

IMPACT OF PHARMACEUTICAL PACKAGING ON RETAIL SALES, PURCHASING DECISION OF CONSUMERS AND PRESCRIBING DECISION OF DOCTORS

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

Saloni Dasondhi

Under the Supervision and Guidance of

Mr. Saurabh Banerjee

2022

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled Impact of pharmaceutical packaging on retail sales, purchasing decision of consumers and prescribing decision of doctors 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.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)

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This is to certify that Saloni Dasodhi in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIMR University, Jaipur has successfully completed her internship at Brandcare Medical Advertising and Consultancy Pvt.Ltd. during March 22, 2022 to June 19, 2022.

Place : Thane, Maharashtra

Date : 20/06/22

Preceptor/Head of Organization
Komal Kavaia
(Director- Client Services)

BRANDCARE
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Brandcare Medical Advertising
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CERTIFICATE

This is to certify that dissertation titled Impact of pharmaceutical packaging on retail sales, purchasing decision of consumers and prescribing behavior of doctors is a record of the research work undertaken by Saloni Dasondhi 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.

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ABSTRACT

Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use. Although packaging design has been investigated in a variety of circumstances, the results are mixed, particularly when it comes to the impact of specific aspects (e.g. Mitchell & Papvassiliou, 1999; Becker, Rompay, Schifferstein and Galetzka, 2011; Silayoi & Speece, 2007). The majority of studies have concentrated on other factors such as packaging quality and shape (e.g. Ares & Deliza, 2010) and verbal cues (e.g. Folkes & Matta, 2004; Silayoi & Speece, 2004). While some studies have found that visual cues (picture, typography, information, and colour) have the greatest impact on consumers, medical store owners, and doctors' perception and attitude, the majority of studies have focused on other factors (e.g. Ares & Deliza, 2010). Examples are Klimchuk & Krasovec (2013). In response to previous calls for more research, this study examines the influence of both verbal and visual elements on consumers' judgments of the "healthiness" of a product (Orth, Campana, & Malkewitz 2010).. Despite the fact that health is "the most major trend and innovation driver in the global and foods drink sector," there has been relatively little study on consumer views of health products in the marketing literature (Meziane, 2007). Using conjoint analysis, it is determined the relative importance of four product variables reflecting linguistic and visual cues: the amount of information provided on the label (low vs high); whether an organic "kite" mark is present (yes/no); colour (green/orange); and the product image on the label (transparent window vs product photo). Despite the fact that transparent windows are frequently used on the packaging of health products, they have only been discussed in one publication to yet. The survey was basically divided into 3 categories Focused mainly on Patients (consumers), Doctors (mainly GPs) and Medical store owners 114 Indian participants were there in consumer based survey, 40 medical stores were surveyed and 26 doctors and general physicians were observed and were provided with the questionnaire. The results find verbal and informational cues to be most important, with the amount of information provided being the key driver. In the consumer based model information rated 82% as a driving factor followed by design and color as 75% effective, while in Medical stores based model 95% sellers think label and color design is the key factor followed by outer box packaging 87.5% and lastly in doctors based model 88% of them thinks information on the label and in the information portion as the key factor for the success of a pharmaceutical product which is being followed by 60% of them think as the Positive imagery is also an important aspect of any pharmaceutical product.

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Dissertation project is a golden opportunity for learning and self-development. I consider myself very lucky and honored to have so many wonderful people guiding and leading me through in completion of this project. I would like to express my sincere gratitude to all those who have helped me to complete this report.

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Saloni Dasondhi

TABLE OF CONTENTS

Declaration by student	3
Certificate by Organization	4
Certificate	5
Abstract	6
Acknowledgement	7
Table of Contents	8
List of Figures	10
List of Tables	11
Chapter I: Introduction	12
1.1. Background of the Project	13
1.2. Models of Buyers decision making	14
1.3. Consumer Purchase Decision	14
1.4. Importance Of Packaging	15
1.5. Objectives of The Study	15
1.6. Research Problem	15
1.7. Research Gap	15
Chapter II: Review Of Literature	16
2.1. Consumer Purchase Behaviour	19
2.1.1. Packaging Elements	19
2.1.1.1. Color	19
2.1.1.2. Information	19
2.1.1.3. Imagery	19
2.1.1.4. Design	20
2.1.1.5. Mascots and typography	21
2.2. Purchase Intention	21
2.3. Pharmaceutical Retail Sales	22
Chapter III: Methodology	23
3.1 Key Research Questions	24
3.2 Research Design	24
3.3 Study Population	24
3.4 Research Procedure	24

3.5 Tools and Techniques Used	24
3.5.1. Sampling Techniques	24
3.5.2. Study Tools	25
Chapter IV: RESULTS	26
4.1. Patient Based Survey	27
4.2. Medical Stores Based Survey	34
4.3. Doctors Based Survey	38
Chapter V: Discussion	42
Chapter VI: Conclusion	44
Chapter VII: Recommendations And Future Scope Of Study	46
References	48

LIST OF FIGURES

Figure 1: Consumer Purchase Decision	14
Figure 2: Consumer Purchase Behavior	20
Figure 3: Patient age count	27
Figure 4: Effect of label design and color on the purchase decision	28
Figure 5: Effect of packaging color on purchasing decision	29
Figure 6: Effect of label design pattern and packaging material on brand loyalty	30
Figure 7: Brand products are evaluated according to the printed information.	31
Figure 8: The quality of pharmaceutical can be accessed from the design and packaging material used	32
Figure 9: Packaging attributes preferred by consumers.	33
Figure 10: Do patients recognize products through color and design of products.	34
Figure 11: Do you sell pharmacy products by watching its packaging.	35
Figure 12: Packaging attributes that are important in pharmaceutical packaging.	36
Figure13: Do patients relate quality with the pharmaceutical product packaging	37
Figure 14: Doctor's Age group	38
Figure 15: Effect of packaging on the prescription of medicines.	39
Figure 16: Do doctors get influenced from form and color of medicines	40
Figure 17: Packaging attributes important for pharmaceutical packaging	41

LIST OF TABLES

Table 1: Patient age count	27
Table 2: Effect of label design and color on the purchase decision	28
Table 3: Effect of packaging color on purchasing decision	29
Table 4: Effect of label design pattern and packaging material on brand loyalty	30
Table 5: Brand products are evaluated according to the printed information.	31
Table 6: The quality of pharmaceutical can be accessed from the design and packaging material used	32
Table 7: Packaging attributes preferred by consumers.	33
Table 8: Do patients recognize products through color and design of products.	34
Table 9: Do you sell pharmacy products by watching its packaging.	35
Table 10: packaging attributes that are important in pharmaceutical packaging.	36
Table 11: Do patients relate quality with the pharmaceutical product packaging	37
Table 12: Doctor's Age group	38
Table 13: Effect of packaging on the prescription of medicines.	39
Table 14: Do doctors get influenced from form and color of medicines	40
Table 15: Packaging attributes important for pharmaceutical packaging	41

Chapter I Introduction

1.1. BACKGROUND OF THE PROJECT WORK

The science, art, and technology of packaging encloses or safeguards items from distribution, storage, sale, and usage (Selke,2004). However, as shown in the literature, many definitions of packing have developed. Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use. In pharmaceutical products, it can be seen as the collection of different components. E.g. bottles, vials, ampoules, capsules, bristles, etc.

