

Internship Report

**“Influence of advertising on consumer perception and buying
behaviour of OTC drugs ”**

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Introduction:

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.

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.

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.

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.

Objectives:

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 .

Hypothesis:

We hypothesize that the choice of advertising media significantly influences consumer perception and purchasing behavior of OTC drugs. Specifically, we anticipate that:

1. Consumers exposed to informative and visually appealing advertising media will have more favorable perceptions of OTC drugs compared to those exposed to less engaging media.
2. Advertising campaigns that effectively communicate the benefits and safety of OTC drugs will positively influence consumer purchasing behavior.
3. Different demographic segments will respond differently to various advertising media, necessitating tailored marketing approaches for maximum impact.

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Data Collection Procedure:

Data will be collected through a combination of surveys and interviews. Surveys will gather quantitative data on exposure to advertising media, consumer perceptions, and purchasing behavior. Interviews will provide qualitative insights into consumer attitudes and motivations.

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

Operational Definitions:

Advertising Media: Refers to the channels and platforms used by pharmaceutical companies to promote OTC drugs, including television commercials, online advertisements, print media, and social media campaigns.

Consumer Perception: Encompasses the beliefs, attitudes, and subjective evaluations of consumers regarding the efficacy, safety, and value of OTC drugs as influenced by advertising media.

Purchasing Behavior: Refers to the actions and decisions made by consumers when considering, purchasing, or using OTC drugs, influenced by exposure to advertising media and perceived product attributes.

Ethical Considerations:

The study will adhere to ethical guidelines, ensuring participant confidentiality, informed consent, and voluntary participation.

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 study

- This study will help the pharmaceutical companies to have the better communication strategies for otc drugs.
- This study helps the pharmaceutical companies 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.