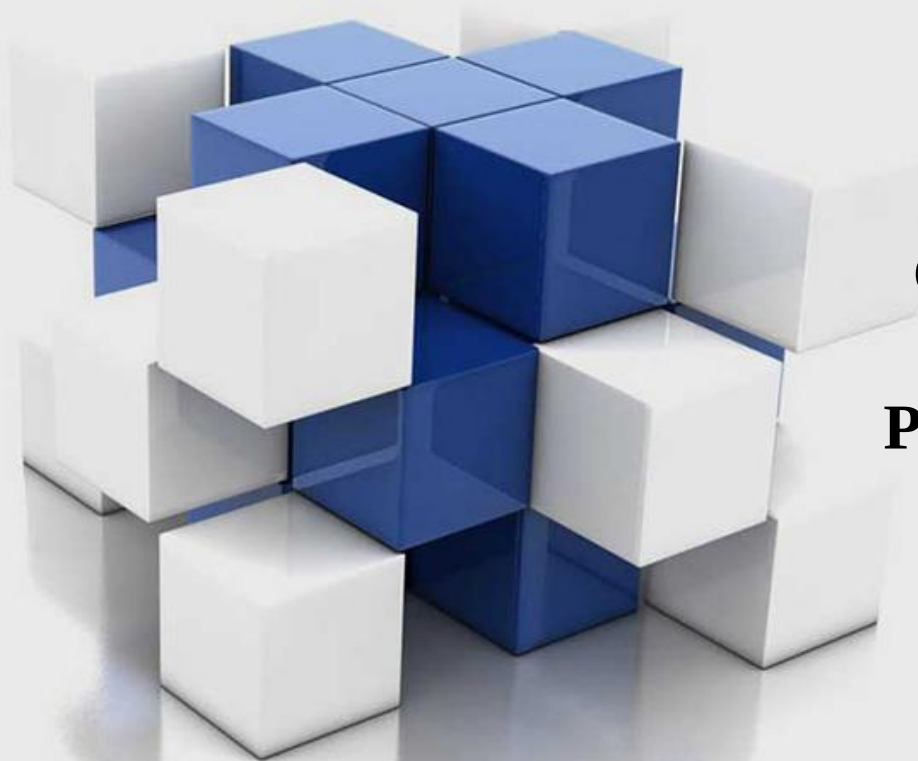


Dissertation Report

Presented
By
Mayuri Devkate



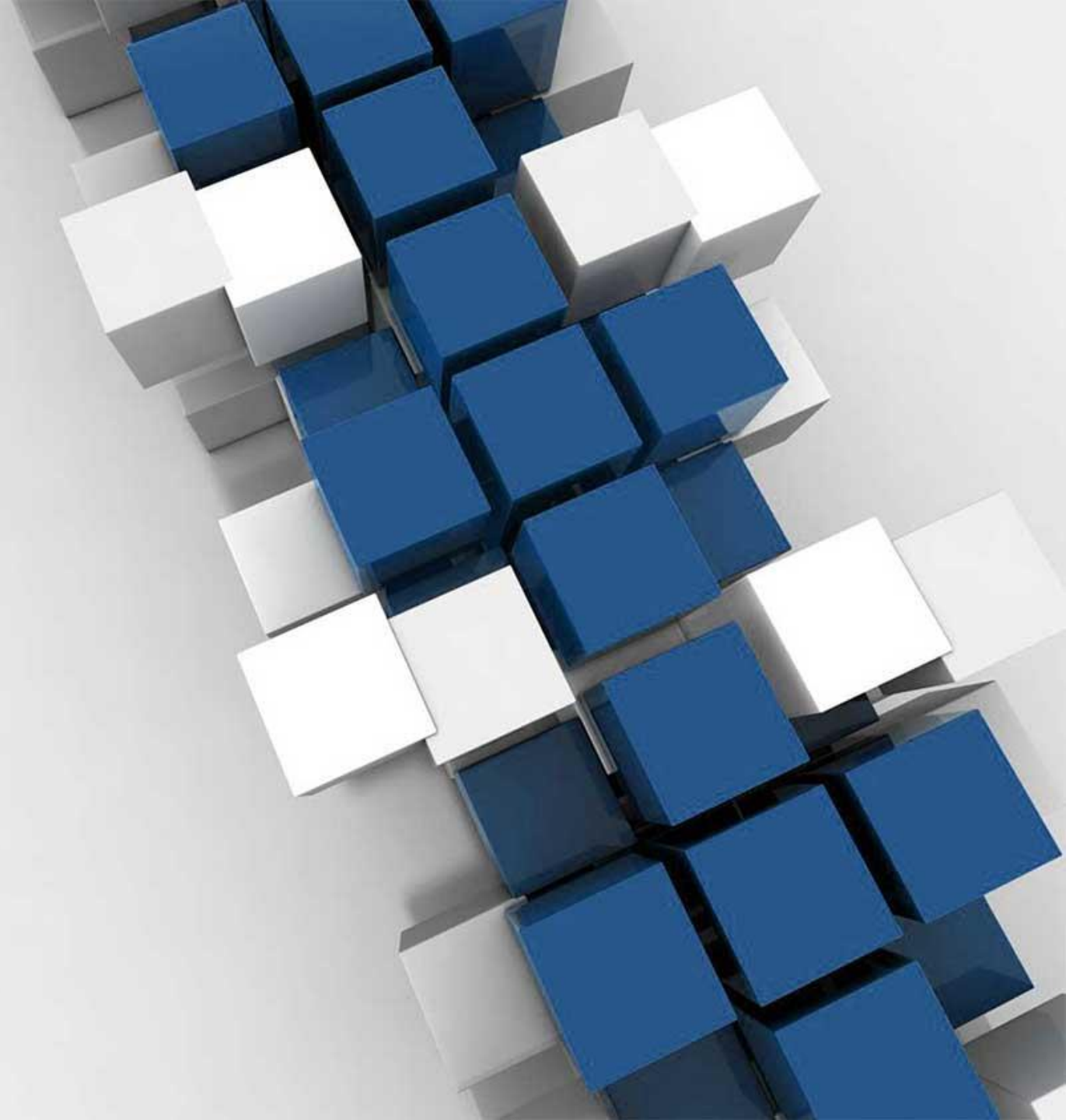


Title

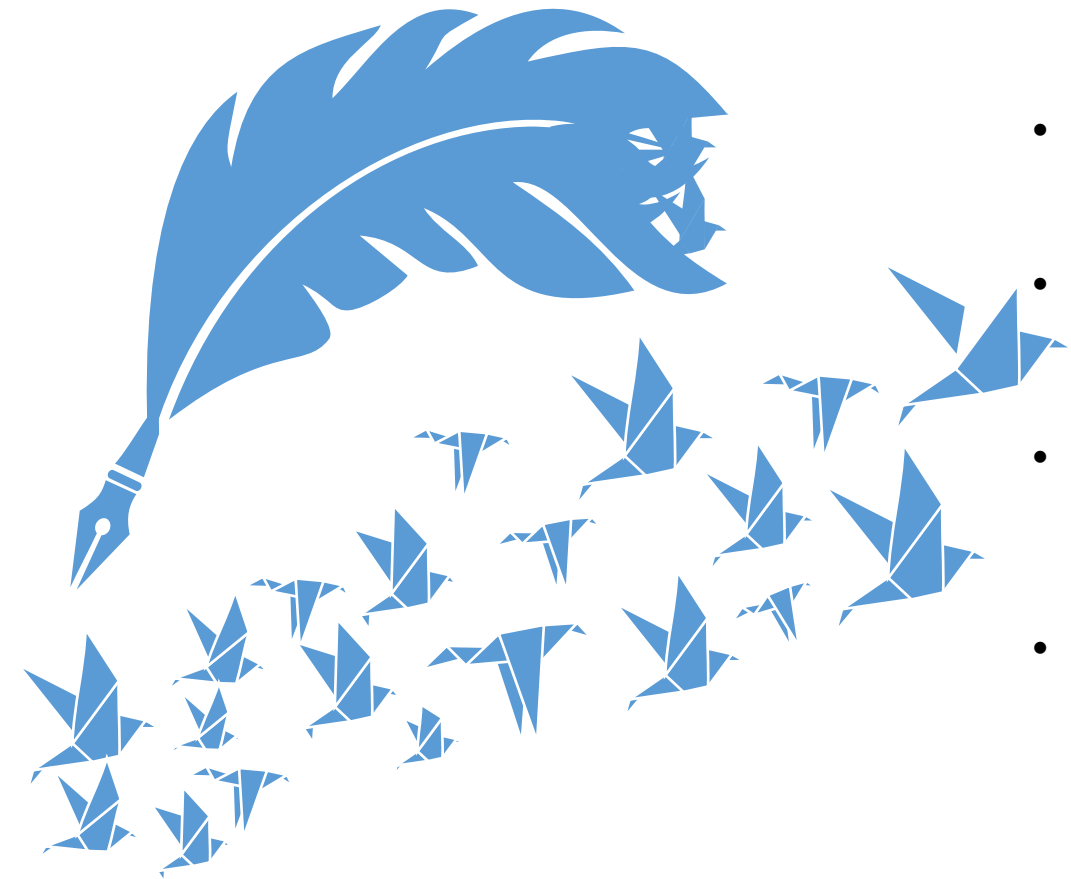
**A STUDY ON THE BEHAVIOUR OF
CONSUMERS TOWARDS OTC (OVER-
THE-COUNTER) DRUG AND
PROCESSES THEY USE TO CONSUME
AND DISPOSE OF PRODUCT AND
SERVICES.**

