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## A STUDY OF OVER THE COUNTER DRUGS PROMOTION AND MARKETING STRATEGIES BY INDIAN PHARMACEUTICAL COMPANIES

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**Abstract:** Over the past decade marketing strategies have changed dramatically in the Indian pharmaceutical industry. Companies heavily advertise their OTC products to market it. In his study the author tried to emphasize the importance of marketing strategies in promoting OTC drugs

India is a future pharmaceutical market that is showing significant growth in the pharmaceutical industry. There are various medical categories promoted by Pharma companies that face many challenges to compete alone with their market share where OTC marketing strategies are a variety of national and international pharmaceutical trade. Competing with each of the OTC product companies is highly marketed and promoting their OTC product in the market. The current study focuses on a variety of marketing strategies used to increase OTC product by Pharmaceutical companies with a focus on customer satisfaction and customer needs.

**Keywords:** OTC drugs, marketing strategies, Advertising, Promotion, Product life cycle.

### I. INTRODUCTION-

Over-the-counter (OTC) drugs distribute directly to patients without prescription from a Registered Medical Doctor (Physicians). India, there is no official recognition of OTC drugs. The import, manufacture, distribution and sale of drugs and cosmetic acts regulated by the Drugs and Cosmetics Act (DCA) and its subordinate law, Drugs and Cosmetic Rules (DCR) It was said that not all drugs that included in the slope of prescription drugs "exist deliberately as non-prescription drugs that are OTC drugs. drugs fall under two Medicinal programs as well The Rules of Cosmetics, are Schedule H and Schedule X. and some Drugs fall under Schedule G, these drugs require mandatory text on the label: "Caution: Dangerous take this preparation without medical supervision "again Prescription drugs are not advertised to the public by sector

This research paper explains the different concepts and terms of OTC drug types, marketing concepts and a strategy that will serve as an OTC drug promoter. In addition to these various marketing strategies for OTC products are included in this research paper. Today, the Indian Pharmaceutical Industry is undergoing a number of changes after the introduction of a patent in the world. Pharmaceutical companies continue to change their marketing strategies to keep pace with new competition business environment. Research on OTC product marketing strategies is based on secondary data. Marketing strategy is changing happened in the Indian medical industry. Changes in pharmaceutical companies in relation to 'Product marketing in the pharmaceutical industry is very confusing to the environment. Large size companies and the complexity of the processes and their expertise demonstrates several marketing challenges in promoting OTC Products. Marketing is the same is defined as the satisfactory needs and demands of the customers through the exchange process. Within this exchange transaction customers will make exchange only what they value (money) if they feel that their needs are fully met; clearly the biggest benefit as long as the maximum transaction the organization can charge.

## MARKETING PROCESS-

Marketing process has changed and improved over time, today marketing is based on providing continuous benefits to customers, these benefits will be provided and there will be a transaction taking place.

Marketing requires coordination, planning, campaign implementation and competent managers to ensure success in their endeavors. Marketing goals, objectives and objectives must be considered and met, evaluated competitive strategies, expected and skipped. By successfully implementing marketing strategies the organization must be able to identify the needs and requirements of the customer and strive to meet its needs by delivering benefits that will improve or enhance the quality of life of customers, while ensuring that satisfaction requires healthy corporate profits.

According to Philip Kotler 'marketing is a process of satisfying needs and wants through an exchange process' Within these transactions customers will only exchange what they value (money) when they feel that their needs are fully met; apparently a huge profit if given the maximum transaction the organization can charge.

'Marketing is not about providing products or services it is about providing flexible benefits to the changing needs and requirements of the customer. A consistent, systematic market opportunity analysis creates the key to success in a competitive market. Increasing competition, government regulation, growing consumer spending prioritize innovation and customer relationship management.

