.

“The following formula was used to determine the sample size (14):

$$n = t^2 \times p(1-p) / m^2$$

n = required sample size

t = confidence level at 95% (standard value of 1.96)

p = estimated percentage of OTC buyers (7/100 = 0.07)

m = relative precision at 5% (standard value of 0.05)

$$n = \frac{(1.96)^2 \times 0.07 \times (1-0.07)}{(0.05)^2} = 100$$

3.1.5 **Data analysis** - The data analysis in the present study will be done by using simple statistical tools like frequencies, percentage, average, etc which will be used as per the requirement of the data. In this study, the appropriate statistical tool is EXCEL.

3.2 Objectives of the study-

1. To recognize the gender influence of consumers in OTC Brand preference.
2. To understand the impact of Brand recall through its physical attributes.
3. To find out attributing factors while consumers decide to purchase OTC Brands of antacid.

CHAPTER- 4

RESULTS AND DISCUSSION

4.1 Results and Discussion

These days consumers are more concentrating not just on their external health but also internal well-being. There is a need to work on digestive health in the modern or sedentary lifestyle or encompassing where stress and unhealthy eating routine can increase issues related with digestive health has become a critical concern for the health-conscious consumer and is changing the makeup of the digestive health category.(24) With the changing situation of the pharma market, to access the consumer preference towards OTC antacid drugs or brands this study was taken input through the questionnaire from different consumers of all over India to understand the gender perception towards antacid segment and about the brand recall through its physical features. The data recorded through the survey of 100 consumers were responsive and gave useful information.

4.2 Profile of Respondents

4.2.1 Gender

The descriptive cross-tabulation of demographic variables with the consumer purchasing over the counter antacid brands as given in Figure 4.2.1 and Tables 4.2.1 below, followed by their interpretation.

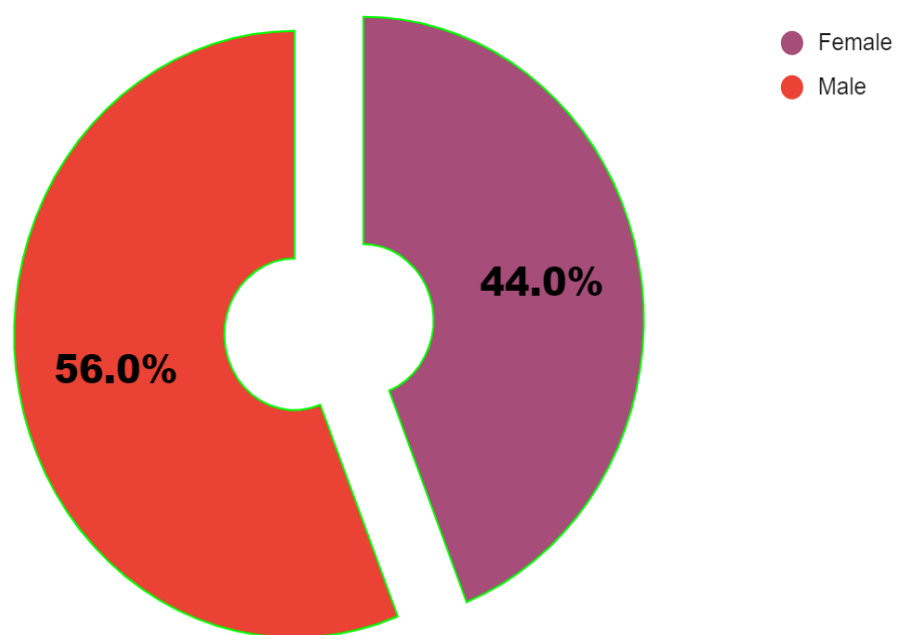


Figure 4.2.1: Classification of consumers on the basis of Gender.

Pie diagram shows “56% of the respondents are male, while 44% of the respondents are female”. There is no transgender among the respondents.

Antacid Brands	Gender Preference		Total Percentage (%)
	Male (%)	Female (%)	
ENO	14	12	26%
Digene	5	7	12%
Gelusil	11	10	21%
Omez	8	7	15 %
Zantac	8	8	16%

Table 4.2.1 Antacid Brand preferences based on gender.

