

DISSERTATION

Name: Vaibhav Shewale

Batch : MBA PM-13

Roll No. 0353

Mentor: Dr. Ashok Peepliwal

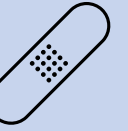


TITLE

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



OTC Products?



OTC stands for "over-the-counter," and in the context of healthcare and pharmaceuticals, it refers to products that are available for purchase directly by consumers without a prescription from a healthcare professional. OTC products are typically used for self-care and the treatment of minor ailments or conditions that do not require the supervision or intervention of a doctor.

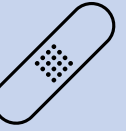
INTRODUCTION:

The study will investigate how advertisements influence consumer decision-making processes and their subsequent purchase behavior. It will analyze the effectiveness of different advertising strategies employed by OTC product manufacturers and assess the extent to which these advertisements shape consumer preferences and buying habits in Maharashtra. The research findings will provide valuable insights into the role of advertising in the OTC product market and offer recommendations for marketers and advertisers to enhance their promotional strategies in this specific region.



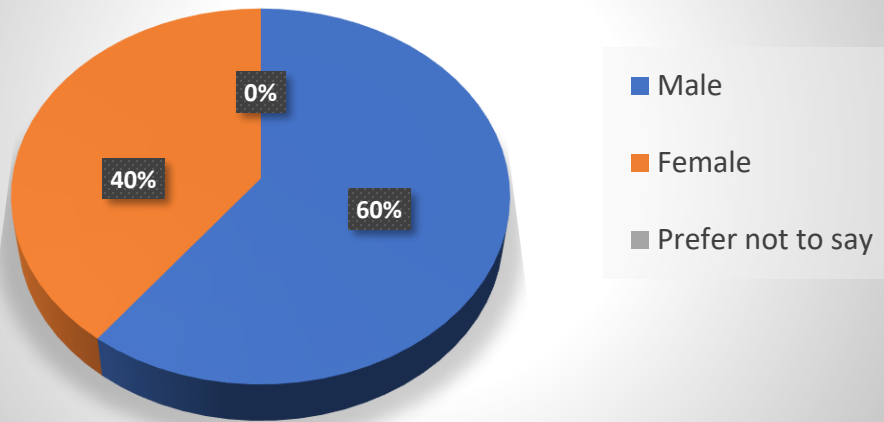


OBJECTIVES:

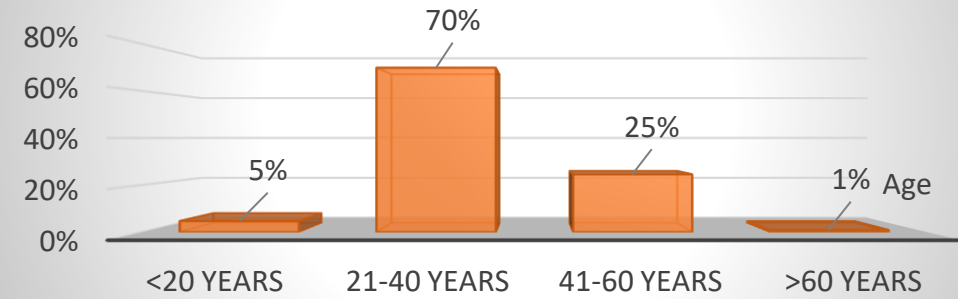


1. To assess how well commercials in Maharashtra are at raising consumer awareness and knowledge of OTC products.
2. To examine how commercials affect how consumers feel about over the counter (OTC) products, including how they see the dependability, quality, and safety of those products.
3. Investigate 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.