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Introduction



- OTC (Over the counter) drugs are those medicines sold directly to the consumer without any prescription from healthcare professionals.
- Availability of OTC medicines is lessening the economic burden in our healthcare system.
- Various Factor such as easy affordable, and increased awareness among patients is liable for this trend.
- Revenue of the OTC market Globally
USD151.7B in 2020
(market is expectation to - 5.1% CAGR in 2021-2027)
- Indian OTC market revenue
USD 6.38B in 2020
(market expectation to grow19.4% to reach USD 15.48B in 2025)
- The expansion of the Indian OTC drugs market because of consumer self-medication and also the increasing geriatric population.

Background of the study



- In OTC drugs vitamins, supplements, minerals, herbs and certain medicine are safe if consumer follow the label instruction.
- The WHO classified the OTC drug into such categories: analgesics cough & cold preparation laxatives, antacids, antihistamines, antithrombotic agents, Nasal preparation, dermatological, throat preparations, antidiarrheals Preparation.
- In India, there are no guidelines provided for licensing of OTC drugs, no separate categories allotted for OTC drugs.
- The drug which does not come under the prescription medicines are generally sold as OTC drugs.



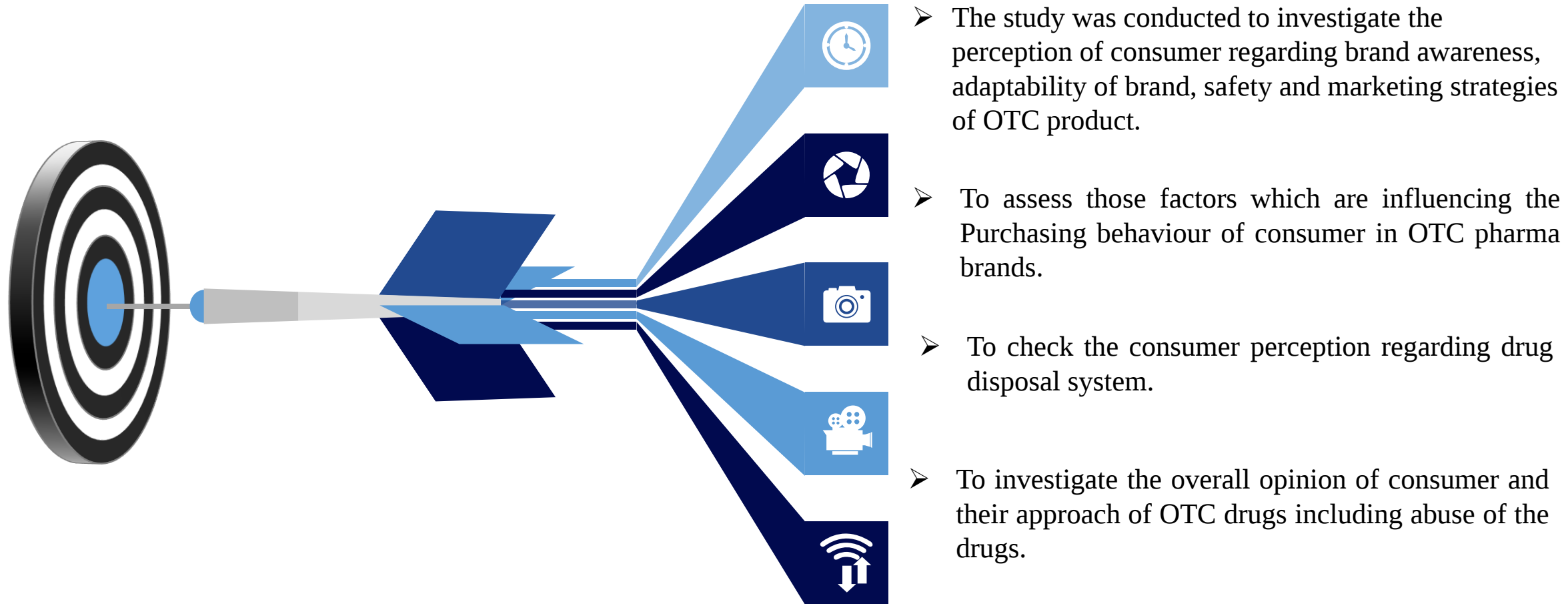
Background of the study



- With the advantage of OTC medicines, the misuse and adverse health effects cause concerns.
- The harmful effect on the economy, environment, and people's health due to improper medicine disposal.
- Sometimes the medicines which are stored in cabinet and stored for long periods
- The consumer has lack of knowledge about the disposal of the drug, they are facing issues because of improper drug disposal practice
- Throwing in garbage, drown into the sink, and burning which can cause environmental contamination.