Pharmaceutical packaging is defined as a cost-effective method of protecting, presenting, identifying, informing, and facilitating the use or administration of a pharmaceutical product from the time it is manufactured until it is used or administered. While these definitions differ slightly, three key roles of packaging in relation to the product have consistently been highlighted: protection, containment, and identification; however, it is clear that the latter's role can also be expanded to include packaging's ability to communicate with the consumer. Notably, packaging allows brand owners to communicate with consumers through unique design and on-pack information. This is an important medium for marketing communication as well as a battleground for the fierce rivalry that exists in the pharmaceutical market today.

Indeed packaging has a powerful effect on consumers at the point of sale (Welles, 1986; Phillips and Bradshaw, 1993; Grossman and Wisenblit, 1999; Prendergatt and Pitt, 2000; Wells et al, 2007) and can enhance and improve product sales (Sara, 1990; Beharsel, 1994; Garber et al., 2000; Silayoi and Speece 2004).

Packaging plays an important role in sustaining the efficacy of pharmaceutical products also in the marketing process of pharmaceutical products. Nowadays in pharmaceutical industry also packaging is recognized as a crucial part of drug delivery system, as well as an essential part of marketing mix through which manufacturers can differentiate their products from those of the competitors. Packaging plays a key role in sales of pharmaceutical products as it shows a positive buying behavior. Packaging also increases the sales turnover and attracts consumer attention towards the brand which enhances its image in the global market also it influences consumers perspective towards the product. Packaging also is a unique way of imparting value to the products.

Despite the fact that scholars have discovered that packaging has a significant impact on product delivery and consumer choice, locally manufactured pharmaceutical companies place less emphasis on the issue. And, as the market expands, sales are hampered in some way by competition. There is little attention paid to packaging requirements, and no innovative ideas are brought to bear to increase innovativeness. However, product packaging is essential in every organization, so management must implement systems to reduce problems associated with pharmaceutical product packaging.

Packaging elements like color, background image, packaging material, mascots, brand logo and label design, information plays very important role in creating a positive image of brand in the eyes of the patient. Because of increasing self-medication and changing consumer's lifestyle the interest in package as a tool of sales promotion and also a stimulator of impulsive buying behavior is growing at a very high rate. Customers have high expectations from local pharmaceutical companies to come out with packaging that meets their needs due to the rise in consumer needs and the importation of foreign pharmaceutical products.

1.2 Models of buyer decision making

This is the actual model that marketers utilize in their work, and it combines the economic and psychological theories. Three models exist for studying consumer purchasing behavior.

- 1.2.1 Economic Models- This is predicated on the premises of rationality and almost complete product knowledge. The customer is assumed to maximize their utility because it is measurable.
- 1.2.2 Psychological Models- Certain psychological and cognitive processes, such as motivation and need recognition, are involved in this. They are of a high quality and are based on psychological elements like societal influences and family values.
- 1.2.3 Consumer Behavior Models- This is the actual model that marketers utilize, and it combines both the economic and psychological theories.

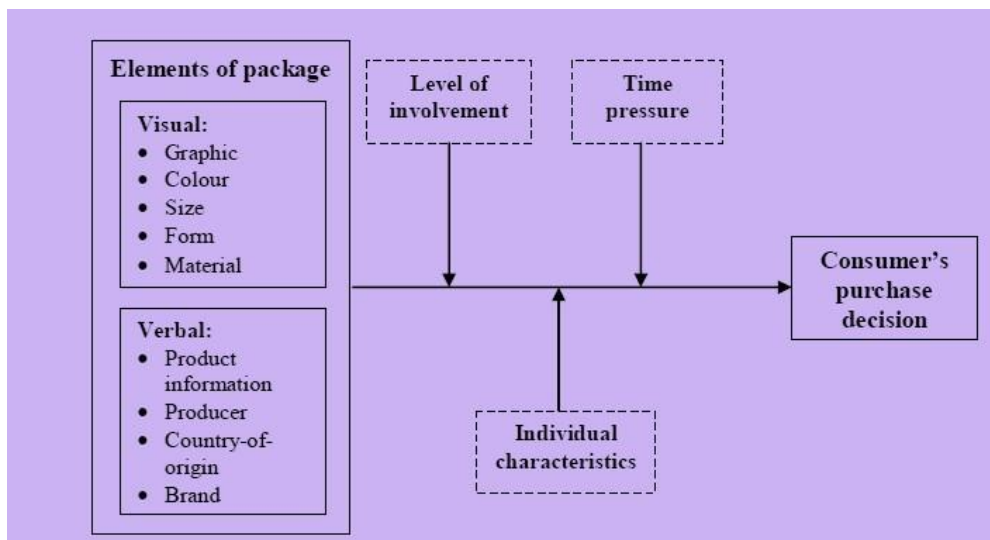


Figure- 01 Consumer Purchase Decision

:-

in five stages, including problem identification, information search, alternative evaluation, purchase, and post-purchase assessment. The act of making the actual purchase is just one step in the process; it is not the initial step. All decision-making processes can be stopped at any point; once they've started, not all of them end in a final purchase. Not all consumer buying decisions include all five stages.

1.4 Importance of packaging:

Not every consumer purchase involves all five stages. Many people consider packaging to be the brand's visual identity (e.g. Danton de Rouffignac 1990). It influences brand values and distinguishes various brands. It affects the brand values and differentiates multiple brands.

According to Cowley (1991), packaging is the area where I'd like to have the largest impact for the least amount of money. A medium for expressing brand values that may be used just as well as television commercials is the form and surface of the pack. It also has the advantage of being almost completely free. In order to establish a brand's identity, packaging functions as a marketing tool that blends visual design with marketing ideas. The pleas it makes are crucial in grabbing customers' attention, though. As a result, packaging can significantly contribute to the overall success of the business. P. Feldwick (1991).

1.5 Objectives of the study

1. To study the impact of packaging design of pharmaceutical product on the purchasing decision of patients/consumers.
2. To study the impact of packaging of pharmaceutical product on the prescribing behavior of doctors.
3. To study the impact of packaging of pharmaceutical product on the over-the-counter sales.
4. To identify the different attributes which should be highlighted while designing of packaging.

1.6 Research Problem

How does the packaging of Pharmaceutical Products can influence the prescribing decision of doctors and purchasing behavior of patients?

1.7 Research Gap

There is no study based on suggestion taken from the doctor and from medical stores, also there is a lack of data regarding the purchasing behavior from the OTC drugs.

CHAPTER II

Review of Literature

Literature Review

According to Rita Kuvykaite's(2009) descriptive research from 2009, packaging draws customers' attention to a certain brand and improves its reputation. Additionally, it affects the way that consumers view the product. The product's packaging also adds special value.

According to Rundh (2005), a package draws customers' attention to a specific brand, improves its reputation, and affects how customers view the product. Additionally, a package gives products a unique value (Underwood, Klein, and Burke, 2001; Silayoi and Speece, 2004), serves as a tool for differentiation by assisting customers in making a decision among a variety of similar products, and encourages customer purchasing behaviour.

Alagala MB, Bagbi BM and shalieye AB (2018) has studied the impact of pharmaceutical packaging on Port Harcourt consumers' purchases of over-the-counter medications. The study's data came from customers who went to neighbourhood pharmacies in Port Harcourt. The interest in packaging as a technique of sales promotion and a stimulant of impulsive purchasing behavior is growing as a result of the changing lifestyles of customers. The findings indicated that pharmaceutical packaging has a significant impact on consumer purchasing behavior since it plays a crucial role in marketing communication, particularly at the point of sale, and may be considered one of the most crucial variables affecting customers' decisions to buy.

