

INTERNSHIP REPORT

Dissertation Location: IIHMR University, Jaipur, Rajasthan, India

University Mentor: Mr. Rahul Sharma, Assistant Professor, IIHMR University, Jaipur

Submitted by: Mr. Sankalp Oltikar

Tenure: 10th March 2025 to 31st May 2025

Introduction

The wellness pharmaceutical market in India has experienced exponential growth, driven by increasing awareness of preventive health, self-care behaviors, and a rise in over-the-counter product consumption. Adult consumers have emerged as the largest segment for wellness pharma products ranging from dietary supplements to immunity boosters and herbal formulations. However, limited attention has been paid to how gender influences purchase behavior, product preferences, consumption motivations, and brand perceptions in this segment.

Understanding gender-based differences is critical for product managers and marketers aiming to align their brand strategy with consumer expectations. This study seeks to bridge that gap by analyzing behavioral trends, purchase intent, influencing factors, and perceptual divides between adult male and female consumers of wellness pharmaceutical products. The insights derived from this study are expected to help marketers design more targeted and gender-sensitive strategies in India's booming wellness market.

Objectives of Internship

The primary goal of this research internship was to explore and analyze gender-specific behavioral patterns toward wellness pharma products in the adult population.

Specific objectives included:

1. To study the awareness and usage patterns of wellness pharmaceutical products among adult males and females.
2. To assess the decision-making factors and motivations behind consumption.
3. To identify key differences in brand preferences, information sources, and trust factors by gender.
4. To offer recommendations for more gender-sensitive wellness marketing strategies.
5. To apply academic research tools for data collection, hypothesis testing, and interpretation of behavioral data.

Organizational Profile: IIHMR University, Jaipur

About the Institution

Established in 1984, IIHMR University Jaipur is a leading postgraduate research university in health management, hospital administration, and pharmaceutical studies. Accredited by NAAC and recognized by UGC, the university has earned national and global recognition for policy-relevant research and capacity building in public health and allied domains.

Vision

To emerge as a globally recognized center for education, research, and training in health systems and management.

Mission

To improve healthcare delivery through better management, policy, and training interventions by developing competent professionals and conducting high-impact research.

Core Values

- Academic Excellence
- Social Relevance
- Ethical Governance
- Innovation & Collaboration

Infrastructure & Facilities

- Digitally enabled classrooms and libraries
- Access to databases like Scopus, PubMed, JSTOR
- SPSS, NVivo, R Studio for data analysis
- Residential hostels, student lounges, and healthcare facilities

Research Methodology

A structured questionnaire was developed and shared online via Google Forms. The survey received 270 valid responses (135 male and 135 female). The data was analyzed using descriptive and inferential statistics to test gender differences in consumer behavior. Hypotheses were framed and tested using t-tests and chi-square tests.

Internship Learnings & Outcomes

During the internship, the following key outcomes were achieved:

- Gained practical exposure to designing and executing consumer behavior studies in the wellness pharma sector.

- Learned the use of statistical tools such as SPSS for analyzing gender-disaggregated data.
- Identified actionable insights for product positioning and promotional strategies in gender-diverse segments.
- Developed recommendations that can inform pharma marketers and wellness product developers.
- Acquired skills in academic writing, hypothesis testing, and report presentation.

Conclusion

This internship provided valuable learning in pharmaceutical marketing and consumer behavior research. The experience reinforced the importance of gender segmentation in wellness pharma marketing and demonstrated how structured field research can generate data-driven strategies. The research conducted is not only academically enriching but also has real-world application potential for the healthcare and wellness industry.
