



*Attitude towards OTC drugs consumption: A
Comparative Analysis*



United International University

Title: Attitude towards OTC drugs consumption: A Comparative Analysis

Submitted to

S M Asif Ur Rahman
Assistant Professor
School of Business & Economics
United International University

Submitted By

Saifur Rahman Chowdhury
ID: 111143085
Department of BBA
United International University

Submission Date: July 13, 2019

Internship Authorization Letter

July 13, 2019

Saifur Rahman Chowdhury
ID: 111143085
Department of BBA
United International University

Subject: Internship Authorization Letter

Dear Saifur,

This is to certify that Mr. Saifur who is a student of BBA department of United International University doing the internship in Novartis (Bangladesh) Limited in spring'19 for completing the graduation. This internship is conducting under the supervision of S M Asif Ur Rahman, Assistant Professor School of Business & Economics at United International University. This topic have chosen for find out a result of a study by considering the degree he completed and the industry he working in.

I wish him every success in his life.

With best regards,

S M Asif Ur Rahman
Assistant Professor
School of Business & Economics
United International University

Transmittal Letter

July 13, 2019

S M Asif Ur Rahman
Assistant Professor
School of Business and Economics
United International University,
Dhaka

Subject: Submission of the Internship report.

Honorable Sir,

It is my great pleasure to submit the Internship report titled "Report on Attitude towards OTC drugs consumption: A Comparative Analysis" to you. I have prepared this report, as a part of the Spring Internship Program. To make this report up to the standard I tried my best to fulfill the requirements by implanting the knowledge I have gathered from the courses of BBA. Thank you very much for providing me this type of opportunity and giving me the necessary guidance and direction needed for preparing the report.

I have tried my level best to make this report holistic and informative enough. Besides this, there may be some shortcomings. I would be grateful if you consider those from excusable point.

Sincerely yours,

Saifur Rahman Chowdhury
ID: 111143085

Table of Contents

Table of Contents

Executive Summary.....	iii
<i>Chapter 1</i>	1
1.1 Origin	2
1.2 Background	2
1.3 Literature Review.....	2
1.4 Purpose Statement.....	3
1.5 Scope & Limitation	3
1.5.1 Scope:	3
1.5.2 Limitation:.....	3
1.6 Methodology	3
1.6.1 Research type:.....	3
1.6.2 Data type (primary/ secondary):.....	3
1.6.3 Sample size:	4
1.6.4 Sampling technique (probability/ non probability):.....	4
1.6.5 Date collection method:	4
1.6.6 Data analysis method:.....	4
1.6.7 Data presentation method:	4
1.7 List of Abbreviation & Technical Terms	4
<i>Chapter 2</i>	5
Finding & Analysis	6
<i>Chapter 3</i>	16
Suggestion & Recommendation	17
<i>Chapter 4</i>	18
Conclusion.....	19
<i>Chapter 5</i>	A1
A. Reference & Bibliography.....	A1
References	B1
B. Questionnaire	B1

Executive Summary

The term OTC drugs means Over the Counter drugs which is non prescript drugs. When people needs medication they may choose prescript drugs or Over the Counter drugs depends on their choice, culture, education, environment, situation etc. A good amount of people choose Over the Counter drugs. That is why this study had conducted to identify what amount of people prefer it, why prefer it and what reason behind this selection. Another major concern of this study includes to identify whether there is any effect of consuming Over the Counter drugs or not. Total 72 sample size had taken to conduct this study which is randomly selected where 69.4% people were male and rest of the 30.6% people were female. There were an equal chance of all to be selected as a sample. A very insane result we have found after formulate this study. We have found that the maximum consumer of OTC drugs are 18 to 26 years old people and the second highest percentage of consumers are 27 to 35 years old who were maximum either students or service holder. Another interesting result found out that total 58.3% people do not prefer Over the Counter drugs but 61.1% people purchase among them. So the question may arise why people are buying Over the Counter drugs where they do not prefer it? The answer came when we asked them some further question. The answer of those further question gave us another amazing outcome. People buy those medicine because family and situation influence them in maximum time. And emergency purpose and prior experience in self-medication also plays a vital role. When people buy those drugs 81.9% people aware about their actual problem and we found that about 62.5% times people do not face any problem while taking those over the counter drugs. Now our main concern should be on the rest of the 37.5% people who are somehow face some problem after taking Over the Counter drugs. We cannot stop buying OTC drug consumption because any emergency situation may come when we may need emergency medicine for primary treatment. So what we can do is minimize the risk. Now the question is how? A very dangerous problem people are facing now a days, that is medicines (especially antibiotics) are not working properly in the human body. The reason unplanned and over consumption of the antibiotic medicines. The access of buying those high power antibiotic is very easy in this country. So people buy those medicine from any pharmacy store without any suggestion of doctor and consume without any discipline as a result our body is losing the absorption capacity of antibiotic. What we need is to control this major sector. There can be two way we may focus. Restriction on buying non prescript antibiotic may have a good impact for solving this issue. Another one is educating people to make awareness about their health safety. Those steps may have a very impressive result on this study.

Chapter 1

Introduction

1.1 Origin

This analysis was conducted for the purpose of Internship. Internship is one of the requirements to complete the BBA program.

I am doing my Internship in Novartis Bangladesh Limited which is a renowned multinational pharmaceutical company in Bangladesh. As I am working in a pharmaceutical industry, I have decided to do my analysis for my internship report in a topic which is related to the pharmaceutical industry or has an impact in the pharmaceutical industry of Bangladesh. That is why I have conducted a competitive analysis on attitude towards OTC drug consumption among the people of Bangladesh and tried to find an effective output from that analysis.