Kotler (2003) separates six factors that, in his opinion, ought to be taken into account when making packaging selections. Dimensions, Shape, Material, Color, Text, and Brand. According to Rita's study findings, package components might have a greater influence on consumers' buying decisions. He came to the conclusion that in today's market, a package would be considered the most valuable medium of communication, needing a more thorough investigation of its components and an examination of how those components can affect customer purchasing decisions. By examining the significance of each component's individual contributions to the consumer's decision, it is possible to evaluate the influence of the package and its components on that decision. (Underwood et al. 2001; Garber et al. 2000; Goldberg et al. 1999) discovered that packages can draw attention and that by ignoring non-verbal cues like color, attention to verbal cues can be increased. Pictures on packages are also highlighted to draw attention, especially when customers are unfamiliar with the brand. Packaging as a Strategic Tool was a paper that. Liang Lu (2008) contributed to the engineering and business schools of the institution. Packaging is an essential part of the product that serves a practical purpose as well as serving as a means of disseminating information about the products and the brand's personality. While being shipped, properly maintained, and regularly utilized, functional packaging protects the products. Additionally, it serves the objective of making it simple for clients to access and use for their convenience. After reviewing Kotler's packaging theory, we'll turn to other theories regarding packaging design and its crucial components to help us answer the first research question.

PH K Prathija and Ariyawardana's 2003 study on the effect of nutritional labeling on consumer purchasing behavior is excellent. This study demonstrates that customers consider nutritional information while making purchases, and that this is mostly due to health consciousness.. The majority of respondents admitted that they would be willing to pay more for food items that

include nutritional information. A bigger percentage of those who are willing to pay more were between the ages of 36 and 50, had completed their tertiary degree, and lived in families with fewer than four people.

Nawaz Ahemad (2012) Due to rising self-service and shifting consumer lifestyles, the internet is becoming an increasingly important tool for sales promotion and a stimulant of impulsive buying behavior. The study was conducted to identify which aspects of product packaging are most significant and how it affects consumer buying behavior.

Therefore, packaging plays a crucial part in marketing, encouraging or occasionally deterring the customer from purchasing a product, especially at the point of sale or when the consumer is choosing between other brands of the same sort of product. It is possible to view this as one of the most significant factors affecting a consumer's buying choice. After studying numerous packaging elements and characteristics, it was found that the box's colors—which accounted for 1% of the study—were the most important element. This was followed by a 10% significance rating for a picture or image of the purchased item. The study was conducted with the importance of product packaging and the significant influence it can have on the purchase decision in mind.

It is advantageous for retailers, in accordance with Baker (2007), to understand the aspects of the retail environment that contribute to a customer's impulsive actions. Retailers may assist customers in finding the proper items by using targeted merchandising, intelligent shop design and layout, and other visual merchandising techniques, such product displays, packaging, and signage.

Customers pick particular colors for different product categories as a result of learning colour associations from the brands that are already available on the market, according to Brewer's (2006) research. Color as a cue on packaging may be a potentially powerful connection, especially if it is exclusive to a particular brand, however people from different cultures are exposed to diverse colour associations and form colour preferences based on their own cultural associations. Brewer discovered that while making product judgments in low-environment settings, information aspects tend to be less significant than visual cues, making graphics and colour crucial.

Gonzalez (2007) stated that the main purpose of packaging is to safeguard products from harm while they are being transported, stored, sold, and used. Gonzalaze stated that as a result, the role of the package in marketing communication grows. Because the package must grab customers' attention and convey the necessary information about the product to them quickly and directly at the point of sale, there is a need to investigate the package and its components in greater detail. in order to comprehend which of these components is crucial for a consumer's choice of a product.

Jugger (2008) said that if a brand is not effectively supported by media advertising, brand purchases would be made or lost in the final five seconds. Jugger also stated that each brand will require a particular packaging solution, and that packaging must play a larger role in brand marketing. It works when placed next to the competition on the shelf.

Mann (2007) further noted that three elements, including governmental legislation, an independent labelling institution, and company policy, influence the quantity and type of information that is made available to the consumer through the product label and package for any

given product.

Scholssberg, H. (2008) suggests that the most effective means of attractive to a product is by focusing attention on the product brand through the use of an appropriate color, size, language and picture while increasing product availability.

2.1 Consumer Purchase Behaviour

2.1.1 Packaging Elements –

2.1.1.1 Color:-

Although previous research has shown that colour is a powerful design element, there are few empirical studies with marketing consequences. Warm colours (red, yellow) attract attention better than cold colours (green, blue), according to several research (Kauppinen-Raisanen and Luomal, 2010; Grossman & Wisenblit, 1999). (see Pantin-Sohier, 2009 for a review). When promoting a healthy, organic, or environmentally friendly product, the colour green is frequently utilized on packaging (Klimchuk & Krasovec, 2013; Schuldt, 2013). Dark colours are more likely than light colours to be associated with more expensive and/or effective products (Ampuero and Vila 2006). Green and orange were chosen as the study's two colour levels based on this.

2.1.1.2. Information:-

The substantial literature on product information in food packaging, as previously mentioned, attests to its impact on consumer perceptions (see Hieke and Taylor, 2012 or Hershey et al., 2013 for a review). Rettie and Brewer (2000) investigated the impact of varied levels of product information on packaging (Rettie and Brewer 2000). (Silayoi and Speece, 2004). According to several researches, too much information on packaging has a negative impact on consumer response and attitudes (Meyvis & Janiszewski 2002). Two levels of information (high/low) were provided for this investigation. Consumer views of product labelling with certification logos (such as organic or free trade) are generally subjective rather than based on familiarity with the scheme (Janssen and Hamm, 2012). The influence of such logos vs A lot of people are talking about the importance of exact nutritional information (Larceneux, Benoit-Moreau, and Renaudin, 2011, Mitchell, and Papvassiliou, 1999). This is addressed in the current study by comparing the aforesaid data with and without an organic health logo.

2.1.1.3 Imagery:-

The use of product imagery on packaging has been linked to increased product distinction (Underwood, Klein & Burke 2001; Ampuero and Vila, 2006). Labbe, Pineau, and Martin

(2012) discovered that packaging images influenced perceptions of product 'naturalness' in an investigation. Product images on packaging were found to be more related with organic qualities than graphics by Baik et al., (2011). Product photographs were more frequently utilised with 'safe' or upper-class' products, according to Ampuero & Vila (2006). Despite their ubiquitous use on health food packaging, we discovered just one publication that addressed transparent windows (Soutis 2011), despite multiple research focusing on the differences between illustrations and pictures (Underwood & Klein 2002, Underwood, Klein & Burke 2001). The product label will be displayed as either a product illustration or a clear window in the current trial.

(things to do 1.study location, sample size, sampling techniques, salient features.)

2.1.1.4 Design:-

Several studies, from a marketing viewpoint, have examined the symptoms of a brand's success based on the effectiveness of its marketing strategy, particularly packaging designs (Gelici-Zeko, 2012; Ahmed, Parmar and Amin, 2014; Mohebbi, 2013; Magnier, Schoormans and Mugge, 2016). The packaging design has also been named by Grant et al. (2015) as the "silent salesman" who draws customers more than other forms of communication. The earlier research are clearly related to Rundh's (2013) study, which highlighted the value of using packaging designs as a salesperson on shelves to distinguish brands. The design of the product is also dependent on the target customer (i.e. age groups, type of medication, country or are to be covered and the psychological aspects). So design of packaging is a crucial aspect for any pharmaceutical product.