According to the objective of the study, the results of gender preferences are divided into antacid brands as frequency percentage and it was observed there is greater usage of brand ENO preferred by the consumers in India. The majority of consumer behaviour shows 14% of male out of 26% of total gender prefer ENO whereas, 12% of female responded for the brand ENO and 11% of male as an antacid in OTC medicine. In the above Table 4.2.1 shows All the consumer preferences towards purchase of antacid OTC products or brands that there is insignificant relationship between the purchasing decision of antacid brand and gender.

In the table it also depicts that there is no impact of gender influence on buying behaviour of OTC antacid because this result shows that the most preferred brand by both the consumers male and female is ENO.

4.3 Consumers most important criteria for purchasing OTC antacid product.

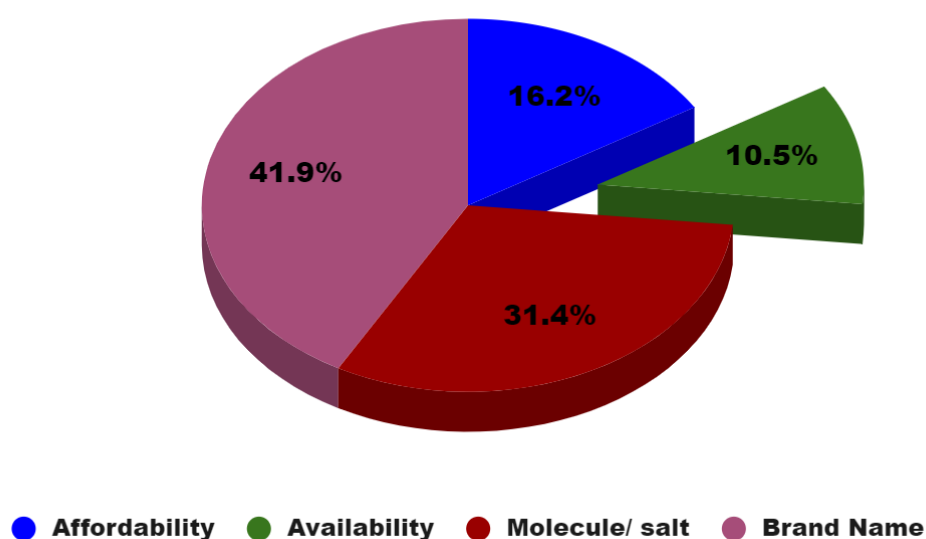


Figure 4.3: Consumers criteria for selecting antacid product.

The respondents were asked about the most important criteria while purchasing antacid in reliving the symptoms of acidity or heartburn they preferred self- medication. The 41.9% respondents showed that they prefer Brand name as a criterion for self-medication in acidity and the reason behind the highest preference towards brand is the trust and experience of consumers which have been developed by a particular brand, 31.4% respondents prefer molecule or salt over the brands. 16.2% of respondents take antacid according to their affordability for the product. Rest of 10.5% of respondents prefer availability of brand or product to the place from where they purchase medicinal products for gastritis or acidity problem.