1.2 Background

When people need for medication people may go for prescription drugs or non-prescription drugs. Non-prescription drugs are also known as Over the Counter Drugs (OTC). As Bangladesh is a developing country, people of Bangladesh purchase Over the Counter Drugs frequently rather than prescription drugs. Mostly in rural areas people of Bangladesh almost depends on it because of less awareness and less hospital facility. Tendency of self-medication also drive for purchasing OTC drugs. People are depending on the suggestion of pharmaceutical shop keeper who have not enough knowledge about the medication and people face lots of troubles. This study had conducted for identifying the percentages of people who are using Over the Counter Drugs and tried to identify the problem of using these drugs.

1.3 Literature Review

Pharmaceutical industry has grown faster over the past decade and availability and accessibility has also increased rapidly. As the availability and accessibility has increased the consumption of Over the Counter Drugs also increased. Now a day's researcher also wanted to know what the factors influence the consumer to buy Over the Counter Drugs and if there any risk factors includes that. A study has conducted by Neelkanth M Pujari, Anupam K Sachan, Puja Kumari, and Priyanka Dubey to identify Consumer's Pharmaceutical Buying Behavior towards Prescription and Non-Prescription Drugs. The result shows that almost 61% people from the overall sample agree to purchase medicine as per the advice of doctors and others are goes for the advice of pharmacists, consider the money, confident on branded medicine etc. Another researcher Katarina Bostrom conducted a study on Consumer behavior of pharmacy customers- choice of pharmacy and over-the-counter medicines. Total 273 people were participated in this survey and the top three reason have identified that influence of family and friends, pharmacist's opinion and recommendation and product brand and producer are the most influencing factors towards of buying the Over the Counter Drugs. Katedra Zdrowia Publicznego, Wydział Zdrowia Publicznego, Slaski Uniwersytet Medyczny w Katowicach are the authors of "Consumer behavior in OTC medicines market" study who came with another interesting results regarding that study. They have studied on four groups of people where each group consists of 100 people. Almost more

than half of the people from the overall sample take Over the Counter Drugs with the opinion of pharmacist and the people from non-medical sector. Most of them don't know the chemical consumption in Over the Counter Drug Consumption.

1.4 Purpose Statement

The purpose of this study is to identify the impact of using over the counter drugs. The main objective is to know the perception of Bangladeshi people about the Over the Counter Drugs and the benefit they are getting by consuming it. We also tried to find whether they have faced any problem and reason behind the decision of taking Over the Counter Drugs.

1.5 Scope & Limitation

1.5.1 Scope: In a research scope identify the main reason or the problem of the study. So identifying the Scope of the study is one of the major element. We can able to find some Scope for that study. Those are explaining below:-

- The coverage of this study is all over the Dhaka City.
- The study consists of the all types of people.
- The study identifies the percentage of people consume Over the Counter Drugs.
- This study is focus on the impact of Over the Counter Drugs consumption.

1.5.2 Limitation: We need to identify the limitation of the study for identifying the constraints or the weakness of the study. We are able to find some limitation of this study. Those are given below:

- This study was limited to Dhaka city only.
- This study has the time and budget constraints.
- Unable to capture large sample size.
- Consumer's unwillingness to give actual feedback.

1.6 Methodology

1.6.1 Research type: In this study we used quantitative research. We used quantitative research to identify the more accurate human behavior on over the counter drug consumption. We tried to understand how and why consumers are depending on Over the Counter Drug consumption. A survey was taken along with some questionnaires and conducted this survey in quantitative research.

1.6.2 Data type (primary/ secondary): In our study we have worked with the primary date. Primary data is the data or information which is collected directly by interview or survey and never

used before. For collecting the primary data we surveyed some people from Dhaka city with some questionnaires and collect their perception about the Over the Counter Drug consumption.

1.6.3 Sample size: Sample size is another important factor for a study. We need to take enough sample to get most accurate result. We have taken 72 sample where 30% was female and 70% was male which represents the people of Bangladesh who are consuming Over the Counter Drugs.

1.6.4 Sampling technique (probability/ non probability): From the two sampling technique we have selected the probability sampling technique. Because in the probability sampling technique all the people have the equal chances to select as a sample. We have conducted the survey randomly and collected the sample.

1.6.5 Data collection method: A random questionnaires method was used to collect the data. There were 11 questions in the questionnaires and we have conducted this survey by an online platform called Google form. We consider the online platform to access the people easily and analysis raw data accurately.

1.6.6 Data analysis method: One of the effective and easy way to analysis raw data is by Microsoft Excel. We have identified the average.

1.6.7 Data presentation method: In a report we need to present the raw data in a processed way. Because people will not easily understand the study by seeing the raw data. So we need to follow some methods by which we can present our processed raw data. In our study we have shown the data by Pie Chart. Because Pie Chart is one of the easiest methods to understand a study result easily.