Figure- 02 Consumer Purchase Behaviour

2.1.1.5

: placement and arrangement of types to stylize a look is known as typography. A font is another word for typeface. Typography can do everything from adding meaning to drawing attention, and using it right can mean the difference between mediocrity and stardom in the world of advertising Martin Solomon (1995) considers typography to be an art and expresses his opinion like this: "Typography" is the art of creating letters, numbers, symbols, and shapes mechanically using a knowledge of the fundamental elements, design principals, and design characteristics. Typography is viewed as a useful instrument in both art and communication by Beatrice Warde (1956). Mascots are also very good medium to connect to the consumers and specially with the small age groups customers prefer attractive packaging with mascots and designer typography for medicines consumed by small and middle aged children.

2.2. Consumer Perception :-

Consumer perception is the process through which a customer gathers facts about a product and interprets those facts to build an impression of that specific product. Customers base their opinions of things on what they see in advertisements, promotions, customer reviews, comments on social media, etc. The entire customer perception process starts when a customer first views or learns about a certain product. This process continues up until the point where the client starts to form an opinion about the product. Every move a company does will have an impact on how its consumers perceive it.

Everything has an impact on a customer's perspective, including how things are arranged in a physical store, the hues and forms of your brand, the commercials you produce, and the discounts you provide.

Customer perception advantages Increases customer loyalty –

When consumers have a favourable opinion of a brand, they start to be loyal to it and refer other people to buy from it. If the company provides a good price, good quality, discounts, and superior packaging, this loyalty may be developed.

Influences buying decision –

A positive consumer perception will be advantageous when the consumer are confused between the competitors brand .so if the brand has more good points over the other brand then obviously customer will choose that brand.

2.2.1. Purchase Intention

The likelihood that a buyer would purchase a specific good or service is known as purchase intensity. Purchase intention depends upon various external factors and internal factors.

Purchase intentions are a very important metric in marketing. In fact marketing based on intentions or intent marketing is about marketing goods and items based on the intentions of the or the consumer's decision to accept, purchase, or utilize a specific good or service that the business or brand may or may not have made evident. When creating marketing campaigns or promotions, purchase intentions are a useful measurement.

2.3. PHARMACEUTICAL RETAIL SALES

Brand salience through packages' verbal and visual cues:

The notion of brand items acting as a silent salesperson initially emerged in the 1950s, when self-service companies were first introduced. Packaging had to represent the bundled product at the time of sale when no one else could. Since then, both in consumer goods and pharmaceuticals, brand issues have increased in frequency. In today's increasingly crowded and cluttered brand competition, the brand must be distinct and stand out. This understanding has spurred interest in packaging, which now serves several purposes and is a crucial element in how

buyers perceive a brand. When a consumer makes a purchase, packaging has an instant impact on their choice and directly engages them (Madzharov and Block, 2010; Silayoi and Speece, 2007). Consumer preferences and decisions are influenced by brand packaging, according to studies (e.g. Deng and Kahn, 2009; Madzharov and Block, 2010; Silayoi and Speece, 2007). The findings of this study support the notion that strategically utilizing these extrinsic cues on packaging is one strategy to draw consumers at the moment of purchase, despite the fact that package appearance comprises of both verbal/numerical and visual signals (e.g. Grossman and Wisenblit, 1999). This claim is essential since up to 90% of customers make purchase decisions based only on a visual evaluation of a package's front (Clement, 2007). The majority of research on brand packaging, its aesthetics, and extrinsic cues focuses on consumer items; nonetheless, the conclusions of these studies have significance for pharmaceutical packaging design, not the least of which is their visual appeal.

CHAPTER III **METHODOLOGY**

3.1 Key Research Questions:

How does the packaging of Pharmaceutical Products can influence the prescribing decision of doctors and purchasing behavior of patients?

3.2 Research Design:

this study is based on the impact of packaging on the purchasing decision of consumers, prescribing decision of doctors and retail sales of medical stores so total 180 Indian participants were taken into account, out of which 114 were consumers 40 were the medical store owners and 26 were the doctors.

3.3 Study Population:

For the sampling random sampling is being used so total 180 Indian participants were taken into account, out of which 114 were consumers 40 were the medical store owners and 26 were the doctors and among them the survey is being conducted on the basis of different models according to the objective of the project.

3.4 Research Procedures:

For conducting the study Likert scale approach was used and also a descriptive approach was followed. So for data collection a structured questionnaire was prepared, the questions were framed according to the project objective.

3.5 Tools and Techniques used:

3.5.1 Sampling techniques:

Google forms were used in the collection of data and these Google forms were circulated through various social media platforms such as Whatsapp, LinkedIn, etc. the survey was also done in offline mode in which walk ins were done in the medical stores and questions were asked to the medical store owners and pharmacists.

3.5.2 Study Tools:

Google sheets, MS Excel, MS Word and Google forms were used for the purpose of data collection, Data analysis and For the final presentation of the results and conclusions. Various social media tools were also used to collect the

data from the various participants of the survey.

CHAPTER IV

RESULTS

4.1 PATIENT BASED SURVEY MODEL:

Observations from Patients / Consumers

Patient age count

Count of age	count	Percentage of total participants
18-30	72	63.60
30-50	35	30.97
50-80	06	05.43

Table- 01 Patients Age Count

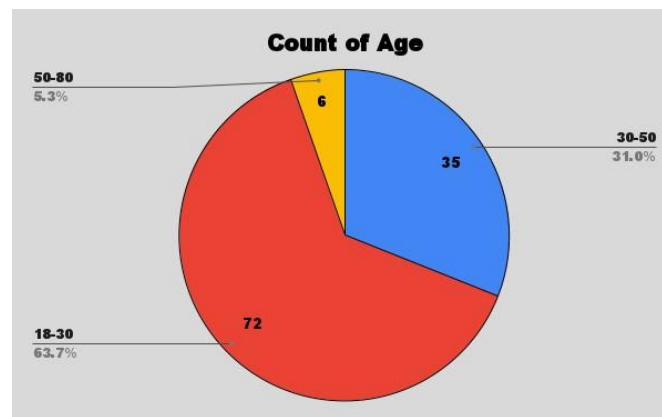


Figure- 03 Patients Age Count

Color and design of label would serve as a trade mark for identification

The color and design of label of pharmaceutical product packaging would serve as a trade mark for identifying and differentiating a Pharmaceutical product	count	percentage
Agree	110	97.3
Disagree	3	2.7

Table- 02

Table-02 shows the Views of respondents on the effect of label design and color on the product differentiation and identification .Out of 113 consumers 110(97.3) were agreed that the color and design of the label of pharmaceutical products are very important in product identification and differentiating that product from other competitor brands and only 3 (2.7%) consumers disagreed.

