

Topic: - Study of Customer's Buying Behaviour Towards over The Counter Medicines With Reference to Pali Region

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Abstract

India is notable for its clinical sciences and its rich custom in the field of Medicines. Hundreds of years back the majority of the wellbeing related issues was explained either without anyone else or through the guidance of family and companions. Be that as it may, because of the urbanization medical clinics, specialists and drug stores came into the image. According to the investigations 70% of the patients doesn't accepting the meds endorsed by the specialists. What's more, in addition, individuals don't move toward a doctor for the normal illnesses sparing the doctors time just as that of the patients. This is the place Over the Counter pharma items comes into the image. Buyers conduct continues changing because of different components which can't be anticipated by the advertisers. In this way, the assembling ventures in all the fields watches their buyers definitely to abstain from missing their piece of the pie. In light of the customers tastes and inclinations the enterprises regardless of the considerable number of fields continues refreshing their items or thinks of another item so as to be one of a kind in the psyches of the buyer. The research is based on secondary as well as primary data. The data was collected through a structured questionnaire. A sample of 200 respondents was chosen to conduct the study on customer's buying behavior. Statistical tests like factor analysis and chi square tests was used to prove the hypothesis.

Key Words: Buying Behavior, Over the Counter Medicines, Pharma.

INTRODUCTION

In India self-care is certainly not another thing its reality can be followed back to hundreds of years. Over the counter (OTC) pharma items assumes a significant job in the pharma business which is practically obscure to the regular man. In U.S 81% of the grown-up populace do lean toward OTC pharma items over the endorsed ones; and in India the figures are practically near 76%. In that 76%; 71% of the populace are from the provincial territories of India. The Indian pharma businesses income incorporates both the endorsed meds and the OTC prescriptions. The incomes created from the Indian Pharma businesses is developing in an upward pattern. Indian pharma organizations do have an encounter and skill in assembling the meds according to the worldwide gauges. India is equipped for assembling ease nonexclusive options because of various financial elements preferring the business. R and D is the significant angle for advancement of generics that coordinate the quality and cost targets (CII Pharma, 2017). According to the details gave by IBEF Pharma division was esteemed at USD 33 billion out of 2017. The details gave by Statista in November 2018 the Revenue earned by the OTC Pharmaceuticals Market adds up to US \$ 3,773 million. The normal income per individual in the market for OTC Pharmaceuticals adds up to US \$2.79 in 2018. Constantly 2023 the business channel will have a continuous move from the disconnected stores to online stores. In the year 2016 there was just 4% in the online deals however continuously 2023 the online deals will shoot up to 9% (Statista, 2018).

The significant players in OTC pharma industry in India are: Amurtanjan, Cipla, Dabur, Emami, G.S.K, Himalaya Herbal, Koplen Ltd., Nicholas Piramal, P and G, TajPharma and so on... The Government of

India likewise have some distinct fascinations for making the Pharmaceutical Sector the main among different nations. The activities by the administration are; Pharma Vision 2020, National Biopharma Mission and National Health Policy plans. Examination and Markets has proposed the market drivers for the OTC pharma industry and they are:

1. Move in purchaser demeanor towards self-prescription.
2. Ascend in geriatric populace.
3. Quick move from Rx to OTC.
4. Progression of OTC medications deal.
5. Reasonableness of OTC medications.

The topic of legitimacy emerges in OTC pharma items which doesn't have any guidelines so far in India which is considered as a significant downside of OTC pharma showcase. As the way of thinking states —Customer is the King has become a design in the field of advertising. As per the clients recognition the assembling businesses do their R & D so as to be interesting in the brains of the shopper. The purchasing conduct of the buyer gets influenced because of different elements; to make reference to a couple of Psychological elements, Personal components, Social variables, social elements and so forth... This paper endeavors to uncover the conduct of shoppers towards the OTC (Over the Counter) pharma items.

Research Problem

What factor influences the customer's choice between similarly priced Over the Counter Medicines.

Objective

To study factors influencing buying behavior of customers for Over the Counter Medicines.

Hypothesis

H0: There is no significant impact of past result/ experience on buying behavior of customer for OTC Medicines.

H1: There is a significant impact of past result/ experience on buying behavior of customer for OTC Medicines.

H0: There is no significant impact of pharmacist recommendation on buying behavior of customer for OTC Medicines.

H1: There is a significant impact of pharmacist recommendation on buying behavior of customer for OTC Medicines.

Literature Review

V.K. Gupta, C.D. Gupta (2012): They examine & survey the mindfulness and disposition towards over-the-counter (OTC) drugs among urban population. The investigation incorporates poll to survey the information in regards to unfriendly impacts, contraindications, insurances and communication with food and different medications in regards to OTC medication which was appropriated to the 100 people. The inquiries with respect to information about OTC medications and sentiment about OTC medications was additionally remembered for survey.

