

Influence Of Advertising on Consumer Perception and Buying Behaviour of otc drugs

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What are OTC Drugs and its market size ?

- 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. OTC medicines treat a variety of illnesses and their symptoms including pain, coughs and colds, diarrhea, constipation, acne, and others.
- 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.





What is Advertising ?

- 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.
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RESEARCH QUESTIONS

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.

Gap analysis from Literature review

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

Gap Analysis : Advertising channel focuses on television and traditional medium , the gap identified was limited research on digital media and influencers .In my study I have also focused on social media marketing and influencer marketing. .

Studies using data from past decades might not reflect current trends in advertising and consumer behavior.

In so many research papers the research done on the general population , so there is limited focus on specific demographic groups

Objective of the study

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

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 faithfulness of the consumers towards the otc drugs.

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.
- **TOTAL NO OF RESPONDENTS** :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 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 .
- **LOCATION**: Jaipur, Rajasthan

Sample size: 250

This means 250 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within $\pm 5\%$ of the measured/surveyed value.

Confidence Level:?	95%	▼	
Margin of Error:?	5	%	
Population Proportion:?	50	%	Use 50% if not sure
Population Size:?	710		Leave blank if unlimited population size.
Calculate			Clear

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

SAMPLING SIZE: 250

SAMPLING TECHNIQUE: Non –Probabilistic purposive sampling

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

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

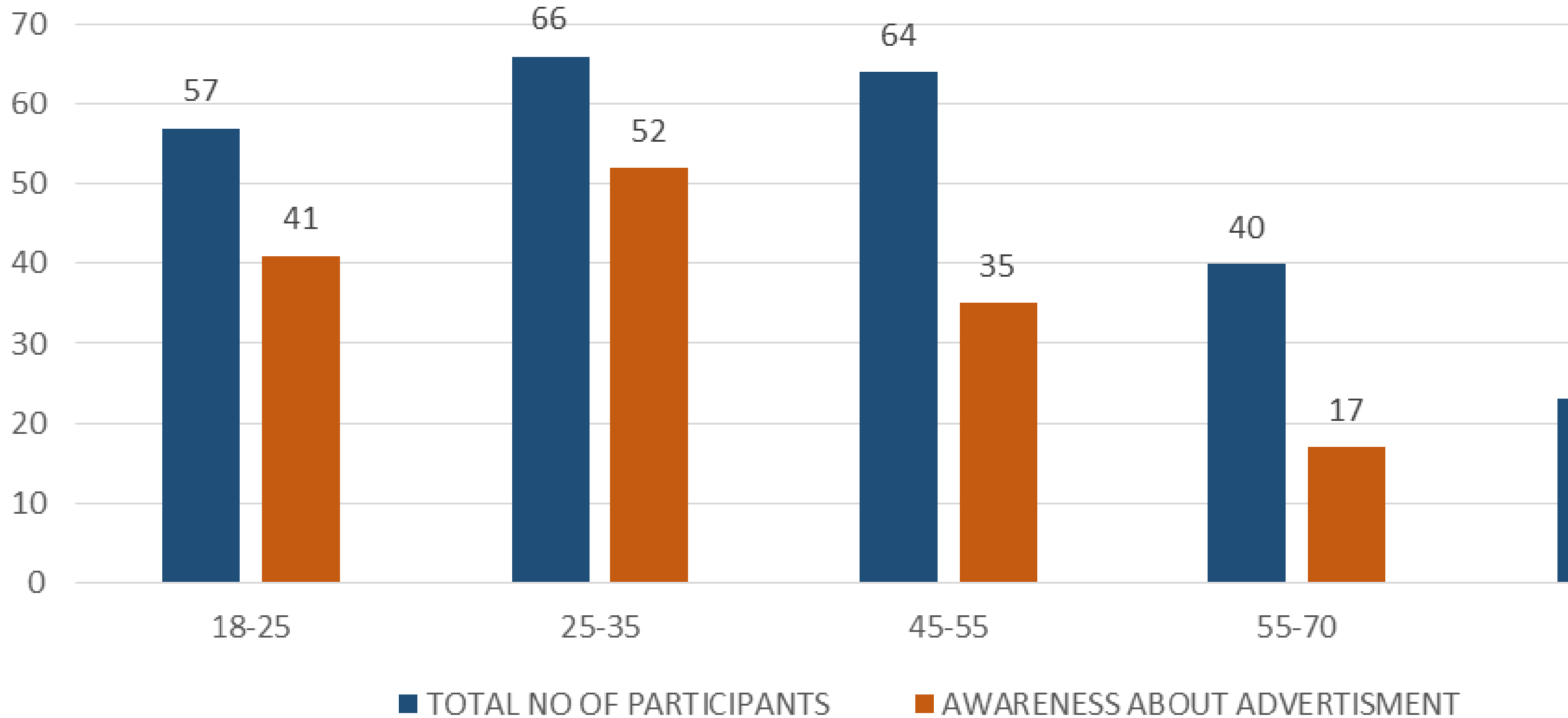
SECONDARY DATA: Secondary data was collected from the research papers.

