

CALCULATION OF PSYCHOGRAPHIC FACTORS FOR OVER-THE-COUNTER MEDICINE CONSUMERBY THEORETICAL AND ANALYTICAL STUDY

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ABSTRACT

Being well is desire of every human being, and everyone try to satisfy his or her desire. People use different OTC medicine for the treatment of their small and minor ailments. They uses different OTC medicines which is available with them. As every individual is different because of their culture, society in which they are living, their upbringing, their surroundings like friends and relatives, family tradition and very important is psychology of each one is different. So this psychology affects the use of OTC medicine as well. Here study also try to find out which different psychographic factors tends to different behaviour of human. With the help of theoretical and practical study factors of psychographic segmentation has been find out for the OTC consumers.

Keywords: Self-medication, Over-the-Counter (OTC), Psychographic Segmentation.

Introduction

Over-The-Counter (OTC) products are those products which are sold without the prescription of the physician to the consumer by the pharmacist or chemist, which are consumed by the consumer for treatment of basic ailments. OTC products are categorized in various groups like cough, cold and flu products, Analgesics, Gastrointestinal products, Vitamins, Minerals, and Supplements (VMS), and other products like antiseptic liquids and lotions, cosmetics and all herbal and unani products.

With the increasing Indian population, unhealthy and stressed life style and increased healthcare expenditure, India is becoming emerging market for over-the-counter drugs.

There are also some other noticeable factors like consumer attitude toward self-medication, spending capacity of consumer and growing healthcare awareness. Pharmaceutical companies are also shifting RX drugs to OTC drugs which are also one of the reasons behind the growth of OTC market in India. Increased awareness among the consumers about the cost-effectiveness of self-medication and OTC medication also leads to sales and market growth of OTC. (INDIA OVER THE COUNTER DRUGS (OTC) MARKET-GROWTH, TRENDS, AND FORECASTS, 2021)

Various people in India choose self-medication with the help of OTC products to cure their basic ailments. India's current OTC market

share was worth \$6.38 billion in 2019 and it is estimated that it will reach to \$15.48 billion till 2024 with the growth at a CAGR of 19.4%. India is 11th largest market for OTC drugs in the world. (india-over-the-counter-drugs-market, 2020)

In fulfilling the need of such a large Indian market, various pharmaceutical companies contribute by supplying the OTC products. Some top OTC pharmaceutical companies in India are Amrutanjan Health Care Limited, Cipla Limited, Dabur India Limited, Emami, Glaxo Smith Kline (G. S. K.), Heinz India Private Limited, Himalaya Herbal Healthcare, Kopran Limited etc.

India is supplier for various OTC and Generic drugs to the various nations. With this the domestic market is also huge and full with competitors. So, both large and small pharmaceutical companies are currently suffering due to crowded market. They are unable to compete with different product baskets, different need of products by niche consumer groups and price differentiation.

(CATHERINE HOWE, 2017)

Why use Psychographic segmentation?

As we seen that, consumer market is diverse and having different need and responses to the products offered by companies, this is major sign that this is a time to go for psychographic segmentation. This method is very useful to market the same product to the consumers who otherwise seem very heterogeneous. This segmentation is based on lifestyle, perception,

motivation, attitude, values and beliefs, personality. Many expert marketers says that this approach helps companies to find out purchase amount and frequency of purchase of a particular product by the consumer. Once you identified the segment it is easy to target the consumer by various means of targeting and positioning. (Psychographic Market Segmentation, 2021)

Review of Literature

(Prajapati & Patel, 2013.) Author focuses on various points in his research paper named “A Study on Consumer’s Buying Behavior towards OTC Products of The Pharmaceutical Industry”. Paper aims at to find out various factors behind the purchase of OTC products. Study is carried out in Ahmadabad, India. Study reveals that people are always dependent on OTC medicine to cure their basic ailments, almost all participant used OTC medicines at least once in their life. Advertisement from various sources gives the information about OTC medicine. Also past experience of OTC medicine, Advice from doctor is also helpful in decision making. Consumer reads and follow the instructions printed on label and packaging. Consumer also agree that use of OTC medicine is safe and will not have any side effects. Paper also says that price and brand factors also affects the choice decision about the OTC medicine.

(Potnis, 2012) Researcher reveals in her thesis “Ohio Pharmacists’ Perceptions of Over-the-Counter Drug Advertising” that advertisements from various resources impacts on the consumer from various angle. Consumer always seek more information about the OTC medicine and about its content. They also know which product they want to purchase for treatment of a minor ailment. Frequent advertisement increases trustworthiness about the OTC medicine which will lead to purchase that particular product, these advertisements were specially seen on television.