4.4 OTC Antacid Brand Recall by consumers

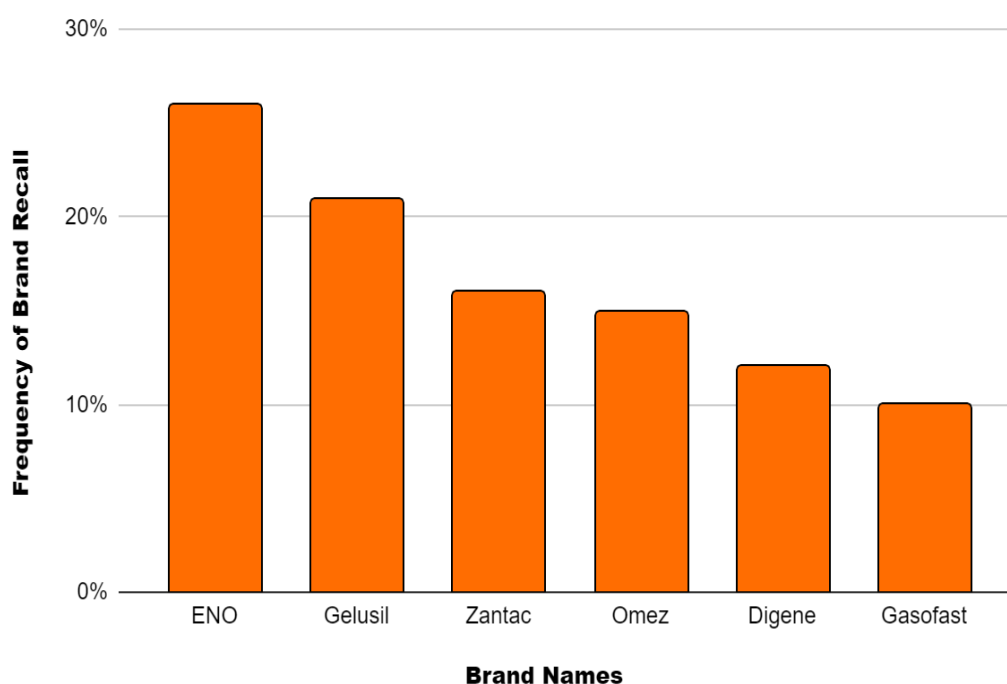


Figure 4.4: Antacid Brand recall by consumers.

S.No.	Brand Names	Frequency of Brand Recall
1.	ENO	26%
2.	Gelusil	21%
3.	Zantac	16%
4.	Omez	15%
5.	Digene	12%
6.	Gasofast	10%
	Grand Total	100%

Table 4.4: Percentage frequency of brand recall of OTC antacid product by consumers ability to think of brand name from their memory.

The above chart 4.4 represents the frequency of brand recall when consumers think of antacid brands. There are top 5 brands in mostly recall by respondents and it was found that 26% of respondents shows when they thought about antacid the brand which came first in the

mind is ENO. Thus, majority of consumers came to know about OTC brand through advertisement. About 21% of responses were recorded for Gelusil because of personal experiences when consuming the product or brand loyalty. 16% of respondent opined that Zantac is a brand which comes first in their mind due to a powerful brand campaign that includes advertisement with animated character in OTC medication category. The brand Omez which is famous for its generic name omeprazole which belongs to PPIs drug of class is recognized by 15% respondents due to awareness.

The Rx-OTC brand Omez and Zantac both are not a classical OTC brands but they are prescription brand and show as OTC brand because of their popularity among consumers. 12 % responses were recorded for Digene and rest of 10% for Gasofast. In addition, gaining consumer insight is an effective way to build effective brand in terms of slogans, logos, packaging, symbol etc. as they are capable of leaving long-lasting impressions on consumers' minds.