Erol Kohli, A.B. (2013): The overview was done on the key zone which incorporates customer's socioeconomics, general information and view of generics and brand name OTCs, factors that impact their buying choice, and revealed buying practices. The exploration incorporates 20-question, self-controlled, numerous decision overview with comfort test. The exploration mirrors that most members in study showed that over-the-counter (OTC) nonexclusive medications and brand name drugs are similarly powerful, safe, and experience a similar Food and Drug Administration endorsement process. The monetary factors additionally assume a significant job in impacting shoppers to pick nonexclusive details, other than this an assortment of variables, including commercials, span of the OTC viability, seriousness of affliction, best type of OTC drug, security of the OTC, help of various side effects, and favored organization, are convince others to pay more for brand name drugs. The research uncovered that the absolute most powerful factor for members when buying OTC medications was lower cost.

S. Selvabaskar, R. Alamelu, R Amudha, T.S. Surulivel, and L CresentaShakilaMotha (2015): The investigation was centred around changing buyer observation towards OTC medications. The creator too focused on that OTC medications class is tremendously celebrated by each advertiser because of its development possibilities and utilization viewpoints. This investigation audits the present status of OTC medications advertising in India by featuring the development drivers, significant classes, significant players, Brands on offer, knowledge into buyer conduct during times of sickness and advancing methodologies of OTC advertisers over the promoting blend components. The paper additionally incorporates a diagram of the OTC medications showcase, related difficulties and openings and systems required to hold the life and fabricate a space for itself in the brains of the purchasers.

Liliane Bonna and Xavier Moinie (2014): According to the study they have recognized the center characteristic of drug store retail just as the factor that can add to high consumer loyalty. The point of this examination was to discover client conduct towards retail drug store. Drug store shoppers are carrying on additional as patient in the public arena then typical client. Study shows that marketing at the deal outlet has no impact on understanding fulfilment. While client don't care to buy medication from self-administration counter not at all like client like to buy day by day need from self-administration counter thus retail drug store can alter drug store components to expand the fulfilment level of their client. Over every one of these components is identified with staff of the retail drug store. A relationship of certainty should hence be built up among client and drug store and this relationship can be dependable just if client is happy with administration.

Jasmin Pandiya and Sudhinder Singh Chauhan (2011): They study the significance of administration quality determinant in consumer loyalty. There are numerous determinants in consumer loyalty yet administration quality is one of most significant factor. This examination has been led in two stages, first eliminate is conveyed so as to produce thoughts and comprehend the present practice in pharmaceutical retailing and acquisition of medication by client while second stage to, measure administration quality desires in retail drug store. The investigation shows that administration quality saw as a device to expand an incentive for consumer loyalty and as a method for situating in serious pharmaceutical retail advertise. Study shows that advantageous area, Short pausing, sensible value, drug specialist preferring, stopping accessibility is top models for deciding for buying medication at specific drug store retail in India.

Meera Vijay (2006): According to her survey the advertisements has made a positive effect in the OTC pharma items. She additionally expresses that all the minor illnesses can be relieved by the self-prescription though the significant diseases need the consideration of a doctor or specialist. To the extent India is viewed as the quantity of ignorant people is all the more so the creator is dicey whether the buyers will take up the prescriptions in its fullest structure as appeared in the notices. The proposal likewise communicates the issue which has emerged among the specialists that the regular man is monitoring all

the medications and this may bring about the substitution of specialists sooner rather than later in any event for normal sicknesses

Vijay Bhangle (2007): According to him Over the Counter medicines are the medications which needn't bother with any solution from an enlisted clinical specialist. The normal diseases for which the individuals go for self-medication according to examine seems to be; Vitamins and minerals, hack and cold, Gastro intestinal, Dermatological issues, Digestive, Antacids, Cold rubs, Balms, Creams, Glucose powders and so on... The advertising of OTC medications is picking up energy which thusly builds up the Indian Pharma Industry.

Research Gap

- The research is not a brand specific and is a generalized research.
- Due to this getting idea of customer mind for a particular brand is not possible.
- The research is limited to a particular area.

Research Methodology

Research Design

Descriptive research type was used in the research to prove the hypothesis through data collection that could address the problems of the customers.

Sample Size

For this research a sample of 200 respondents were collected from Pali region.

Sampling Method

Convenience sampling and judgment sampling method were used to collect data through structured questionnaire.

Questionnaire Format

The data was collected by the respondents through a structured questionnaire using-

- i) Multiple Choice Questions
- ii) Likert Scale

Methods of Data

Data was collected using a structured questionnaire. This was done online using google forms. The responses were recorded in an excel file and later coded for analysis.