## II. OBJECTIVES-

Marketing strategies combine all their marketing objectives into one a comprehensive system in which an organization brings its value to customers. These strategies that contribute to the growth of the OTC component in consumer health care significantly market expansion. However pharma companies are changing from prescription drugs to OTC product is a strategy that requires a new approach to marketing OTC product in its presence as and the unused market.

Our objective-

To know the various techniques of marketing strategy of over the counter (OTC) drugs.

To know the importance of over the counter (OTC) drugs promotional tools.

To provide conceptual framework based on the marketing strategies of pharmaceutical companies and reviews.

**Pharmaceutical market leader strategies:** The organizational market environment and competing strategies determine the competitive position varied from market leader to niche's market.

**Market Leader:** Among the many pharmaceutical companies there is only one company commonly known as a leader. It usually has the largest share in the market and, because of its price, marketing momentum, distribution distribution, technological advances and the rate of new product revenues, determines the type, speed and competitiveness of the competition. It is this regime that equally offers other companies in the industry.

**Niche Market:** Almost every industry has a succession of small, heavy-duty, and often prosperous firms, choosing to focus on specific market segments that are more sophisticated and that may be of real interest to larger firms. A very good example is that the GSK consumer healthcare sector would focus on OTC phases to build a technology market such as in the case of ENO it happens that market nuns can build professional market knowledge and avoid costly direct struggles for large companies.

- Leader: can expand the market, Protect current share and Expand share.
- Challenger: Discounts or discounted prices, Inexpensive goods, Design products and distributions, Improve services, Advertise more, Increase range and reduce costs.
- Follower - Part Carefully, Use R&D Wisely and Challenge Common Wisdom.

## III. MARKETING STRATEGIES BY OTC DRUGS COMPANY-

An participatory strategic plan that aims to move the organization towards achieving its short-term goals and, ultimately, achieving its core goals. However, OTC drug companies are on the rise - prices are rising. This combined with increased spending, resulting in economic growth and greater access to medical care is contributing to the expansion of the OTC market. The current situation in the domestic industry indicates that there is a great deal of untapped potential. However, the industry needs to be concerned about certain performance-related problems in the domestic market. On the other hand, many OTC drug marketing companies have successfully invested in a wide range of targeting strategies, with the latest business and customer trends creating new challenges and opportunities to increase profits. The use of medical representation (MR) in physician marketing products and the influence of others on the management of decision-makers has become a time-tested tradition.

