

CONSUMER PERCEPTION TOWARDS OTC BRAND IN ANTACID SEGMENT

PRESENTED BY-
BHAVANA UPADHYAY
IIHMR JAIPUR

INTRODUCTION

India is well known for its medical tradition of self-care , once the concept of modern medicine introduced, a common people doesn't approach a physician for common ailments or symptoms like acidity, headache, etc. to save money and time.

Then, Pharma OTC products came into existence when consumer behaviour changed to buying the medicines sold without any prescription.

The market is expected to reach \$3.97 billion in 2025 at a CAGR of 4.5%. (IQVIA)



Terminology



OTC drugs.

Rx drugs.

RX-OTC brands.

Antacid.



Objectives of the study

1. To recognize the gender influence of consumers in OTC Brand preference.

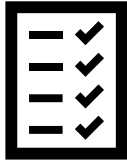


2. To understand the impact of Brand recall through its physical attributes.



3. To find out attributing factors while consumers decide to purchase OTC Brands of antacid.

METHODOLOGY



Research Design -
Descriptive and
Cross-sectional.



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.



Sample Size -

100

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The following formula was used to determine the sample size :

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

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)

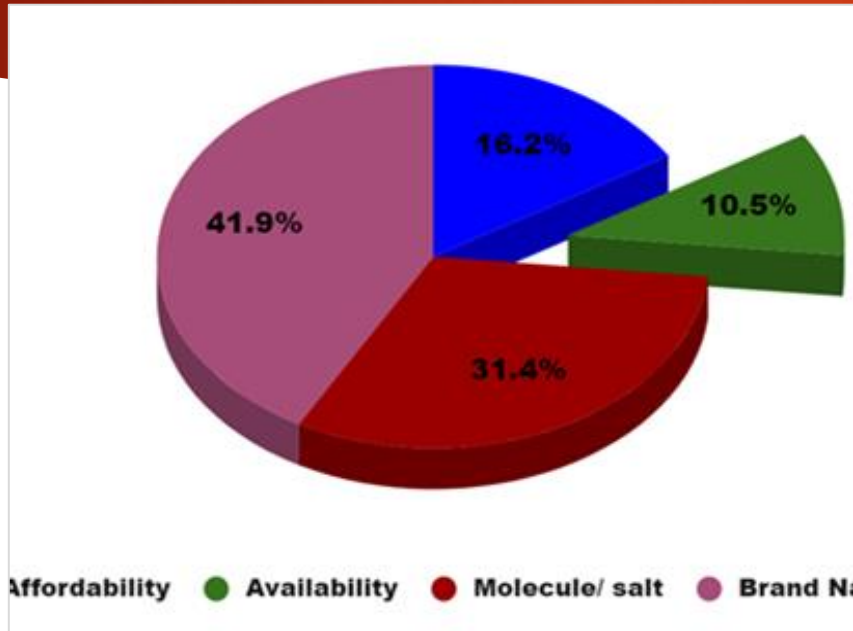
$$n = \frac{(1.96)^2 \times 0.07 \times (1-0.07)}{(0.05)^2} = 100$$

DATA ANALYSIS

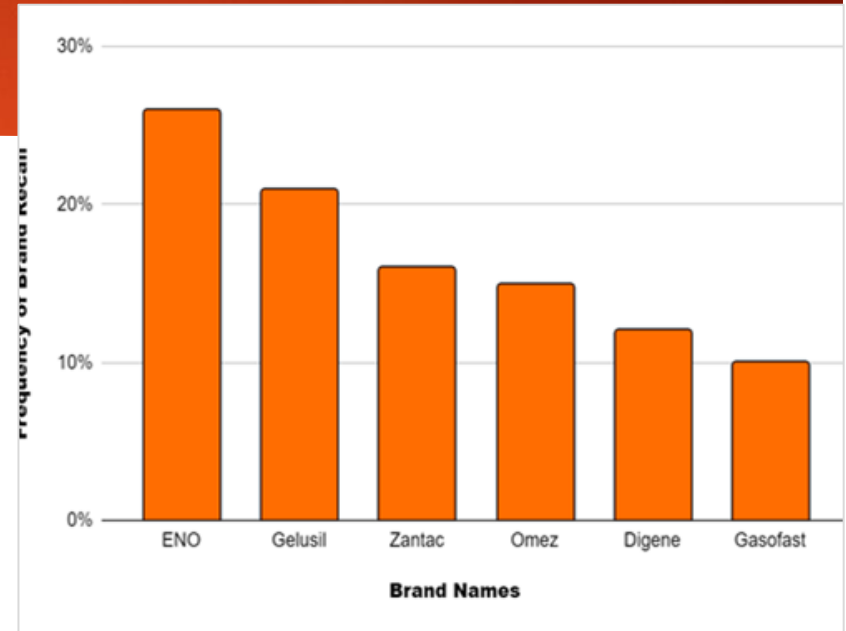
Antacid Brands	Gender Preference		Total Percentage (%)
	Male (%)	Female (%)	
ENO	14	12	26%
Digene	5	7	12%
Gelusil	11	10	21%
Omez	8	7	15 %
Zantac	8	8	16%

Antacid Brand preferences based on gender.

