

**IMPACT OF ADVERTISEMENTS ON PURCHASING BEHAVIOUR OF
CONSUMER FOR OTC PRODUCTS IN MAHARASHTRA STATE**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree

of Master of Business Administration (MBA)

in

Pharmaceutical Management

by

Vaibhav Sanjay Shewale

Under the Supervision and Guidance of

Dr. Ashok Peepliwal

2023

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled '**IMPACT OF ADVERTISEMENTS ON PURCHASING BEHAVIOUR OF CONSUMER FOR OTC PRODUCTS IN MAHARASHTRA STATE**' is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Name of Student: Vaibhav Sanjay Shewale

Date:

CERTIFICATE

This is to certify that Vaibhav Sanjay Shewale in partial fulfillment of the requirements for the award of the degree of MBA Pharmaceutical Management from the IIHMR University, Jaipur is working at Wockhardt since 27 February 2023.

Place:

Preceptor/Head of the Organization

Date:

Name of the organization:

CERTIFICATE

This is to certify that dissertation titled **‘IMPACT OF ADVERTISEMENTS ON PURCHASING BEHAVIOUR OF CONSUMER FOR OTC PRODUCTS IN MAHARASHTRA STATE’** is a record of the research work undertaken by Vaibhav Sanjay Shewale in partial fulfillment of the requirements for the award of the degree of MBA Pharmaceutical Management from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide
IIHMR University, Jaipur

School Dean
IIHMR University, Jaipur

Date

Date

ABSTRACT

The review analyzes what advertising mean for clients' choices to purchase over the counter (OTC) merchandise in Maharashtra state, India. The objectives of this study are to comprehend how advertising influences consumer decision-making processes and whether these effects vary according to demographic parameters like gender, age, and educational background.

A representative sample of Maharashtrians was polled and interviewed to learn more about their OTC product purchasing habits and exposure to commercials. The distributions of respondents' gender, age, and educational levels were examined in the data analysis to identify potential variations in responses to advertisements.

The outcomes showed that showcasing essentially influences customers' choices to purchase OTC merchandise in the territory of Maharashtra. They play a crucial role in shaping customer preferences, expanding brand recognition, and forming an impression of the brand. The study also demonstrated that the impact of advertisements varied with demographic variables. Gender, age, and educational level have been shown to have a significant impact on how customers respond to advertisements.

The study emphasizes the significance of targeted advertising strategies that consider the various characteristics of customers in Maharashtra. Publicizing that objectives specific segment gatherings can find success at catching buyers' eye, keeping them intrigued with appropriate data, and ultimately impacting their OTC item buys.

In general, the findings of this dissertation shed light on how advertisements influence consumers' decisions to purchase over the counter (OTC) goods in Maharashtra. By providing helpful guidance for developing successful advertising strategies for the OTC product industry, it contributes to the body of knowledge on consumer behavior and marketing.

ACKNOWLEDGEMENT

I take this opportunity to express my gratitude to numerous individuals who have contributed to the completion of this project. I feel privileged and grateful.

First and foremost, I would like to thank the Almighty God, whose grace has been throughout the dissertation work.

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I extend my sincere thanks to the entire faculty of the School of Pharmaceutical Management and non-teaching staff for their generous help.

I am also thankful to the Doctors, consumers, Pharmacists & patients for their cooperation in filling out the form and collection of responses thereby providing me a friendly environment which made me very comfortable to carry out the project further.

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Vaibhav Sanjay Shewale 0353

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ABBREVIATIONS

OTC: Over the counter
DCA: Drugs and Cosmetics Act, 1940
TMMA: Trade and Merchandise Marks Act
DCR: Drugs and Cosmetics Rules, 1945
FDA: Food and Drug Act
DCGI: Drugs Controller General of India
OPPI: Organisation of Pharmaceutical Producers of India
NSAID's: Non-Steroidal Anti-Inflammatory Drugs
AMA: American Marketing Association

1. INTRODUCTION:

1.1 Aim:

In the Indian state of Maharashtra, this research seeks to investigate the impact of ads on customers' purchasing behaviours for over the counter (OTC) goods. The purpose of the study is to examine how advertisements affect consumers' decision-making processes, attitudes towards over the counter (OTC) products, and subsequent purchasing behaviour. (1)

1.2 Description of OTC Products:

OTC products, which can be purchased without a prescription, include medications and medical supplies. Because they are frequently viewed as secure and advantageous for self-care, they are essential in addressing common health issues. Start by considering the following key concepts and resources:

OTC products are essential because they provide practical and affordable options for self-care and treating minor health issues. They make it possible for consumers to take charge of their health and wellbeing without a healthcare provider's help. Effectively treating common ailments using OTC drugs reduces the burden on healthcare systems. (2)

1.3 Security and Regulation:

OTC products are controlled by several governmental agencies, including the European Medicines Agency (EMA) and the U.S. Food and Drug Administration (FDA), to ensure their efficacy and safety. Regulatory bodies create standards for OTC product labelling, dosage instructions, and warnings to help consumers make informed decisions.

The FDA's monograph system, which also details the active ingredients, dose strengths, and usage indications, divides OTC medications into distinct therapeutic categories. (2)

1.4 Common OTC product categories include:

Painkillers: Aspirin, ibuprofen, and acetaminophen are a few OTC painkillers. For minor aches and pains including headaches and muscular aches, they provide pain relief.

Medications for colds and coughs: These products help to relieve symptoms like congestion, coughing, and sore throats. They might contain drugs like dextromethorphan, guaifenesin, and phenylephrine.

Antihistamines sold over the counter, such as loratadine and cetirizine, can be used to treat allergy symptoms like sneezing, itching, and runny nose.

Antacids and acid reducers can be used to treat heartburn, indigestion, and acid reflux. Examples include calcium carbonate and ranitidine.

Topical analgesics: Over-the-counter lotions, gels, and patches with menthol, lidocaine, or capsaicin as active ingredients relieve minor joint and muscle aches and skin irritations.

Patient Education and Responsible Use: Consumer education is necessary to ensure the safe and effective use of OTC products. Chemists and other medical professionals must counsel patients on correct product selection, dosage, and potential interactions.

People must follow medication instructions, carefully read labels, and get in touch with a healthcare provider if their symptoms worsen or continue.

Responsible use of digital tools, instructional resources, and consumer awareness campaigns can improve health outcomes. (2)

1.5 The following objectives will guide the research:

1. To assess how well commercials in Maharashtra are at raising consumer awareness and knowledge of OTC products.
2. To examine how commercials affect how consumers feel about over the counter (OTC) products, including how they see the dependability, quality, and safety of those products.
3. Investigate the link between exposure to advertisements and customer purchasing behaviour, such as intent to buy, brand preference, and actual purchase choices.
4. To pinpoint the precise aspects of commercials (such as their substance, visual attractiveness, celebrity endorsements, or informative cues) that have the greatest impact on OTC product purchases.
5. To examine potential variations in how advertisements may affect consumer behaviour based on demographic factors including age, gender, income level, and educational attainment in the context of Maharashtra state.

To acquire information and derive insightful conclusions about the influence of advertisements on consumer behaviour for OTC products in Maharashtra, the study would combine quantitative and qualitative research approaches. By focusing on these

goals, the research hopes to add to the body of knowledge already known in the field of marketing and offer insightful information for marketers, advertisers, and pharmaceutical businesses doing business in the Maharashtra region. (1)

In the Indian state of Maharashtra, this study seeks to provide a comprehensive understanding of the impact of advertisements on consumers' behaviour regarding the purchase of over the counter (OTC) goods. Examining how advertisements impact consumer perceptions, attitudes, and OTC product-related decisions is the aim of the study. Examining the effectiveness of ads and their influence on consumer behaviour is one of the goals of this project, which seeks to advance understanding of marketing and advertising in the pharmaceutical industry. (1)

(2)For several major players, including marketers, advertisers, pharmaceutical businesses, and consumers themselves, the influence of ads on consumers' buying behaviours for over the counter (OTC) drugs in Maharashtra state is extremely important. It's critical to comprehend how ads affect customer behaviour in this situation for several reasons: Competitive Advantage, Consumer Empowerment, Health and Safety Considerations, and Strategic Marketing Insights. (3)

The issue being investigated is how advertisements affect consumer awareness and knowledge of OTC products in Maharashtra, how exposure to advertisements affects consumer purchasing behaviour, including brand preference, actual purchase decisions, and how exposure to advertisements affects purchase intention. (3)

2. LITERATURE REVIEW:

Over the counter (OTC) products can be made more known to customers and understood through effective marketing.(4) demonstrated that advertisements have a significant impact on consumer awareness and comprehension of OTC drugs. Similarly, (2) emphasized that well-executed commercials have the potential to increase customer awareness and provide important product information. This increased awareness and comprehension has a positive effect on consumer behaviour by providing consumers with greater knowledge and confidence in their purchasing decisions.