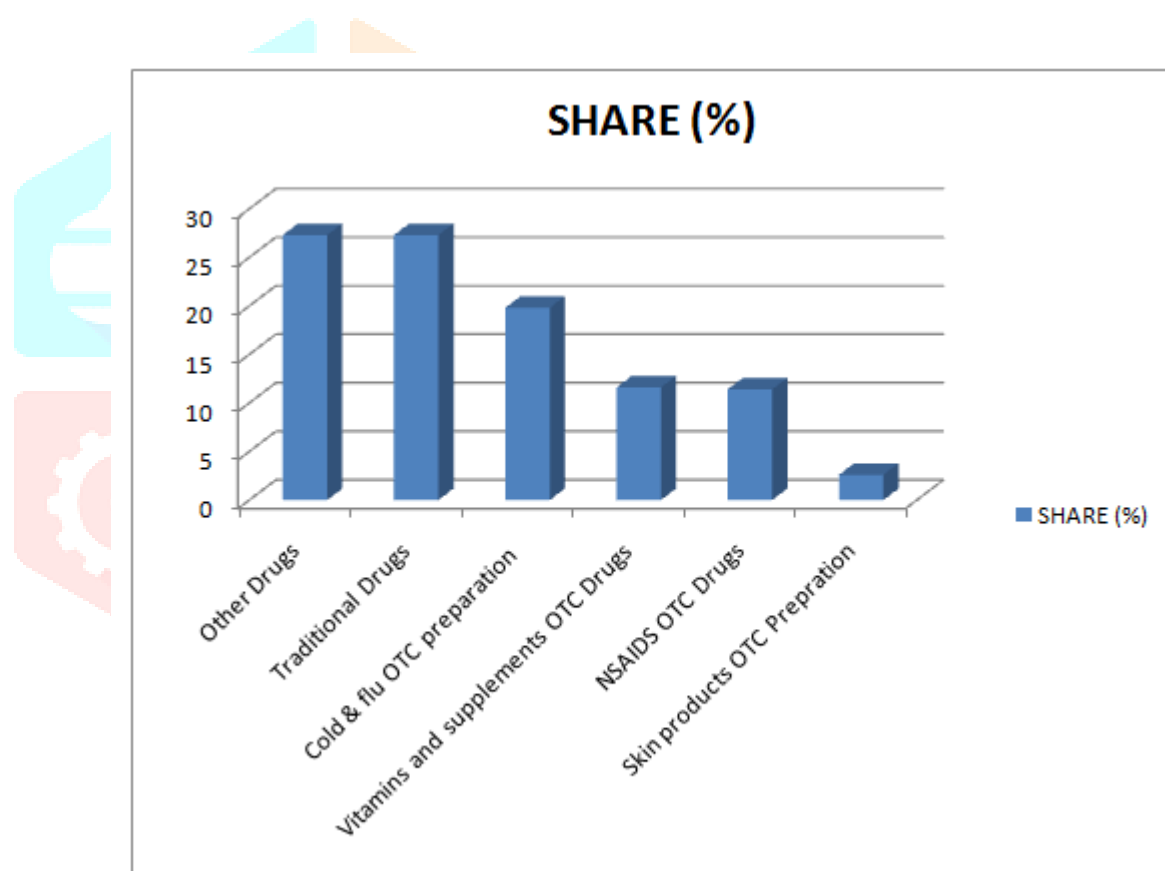
We can see the share of multiple segment through Table 1.

Table: 1 Indian OTC Drug Pharmaceutical Market Segment and Share (%)

SEGMENT	SHARE (%)
Other Drugs	27.3
Traditional Drugs	27.3
Cold & flu OTC preparation	19.8
Vitamins and supplements OTC Drugs	11.6
NSAIDS OTC Drugs	11.4
Skin products OTC Preparation	2.6

The development of business strategies related to domain orientation and navigation, or how businesses compete in their chosen areas through OTC marketing firms. Business strategy development focuses on the definition of a domain, or the choice of business areas in which an organization will compete. Since prescription drugs expire at the domain of the final strategy and marketing of patents expires it is useless and meaningless. Therefore, the new OTC drug conversion platform and operational strategies require a new approach to marketing OTC products in existing markets even in non-market markets. Finally, strategic planning contains details of how functional areas such as marketing, operations, finance and research should work together to achieve a business level strategy. Strategic decisions by companies to switch Rx to OTC products are made by MD and BOD and CEOs.

We can easily understand the share of multiple segment through graph 1.



Graph: 1 Indian OTC Drug Pharmaceutical Market Segment and Share (%)

#### IV. MARKETING STRATEGIES FOR OTC DRUGS-

OTC drug marketing strategies are very important in any pharmaceutical industry especially what happens when pharmaceutical products lose patent protection, it is important to consider whether major changes are really needed. It is possible that the Pharmaceutical Product is working in a very small niche category to attract the most challenging General Competition, at least in the short term. It is also possible that the awareness and imagery of this product is so strong in the minds of patients and physicians that it will maintain its high proportions even after the loss of copyright protection. Marketing strategies are derived from a prescription drug that deals with a competitive environment from a standard product that involves trading between product design and price competition. The company also cannot use marketing-specific strategies such as legal efforts to extend copyright protection or strategic alliances with common manufacturers and at the same time may use different strategies, thus creating a hybrid model.

