

INFLUENCE OF ADVERTISING ON CONSUMER PERCEPTION AND BUYING BEHAVIOUR OF OTC DRUGS

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

By

Pranshu Chauhan

Under the Supervision and Guidance of

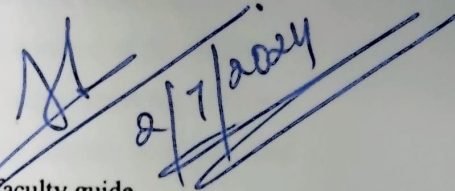
Dr. Saurabh Kumar

2024

CERTIFICATE

This is to certify that Pranshu Chauhan in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed her internship at IIHMR University during March 14 - June 13, 2024.

Place: Jaipur
Date: 1.07.24


Sign of faculty guide
Dr. Saurabh kumar banerjee

Declaration by Student

I hereby declare that this dissertation titled **“Influence of advertising on consumer perception and buying behaviour of OTC drugs”** 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text

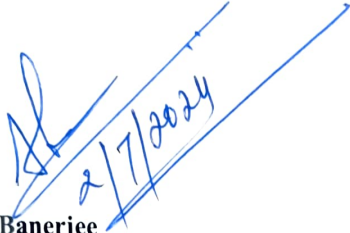


Pranshu Chauhan

CERTIFICATE

This is to certify that dissertation titled **“Influence of advertising on consumer perception and buying behaviour of OTC drugs”** is a record of the research work undertaken by **Ms. Pranshu Chauhan** 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 her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide

A blue ink signature of Dr. Saurabh Kumar Banerjee, with the date '2/7/2024' written below it.
Dr. Saurabh Kumar Banerjee

Dean

A blue ink signature of Dr. Manthan D. Janodia, with the date '01/07/2024' written below it.
Dr. Manthan D. Janodia

IIHMR University, Jaipur

Date: 02-07-2024

Declaration by Student

I hereby declare that this dissertation titled **“Influence of advertising on consumer perception and buying behaviour of OTC drugs”** 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



Pranshu Chauhan

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ABSTRACT

Title: Influence Of Advertising on Consumer Perception and Buying Behaviour of OTC drugs

Author Name: Pranshu Chauhan

Advisor Name: Dr. Saurabh Kumar Banerjee

Keywords: Over the counter, Advertising, Consumer Perception

Background: Over the counter (OTC) medications are rapidly growing market in the Indian healthcare and pharmaceutical company. Over the counter medicines comes under the class of pharmaceuticals drugs and can be used without the prescription of doctor or physician. In today's healthcare sector, advertising has a major impact on the mindset of the consumer and has an impact on their buying behaviour . As there are so many mediums of the advertisement such as conventional methods are like promotions of otc drugs in magazine's and tv advertisements to social media platforms and on internet there has been a major impact on the consumer buying behaviour and their perception.

Objective: The main objective to study and investigate about this topic is to understand how the consumer purchasing behaviour changed for over-the-counter drugs by advertisement and marketing. In particular, the study will examine how well various forms of advertising—including print, web, social media, and television influence to shape consumer attitudes and encourage purchases for common illnesses like headaches, colds, allergies, and stomach problems.

Methodology: Study design: Descriptive study design because the study helps to identify the influence of advertising media on consumer perception and buying behaviour of otc drugs.

The data was collected from 250 customers by using a questionnaire in a structured manner, face to face interaction, and google forms.

Duration of study: The study will be completed in 3 Month (April-June 2024).

Sampling size: 250

Sampling technique: Non –Probabilistic purposive sampling

Data was collected with the help of face-to-face interview, and questionnaire from Jaipur region.

Primary Data: Primary data will be collected with the help of a questionnaire and face-to-face interview.

Secondary Data: Secondary data will be collected from the research papers.

Data Analysis Plan: Excel

Pivot table was used for the analysis in excel.

Formulas were used to calculate the data.

Pie charts and bar charts are used for graphical representation.

Results / Findings:

The present study revealed that from age group 18-25 -71.9% is aware about the advertisement of otc drugs. From age group 25-35 -78.7% of consumers were aware about advertisement of otc drugs, from age group 35-50 -39.7%% were aware, from age group 50- 70-42.5 % were aware about the otc drugs and from age group 70- 80 -34% were aware about the otc drugs.

Through the data collected by 250 respondents, it has been seen that 78% of the respondents have the positive impact of advertisements while 10 % of the respondents thought that it has a negative impact on the consumer.

Conclusion:

Another conclusion we derive by collecting the data from 250 respondents that after seeing advertisement only 23% of the consumers were influenced to buy otc drugs while 66% of the population won't purchase the otc drugs by only seeing the advertisement. From this it has been concluded that most consumers don't change their buying perception just by seeing the advertisement. Through the data collected from the consumers it has also been observed that consumers are much more concerned about the health and wants to know the benefits of the drugs followed by the side effects of the drugs in the advertisement.

We can conclude that not just the advertisement changes the perception of consumer to buy the drugs, but also the price and reputation of the brands matters equally in changing the perception and buying behaviour of consumer.

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CHAPTER 1 - INTRODUCTION

Over the counter drugs are the drugs which comes under the class of pharmaceutical drugs and can be used without the prescription of the physician and are widely regarded as safe to use. Many of them are available for purchase at a variety of places, such as grocery stores, gas stations, and airport shops. Countries have a wide range of different rules. alleviate a number of mild illnesses without going to the doctor. For otc medicines we don't have to take the prescription from the doctor, and we can buy it from pharmacy and there is no specific way of administration of otc drugs.