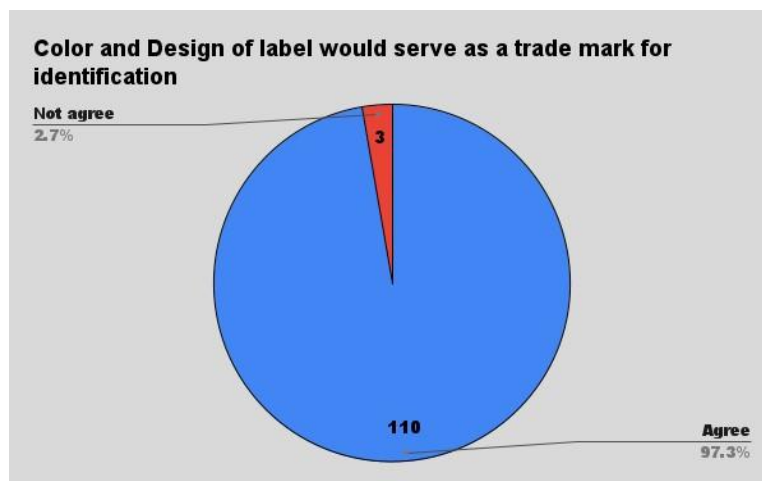


Figure- 04 Effect of label design and color on the purchase decision

The pharmaceutical packaging color matters in making a choice of pharmaceutical brand to purchase

Color and design of pharmaceutical packaging matters in making choice of brand to purchase.	Count	Percentage
Agree	65	57.5
Not Agree	48	42.5

Table- 03

Table 2 shows the views of respondents on the effect of outer packaging color have on purchasing decision. 65(57.5%) respondents agrees that packaging color matters in purchase of pharmaceutical products whereas 48 (42.5%) respondents disagree that packaging color does not have an effect on brand purchase.



Figure- 05 Effect of packaging color on purchasing decision

Label design pattern and packaging material color influences the loyalty to a particular brand

The label design pattern and packaging material color influences the loyalty to a particular pharmaceutical brand	count	percentage
Agree	95	84.1
Not Agree	18	15.9

Table- 04

Table- 04 shows the respondents view on the effect of label design and packaging material and color in maintaining the loyalty towards the brand. About 95(84.1%) respondents agreed and only 18(15.9%) disagree towards this.

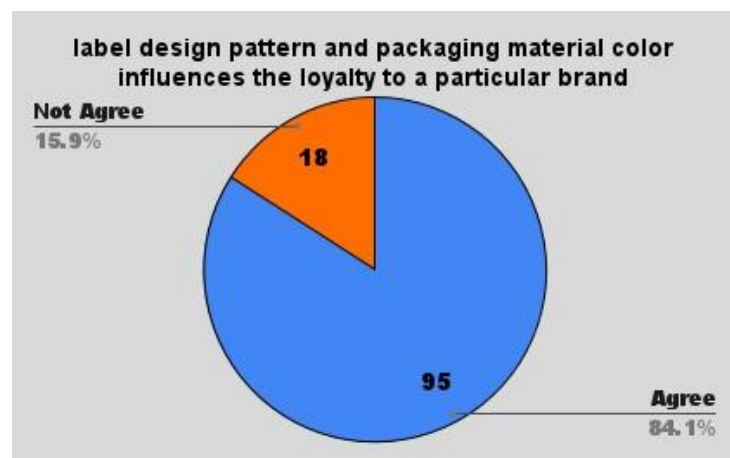


Figure- 06: Effect of label design pattern and packaging material on brand loyalty

Brand products are evaluated according to printed information while making purchasing decisions

Brand products are evaluated according to printed information while making purchasing decisions	count	percentage
Agree	93	82.3
Disagree	20	17.7

Table- 05

Table-05 shows the effect of printed information in the evaluation process on purchasing decision .About 93(82.3%) Agreed and 20(17.7%) disagreed on it.

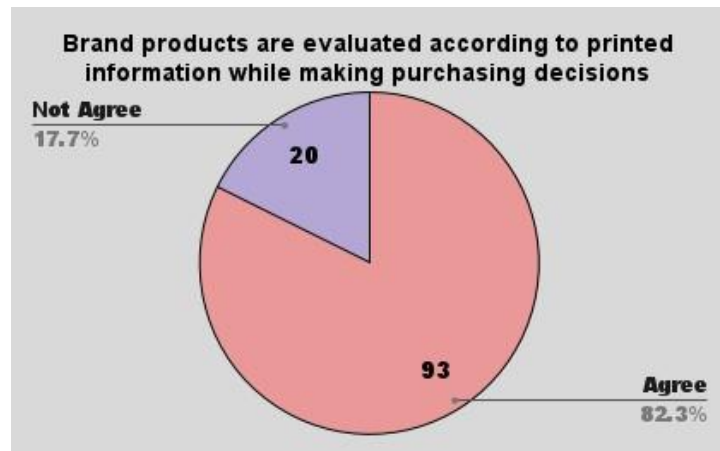


Figure- 07: Brand products are evaluated according to the printed information.

The quality of a pharmaceutical can be accessed from the design and packaging material used.

The quality of a pharmaceutical product can be accessed from the design and packaging material used.	count	percentage
Agree	74	65.5
disagree	39	34.5

Table- 06

Table-06 shows the respondents view on the quality of a pharmaceutical products can be accessed from the design and packaging material used. About 74(65.5%) Agreed and 39(34.5%) Disagreed.

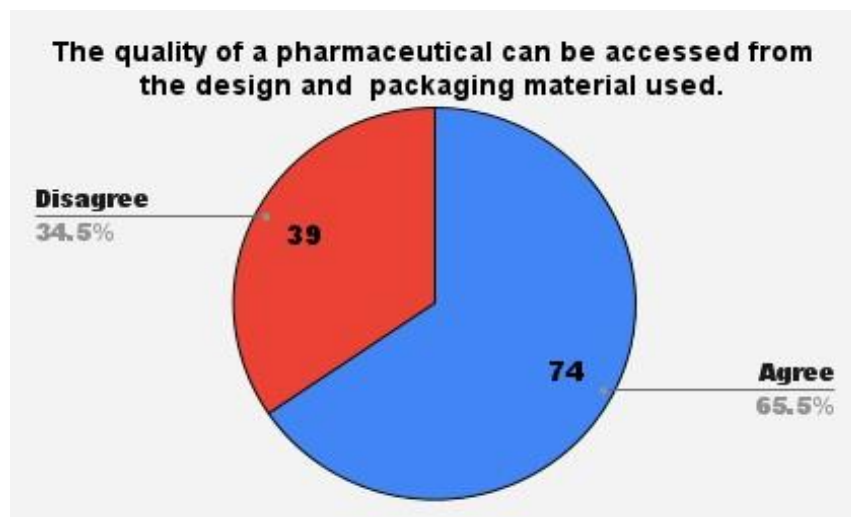


Figure- 08: The quality of pharmaceutical can be accessed from the design and packaging material used

What attributes of packaging you like about the pharmaceutical product?

What attributes of packaging you like about the pharmaceutical product?	Number (out of 114 people)	Percent
LOGO	66	57.89
Design of label and color	75	65.78
Information	83	72.80
Positive imagery	62	54.38
Shape of Bottle, strip	34	29.82
Others	35	30.70

Table- 07

Table-07 shows packaging attributes in a pharmaceutical product . 66(57.89) people voted for Logo , 75(65.78) Design of label and color, 83(72.80%) Information, 62(54.38%) Positive imagery, 34(29.82%) shape and size of bottle, strip, 35(30.70) Others .