Data Analysis : Result and conclusion

- **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

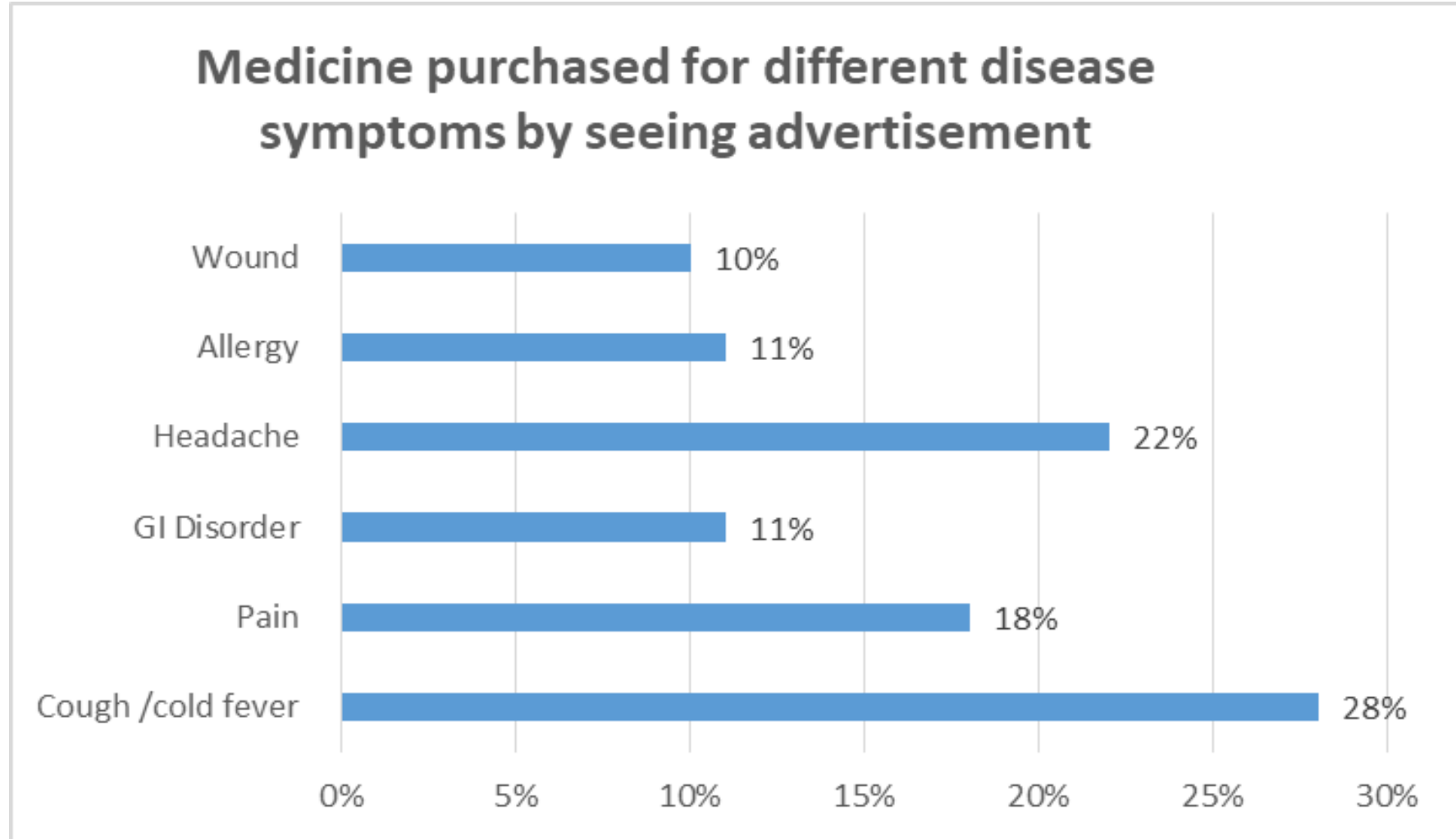
Awareness about advertisement on consumer