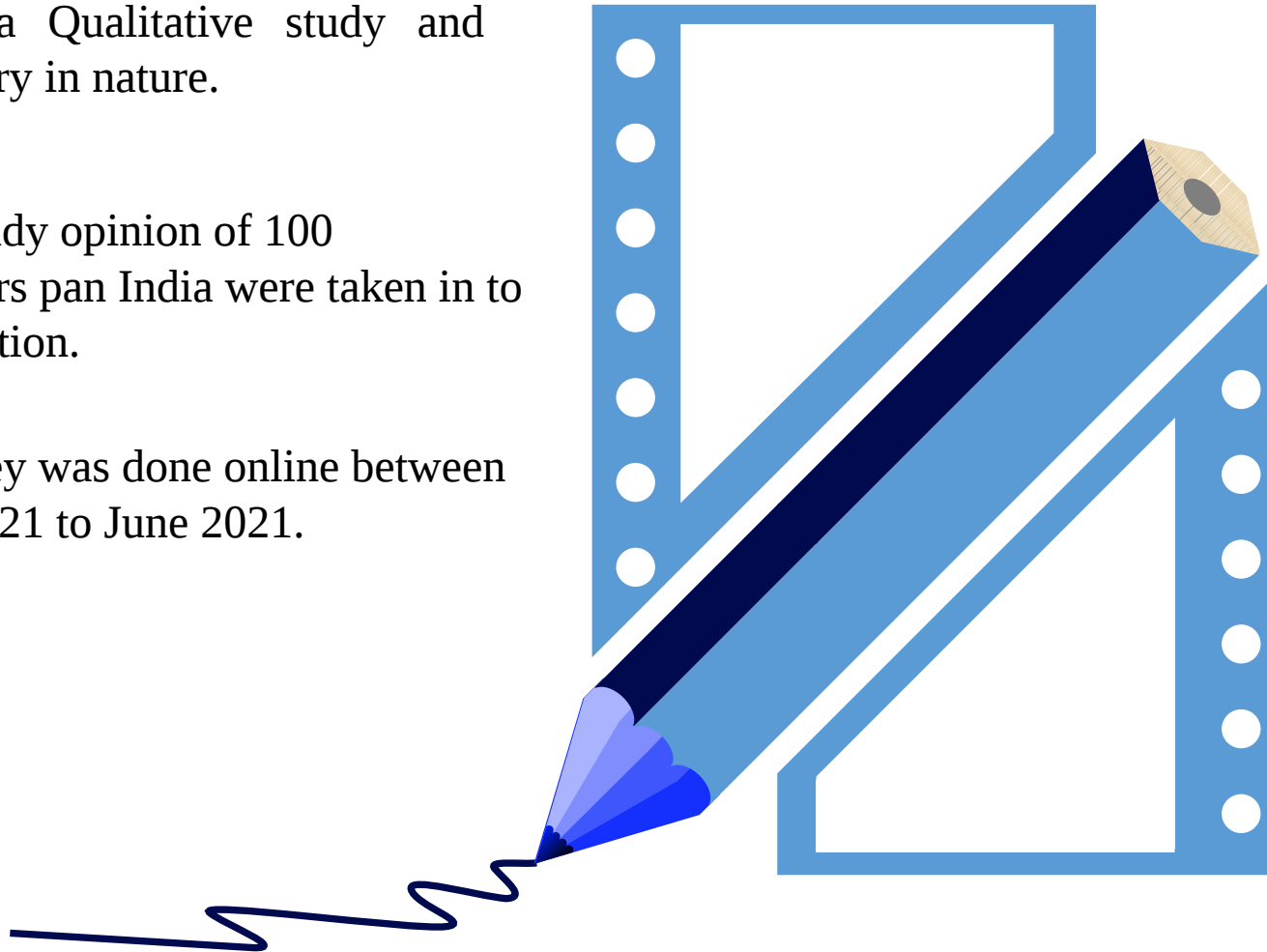


Research Objective



Research Methodology

- ❑ This is a Qualitative study and exploratory in nature.
- ❑ In this study opinion of 100 Consumers pan India were taken in to consideration.
- ❑ The survey was done online between March 2021 to June 2021.