4.5 Consumers Brand of Choice in antacid OTC Product.

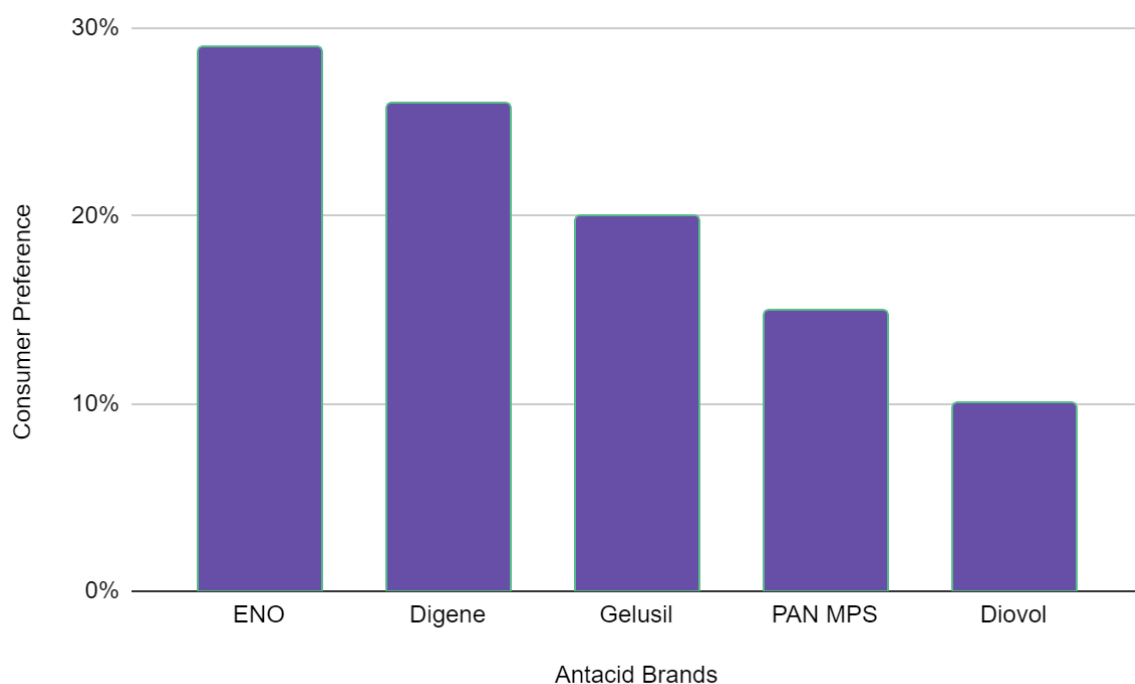


Figure 4.5 Graph showing percentage of brand preferences by consumers

The question was asked to the consumers about the brand preference of antacid and the majority of 29 % consumers responded for ENO because of trust associated with brand its very well accepted by consumers in terms of strong brand recall, good advertising and visibility on television and also it is available in different flavour and sachets, its easily available and one of the reasons is the brand ENO is also famous for its fastest working action with the tagline ***“Kaam Shuru Sirf 6 Seconds Mein”***. Moreover, 26% respondents were obtained for Digene because it's the brand which is well advocated by friends and family and also with emotional connect in advertising strategies. The brand Gelusil was preferred by 20% of respondents due to its long-lasting relief from acidity.

The other brand PAN MPS and Diovol both are coming under the category of Rx-OTC brand and 15% respondents preferred PAN MPS because of its sugar free combination which helps to treat stomach pain or irritation and rest of 10% respondent were followed by Diovol to help in relieve symptoms of indigestion, gastroesophageal reflux and heartburn.

S.No.	Brands of Antacid	Preference in Percentage
1.	ENO	29%
2.	Digene	26%
3.	Gelusil	20%
4.	PAN MPS	15%
5.	Diovol	10%
	Grand Total	100%

Table 4.5 Percentage of Brand preference people wants to purchase

4.6 Factors considered by consumer for selecting OTC product in antacid segment.

Factors Responsible for purchasing	Frequency Percentage
Advertisement	38%
Any Recommendation	17%
Availability on drug store	18%
Regular usage	27%
Grand Total	100%

Table 4.6 Components responsible for purchase decision of consumers.

In the fig. 4.6 and table 4.6, factors considering by consumer for purchasing OTC products in antacid segment is presented. 38% respondents opined that mostly advertisement was considered important factor while selecting the antacid product because of greater presence of advertisement on television. 27% respondents showed that they consider regular usage for treating symptoms for which OTC antacid will be used. 18% respondent opined that availability on drugstore was important criteria for selecting OTC product whereas only 17% responded towards recommendation of OTC brand by their friends and family or pharmacist.