Over the counter (OTC) medications are rapidly growing market in the Indian healthcare and pharmaceutical company. Over the counter medications provides the customers the prescription free drug with common illness and symptoms such as body pain, headache, allergy and cough cold medications. There is a huge number of investments in the marketing and promotion of the otc drugs now a days because there is huge growth in the market size of the otc drugs. Advertisements help to convince and make sure that the consumers are buying products that are useful and safe to use.

Understanding how marketing impact people's decision-making processes about over the counter (OTC) drugs becomes increasingly important as the lines between healthcare and consumer goods become hazier. This investigation covers a number of angles, such as the factual value, emotional appeal, and brand credibility that commercials transmit, as well as how these components interact to build their existence in the marketplace.

In today's healthcare sector, advertising has a major impact on the mindset of the consumer and has an impact on their buying behaviour . As there are so many mediums of the advertisement such as conventional methods are like promotions of otc drugs in magazine's and tv advertisements to social media platforms and on internet. These different types of channels used to influence the people to purchase otc drugs, also the one-on-one advertisement by chemists and medical hall people also change the perception of consumers and influence the buying behavior of consumers. This media such as television platform, online platform not only have impact on consumer perception but also affects the buying behaviour of consumer

BACKGROUND

The Indian over the counter (OTC) drugs market size have reached the US\$ 8.9 Billion in the year 2023. Land according to the IMARC group it is expected to have a market size of about US\$ 29.6 Billion by 2032, exhibiting a growth rate of CAGR of 14.28% during the year 2024-2032. (1)

Over the counter drugs consists of a major part of the pharmaceutical industry. Advertising plays a very important role in the customer perception and buying behaviour as technology is advancing there are so many mediums through which people got aware about the otc drugs. There are so many mediums such as television, social media through which people are more aware about the otc drugs in the market.

According to the American marketing association of Chicago it has been said that the Advertising is defined as an any paid form of non-personal presentation of goods, services and ideas which was identified by a sponsor.

It is also said that advertising is any paid form distributing a service or any kind of product with response to a product.

According to this definition, advertising primarily consists of persuading an audience through communication. Furthermore, the definition makes it abundantly evident that advertising is one-sided information flowed from the advertiser to the public receiver The consumer communication in the innovative way is referred to as advertising. Advertising is used as a communication tool which helps to guides the customers towards purchasing the otc drugs by influencing a large audience through different types of media platforms. (R. Bakhs)

OBJECTIVE

The main objective to study and investigate about this topic is to understand how the consumer purchasing behaviour changed for over-the-counter drugs by advertisement and marketing. In particular, the study will examine how well various forms of advertising—including print, web, social media, and television influence to shape consumer attitudes and encourage purchases for common illnesses like headaches, colds, allergies, and stomach problems. The goal of the research is to determine which media outlets have the greatest influence over consumers' decisions to purchase over-the-counter medications (OTC) for symptoms, as well as how these outlets effect consumer awareness, trust, and decision-making, also with the help of this analysis we investigate how many people are aware about the otc drugs and we can analyze the demographic range of people and their perception towards over the counter drugs .

- To analyze the awareness of otc drugs among the consumers.
- To analyze how the different forms of advertising have the impact on the consumer buying behaviour and perception about otc drugs.
- To identify the effectiveness on the mindset of consumers for different forms of advertisements.
- To identify the faithfulness of the consumers towards the otc drugs.

RESEARCH QUESTION

- The main purpose of this research helps to analyze how the advertisement affects the buying behavior of customer for over-the-counter drugs.
- The study helps to analyze the awareness about the otc drugs and how they took decisions before buying any otc drugs?
- The research also helps to analyze which advertisement appeals to change the buying behaviour and their perception towards the otc drugs?
- Through this study we also analyze which segment of otc drugs are most influenced by the advertisement such as analgesic, cough and cold, painkillers, nutraceuticals.

CHAPTER –2

LITERATURE REVIEW

Abhishek dadhich and Dr. Kavaldeep dixit in their research paper “Consumer selection behaviour towards Over the counter (OTC) medicines” focuses on the selection of otc drugs by the consumers based on their price, their packaging, dosage form of the otc drugs, symptoms, the brand name used, and the advertisement used to promote the medication.

In this research paper, dadhich also talks about the role of pharmacist in providing knowledge to the customer regarding the new otc brand and also convince the customers to purchase a new otc brand. The study also found that most of the people prefers the otc drugs for cough and cold. 10.2 % of people purchase for muscle pain. 10.2 % purchase for skin problem and 10.2 % purchase for acidity related problem.

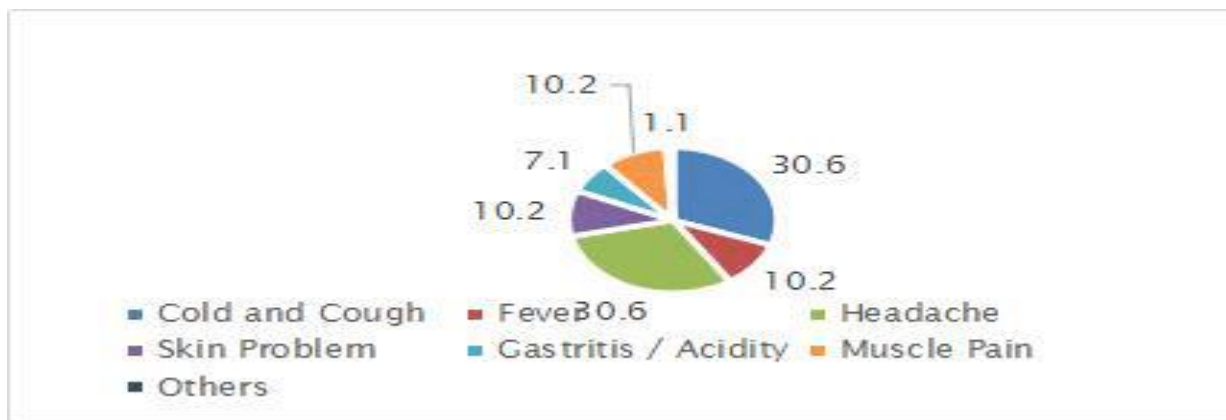


Figure 2.1

Source: - Dadhich & Dixit study, Consumer selection and buying behaviour towards over the Counter (OTC) Medicine

