

A PROJECT REPORT ON

Understanding People's Awareness of

Generic Medicine In Goa

Submitted By:

Name: Glen Mendonsa

Roll No: 2030

Under the Supervision of

Ms. Priyanka U. Naik

Assistant Professor of Management Studies

Goa Business School

Goa University

2021-2022

DECLARATION

I, the student of M.B.A. Part II of Goa Business School, Goa University, hereby declare that the project entitled “**Understanding People's Awareness of Generic Medicine In Goa**” has been prepared by me towards partial fulfillment of the degree of Master of Business Administration under the guidance of my faculty guide Ms. Priyanka U. Naik. This project is neither in full nor in part has previously formed the basis for the award of any other degree of either this University or any other University.

Date: 9th May 2022

Place: Goa University

Name: Glen Mendonsa

Roll No.: 2030

CERTIFICATE



ANTILA HEALTHCARE

Exclusive Generic Medicine Store

Ref:-AHL/2021-22/0010

Date:-07th May 2022

TO WHOMSOEVER IT MAY CONCERN

This is to hereby certify Mr. Mendonsa Glen Bosco Longuinhas in appreciation of his work as a trainee (intern) under the leadership of Mr. Mayur Maruti Chinchankar from 17th Jan 2022 to 7th May 2022.

He has worked on a marketing campaign project 'Generic Medicine Promotion-Goa State'. This project was aimed "to create awareness about the benefits of using generic medicine", a theme-based marketing campaign for the promotion of Generic Medicine. He has been part of the marketing campaign of pamphlet distribution at different locations in the state of Goa. Also through lobby management at the store he have serviced many customers and helped them in saving on their medicinal cost. He is proficient now in doing the marketing activities for promotion of products, customer interaction and customer service.

During the internship, he has displayed good understanding skills and a self-motivated attitude for learning new skills and taking constructive criticism. He was a diligent intern and a trainee.

We wish him every success in his life and career.

For Antila Healthcare LLP

Authorized Signatory



Registered Office :

F-409, 4th Floor, Fortune Square Building,
Above HDFC Bank Ltd., Morod, Mapusa, Bardez, Goa - 403507.
+91 7020504802 | healthcare@antila.in | www.antila.in

ACKNOWLEDGEMENT

First I would like to thank Mr. Mayur Chinchankar , Founder of Antila Healthcare LLP for allowing me to do an internship within the organization.

I also would like to thank Mr. Lalit Bennalkar, Managing Director and Mr. Amit Patil, Marketing Manager for all the support and guidance during the internship.

It is indeed with a great sense of pleasure and immense sense of gratitude that I acknowledge the help of these individuals.

I am highly indebted to my course coordinator Prof. Nilesh Borde for the facilities provided to accomplish this internship.

I would like to thank Ms. Priyanka Naik, College internship mentor for her support and advice to get and complete an internship in the above-said organization.

I am extremely grateful to my department staff members and friends who helped me complete this internship.

I extend my gratitude to Goa Business School for giving me this opportunity

Name: Glen Mendonsa

CONTENTS

Sr. No.	Title	Page No.
1	A brief note on the company	6
2	A brief note on strategic analysis	6
3	Project Questions	12
4	Literature Review	12
5	Project Objectives	13
6	Project Methodology	14
7	Project Data Analysis	14
8	Project Data Findings	27
9	Project Conclusion	27
10	Recommendation to the Company	28
11	Learning Derived	29
12	References	30
	Annexure	31

1. A brief note on the company

Antila Healthcare is a generic medicine pharmaceutical company founded in 2019 which provides 100% genuine and authentic generic medicines. Antila Healthcare is located in Mapusa, Panjim, Ponda and Vasco. They also provide free blood sugar and blood pressure check ups at the stores.

The current pharmaceutical trend encourages pharmacies to sell branded medicines which are very expensive for the average consumer. Antila Healthcare aims to provide everyone with quality generic medicines to the public at affordable prices. Generic medicines are lower in costs by 30% - 70% and provide the same quality, safety and results as branded medicines.

Antila Healthcare's dedicated and hardworking staff guides customers into buying the best generic alternatives for their medication and their staff can converse in multiple languages allowing them to provide the best assistance for its customers in their own mother tongue.

The main goal of the company is to provide generic medicines for people all across Goa so that everyone can purchase medicines prescribed to them at an affordable price.

2. A brief note on strategic analysis

2.1. VRIN Analysis:

Resource/ Capability	Valuable	Rare	Inimitable	Non-Substitutable	Competitive Implications
Human Resource	Yes	No	No	No	Parity Advantage
Research & Development	Yes	Yes	No	Yes	Temporary Advantage
Physical Resource	Yes	No	Yes	No	Temporary Advantage
Brand Awareness	Yes	Yes	No	Yes	Sustainable Competitive Advantage
Leadership Team	Yes	Yes	No	Yes	Strong Competitive Advantage
High Customer Rating	Yes	Yes	Yes	Yes	Long term Competitive Advantage

2.2. SWOT Analysis:

STRENGTH:

- a) Employees are hardworking and speak multiple languages
- b) Strong branding to sell generic medicines

- c) Hard working management team dedicated to providing quality products and expanding.

WEAKNESS:

- a) Not enough stores to gain larger market share compared to competition.
- b) Minor presence in the online medium will slow down growth.
- c) Rise in fuel prices may make home deliveries costlier making it harder to compete with competition.

OPPORTUNITY:

- a) Expanding market share in the generic medicine market early.
- b) Pandemic caused a lot more people to buy medicines.
- c) Growing number of old people will require to buy more and more medication.

