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CONSEQUENCES OF SALES PROMOTIONS ON SALE OF OTC - FMCG PRODUCTS IN PHARMACEUTICAL SECTORS

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Abstract

Over-the-counter (OTC) drugs are the medicinal products sold directly to a consumer without a prescription from a healthcare professional, as compared to prescription drugs, which may be sold only to consumer's features with a valid prescription. OTC-FMCG (Fast Moving Consumer Goods) sales promotions are generally looked at as tools that undermine the brand; yet a tool that is necessarily meant to speed up sales. Consumer sales promotion on OTC-FMCG products take up a large share of the total marketing expenditure despite which it remains an area that still attracts attention as an essential component of the promotion mix meant to increase short term sales. It is therefore not surprising that most of the marketers resort to OTC-FMCG sales promotions to attract the competitor's market share. The current study reports the results and the consequences of sales promotions on sale of OTC - FMCG products in pharmaceutical Sector with impact of consumer sales promotions on few consumers of each product. This study has attempted to explore sales promotional techniques going to be recessive on OTC personal care products in Fast Moving Consumer Goods.

1. Introduction

OTC drugs are usually regulated by active pharmaceutical ingredients (APIs), not final products. By regulating APIs instead of specific drug formulations, governments allow manufacturers freedom to formulate ingredients, or combinations of ingredients, into proprietary mixtures. (*Fda.gov (2009-04-30)*) The term over-the-counter may be somewhat counterintuitive, since, in many countries, these drugs are often located on the shelves of stores like any other packaged product. In contrast, prescription drugs are almost always passed over a counter from the pharmacist to the customer. Some drugs may be legally classified as over-the-counter (i.e., no prescription is required), but may

only be dispensed by a pharmacist after an assessment of the patient's needs or the provision of patient education. In many countries, a number of OTC drugs are available in establishments without a pharmacy, such as general stores, supermarkets, gas stations. Regulations detailing the establishments where drugs may be sold, who is authorized to dispense them, and whether a prescription is required vary considerably from country to country.



Fig 1: The sales promotions of OTC-FMCG products.

1.1 OTC-Natural health products in pharmacy sector

OTC with natural health products (NHPs), such as herbal medicines and other supplements, has become very popular among Indians. Based on data from the 2005 OTC Natural Health Products Survey Indians have used OTC-NHP at some time in their lives. A majority agree that OTC-NHPs can be used to maintain or promote health or to treat illness (29%). Fewer agree that NHPs are better than conventional medicines (28%). OTC- NHPs are used to treat an existing health condition or in an attempt to prevent illness and often consumed in tandem with conventional medicines.

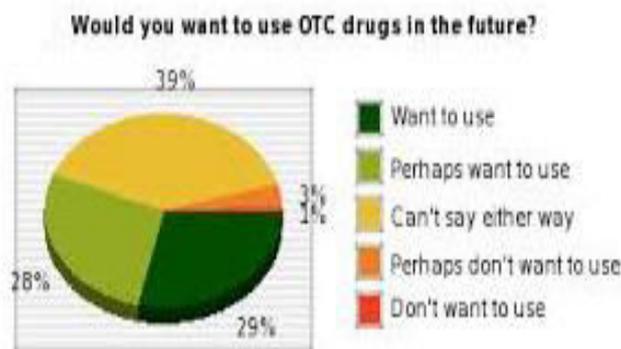


Fig 2: A sector diagram showing the percentage level of OTC drugs usage.

1.2 Pharmaceutical Market Vs OTC-FMCG Market

To sell OTC-FMCG products sales promotions with good perspectives and perhaps an emerging idea with marketing trend is need for the product. Well here the questions raise 1.What is the link with pharmaceutical and OTC-FMCG products?