1.7 List of Abbreviation & Technical Terms

If we use so many short terms or technical terms in an article or report it will be tough for the readers to understand the study easily. So we need to show the list of abbreviation & technical terms in the report. In this study we have tried to write this study so easily for understanding people well. As a result we have used less abbreviation & technical terms. The list is given below:

- **OTC Drugs:** Over the Counter Drugs

Chapter 2

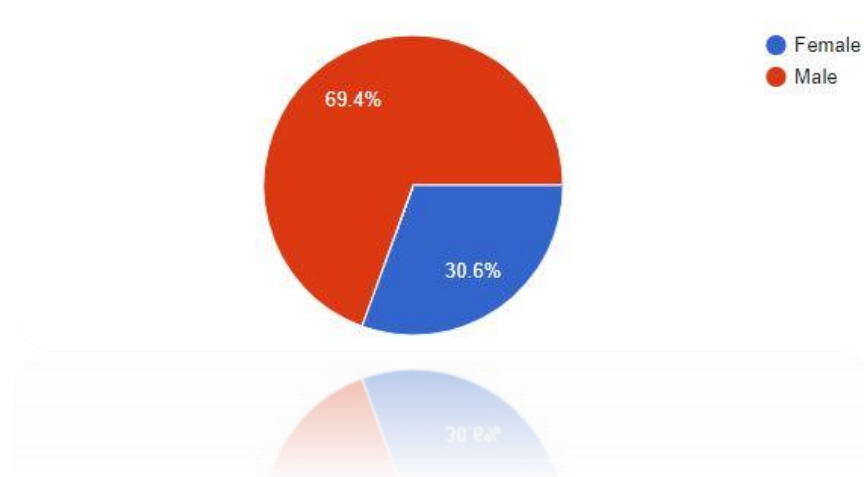
Finding & Analysis

Finding & Analysis

Our main objective was to find out the people who are purchasing Over the Counter Drugs and try to find out the reason behind this. The study has conducted with the 72 people of Dhaka Bangladesh. The questionnaires was made with total 11 questions and the raw data was analyzed with Microsoft Excel. We are now going to show the findings and analysis those data for draw out a perfect conclusion.

Gender

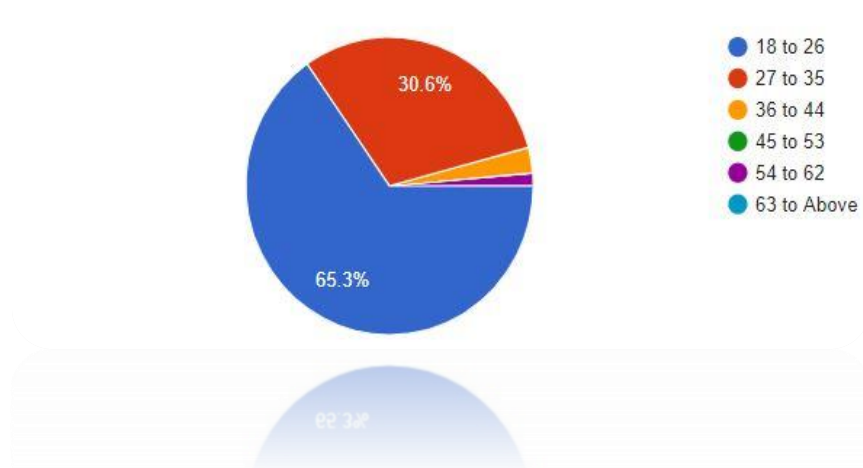
72 responses



The First question we have asked randomly to people that whether they are male or female. And we have found 69.4% people are male and 30.6% people are female.

Age

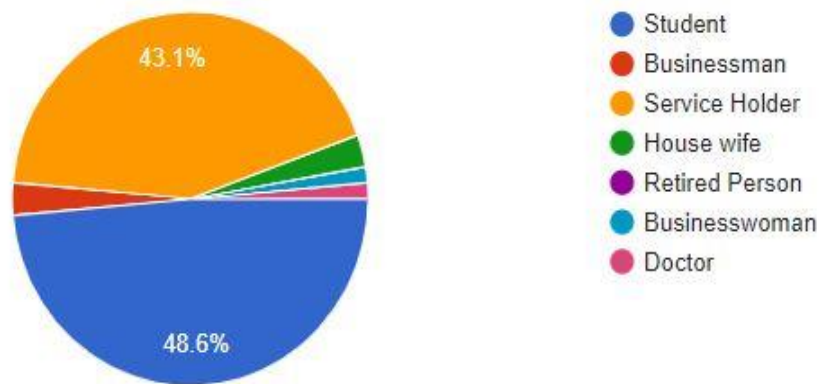
72 responses



The second question we have asked to the people is their age. Our goal for asking this question was to identify what age ranged people are buying the Over the Counter Drugs more and what age ranged people are buying the Over the Counter Drugs less. Our study has found out that almost 65.3% people are between the age of 18 to 26. 30.6% people are between the age of 27 to 35. 2.8% people from the total sample are between the age of 36 to 44. Lastly 1.4% people from the total sample are between the age of 54 to 62.