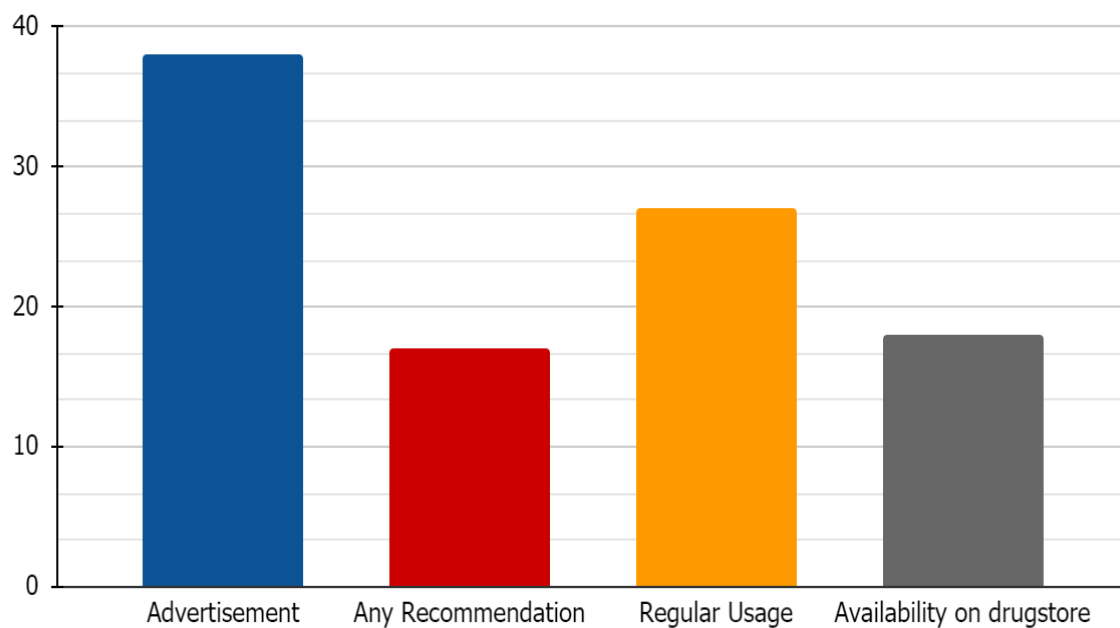


Figure 4.6 Factors responsible in selection of OTC antacid brand by consumer

4.7 Physical attributes of antacid products and their Importance.

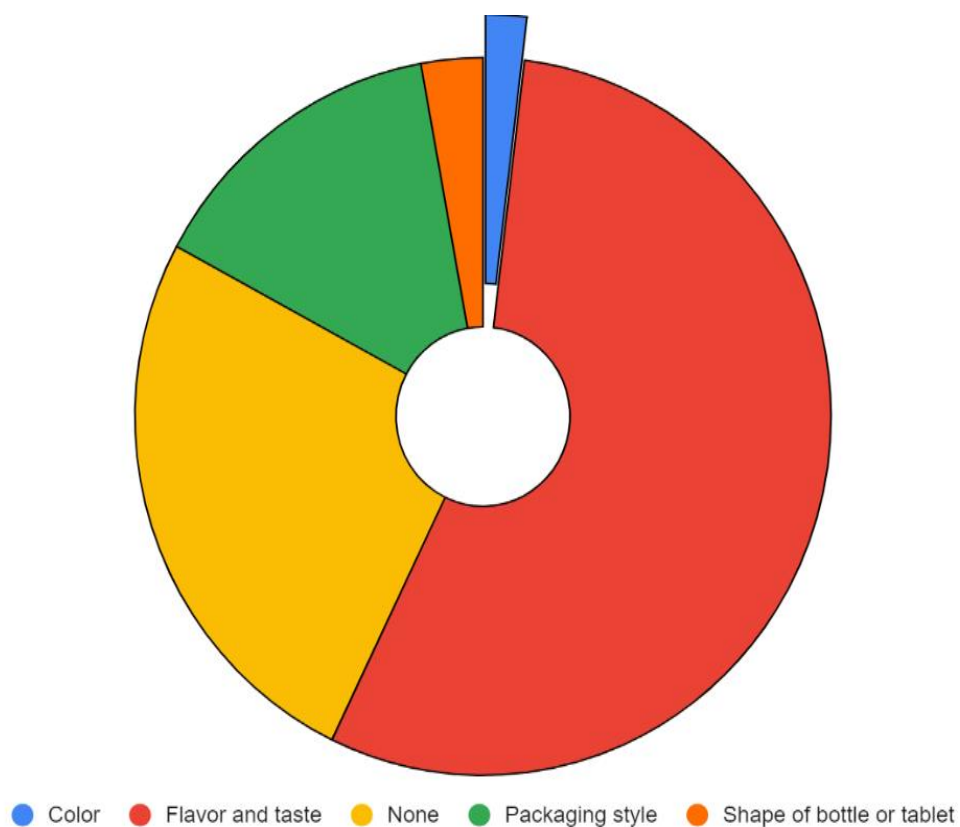


Figure 4.7 Physical features of OTC antacid products.

Attributing Factors	Percentage Frequency
Flavour and Taste	55.2 %
Shape of bottle or tablet	2.9%
Packaging style	14.3 %
None	25.7%
Color	1.9%
Grand Total	100 %

Table 4.7 Percentage of purchasing behaviour of consumers through physical features of OTC antacid product.

In the above table 4.7, attributing factors considering antacid by consumer for choosing OTC medicine products is presented. 52.2% respondents opined that Flavour and taste is most important thing considered while selecting the OTC product in antacid segment. 25.7% respondents showed that they don't consider any of the factors in fact they prefer antacid brand based on its effectiveness for treating symptoms like heartburn and indigestion for which OTC medicine will be used. 14.3% respondent opined that packaging style of dosage of OTC medicine was important criteria for selecting OTC product whereas 2.9% responded towards shape of bottle or tablet of OTC medicine. Only 1.9% of respondent opined that colour of antacid product attract them towards brand and it was an important factor for them in selecting OTC antacid brand.