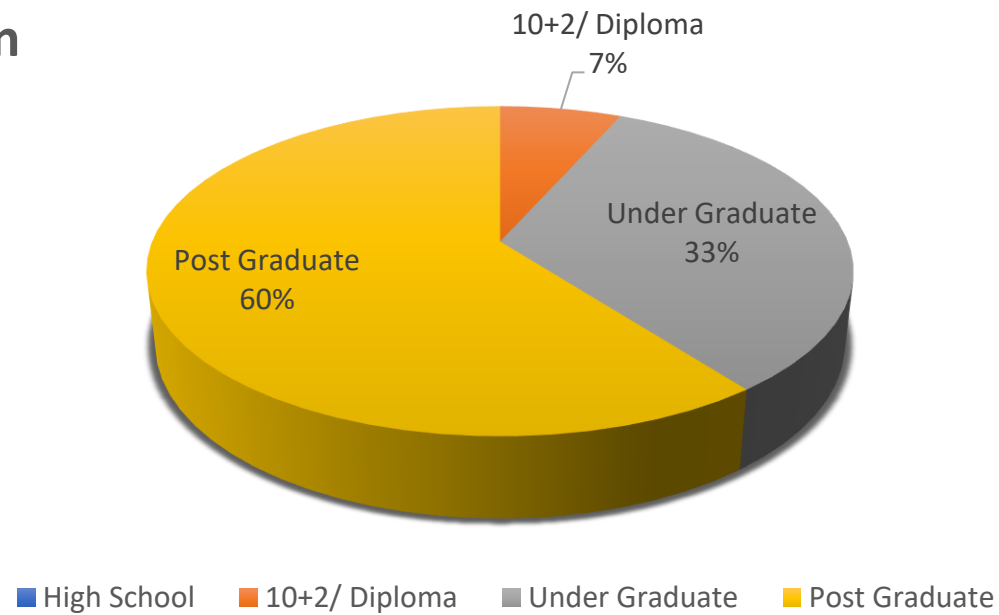
Gender



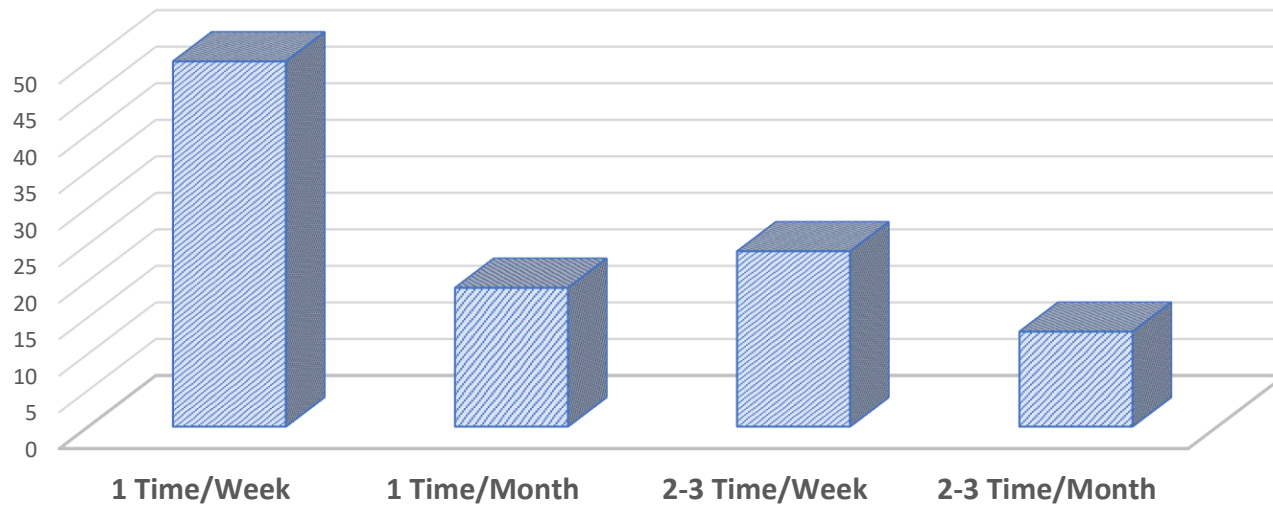
Age



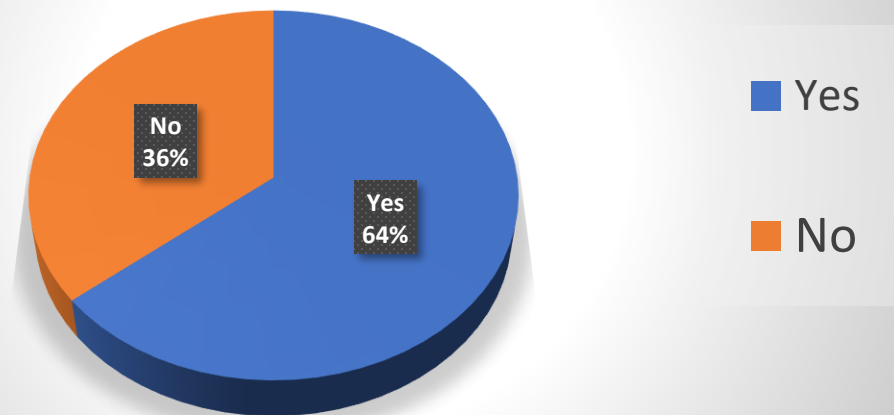
Education