**Low price strategy:** Reducing the price gap with Revital addresses is a major problem caused by the termination of copyright; that product equity can no longer support large price variations and that, in fact, is the same product. Extremely, price comparisons with generic will make doctors, pharmacists and regulators less indifferent between the two and may force weaker

generic manufacturers to leave the business, due to their low quality standards. On the other hand, price competition calls for retaliation and can quickly turn into a price war that could kill all profits in the sector. Another issue to keep in mind here is that most doctors who prescribe medication do not know the prices. Price communication with consumers is therefore an integral part of the

**Divest Strategy:** This strategy includes reducing all promotional and research costs when a product is in direct competition from Revital and redirects savings to protected products and patents. In some cases, this marketing strategy actually incorporates price increases to achieve higher product equity among a small portion of strong and loyal customers.

This strategy leads to very low productivity levels as the brand can be supported and price competition as price gain can be challenged. The effectiveness of this strategy depends on the intervention of doctors, patients and other individuals. When their motivation to switch to a newly discovered genre is low, either because of low financial incentives or strong attachments to the product or the amount of financial research and development, such a strategy can bring high profits, at least in the short term. In the long run, however, the benefits of this strategy depend on the quantity of other patented drugs in additional promotional investments.

**Value for money:** The introduction of new, improved flavors, or delivery systems can lead to additional consumer emotional or active consumer benefits in the pharma industry. This type of differentiation improves awareness and image of the product and thus increases product consistency. Because these innovations do not extend the life of the patent however, it is difficult to transfer costs to the consumer when faced with normal competition and as a result, this strategy leads one step ahead of price competition. In addition, these improvements can be easily copied by generic and thus often have a weak impact on sales, while reducing genes.

**Innovation strategy:** Pharmaceutical companies can innovate by developing new forms and dosages or by demonstrating the effectiveness of new indicators. They can also establish by providing better medical services and better communication about the disease and this product with high promotions by medical representatives (MR). Compared to the above-mentioned strategy, this option also incorporates lower price competition, but can improve patent product equity by providing additional patent protection. On the other hand, innovation requires years of research before authorization and, in some countries, does not necessarily extend the term of the patent. Offering extra money to introduce new, improved flavors, packaging, or delivery methods (e.g. easy to swallow pills, or dots) can lead to additional consumer or active benefits.

A pharmaceutical company can open their business by introducing new methods and standards or demonstrating the product performance of a new index. Some new marketing strategies are:

**A. Emotional Influences-** Many people buy the drug and not just their favorite celebrity developers or celebrities who appreciate the beauty of the attractive tablet. Depending on their age, discomfort, amount of money, time management and many other factors, they influence the decision to buy. The logical decision-making process is the practice of buying a health care product rather than other products. OTC products do not solve everyday problems. OTC products are a current disaster, one that solves major disasters. By the way disasters are related to the health of our body, it plans to act prudently in an attempt to attract the laziness of starving to death without overdramatic. The general goal of most OTC medications is pain treatment, and the whole idea of promoting the ad will reflect the absence of the problem. Touching people's emotional options with a reliable definition of a single pain relief is a very important approach. The following are some common business negotiations.

**B. Product Purchase Research-** Before purchasing a self-medication product, consumer use to research a particular type of medication with the help of social media and the internet. Now the smart phone of the day is very helpful in doing this research in the area where they are, people always need an online expert opinion from authorized sources before making your medication to be sure of the causes and remedies for the disease. Therefore, it is important for the advertiser to have complete knowledge of search engine keywords, frequently asked questions, common concerns etc. This enables the advertiser to verify the accuracy of his product information available on social media and online. When information and communication are available in a way that reaches the consumer, better understanding and information creates a higher profitability to purchase that product. Clarity of beliefs within a product is one of the most powerful forces behind their purchase decision.