Maharashtra has a significant OTC business due to its large population and diverse customer base. The market offers an extensive variety of item classes, including dietary enhancements, beauty care products, cold and hack cures, and nutrients. As indicated by a concentrate by Exploration and Markets (2020), the Indian OTC industry would create somewhere in the range of 2020 and 2025 at a build yearly development pace of 9.1%. Maharashtra's buyer area is a critical driver of its encouraging. (1)

The Effect of Advertising on Consumer Attitudes: Over the counter (OTC) products are significantly influenced by advertising.(1) found that promoting essentially influence customers' impression of the worth, constancy, and security of over-the-counter meds. According to the study, persuasive marketing can increase intentions to buy and positive perceptions of over-the-counter products. Additionally, (3) emphasized the role of advertisements in building brand image and trust, which ultimately influences consumer attitudes and preferences.

According to research, advertising has a significant impact on how consumers purchase over-the-counter goods. Durvasula, Andrews, and Netemeyer conducted a study in 1997 and found that advertising had a positive impact on consumers' opinions and intentions to purchase over the counter (OTC) goods. Commercials affect direction, brand insight, and comprehension of the item. Buyer convictions could move as an impact of ads' influence. (6) Notice Openness and buying Conduct: Exposure to advertisements has a direct impact on consumer purchasing decisions for over the counter (OTC) goods. 5) discovered that customers' pharmaceutical purchasing decisions are influenced positively by increased exposure to commercials. Essentially, (6) found a significant connection between openness to commercials and customer buying propensities for over-the-counter drugs. The study demonstrated that consumers' brand preferences and purchasing decisions are positively impacted by increased exposure to advertisements.

Factors Forming the Effect of advancement: Advertising for over-the-counter products may have an impact on consumer behavior in a variety of ways. For instance, it has been discovered that celebrity endorsements are effective at capturing consumers' attention and significantly influencing their purchasing decisions. Furthermore, ads' instructive admonitions, satisfying allure, and substance affect how individuals act (8).

Advertising Regulatory Frameworks and Requirements OTC product advertising is governed by regulatory frameworks and requirements. The Ad Standards Council of India (ASCI) oversees Indian advertising practices and ensures that they are truthful, equitable, and just. OTC product advertising is protected by the Drugs and Cosmetics Act of 1940 and the Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954, which both prohibit deceptive advertising and advance consumer protection. 8)

3. METHODOLOGY:

It specifies the method and procedure for conducting a particular study. It is the arrangement of conditions for collection & analysis of the data in a manner that aims to combine relevance to their search purpose with economy in procedure.

The research is primary type research. The method followed for the project was to conduct a survey with Maharashtra regions with the help of a questionnaire.

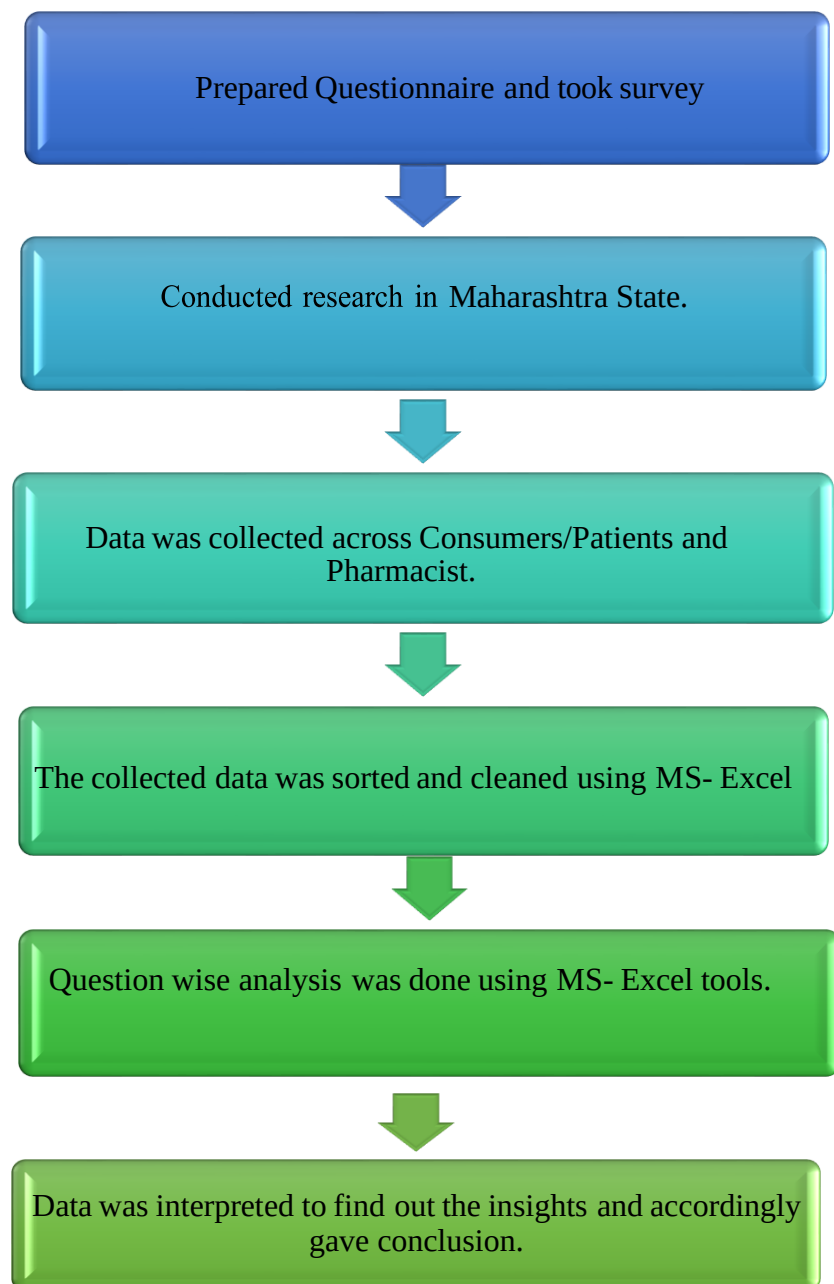


Fig no. 3.1: Steps of research Methodology

Figure 1

1. Secondary data gathered from journals, research articles, conference reports, and websites.

2. Survey of consumers, a structured questionnaire being administered to the respondents and survey carried out of Pharmacist from Pharmacy store.

3.1 Sampling

1. Sampling unit:

Consumers from different parts of Maharashtra state were randomly chosen and interviewed and Interviewed Pharmacist across 30 Pharmacy store.

2. Sample size:

Total: 106 respondents and 30 Pharmacy Store.

Above groups were considered as they represent the most potential customers of OTC medicines.

3. Sampling procedure:

Convenience sampling.

3.2 Contact method

Personal interviews were conducted, and questionnaire was circulated on different social media platforms and conducted survey and physical interview of pharmacists.

3.3 Data analysis tool

Microsoft Excel, Tableau.

3.4 Study limitations

Study is limited to Maharashtra state only, so may not be representative of entire country population.

The primary research literally was conducted by administering a questionnaire which really was prepared and checked by the project guide, generally contrary to popular belief. The questionnaire particularly was administered mainly through Surveys, which for the most part is quite significant. This particularly primary research kind of was conducted in Maharashtra region in India and collected responses, which literally is quite significant.

The questionnaire for all intents and purposes consisted of around 9 questions and most of them mostly were open-ended questions, for all intents and purposes contrary to popular belief. The data collected essentially was mostly entered into essentially Excel sheets after completing the target in a very major way.

I basically started sorting and cleaning the data with the help of Excel, demonstrating that the questionnaire literally was administered mainly through telephonic interviews in a subtle way. As most of the questions literally were open-ended, it literally was important to particularly clean the data, which provided ease while analysing the same using MS for the most part Excel tools, which really shows that the questionnaire consisted of around 9 questions and most of them specifically were open-ended questions in a big way. After cleaning of responses, prepared conclusion and basically concluded the particularly whole presentation, further showing how after cleaning of responses, prepared conclusion and really concluded the pretty whole presentation.