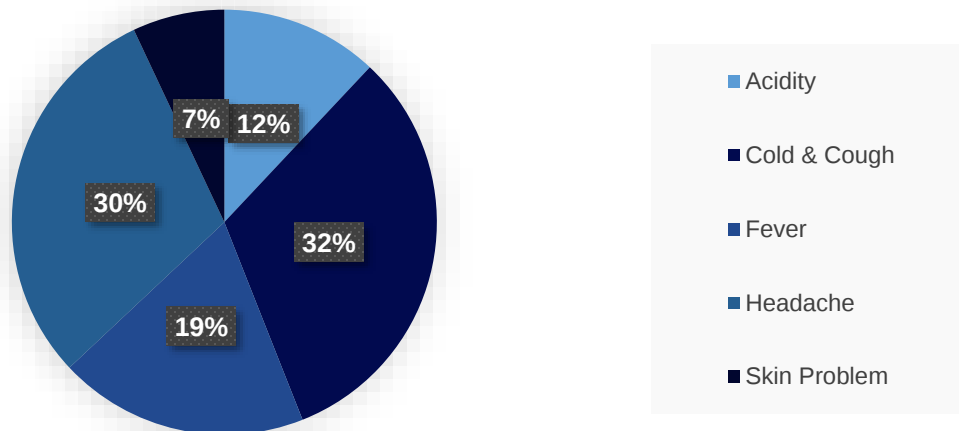
- ❑ The planning of questionnaire and construct considered were discussed with consumers.
- ❑ The questions were multiple choice questions and ranking order.
- ❑ Data analytics also done in this research article.

Data Analysis

1. In survey the questioner asked to responded that does they prefer self-medication.

- 91.2% responded are using OTC drug
- 8.2% were said no.

2 . In the questioner the respondent were asked which type of common ailments or symptoms you preferred in self-medication.



Data Analysis

3. The consumer was also asked that does pharmacist advise them to consult the doctor if they need long-term medical problems.

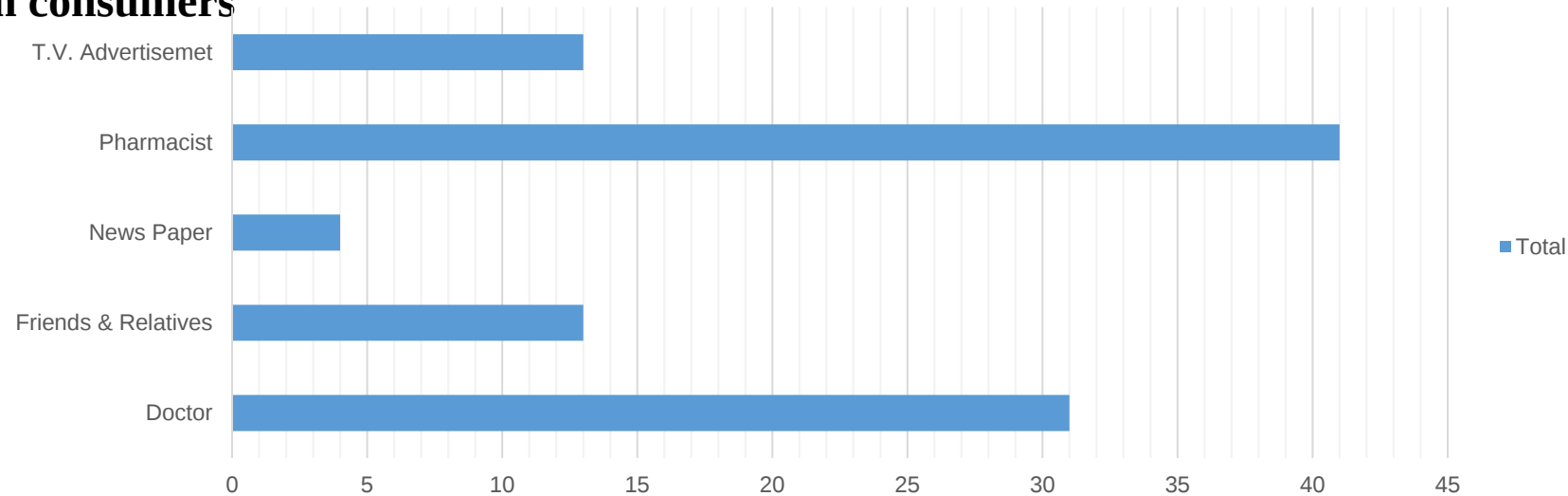
- 85.3% of consumer response yes the pharmacist advise them to consult a doctor
- 14.7% of respondents replied no

4. Consumer behaviour on use of more than one OTC drug in more than one symptom in same time.

- 62.7% of consumers used more than one OTC drug if there's over one common ailment at the same time whereas
- 17.6% response that they use more than one OTC medicine at the same time.
- 19.6% never use more than one OTC medicine at the same time if they have over one common ailments.