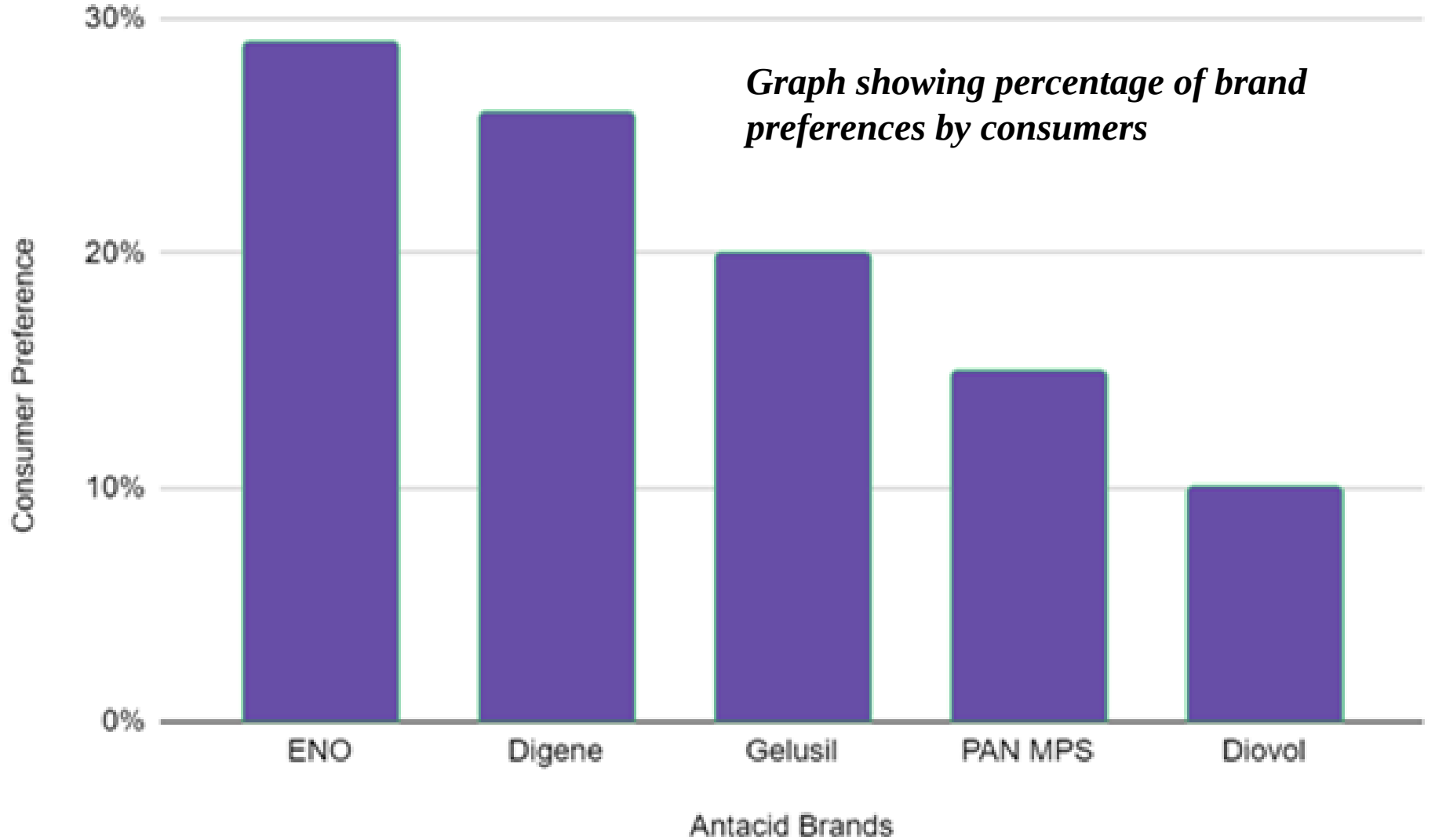
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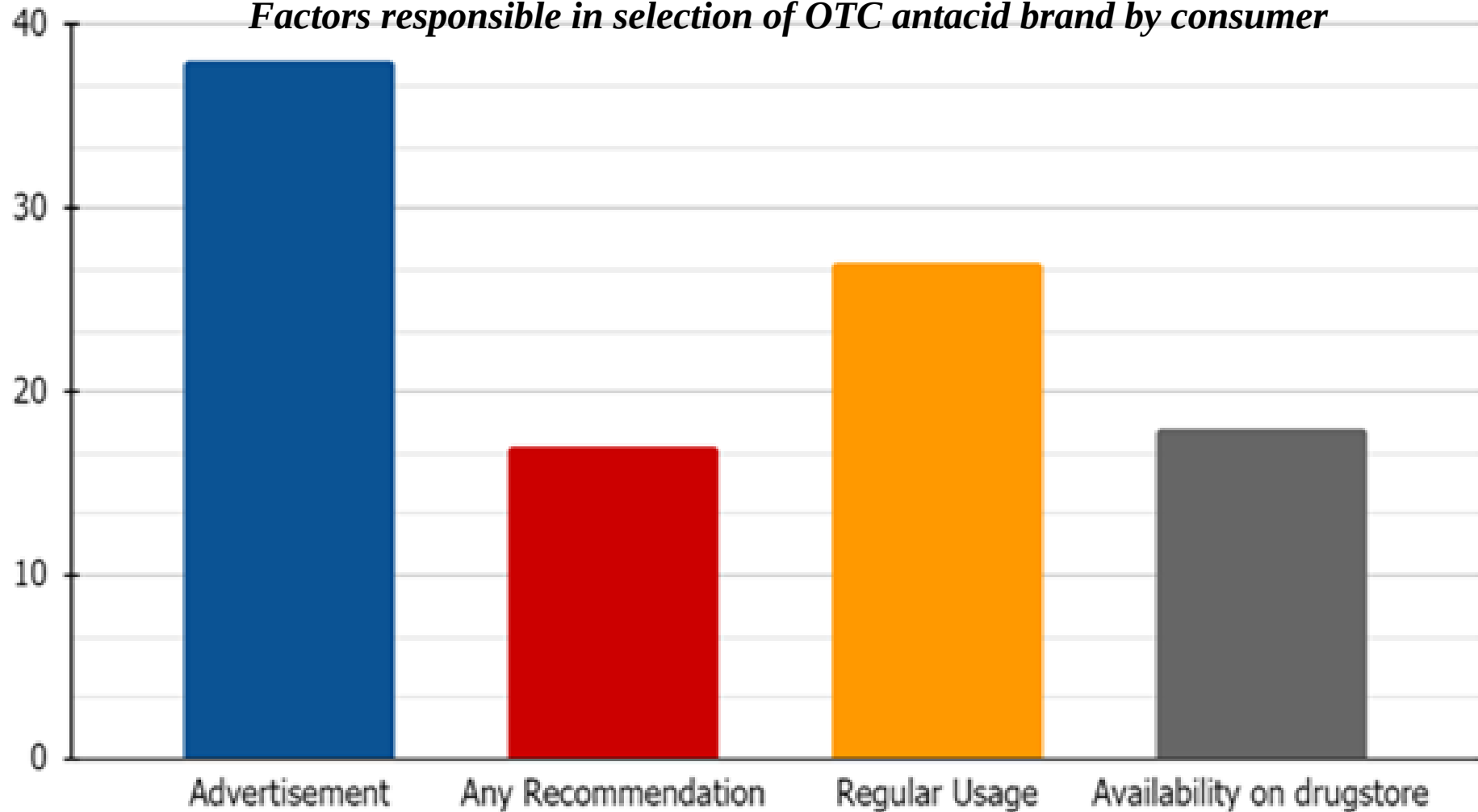
Consumers criteria for selecting antacid product