The **Organisation of Pharmaceutical Producers of India (2011)** covered every facet of the over-the-counter pharmaceutical business in their report. The study covered consumers' attitudes towards over-the-counter medications in addition to chemists' and physicians' attitudes about them. It has been noted that patients choose the next available course of action based on the severity of their conditions. When a patient is ill, the trend in behaviour of the patient indicates that 44% of patients would rather see a chemist first, 24% would rather see a doctor, and 23% would rather take care of their own medical needs.

The following OTC medicines advertising can be seen on TV in India:

Digestives	Glucose	Throat Lozenges
Antacids	Analgesic	Band-aids
Antiflatulents	Antiseptics creams	Baby gripe water
Cold rubs and analgesic balms	Medicated skin treatment	Ayurvedic medicines and preparations
Vitamins/tonics	Cough liquids	Health supplements

Source; - Organisation of Pharmaceutical Producers of India
(www.indiaoppi.com)

Figure 2.2

In their research paper "**A study on consumer buying behaviour towards OTC product of the pharmaceutical industry,**" Kalpesh Prajapati and colleagues address a number of important research topics, including the respondent's monthly income, purchasing habits based on brand, image, packaging, frequency of purchasing over-the-counter medications, educational background, etc. 196 individuals to a questionnaire-based survey participated in this investigation. The study's conclusions show that there is no discernible relationship between promotion offers and educational background. It also shows that people's ability to purchase over-the-counter medications is dependent on their income.

All the respondents had used over the counter (OTC) medications at some point in their lives. People also check the product's expiration date and other information before using it. Despite this, people still prefer to purchase their medications from pharmacies because they believe these establishments will also provide them with additional information about the dosage, time interval, etc.

Most important features for selecting a particular brand of OTC products	
Rank 1	Brand Name
Rank 2	Efficiency
Rank 3	Packaging
Rank 4	Pricing
Rank 5	Promotional Offer

Figure: 2.3

Source: Prajapati and Patel study, A study on consumer's buying behaviour towards OTC products of the pharmaceutical industry.

Neelkhanth M. Pujari et al. focus on some of the key research areas in their study "**Study of Consumer's Pharmaceutical Behaviour Towards Prescription and Non-Prescription Drugs.**" They ask questions about their primary information source, the factors that influence their decision to buy a medicine, and the diseases for which they buy over-the-counter medications and follow friends' advice. They also believe more in self-medication and some research online to find the right kind of medication.

Additionally, they discovered that people choose their own brands of medications and are picky and price conscious, frequently rejecting recommendations from doctors.

The findings were seen to be highly intriguing since, although people are influenced by various sources of information, only 61% of consumers chose pharmaceutical products based on advice from their doctors. On the other hand, 38% of consumers buy medications as directed by a doctor, 14% according to a chemist, 20% buy branded drugs, 16% buy generic products, 5% choose based on price, and 7% choose based on ease of availability when making their medication purchases.

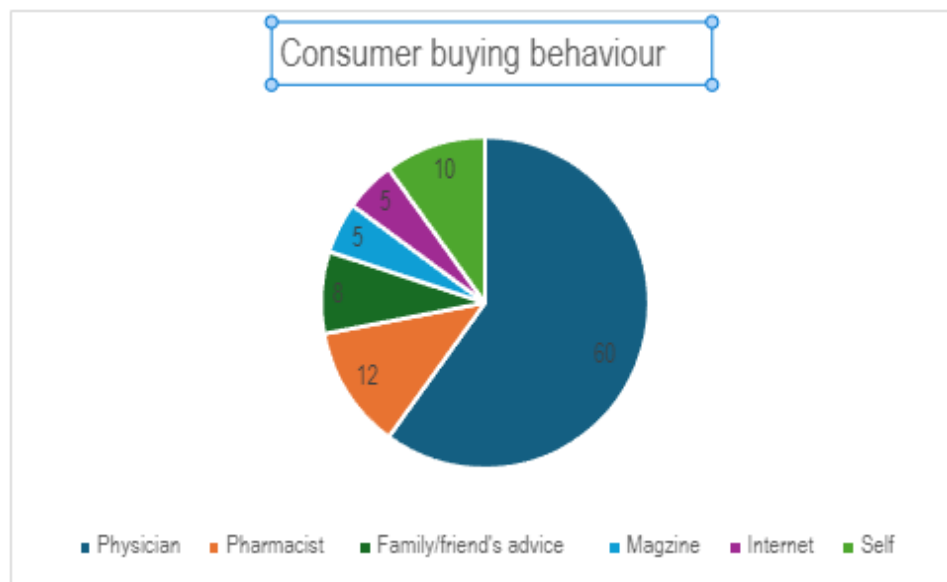


Figure: 2.4

Source: From Neelkhanth M. Pujari et al "Study of Consumer's Pharmaceutical behaviour towards prescription and Non-Prescription Drugs."

Katarina Bostrom in her research project on topic “Consumer behaviour of pharmacy customers- In her study, "Consumer Behaviour of Pharmacy Customers: focuses on some of the most important study areas and poses questions about the reasons behind loyalty and decision-making criteria for selecting one particular pharmacy over another, as well as the cultural, social, and behavioral influences. She used a paper questionnaire to gather data and chose a sample size of 273. She discovered that the customer had chosen the drugstore on purpose since they had previously bought some of the medications before deciding it was a well-known and welcoming place to shop. Because they have used some of the pharmacies in the past and are familiar with the area, they are devoted to certain of them.