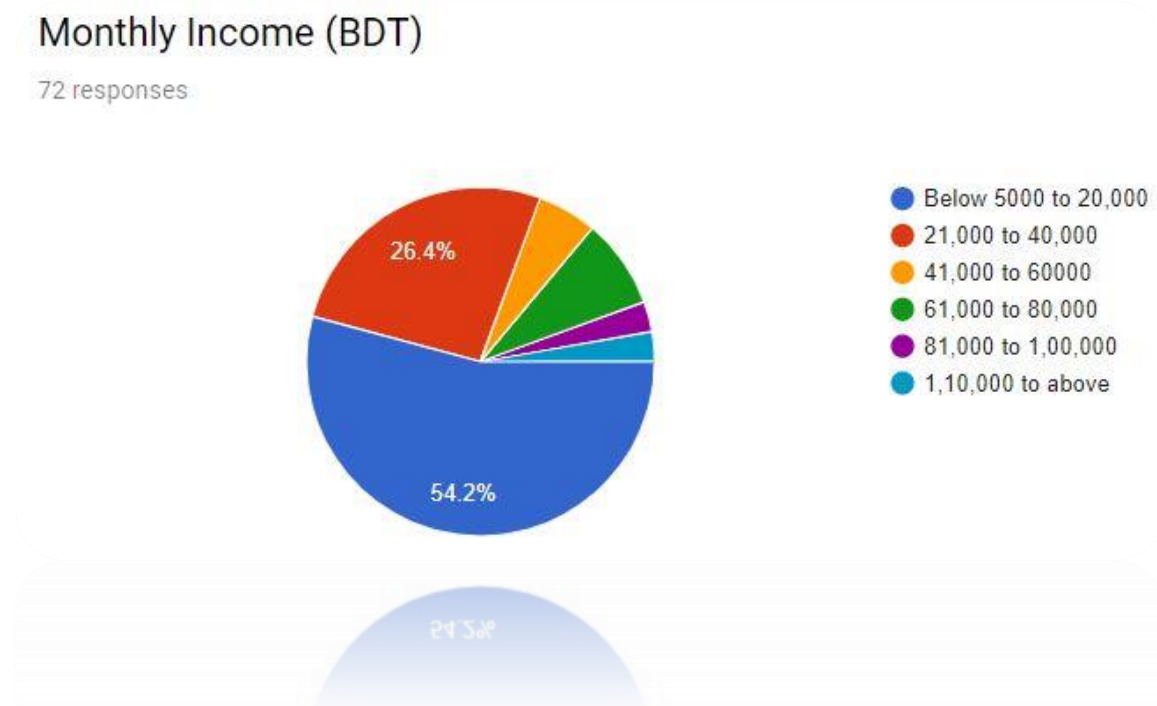
Occupation

72 responses



After asking their gender and age, we determined to ask them their occupation. Because we wanted to identify that people from which occupation are buying the Over the Counter Drugs most. And after surveying the people we have found out a very good output. About 48.6% people from the total sample were students. 43.1% people from the total sample were service holder. 2.8% people were business man and also another 2.8% people were housewife. From the total sample, we have also found 1.4% people were doctor and also another 1.4% people were businesswoman.

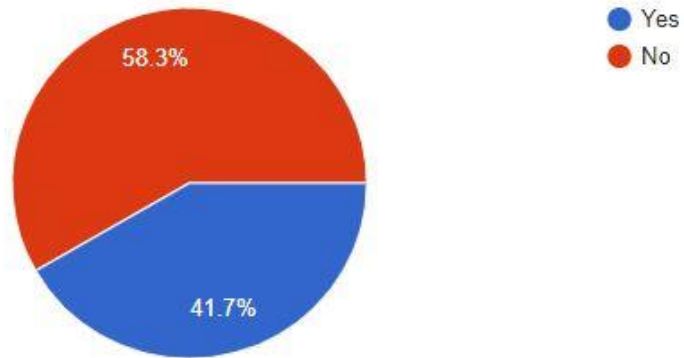
We have also made a question about the monthly income. The purpose of asking this question is to know is there any impact of monthly income for purchasing the Over the Counter Drugs or not. Surprisingly we have found some tremendous results.



From the total sample size, 54.2% people monthly income are between BDT 5000 to BDT 20000 only. The second large sample group that is 26.4% people monthly income are between BDT 21000 to BDT 40000. Thirdly we can see that 8.3% people monthly income are between BDT 61000 to BDT 80000. 5.6% people monthly income are BDT 41000 to BDT 60000. 2.8 % people have their monthly income between BDT 81000 to BDT 100000. And another 2.8% people have BDT 110000 above monthly income.

Do you prefer Over the Counter drugs?

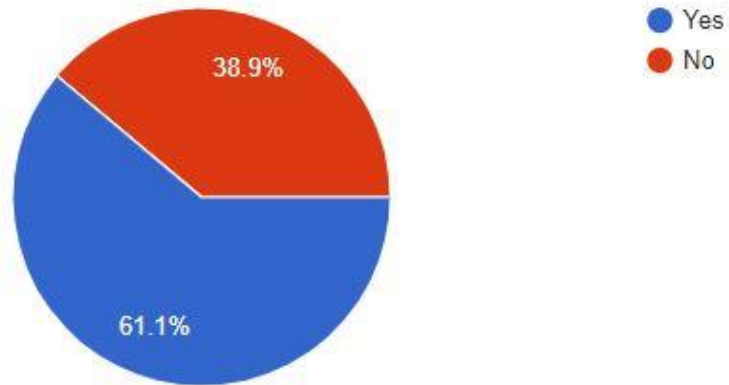
72 responses



For knowing their preference on Over the Counter Drugs we have asked them whether they prefer the OTC drug consumption or not. The result came so interesting. About 53.3% people do not prefer OTC Drug consumption and 41.7% people prefer OTC Drug consumption.

Did you purchase Over the Counter Drugs?

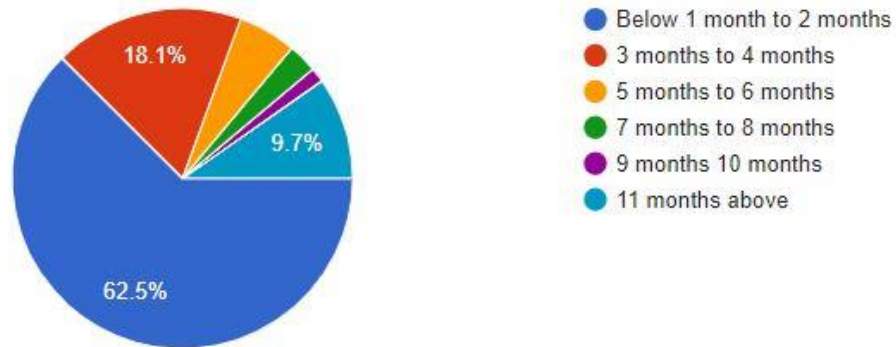
72 responses



People were asked a question that did they purchase OTC Drugs. A great findings came from that questioner. About 61.1% people from the entire sample were answered that they purchase OTC drugs and 38.9% people answered that they do not purchase OTC Drug.