(Chatterjee, Vijendra, Girish, Kumar, & Koroth, 2019) In his paper “Assessment of knowledge, attitudes and practice among interns about over the counter drugs in a tertiary care hospital in India” author focuses on proper knowledge and use of OTC drug among the medical students. Paper also says

that, students update their knowledge about OTC drug also having knowledge of severe adverse effects of OTC drug. Paper conclude with, there is requirement of syllabus for medical students on the use of OTC medicines. (Bhowmik & Dr. Jha, 2017) Author in his paper”. A study of consumer behaviour towards over the counter allopathic medicines using integrated behavioural model”, discussed about the factors affecting on buying decision of OTC medicine. Major factors discussed were the recommendations from friends and family, Push strategy of company through the advertisement i.e. repeated advertisement, past experience of medicine, brand of OTC medicine, advice from doctor and pharmacist and information got from the social media and internet. All these factors attracts the consumer to purchase a particular OTC.

(Bhowmick, 2020) Author in his Ph. D. thesis “Factors Influencing Consumer Preferences for Over –The-Counter (OTC) Allopathic Medicine” focuses on various factors which influences the consumer’s decision making about OTC. Some factors discussed in thesis are consumer follow the suggestions taken from family, friends and doctors, price and brand of the product are also the factors which influence the consumer. Different advertisements and past experience are also impacts on consumer’s decision making. Research also says that consumers are confident about their choices of OTC medicine and their use for treatment of minor ailment is effective.

(Pevinad, Ali, Shabanpoor, Mehravar, & Kashefin, 2017) Author focuses on usage of sports supplements in his paper “Knowledge, Attitude and Practice of Iranian Pharmacists, Body Builders, and Their Coaches Regarding Sports Supplements”. Study carried out in the Iran, it reveals that consumer seeks information about product before using it, consumer also give weightage to price while purchasing. Consumer also choose write product to use. Consumers also concern about the health and understands the importance of vitamins and minerals in their daily routine. Consumer is also having knowledge about drug-supplements’ interactions.

(Mapala, Holla, Acharya, & Zachariah, 2003) In the paper”. A comparative study of

knowledge, attitude and practice of self-medication among medical and para medical students in a medical college, Mangalore, Karnataka, India” author explains about the self-medication among medical and para medical students, what is their knowledge attitude and practice about the self-medication. Paper focused on various points, some are like consumer purchase OTC medicine because it saves their time and it’s affordable.

(Cheriyian & Tamilarasi, 2019) Author in his research paper” OTC (Over the Counter) Pharma Products: A Study on the Behaviour of Consumers with Special Reference to Chennai.” discussed the various factors that affects the buying behaviour of OTC consumer. Author says that the advice of pharmacist, information from previous prescription from doctors, information from internet, magazine motivates consumer to purchase particular OTC Medicine.

(Schiffman, Wisenbit, & Ramesh Kumar, 2015) Author discussed various factors affecting the consumer behaviour in his book “Consumer Behaviour”, like consumer is using only specific OTC Medicine for the treatment, also follows suggestions given by peers or pharmacist about choice of OTC medicines. If consumer do not get particular OTC medicine then they get stressed worried. Consumer also change their OTC medicine after knowing different OTC medicine options for treatment of an ailment.

(Morales-Sua’rez-Varela & Llopis-Gonza’lez, 2009) In her paper” Adolescents in Spain: use of medicines and adolescent lifestyles” she explains the different lifestyle drugs used by the adolescents in Spain and their habits and lifestyles. In this she explains that some adolescents used to do exercise or sports activities to keep them fit.

(Bell, Dziekan, Pollack, & Mahachai, 2016) In his research paper” Self-Care in the Twenty First Century: A Vital Role for the Pharmacist” author explains and guides the consumer about healthy lifestyle and use of OTC medicines for the same. Consumer also believes that OTC medicines makes them healthy.

(Kuļikovska, 2014) In the thesis “The use of non-prescription medicines, vitamins and nutritional supplements in Latvia” researcher focuses on various aspects of use of OTC

lifestyle drugs. Consumer uses lifestyle drugs frequently, they think that life style OTC medicines keep them healthy. Consumer also does the regular exercise.

(Jharap, 2017) In his thesis “Consumers’ Attitude toward Generic OTC Drugs: Examining the Effects of Perceived Risk and Consumer Knowledge” researcher explains the attitude of consumer towards Generic OTC medicines. He focuses on various points, from them one point is consumers are very particular about their OTC medicine and do not change it easily.