THREATS:

- a) Competitors will join in and start selling generic medicines.
- b) Service quality will have to be kept on par with competitors
- c) People will prefer to visit local pharmacy if number of competitors increase

2.3. Porter 5 Forces Analysis:

1. Competitive Rivalry - High

The growth of the pharma industry is expected to grow manyfold in the next few years with many drugs going off patent and the rise in technological development. To make most of this opportunity many companies are trying to establish themselves in the market thus increasing the competitive rivalry

2. Availability of substitutes - High

The threat of substitution is higher in unbranded markets where one generic can be substituted by another by the pharmacists. Drugs that are patented and treat major health conditions have an advantage in making a lot of money but as time goes on chances of substitution increases exponentially.

3. Bargaining power of Suppliers - Low

Supplier bargaining power is limited because the raw materials for manufacturing drugs are usually commodity products in the chemical industry, which are available from many sources and most of the manufacturing and research is available from various sources.

4. Bargaining Power of Buyers - Low

Bargaining power of buyers in the pharma industry is low because patients are scattered resulting in an absolute lack of power regarding prices.

5. Threat of new entry – Medium

The threat of new entrants is higher due to its branded nature. Products are generally trusted because of the company branding and people don't generally like to switch between brands as they get accustomed to it. However companies can sell generic medicine which is unbranded and sell them at a much cheaper rate thus opening possibilities to capture a segment of the market. As a result of this the threat of new entrants is medium.

2.4. PESTLE analysis:

1. Political Factor

There are different political factors that are affecting the pharmaceutical industry such as regulatory frameworks which include safety standards, certifications, and drug-related laws. These factors can slow down the progress in the pharmaceutical industry.

Many countries are also creating laws that place strict control on pricing of drugs which causes a hindrance to the growth of the industry.

2. Economic Factors

Economical factors such as growth in individual income increase household spending and people are able to spend more on pharmaceutical products . This helps fuel more money to be poured into R&D which is already at an all time high due to the tremendous growth in technology. As a result many new drugs are being introduced into the market which people purchase and provide further growth to the industry.

3. Social Factors

Social factors have an important role in the industry as the current population features people of the older generation in a large number which means the number of sick people is higher than ever. With the growing fast food industries people have started to become more obese and because of this health problems will start to rise. This will in turn require members to buy more medication for the family.

4. Technological Factors

As the technology keeps on improving more and more drugs can be manufactured and distributed. Advancements in technology could also mean that drugs previously manufactured can be manufactured at lower costs.

With the rise in the involvement of technology in marketing pharmaceutical companies are able to market their products to a large number of people and do it effectively. This has led to consumers purchasing more drugs and creating demand for more consumer drugs.

5. Environmental Factors

Manufacturing drugs leave a large carbon footprint and with the current environmental concerns, demands for regulation of pharmaceutical waste will be a major concern for the pharmaceutical companies.

6. Legal Factors

Strong legislation and cyber security are the two main legal factors of the pharma industry. Fraud in the healthcare and pharmaceutical sector is quite common. This is why most governments have placed strict laws and pharmaceutical companies have to be careful to meet all the requirements.

Pharmaceutical companies are now largely data-based and therefore need to ensure protection from cyber threats. Pharmacies also now store customer information in their database therefore it is important to have to protect customer data from cyber threats.

3. Project Questions

- What determines people's awareness about Generic medicine
- What determines people's perception of Generic medicine
- What determines people's attitude towards Generic medicine

4. Literature Review

- The Department of Pharmacology, Institute of Postgraduate Medical Education and Research in West Bengal conducted research on generic versus branded medicines to evaluate the experience and attitude of patients who were consuming generic drugs sold at exclusive generic drug outlets called “fair price medicine shop” (FPMS) inside the government hospital premises in a “public-private-partnership” model.

It was a questionnaire-based cross-sectional study where we have interviewed 100 patients each consuming generic and branded drugs, respectively. The perceived effectiveness, reported safety, medication adherence, cost of therapy, and availability of drugs was compared between two mentioned groups.

The results showed that 93% of generic and 87% branded drug users believed that their drugs were effective and No significant difference was observed in reported adverse effects between generic and branded drug users. 82% and 77% of patients were adherent to generic and branded drugs, respectively. This shows that generic medicine effectiveness is comparable to their branded counterparts with their benefits and risks. Generic medicines showed similar results in terms of perceived effectiveness, safety, and adherence of generic drugs from FPMS compared to drugs purchased from open market retailers.

- Aivalli PK, et al (2018) conducted a study on the perceptions of the quality of generic medicines and found that the generic and branded variants of the medicines tested were of comparable quality but contrary to the results patients' and health workers' perceptions of quality were largely in favour of branded medicines. Negative perceptions of medicine quality along with other drivers contribute towards choosing more expensive medicines in the private sector.

- Dunne, S.S (2015) studied the opinions of physicians, pharmacists and patients with respect to generic medicines and found that the opinions of generic medicines have improved but some mistrust remains. In the patient group there appears to be a strongly held belief that less expensive equals lower quality. It was found that acceptance of generics appears to be higher in consumers with higher levels of education while patients from lower socioeconomic demographic groups, hence generally having lower levels of education, tend to have greater mistrust of generics.