2. How they both are related in the field of Medicine and Sale promotions.

Thus, to answer your needs here are the few major points given below to explain briefly about pharmaceutical market vs. OTC-FMCG market in sales sector

1. Pharmaceutical is the field of science that links the health sciences with the chemical sciences and it is charged with ensuring supply of the safe and effective medicinal products to the patient. OTC-FMCG is the term used for the fast moving consumer products those are used by consumers in day to day routine. E.g. Madha'S Cow Urine for treatment of Cancer, Karisalankanni Jaundice cure, Surnam powder for Children illness, Herbal weight loss capsules, Orginal Neem Toothpastes, Rajan Personnel care products, Sp Hair care products etc.,
2. Pharmaceutical market deals with the supply or availability of drug or medicinal products used for diagnosis, prevention or treatment of specific medical conditions (Diseases). OTC-FMCG market deals with the supply or availability of consumer products of the routine use.
3. The Pharmaceutical market is highly regulated market. Manufacturing, Supply or Use of pharmaceutical products are regulated by national regulatory laws and authority in order to ensure specified quality & standards of such products e.g. USFDS, CDSCO, GMP etc. OTC-FMCG market is not regulated market. There are no regulation apply in manufacturing, supply or use of OTC-FMCG products.
4. Pharmaceutical goods are available on the retail drug stores and must be sold by qualified registered pharmacist with the prescription of Registered Medical Practitioner (Doctor). OTC-FMCG is available on every general stores and shops and can be sold and purchased by any consumer without any interference of any authority or law.
5. The concept of Consumer and Customer is different base on prescription of or OTC pharma products. In case of prescription drugs, the doctor is actual customer and patient is consumer, as the sale of drug is only affected by prescription of doctors. In case of OTC drugs, the patient is customer as there is no prescription of doctor is required to purchase OTC drugs. In case of OTC-FMCG, the buyer has freedom to purchase and consume the product. There is no difference between customer and consumer.
6. Price of the pharmaceutical products is regulated by NPPA & DPCO. However, this regulation on price applies to some lifesaving drugs only. There is no regulation on the price of OTC-FMCG.
7. Advertisements of Pharmaceutical Products are regulated by regulatory authority. The prescription drugs cannot be advertised on social media like Television, Radio, and Public Places. The marketing of prescription is done through direct marketing where Medical Representative acts as media between company and customer (Doctor).

However, OTC products can be advertised on social media. There is no regulation of advertisement of FMCG that of pharmaceutical goods, although, some basic guidelines need to be followed as per national advertisement act.

2. Case studies on OTC-FMCG products:

2.1 About OTC Market in India

Over the counter markets, popularly called OTC markets, mainly refers to spot markets as well as those markets of specific commodities, which can be localized. The specialty of such markets is that almost all kinds of trading done there are delivery based. OTC trading is generally a direct deal of financial instruments like bonds, commodities, derivatives, stocks etc. between 2 parties. To be precise, an OTC market is a kind of financial market, which trades products over-the-counter.

Varied FMCG companies in India, especially the pharmaceutical companies of the country occupy a significant portion of the Indian OTC market.

2.2 OTC Products in India

Among the various categories of OTC in India, the ones that are known for spending the maximum amount for brand building on T. V. are as follows:

- Analgesic or Cold Tablet (Crocin, Dcold, Disprin, Stopache, Triaminic, Vicks Vaporub).
- Antiseptic Cream or Liquids (Boroplus, Borosoft, Dettol)
- Balm or Rubs (Amrutanjan Joint Ache Cream, Emami Mentho Plus, Himani Fast Relief, Iodex, Moov).
- Cough Lozenges (Halls, Strepsils, Vicks Cough Drops)
- Digestives (Dabur Hingoli, Eno, Hajmola, Pudín Hara)
- Health Supplements -Tonic and Vitamin- (Boost, Calcium Sandoz, Complán, Dabur Chawanprash, Himalaya, Horlicks, Jeevanprash, Sona Chandí Amritprash, Sona Chandí Chawanprash)
- Skin Treatment-Medicated- (Clearsil, Itch Guard, Krack, Ringguard, Others Smyle Sore Throat Reliever, Tavist or Tavegyl, Vicks Action 500, Otrivin,

Apart from these famous brands, there are numerous other OTC products that are available in India. Some of them are mentioned below:

- Antacids, Anti-flatulent, Band-aids or other types of medicated dressings,
- Benadryl, Glucose powders,
- Gripe water for babies.



