

## **A Study on Consumer Preference towards over-the-Counter Analgesic Products**

**Lalitha. H**

**PG Department of Accounting and Finance - I Year,  
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women,  
Chromepet, Chennai-600044.  
[lalithahari.2k@gmail.com](mailto:lalithahari.2k@gmail.com)**

### **ABSTRACT**

*'Over-the-counter analgesic products' are pain-relief drugs that can be bought by consumers without any prescription and are an essential aspect of self-medication. These products may be used topically or orally. This study aimed to find out the pre-eminent factors determining consumer preference towards OTC analgesics and to identify the most favoured & used brands of topical and oral OTC analgesic products, along with reasons for such preferences. Primary data was collected using self-structured anonymous online questionnaire from 100 respondents selected using convenience sampling. It was found through percentage and correlation analyses that topical OTC analgesics were preferred over oral ones. Effectiveness was the most important factor determining consumer preference towards OTC analgesic products. Volini was the most favoured brand of topical OTC analgesics and Dolo was the most favoured brand of oral OTC analgesics. In addition, it was found that females used more OTC analgesics than other genders.*

### **KEYWORDS**

*Over-the-counter, consumer preference, pain management, self-medication, analgesics, medicines*