When did you purchase Over the Counter Drugs recently?

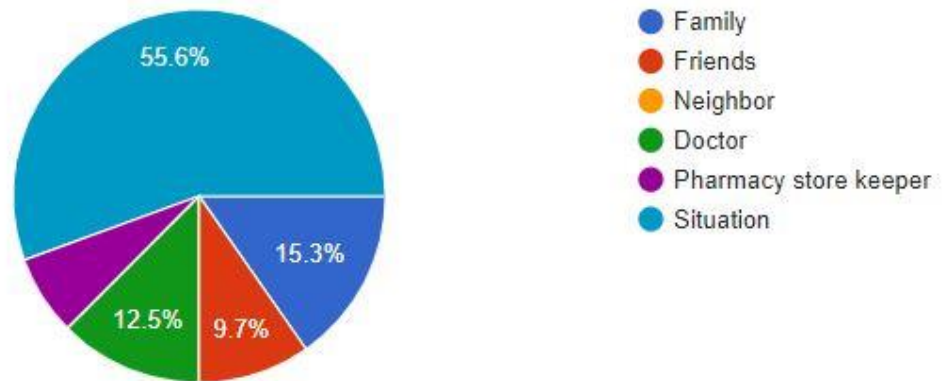
72 responses



This question was asked to identify the recent OTC drug consumption time of the people. We have found that about 62.5% of people have purchased OTC drugs between less than 1 month to 2 months. About 18.1% of people have purchased between 3 months to 4 months. 9.7% of people have bought OTC drugs within above 11 months ago. 5.6% of people have purchased between 5 months to 6 months ago. 2.8% have purchased OTC drugs within 7 months to 8 months ago. And finally only 1.4% of people have bought OTC drugs within 9 months to 10 months ago.

Who/ What have influenced you to buy Over the Counter Drugs?

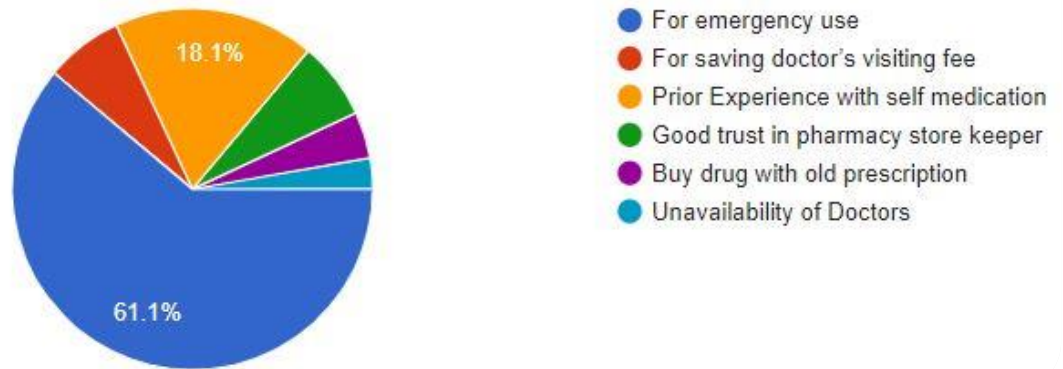
72 responses



There must be some influential factor work while someone purchase Over the Counter drugs. A question was asked to the people to identify who or what have influenced people to buy those OTC drugs. The result shows that almost 55.6% people were influenced by situation. That means people were faced some situation for which they were forced to buy OTC drugs. After that, 15.3% people were influenced by the family. That means somehow family members forced people to buy those medicine. The third large result is 12.5%. Those 12.5% people were influenced by doctor. 9.7% people were identified that they were influenced by friends. And rest of the people were influenced by pharmacy store keeper. That means there might be a trust work for pharmacy store keeper in consumer mind that they will give them a good medicine like a doctor or the store keeper might be the relative of the consumer.

Why you choose Over the Counter Drugs?

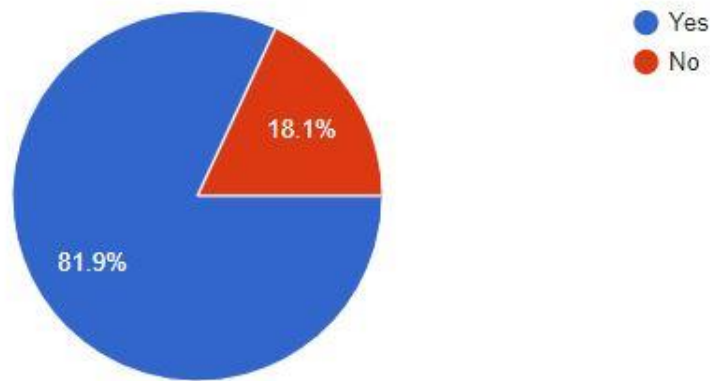
72 responses



Now the question may arise that why people choose Over the Counter Drugs? For identifying this query we have asked a question to our targeted people. The result shows that a large portion of people that means 61.1% people buy Over the Counter drug because of emergency purpose. The second largest portion 18.1% people purchase OTC drugs because they have a prior experience with their self-medication system. They might know what they take and they may believe that their medicine will work definitely. Almost 6.9% people from the entire sample have purchase the OTC drugs for saving the doctor's visiting fee and another 6.9% people have purchase OTC drugs because the influence of pharmacy store keeper. This kind of people have a good trust on the pharmacy store keeper and they believe that those pharmacy store keeper will give them the right medicine for solving their problem. We have found another 4.2% people who buys their medicine with their old prescription. And the rest of the 2.8% people have purchase OTC drugs because of the unavailability of the doctor.