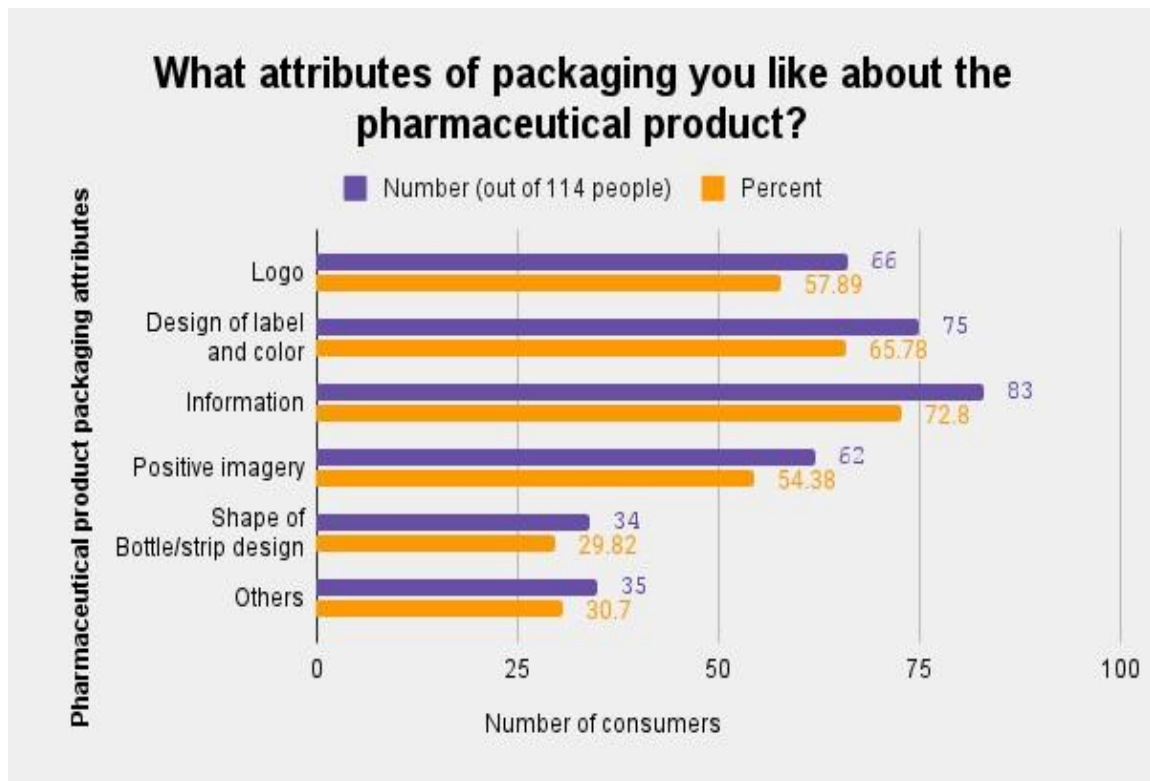


Figure- 09: packaging attributes preferred by consumers

4.2 MEDICAL STORES BASED MODEL

Observations from medical stores

Do patients recognize product through color and design of the Product packaging.

Do patients recognize product through color and design of the Product packaging.	count	percentage
Yes	35	87.5
No	5	12.5

Table- 08

Table-08 shows the respondents view on patients recognition of product through color and design of outer packaging . About 35(87.5%) say yes and only 5(12.5%) says no to it.

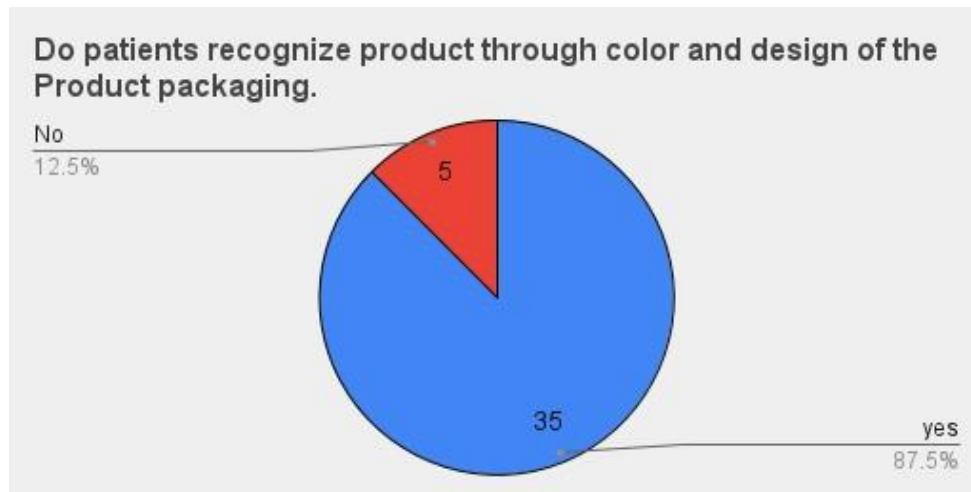


Figure- 10: Do patients recognize product through color and design of the Product packaging.

Do you sell Pharma product by watching its packaging attributes?

Do you sell pharmaceutical product by watching its packaging attributes?	Count	Percentage
Yes	3	7.5
No	37	92.5

Table- 09

Table-09 shows if medical store people sell products by watching its packaging attributes . About 37(92.5%) say no and only 3(7.5%) say yes to it.

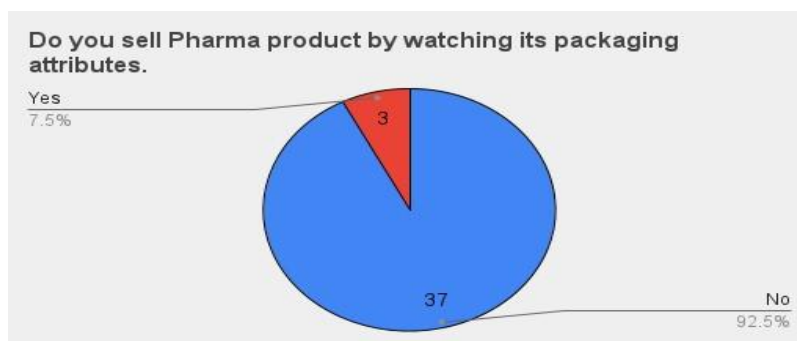


Figure- 11: Do you sell Pharmacy product by watching its packaging attributes?

What are some of the packaging attributes that are important in pharmaceutical packaging?

what are some of the packaging attributes that are important in pharmaceutical packaging?(label, syrup color, information, characters , mascot)	Count	Percentage
Label Color and Design	38	95
Information	33	82.5
Mascot and Characters	12	30
Outer Box Packaging	35	87.5
Logo Design	30	75

Table- 10

Table-10 shows packaging attributes important in pharmaceutical product 38(95%) Label color and design , 33(82.5%) Information ,12(30%) Mascot and characters, 35(87.5%) Outer box Packaging, 30(75%) Logo design .