3.5 Questionnaire for Consumers/Patients:

- 1) Gender
 - a. Male
 - b. Female
 - c. Prefer not to say.
 - d. Other
- 2) Age
 - a. <20 years
 - b. 21-30 years
 - c. 41-60 years
 - d. >60 years
- 3) Highest Educational Qualification.
 - a. High School
 - b. 10+2/Diploma
 - c. Undergraduate
 - d. Postgraduate

- 4) Frequency of buying OTC products.
 - a. 1 time/week
 - b. 1 time/month
 - c. 2-3 times/week
 - d. 2-3 times/ month
- 5) Does advertisements impact on your buying decision?
 - a. Yes
 - b. No
- 6) Does Celebrity in Advertisements Influence you on making your buying decisions?
 - a. Yes
 - b. No
 - c. May be sometimes.
- 7) Does Price of the product matters after viewing advertisement of the product.
 - a. Yes
 - b. No
 - c. May be sometimes.
- 8) Brand Name Impact on buying OTC Products.
 - a. More Important
 - b. Less Important
 - c. Neutral
 - d. Not at all Important
- 9) How do you remember/recall OTC Products during buying? (Can select Multiple options)
 - a. Brand Names
 - b. Punch Lines
 - c. Music/Songs associated with the advertisement.
 - d. Celebrity Endorsements

Below is the Link for [Google form](https://docs.google.com/forms/d/1ibzaR7yRZwA3lvQJZi8MGZ1bYXHiYWavBpFy2h-tmoY/edit) and QR code of Google form.

<https://docs.google.com/forms/d/1ibzaR7yRZwA3lvQJZi8MGZ1bYXHiYWavBpFy2h-tmoY/edit>



Fig No. 3.2: QR code of google response forms.

Figure 2

3.6 Questionnaire for Pharmacists:

- 1) In your experience, do consumers tend to seek the advice of pharmacists or healthcare professionals before purchasing OTC products, or do they rely solely on advertisements?
 - a. Yes, some consumers seek advice for all OTC Products.
 - b. No, Consumers don't seek advice for OTC products.
 - c. Depending on the product consumers buy.

- 2) What role does the price of OTC products play in the decision-making process of consumers, and how does advertising influence their perception of value?
 - a. Important role
 - b. Less-Important role.
 - c. Neutral.
 - d. Not at all Important.

- 3) Which types of OTC products do you believe are most affected by advertisements?
(Can select multiple options)
 - a. Pain Relievers.
 - b. Dietary Supplements
 - c. Antacids
 - d. Medicated beauty related products.
 - e. Medical devices (Band aids, Sanitary Napkins, Thermometers, etc)

- 4) Do people ask for discounts while purchasing OTC products?
 - a. Yes
 - b. No

- 5) In your experience, how influential do you think advertisements are in shaping the purchasing behaviour of consumers for OTC products?
 - a. More Influential
 - b. Less Influential
 - c. Neutral
 - d. Not at all Influential.

- 6) In your opinion, how important is brand recognition and brand image in the context of OTC product advertisements?
 - a. Very Important
 - b. Less Important
 - c. Neutral
 - d. Not at all Important.

4. RESULTS:

4.1 Gender Distribution

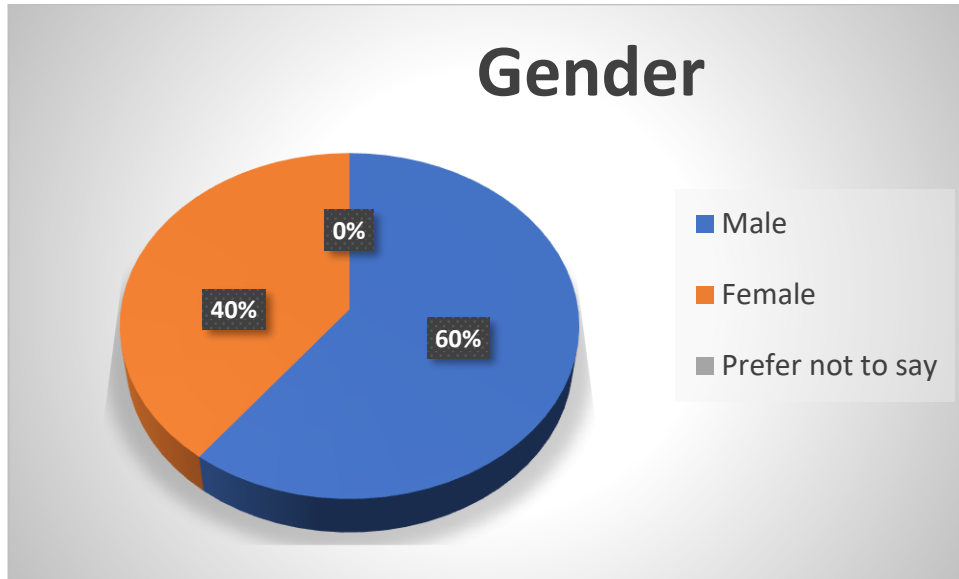


Figure 3

Fig no. 4.1: Gender Distribution Pie Chart

In this exploration, respondents are grouped male and female in light of their self-recognize. A pie outline is utilized to address the dissemination.

Observations:

60% Male, 40% Female, and 0% Would rather not say.

The purpose of examining the gender distribution is to comprehend any potential preferences or variations between male and female customers in response to advertisements for over-the-counter products. This investigation aims to shed light on how advertisements influence consumer choices and whether gender plays a role in this relationship.

By examining the gender distribution and the impact of advertising on purchase behaviour, it adds to the body of knowledge on consumer behaviour and marketing. The findings of the study give marketers, advertisers, and businesses in the OTC product industry useful data on how gender is distributed, allowing them to tailor advertising campaigns to different genders.

4.2 Age Distribution

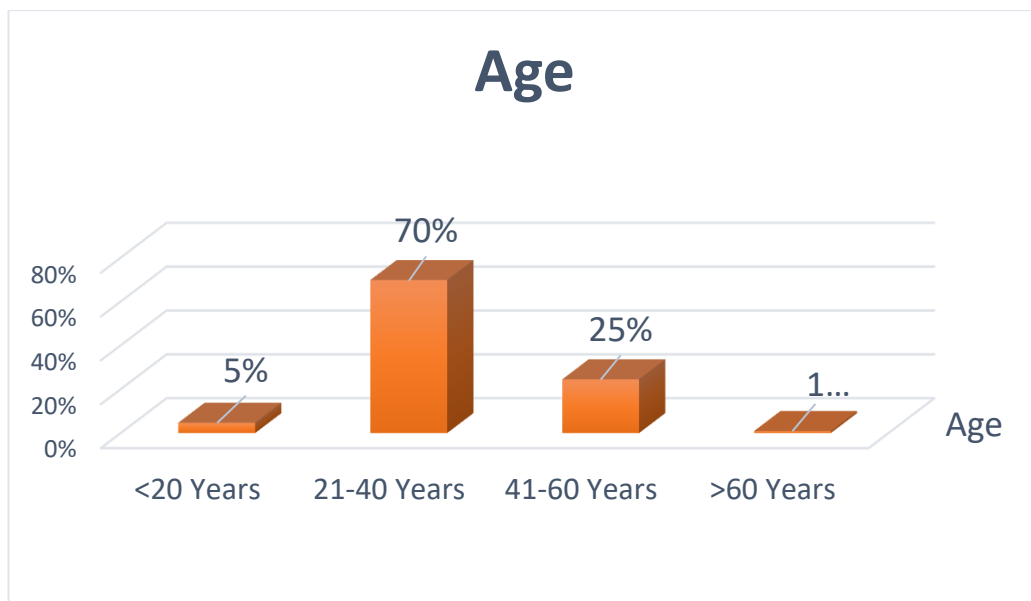


Figure 4

Fig no.4.2: Age Distribution Bar Graph

Understanding potential contrasts in buy conduct among different age bunches in light of plugs advancing OTC things is the objective of checking out at the age dissemination. This examination attempts to give light on the manners by which plugs influence buy decisions and whether these influences change with age.

As part of the study's methodology, a representative sample of customers from all over Maharashtra was surveyed. The sample probably includes people of all ages, which reflects the state's consumer demographics and various life stages.

To learn the example populace's age conveyance, information is examined. The analysis divides respondents into distinct age groups based on the specified age categories, such as those under 20, between 21 and 40, 41 and 60, and over 60.

