

# A Study of Awareness of Generic Medicine in Nanded City

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## Abstract

Generic drugs marketed without brand names are generally less expensive than brand-name drugs, even though they are chemically identical to brand-name drugs and meet the same standards of the US-FDA for safety, purity and effectiveness. With this study we came up with conclusion that more and more awareness is needed and doctors must recommend generic medicines and for bringing more awareness strategies should be made like collaboration with NGO'S, advertise on social media etc. as it is less expensive so poor people can also buy medicine and cure from diseases as medicine is one of the daily needs.

**Keywords:** *Generic medicine, Proprietary medicine, Nanded.*

## 1. Introduction:

Generic drugs also known as “Jan aushadhi” is a pharmaceutical drug that has the same chemical substance as the drug that was originally developed, patented and developed. Active chemical substance in generic medicines is same as original product which makes the medical profile equivalent. But they slightly differ in qualities like color, taste, formulation and packaging. The story of generics versus branded medicine being used to treat patients all over the world is not new. While there is no denial of the fact that good quality generics are always comparable to the branded medicine, the quality of the product depends on the sophisticated processing and manufacturing of a research molecule.

In most cases generic product become available after the patent protection. In most countries patents give 20 years of protection. However, many

countries and regions, such as the European Union may grant up to five years of additional protection if manufacturers meet specific goals, such as conducting clinical trials for pediatrics, patients, manufacturers, wholesalers and drugstores. Many drug companies start their production once patent license is expired. One of the many ways to control healthcare expenses is to promote the use of cheaper generic drugs instead of more expensive branded equivalents as both branded products and generic medicines are manufactured by conforming to international standard. Each medicine has an approved name called the generic name. A group of medicines that have similar actions often fall under same generic names. For example, ampicillin, amoxicillin and flucloxacillin are in one group of antibiotics. The other major limitation in our country is the non-availability of qualified pharmacist and dispensers on the medical shops. The pharmacies or the drug shops all across India are largely manned by unemployed and untrained youth or family members. The pharmacist by and large outsources his license and takes his commission out of the contract. Left to them, it could have very serious implications where the technical ingredients of which the dispenser is ignorant could be wrongly dispensed under the huge risk of allergies and side effects. Further, many drug formulations with combinations shall be difficult for the unqualified shopkeeper to deliver.

Pharmacists play a crucial role about educating doctors regarding the available generic drugs, thus the right medication can be given to the patients at the cheapest possible rates. No medical professional would be against the low cost generic, provided it that is a quality drug but it is believed

that not more than 1% of generic drugs sold in India undergo quality tests as practiced in USA or Europe. Ensuring availability of uniform quality of generic drugs would facilitate doctors to prescribe them with confidence. Generic prescribing doctors are encouraged to prescribe by using the generic name. This is because the generic name is the one doctors are trained to use. There are sometimes many brand (trade) names for one medicine. Possible confusion or mistakes are reduced if all doctors use the same names when talking about and prescribing medicines. Generic medicines are often cheaper for the NHS. Even for medicines that you can buy, such as paracetamol, there is often a big price difference between brands. are differences between the different brands in the amount you end up having in your body. Examples of these type of medicines are: Some epilepsy medicines, such as lamotrigine, Theophylline, Diltiazem, Nifedipine.

## 2. Objectives of Study:

The objective of the study is to understand the awareness-level and satisfaction-level of generic medicine.

## Limitations of Study

The limitation of the study was time constraints, collecting information through questionnaire was very difficult as many respondents was not aware about generic medicines so our sampling was rejected most of the time. Time has emerged as one of the constraint.

## 3. Materials and Methods

Research methodology is a way to systematically solve the research problem, it not only takes the research methods but also consider the logic behind the methods. The study of research methodology for developing the project gives us the necessary training in gathering materials and arranging them, participation in the field work when required, and provides training in techniques for the collection of data appropriate to particular problems. Sampling Technique used is Simple Random Sampling Technique.

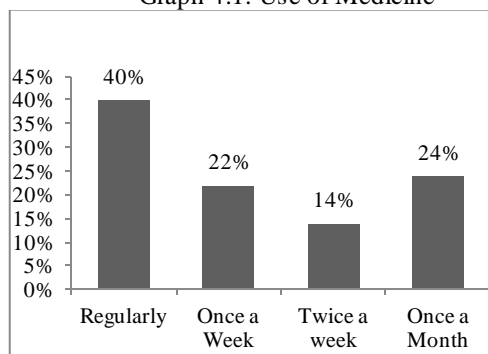
The Primary Data is collected through Questionnaire-supported Personal Interview survey from the selected elements in malls and super markets. As the questionnaire is self-administered one, the survey was kept simple and user friendly. Secondary data is collected from various publication of central, state and local government, Books, magazines, newspapers, some online resources. The Sample Units is a geographical such as state, district, village etc. so for this study, sampling unit is Nanded city. The users of all types

of medicines constitutes the population & the generic medicine users are considered as sample size. Sample size in this research was 100.

