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STUDY ON CONSUMER BEHAVIOUR IN COVID PANDEMIC WITH RESPECT TO OTC MEDICINE

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Abstract:

In Current situation, the world is going through one of the worst situation because of Covid, because of advantageous availability of number of over the counter (OTC) drugs, patients can treat minor affliction without help from anyone else. The self-medicated schedule has coordinated to guaranteed medical issues regardless of their callings in all age groups. The motivation behind this paper is to discover the customer purchasing conduct in regards to OTC medication. Information is gathered from the 120 respondents of Ichalkaranji. The clear and inferential measurements investigation of the examination uncovers that individuals favor OTC allopathic medication to fix normal illnesses and Curative time, Reasonable Price, Own Recommendation, Easy accessibility are likewise profoundly impacted on the choice of the respondents while buying OTC medication.

Keywords: Covid, OTC

Introduction:

Over-the-counter medications are meds offered straight a path to a buyer without a solution from a medical care proficient, instead of physician endorsed drugs, which might be sold uniquely to shoppers having a legitimate medicine. In November 2016, India's medication consultative panel announces that it was board on building up a meaning of medications which could be give out without a solution. Before this, the overall supposition that was that any medication which didn't fall into a solution timetable could be bought without a remedy. In any case, the required definition had not been sanctioned by mid 2018. The absence of lawful definition for OTC medications has prompted this US\$4 billion market section being viably unregulated. (Wikipedia)

India as of now addresses just U.S. \$6 billion of the \$550 billion worldwide drug industry yet its offer is expanding at 10 % a year, contrasted with 7% yearly development for the world market generally. Additionally, while the Indian area addresses only 8 % of the worldwide business

complete by volume, placing it in fourth spot around the world, it represents 13% by worth, and its medication sales have been growing 30 % every year. The Indian market for over-the-counter medication is worth about \$940 million and is growing 20 % a year, or twofold the rate for physician endorsed medication. The analyst has zeroed in on deciding the components that affecting on buying of OTC medication, he likewise intrigued to discover the how extraordinary segment factors are affecting on buying of OTC medication. (sho)

Objectives of the Study:

1. To Study the Most preferred OTC medicine to cure common diseases in the covid pandemic by the respondents.
2. To Study the important Factors that influencing while purchasing OTC medicine covid pandemic.

Hypothesis of the Study:

H₀: Opinion about Factors influencing in purchasing OTC medicine is independent to respondents Income level.

H₀: Opinion about Factors influencing in purchasing OTC medicine is independent to respondents education level.

Literature Review:

(Patel & Prajapati, Dec 2013) in their research they observed that the consumer purchasing conduct in regards to OTC item and study uncovers that the standards on which the customers depend for settling on their buy choice in regards to OTC items. The examination is vital for advertiser, to think about purchaser purchasing conduct in regards to OTC item. In India, most occupants know that OTC prescriptions could be bought in general stores, albeit most still showed inclination for making buys in drug stores, (Cinziapanero & Persico, 2016) In their examination that utilization of OTC by teens and the elements that impact their utilization. The exploration uncovered that teens appear to be comfortable with OTC medications. Four elements affecting the disposition of teens toward OTC drugs were recognized and used to fragment them. This is a significant commitment of the paper, since it very well might be contended that various gatherings of young people need diverse instructive methodologies, which ought to be planned as per their various mentalities and practices just as their degree of information, (Dixit & dadhich, 2017) In this paper the researcher aims to investigate the consumer perception and behavior towards selection of OTC medicine and impact of various marketing strategies adopted by major pharmaceutical companies. The study also aimed to investigate the various influencing factors contributing to an individual's brand of choice decision within the over-the-counter medicine available in pharmaceutical market. The present study revealed that consumer preferred to use OTC medicine for treating common ailments which also presented that people are aware regarding use of OTC medicine. The pharmacist plays an important role in