4.8 Factors affecting consumer's decision to purchase antacid OTC brand.

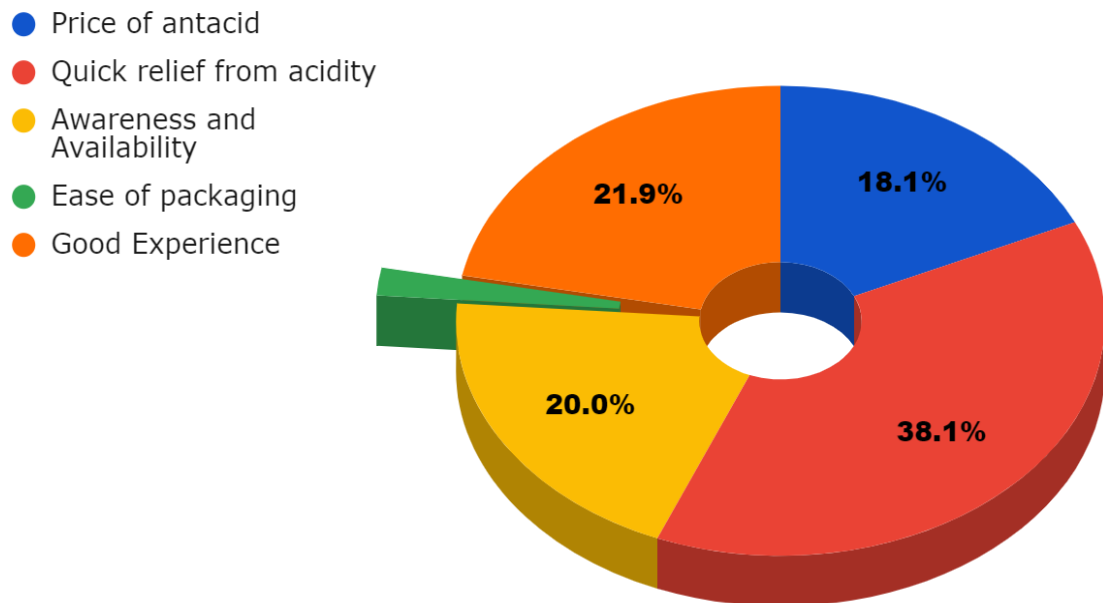


Figure4.8: Physical parameters of OTC Product affects consumers decision.

In the above fig. 4.8, factors influencing purchase decision by consumer for choosing OTC antacid brand or products is presented. 38.1% respondents opined that relieves in symptom of acidity was considered while selecting the OTC product due to they have satisfaction with a particular brand which having efficacy to treating health ailments. 21.9% respondents showed that they consider good experience as influencing factor for which they made purchase decision towards antacid. 20% respondent opined that awareness and availability of OTC medicine was important criteria for selecting OTC antacid product whereas 18.1% responded inclined towards the price of antacid as the criteria to think of purchase any of the antacid brands and rest of the following respondent opined that Ease of packaging was an important factor for making decision regarding OTC brand of antacid and also purchase intention of consumer is determined by loyalty towards brand of OTC medicine.

CHAPTER- 5
CONCLUSION

6.1 Conclusion

This research study helps to assess the part of consumer gender as the factor affecting for purchasing of an OTC brand in antacid segment and recognize various crediting factors that influences purchase decision of consumer in India. The study shows that the Brand name is one of the most important criteria's while purchasing antacid in reliving the symptoms of acidity or heartburn consumers preferred OTC antacid as self- medication.

This study highlighted some of the otc product preferences by consumers due to its simplicity of packaging of OTC brand, great past experience, cost of the product, ease of availability, rapidness in providing relief from symptoms and awareness of OTC brand these all are the main influencing factors for consumers to make a purchase decision towards otc antacid brand or product and the study also shows that brand ambassador play lesser role in decision making process.