Fig 3: Sales promotions figures of few OTC-FMCG products.

2.3 Key OTC players in India

The Republic of India has got a number of OTC players (*Business maps of India, 2012*). To name some of the renowned OTC players in this country are:

- Amrutanjan Health Care Limited
- Cipla Limited
- Dabur India Limited
- Emami
- Glaxo Smith Kline (GSK)
- Heinz India Private Limited
- Himalaya Herbal Healthcare
- Koprani Limited
- Nicholas Piramal India Private Limited
- Novartis
- Paras Pharmaceuticals Limited
- Procter and Gamble
- Reckitt Benckiser Group Plc.
- Taj Pharmaceuticals.

2.4 Growth and Challenges of OTC in India:

Over the years, the Over-The-Counter market in India has shown a significant growth. The expansion of this market gets reflected from the different industries involved in it. During the year 2005, the OTC segment of India was at INR.4, 500.00 crores and was considered to touch INR. 20,000.00 crores post inclusion of the nutraceuticals and cosmeceuticals. By the end of 2007, it was projected to grow at the CAGR (Compounded Annual Growth Rate) of around 4.5 %. However, presently, this Indian market is believed to be growing at the CAGR of approximately 12 % to 15 %.

Though the healthcare industry of this country has been one of the most noted beneficiaries of this market, but this segment has much more to go. Following are some of the challenges experienced by the OTC market in India:

It is not clearly defined what an OTC pharma product comprises off. The Indian regulatory authority does not allow the sale of some drugs like Ranitidine to be sold without prescription. In the western supermarkets, it is sold without prescription though. According to the rules and regulations, OTC products cannot be sampled to consumers directly. It necessitates to be going through the level of a pharma shop. Indians choose home remedies than a prescribed drug. Some of the OTC brands lack consistent building of brand name during a specified time period because of high branding cost.

3. Sales promotions on sale of OTC - FMCG products in pharmaceutical Sector

So far, we have discussed about the OTC-FMCG products those were used for so many years and manufactured and well promoted under some key companies in India. At present in this modern and innovative world so many technologies have been developed where new inventions versus ultimate products have reached people starting from Human needs- Home needs, Baby cares- Skin Surgery, Cloning- Gene transfer therapy and so on. In contrast some OTC-FMCG products have aroused in incredible India as a cure for strange diseases like cancer, jaundice, diabetes and obesity as well there is medicine to stop alcohol consumption moreover some skin care and beauty products the very fast moving consumer goods among the modern people, which is reaching people slowly. Thus the current data reveals the consequences of sales promotions on sale of some new OTC - FMCG products in that are moving in present day pharmaceutical Sector.

3.1 Consequence of OTC-FMCG frame work

One of the challenges of the OTC category is the multi-dimensionality of benefits that exists across ailments, and the difficulty of getting consumers to articulate what they desire in a remedy apart from ‘quick relief’- and, to some extent, softer qualities like safety, gentleness and trust. Marketers therefore often find themselves locked in a contest of ‘quick-quicker-quickest’, the promise of speedy relief is a fairly ubiquitous one, whether we are thinking of pain, fever, cold & cough, or acidity. While this is not necessarily ‘wrong’ (of course people want quick relief!) – it does not take into account how people are really choosing between options, and is also limiting in terms of providing opportunities for differentiation. Let’s pick four categories as examples – Anti cancer agent, where intuitive logic is strong, and systemic jaundice remedies, where it is relatively strong, and some other instant relief from illness and a great deal with skincare products and see how our consequence framework can help get beyond this.