Data Analysis

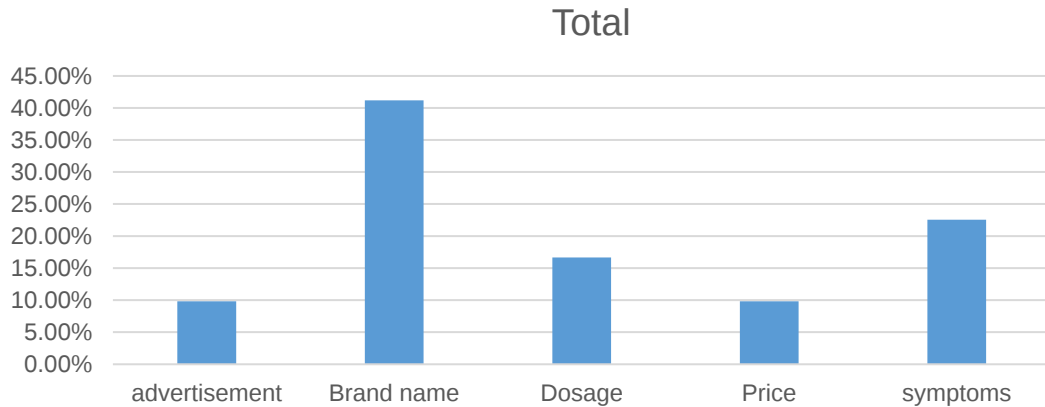
5. The varied promotional & advertisement strategy for the OTC brand drugs performed by the pharma company and its effect on consumers



- 30.4% of consumers show that they get information of new OTC drugs brand through a physician.
- 40.2% showed that pharmacists provide information to consumers about OTC drugs.
- 12.7% of respondents represent that T.V. advertisements & 12.7% of respondents show that they get the OTC medicine information from friends and relatives.
- 1% of newspapers
- 3.9% of respondents opined that the internet is another source of information about OTC drugs.

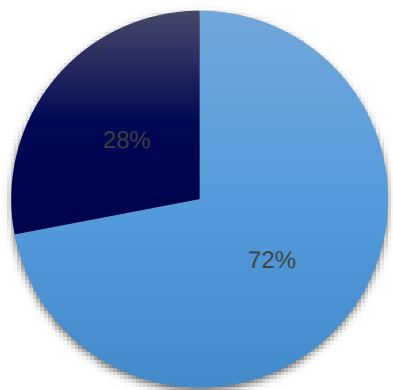
Data Analysis

6. Factors considered for selecting OTC medicine product.

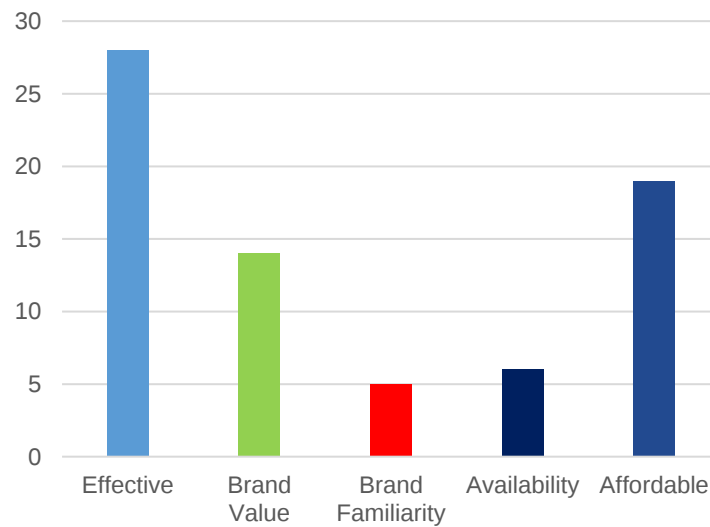


- 41.1% of consumers opined that brand name was considered while selecting.
- 22.5% response show that they consider symptoms that OTC medicine is going to be used.
- 9.8% responded towards the price and of OTC medicine.
- 16.7% of respondents give an opinion that the dosage of OTC
- 9.8% of respondents opined that advertisement was a very important factor for choosing OTC brand product.