The results reveal that consumer in various cities of India are aware regarding use of antacid OTC medicine for common GIT ailments and there is responsibility of pharmaceutical companies, government and other health stake holders to promote knowledge and awareness also in rural areas among consumer for safe and effective utilization of OTC medicine in treatment of gastric acidity, GERD, heartburn etc.

This study also highlighted ENO, Omez, Zantac, Gelusil and Digene are some of the brand names which recognized mostly when consumer thinks of any antacid brand or product. The advertisement is a key to leave a brand image on people minds and it helps in brand recall in OTC medicines and advertisement is the one of the main factors considering by consumer for purchasing OTC products in antacid segment because of greater presence of advertisement on T.V and easy accessibility of OTC products is also increasing in demand and unfolding growth in antacid market segment. (25)

Customer preference has more importance on the brand name as decision making influencer for non-prescription drugs than the prescription drugs because they believe that branded OTC drugs are more effective and they make repeat purchase for the same brand of OTC products. In this study consumers opined that Flavour and taste is most important thing they consider whereas some of them opted for preferring antacid brand based on its effectiveness for treating symptoms like heartburn and indigestion.

6.2 Recommendations

For making more brand awareness in an antacid segment the pharma companies should use proper promotional and advertisement channels, they can also take help of pharmacist and other health service provider to promote their OTC brand among mass population.

The improper use of antacid sometimes shows a very little or no proper relief from the symptoms associated with gastric acidity. So, there is necessity to aware the consumers about dose of administration and route of administration for prolonged effect in digestive health related conditions.

REFERENCES

1. Sansgiry S, Bhansali A, Bapat S, Xu Q. Abuse of over-the-counter medicines: a pharmacist's perspective. *Integr Pharm Res Pract*. 2016; 6:1–6.
2. Marathe PA, Kamat SK, Tripathi RK, Raut SB, Khatri NP. Over-the-counter medicines: Global perspective and Indian scenario. *J Postgrad Med*. 2020;66(1):28–34.
3. How trends in over-the-counter products are shaping the market - Lubrizol [Internet]. Lubrizol.com. [cited 2021 Jun 29]. Available from: <https://www.lubrizol.com/Health/Blog/2020/04/How-Trends-in-Over-The-Counter-Products-are-Shaping-the-Market>
4. Singhal S, Latko B, Martin CP. The future of healthcare: Finding the opportunities that lie beneath the uncertainty [Internet]. Mckinsey.com. [cited 2021 Jun 29]. Available from: <https://healthcare.mckinsey.com/sites/default/files/The-future-of-healthcare.pdf>
5. Haskins J. Antacids [Internet]. Healthline.com. 2013 [cited 2021 Jun 29]. Available from: <https://www.healthline.com/health/antacids>
6. Tripathi KD. *Essentials of medical pharmacology*. 8th ed. New Delhi, India: Jaypee Brothers Medical; 2018.
7. Wikipedia contributors. Antacid [Internet]. Wikipedia, The Free Encyclopedia. 2021 [cited 2021 Jun 29]. Available from: <https://en.wikipedia.org/w/index.php?title=Antacid&oldid=1027825077>
8. Types of antacids: Uses, side effects, warning, interactions & list [Internet]. Rxlist.com. [cited 2021 Jun 29]. Available from: <https://www.rxlist.com/antacids/drug-class.htm>
9. First Edition. Indian pharmaceutical market quarterly insights – Q1 2021(JanMar) [Internet]. Iqvia.com. [cited 2021 Jun 29]. Available from: <https://www.iqvia.com/->

/media/iqvia/pdfs/india/presentations/indian-pharmaceutical-market-quarterly-insight-report.pdf

10. Market reports & research solutions by The Business research company [Internet]. Thebusinessresearchcompany.com. [cited 2021 Jun 29]. Available from: <https://www.thebusinessresearchcompany.com>
11. Market Data Forecast Ltd. Antacids Market [Internet]. Marketdataforecast.com. [cited 2021 Jun 29]. Available from: <https://www.marketdataforecast.com/market-reports/antacid-market>
12. Salisbury BH, Terrell JM. Antacids. In FL: Stat Pearls Publishing; 2020.
13. Deshpande G, Srivastava R. A comparative study to identify the OTC brand preference in the antacid segment and the influencing factors for consumer purchase. 2018 [cited 2021 Jun 29]; Available from: <https://www.semanticscholar.org/paper/506648b98c2e1405a919226fcf0000753908cc3f>
14. Dr Abhishek Dadhich [Internet]. Google.com. [cited 2021 Jun 29]. Available from: <https://scholar.google.com/citations?user=l90vg5UAAAAJ&hl=en>
15. Home Page [Internet]. Drugstorenews.com. [cited 2021 Jun 29]. Available from: <https://drugstorenews.com>
16. Drugstorenews.com. [cited 2021 Jun 29]. Available from: <https://drugstorenews.com/pharmacy/survey->
17. Faerber AE, Kreling DH. Content analysis of false and misleading claims in television advertising for prescription and non-prescription drugs. J Gen Intern Med. 2014;29(1):110–8.
18. Srivastava RK, Wagh S. Factors impacting consumer purchase behaviour for pharmaceutical products. Int J Healthc Manag. 2020;13(2):113–21.