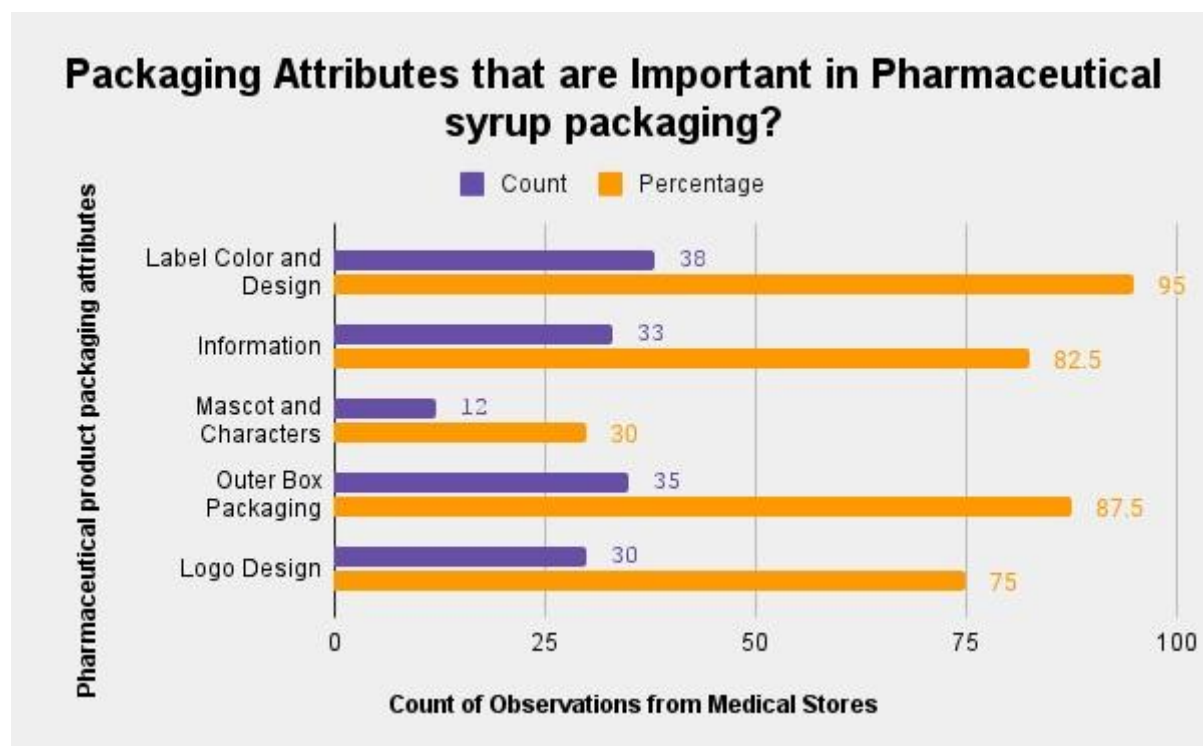


Figure- 12: Packaging attributes that are important in pharmaceutical packaging

**Do I
pack**

iter Box

Do patients think product quality is related to the quality of pharmaceutical product?	count	percentage
Yes	34	82.92
No	07	17.08

Table- 11

Table-11 shows respondents view on effects of outer packaging on guessing the quality of pharmaceutical product. About 34(82.9%) says yes and 7(17.1%) says no to it.

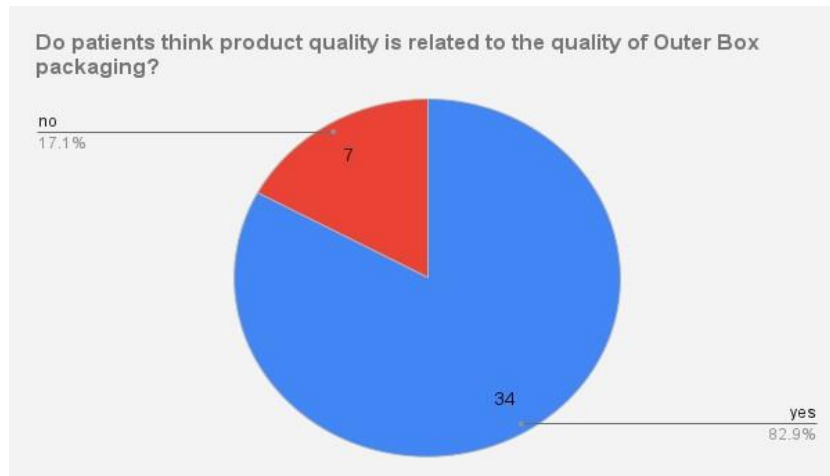


Figure- 13 Do patients relate quality with the pharmaceutical product packaging

4.3DOTORS BASED SURVEY MODEL:

Observations from doctors

Count of Age Groups of Doctors

Age	count	percentage
25-30	17	65.38
30-50	7	26.92
50-80	2	7.69

Table- 12

Table-12 shows ages of Doctors , 17(65.38%) doctors were in the range of 25-30 , 7(26.92%) 30-50 , 2(7.69%) 50-80.

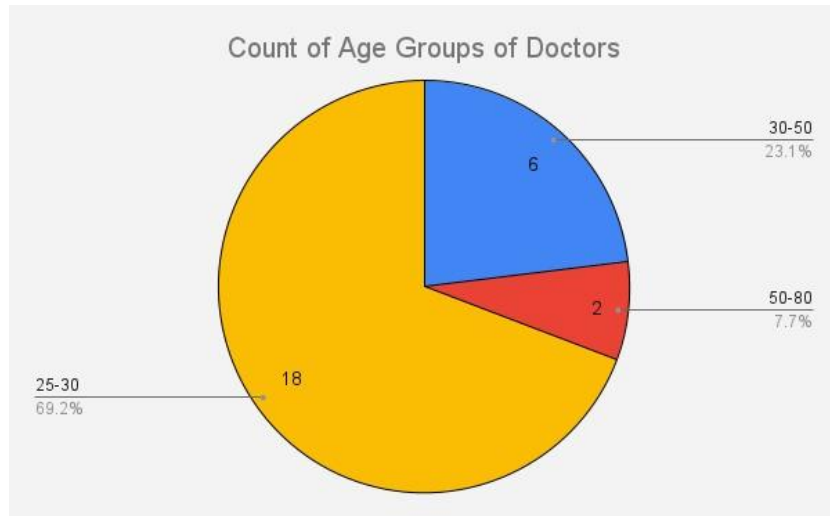


Figure- 14: Doctors Age Group

Is there any influence of packaging in the prescription of medicines?

Is there any influence of packagin in the prescribing of medicines?	count	percentage
Big Influence	5	19.2
Somewhat Influence	13	50
No Influence	8	30.7

Table- 13

Table-13 shows respondents view on the influence of pharmaceutical packaging on the

prescription of medicines .About 5(19.2%) Big Influence , 13(50%) somewhat influence, 8(30.8%) No influence.

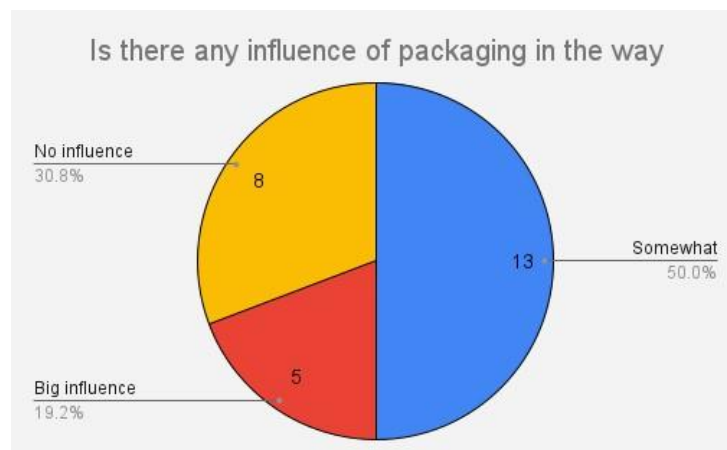


Figure- 15 Effect of packaging on the prescription of medicines.