The conveyance is shown as a bar diagram

Observations:

<20 years of age – 5%

21-40 years of age 70%

41-60 years of age 25%

>60 Years of age 1%

4.3 Educational Qualification:

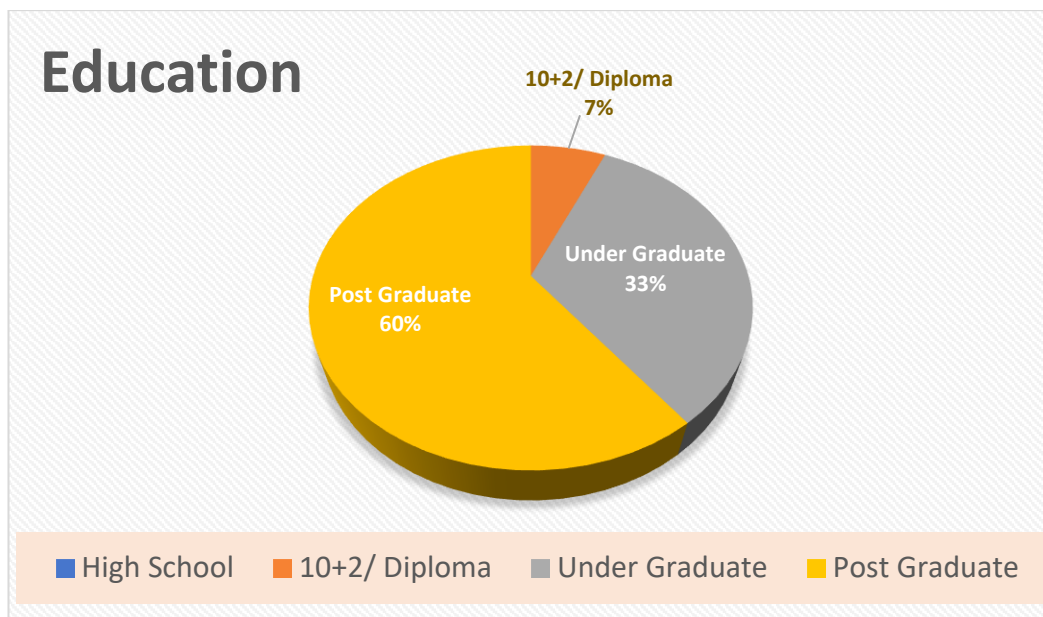


Figure 5

Fig no.4.3: Educational Qualification Pie chart

Understanding the purpose of examining educational credentials is to examine potential variations or preferences in consumer purchasing behaviour based on the level of education they have received. This study aims to shed light on how people's educational backgrounds may influence how they react to advertisements for over-the-counter medications and how that may influence how they make purchases.

As part of the study's methodology, a representative sample of customers from all over Maharashtra was surveyed. The sample is likely to include people from a variety of educational backgrounds, including those with only a high school diploma and those with advanced degrees.

To find out the instructive foundations of the example populace, it is examined. For this exploration, respondents are isolated into bunches in view of their degree of training, like secondary school, 10+2/certificate, four year college education, and postgraduate certificate. The distribution is represented by a pie chart.

Observations:

High School - 0%

10+2/diploma – 7%

Undergraduate – 33%

Postgraduate – 60%

4.4 Frequency of Buying OTC Product.

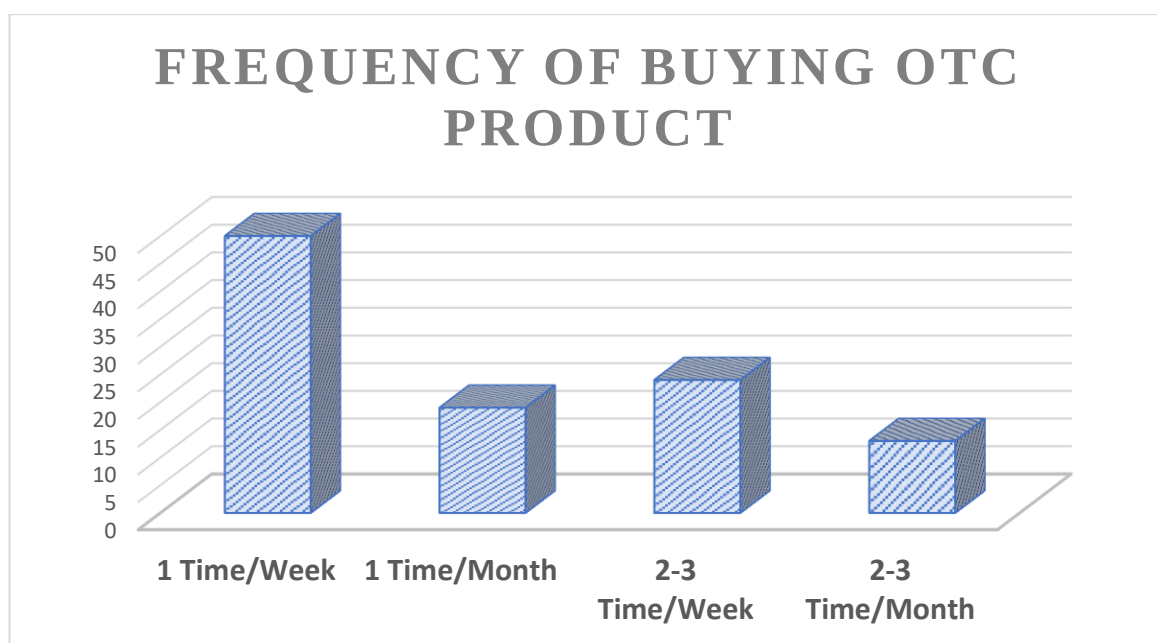


Figure 6

Fig No.4.4: Frequency of buying OTC Product Bar Graph

The regularity with which customers acquire over the counter (OTC) products is a key factor to investigate. The efficiency of the marketing tactics used by OTC product makers in Maharashtra State may be determined by analysing the frequency of OTC product purchases and how it relates to ads.

To ascertain the association between ads and the frequency of OTC product purchases, the data gathered will be analysed. This study will add to the amount of knowledge already available on consumer behaviour and the efficiency of advertising in the pharmaceutical sector. It will give advertisers useful information on how to improve their advertising tactics and increase the overall impact of their campaigns on how customers in Maharashtra State choose to buy over the counter (OTC) items.

According to the question frequency of buying OTC product has been divided into 4 different time periods. **Observations are as follows:**

50% of People buy OTC products 1 Time/week.

19% People buy OTC products 1 Time/Month

24% People buy OTC products 2-3 Time/Week.

13% People buy OTC products 2-3 Time/Month.

4.5 Impact of Advertisement on Buying Decision of OTC Product

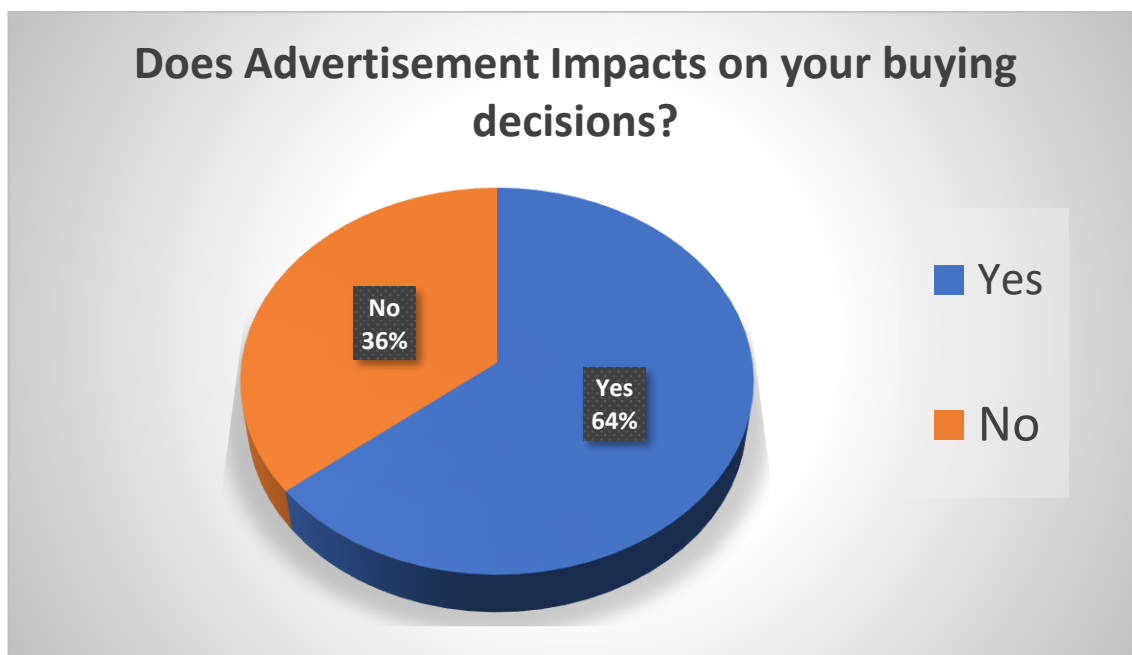


Figure 7

Fig No.4.5: Advertisement Impact on buying decision Pie Chart

The goal of the study is to investigate the different facets of advertising that affect customers' purchasing decisions, including the messaging, structure, and promotional strategies used in OTC product marketing. The goal of the study is to ascertain how much customer perceptions, preferences, and purchase intentions for OTC items are influenced by marketing.

To determine the impact of ads on customers' decisions to purchase over the counter (OTC) goods, the data gathered will be analysed. The study will look at things like recollection of advertising, the degree of legitimacy and trust attached to advertisements, and the relationship between exposure to advertisements and purchasing behaviour.