19. Gupta VK, Gupta CD. Assessment of Awareness and Attitudes towards Over-the-Counter (OTC) Drugs”. Research Journal of Pharmaceutical, Biological, and Chemical. 2012;3(2).

20. Kohli E, Buller A. Factors influencing consumer purchasing patterns of generic versus brand name over-the-counter drugs. South Med J. 2013;106(2):155–60.

21. Worldwidejournals.com. [cited 2021 Jun 30]. Available from: [https://www.worldwidejournals.com/international-journal-of-scientific-research-\(IJSR\)/recent_issues_pdf/2016/May/May_2016_1492764531__133.pdf](https://www.worldwidejournals.com/international-journal-of-scientific-research-(IJSR)/recent_issues_pdf/2016/May/May_2016_1492764531__133.pdf)

22. Shohel M, Islam T, Al-Amin1 MM, Islam A, Rahman MM. Investigation of Consumer Attitudes, Intentions and Brand Loyal Behavior on the OTC Drugs in Bangladesh”. British Journal of Pharmaceutical Research. 2013;3(3).

23. Babu MM. Factors contributing to the purchase of Over The Counter (OTC) drugs in Bangladesh: An Empirical study. Internet j Third World med [Internet]. 2008 [cited 2021 Jun 30];6(2). Available from: <https://www.semanticscholar.org/paper/960c9d2095077ef7311f4795cdc3765525784256>

24. Mishra D, Shetty B, Guddattu V, Chandrasekaran V. Self-medication among adults in urban udupi taluk, southern India. Int J Med Public Health. 2016;6(3):126–9.

25. Selvabaskar S, Alamelu R, Amudha R, Surulivel TS, Motha LCS. The Changing Face of OTC Drug Marketing in India: A Mist or Must?”. Vol. 6. 2015. p. 694–700.

ANNEXURE 1

QUESTIONNAIRE

Dear Respondent,

I am Bhavana Upadhyay, a final year student of MBA Pharmaceutical Management, IIHMR UNIVERSITY, JAIPUR. I am conducting this survey as a part of my academic curriculum for partial fulfilment of my dissertation on the topic “Consumer Preference towards OTC Brand in Antacid Segment”.

I am requesting you to take part in a study to share your opinions. This survey would be finished in approximately 5-7 minutes, and it would be thankful if you could spend a few minutes to complete it. All the information you give will remain confidential and will not share with any other person except me. Thank you in advance for your support and co-operation in helping me.

Do you agree to participate in this study?

- Yes
- No

Date -.....

Gender- ☐ Male ☐ Female ☐ Other

Age

Occupation.....

City.....

1. What are the most important criteria for you while purchasing antacid?
 - Brand Name
 - Affordability
 - Molecule/ salt
 - Availability
2. If you think of antacid then, which are the brands of antacid that comes first in your mind?
.....
3. Which brand of antacid do you prefer as an OTC product?
 - Digene
 - ENO
 - Gelusil

- Diovol
- PAN MPS
- Other pls specify.....

4. How did you know about the brand you purchase?

- Regular Usage
- Advertisement
- Any Recommendation
- Availability on drugstore

5. Which of the following physical attributes, according to you play a vital role while purchasing an OTC brand?

- Color
- Shape of bottle or tablet
- Packaging style
- Flavor and taste
- None

6. What are the factors that influence you to make a purchase decision towards of an OTC antacid brand?

- Good Experience
- Quick relief from acidity
- Ease of packaging
- Awareness and Availability
- Brand Ambassador
- Price of antacid