i) Anti cancer agent

Cow Urine, is aqua omnium florum or all-flower water, distilled from cow-dung in may, when the cows ate fresh grass with meadow flowers. It was also known less euphemistically as aqua stercoris vaccini stillatitia (distilled water of cow dung). This was used as a medicine to treat a variety of ailments including gout, rheumatism and tuberculosis, i.e. in the liquid format antacids. It is positioned very strongly on 'symptomatic relief' ("gets to work in 6 months") and owns this space in the anti cancer agent category as a whole. The above data was based on the symptomatic relief found to the patient undergoing our treatment. The symptomatic relief signifies the improvement in physical conditions like low diet, difficulty in swallowing, constipation, vomiting, severs pain and other problems. Further various researches have been done and going on which signifies its role as follows:

Cow Urine in a specific amount is scientifically proven to enhance the anti-microbial effects of antibiotic and antifungal agents. The invention relates to a novel use of cow urine as activity enhancer and availability facilitator for bioactive molecules, including anti-infective agents. The invention has direct implication in drastically reducing the dosage of antibiotics, drugs and anti-infective agent while increasing the efficiency of absorption of bio-active molecules, thereby reducing the cost of treatment and also the side-effects due to toxicity. (*US Patent #6410059*), (*Swaarnim Natural science limited*),

Use of bioactive fraction from cow urine acts as a bio-enhancer, anti-infective, anti-cancer agents and nutrients. The invention relates to a novel pharmaceutical composition comprising an effective amount of bio-active fraction from cow urine as a bioavailability facilitator and pharmaceutically acceptable additives selected from anticancer compounds, antibiotics, drugs, therapeutic and nutraceutic agents, ions and similar molecules which are targeted to the living systems. (*US Patents #6896907, #7235262*)

Traditionally, cow urine has been used to treat various ailments and problems for thousands of years in India. Cow urine is considered sacred in Hindu mythology. It's medicinal and healing properties are widely being propagated all over the world. But now results of extive research have successfully proved that cow urine can cure obesity, heart ailments, skin diseases, kidney ailments.

How does "Co-Madha's Urine" product work?

Cow urine consists of urea, uric acid and minerals along with other waste that has not been digested by the cow. Researchers also claim that cow urine contains Vitamin A, B, C, D, E, Sodium, Potassium, Nitrogen and other minerals. Enzymes which are very important for digestion are also found in cow urine. Hence it helps in reducing the

growth of cancer cells, improving the quality of life and life expectancy of the patient. Hence, while switching between OTC Co-Madha's Urine products within the same format is quite common, switching across formats is rare. Also, while speedy relief is the underlying promise of Co-Madha's Urine, it does not represent how consumers are really choosing between options. Since Co-Madha's urine products is acknowledged as the fastest, but the others are seen as 'good enough'.

Consequence of Co-Madha's Urine product

Looking at the problem through this framework helped understand the scale of the challenge, and also the fact that gaining share from the radiation and chemotherapy users would require format or some added flavour variants that fit well with the existing logic (cooling, aromas, herbals and mint) or communication that actively set out to change the intuitive logic of how the Co-Madha's urine works. One of the actions taken on the basis of this learning was to build an 'Aromas and Cooling' element into the communication and packaging, and also introduce a flavour variant (mint) which had cooling associations.

Sales promotions of Co-Madha's Urine product

- The product had to be sold in holy places,
- The product should be displayed in big banners with some people comments
- The products consumer should give certain advertisement with some famous celebrity, who already consumed the product.



Fig 4: The promos and banner of Co-Madha's Cow Urine product.

ii) Herbal Medicine for Hepatitis

The herbal product or NHP from plants that grows in our area knows to cure Hepatitis traditionally said as jaundice used to be cured systematically by herbal plant know as, as the keezhanalli (phyllanthus amarus) plant is found in abundance. In fact, the belief goes that the air in this OMG product was suffused with this medicine. Thus the

“Arogyaprasahad” a OTC-FMCG product which contains the medicinal cure, established here thereby brings solace to the heart of sufferers, giving them the strength to bear the trauma of illness and adding a divine dimension to their search for a disease-free life.