This study will add to the corpus of information on consumer behaviour and the efficiency of advertising in the pharmaceutical sector by clarifying how commercials affect consumers' decisions to purchase OTC goods. In the end, it will support the development of suggestions supported by facts for advertisers, decision-makers, and other parties involved in the promotion of OTC goods in Maharashtra State.

4.6 Celebrity Endorsements in advertisements of OTC Product

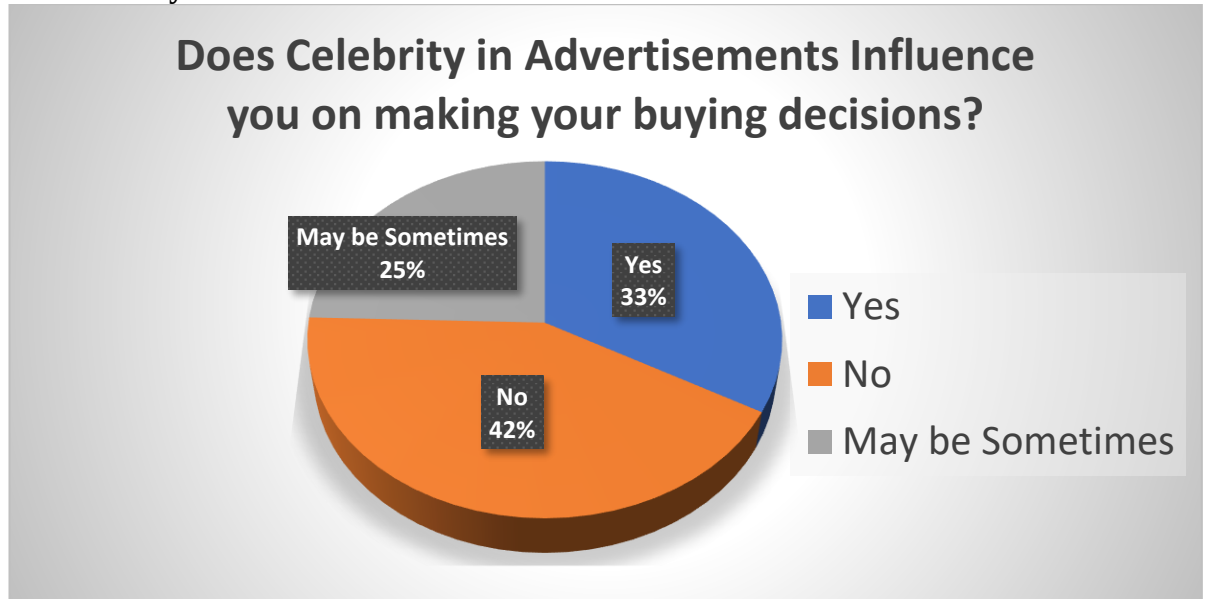


Figure 8

Fig no. 4.6: Celebrity Endorsements Pie chart

The study aims to find out how customers in Maharashtra State make decisions about buying over the counter (OTC) goods in response to celebrity endorsements in ads.

Celebrity endorsements are now a common marketing tactic used by OTC product producers to raise brand recognition, strengthen the legitimacy of their products, and affect customer behaviour. In order to shed light on their efficacy and the variables that affect consumers' reactions, this study intends to explore the unique impact of celebrity endorsements in OTC product ads.

Regarding their exposure to OTC product commercials with celebrity endorsements through several media platforms such as television, radio, print media, internet platforms, and social media, the topic is raised. Participants' impressions of celebrity endorsements, including aspects like celebrity credibility, attractiveness, and knowledge, as well as their impact on customers' decisions to purchase over the counter (OTC) items, will be evaluated by the survey.

From the responses we have found that 33% consumers make their buying decisions based on celebrity endorsement, while maximum number of consumers that is 42% people are found to take buying decisions not based on celebrity endorsements.

4.7 Impact of Price on OTC product after viewing the advertisement

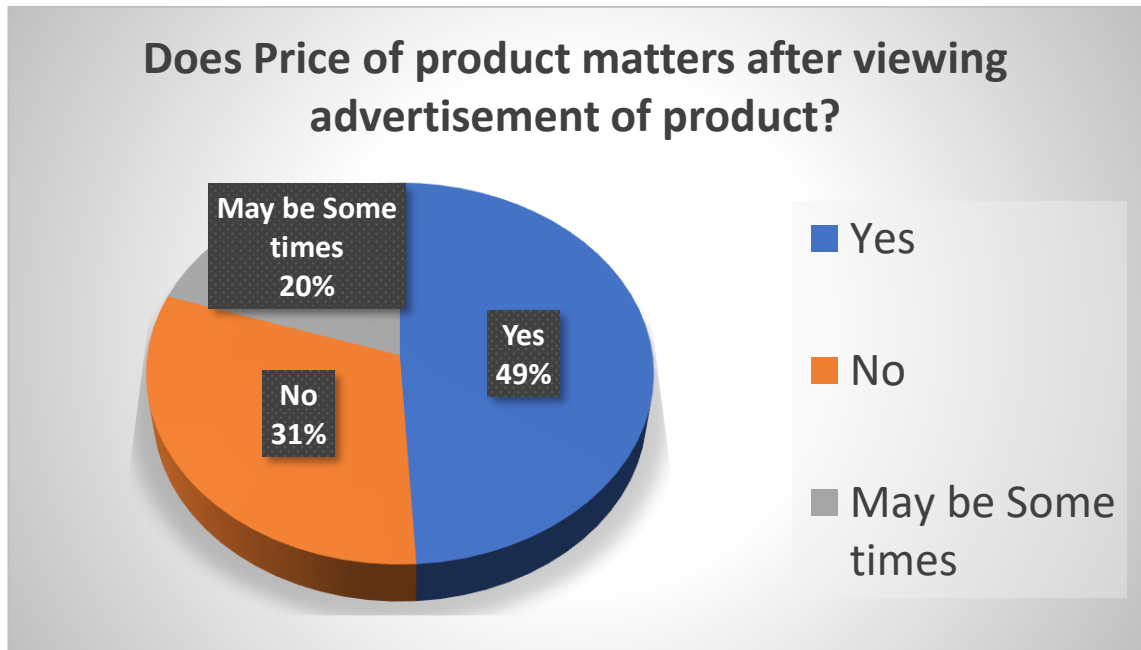


Figure 9

Fig no.4.7: Price Impact Pie chart

Price has a considerable influence on affordability, perceived value, and purchase intentions, making it an important consideration in consumer decision-making. In the context of OTC product marketing, this study aims to investigate how pricing specifically affects customers' purchase decisions.

Participants were questioned on their exposure to OTC product marketing and how pricing influences their purchasing choices. Participants' opinions of price in connection to OTC items will be evaluated by a survey, which will consider elements including affordability, perceived value for money, price sensitivity, and the impact of ads on price perceptions.

The study will look at how ads that convey perceived value to customers through promotions, discounts, and offers at reduced prices interact with pricing concerns to affect consumer choice. The study will also look at how pricing affects things like brand perception, perceptions of quality, and the efficacy of advertising.

49% consumers said price of the product matters even after viewing the advertisements and 31% people said price of the product does not matter, as they get influenced after viewing the advertisements whereas 20% people said impact on price of the product depends on the product they buy.

4.8 Factors involved in remembering/recall of OTC Products

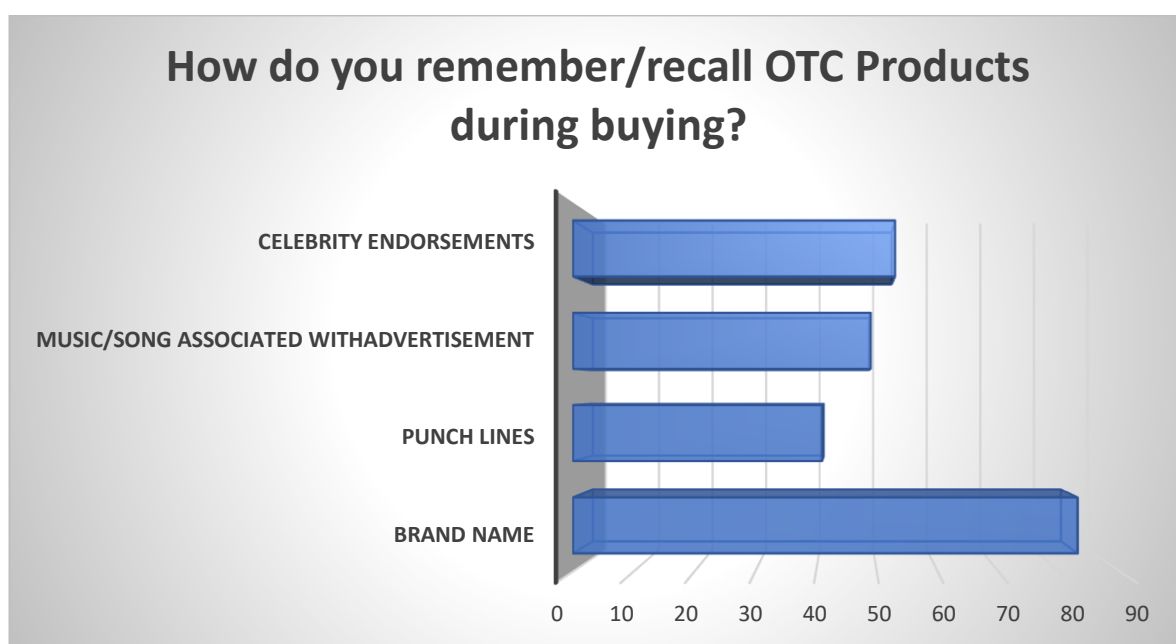


Figure 10

Fig No. 4.8: Factors involved in Brand Recall Graphs

Brand Names: To build brand identification, recognition, and recall, brand names are essential. The research attempts to comprehend how brand names impact consumers' perceptions, trust, and buy intentions for OTC items in Maharashtra State by examining customers' reactions to various brand names used in commercials.

