A STUDY ON IMPACT OF DEMOGRAPHIC FACTORS TOWARDS NON-PRESCRIPTION MEDICINES IN HYDERABAD.

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ABSTRACT
Indian pharma sector has registered a quantum leap growth in the past five years. Indian pharma sector is a combination of allopathy, Unani and Ayurveda medicines. Indian pharma swiftly responded to the world during the pandemic period through innovative, agile and committing to world's health with full vigor.

The global medication scheduling is changing due to the frequent launching of new and generic medicines which bringing about the accessibility of different kind of medicines for customers in pharmacies. The Over-the-Counter medicines market is always under investigation due to its nature of self-medication.

The global pharma is expected to cross over the $1 trillion market. In the context of Indian pharma growth, this research article attempts to understand the impact of demographic factors on purchase frequency of nonprescription medicines.

Key words: Indian pharma sector - Nonprescription medicines, Over-the-Counter medicines.

INTRODUCTION
Over a period of time Indian Pharma sector was developed on a strong foundations of science, technology innovation eco system from the forward looking of government through Make in India, Start-up India, Digital India, Well stated IP protection policy and other relevant acts. All the above initiatives created a plethora of opportunities to become Indian Pharma a center of excellence. The Indian Nonprescription product market is expected to register a CAGR of 9.2 percent as per the trade sources in the coming year. In addition, COVID environment taught so many lessons to pharma sector and accordingly government positively responded in favor of Indian pharma sector keeping in view the export and import statistics and availability of Active Pharmaceutical Ingredients (API). The key factors propelling the growth of the Indian nonprescription medicinal market are the shift in consumer attitude toward self-medication, product innovations and the inclination of pharmaceutical companies toward nonprescription drugs from prescription (Rx) drugs.

Over the counter drugs are the medication that can be given to consumers directly without prescription. Nonprescription medications are most commonly used form of medical treatment worldwide, and their sales have grown faster than prescribed drugs since 2008 (Wube Temechewu and Gebremedhin, 2020). The OTC drugs typically include painkillers, cold/flu/cough, vitamins, gastrointestinal, supplements, dermatology and miner. These medications are harmless for short time use and are efficient for slight and ordinary common illnesses.

In addition to discover the measures on which the consumers depend on making their buying choice regarding OTC products, recognize the impact of demographic variables toward OTC products will help the drug industries to understand how and why consumer buy OTC medications. Furthermore, pharmaceuticals marketers will construct their marketing strategies in an appropriate and productive way based on the results to have long-term competitive strengths. In addition, the findings will serve as a benchmark for future research. Additionally, consumers have become super-personalized. They have been able to shop for what they want without even asking.

LITERATURE REVIEW

Over-the-counter (OTC) products are medication that are proven safe and efficient to purchase without the need of a prescription from a physician. These products are sold lawfully without a prescription in clinical pharmacies, medical shops, and occasionally in supermarket. OTC medications are used to cure a variety of ailments, including the cold or flu, bodily discomfort, allergies, heartburn, and other common health conditions (Dejana and Stani´c, 2018). Pharmaceutical marketing of OTC drugs is a broad discipline that includes both specific and general information of business, marketing and medications, where it has a significant impact on consumer purchase behavior of OTC medications (Mekawie and Hany, 2019).

In addition, for variety of factors, the OTC medication industry is anticipated to keep growing in the foreseeable future. Primarily, self-medication is becoming increasingly popular, and OTC medications offer a quick and affordable option to manage minor and everyday health concerns. Second, the trend of transitioning from prescription-only to over-the-counter pharmaceuticals is unlikely to slow down, resulting in more medications becoming accessible without a prescription in the near future. Third, patient education is expected to rise, particularly if the usage of the online sources as self-knowledge continues to grow. Within the pharmaceutical business, over-the-counter (OTC) drug market is quickly growing. As a result, businesses must rethink their infrastructure and information dissemination strategies in order to obtain a competitive edge via effective marketing. Consumer buying decisions for OTC medications may be influenced by developing pharmaceutical marketing

A survey was conducted by Prof. Suresh Misra et al., 2016 that showed 73.2 % of the respondents decide their purchase on product's cost, 14.9 % relied on brand, 39.2% made their decisions on product quality and 20.1% followed shopkeeper's advice. The respondents who relied on celebrity endorsement were just 4.9 %. The results depicted that consumers mainly focus on prime factors like price and quality before purchasing a product.