7. Reason behind using same OTC drugs.



■ Yes ■ No

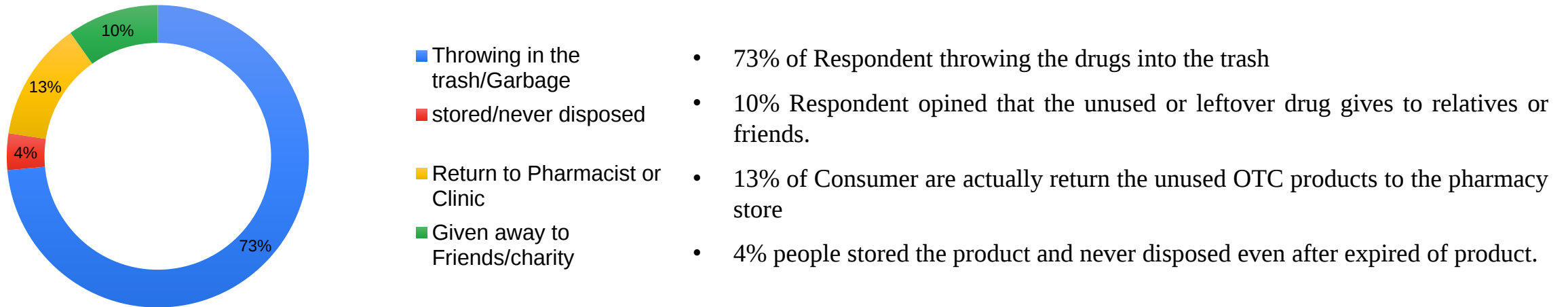


72% of respondents opined that they used the same OTC brand for minor ailments.

- The explanation Behind- OTC brand is 28 respondents opined that the brand is effective.
- 19 consumers showed that the brand is affordable. where 14 responses opted for brand values.
- 6 consumers show that the Availability of the brand
- 5 consumers showed that brand familiarity was the reason for choosing the same OTC Brand product.