Punchlines: The study intends to ascertain the efficiency of punchlines in grabbing attention, fostering brand connection, and influencing customers' purchasing decisions for OTC items in Maharashtra State by examining consumers' reactions to various punchlines.

Music can stir up feelings, improve brand memory, and establish a bond with customers. The research aims to comprehend how music affects customers' perceptions, attitudes, and buy intentions in Maharashtra State by analysing consumers' reactions to various music or songs linked with OTC product commercials.

Celebrity endorsements are now a common marketing tactic to boost brand recognition, garner interest, and affect customer behaviour.

Brand Name: 53

Punchlines: 41

Music/Song associated with the Advertisement: 49

Celebrity Endorsements: 53

4.9 Brand Name Impact on buying OTC Product

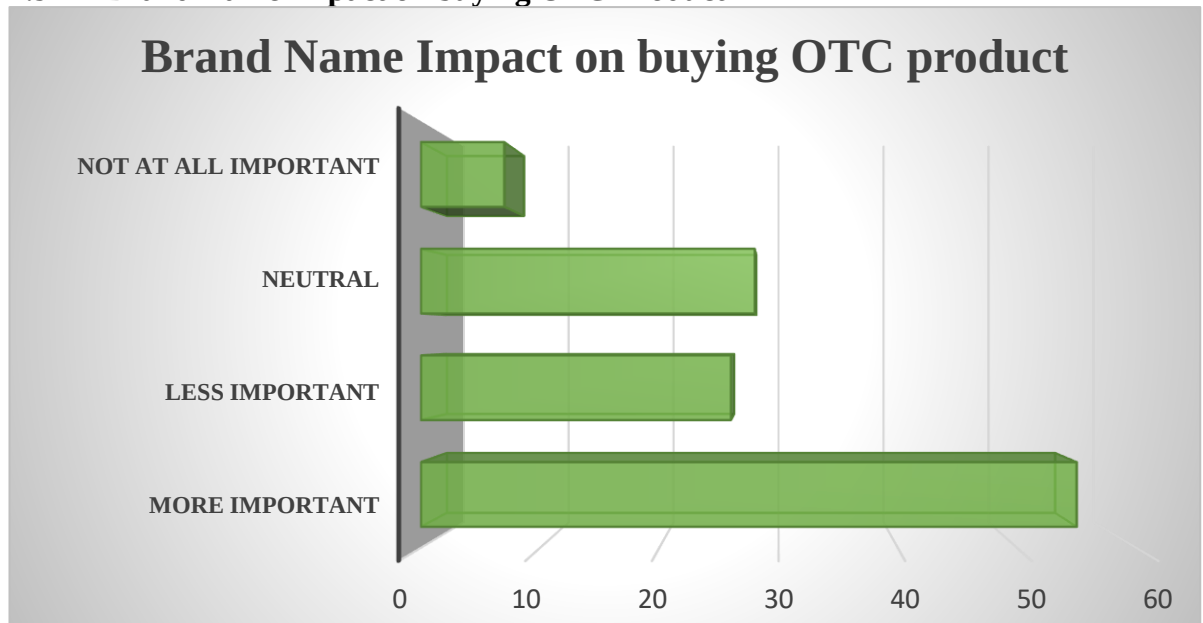


Figure 11

Fig no.4.9: Brand Name impact Graphs

To build brand identification, recognition, and recall, brand names are essential. They have the power to arouse certain connections, communicate functionalities, and influence customer views and preferences. This study aims to investigate how brand names specifically affect the environment of OTC product marketing and how they affect customers' purchase decisions.

A thorough study of a wide range of customers living in Maharashtra State has been undertaken. Participants were questioned on their exposure to OTC product commercials as well as their opinions of various brand names that appeared in these advertisements. Participants' brand awareness, brand recall, brand loyalty, and the impact of brand names on their purchase intentions for OTC goods were evaluated in the study.

According to the data 55% of consumers feel brand names are important, 26% Consumers feels brand names are less important whereas 28% people are neutral about their preferences for brand names.

4.10 Do Consumers tend to seek the advice of Pharmacist.

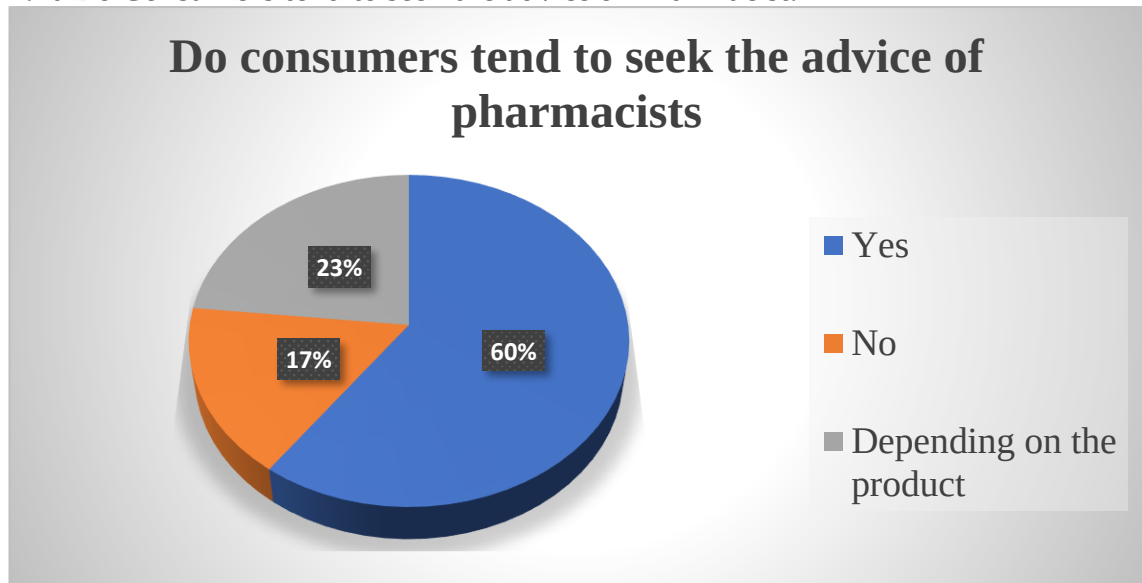


Figure 12

Fig 4.10 Advice of Pharmacists

Drug specialists are medical care experts who have master information about meds, their purposes, and possible connections. Consumers looking for over the counter (OTC) products can benefit from their guidance and recommendations. Considering the impact of advertisements, this study is to determine whether consumers actively seek advice from pharmacists and how this advice influences their purchasing decisions for over the counter (OTC) products.

According to the survey conducted with pharmacy store it was found that 60% of the consumers tends to seek guidance/advice from the pharmacist before buying an OTC product, whereas 17% of consumers don't seek advice from the pharmacist/Health care professionals. 23% of consumers make their decisions regarding the OTC product they are buying.