The study focuses on pharmacy customers and how they behave as consumers towards pharmacies and similarly priced over the counter (OTC) medications—that is, non-prescription medications. The study is restricted to over the counter (OTC) medications since these are publicly promoted, widely accessible goods. The research provides insight into the 4Ps of marketing—product, place, price, and promotion—and aids in understanding the buying patterns of pharmacy customers today. The findings contribute to our understanding of the pharmaceutical market and the demographics of capital region pharmacy patrons.

CHAPTER: 3

METHODOLOGY

STUDY DESIGN: Descriptive study design because the study helps to identify the influence of advertising media on consumer perception and buying behaviour of otc drugs.

The data was collected from 250 customers by using a questionnaire in a structured manner, face to face interaction, and google forms.

During study, also the data collected from the people around the locality and of different age group to know their perspective about the advertisement of otc drugs., also visited the retail pharmacies stores and medical shops and collected the data from the consumer buying otc drugs. Data was collected from Jaipur, Rajasthan.

DURATION OF STUDY: The study will be completed in 3 Month (April-June 2024).

SAMPLING SIZE: 250

SAMPLING TECHNIQUE: Non –Probabilistic purposive sampling

Data was collected with the help of face-to-face interview, and questionnaire from Jaipur region.

PRIMARY DATA: Primary data will be collected with the help of a questionnaire and face-to-face interview.

SECONDARY DATA: Secondary data will be collected from the research papers.

DATA ANALYSIS PLAN: Excel

Pivot table was used for the analysis in excel.

Formulas were used to calculate the data.

Pie charts and bar charts are used for graphical representation.

ETHICAL CONSIDERATIONS

Written consent was taken from the participant before the start of the interview and all the things about the study were described to the participant in an elaborate way. No personal information will be shared with any of the organization. The data is collected for research purposes only.

A study sheet was given to the respondent for the study and knowledge purpose and all the confidentiality and anonymity was maintained throughout the research work.

CHAPTER – 4

RESULT AND DECLARATION

Awareness about advertisement on consumer:

AGE	TOTAL NO OF PARTICIPANTS	AWARENESS ABOUT ADVERTISEMENT
18-25	57	41
25-35	66	52
45-55	64	35
55-70	40	17
70-80	23	8

Figure: 4.1

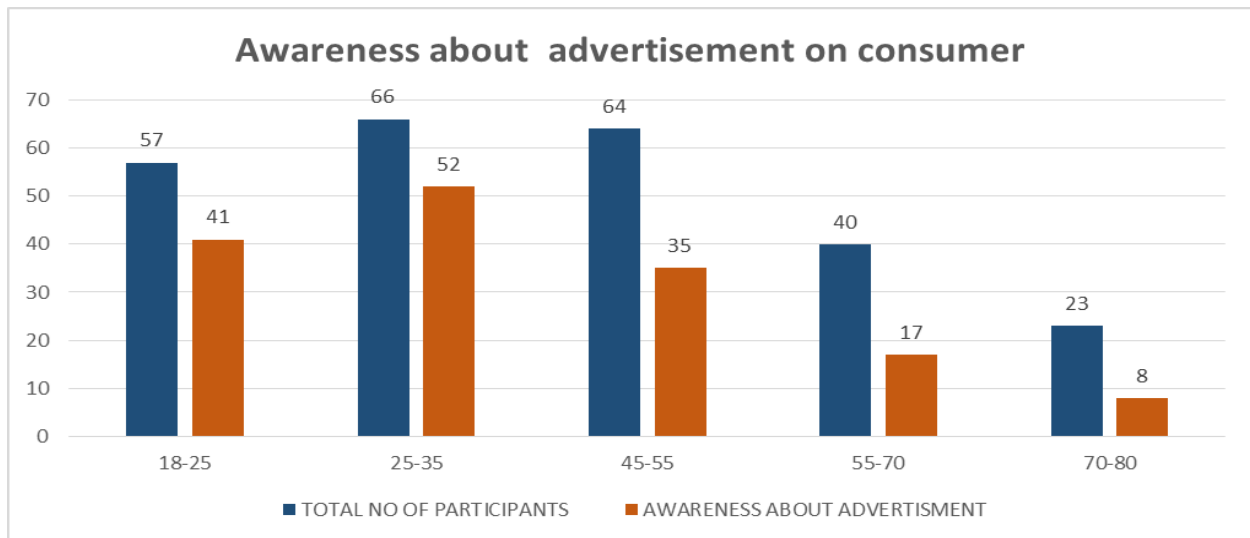


Figure 4.2

As online advertising system is growing rapidly in current market scenario, we have collected the data from 250 respondents and asked them about the awareness of the advertisement and we have found that, and we got the following results:

It was observed that out of total sample population of 250, the age group from **18-25** is around 57 people, among which 41 people were aware about the advertisement of otc drugs, which is 71.9% of the population from age group 18-25 years

From the age group **25-35** years of age, we have collected the data from around 66 people, and we have analyzed that out of 66 people 52 were aware about the advertisement which is around **78.7%** of the population.

From Age group **45-55** we have collected the data from around 64 people, out of which 35 were aware about the advertisements of the otc drugs which is around **39%** of the population.

From age group **55- 70**, we have collected the data from around 40 people, out of which 17 were aware about the advertisement which is **42.5 %** of population.

And from age group **70-80** we have collected the data from around 23 people, out of which 8 were aware about the advertisement which is around **34.7 %** of population.