Do you get influenced by the form and color ?

Do you get influenced by the form and color ?	Count	percenatge
Yes	13	50%
no	13	50%

Table- 14

Table-14 shows if doctors get influenced by the form and color of the medications . 13(50%) say yes and 13(50%) says no to it.

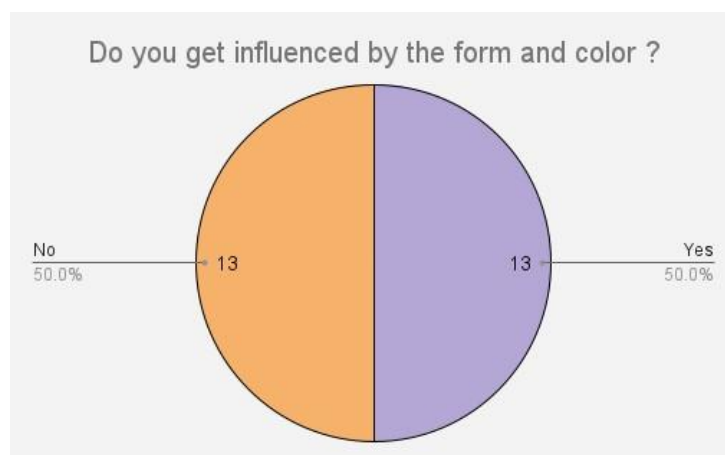


Figure- 16: Do doctors get influenced from form and color of medicines

What pharmaceutical product packaging attributes you think are important?

What pharmaceutical product packaging attributes you think are important	count	percenatge
Information on Label	22	88
Design of label and color	11	44
Logo	06	24
Positive Imagery	15	60
Syrup and capsule color	0	0
Shape of bottle	04	16
Others	03	12
Syrup color	08	32

Table- 15

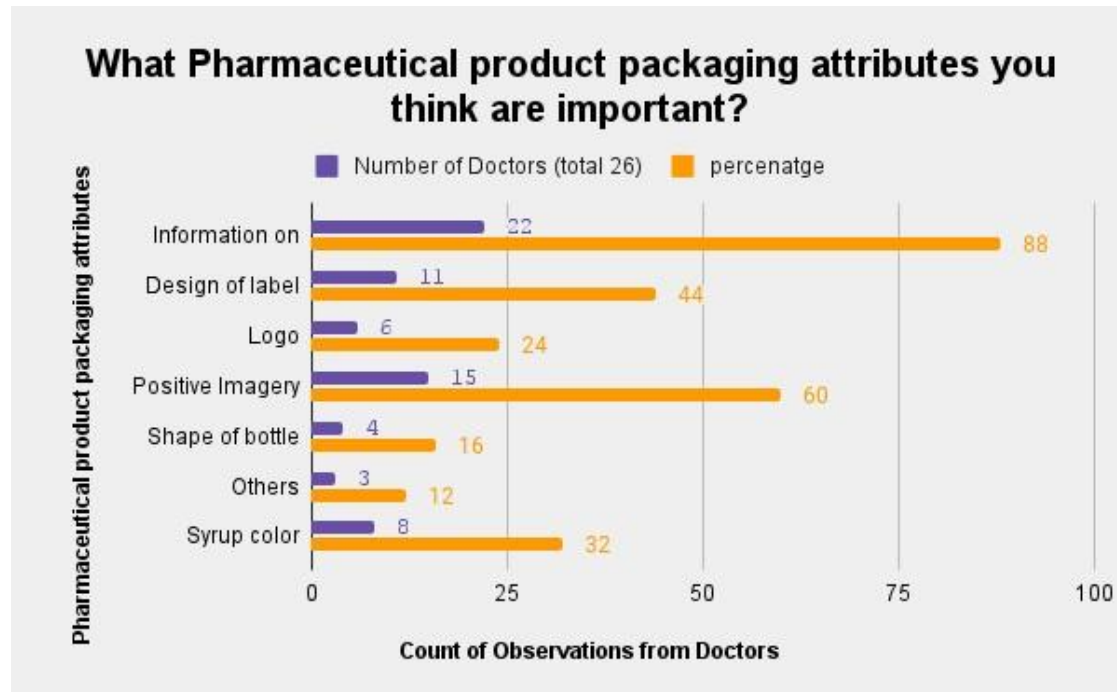


Figure- 17: Packaging attributes important for pharmaceutical packaging

CHAPTER V

DISCUSSION

5.Discussion:

- 1.It was seen that color and design of the label are very important from the perspective of the identification.
- 2.pharmaceutical packaging colors matters in making purchase decision but a good amount of people thinks that pharmaceutical packaging color does not matter in purchasing decision.
3. brand loyalty can be built with the label design and packaging material.
4. The quality of pharmaceutical product can be judged from the quality and designing of packaging.
5. The printed information is very important in pharmaceuticals. Adult patients buy products by watching the information whereas for pedia products the visuals are very important.
6. Patients recognize the pharmaceutical product from its color and packaging.
7. medical store owner do not sell products by watching its packaging, they sell by product margin, results.
8. Doctors think that there is somewhat influence of packaging in the prescription of medicines.
9. there was a 50-50 opinion on the influence of form and color on the prescription behavior.
10. Positive Imagery , Information and design of the label are very important in the packaging according to the doctors.

CHAPTER VI

CONCLUSION

6. Conclusion

The findings showed a significant correlation between pharmaceutical packaging and consumers' ability to distinguish and identify products. When making a purchase, labels' layout and content are crucial. There is no relation of color and the purchasing decision. People at the medical stores do not sell the pharmaceutical products by seeing the packaging attributes but by the results, prescriptions, through OTC margins. According to their opinions the packaging is an important factor in product promotion as people get influenced and think that the product quality is related to a good packaging. Specially in the pediatric products where the only reason behind good packaging is to distract children, so mascot, attractive bright colors, cartoon characters are very important.

Doctors also think that the packaging is a very important thing in pharmaceutical products but their prescription does not depend upon the packaging. Their medicine prescription somewhat depends on packaging meaning somewhere they give slight weightage to it.

Among the packaging attributes or elements observed from the consumers, medical stores and doctors Logo design, Information, positive imagery and label design were the most voted and specially for doctors' information was the most voted.

The study's findings so demonstrate that packaging has taken on a role in sales promotion in addition to performing its traditional function of protection by drawing customers in and providing the product a distinctive character.

Brand loyalty may be favourably reinforced through packaging. Advertising and brand perception may have a substantial beneficial impact on customers' purchasing decisions.

Consumers' trust in pharmaceutical product quality and the brand image of the producers is not assured by the packaging design of the pharmaceutical items.

CHAPTER VII

RECOMMENDATIONS AND FUTURE SCOPE OF STUDY

3. Recommendations and future scope of study

The subsequent suggestions were made in light of the study's results and conclusions:

1. Pharmaceutical package designs should be given significant weight by pharmaceutical manufacturing businesses as they help to distinguish their brands and aid in brand recognition.
2. Packaging design should be viewed as a way for pharmaceutical manufacturing businesses to promote the brand image of their company, which may lead to increased brand loyalty and favourable customer purchasing patterns.
3. Pharmaceutical companies should focus more on improving their positive brand image and should focus more on the quality of packaging.

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