pushing and providing information about new OTC brand product. The study also presents that consumer buy same branded drug because they believe that branded OTC medicines are effective and hence the pharmaceutical companies has to also work on quality of OTC product to retained the steadfast client with their marked OTC medication, (Helen, August 2006) His thesis explained that self-care has been advanced in numerous nations (United States, Canada, Britain, Australia, Japan and so on) as a feature of a public approach plan. As indicated by this investigation, 96% of the examination populace accepted the OTC drugs truly made a difference. Another British examination detailed that 66% of the respondents had taken OTC meds during a one-month study period, rather than the 25% who had taken doctor prescribed medications during a similar period. The current examination uncovered that area of offer doesn't seem to impact buyers' assumptions for otc meds along clinical qualities. This finding may demonstrate valuable to administrators associated with the liberation of medications, (Prinsloo, March 2016) His thesis explained that clarified that the arrangement of and admittance to shopper wellbeing data in Britain, explicitly concerning over the counter medications to advance comprehension of the purchasers' mentalities and sentiments to this sort of medication and their wellbeing data looking for practices. the investigation disclosed to us that absurd meds are a broadly utilized item however respondents keep on having a weighty dependence on the overall professional for physician recommended medications, particularly for minor diseases. Evidence exists that people use data looking for conduct for self treatment and the utilization of over the counter medications. in any case, selection of self consideration models should be expanded through teaching medical care purchasers to boost the likely advantages of these structures for the partners, (Srivastava & wagh, 2017) Their examination expects to consider customers' insight towards over-the-counter items and components that impacts OTC items in India. It additionally means to examine the effect of segment factors on buyers' buy conduct towards OTC items. Proposed study shows that there is a critical contrast in insight for over-the-counter drug items this reality should be thought of while making notices for the items which are either female-driven or male-driven, (Woźniak-Holecka, Grajek, Czech, & Epidemiol, 2012)

The objective of their examination was to assess the mindfulness in the contemplated gathering of individuals concerning buying and use of the OTC medications and paper uncovers that drug stores are the most mainstream spot to purchase drugs without solution and drug specialist's suppositions are generally valuable for the buyer. Pay is decidedly associated with the quantity of bought OTC medications, (Yousif, Apr 2016) in his investigation paper the researcher distinguish the variables that effects on the choice to purchase drugs without a remedy, the effect of clinical assessment cost on the people choice to buy meds without a solution, the effect of the trust in drug specialist on the people choice to buy meds without a solution, the effect of relatives and companions on choice to buy meds without a remedy, the effect of the data on choice to buy meds without

remedy, the effect of the past encounters on choice to buy meds without a solution. Besides, the investigation advised us there is no exist sway for the data distributed by the media on the choice to buy meds, (R & Dr.Hamsalakshmi, March 2017) His investigation showed that elements affecting the brand inclinations on acquisition of Ayurvedic medical services items and the examination uncovers that a large portion of the clients are lean toward the Ayurvedic medical services items for the explanation of no compound item and nature of the items, (Arya, Thakur, & Kumar, 2012) Their study demonstrated that the shopper conduct in burning-through/buying Ayurvedic medications/items and their perspectives toward natural prescriptions in Joginder Nagar district of Himachal Pradesh, India. the examination inferred that individuals of Joginder Nagar are more intrigued by the Ayurvedic OTC items when contrasted with the item/medication suggested by doctors. Consequently, logical information on the Ayurvedic /home grown medications must be communicated out in an orderly way to contend the global market and give buyer fulfillment. Individuals of Joginder Nagar had not reacted according to our assessment and thus the outcomes are smidgen digressed from definite circumstance winning in India for Ayurveda.

Research Methodology:

Data Collection: Descriptive research methodology was selected to discover the factors influencing while purchasing the OTC medicine. To accomplish the stated objective primary data was collected through self-designed structured questionnaire. The questionnaire comprises of scales to assess the factors in terms of respondents prefer. To unfold the significant factors which influencing while purchasing OTC medicine, list of 12 different factors were identified and respondents were requested to grade the items at five-point category scale, where 1 represents not at all influenced and 5 highly influenced.

Sampling Design and Sample Size: All the items under consideration in any field of inquiry constitute a “Universe” or “Population”. The researcher must decide the way of selecting a sample or what is popularly known as the sample design. A sample design is a definite plan determined before any data are actually collected for obtaining a sample from a given population. Sample Size in the present study a sample of 120 people was considered as a sample size. Sampling Technique In this study, simple random sampling method was adopted for selecting the respondents.