## 4. Results and Discussion

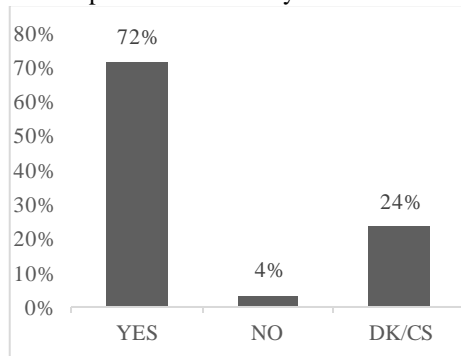
Following are some of the results:

Graph 4.1. Use of Medicine



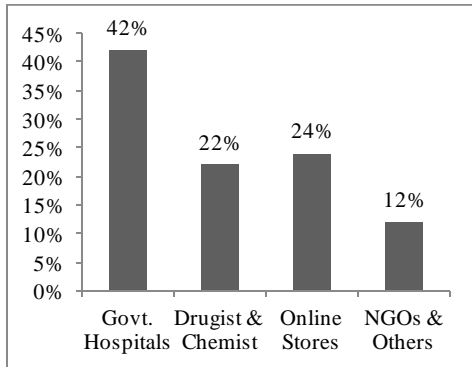
The survey was conducted on 100 respondents. This question was aimed to find out the frequency of medicine used by a respondent. 40% of users were regular in consuming medicines. While 22% i.e.11 respondents were using medicines once per week. While 24% users were using generic medicines once a month. The needs of consumer are different hence sales pattern vary.

Graph 4.2. Availability of Generic Medicine



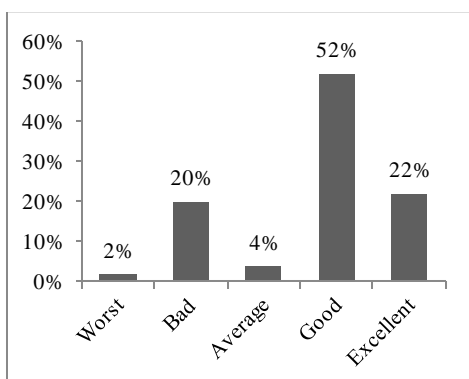
The availability of any medicine is very important if there falls a shortage a patient may suffer. Hence the availability factor determines the trust and sales are greatly affected. 72% consumers said that medicines were always available but 24% of consumers said that availability was delayed which is hazardous in case of emergencies. While 4% consumers said that generic medicines were not made available.

Graph 4.3. Preference of Buying of Generic Medicine



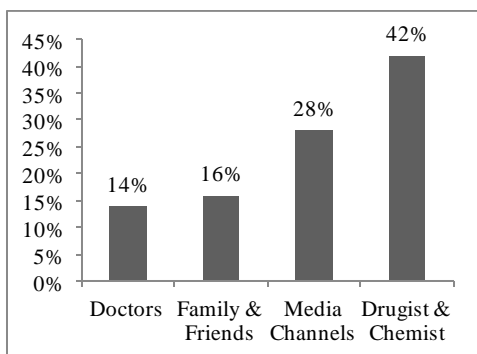
Out of 100 respondents, government hospitals were the top place from where generic medicines were purchased. The online sales were less as respondents still lack trust on online transaction.

Graph 4.4. Ratings of Generic medicine by Customers.



Out of 100 respondents, 52% rated a Good Experience, 22% rated Excellent Experience, Average were 4% respondents. While Bad and Worst Experience were narrated by 20% and 2% respondents respectively.