A survey was conducted by R K Srivastava and SadhanaWagh to analyze the data obtained to know perception of consumers towards over the counter products. It was conducted in Mumbai and Nashik. Consumer's attitude towards OTC products was identified and it as found that based on age and gender there is much difference in the perception of OTC. The influencing factors that affect OTC's purchasing conduct are doctor's advice, pharmacist's advice, brand name, healthy usage, past experience, prior knowledge. (RK Srivastava and Sadhana, 2017)

RK Srivastava and Sadhana evaluated consumer purchasing behavior factors on qualitative and quantitative characteristics. The 05 factors that play key role are- corporate image, influencers, quality, understanding and promotion were found to be responsible from purchasing of pharmaceutical products from OTC. Medical considerations, aesthetics and identity of manufacturers also affect the purchasing of OTC pharmaceutical products. The arrangement of factors among different places however varies (R K Srivastava and Sadhana, 2017)

OBJECTIVE OF THE STUDY

- To study the impact of demographic variables on the frequency of purchase of OTC medicines in Hyderabad.

RESEARCH METHODOLOGY

The research methodology adopted to achieve the said objective is a well-structured, pilot tested questionnaire to collect firsthand information from the 1300-targeted respondents.

A valid sample of 941 are considered for the analysis. The demographic factors are considered as independent variables and the purchase frequency are considered as dependent variable. Convenience

sampling a non-probability sampling methods is used to collect the data along with snowball sampling technique.

DATA ANALYSIS AND INTERPRETATION:
Gender

S. No	Gender	Respondents by	
		Responses	In %
1	Male	575	61
2	Female	366	39
Total		941	100

Occupation

S. No	Description	No., of respondents	
		By number	In %
1	College students	47	5
2	Businesspersons	104	11
3	Services sector	367	39
4	Housewives	66	7
5	Retirees	85	9
6	Farmers	254	26
7	Others	19	3
		941	100

Age

S. No	Age group (in years)	No., of respondents	
		In numerical	In %
1	18 - 25	101	10.7
2	26 - 35	254	26.99
3	36 – 50	481	52.1
4	>50	105	10.21
	Total	941	100

Income of respondents

S. No	Income (in Rs)	No., of respondents	
		In numerical	In %
1	<10,000	273.8	29.1
2	10,000 – 25,999	433	46
3	26,000 – 49,000	169	17.9
4	50,000 – 1,00,000	48	5.1
5	>1,00,000	18	1.9
	Total	941	100

Size of the Family

S. No	Family size	No., of respondents	
		In Numerical	In %
1	<2	65	6.9
2	2 – 4	612	65

| 3 | >4 | 264 | 28.05 |
| | Total | 941 | 100 |

Educational Qualification

S. No	Education	No., of respondents	
		In numerical	In %
1	10th Class	317	33.7
2	Graduation	416	44.2
3	Post-Graduation	132	14
4	Others	76.2	8.1
	Total	941	100

Regression Table

Regression is a statistical approach that is used to create models and assess the connection between dependent and independent variables. Its purpose is to determine the strength of the relationship between two or more variables.

A linear regression test was used to find out how changes in the independent variables affected the dependent variables. In regression, one or more independent variables may be controlled while one or more independent variables can be investigated in terms of their connection with the dependent variable. Regression analysis tested our hypothesis and showed whether the independent research variables No., of household members, occupation of the respondents, gender, education qualifications, income levels, age groups influence dependent variables purchase of medicines frequency or not.

Model	Sum of squares	Df	Mean square	F	Sig
Regression	50.16	7	8.34	2.45	0.023
Residual	137.08	934	3.39		
Total	1528.14	941			

    a. Predicators: (Constant) No., of household members, occupation of the respondents, gender, education qualifications, income levels, age groups.
    b. Dependent variables: purchase of medicines frequency

The resulted P value is 0.033, which is less than 0.05 at 5 percent level of significance, R^2 value is 0.34 and adjusted R^2 value is 0.20, which is very less. Therefore, it was inferred that the demographic variables have a small or no impact on the purchase decision of nonprescription products and not suitable for establishing frequency of purchase of non-prescription medicines.

As the significance of the F-statistics was less than 0.05, the overall regression model's ANOVA test showed that it was statistically acceptable.

CONCLUSION

This paper has found no impact between demographic variables and frequency if purchase of non-prescription medicines in Hyderabad. The findings of this quantitative study raise new research challenges concerning the no significant impact of demographics on OTC businesses. While the pharmaceutical sector is an important target for future study, we urge that researchers to study impact of psychographics and behavioral aspects on frequency of purchase of non-prescription medicines.
Further investigation could, in the context of developing efficient and effective pharmacy marketing strategies, take the rate of self-medication usage and self-care orientation as well as their relationship

to demographic characteristics into account. It would also be of interest to further explore what kind of qualities or behaviors from the pharmacy staff facilitate better care, self-medication outcomes and customer satisfaction and whether these differ among demographic groups

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