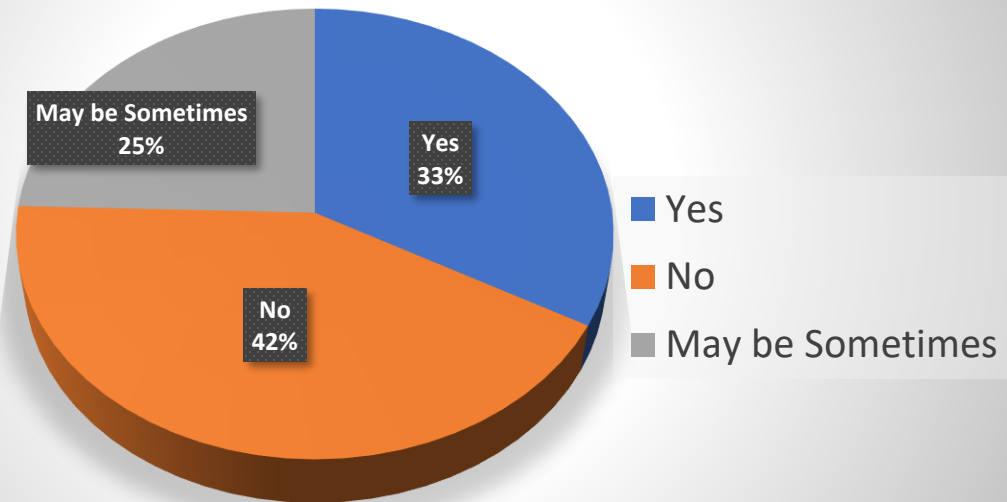
FREQUENCY OF BUYING OTC PRODUCT



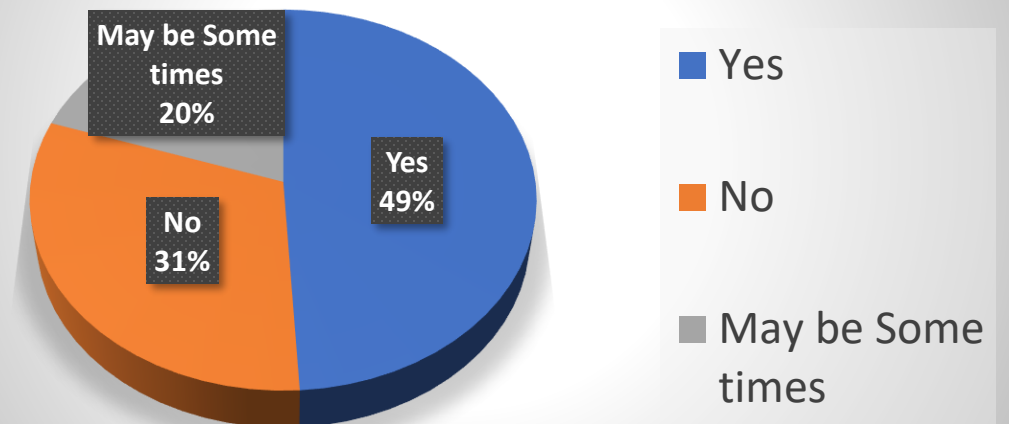
Does Advertisement Impacts on your buying decisions?