Are you aware about your actual problem while taking Over the Counter Drugs?

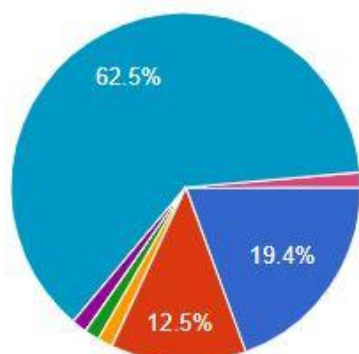
72 responses



When people take Over the Counter Drugs there might be two situation. People may know what types of problem they have or they even don't know what happened to them. So another question we have asked to the random people that are the aware about their actual problem while taking Over the Counter Drugs? Maximum people from the total 72 sample (81.9%) told that they know what their problem is when taking the OTC drugs. And rest of the 18.1% people don't know what happened to them while taking those OTC drugs.

Did you face any problem while taking Over the Counter Drugs?

72 responses



- Drug didn't work properly as expected
- Drug causes side effects and interactions
- The wrong drug was given to the patient
- The wrong dose was administered to the patient
- Death of the patient
- I didn't face any problem
- Drug wasn't work properly as expected



- Drug wasn't work properly as expected
- I didn't face any problem
- Death of the patient

There might be some problem faced by the consumer if there is any wrong medicine consumed by the people. To find it out another question have made. People are randomly asked by a question that, "did they face any problem while taking Over the Counter Drugs". The most common answer (62.5%) is that they did not faced any problem while taking OTC Drugs. Almost 19.4% people claimed that drug did not work properly as their expectation. Another 12.5% people claimed that drugs causes side effect and infection. 1.4% people said that drugs did not work properly, another 1.4% people said that the wrong dose was administered to the patients and another 1.4% said death of a patient and rest of the 1.4% said that the wrong drug was given to the patients.

Chapter 3

Suggestion & Recommendation

Suggestion & Recommendation

After analysis the data collected from the 72 sample we can come up with a conclusion that maximum people who buy Over the Counter Drugs are students or service holder. Maximum people told that they do not prefer Over the Counter Drugs, but from them again maximum people said that they purchase Over the Counter Drugs. As per their statement maximum time they usually purchase it because of emergency purpose and they influenced by their family to buy OTC Drugs. We have also find a result that usually they do not face any problem while taking OTC Drugs but in some cases people claimed that their medicine did not work properly and more dangerously some time they faced side effect and we cannot avoid those proportion. Now we can make some suggestion and recommendation for solving those types of problem.

We cannot avoid Over the Counter Drugs because sometimes we need emergency medicine for treatment but we can careful and take some steps to minimize the risk.

First suggestion is that, there should be a rules implemented by the government that “No Prescription No Antibiotic Medicine”. As antibiotic is the more powerful medicine used for the treatment and it have its side effect. So if people have proper gaudiness about consuming the right medicine, the effect side effect by consuming wrong medicine can be eliminated.

Second suggestion is that, there must be some safety awareness program developed for creating awareness about the health. We should educate the people why they should take doctor advice rather than a non-expert shop keeper.

Chapter 4

Conclusion

Conclusion

People may fall anytime into a condition when they need emergency medication. For that reason they may need to purchase Over the Counter Drugs rather than a prescription drugs. Though an expert doctor suggestion is far better than a pharmacy shop keeper suggestion, but sometimes we need to think for the second option. This research found an impressive result that most of the people not prefer Over the Counter Drugs but they need to purchase it for the emergency purpose or the family pressure mostly. But sometime they face some side effect for that reason. Especially the country like Bangladesh rural people are not serious about their health. As it is a developing country the rural area's people depends on self-medication or local pharmacy shop keeper's suggestion. That is why they face so many health related problem. This study find out those problem, why and what reason influence them to take nonprescription drugs. What reason influence their decision? This study also tried to find out some suggestions and recommendations how the system can be developed. Creating awareness program can have a good impact for solving this types of problem.

Chapter 5

Appended Part

A. Reference & Bibliography

References

Boström, K. (2011). *Choice of pharmacy and over-the-counter medicines*. Helsinki.

Katedra Zdrowia Publicznego, W. Z. (2012). *National Center for Biotechnology Information*. Retrieved from www.ncbi.nlm.nih.gov: <https://www.ncbi.nlm.nih.gov/pubmed/22708315>

LEE, M. (2012). *CONSUMER RESPONSES TO PRESCRIPTION AND NON-PRESCRIPTION DRUG*. ATHENS, GEORGIA. Retrieved from https://getd.libs.uga.edu/pdfs/lee_mina_201205_phd.pdf

researchgate. (2017, January). Retrieved from www.researchgate.net:
https://www.researchgate.net/publication/315766590_Study_of_Consumer's_Pharmaceutical_Buying_Behavior_Towards_Prescription_and_Non-Prescription_Drugs

Boström, K. (2011). *Choice of pharmacy and over-the-counter medicines*. Helsinki.