(Prakash, Soni, Mishra, & Sarma, 2019) In this research paper “Are your capsules vegetarian or non-vegetarian: An ethical and scientific justification” author discuss the veg and nonveg contain and the consumer perception about the purchase of OTC medicine.

(Lynch, 2019) In her paper “Overview of Over-the-Counter Drugs” author focuses on various aspects when consumer choices the OTC drug, specially consumer checks the ingredients and compare the contents of different OTC drugs.

(Pawar & Ghewari, 2021) In this research paper “A STUDY OF FACTORS RESPONSIBLE FOR CHOICE OF FMCG PRODUCTS (DENTAL CARE PRODUCTS)” author specifies the factors affecting on choice of a brand of the dental products. These factors are price, brand availability, packaging and taste/flavors of dental product. There are also other factors impacting on choice of product like opinion of family, friends and dentist. Discounts gifts and free check-ups also impacts on the brand consumption.

Aim of the study

Aim of the study is to understand the OTC consumers purchase behaviour with the help of literature study. After studding the literature we found that various factors affects the consumer buying decision. Those factors are past experience of consumer about the OTC medicine, opinion of pharmacist, doctor, family and friends about the OTC medicine, price and brand of the OTC product, information of medicine content from labelling. Consumer’s perception about the usage of OTC medicine and its efficacy and safety. Author try to find out the psychographic factors i.e. learning, attitude,

personality, lifestyle, and motivation, perception from the literature study and from the primary study of the consumers.

Objective of study

To study the literature about the purchase behaviour of OTC consumer.

To find out psychographic factors which affects the OTC consumer buying behaviour.

Methodology and Analysis

The survey was carried out from March 2021 to April 2021, questionnaire containing demographic and study related questions was circulated through the mail and responses were collected. The study population was the citizen of the Pune city. The total consumer participated in the study were 70.

For calculating the factors Principal Component Analysis of Exploratory Factor Analysis has been used. Before that reliability and validity of questionnaire is tested by using Cronbach’s Alpha Test. KMO and Bartlett's Test of Sphericity also has been done.

Testing of reliability and validity of questionnaire by using Cronbach’s Alpha Test

Cronbach’s alpha is a measure of internal consistenc, that is how closely related a set of items are as a group. It is considered to be a measure of scale reliability. It is a coefficient of reliability (or consistency) as shown in Table No. 1. Here for total observations are=70 and no of questions (N)=60, Cronbach’s alpha measured and it is 0.967(The general rule of thumb is that a Cronbach's alpha of . 70 and above is good, . 80 and above is better, and . 90 and above is best.)

Table No.1: Cronbach’s Alpha Test

Reliability Statistics		
Cronbach’s Alpha	Cronbach’s Alpha based on Standardized items	N of Items
.967	.968	60

Factor Analysis

a) KMO and Bartlett’s test of Sphericity

Bartlett’s test for Sphericity compares your correlation matrix (a matrix of Pearson correlations) to the identity matrix. In other words, it checks if there is a redundancy between variables that can be summarized with some factors. The statistic that is computed is a measure of 0 to 1. Interpreting the statistic is relatively straightforward; the closer to 1, the better. From statistical calculation, value for KMO and Bartlett’s test measured is 0.798 and is closer to 1 so factor analysis can be done for the data, which is shown in Table No.2.

Table No. 2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.798
Bartlett's Test of Sphericity	Approx. Chi-Square	2231.724
	df	630
	Sig.	.000

b) Communalities

Extraction communalities are estimates of the variance in each variable accounted for by the components. The communalities in this Table. No. 3 are all high, which indicates that the extracted components represent the variables well. If any communalities are very low in a principal components extraction, you may need to extract another component.

Table No.3: Communalities

Sr. No.	(STATEMENTS)	Initial	Extracted
1	Advertisements from various sources give me information about OTC Medicine.	1.000	.786
2	I always seek more information about OTC drug.	1.000	.586
3	I always know which product I have to purchase.	1.000	.575
4	I always read information on labelling before purchasing of product.	1.000	.699
5	I seek information about drug content. It’s important to me for decision making.	1.000	.800
6	I compare the contents of two or more OTC medicines from the label.	1.000	.754
7	I update my knowledge base about OTC medicines.	1.000	.790