Data Analysis: For analysis MS office Excel and SPSS 20.0 was used. To understand the factors influencing while purchasing the OTC medicine Descriptive analysis of the data was done through SPSS with frequency & percentage.

Statistical Tools:

In this study researcher has done the descriptive analysis. Frequency tables are created to understand the variation of the sample data. Relatively percentage is calculated to interpret the data in a suitable manner.

Data Analysis and Interpretation:

The primary objective of this research was to discover the factors influencing while purchasing the OTC medicine. Descriptive analysis of the data was done through SPSS with frequency & percentage prepared to identify the influencing factors while purchasing the OTC medicine.

Demographic Analysis:

This of the analysis contains general information about the respondents and helps to understand the demographics of the respondents. The questions aim to find out respondents Gender, Age, Occupation, Monthly Income and Education of the respondents in from Jaysingpur.

Table No. 1: Demographic analysis

Sr. No.	Factor	Option	No. of Respondent	Percentage %
1	Gender	Male	59	49.2
		Female	61	50.8
2	Age	20 – 29	40	33.3
		30 – 39	43	35.8
		40 – 49	20	16.7
		Above50	17	14.2
3	Occupation	Student	23	19.2
		Working Class	32	26.7
		Self Employed	60	50.0
		House Wife	5	4.2
4	Place of Residence	Developed	27	22.5
		Developing	58	48.3
		Underdeveloped	35	29.2
5	Monthly Income	10000 - 19000	34	28.3
		20000 – 29000	52	43.3
		30000 – 39000	19	15.8
		Above 40000	15	12.5
6	Education	Below HSC	22	18.3
		Graduate	62	51.7
		Post Graduate	27	22.5
		Doctorate	9	7.5

The above frequency table reveals that there is almost equality in terms of the gender from the selected respondents from the Jaysingpur, as per age of the respondents almost 80% of the respondents are above 20 years of the age then according to the occupation of the selected respondents it shows that maximum respondents are self-employed with 50% from the total, in terms of the place of the residence almost 70% respondents are living in developed and developing area from the city, according to the income level of the respondents it is found that almost 70% respondents income level is up to 30,000 Rs. and at the last the education status of the respondents reveals that 80% respondents education level is graduate or above graduate.

OTC Medicine Purpose & Type:

Here the researcher has categorized common diseases and tried to find out the most preferred OTC medicine type respondents were uses to cure the common diseases.

Table No. 2: OTC Medicine Purpose

Common Deceases	Yes		No		F Total	P Total
	F	P	F	P		
Cold	82	68.3	38	37.7	120	100
Cough	59	49.2	61	50.8	120	100
Fever	71	59.2	49	40.8	120	100
Body Pains	53	44.2	67	55.8	120	100

Table No. 3: Most Preferred OTC Medicine Type

Option	No. of Respondent	Percentage
Ayurvedic	10	8.3
Allopathic	77	64.2
Homeopathic	32	26.7
Other	1	8

Table number 2 and table number 3 reveals that respondents were using OTC medicine mostly for cold & fever with 68% and 59% than the cough and body pains with 49% and 44%. Table number 3 reveals that maximum number of respondents was using Allopathic medicine with 64 % from the total than remaining type of Ayurvedic, Homeopathic & other.

Factors Influencing While Purchasing OTC Medicine

Here the researcher wants to find the influencing factors while purchasing the OTC medicine from the Jaysingpur. For that researcher has framed 12 different factors and descriptive analysis was done to understand the impact of factors while purchasing.

Table No. 4: Factors Influencing While Purchasing OTC Medicine

Factor	Mean	S.D.
Own Recommendation	4.21	1.0363
Other's Recommendation	2.78	1.0057
Reasonable Price	4.30	0.8362
Curative time	4.40	0.7029
Best value for Money	2.91	0.8579
Quality of Product	3.13	0.7885
Convenience of Usage	4.15	0.8163
Product safety	3.90	0.8195
Advertisement	2.54	1.0764
Easy availability	4.11	0.8075
Company Reputation	3.68	1.0859
Less Side effects	3.79	1.0656

The above descriptive table reveals that Curative time is the most influencing factor with highest 4.4 mean while purchasing OTC medicine while Reasonable Price, Convenience of Usage, Own Recommendation, Easy availability are also highly influenced on the decision of the respondents with the mean above 4, then Company Reputation, Less Side effects, Quality of Product & Product safety are the moderately influenced on the purchasing decision of OTC medicine and Best value for Money, Other's Recommendation and Advertisement are the least influencing factors while purchasing decision of OTC medicine. From the above analysis it is been clear that people were mostly going with their own thinking ability, knowledge and convenience while purchasing OTC medicine.