Result and discussion

- 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 nearly **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.

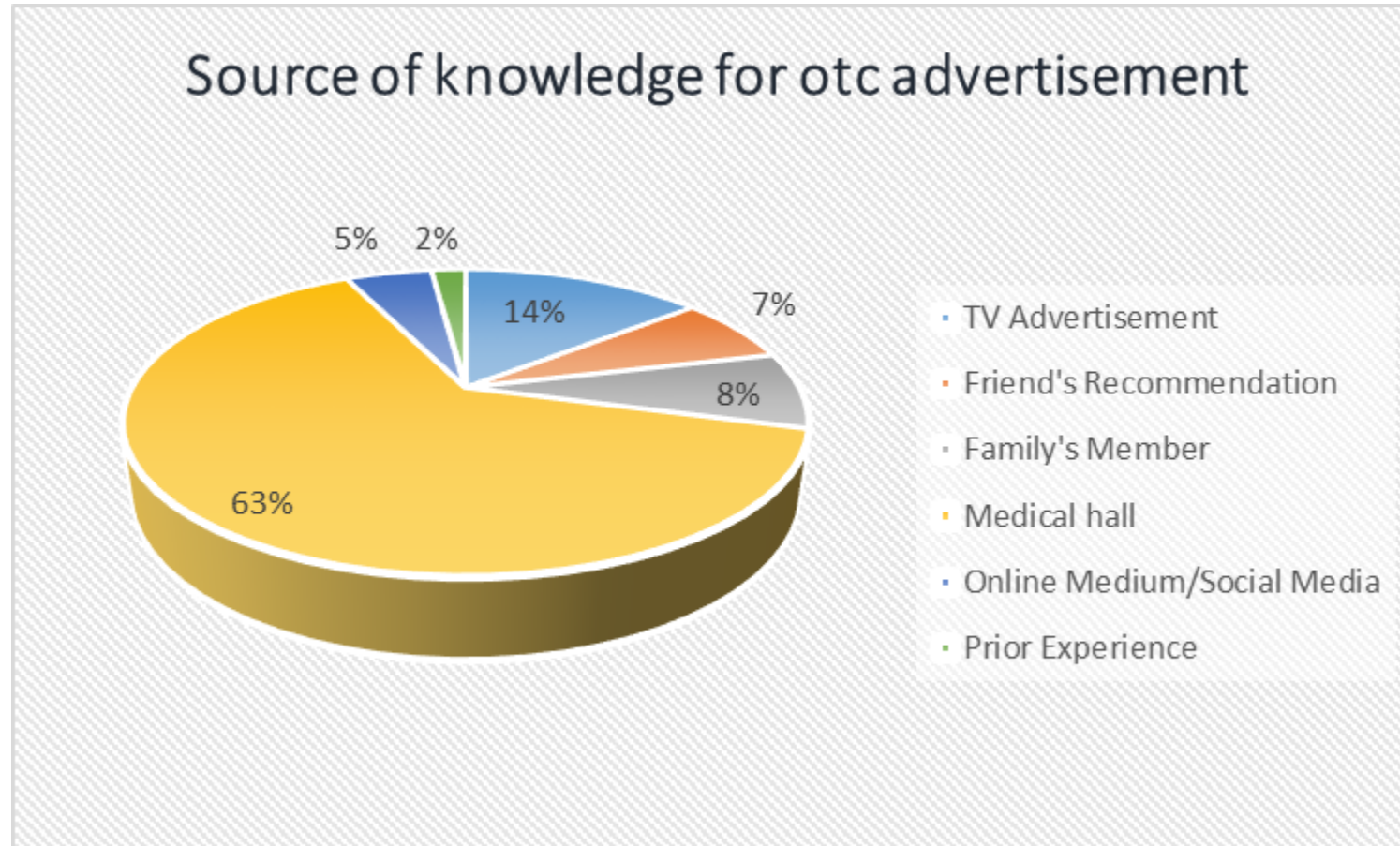
Medicine purchased for different disease symptoms by seeing advertisement