**C. Staying on Consumer-** Thoughts The customer comes to the pharmacy, see what is available for minor ailments such as Fever, colds and flu, headaches, etc., for personal use. It is a good thing if a company if a company "wins the sale", of its medicines. However, it is also behind other companies. Since the same medicament of OTC products cannot be sold by another industry, it becomes difficult for other products to tend to remain in the consumer's attention. Therefore, marketers can be equipped with social media, emails, and mobiles; in this case, the market may have the potential to make money available only to those who consider making a wish.

**D. Evaluation and analysis-** An important part of any marketing and creative part of testing and analysis remains crucial. The will of the product becomes a successful social resistance as a representation of the faith. If enthusiasts understand that a product receives more praise than disapproval from a variety of people, inevitably, OTC drugs have no modification from the product. Some remedies will work well for some people and for some people they will not be able to properly examine more than the opposition of the wrong people enough to deny the negative thoughts from the person reading the attention. By hearing a good test, the student begins to feel good about the product and that is about marketing.

**E. Customer Reliability-** Some OTC medications are used on demand, other medications such as vitamins and supplements are commonly used daily. Frequently used OTC drugs can make the OTC industry perfect for consumer loyalty programs, which increase the frequency of purchases, even the customer is confident that loyalty programs meet the business component, and establish that a reliable company is right for them. Doing or breaking a business also depends on a good loyalty plan. Loyalty plans are also an asset to the business to allow for intelligent advice on customer base in their purchases in context and beyond.

**F. OTC Medication Promotion** OTC Medication is directly recommended by physicians and other health professionals. Successful inclusion of OTC product can be achieved when Pharma company pursues incentive and ethical strategies.

**G. Advertisement** -No advertisement is permitted by the Drug & Magic Remedies (Objectionable Advertisement) Act & Rules, that is, to indicate the incidence of disease.

There is no specific law to restrict the information of recommended drugs. Repetition of production is not to inform only the recommended doctor of drugs. Certain standards to be observed in the marketing of OTC drugs they advertise must be reliable and not deceptive; which may mislead consumers who make sense under these circumstances, advertisers must have a sign to



support their rights and the advertisements should not be biased. The marketing force must have the appropriate details for creating and understanding behaviors with physicians and retailers.

**H. Push and pull techniques-** These are followed in OTC drug promotion. Compression strategy ensures product availability by persuasive retailers, pharmacists and physicians with full knowledge of the product and offer. The strategy promotes from manufacturer to retailer, retailers recommend it to retailers, and, finally, retailers recommend medications to patients. Organizations additionally promote their products to pre-sale retailers, dealers or drug stores together or within one of their locations. The draw is about the manufacturer developing his or her object within the market for the purpose of the application. In order to sell it the buyers pull the item through a channel dedicated to convincing the distributor and seller.

**Sales Promotion-** This strategy is often used to get short-term sales growth. It may involve spending money without coupons or special offers. OTC Marketing companies seem to be more involved in promoting sales in today's new trading formats.

**Personal Sales-** A process by which businesses use people ("marketing power") to sell a product after a face-to-face meeting with a customer. The concept of direct marketing in OTC marketing can be achieved with great success as seen in many FMCG products.

**Focus on consumer advertising-** Consumer-oriented advertising has one main objective of alerting consumers to product availability in the right conditions for them to change. Under the laws governing claims in advertisements, including drug-exported advertisements (OTC), they must be accurate and not misleading or misleading.

**OTC Drug Marketing Promotion Strategies-** Pharmaceutical companies develop marketing strategies that bring their value to the customer. Marketing strategies allow pharmaceutical business structures to achieve their marketing objectives. The pharmaceutical industry should consider the various standards of OTC drug product promotional strategies namely

1. Advertising must be genuine and not deceptive; not to mislead consumers who work under moderate conditions.
2. Advertisers must have proof of duplication of claims.
3. Ads cannot be unfair. The sales section should have product knowledge and a good understanding of the doctor as well as the vendors.

The success of OTC products can be achieved when pharmaceutical companies follow promotional and ethical strategies. These marketing strategies contribute to the expansion of the OTC product component in the consumer health care sector.