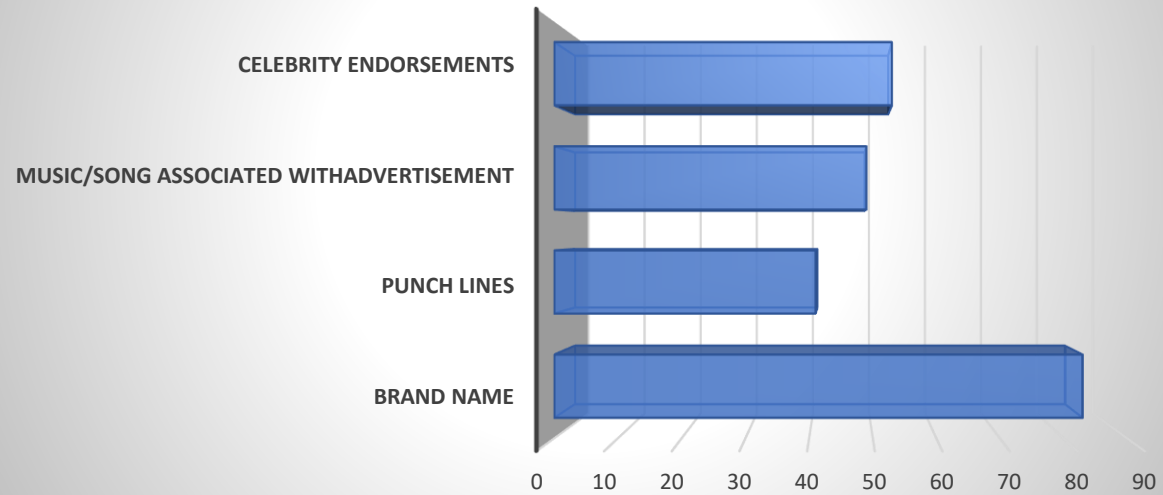
Does Celebrity in Advertisements Influence you on making your buying decisions?



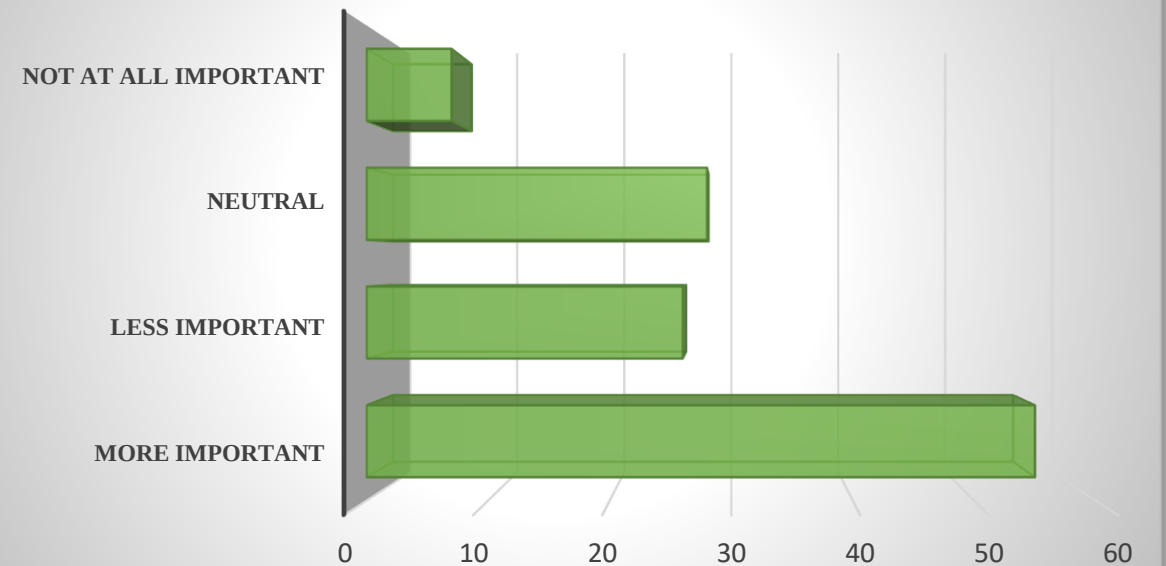
Does Price of product matters after viewing advertisement of product?