5. Project Objectives

- To determine people's awareness about Generic medicine
- To determine people's perception of Generic medicine
- To determine people's attitude towards Generic medicine

6. Project Methodology

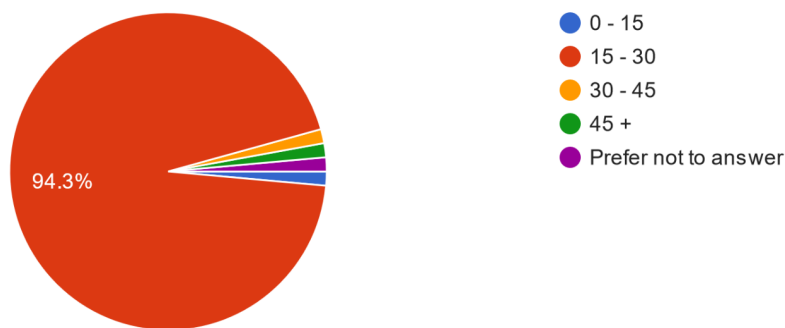
To understand people's awareness about generic medicines exploratory research design was used. Quantitative data was collected through questionnaire surveys in which 27 questions were asked. The questionnaire consisted of three parts, The first part captured data pertaining to the sociodemographic details .The second part consisted of multiple choice questions to collect data on the attitudes and perceptions of the people on generic medicines.The last part was to understand people's awareness on brands that distribute generic medicine. The survey is conducted online using google forms. Random sampling is used for the collection of data.

7. Project Data Analysis

The collected data is presented below in the form of a pie chart . The survey consisted of 70 respondents from Goa

What is your age?

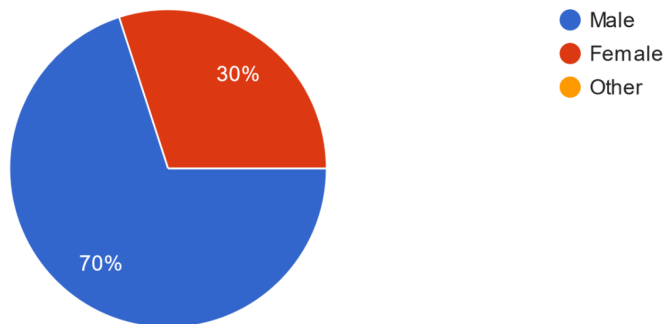
70 responses



Respondents were collected from different age groups . Majority of the respondents were between the ages of 15 - 30.

What gender do you identify as?

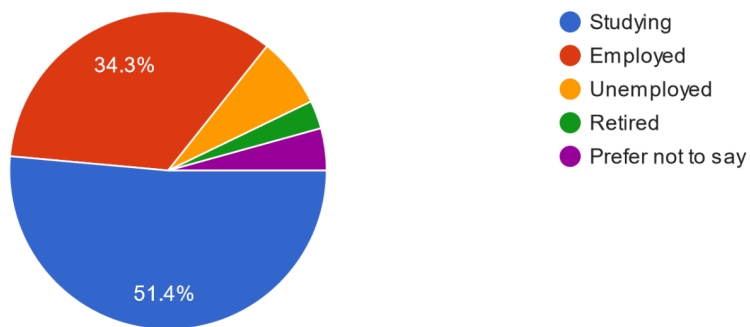
70 responses



Out of the total respondents 70% of the respondents were male while 30% of the respondents were female.

What is your current employment status?

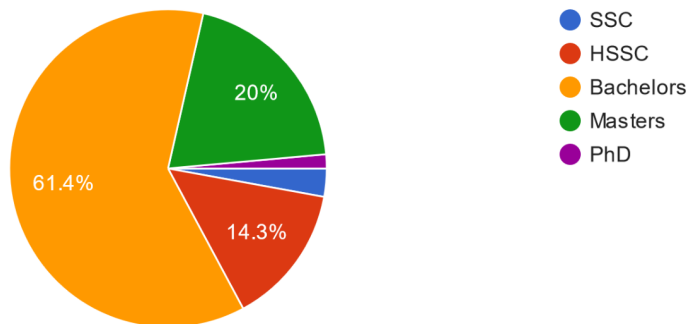
70 responses



In terms of the employment status among respondents 51% were pursuing their education while 34% of the respondents were employed and 7% were unemployed whereas 3% were retired and the rest preferred not to answer.

Please select your education qualification?

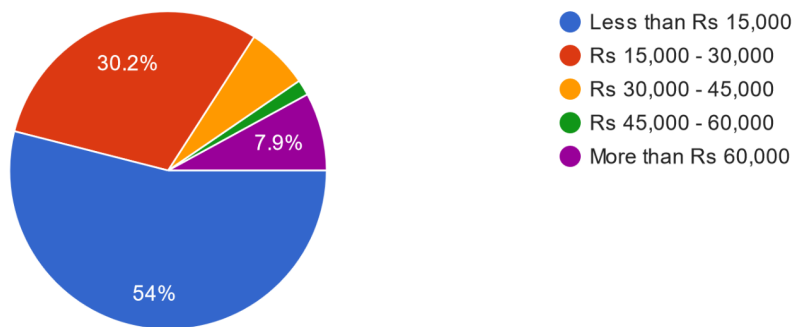
70 responses



Majority of the respondents were pursuing their bachelors , 20% were completing their Masters and 14.3% were completing their HSSC.

What is your monthly income?

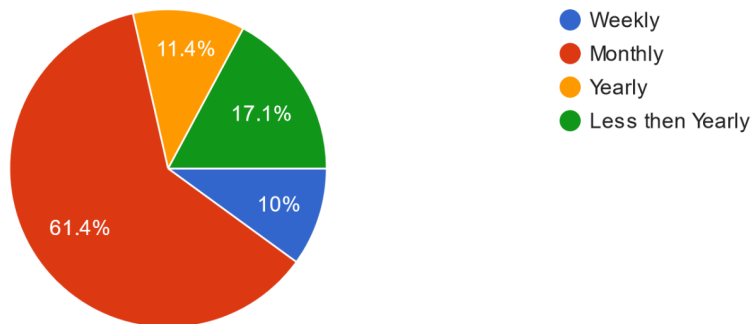
63 responses



54% of the respondents were earning less than 15,000 Rs per month while 30% were earning 15,000 - 30,000 rupees per month and 8% were earning more than 60,000 Rs