Katedra Zdrowia Publicznego, W. Z. (2012). *National Center for Biotechnology Information*. Retrieved from www.ncbi.nlm.nih.gov: <https://www.ncbi.nlm.nih.gov/pubmed/22708315>

LEE, M. (2012). *CONSUMER RESPONSES TO PRESCRIPTION AND NON-PRESCRIPTION DRUG*. ATHENS, GEORGIA. Retrieved from https://getd.libs.uga.edu/pdfs/lee_mina_201205_phd.pdf

researchgate. (2017, January). Retrieved from www.researchgate.net:
https://www.researchgate.net/publication/315766590_Study_of_Consumer's_Pharmaceutical_Buying_Behavior_Towards_Prescription_and_Non-Prescription_Drugs

Boström, K. (2011). *Choice of pharmacy and over-the-counter medicines*. Helsinki.

Katedra Zdrowia Publicznego, W. Z. (2012). *National Center for Biotechnology Information*. Retrieved from www.ncbi.nlm.nih.gov: <https://www.ncbi.nlm.nih.gov/pubmed/22708315>

LEE, M. (2012). *CONSUMER RESPONSES TO PRESCRIPTION AND NON-PRESCRIPTION DRUG*. ATHENS, GEORGIA. Retrieved from https://getd.libs.uga.edu/pdfs/lee_mina_201205_phd.pdf

researchgate. (2017, January). Retrieved from www.researchgate.net:
https://www.researchgate.net/publication/315766590_Study_of_Consumer's_Pharmaceutical_Buying_Behavior_Towards_Prescription_and_Non-Prescription_Drugs

Boström, K. (2011). *Choice of pharmacy and over-the-counter medicines*. Helsinki.

Katedra Zdrowia Publicznego, W. Z. (2012). *National Center for Biotechnology Information*. Retrieved from www.ncbi.nlm.nih.gov: <https://www.ncbi.nlm.nih.gov/pubmed/22708315>

LEE, M. (2012). *CONSUMER RESPONSES TO PRESCRIPTION AND NON-PRESCRIPTION DRUG*. ATHENS, GEORGIA. Retrieved from https://getd.libs.uga.edu/pdfs/lee_mina_201205_phd.pdf

researchgate. (2017, January). Retrieved from www.researchgate.net:
https://www.researchgate.net/publication/315766590_Study_of_Consumer's_Pharmaceutical_Buying_Behavior_Towards_Prescription_and_Non-Prescription_Drugs

Boström, K. (2011). *Choice of pharmacy and over-the-counter medicines*. Helsinki.

Katedra Zdrowia Publicznego, W. Z. (2012). *National Center for Biotechnology Information*. Retrieved from www.ncbi.nlm.nih.gov: <https://www.ncbi.nlm.nih.gov/pubmed/22708315>

LEE, M. (2012). *CONSUMER RESPONSES TO PRESCRIPTION AND NON-PRESCRIPTION DRUG*. ATHENS, GEORGIA. Retrieved from https://getd.libs.uga.edu/pdfs/lee_mina_201205_phd.pdf

researchgate. (2017, January). Retrieved from www.researchgate.net:
https://www.researchgate.net/publication/315766590_Study_of_Consumer's_Pharmaceutical_Buying_Behavior_Towards_Prescription_and_Non-Prescription_Drugs

S. D. Cîrstea, C. M.-T. (2017, March 16). *Springer*. Retrieved from <https://link.springer.com>:
https://link.springer.com/chapter/10.1007/978-3-319-52875-5_63

Boström, K. (2011). *Choice of pharmacy and over-the-counter medicines*. Helsinki.

Katedra Zdrowia Publicznego, W. Z. (2012). *National Center for Biotechnology Information*. Retrieved from www.ncbi.nlm.nih.gov: <https://www.ncbi.nlm.nih.gov/pubmed/22708315>

LEE, M. (2012). *CONSUMER RESPONSES TO PRESCRIPTION AND NON-PRESCRIPTION DRUG*. ATHENS, GEORGIA. Retrieved from https://getd.libs.uga.edu/pdfs/lee_mina_201205_phd.pdf

Lo, Y.-N. (. (2006). *CONSUMERS' EXPECTATIONS OF OVER-THE-COUNTER (OTC) MEDICINES*.

researchgate. (2017, January). Retrieved from www.researchgate.net:

https://www.researchgate.net/publication/315766590_Study_of_Consumer's_Pharmaceutical_Buying_Behavior_Towards_Prescription_and_Non-Prescription_Drugs

S. D. Cîrstea, C. M.-T. (2017, March 16). *Springer*. Retrieved from <https://link.springer.com>:

https://link.springer.com/chapter/10.1007/978-3-319-52875-5_63

Boström, K. (2011). *Choice of pharmacy and over-the-counter medicines*. Helsinki.

Francisquinho, A. M. (2013). *CONSUMER ATTITUDES AND PERCEPTIONS TOWARDS MEDICINE TYPES*.

Katedra Zdrowia Publicznego, W. Z. (2012). *National Center for Biotechnology Information*. Retrieved from www.ncbi.nlm.nih.gov: <https://www.ncbi.nlm.nih.gov/pubmed/22708315>

LEE, M. (2012). *CONSUMER RESPONSES TO PRESCRIPTION AND NON-PRESCRIPTION DRUG*. ATHENS, GEORGIA. Retrieved from https://getd.libs.uga.edu/pdfs/lee_mina_201205_phd.pdf

Lo, Y.-N. (. (2006). *CONSUMERS' EXPECTATIONS OF OVER-THE-COUNTER (OTC) MEDICINES*.

researchgate. (2017, January). Retrieved from www.researchgate.net:

https://www.researchgate.net/publication/315766590_Study_of_Consumer's_Pharmaceutical_Buying_Behavior_Towards_Prescription_and_Non-Prescription_Drugs

S. D. Cîrstea, C. M.-T. (2017, March 16). *Springer*. Retrieved from <https://link.springer.com>:

https://link.springer.com/chapter/10.1007/978-3-319-52875-5_63

Abhishek Dadhich, D. K. (2017). *Consumer Selection and Buying Behaviour Towards Over the Counter (OTC) Medicine in Jaipur City*. Jaipur .