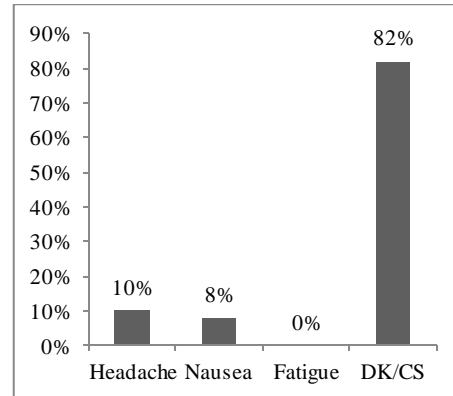
Graph 4.5. Information about Generic Medicines



Awareness of generic medicine was found maximum through druggist and chemist. Doctors;

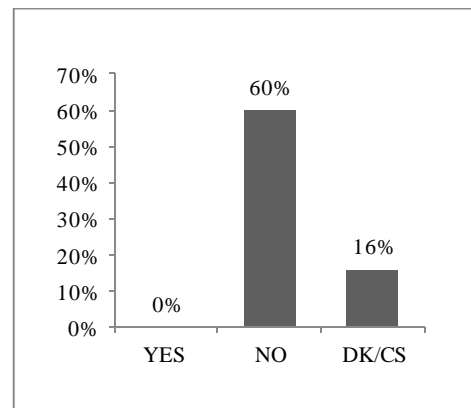
Family & Friend and Social Media found satisfactory.

Graph 4.6. Side-Effect Experience of Generic Medicine



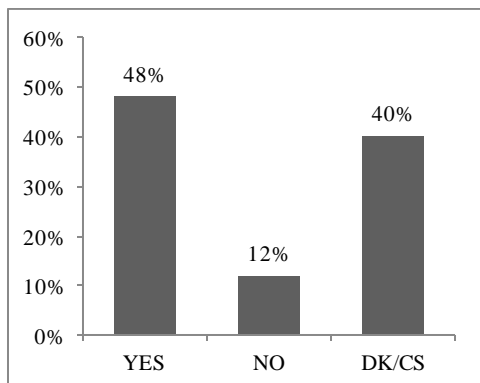
This question was asked with the objective to know if there are any side effects of generic medicine. The overall results are good as 82% of consumers did not counter any side effects. While 10% and 8% respondents complained about headaches and nausea which is worrisome if the patient with serious medical issues encounter it.

Graph 4.7. Packaging Attractiveness of Generic Medicine matters



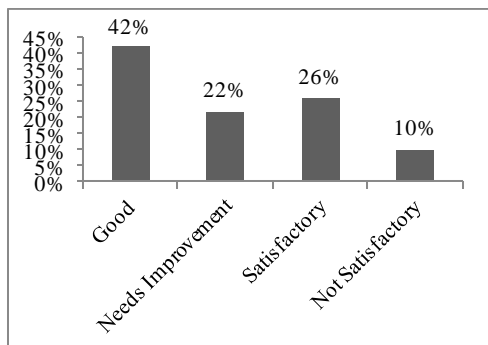
Medicinal packing creates an image in the minds of customer to verify this fact this question was asked the results proved that attractive packing doesn't matter as 60% respondents voted for the same.

Graph 4.8. Price Effect on Customers.



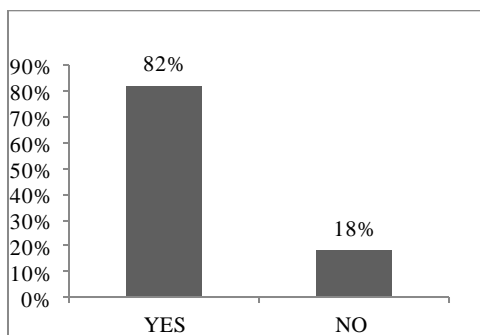
The results were vague as the answer depended on by how much is the price increased. still 48% consumers are ready to buy generic medicines even if there is increases this shows the trust of consumer on generic medicines.

Graph 4.9. Reviews on Quality of Generic Medicine



From the above analysis we learn that the quality of the product is good & satisfactory and 22% respondents think that there needs to be improvement in the product while the rest 10% respondents are completely unsatisfied with the quality of the product.

Graph 4.10. Recommendations of Generic Medicines to others



From the above analysis we learn that 82% of respondents use generic medicine and were completely satisfied with it and they have no problem recommending it to their friends and family. While rest 18% wont recommend the same.

## 5. Conclusion:

The objectives that were set in the beginning of this research were achieved. According to the data analysis 85 out of 100 respondents are aware about generic medicine or heard about it at least but the rest of the respondents are still unaware about it. Awareness through advertisement is needed to increase it. Medicinal Camps at backward areas, community centers, educational institute must be conducted. Doctors should also shoulder the responsibility to promote cost-effective medicines for social benefit. Strategies to increase awareness regarding generic medicines should be followed, such as, collaborating with social workers to increase awareness, Podcasts, Seminars, Social Media. Educate respondents regarding Generic medicines.

## Acknowledgments:

We would like express deep gratitude towards all respondents, druggist and chemist & authors for their humane approach for sharing knowledge & through their blogs, websites, videos and podcasts. We will always follow the same.

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