How often do you use a pharmacy

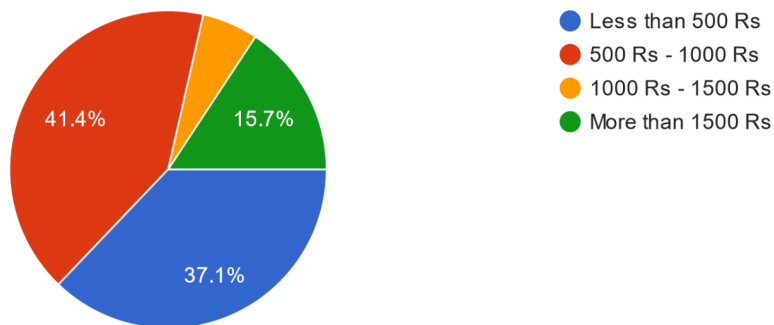
70 responses



Majority of the respondents claimed that they visit the pharmacy monthly . 10% claimed that they visit the pharmacy weekly , 11.4% of the respondents visit the pharmacy yearly and 17% said they visit the pharmacy less than yearly.

how much do you spend on Medicines?

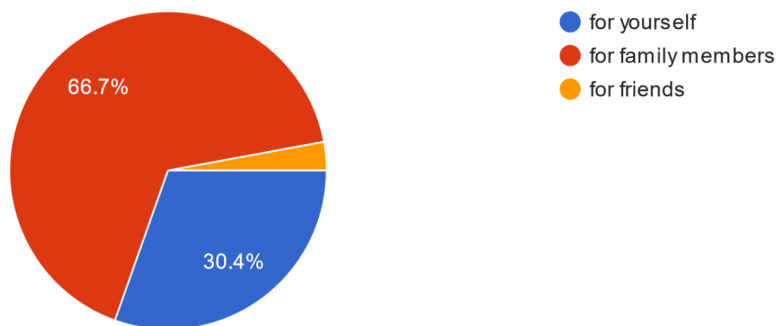
70 responses



In terms of expenditure on medicines 41% of the respondents spend between 500 rs - 1000 rs , 37% spend less than 500 rs , 15% spend more than 1,500 rs on medicines and 5% spend between 1000 rs - 1,500 Rs

When buying medicines do you buy medicines :-

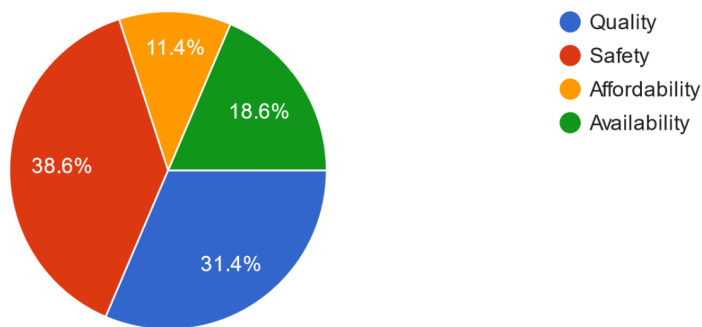
69 responses



When respondents go to purchase medicines 66% said they purchase medicines for family members and 30% buy medicines for themselves whereas only 3% purchase medicines for their friends.

When buying medicines what aspect do you value the most?

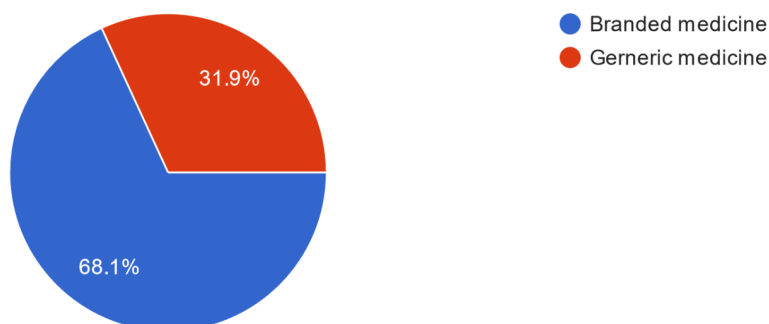
70 responses



In terms of different aspects that people take into consideration when purchasing medicines 38.6% of the respondents valued safety of the medicines the most , 31% valued the quality of medicines , 18% valued availability of medicines and 11.4% valued affordability of medicines.

When buying medicines do you prefer buying?

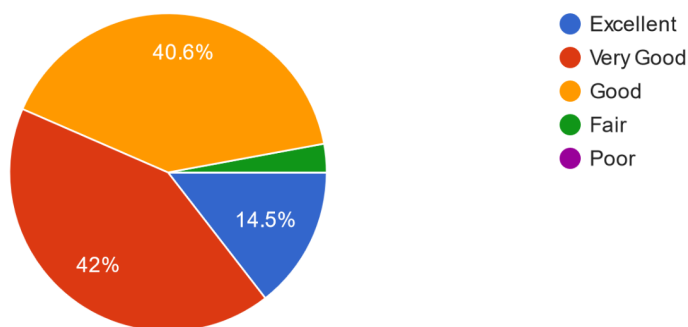
69 responses



When buying medicines 68% of the people preferred buying branded medicines and 31% preferred buying generic medicines

Overall, how do you rate the quality of Branded medicine?