From the above data it has been observed that from age group 25-35, 78.7 % of the people were aware about the advertisement and from 18-25 year of age 71.9% were aware about the advertisement, that is the youth is much more aware about the advertisement of otc drugs. Due to social media, online platforms and television advertisements, the people from the age group of 18-35 are much more aware about the different types of advertisements.

Buying pattern of otc drugs

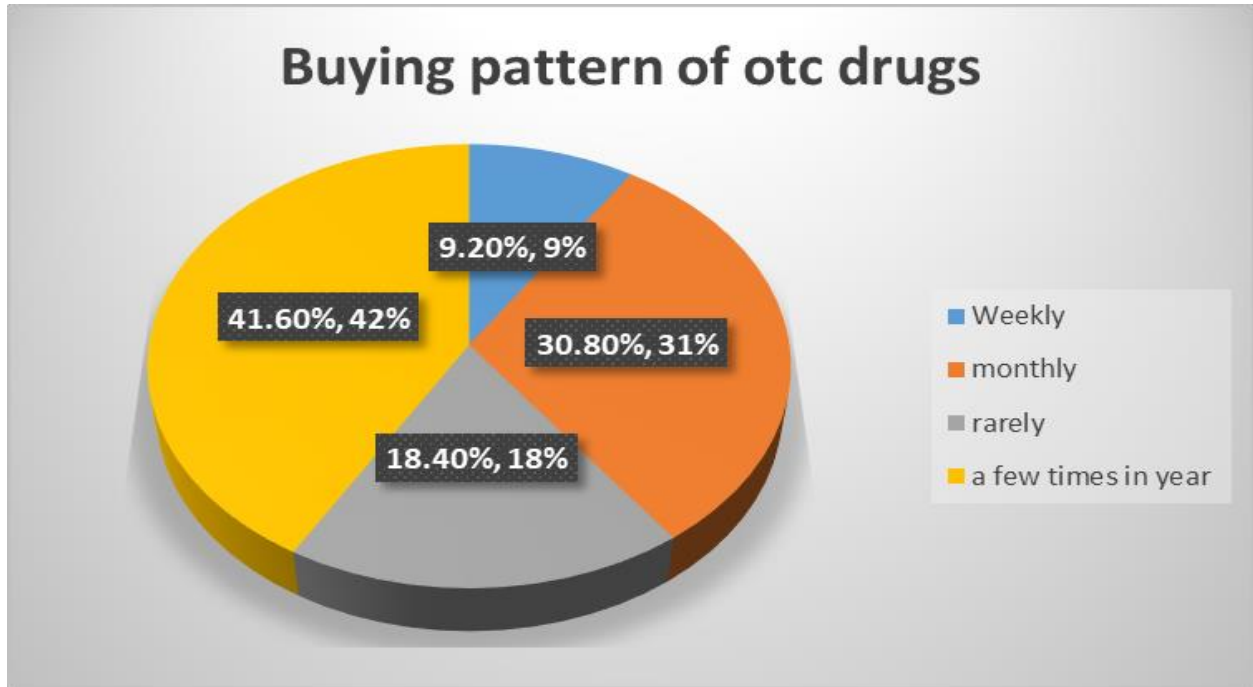


Figure: 4.3

Through the interview of 250 consumers, we have found that only 9 % consumers buy otc drugs weekly while 41.6 % consumers buy an otc month every month, and around 18 % of consumers buys rarely an otc drugs. Most of the consumers says that they buy otc drugs only a few times in a year, like if a consumer is having cough and cold then he buys the cough syrup and vics vaporous and strepsils , this types of otc drugs are mostly purchased by the consumers.

Which is the most useful type of information customers find in the advertisement of the otc drugs?

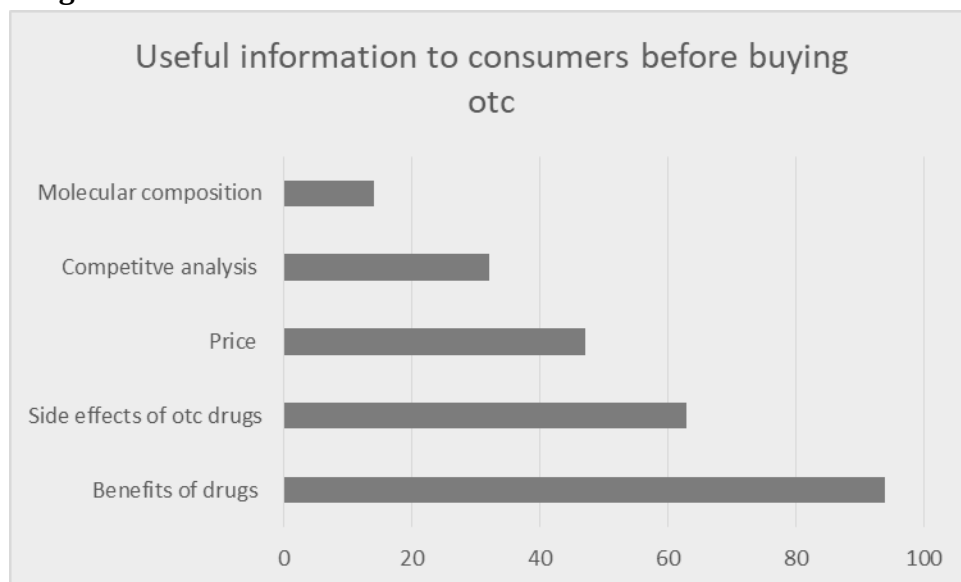


Figure 4.4

As we have 250 respondents in our study, I wanted to know after seeing the advertisement what customers find the most beneficial information in the advertisement which customers want to know and hence change their perception towards otc drugs, and the result came out like around 97 respondents are interested in knowing the benefits of the drugs followed by the 63 respondents interested to know the side effect of the drugs followed by the price of the otc drugs, because in country like India, Price sensitivity is the major factor before purchasing any drug.