8	I am aware about the severe adverse effects of OTC medicines.	1.000	.726
9	I used to see about the product due to repeated advertisement.	1.000	.688
10	I purchase a brand of OTC medicine due to recommendation from my friends & relatives.	1.000	.649
11	Price of OTC medicine affects my purchase decision.	1.000	.501
12	I always take chemist's opinion before purchasing of OTC Medicine.	1.000	.722
13	Past experience about OTC drug help me in decision making.	1.000	.706
14	I always purchase OTC branded medicine.	1.000	.673
15	Brand of OTC medicine is basic criteria of purchasing it for me.	1.000	.642
16	Different advertisements of OTC products help me to make opinion about it.	1.000	.733
17	Frequent advertisement increases trustworthiness of an OTC brand medicine.	1.000	.795
18	I do exercise and keep myself physically fit.	1.000	.621
19	I think life style OTC medicines keep me healthy.	1.000	.668
20	I use lifestyle drug frequently.	1.000	.668
21	I believe that use of OTC medicine for treatment of basic ailment is effective.	1.000	.747
22	According to my knowledge of OTC, I choose proper OTC medicine for the treatment.	1.000	.785
23	I am very particular about my OTC medicine and don't change my medicine easily.	1.000	.781
24	It is important for me to have vitamins and minerals in my diet.	1.000	.781
25	I think OTC medicine rarely cause side effect.	1.000	.546
26	I purchase OTC medicine because it saves my time.	1.000	.801
27	I purchase OTC medicine because of its affordability.	1.000	.847
28	I am having sufficient knowledge about drug-supplements' interactions.	1.000	.797
29	Vegetarian and non-vegetarian content of the OTC medicine affects my purchase decision.	1.000	.740
30	The advice of pharmacist motivates me to purchase particular OTC Medicines	1.000	.714
31	Information from earlier prescription from doctor motivates me to purchase particular OTC Medicine	1.000	.832
32	Information from internet, magazine motivates me to purchase particular OTC Medicine.	1.000	.612
33	I can change my OTC medicine after knowing different OTC medicine options for treatment of an ailment.	1.000	.822
34	I use only specific OTC Medicine for my treatment.	1.000	.610
35	I follow the suggestions given by my peers or pharmacist about choice of OTC medicines.	1.000	.633
36	If I do not get my particular OTC medicine then I get stressed or worried.	1.000	.592

Extraction Method: Principal Component Analysis

C) Exploratory Factor Analysis

Exploratory Factor analysis is a method for condensing a large number of variables into a smaller number of factors. This method takes the highest common variance from all variables and converts it to a single ranking. We may use this score as an index of all variables for further analysis. Principal Component Analysis technique has been used here. Table No.4

represents the psychographic factors which are derived from the study of literature of OTC consumer, they are Learning, Attitude, Knowledge, Perception, Motivation and Personality under psychographic segmentation and the same factors has been explored after the principal component analysis performed on the data.

Table No. 4: Literature References and Factor Analysis

Sr. No.	(STATEMENTS)	References	Factor derived from (Literature Review)	Factor derived from (Pilot Study)	Magnitude of Factor Loading
1	Advertisements from various sources give me information about OTC Medicine.	(Prajapati & Patel, 2013.)	Learning	Perception	.733
2	I always seek more information about OTC drug.	(Potnis, 2012)	Attitude	Learning	.594
3	I always know which product I have to purchase.	(Potnis, 2012)	Learning	Learning	.565
4	I always read information on labelling before purchasing of product.	(Prajapati & Patel, 2013.)	Learning	Learning	.696
5	I seek information about drug content. It's important to me for decision making.	(Potnis, 2012) (Pevinad, Ali, Shabanpoor, Mehravar, & Kashfin, 2017)	Learning	Learning	.786
6	I compare the contents of two or more OTC medicines from the label.	(Lynch, 2019)	Personality	Learning	.734
7	I update my knowledge base about OTC medicines.	(Chatterjee, Vijendra, Girish, Kumar, & Korothe, 2019)	Attitude	Learning	.856
8	I am aware about the severe adverse effects of OTC medicines.	(Chatterjee, Vijendra, Girish, Kumar, & Korothe, 2019)	Knowledge	Learning	.745
9	I used to see about the product due to repeated advertisement.	(Bhowmik & Dr. Jha, 2017)	Attitude	Perception	.655
10	I purchase a brand of OTC medicine due to recommendation from my friends & relatives.	(Bhowmik & Dr. Jha, 2017)	Attitude (belief)	Motivation	.779
11	Price of OTC medicine affects my purchase decision.	(Prajapati & Patel, 2013.) (Bhowmick, 2020) (Pevinad, Ali, Shabanpoor, Mehravar, & Kashfin, 2017)	Attitude	Perception	.537
12	I always take chemist's opinion before purchasing of OTC Medicine.	(Potnis, 2012) (Bhowmick, 2020)	Attitude (belief)	Learning	.508
13	Past experience about OTC drug help me in decision making.	(Prajapati & Patel, 2013.) (Bhowmik & Dr. Jha, 2017)	Learning	Motivation	.508
14	I always purchase OTC branded medicine.	(Bhowmick, 2020)	Lifestyle	Motivation	.594
15	Brand of OTC medicine is basic criteria of purchasing it for me.	(Prajapati & Patel, 2013.) (Bhowmik & Dr. Jha, 2017)	Lifestyle	Motivation	.592
16	Different advertisements of OTC products help me to make opinion about it.	(Bhowmick, 2020)	Lifestyle	Perception	.749
17	Frequent advertisement increases trustworthiness of an OTC brand medicine.	(Potnis, 2012)	Attitude	Perception	.774
18	I do exercise and keep myself physically fit.	(Morales-Sua' rez-Varela & Llopis-Gonza'lez, 2009) (Kuřikovska, 2014)	Learning	Learning	.595