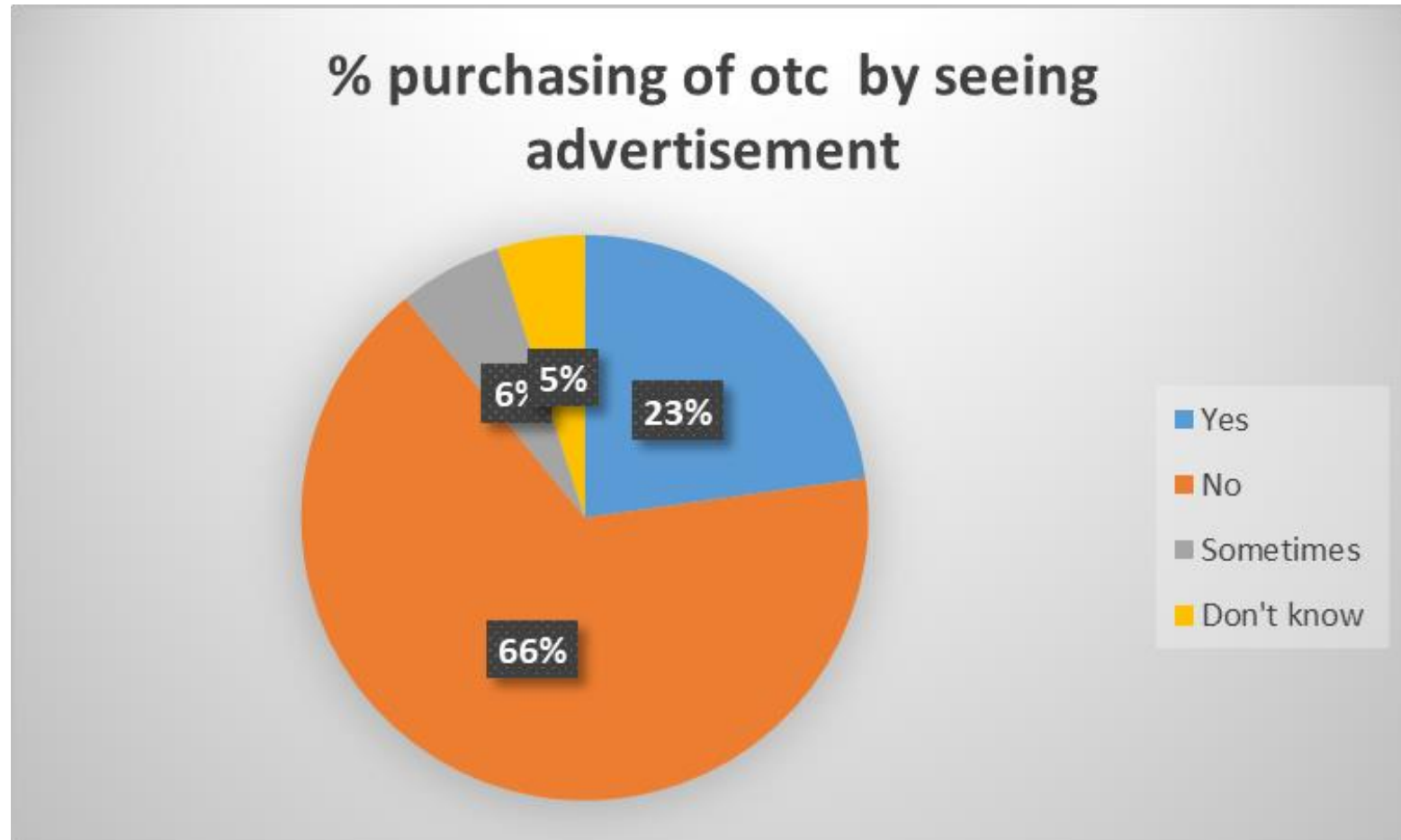
Result and analysis

- 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.