Antacid Brand names recall by consumers.

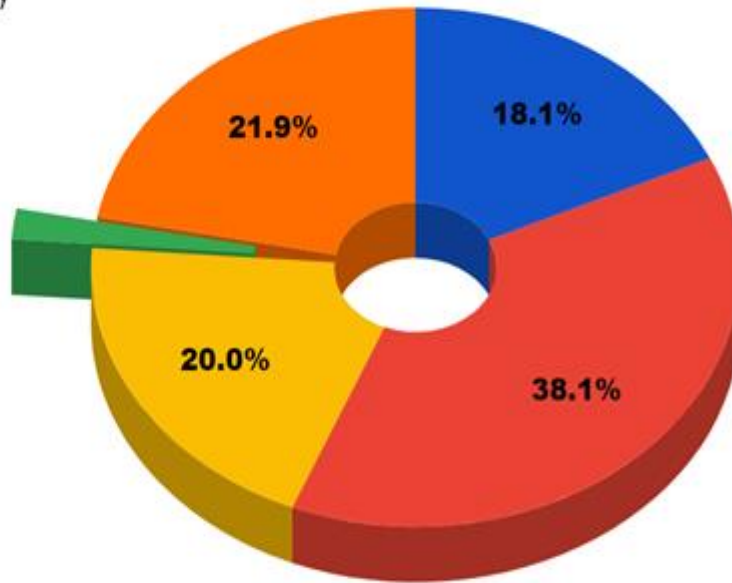


Factors responsible in selection of OTC antacid brand by consumer



Factors affecting consumer's decision to purchase antacid OTC brand

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



Conclusion

The Brand name is the most important criteria for consumers while purchasing antacid. The influence of consumer gender plays insignificant role in purchase decision.

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 .

This study highlighted some of the Physical factors of OTC product that influence consumers decision are packaging of OTC brand, great past experience, price of the product, ease of availability, rapidness in providing relief from symptoms and awareness of OTC brand.

Recommendations



**Focus more on
Brand Awareness.**



**Educate
consumers.**



**Build strong
distribution
channels**