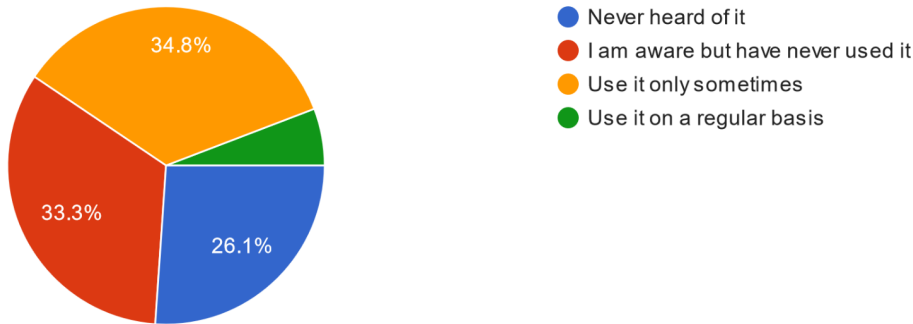
69 responses



In terms of quality of Branded medicines 14.5% said it is excellent, 42% said its very good , 40.6% said its good and 3% said it's fair

How familiar are you with Generic Medicines?

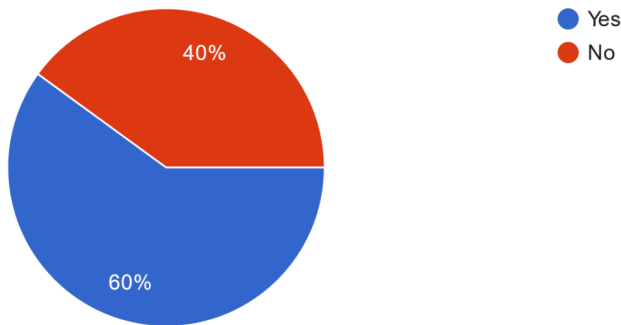
69 responses



In terms of familiarity of generic medicines 6% use it on a regular basis , 34.8% use it only sometimes , 33.3% are aware about generic medicines but never used it and 26.1% have never heard of generic medicines.

Are you aware that generic medicines have the same content and quality as branded medicines?

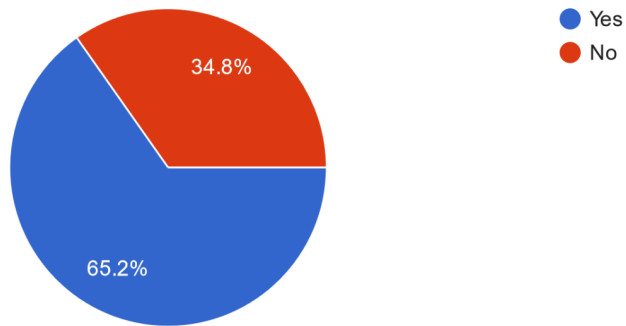
70 responses



60% of respondents were aware that generic medicines had the same content and quality as branded medicines and 40% were not aware.

Are you aware that generic medicines cost 30% - 70% less than Branded Medicines?

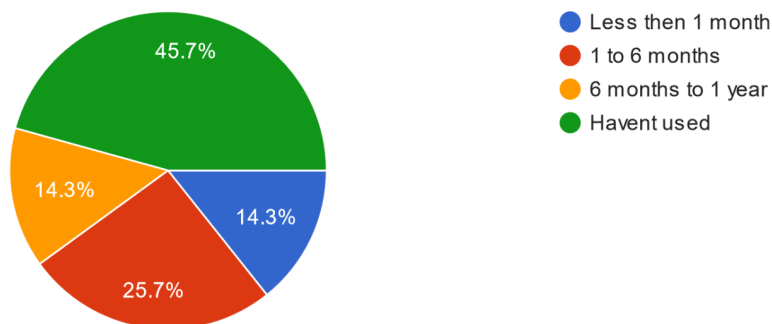
69 responses



65.2% of respondents were aware that generic medicines cost 30% - 70% less than branded medicines and 34.8% were not aware

When was the last time you used Generic Medicine?

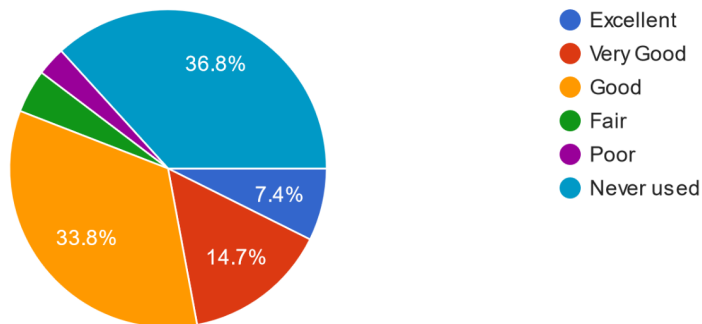
70 responses



45.7% of the people have never used generic medicines , 14.3% have used it within a year , 25.7% have used it in the last 6 month and 14.3% have used generic medicines in the last month.

Overall, how do you rate the quality of Generic medicine?

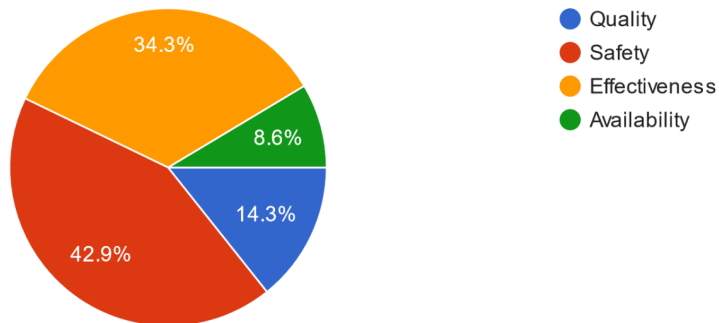
68 responses



In terms of the quality of generic medicines 33% of the people that have used it rated it as good, 14% rated it as very good and 7.4% rated it as having excellent quality whereas 36.8% have never used generic medicines.