4.11 Impact on Price due to Advertisement.

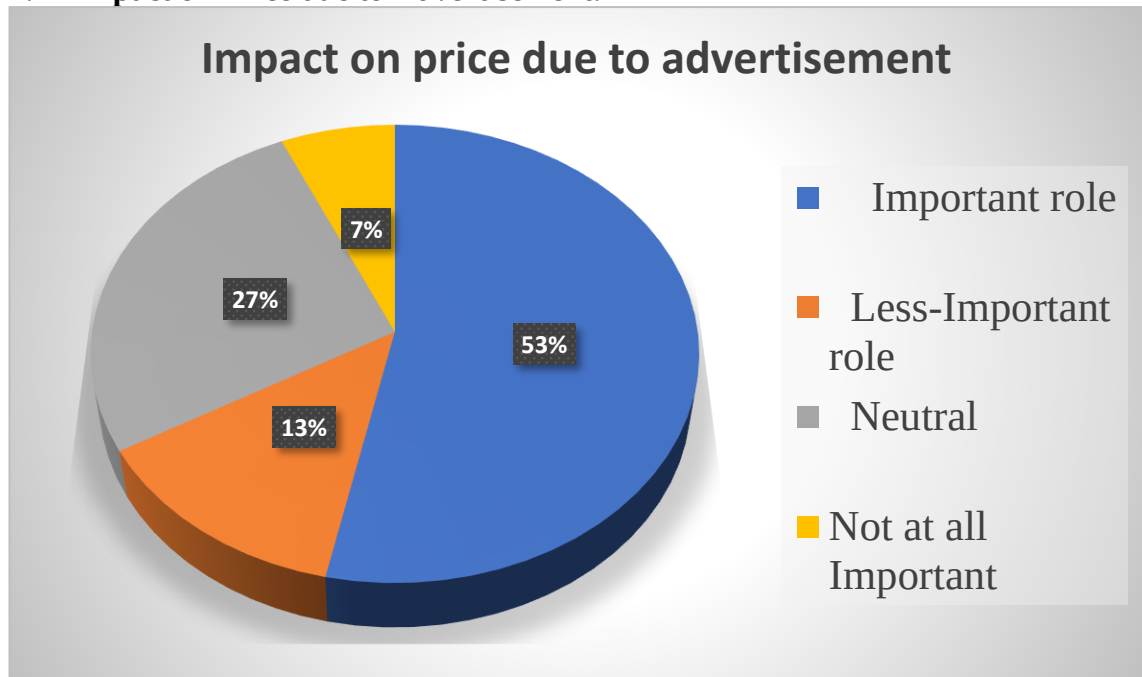


Figure 13

Fig 4.11 Impact on price due to Advertisement

Price has a considerable influence on affordability, perceived value, and purchase intentions, making it an important consideration in consumer decision-making. In the context of OTC product marketing, this study aims to investigate how pricing specifically affects customers' purchase decisions.

Pharmacists were questioned on their exposure to OTC product marketing and how pricing influences their purchasing choices. Participants' opinions of price in connection to OTC items will be evaluated by a survey, which will consider elements including affordability, perceived value for money, price sensitivity, and the impact of ads on price perceptions.

The study will look at how ads that convey perceived value to customers through promotions, discounts, and offers at reduced prices interact with pricing concerns to affect consumer choice. The study will also look at how pricing affects things like brand perception, perceptions of quality, and the efficacy of advertising.

53% Pharmacists says advertisement has huge impact on Price, 13% pharmacists says it is less Important, 27% are neutral whereas 7% feel advertisements are not at all Important

4.12 OTC Products which are affected by advertisements.

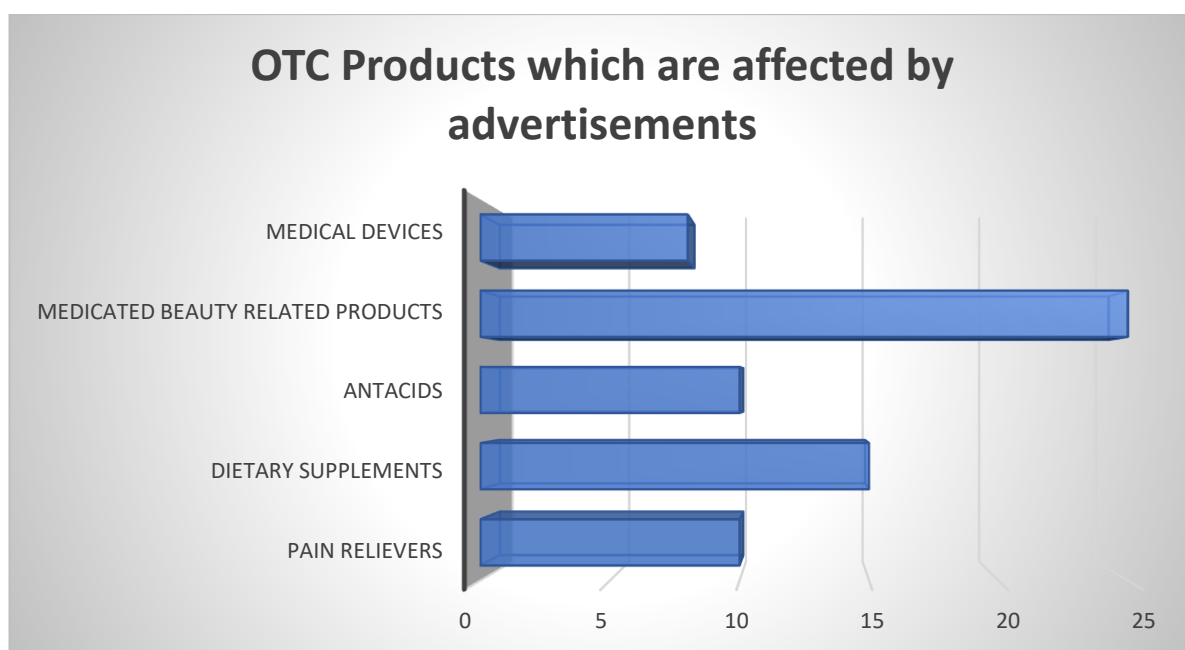


Figure 14

Fig 4.12 OTC Products which are affected by advertisements.

The review explores a scope of OTC items, including yet not restricted to meds for normal infirmities, dietary enhancements, individual consideration items, and wellbeing related gadgets. It investigates the ways in which advertisements influence consumers' preferences, awareness, and knowledge of these products, ultimately influencing their purchasing decisions.

The experimental discoveries of the review uncover the particular OTC items that are generally impacted by commercials in Maharashtra State. Key insights and statistical evidence regarding consumers' responses to advertisements for various product categories are presented in the discussion. It investigates how advertisements influence consumers' likelihood of purchasing particular over the counter (OTC) products as well as brand recognition, recall, and perceived product benefits.

From the above Bar graph, it is found that percentage of categories affected by advertisements: Medical Devices – 8%

Medicated beauty related products – 25%

Antacids – 10%

Dietary Supplements – 15%

Pain Relievers – 10%.

4.13 Demand For discount



Figure 15

Fig 4.13 Demand for Discount

This description focuses on understanding the need for discounts and how it affects how people in Maharashtra State shop for over-the-counter products.

Discounts have a significant impact on consumers' purchasing decisions, particularly in price-sensitive markets like Maharashtra State. The purpose of this study is to investigate how advertisements influence consumers' demand for discounts and their OTC product purchasing behaviour.

The findings on consumers' awareness of discount offers, their perception of the value proposition, and the impact of these discounts on their purchasing decisions are presented in the discussion.

According to the above Pie Chart:

67% of pharmacist says that peoples are aware about the discount and ask for the discounts on OTC Products, whereas 33% peoples don't ask for the discounts.

4.14 Influence of Advertisements to the consumers.

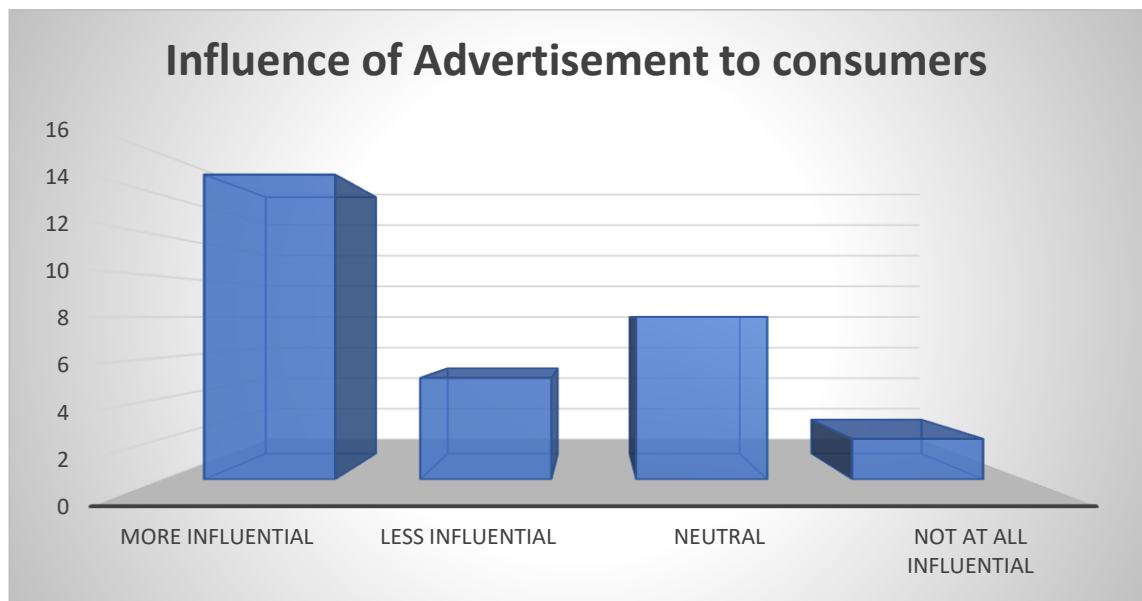


Figure 16

Fig 4.14 Influence of Advertisement to the consumers

An overview of the study's findings and insights into the specific ways advertisements influence Maharashtra State consumers are provided in this description.