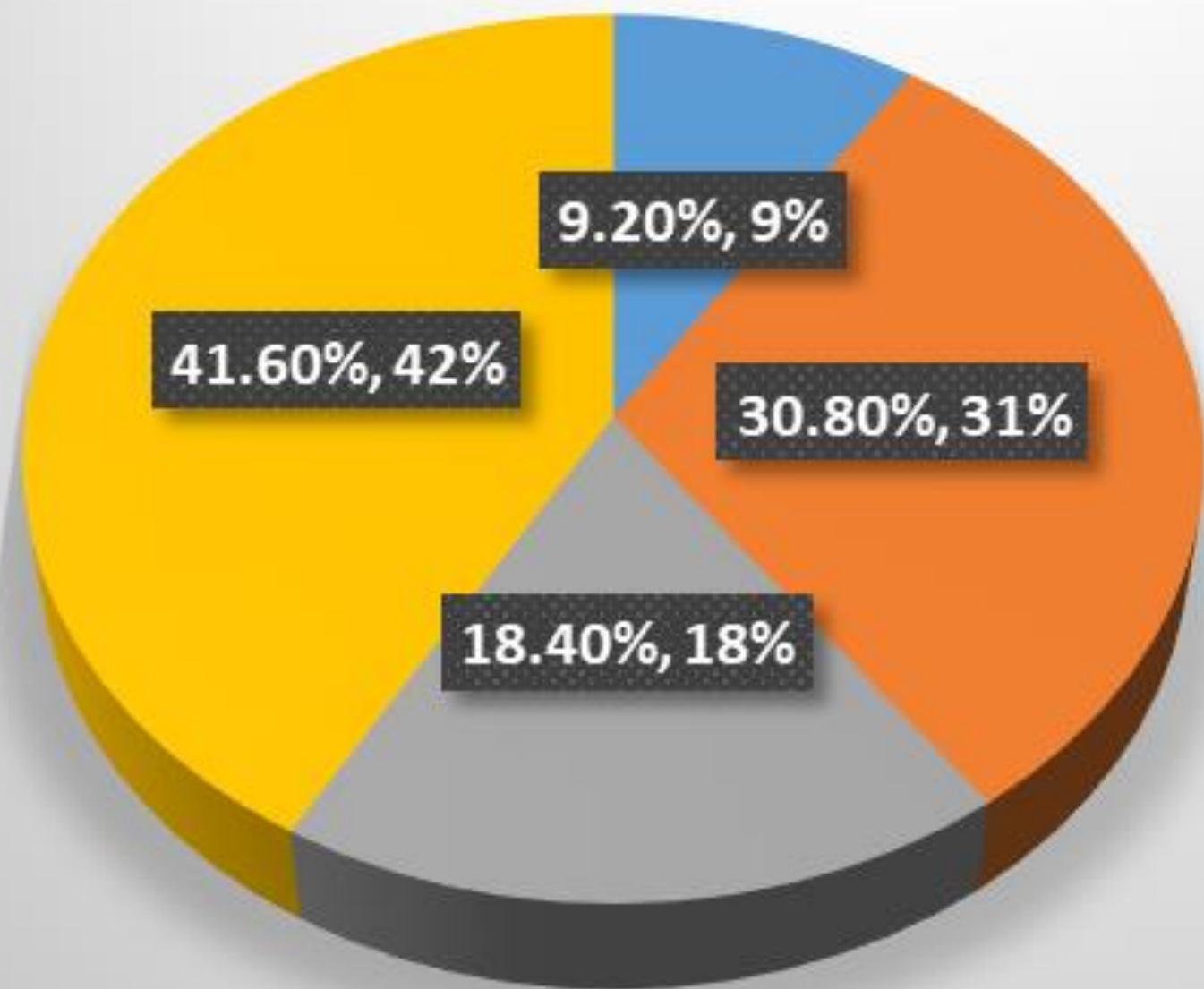
Source of knowledge for otc advertisement