What's your number one concern when it comes to generic medicine?

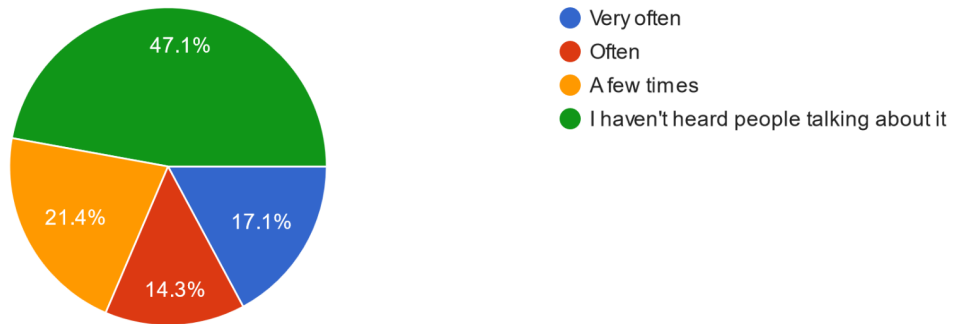
70 responses



When asked about people's number one concern concerning generic medicines 42.9% of the respondents said safety is their number one concern, 34.3% of the respondents said the effectiveness of the medicines is their number one concern, 14.3% said that the quality of medicines is their main concern and 8.6% of the respondents said availability of medicines is their number one concern.

In the past 3 months , how often did you hear people talking about Generic Medicine?

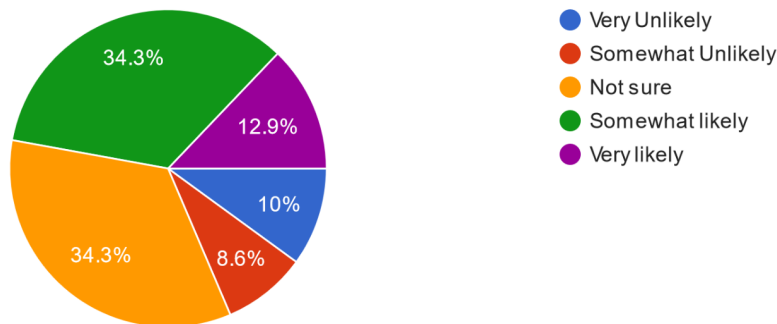
70 responses



In terms of hearing about generic medicines in the past 3 months 21.4% heard about it a few times . 14.3% heard about generic medicines often and 17.1% of the respondents heard about generic medicines very often whereas 47% of the respondents haven't heard people talking about generic medicines.

How likely are you to buy Generic Medicine in the future?

70 responses

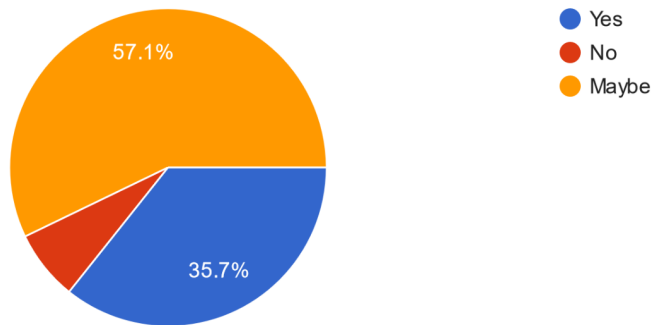


In terms of buying generic medicines in the future 12.9% were very likely to buy , 34.3% of the respondents were somewhat likely to buy , 8.6% were somewhat unlikely to buy and 10% were very

unlikely to buy generic medicines whereas 34.3% were not sure of buying generic medicines in the future.

Would you recommend Generic Medicine to a friend?

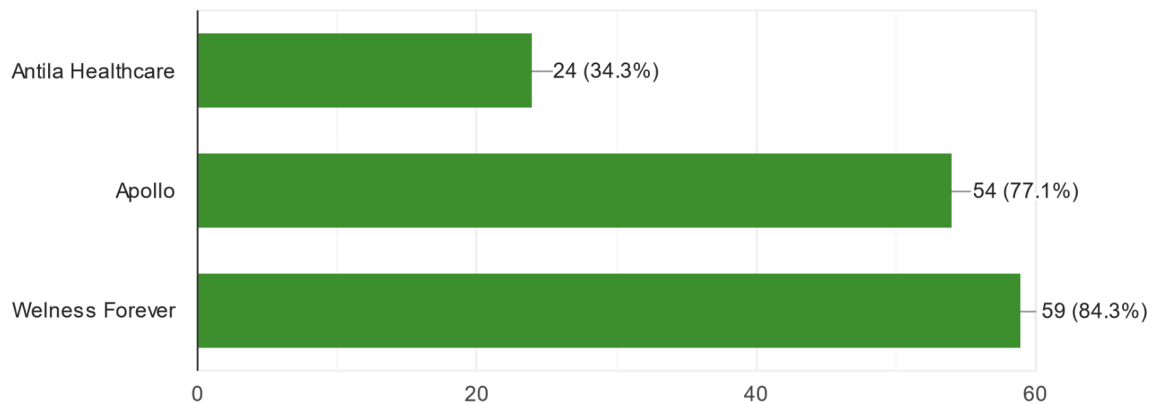
70 responses



In terms of recommending generic medicines 35.7% said they would recommend generic medicines and 7.1% said no to recommending whereas 57.1% said maybe.

Which of these following brands have you heard of?