Purchasing of otc drugs for different types of disease symptoms by seeing advertisement

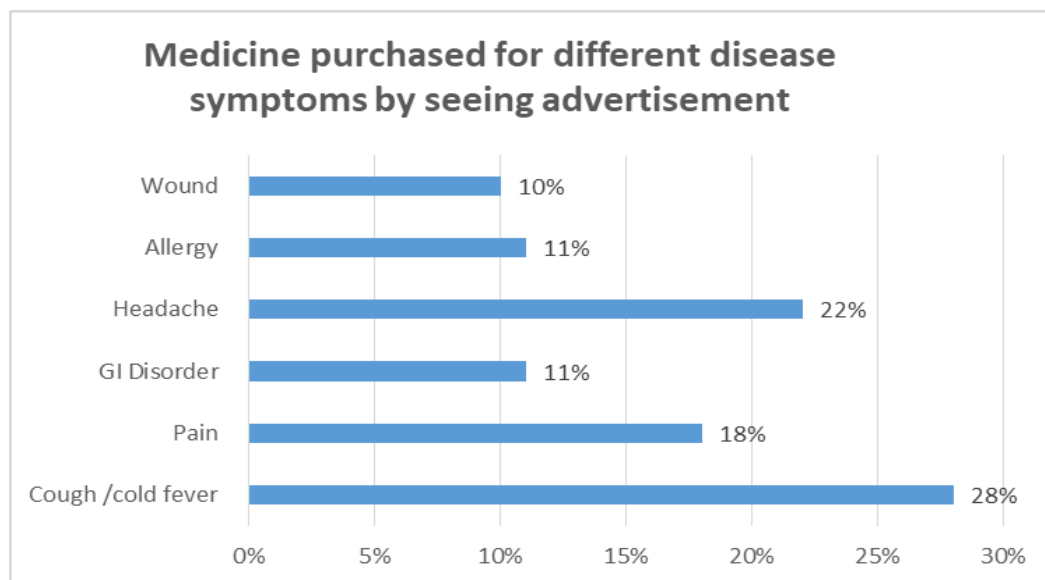


Figure 4.5

In the survey analysis, it was found that the frequency and percentage of the common ailment for which the customer purchased the medicine. It was found in the survey that 28% of the customers buy medicine for cough/cold and fever. 22% of the people purchased medicine for the headache, 18% purchased medicines for the pain, 11% for the GI disorder, 11% for the Allergy and 10% of the people purchased medicine for the wound.

It has been observed that people prefer to buy otc drugs by seeing the advertisement of cough / cold and fever and second most selling otc products are for pain and headache by seeing advertisement.

Customers were very well known that they can buy different types of otc drugs for their health problem, and they used to visit the pharmacy shop and the retail stores to ask for the medicine as per the symptoms.

Source of knowledge for otc advertisement

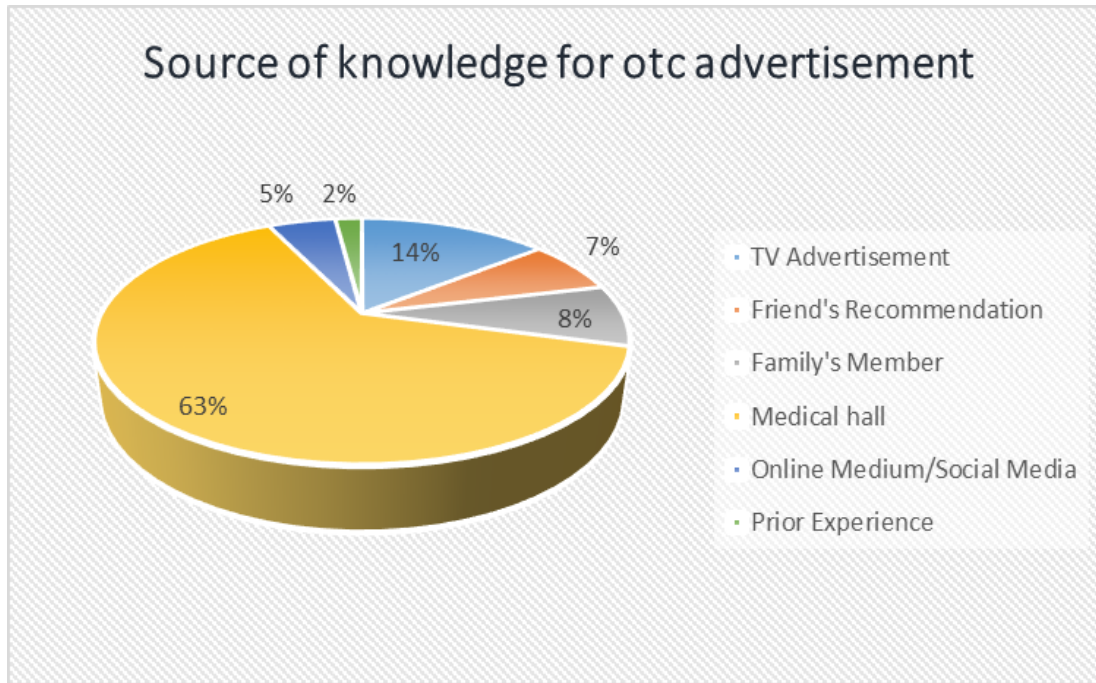


Figure 4.6

The customers of otc medicines were asked about the advertisement medium they are faithful to, and it has been observed that there are so many mediums such as television media, online media, and from the informal channels used to advertise about the otc drugs such as from family and friend's reaction and from medical hall.

According to the surveys and analysis, it has been observed that 63% of the consumers found that medical hall is the faithful medium for the advertisement because the medical person seems to be more familiar with the medicine and consumers have more trust in the people who have medical background such as chemists, doctors, nurses.