Boström, K. (2011). *Choice of pharmacy and over-the-counter medicines*. Helsinki.

Francisquinho, A. M. (2013). *CONSUMER ATTITUDES AND PERCEPTIONS TOWARDS MEDICINE TYPES*.

Katedra Zdrowia Publicznego, W. Z. (2012). *National Center for Biotechnology Information*. Retrieved from www.ncbi.nlm.nih.gov: <https://www.ncbi.nlm.nih.gov/pubmed/22708315>

LEE, M. (2012). *CONSUMER RESPONSES TO PRESCRIPTION AND NON-PRESCRIPTION DRUG*. ATHENS, GEORGIA. Retrieved from https://getd.libs.uga.edu/pdfs/lee_mina_201205_phd.pdf

Lo, Y.-N. (. (2006). *CONSUMERS' EXPECTATIONS OF OVER-THE-COUNTER (OTC) MEDICINES*.

researchgate. (2017, January). Retrieved from www.researchgate.net:

https://www.researchgate.net/publication/315766590_Study_of_Consumer's_Pharmaceutical_Buying_Behavior_Towards_Prescription_and_Non-Prescription_Drugs

S. D. Cîrstea, C. M.-T. (2017, March 16). *Springer*. Retrieved from <https://link.springer.com>:
https://link.springer.com/chapter/10.1007/978-3-319-52875-5_63

Abhishek Dadhich, D. K. (2017). *Consumer Selection and Buying Behaviour Towards Over the Counter (OTC) Medicine in Jaipur City*. Jaipur .

Boström, K. (2011). *Choice of pharmacy and over-the-counter medicines*. Helsinki.

Diehl, S. M. (2008). *tandfonline*. Retrieved from www.tandfonline.com:

<https://www.tandfonline.com/doi/abs/10.1080/02650487.2008.11073042>

Francisquinho, A. M. (2013). *CONSUMER ATTITUDES AND PERCEPTIONS TOWARDS MEDICINE TYPES*.

Katedra Zdrowia Publicznego, W. Z. (2012). *National Center for Biotechnology Information*. Retrieved from www.ncbi.nlm.nih.gov: <https://www.ncbi.nlm.nih.gov/pubmed/22708315>

LEE, M. (2012). *CONSUMER RESPONSES TO PRESCRIPTION AND NON-PRESCRIPTION DRUG*. ATHENS, GEORGIA. Retrieved from https://getd.libs.uga.edu/pdfs/lee_mina_201205_phd.pdf

Lo, Y.-N. (. (2006). *CONSUMERS' EXPECTATIONS OF OVER-THE-COUNTER (OTC) MEDICINES*.

researchgate. (2017, January). Retrieved from www.researchgate.net:

https://www.researchgate.net/publication/315766590_Study_of_Consumer's_Pharmaceutical_Buying_Behavior_Towards_Prescription_and_Non-Prescription_Drugs

S. D. Cîrstea, C. M.-T. (2017, March 16). *Springer*. Retrieved from <https://link.springer.com>:
https://link.springer.com/chapter/10.1007/978-3-319-52875-5_63

B. Questionnaire

Questionnaire on the “Attitude towards OTC drugs consumption: A Comparative Analysis”

This study is being conducted by Saifur Rahman Chowdhury a student of UIU for the purposes of Internship report. This questioner help the study to identify the attitude towards OTC drugs consumption.

OTC Drugs means “Over- the- counter drugs” which are the medicines that sold directly to a consumer without a prescription from a healthcare professional, as opposed to a prescription drugs, which may be sold only to consumers possessing a valid prescription.

1. Gender?

- Male
- Female

2. Age?

- 18 to 26
- 27 to 35
- 36 to 44
- 45 to 53
- 54 to 62
- 63 to Above

3. Occupation?

- Student
- Businessman
- Service Holder
- House wife
- Retired Person

4. Monthly Income (BDT)?

- Below 5000 to 20,000
- 20,000 to 40,000
- 40,000 to 60000
- 60,000 to 80,000
- 80,000 to above

5. Do you prefer Over the Counter drugs?

- Yes
- No

6. Did you purchase Over the Counter Drugs?

- Yes
- No

7. When did you purchase Over the Counter Drugs recently?

- Below 1months to 3 months
- 3 months to 6 months
- 6 months to 9 months
- 9 months to 12 months
- 12 months to above

8. Who/ What have influenced you to buy Over the Counter Drugs?

- Family
- Friends
- Doctor
- Pharmacy store keeper
- Situation

9. Why you choose Over the Counter Drugs?

- For emergency use
- For saving doctor's visiting fee
- Prior Experience with self-medication
- Good trust in pharmacy store keeper
- Pharmacy store keeper is a relative
- Buy drug with old prescription
- Unavailability of Doctors

10. Are you aware about your actual problem while taking Over the Counter Drugs?

- Yes
- No

11. Did you face any problem while taking Over the Counter Drugs?

- Drug wasn't work properly as expected
- Drug causes side effects and interactions
- The wrong drug was given to the patient
- The wrong dose was administered to the patient