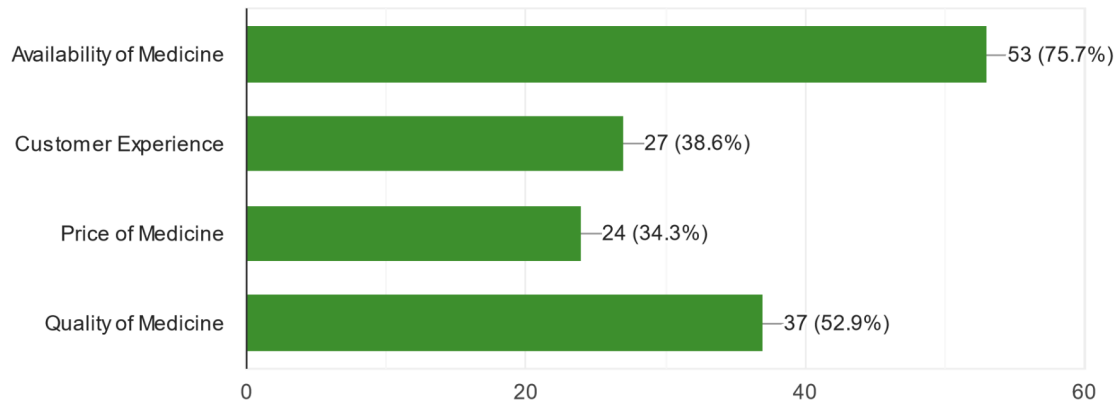
70 responses



In terms of the pharmacy brands wellness forever were the most popular followed by apollo where as only 34% of respondents heard about Antila health care

Which of these aspects do you value the most when choosing a pharmacy

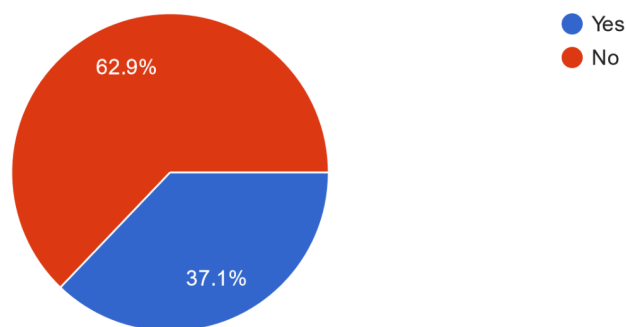
70 responses



In terms of what people value more when choosing a pharmacy 53 respondents said they valued availability of medicines , 27 respondents valued customer experience , 24 people placed value on the price of the medicines and 37 people valued the quality of the medicines provided.

Have you heard about Antila healthcare?

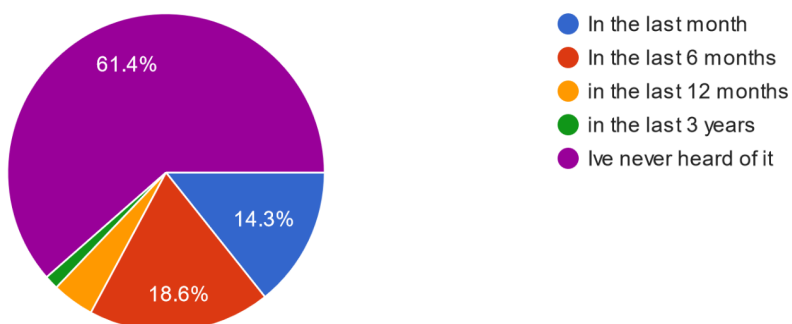
70 responses



In terms of people's awareness about Antila healthcare 37.1% of respondents have heard about it and 62.9% have never heard of Antila healthcare

When did you first hear about Antila Healthcare?

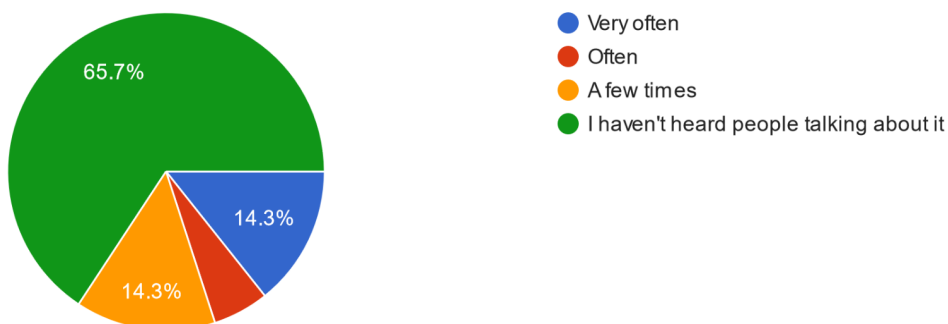
70 responses



14.3% of the respondents have heard about Antila health care very recently in the last month , 18.6% have heard about Antila in the last 6 months , 5% have heard about in the the last year and 61.4% of the respondents have never heard about Antila healthcare

In the past 3 months , how often did you hear people talking about Antila healthcare?

70 responses



In terms of hearing about generic medicines in the past 3 months 14.3% heard about it a few times . 5.7% heard about generic medicines often and 14.3% of the respondents heard about generic medicines very often whereas 65.7% of the respondents haven't heard people talking about Antila Healthcare.

8. Project Data Findings

In the collected data I have found that :

- Majority of the respondents were earning below Rs30,000 and people mostly spent below 1000 rs on medicines
- Most people buy medicines for their family members therefore they value safety and quality of the medicines more.
- Many people are unaware of about the quality and cost of generic medicines and prefer buying branded medicines
- Very few people are aware of generic medicines and purchase regularly
- People that are aware of generic medicines don't usually buy them because they have concerns regarding the safety and effectiveness of generic medicines.
- In terms of pharmacy brands many people are unaware about Antila health care and that they provide generic medicines

9. Project Conclusion

After analyzing the data , I would like to conclude that many people are unaware about generic medicines in general . Most people buy branded medicines because they are prescribed by their doctors and because they trust in the quality of the brand.