14 % of consumers found that television advertisement is the faithful medium of advertisement. 8% of consumers used to take the medicines referred to by the family member followed by 7 % who trusted advertisement through friend's recommendation, 5% believed on online medium and 2 % on prior experience.

% Purchasing of otc drugs by seeing advertisement

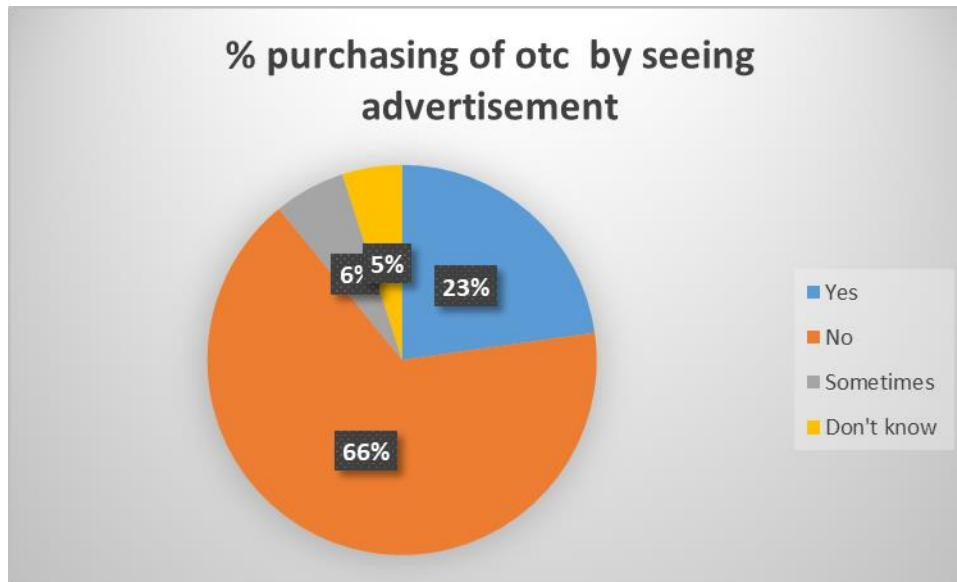


Figure 4.7

- Through the surveys and interviews, the data was interpreted, and it has been observed that 66% of the consumers will not purchase the otc drugs just by seeing the advertisement.
- While 23 % of consumers were there who buys the otc drugs by the influence of advertisement.
- 5 % of the sample population was not aware about the advertisement of otc drugs.
- 6 % of the population have rational view regarding the buying of the otc drugs.

Name of otc medicine purchased by seeing advertisement

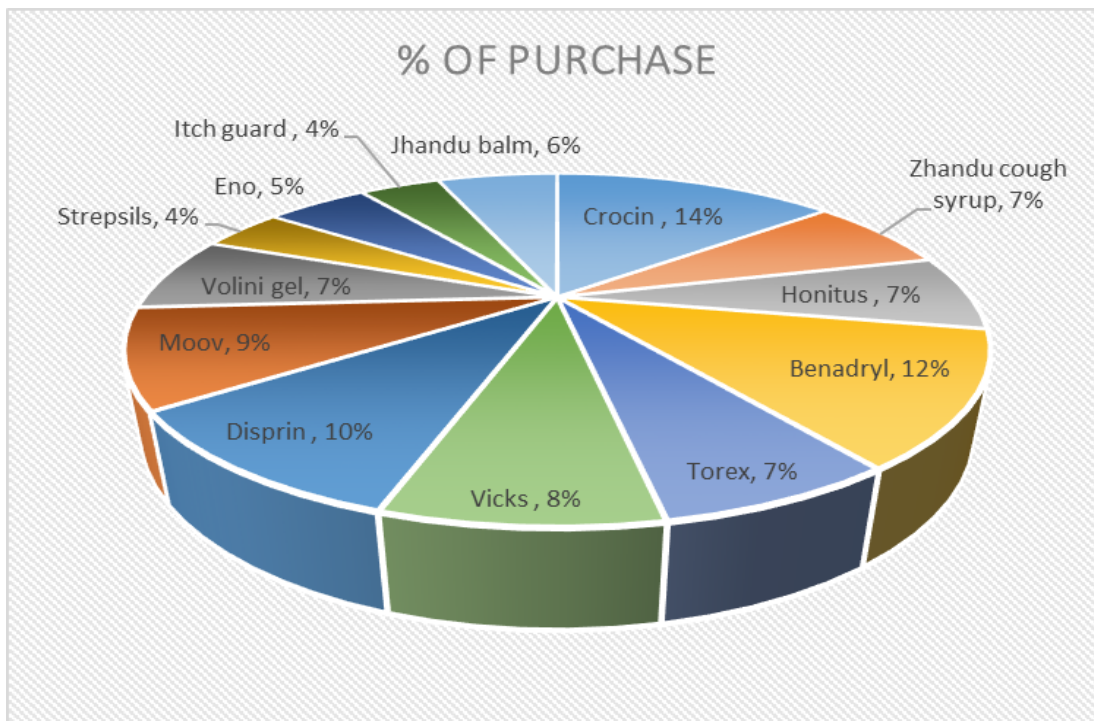


Figure 4.8

As we have collected the data from 250 customers who purchased the otc drugs after seeing the advertisements of different types of otc drugs used for different ailments.

“Crocin” was the number one brand which was very well known by the consumers while buying otc drugs. Crocin is the medication commonly used for fever control and used for pain relief, it is commonly used in common cold, body aches and headaches.

The other most purchased drug after the crocin was Benadryl cough syrup, people used to influence by the television advertisement running for the Benadryl cough syrup.