% Purchasing of otc drugs by seeing advertisement

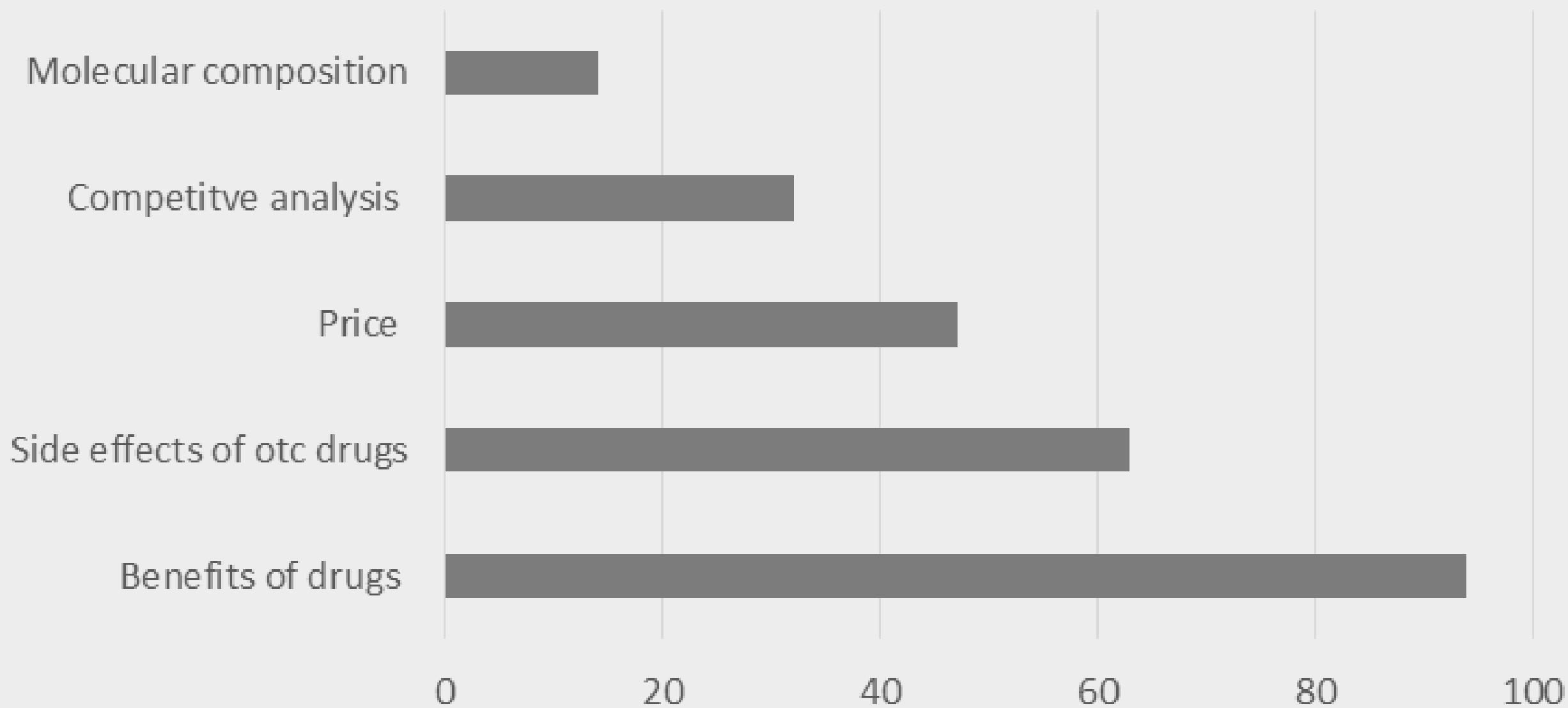


Buying pattern of otc drugs

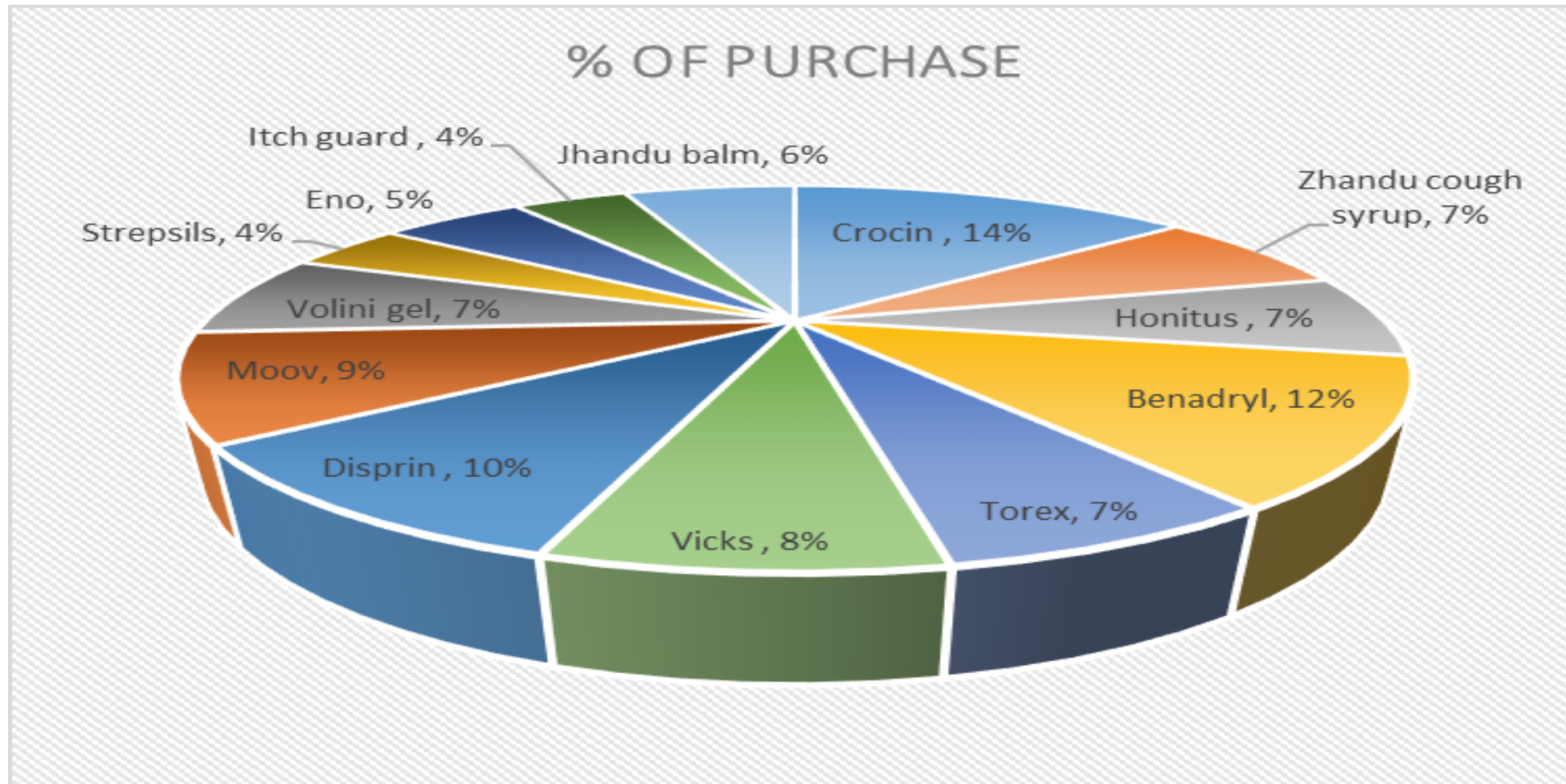