People are unaware that generic medicines contain the same content as branded medicines but are sold at lower prices. Purchasing generic medicines will be beneficial for people as most are earning less than 30,000 rs per month and some of them purchase regularly.

The above analysis shows that most people keep purchasing branded medicines because they are not aware about generic medicines and its cheaper costs. Those that are aware also have a negative perception about the quality of generic medicines.

10. Recommendations to the Company

While working with Antila Healthcare I have identified various aspects the company can improve upon to increase their customer base , I would like to recommend the following suggestions :

- The company should try to utilize social media marketing more as a large number of people are currently using social media .Targeting these people can help them increase their customer base and create awareness across goa cost effectively
- In the future they should utilize paid advertisement to increase people's awareness of generic medicines and the brand as the major reason people buy branded medicines is because they lack knowledge about generic medicines.
- Build a website providing information about generic medicines and the brand as many people visit websites to obtain more information.
- Partner up with doctors to encourage the purchase of generic medicines.

11.Learnings Derived

Antila Healthcare being a new start up company helped me learn different things , some of the learnings are as follows :

- I gained a lot of experience interacting with customers , helping them understand more about generic medicines and answering their questions.
- Antila taught me how to promote the business and provide awareness of generic medicines through cost effective methods and the importance of working hard.
- I learnt the value of grabbing opportunities when they arise as the owner encouraged us to promote the business and provided information about generic medicine to people at Mapusa when they had gathered for a function to listen to PM Narendra Modi.

12. References

Indian Pharmaceutical Industry, Retrieved May 2, 2022, from <https://www.ibef.org/industry/pharmaceutical-india>

Das, M., Choudhury, S., Maity, S., Hazra, A., Pradhan, T., Pal, A., & Roy, R. K. (2017). Generic versus branded medicines: An observational study among patients with chronic diseases attending a public hospital outpatient department. *Journal of natural science, biology, and medicine*, 8(1), 26–31. <https://doi.org/10.4103/0976-9668.198351>

Dunne, S.S., Dunne, C.P. What do people really think of generic medicines? A systematic review and critical appraisal of literature on stakeholder perceptions of generic drugs. *BMC Med* **13**, 173 (2015). <https://doi.org/10.1186/s12916-015-0415-3>

Aivalli PK, Elias MA, Pati MK, et al Perceptions of the quality of generic medicines: implications for trust in public services within the local health system in Tumkur, India *BMJ Global Health* 2018;2:e000644.

Annexure

Q1) Name : _____

Q2) Address : _____

Q3) What is your age?

- 0 - 15
- 15 - 30
- 30 - 45
- 45 +
- Prefer not to answer

Q4) What gender do you identify as?

- Male
- Female
- Other

Q5) What is your current employment status?

- Studying
- Employed
- Unemployed
- Retired
- Prefer not to say

Q6) Please select your education qualification?

- SSC
- HSSC
- Bachelors
- Masters
- PhD

Q7) What is your monthly income?

- Less than Rs 15,000
- Rs 15,000 - 30,000
- Rs 30,000 - 45,000
- Rs 45,000 - 60,000
- More than Rs 60,000

Q8) How often do you use a pharmacy

- Weekly
- Monthly
- Yearly
- Less than Yearly

Q9) How much do you spend on Medicines?

- Less than 500 Rs
- 500 Rs - 1000 Rs

- 1000 Rs - 1500 Rs
- More than 1500 Rs

Q10) When buying medicines do you buy medicines :-

- for yourself
- for family members
- for friends

Q11) When buying medicines what aspect do you value the most?

- Quality
- Safety
- Affordability
- Availability

Q12) When buying medicines do you prefer buying?

- Branded medicine
- Generic medicine

Q13) Overall, how do you rate the quality of Branded medicine?

- Excellent
- Very Good
- Good
- Fair
- Poor

Q14) How familiar are you with Generic Medicines?

- Never heard of it
- I am aware but have never used it
- Use it only sometimes
- Use it on a regular basis

Q15) Are you aware of what Generic Medicines are?

- Yes
- No

Q16) Are you aware that generic medicines cost 30% - 70% less than Branded Medicines?

- Yes
- No

Q17) When was the last time you used Generic Medicine?

- Less than 1 month
- 1 to 6 months
- 6 months to 1 year
- Haven't used

Q18) Overall, how do you rate the quality of Generic medicine?

- Excellent
- Very Good
- Good
- Fair
- Poor
- Never used

Q19) What's your number one concern when it comes to generic medicine?

- Quality
- Safety
- Effectiveness
- Availability

Q20) In the past 3 months , how often did you hear people talking about Generic Medicine?

- Very often
- Often
- A few times
- I haven't heard people talking about it

Q21) How likely are you to buy Generic Medicine in the future?

- Very Unlikely
- Somewhat Unlikely

- Not sure
- Somewhat likely
- Very likely

Q22) Would you recommend Generic Medicine to a friend?

- Yes
- No
- Maybe

Q23) Which of these following brands have you heard of?

- Antila Healthcare
- Apollo
- Wellness Forever

Q24) Which of these aspects do you value the most when choosing a pharmacy

1. Availability of Medicine
2. Customer Experience
3. Price of Medicine
4. Quality of Medicine

Q25) Have you heard about Antila healthcare?

- Yes
- No

Q26) When did you first hear about Antilla Healthcare?

- In the last month
- In the last 6 months
- in the last 12 months
- in the last 3 years
- I've never heard of it

Q27) In the past 3 months , how often did you hear people talking about Antila healthcare?

- Very often
- Often
- A few times
- I haven't heard people talking about it