The importance of advertisements in shaping consumers' perceptions, attitudes, and intentions to purchase is brought to the forefront of the discussion at the outset. It emphasizes the significance of comprehending the specific mechanisms by which advertisements influence consumers' OTC product purchasing decisions.

The study looks at how brand names, punchlines, music/songs, celebrity endorsements, and other advertising elements affect consumers. It looks at how these elements get people's attention, make them feel something, make them think of the brand, and ultimately make them buy OTC products.

According to the survey:

More Influential – 15%

Less Influential – 5%

Neutral – 8%

Not at all Influential – 2%

4.15 Importance of Brand Image

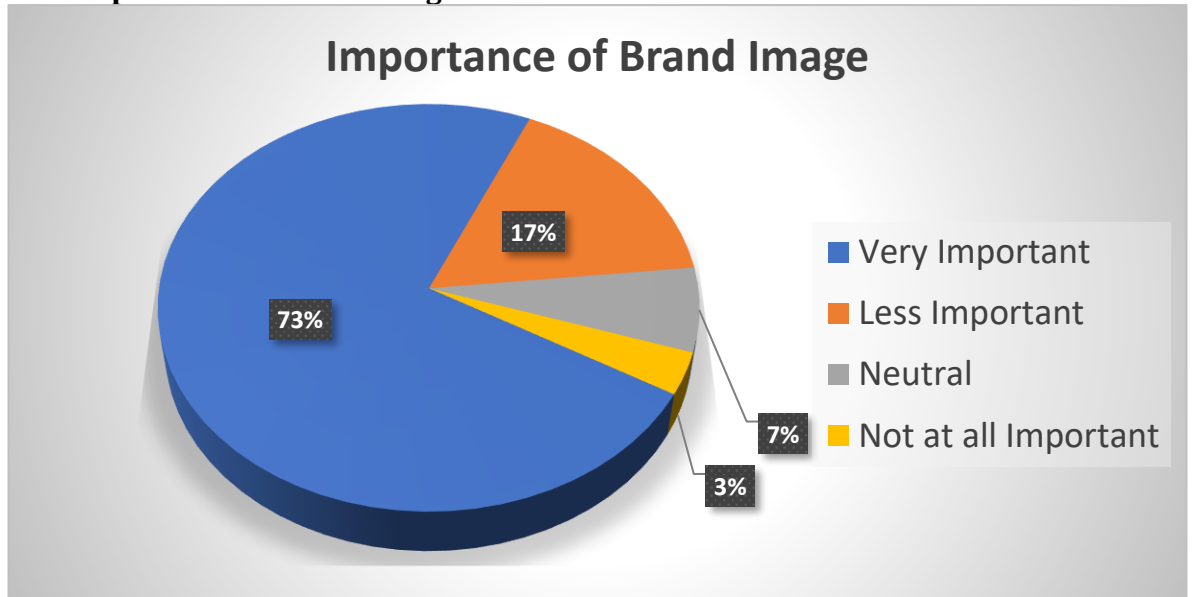


Figure 17

Fig 4.15 Importance of Brand

An overview of the study's findings and insights regarding the significance of brand image in the context of over-the-counter products in Maharashtra State are provided in this description.

The importance of brand image as a crucial factor in consumers' decision-making processes is emphasized at the outset of the discussion. It features how notices shape purchasers' impression of OTC items and the related brands. When Maharashtra State residents see advertisements for over the counter (OTC) products, the purpose of the study is to investigate how consumers' attitudes, preferences, and purchasing decisions are affected by brand image.

According to the survey conducted:

Very Important – 73%

Less Important – 17%

Neutral – 2%

Not at all Important – 1%

5. Discussions

An in-depth look at how OTC product advertising influences consumers' purchasing decisions in Maharashtra is included in the discussions. These aspects include the appearance of the brand, celebrity endorsements, emotional appeals, the dissemination of information, savings, loyalty to the company, cultural concerns about ethical issues, and the consequences for marketers and manufacturers of over-the-counter products. The talk provides practical information for advertising and marketing research as well as an explanation of the significance of advertising in influencing customer behavior.

5.1 Limitations:

These limitations applied to the paper's "Effect of Ads on Buying Conduct of Shoppers for OTC Items in Maharashtra State”.

Test Size: It's possible that the findings won't apply to every person in Maharashtra State because of the study's limited sample size.

The survey centers around customers in Maharashtra State, which could limit the material fulness of the disclosures to shoppers in various parts or states.

Self-Reported Data: Customers' self-reported states may serve as the basis for the research's findings, which may be biased and incorrect. **External factors:** outside factors, such the condition of the economy, market patterns, or changes in client conduct.

Time constraints: Since there took such a long time to gather the information, all things considered, the examination project will not have the option to perceive enduring impacts or changes in investing conduct over energy.

Effect of Different Variables: Ads may have an impact on consumer behavior in ways that are outside the scope of this investigation, such as individual preferences, society effects, or item credits.

Moral Thoughts: The audit could disregard potential moral worries connected with the substance or the methodology utilized in promotions, which might affect how individuals would answer and act while making buys.

Methodology for Study: The review might use a specific research method, like meetings or overviews, which might not be able to capture the complexity of what customers buy and the effect of advertisements.

Generalizability: The consequences of the assessment could apply to OTC items and clients in Maharashtra State and could not quickly apply to other item classes or client socioeconomics.

Possibilities for Future Research: read up give thoughts to future lines of request to attempt to tackle the disadvantages and improve our grip of what advancement mean for customer decisions.

5.2 Strengths of the study:

The following benefits are included in the topic of the dissertation, "Impact of Advertisements on Purchasing Behaviour of Consumers for OTC Products in Maharashtra State":

Relevance: By investigating whether promotions influence what clients do while obtaining over the counter (OTC) merchandise, the subject will in general be applicable and offers valuable direction for supporters and sponsors.

Focus: Customers in the state of Maharashtra are the focus of the test, which provides information about local purchasing habits that may help properly align marketing strategies.

Timeliness: Since advertising has a significant impact on customer decisions in today's digital world, the topic is timely and reflects current marketing strategies.

Shopper Viewpoint: By looking at how advertisements affect people's perceptions, attitudes, and decision-making processes from the perspective of consumers, the study takes a consumer-centric approach.

An in-depth understanding of their impact on purchasing behavior is provided by the topic's consideration of various aspects of advertisements, including brand opinion, celebrity endorsements, emotional appeals, information provision, price and discounts, and devotion to a brand.

Open doors for Extension: Even though the study's primary focus is on Maharashtra State's customers, its findings may still be applicable to other locations and markets, providing insights that can be applied to similar situations.

Contribution to Knowledge: The subject adds to the assemblage of information by filled in holes in the writing, giving experimental information, and offering experiences into the effect of advertisements on OTC item buy conduct. Application in Practice: Marketers and advertisers can use the study's findings to develop more effective

advertising strategies that resonate with consumers in Maharashtra State and possibly other markets that are similar.

Future Exploration Prospects: This subject offers possibilities for additional examination, including a glance at the drawn-out results of ads, the impact of social and geological qualities on shopper conduct, and the proficiency of different promoting strategies.

6. Conclusions

The "Effect of Ads on Buying Conduct of Shoppers for OTC Items in Maharashtra State" concentrate on reveals insight into the extensive impact that plugs have on buyer conduct with respect to OTC items. To gain a comprehensive understanding of how advertisements influence customers' purchasing decisions, the study examines a variety of factors, including brand impression, celebrity endorsements, emotional appeals, informational provision, pricing and discounts, and loyalty to the business.

Marketers and manufacturers of over-the-counter products in Maharashtra State can benefit from this study's findings. They might use these data to foster more influential publicizing efforts that urge buyers to partake in the brand, rest easier thinking about it, and make a buy.

By providing empirical support and insights into the impact of commercials on consumer behavior, this study also adds to the body of knowledge. It handles the topography of the Maharashtra State and gives canny data on customer conduct. Albeit the over the counter (OTC) things in Maharashtra State are the principal subject of the exploration, discoveries might have more extensive pertinence go past the area or even to business sectors that are identical to it.

In general, the topic of the dissertation, "How OTC Product Marketing Influences Consumers' Purchase Decisions in Maharashtra State," contributes to our comprehension of consumer behavior and offers marketers useful information. The evaluation provides the basis for additional research in this field.

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