How do you remember/recall OTC Products during buying?



Brand Name Impact on buying OTC product

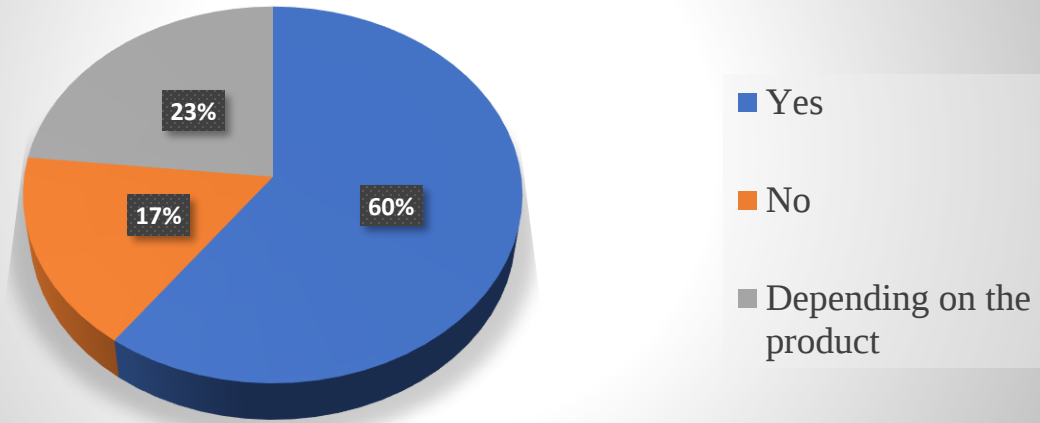




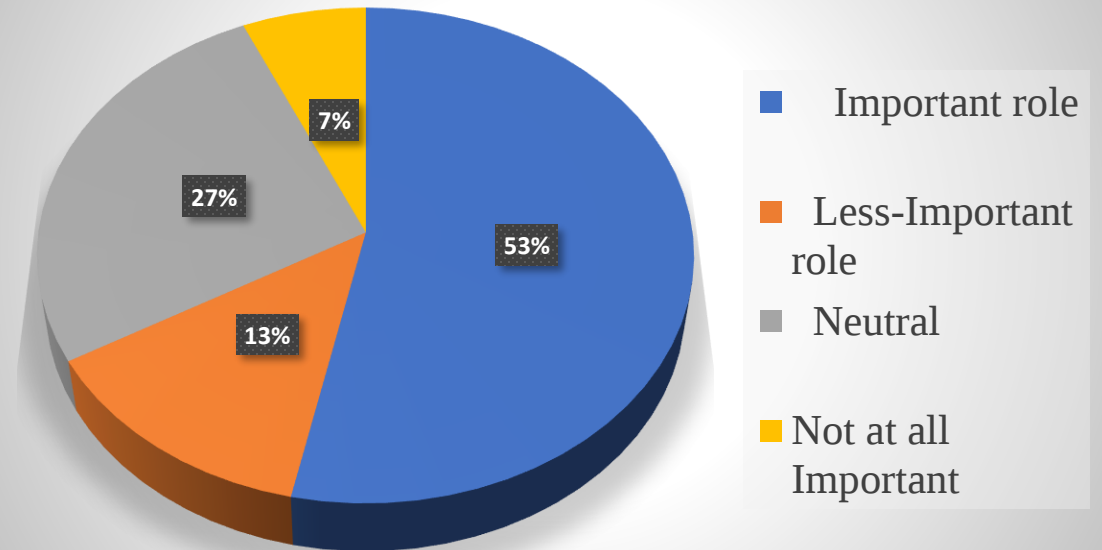
Questionnaires for Pharmacists:



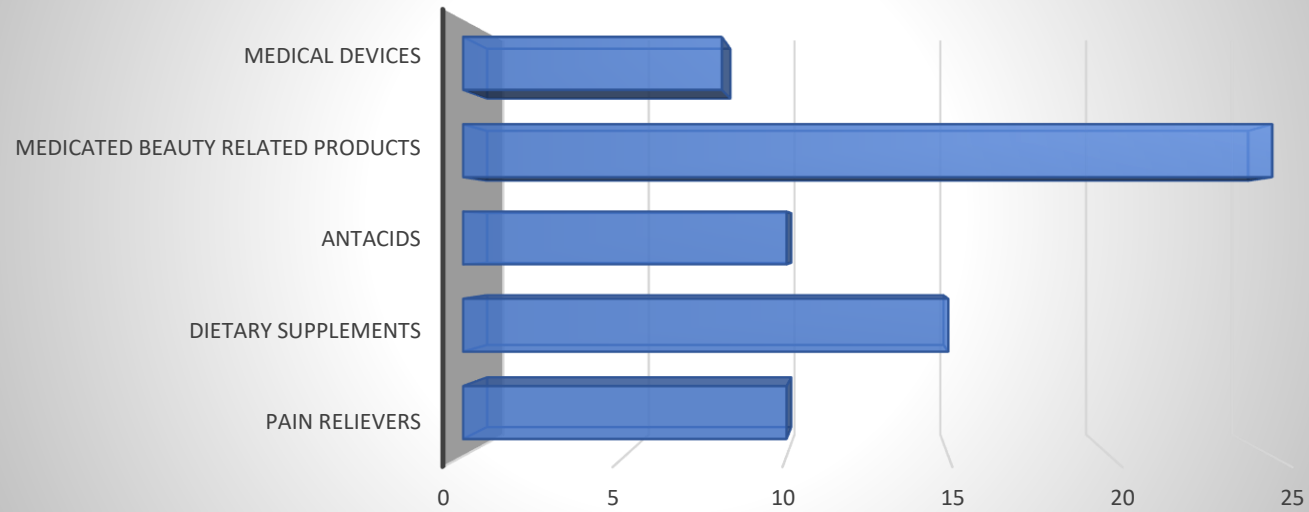
Do consumers tend to seek the advice of pharmacists