- Weekly
- monthly
- rarely
- a few times in year

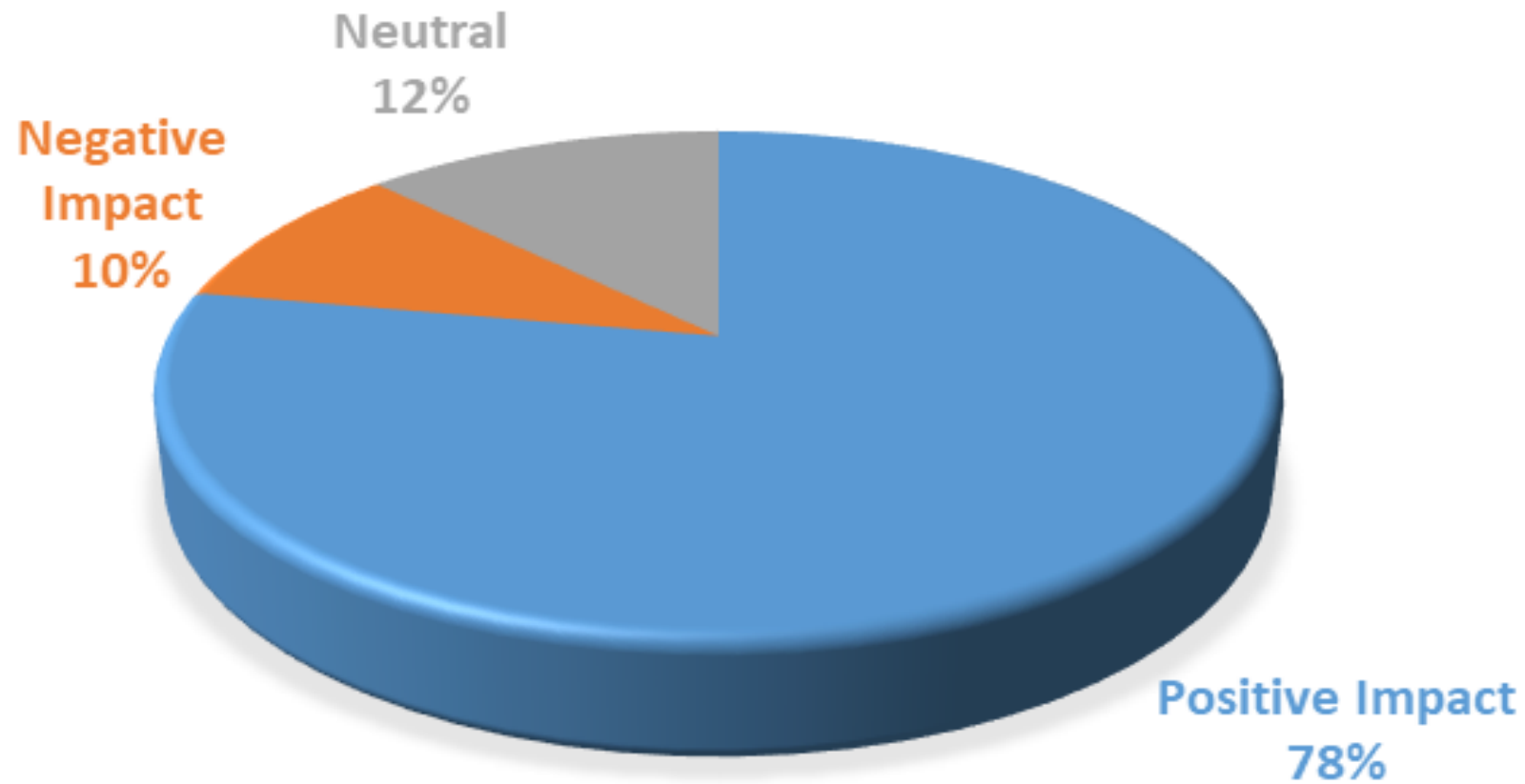
Useful information to consumers before buying otc



Name of otc medicine purchased by seeing advertisement



IMPACT OF ADVERTISEMENT ON CONSUMER



Results and Conclusions

- 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 .



THANK YOU