19	I think life style OTC medicines keep me healthy.	(Bell, Dziekan, Pollack, & Mahachai, 2016) (Kuřikovska, 2014)	Perception	Personality	.678
20	I use lifestyle drug frequently.	(Kuřikovska, 2014)	Perception	Personality	.725
21	I believe that use of OTC medicine for treatment of basic ailment is effective.	(Bhowmick, 2020)	Perception	Attitude	.615
22	According to my knowledge of OTC, I choose proper OTC medicine for the treatment.	(Bhowmick, 2020) (Pevinad, Ali, Shabanpoor, Mehravar, & Kashefin, 2017)	Learning	Attitude	.662
23	I am very particular about my OTC medicine and don't change my medicine easily.	(Jharap, 2017)	Attitude	Attitude	.781
24	It is important for me to have vitamins and minerals in my diet.	(Pevinad, Ali, Shabanpoor, Mehravar, & Kashefin, 2017)	Attitude	Attitude	.731
25	I think OTC medicine rarely cause side effect.	(Prajapati & Patel, 2013.)	Attitude	Attitude	.489
26	I purchase OTC medicine because it saves my time.	(Mapala, Holla, Acharya, & Zachariah, 2003)	Attitude	Perception	.618
27	I purchase OTC medicine because of its affordability.	(Mapala, Holla, Acharya, & Zachariah, 2003)	Attitude	Perception	.832
28	I am having sufficient knowledge about drug-supplements' interactions.	(Pevinad, Ali, Shabanpoor, Mehravar, & Kashefin, 2017)	Attitude	Lifestyle	.821
29	Vegetarian and non-vegetarian content of the OTC medicine affects my purchase decision.	(Prakash, Soni, Mishra, & Sarma, 2019)	Lifestyle, (Values)	Lifestyle	.816
30	The advice of pharmacist motivates me to purchase particular OTC Medicines	(Cheriyān & Tamilarasi, 2019) (Bhowmik & Dr. Jha, 2017)	Motivation	Attitude	.508
31	Information from earlier prescription from doctor motivates me to purchase particular OTC Medicine	(Cheriyān & Tamilarasi, 2019) (Bhowmik & Dr. Jha, 2017)	Motivation	Attitude	.569
32	Information from internet, magazine motivates me to purchase particular OTC Medicine	(Cheriyān & Tamilarasi, 2019) (Bhowmik & Dr. Jha, 2017)	Motivation	Lifestyle	.480
33	I can change my OTC medicine after knowing different OTC medicine options for treatment of an ailment.	(Schiffman, Wisenbit, & Ramesh Kumar, 2015)	Personality	Perception	.670
34	I use only specific OTC Medicine for my treatment.	(Schiffman, Wisenbit, & Ramesh Kumar, 2015)	Personality	Attitude	.477
35	I follow the suggestions given by my peers or pharmacist about choice of OTC medicines.	(Schiffman, Wisenbit, & Ramesh Kumar, 2015)	Personality	Motivation	.518
36	If I do not get my particular OTC medicine then I get stressed or worried.	(Schiffman, Wisenbit, & Ramesh Kumar, 2015)	Personality	Personality	.687
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 12 iterations.					

Conclusion

Consumers which are purchasing the OTC medicines for their personal use has the effects of various factors on their decision. Study find outs various factors which affects the decision of consumer. As every individual is different because of their thinking and psychology. This also affects the individual's decision making style i.e. which factor affects more to a particular individual. Study find outs the six

psychographic factors i.e. Learning, Attitude, Knowledge, Perception, Motivation and Personality which are affecting the consumer's decision making process though the literature review. And after the study the same factors are explored under the psychographic segmentation by using the technique Principal Component Analysis which is one of the method used in exploratory factor analysis.

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