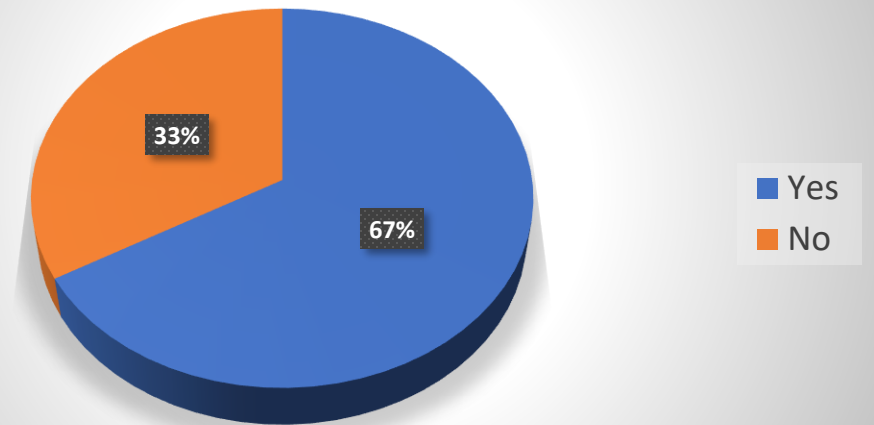
Impact on price due to advertisement



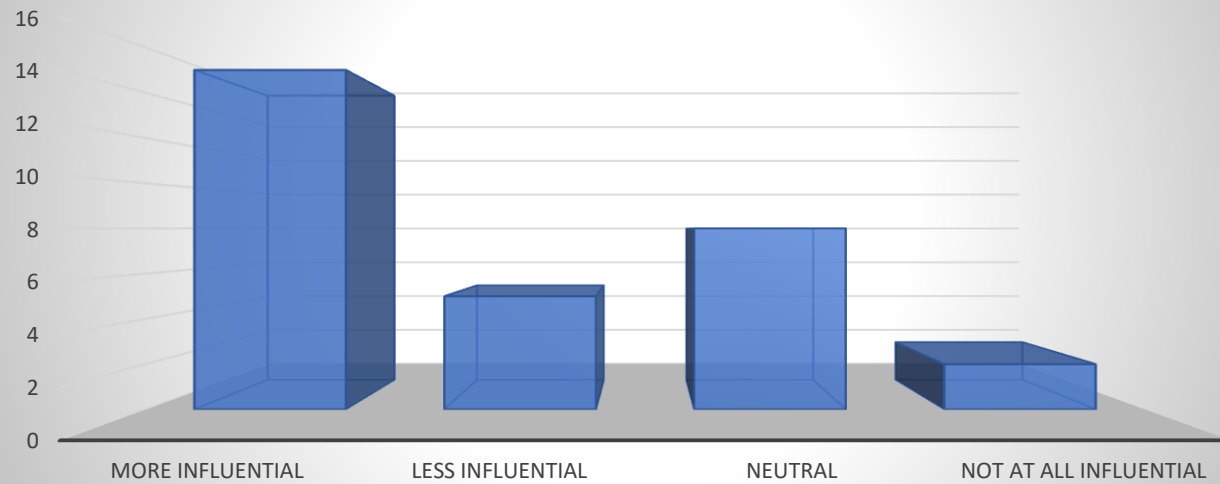
OTC Products which are affected by advertisements



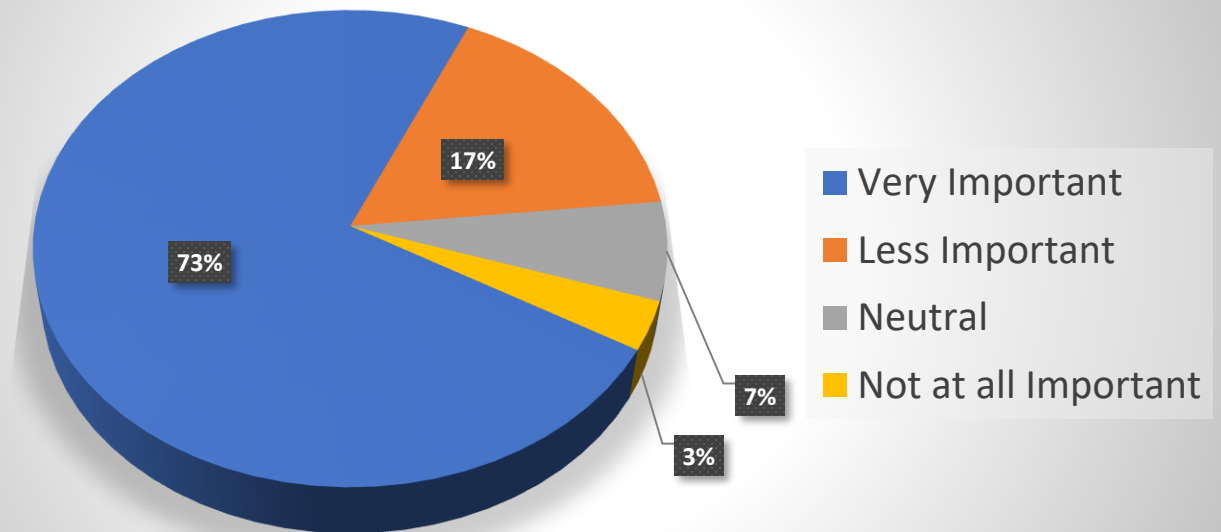
Demand for Discount



Influence of Advertisement to consumers



Importance of Brand Image



CONCLUSION:

- 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.
- 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.

**THANK
YOU!!**