Hypothesis Testing:

Before Testing the Hypothesis researcher has to test the normality of the data which decides the appropriate test to test the hypothesis.

Normality Testing

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Opinion about factors influencing	0.117	120	0.000	0.979	120	0.022
a. Lilliefors Significance Correction						

Above result shows that Shapiro-Wilk test statistics value 0.979 with P-value 0.024. It indicates that the test results are significant, normality assumption is violated. Hence to test the hypothesis we have to use non-parametric tests.

Hypothesis 1

H₀: Opinion about Factors influencing in purchasing OTC medicine is independent to respondents Income level.

Test Statistics ^{a,b}	
	Opinion about Problems & Challenges
Chi-Square	0.672
df	4
Asymp. Sig.	0.024
a. Kruskal Wallis Test	
b. Grouping Variable: Income Level	

Above table gives the test statistic value and corresponding P-value. The test statistics value is 0.672 and P-value is 0.024 as the P-value is less than 0.05, the null hypothesis is Rejected and hence it is concluded that Opinion about Factors influencing in purchasing OTC medicine is

dependent to respondents Income level.

Hypothesis 2

H0: Opinion about Factors influencing in purchasing OTC medicine is independent to respondents Education level.

Test Statistics ^{a,b}	
	Opinion about Problems & Challenges
Chi-Square	0.721
df	4
Asymp. Sig.	0.008
a. Kruskal Wallis Test	
b. Grouping Variable: Education Level	

Above table gives the test statistic value and corresponding P-value. The test statistics value is 0.721 and P-value is 0.008 as the P-value is less than 0.05, the null hypothesis is rejected and hence it is concluded that Opinion about Factors influencing in purchasing OTC medicine is dependent to respondents Education level.

Discussion:

The above study reveals that there is almost equality in terms of the gender from the selected respondents from Ichalkaranji, as per age of the respondents maximum respondents are above 20 years of the age then according to the occupation of the selected respondents it shows that maximum respondents are self-employed with 50% from the total, in terms of the place of the residence maximum respondents are living in developed and developing area from the city, according to the income level of the respondents it is found that maximum respondents income level is up to 30,000 Rs. and at the last the education status of the respondents reveals that 80% respondents education level is graduate or above graduate.

In terms of Type of Common disease and type of medicine preferred it reveals that respondents were using OTC medicine mostly for cold & fever with 68% and 59% than the cough and body pains with 49% and 44% & maximum number of respondents was using Allopathic medicine with 64 % from the total than remaining type of Ayurvedic, Homeopathic & other.

As per influencing factor the study reveals that Curative time is the most influencing factor while purchasing OTC medicine with the highest mean of 4.21 while Reasonable Price, Own Recommendation, Easy availability are also highly influenced on the decision of the respondents with the mean above 4, then Company Reputation, Less Side effects, Quality of Product & Product safety are the moderately influenced on the purchasing decision of OTC medicine and Best value for Money, Other's Recommendation and Advertisement are the least influencing factors while

purchasing decision of OTC medicine. From the above analysis it is been clear that people were mostly going with their own thinking ability, knowledge and convenience while purchasing OTC medicine. From the hypothesis testing it is concluded that Opinion about Factors influencing in purchasing OTC medicine is dependent to respondents Income Level & Education level.

Conclusion:

This exploration adds to the comprehension of elements impacting while at the same time buying OTC medication by individuals. From the above examination it is been certain that individuals actually utilizes the Allopathic medication to fix the normal infections. The investigation additionally uncovers that individuals accept on them self they buy the medication and use it without specialist's solutions. It shows in our country we actually required the mindfulness about the right practices to fix the illnesses. Individuals are attempting to save the clinical expense of the whole family yet they ought to likewise thing on the point that they are playing with their lives. So by these examination a definitive back rub given by the specialist is life is significant than cash follow the specialist's recommendation.

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