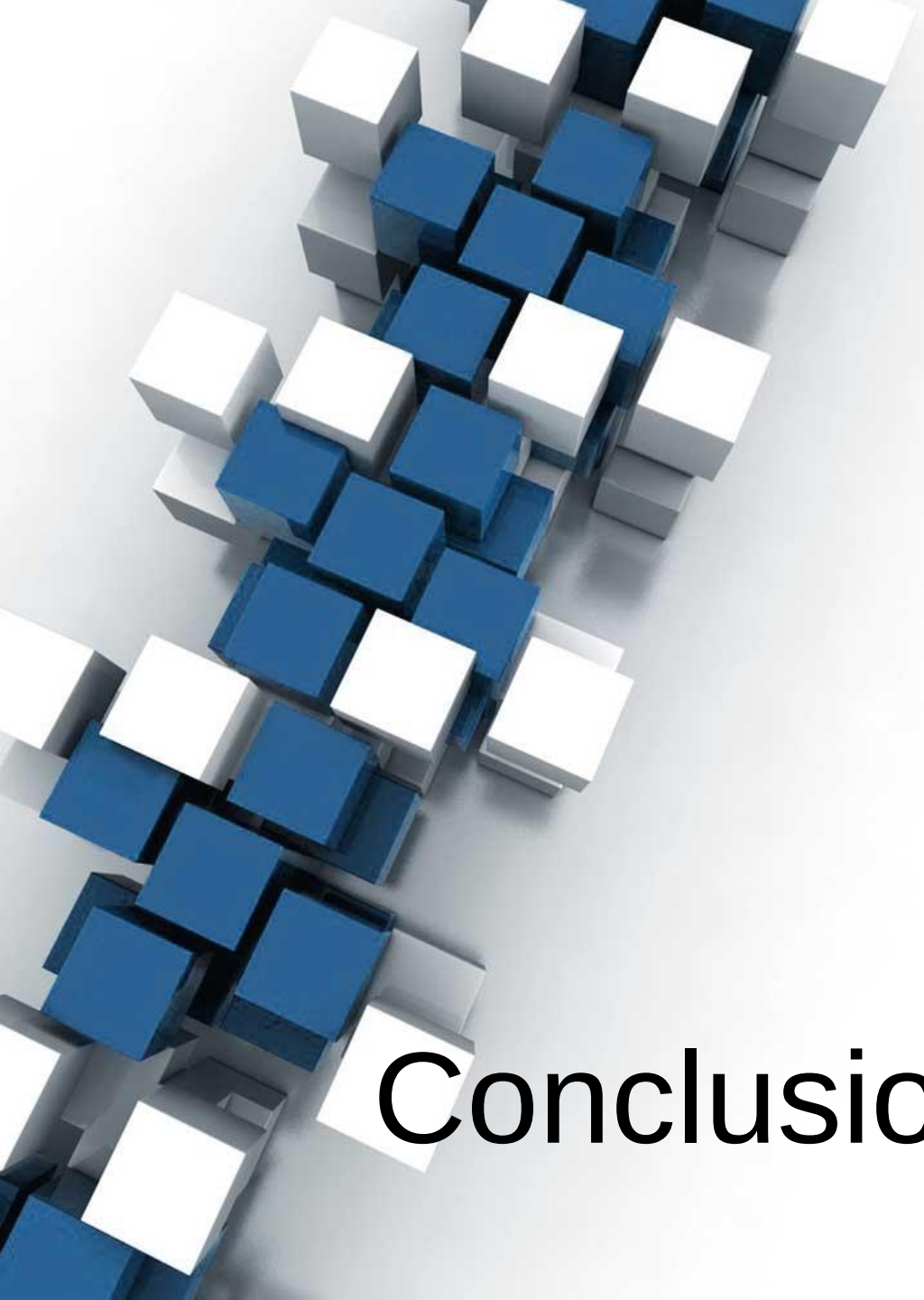
Data Analysis

8. Consumer attitude towards disposing Leftover or Unused OTC medicine.



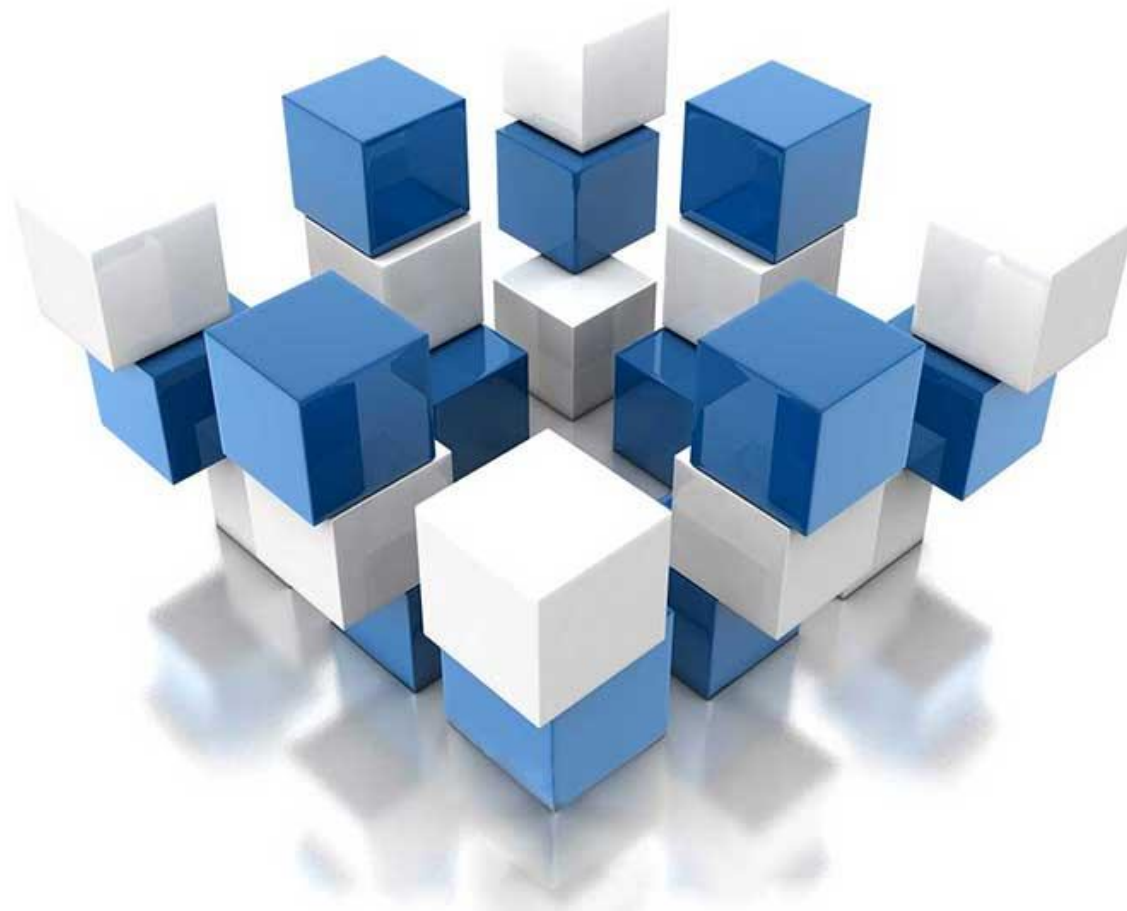
9. The question also asked to consumer that does your pharmacist advice you about how to dispose the OTC product.

- 84.3% of people response No
- 15.7% responded opined that Yes.



Conclusion

- Based on this research study it can be concluded that people are aware of the OTC medicines for common ailments.
- Consumer chooses to visit pharmacy store, treatment by own is additionally causal factor which gives the effect to a consumer to for OTC medicines.
- The brand of the drug is taken under consideration in a concert with the important features while purchasing OTC medicines.
- There is a necessity to give knowledge to the consumer about the safe and effective use of OTC medicines.
- When the consumer no longer uses that drug, it should be disposed of properly.
- Pharmacist should advice the consumer about the drug disposal.



THANK YOU