This Arogyaprasahad advocates a simple lifestyle, balanced and in equilibrium with nature. This abode is run by traditional siddha people. Thus it is a private space, open to the public. This Arogyaprasahad does not follow the conventions as laid down in the sacred texts. The entire complex is established and run by the profound intuitive messages received by the resident people. The date when a space is distinctly consecrated is fixed by the people himself.

How does “Arogyaprashad” product work?

The “Arogyaprashad” OTC- FMCG product contains whole plant; root, leaves and latex are used in abscess of the neck, sprained hoof, haematuria, night blindness, colic, jaundice and stoppage of urination. The Arogyaprashad product is used mainly to treat all kinds of jaundice as a single remedy and as a choleric and liver protectant, as well as for diabetes, dyspepsia, diarrhoea, inflammation, fever and frequent menstruation. In Brazil it is used for kidney and gall stones (hence the name 'stone breaker') and in the Bahamas as an aperient and laxative. It has also been used for urogenital conditions such as gonorrhoea and for worm infestation and viral diseases.

Thus it has lignans, flavonoids, phenols, polyphenols and tannins, triterpenes and alkaloids (Nor-securinine and 4-methoxysecurinine (phyllanthine) are present in the leaves), oestradiol, triacontanol, repandusinic acid, cymene, linalool, limonene and others, where the product is sold as powder, which should be taken in empty stomach and the whole day the consumer should not consume anything except buttermilk where salt is excluded, since it contains diuretic, hypotensive, hypoglycaemic, antihepatotoxic, antimicrobial, antimalarial, nematocidal, aldose reductase inhibitory, antinociceptive, antiurolithiasis, anticlastogenic and anticytotoxic activities, because of these inhibitory activities it plays a very phenomenal role in Medicinal and pharmacological activities.

Consequence of Arogyaprashad

Looking at the problem through this framework helped understand the scale of the dispute, and also the gainsay share from the medication users would require format and the systematic relief measures of how the Arogyaprashad works.

Sales promotions of Arogyaprashad

- The product had to be sold in all Siddha shops,
- The product should be sold as diluted medicine, since product is not swallowed easily,

- The products should be sold as capsules with prescriptions and certain instructions definitely, because of the nature of the leaves.



Fig 5: Siddhar of Arogyaprashad promoting his OTC product.

iii) Surrnam Natural Health Product

Surrnam is NHP which is used to treat children from illness, Surrnam consists of herbal leaves such as ocimum tenuiflorum (tulasi), plectranthus amboinicus (karpuravalli), Mentha pulegium (karun tulasi) , Chrysanthemum parthenium (Veppu), these products are grinded and given to children for illness to get instant relief from fever, headache and running nose.

Thus Surrnam is an OTG-FMCG among people which are generally sold in all the pharmaceutical shops.

Consequence of Surrnam NHP

Consequence framework helped understand the scale of NHP, and also the contribution share from the medication, users would require a proper natural medicine without any side effects and which are easily available too and perhaps the instant relief measures for children from illness is of how the surrnam NHP works.

Sales promotions of Surrnam NHP

- Since it is the product to cure children illness it can be sold with carttonated labels ,
- The product should be sold as diluted product in different flavours like strawberry, apple, mango, mint and pineapple.
- The products can be tasted easily as grape water.
- It can be sold as chewing tablet like Benda plus medicine,

- It can be sold as chocolates also to attract children.



Fig 6: The surrnam consumer promoting Surrnam NHP OTC products and cartoonated bottles to attract children.

iv) Aloe Vera Skin care products

Aloin, a compound found in the exudates of some *Aloe* species, was the common ingredient in OTC laxative products in the United States until 2002 when the FDA (Food and Drug Administration) banned it because the company's manufacturing it failed to provide the necessary safety data. Aloe Vera has potential toxicity, with side effects occurring at some dose levels both when ingested and applied topically. Although toxicity may be less when aloin is removed by processing, Aloe Vera that contains aloin in excess amounts may induce side effects. A two-year NTP (National Toxicology Program) study on oral consumption of non-decolorized whole leaf extract of Aloe Vera found evidence of carcinogenic activity in male and female rats. The NTP says more information is needed to determine the potential risks to human. Because of these studies the Aloe Vera products were banned overall the country. To overcome this problem, "Understanding the magnificent herb" conference was held in USA in 2005 where that scientists and even researchers are considering its possibilities of Aloe Vera becoming a cancers and AIDS fighter. Magic formula of this plant is in the juicy and translucent gel found in its big green leaves.