This cough syrup purchased by the 12 % of the population, it is used to treat the cough and used to relieve the symptoms from the allergy and hay fever.

Disprin is another medication most purchased by the consumer, around 10 % of the population used to purchase disprin.

From the data collected by consumers, it has been observed that consumers used to buy the medications for cough and cold most frequently as compared to the other ailments. It has been identified that many people purchased Crocin, Benadryl and disprin.

The purchase rate of mood was 9%, it was used as an ointment to relax muscles which is applied on the skin locally for inflammation and pain. There are so many advertisements running on television for moov. Another brands like Vicks, honitus and torex , zhandhu cough syrup are also used in cough, cold and fever, the advertisements of cough syrups have influenced a large number of consumers. Eno has 5% of purchasing by the consumers, jhandu balm has 6 % of purchasing rate by the advertisement and itch guard has 4 % of the purchasing rate.

Impact Of Advertisement on Consumers

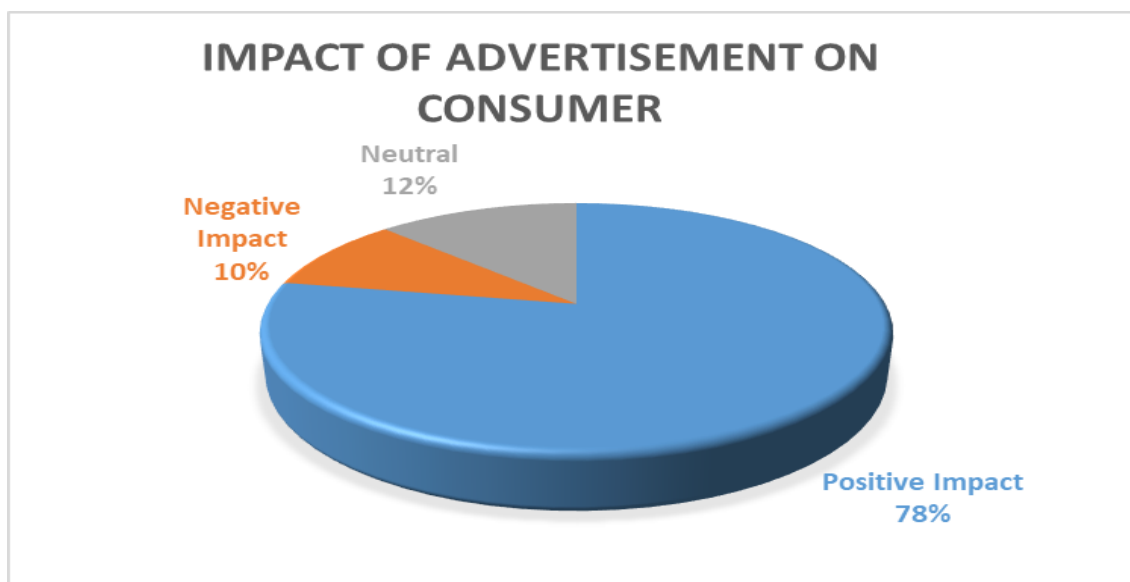


Figure 4.9

Through the data collected by 250 respondents, it has been seen that 78% of the respondents have the positive impact of advertisements while 10 % of the respondents thought that it has a negative impact on the consumer as according to them advertisement misguides the consumer about the product while 12 % of the consumer have the neutral reaction for the impact of advertisement on consumers.

Conclusion and Discussion

The present study revealed that from age group 18-25 -71.9% is aware about the advertisement of otc drugs. From age group 25-35 -78.7% of consumers were aware about advertisement of otc drugs, from age group 35-50 -39.7%% were aware, from age group 50- 70-42.5 % were aware about the otc drugs and from age group 70- 80 -34% were aware about the otc drugs.

From the given data, it was interpreted that from age group 18-35 years of youth, consumers were more aware about the advertisements running on different platforms such as on online medium, through medical hall.

When the population were asked the impact of advertisement, the results came out to be that 78% of consumers said that they have the positive impact of the otc drugs and 10 % of population found to have the negative impact of advertisement.

Another conclusion we derive by collecting the data from 250 respondents that after seeing advertisement only 23% of the consumers were influenced to buy otc drugs while 66% of the population won't purchase the otc drugs by only seeing the advertisement. From this it has been concluded that most consumers don't change their buying perception just by seeing the advertisement.

Through the data collected from the consumers it has also been observed that consumers are much more concerned about the health and wants to know the benefits of the drugs followed by the side effects of the drugs in the advertisement.

We can conclude that not just the advertisement changes the perception of consumer to buy the drugs, but also the price and reputation of the brands matters equally in changing the perception and buying behaviour of consumer.

Implication of Research

- The purpose of research will help the pharmaceutical industry to have better communication strategies for otc drugs.
- This purpose of research will help the pharmaceutical industries to identify the best advertising media to promote the otc drugs.
- This study helps to identify the marketing strategies to promote the otc drugs.
- This study helps to increase the customer engagement rate by analyzing the suitable advertising media to promote the otc drug.
- Through advertising research of otc drugs we have come across large group of people and understands their perception about otc drugs, we can also analyze the loopholes in the otc drugs and helps in the building of brand management of otc drugs more effectively.

Limitation of study

1. As the three-month time limit is a short span of time to capture the change in the buying behaviour of otc drugs and consumer perception.
2. To generalize the study to the whole population, we must increase the sample size so it can be the representative of whole population. So, we can't generalize over the whole population as the sample size is too small.
3. Conducting research work solely in Jaipur may introduce regional biases because it has been observed that consumer behaviour can vary significantly in different geographical areas.
4. There are errors in the result due to the biasness in the sample selection and also the quality of responses also influenced by the respondent biasness.

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