Software Used

SPSS software was used for analysis and interpretation of data. The coded data was fed into SPSS and then the analysis was done.

Analysis of Data

For analysis of data, Factor analysis was performed to reduce the number of factors and see the most influential factors that affect the overall satisfaction. Chi Square test was performed to check the independence of variables and see whether there is a relationship between the two variables or not.

Factor Analysis

Table 1.1

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.827
Bartlett's Test of Sphericity	Approx. Chi-Square	583.241
	Df	36
	Sig.	.000

Here the KMO measure of sampling adequacy is 0.827 which is closer to 1. Generally, a value above 0.5 is preferable but a value above 0.7 is considered good.

Table 1.2

Communalities

	Initial	Extraction
Price	1.000	.425
Product_Quality	1.000	.718
Brand_image	1.000	.478
Recommended_by_family_or_friend	1.000	.430
Pharmacist_recommendation	1.000	.750
Availability	1.000	.589
Past_result	1.000	.728
Packaging	1.000	.727
Advertisement	1.000	.650
Extraction Method: Principal Component Analysis.		

Here the extraction values show the proportion of each variance retained by each factor. The higher the variance the better it is and factors with low variance are not represented well. So, in this case Price has 0.425 variance which means that the data is not well represented. Apart from that the proportion of variance explained by the other variables have a value above 0.5 which means the variance is good.

Table 2.1

Chi Square test**1. Pharmacist Recommendation* Satisfaction Level**

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	98.886 ^a	16	.000
Likelihood Ratio	66.713	16	.000
Linear-by-Linear Association	41.352	1	.000
N of Valid Cases	203		
a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .04.			

The Chi Square value is the difference between the observed and the expected frequency. Here the χ^2 value is 98.886, the p value is 0.000 and the level of significance is 0.05. There is a significant relationship between sum assured and the overall satisfaction. ($\chi^2 = 98.886$, $df = 16$, $p \leq 0.05$)

Therefore, we accept our alternate hypothesis in case of this factor.

Table 2.2

2. Past Result * Satisfaction Level

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	87.236 ^a	16	.000
Likelihood Ratio	44.674	16	.000
Linear-by-Linear Association	25.393	1	.000
N of Valid Cases	203		
a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .01.			

The Chi Square value is the difference between the observed and the expected frequency. Here the χ^2 value is 87.236, the p value is 0.000 and the level of significance is 0.05. There is a significant relationship between sum assured and the overall satisfaction. ($\chi^2 = 87.236$, $df = 16$, $p \leq 0.05$)

Therefore, we accept our alternate hypothesis in case of this factor.

From the above study we can infer that: -

H1 : There is a significant impact of past result/ experience on buying behaviour of customer for OTC Medicines.

H1 : There is a significant impact of Pharmacist Recommendation on buying behavior of customer for OTC Medicines.

Findings

- It is noted from the study that 59.9% of the respondents are male and 40.1% are female.
- It was seen that 77% of the respondents were from age group 19-25.
- The study shows that 60% of the respondents were students.
- The study shows that 70% of the respondents prefer OTC medicines for Cold & Cough and 59% respondents prefer OTC medicines for Head ach.
- The study also shows that price does not influence the buying behavior of the customers for OTC Medicines.
- The study shows that pass results and Pharmacist Recommendation affects the buying behavior of the customers.
- About 50% of the respondents were satisfied and 34% were highly satisfied with Pharmacist Recommendations.
- Advertisement also plays a major role in pushing the OTC Medicines to customer.
- The study shows that 49% of the respondents are satisfied with the effectiveness of OTC Medicines and 36% are highly satisfied.

Suggestions

- The Companies which produce OTC Medicines should also focus on pharmacist and other health service provider and take help of them to advance their image among mass.

Limitations of the Study

- The study was limited to Pali region only, the result cannot be generalized to other parts of the country.
- The data was collected online and it is very much possible that the respondents might have filled the form casually.

Conclusion

- The main aim of the research was to Study of customer's buying behavior towards Over the Counter (OTC) Medicines.
- The satisfaction was based on factors like Price, brand image, pharmacist recommendation, Availability, past result, packing, awareness from advertisement.

- For the study sample sizes of 200 respondents were taken and statistical test like factor analysis and chi square tests were performed.
- It was found price, friends and family recommendations do not affect the buying behavior of the customers for OTC Medicines.
- The study shows that Buying Behavior of customer for Over the Counter Medicines depends upon the past result and pharmacist recommendations.
- The study also shows that most of the respondents are satisfied with the effectiveness of OTC Medicines.

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