How does Aleo Vera Gel works?

Natural aloe gel, relieve skin rashes. The direct gel from this plant treats skin allergy, reduce annoying pimples and help treat acne problems, pain relief for psoriasis and helps get rid of Eczema and reduce pigmentation. Aloe Vera gel

soothes the skin acts as perfect moisturizer for dried-out skin, protects against scarring, the aroma from aloe extract acts as a great aftershave for men. Aloe juice or gel promote strong and healthy teeth as well as strengthen gums.

Consequence of Aleo Vera product

Looking at the problem through this framework helped understand the scale of the challenge, and also the fact that gaining share from the cosmetics world, one of the actions taken on the basis of this product was to build a ‘Cooling effect’ element into the packaging, and also introduce a variants like creams, face wash, ointments and pates which had cooling and long lasting fragrance associations.

Sales promotions of Aleo Vera product

- Since may Aloe Vera products in shops it has to sell by the consumer by communications and door to door promos,
- The product had to get a certificate authority and a specific product name under a big brand OTC product,
- The product should be displayed in colourful real photographs with people comments,
- The products consumer should give certain advertisement with some famous celebrity and assign them as a ambassador of the product.



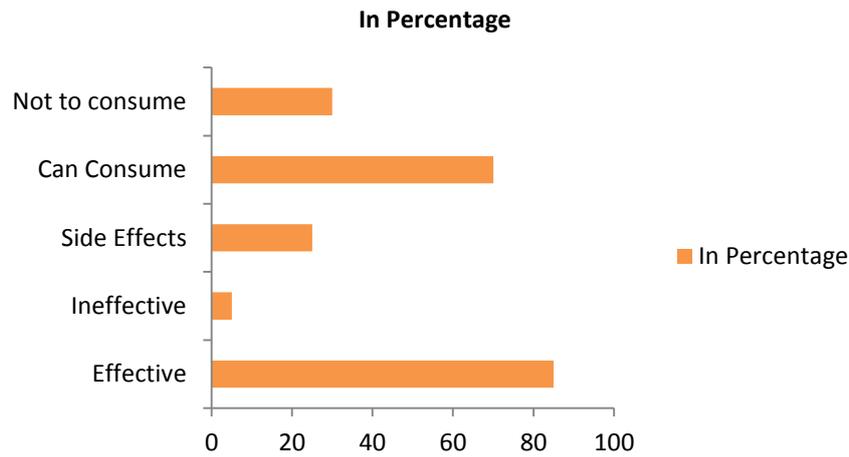
Fig 7: Ambassador of Aloe Vera Skin care products promoting the Aloe Vera as an OTC product.

Thus, the challenges of the these OTC-FMCG products category is the multi-dimensionality of benefits that exists across ailments, and the difficulty of getting consumers to articulate what they desire in a remedy apart from ‘quick relief’ - and, to some extent, softer qualities like safety, gentleness and trust.