## V. PLC OF OTC DRUGS AND MARKING STRATEGIES-

Understanding the Product Life Cycle (PLC) is very important for an organization that introduces new product companies that are patented and that products are about to enter the final phase of PLC. It helps the company to manage the risk of launching a new product with great success, switching products or switching products to another category what the pharmaceutical company usually does, while at the same time increasing sales and profits that would be available throughout the product life cycle.

According to Philip Kotler PLC of OTC products that make medicines show that the products have four similar properties. pharmaceutical products have limited health; their marketing goes through many different stages, each with different features, challenges, and opportunities; their benefits do not stand together but fluctuate in these stages; and the financial, labor, manufacturing, marketing and procurement strategies required for products at each stage of the life cycle vary. While there is a common pattern in a product life cycle, which is a natural shape, this pattern varies according to the specific characteristics of the given product. A typical PLC consists of five main categories namely. there is Product Development; Introduction; Growth; Maturity and Decline.

**Introduction Stage-** The need for immediate profit is not pressure. The brand is encouraged to create awareness. If a product has no competitors or a few, a skiing price strategy is used. Limited product numbers are available on a few distribution channels. Advertising separates the product.

**Growth Phase-** Competitors are attracted to the market with very similar offerings. Products become more profitable and companies form co-operatives, joint ventures and contagion. Expenditure on advertising is high and focused on product design. The market share is usually stable. Advertising establishes participation with markets.

**Maturity Phase-** Those products that survive the early stages usually spend a very long time in this phase. Sales grow at a slower pace and stabilize. Manufacturers are trying to differentiate between products and products that are key to this. Price wars and intense competition took place. At this point the market is reaching full potential. Manufacturers are starting to leave the market because of the low marks. The promotion is growing exponentially and uses a wide variety of media. Advertising puts the price ahead of the competition.

**Decline Phase-** At this point there is a decline in the market. For example, the introduction of new products or consumer preferences has changed. There are huge price reductions and many products are being marketed. Profits can be improved by reducing market utilization and reducing costs.

## VI. OTC MEDICINES IMPACT-

Compared to prescription drugs (prescription) OTC drugs are lower. People are taking OTC drugs because they are effective and safe. Due to the amount of money and time, honest name, easy take, quick action, confidence in the product, etc. The majority of the public takes it as their minor illness as a first step. If you follow the guidelines on the label or by directing your healthcare professional they are safe and effective. OTC drugs have the cost of easy access to choosing standard treatment; they offer comfort, yet beneficial treatment and reduction of minor ailments. OTC drugs are not only important in ensuring that consumers can receive the care they would normally look for, but it is also important in satisfying young consumers who want to treat their illnesses, which also show financial benefits. The use of OTC guidelines exposes the reserve funds to both clients and the human services framework by reducing unnecessary doctor visits in generally treatable conditions.

## VII. CONCLUSION-

Research has shown that effective OTC product promotion by Pharma companies can be achieved when the product meets quality, safety and performance parameters under regulatory requirements that can create a brand image in the minds of

consumers. The purpose behind the OTC ad is to inform the public about their condition and the availability of personal medical treatment. Since the advertising of consumer products is limited by the amount of information that can be passed on, its role remains to attract attention and appreciation. Other communication channels such as product labels and brochures are very important to present a large number of detailed information. Unregistered drug advertising has many public health benefits in general, the market, and each patient.

Pharmaceutical companies can promote their company's product to the market effectively where the product meets safety, efficiency, and branding in the minds of consumers. To this end, the pharma company must embrace promotional and attractive marketing strategies to promote their products among competitors in the market, they must build strong relationships with pharmacists and doctors and build a positive product in the minds of customers in the long run to support the market. Sustainability can be achieved with appropriate promotional and marketing strategies. It is like a heartbeat for all companies and should not always be stable. It has to change in the way that it responds to the explosion of information, technological advances, and the rage of competition etc.

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