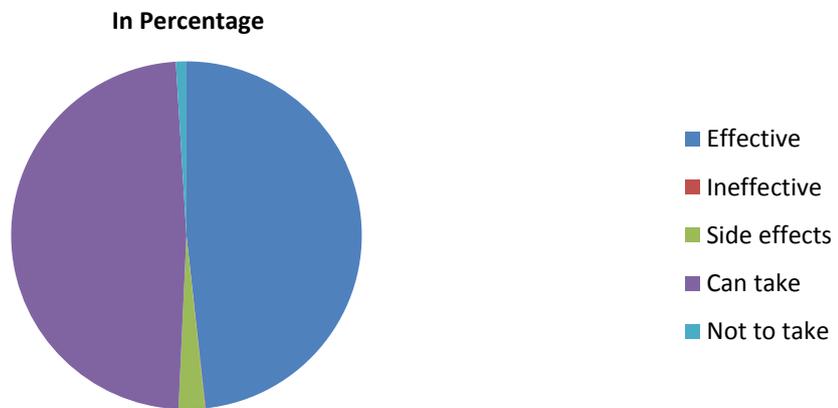
4. Results and Discussion

4.1 Results

i) The sales promotions data of Co-Madha’s cow urine product



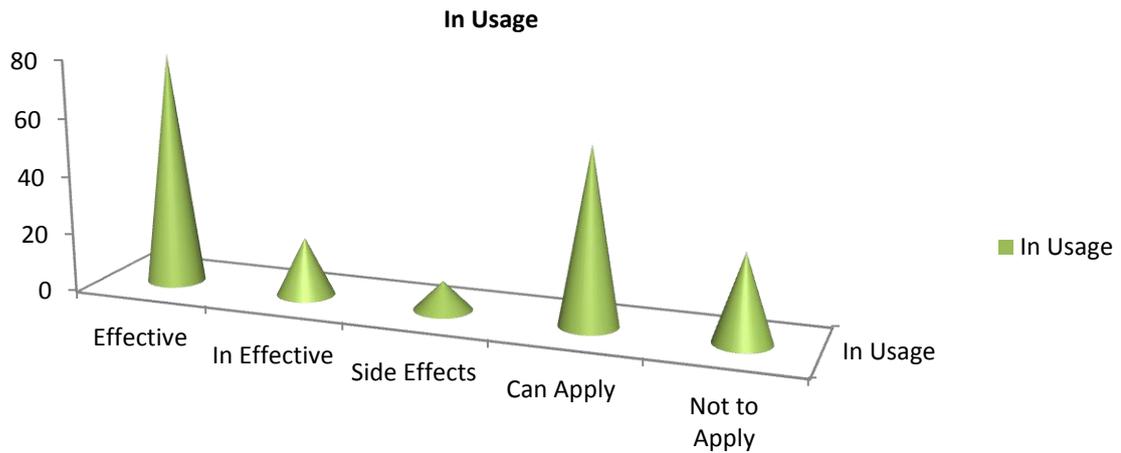
ii) The sales promotions data of Herbal Medicine- Jaundice treatment product



iii) The sales promotions data of Surnam Natural Health Product



iv) The sales promotions data of Aloe Vera Skin care product



The data's are collected based on the consumer and customer conversation to prove these products as an OTC-FMCG products. The current study revealed the results and the consequences of sales promotions on sale of OTC - FMCG products in pharmaceutical Sector with impact of consumer sales promotions on few consumers of each product.

4.2 Discussion

The term marketing has changed and evolved over a period of time, today OTC-FMCG marketing is based around providing continual benefits to the customer, these benefits will be provided and a transactional exchange will take place. Sales promotions are a management responsibility and should not be solely left to junior members of staff. Promoting a product requires co-ordination, planning, implementation of campaigns and a competent manager with innovative ideas with the appropriate skills to ensure a product to success. OTC-FMCG sales promotions objectives, goals and targets have to be monitored and met, competitor strategies analyzed, anticipated and exceeded. Through effective use of consumer and customer research an entry, organization should be able to identify the needs and try to deliver benefits that will enhance or add to the customer's lifestyle, while at the same time ensuring that the satisfaction of these needs results in a healthy turnover for the organization.

Thus, OTC-FMCG products are marketed and advertised freely, so that maximum customers are educated and treat minor ailments at home or by reaching the product centres with their own knowledge by using these OTC-FMCG products as first line of defence. Since it can be expected that more OTC-FMCG products switch will increase number of natural and herbal drugs in OTC categories, in future it may be valuable to conduct more research on group of consumer who consume these OTC-FMCG products available to counter freely and either switch from the

existing medicines or existing brands. This current data has attempted to explore sales promotional techniques going to be recessive on OTC-FMCG life care products in Fast Moving Consumer Goods.

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