

“Gender-Based Differences in Adult Consumer Behavior Toward Wellness Pharma Products”



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ABSTRACT

This research investigates the gender-based differences in adult consumer behavior toward wellness pharmaceutical products. With increasing consumer awareness and demand for wellness-oriented products such as herbal supplements, nutraceuticals, and skincare formulations, understanding demographic-specific preferences has become crucial for pharmaceutical marketers and public health advocates. This study employs a structured survey of 270 participants, equally divided by gender, to examine variables such as product usage frequency, purchase channels, influencing factors (brand trust, price, recommendations, advertisement, scientific claims), and advertisement appeal. The methodology employs a quantitative approach, utilizing statistical tools such as chi-square tests and independent t-tests to validate hypotheses related to gender and consumer behavior.

Preliminary analysis reveals no statistically significant difference in purchase frequency between males and females, but further investigation into marketing preferences and pricing sensitivity indicates nuanced behavioral distinctions. The study contributes to the growing literature on wellness product marketing and consumer segmentation. The findings have implications for targeted marketing strategies, product development, and health communication.

INTRODUCTION

1. Wellness has emerged as a dominant consumer priority in recent years, giving rise to a booming global industry of health and wellness products and services. According to a recent mckinsey study, 82% of consumers prioritize wellness, fueling a global wellness market valued at roughly \$1.8 trillion.
2. Critical aspect of consumer behavior in this domain is gender-based differences. Men and women often exhibit distinct attitudes, motivations, and purchasing patterns when it comes to health-related products. Prior research and industry surveys suggest that female consumers tend to be more proactive and engaged in health and wellness decisions than their male counterparts.
3. Despite the growing market and its importance, there is a research gap in understanding how gender influences consumer behavior, specifically for wellness-focused pharmaceutical products.

Research Objectives:

The primary objective of this study is to determine whether and how adult male and female consumers differ in their behavior toward wellness pharma products. The specific goals include:

1. Measuring and comparing the frequency of use and purchase of wellness pharma products among adult men and women.
2. Identifying any gender differences in the types of wellness products used (e.g. vitamins, herbal supplements, fitness-related supplements, etc.).
3. Investigating gender-based differences in the factors influencing purchase decisions (such as price sensitivity, brand loyalty, quality perceptions, recommendations, etc.).
4. Examining whether men and women differ in their information sources and decision-making processes for wellness products (for example, consulting healthcare professionals vs. online research).
5. Comparing attitudes and perceptions towards wellness pharma products between genders, including health consciousness levels and trust in these products' efficacy.

METHODOLOGY

A. Research Design: Quantitative methods enable statistical comparison between male and female respondents on key variables. However, the design also allowed respondents to provide some qualitative insights in optional open-ended questions:

1. Survey Method

2. Comparative Analysis: The design is inherently comparative (male vs female consumers).

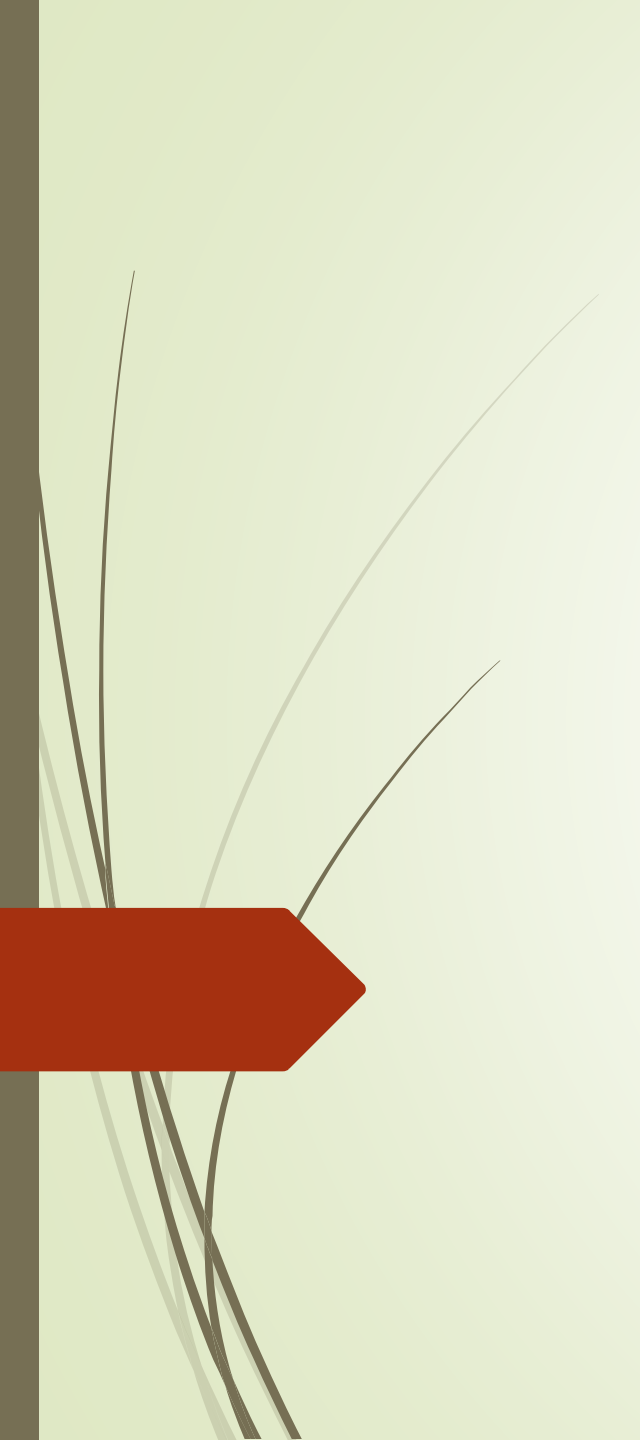
3. Questionnaire Development: Carefully developed a questionnaire

4. Ethical Design: Being survey research on human participants, we integrated ethics into the design

B. Sampling Technique: We used a combination of convenience sampling (recruited based on ease of access, via online circulation and in-person solicitation.) and quota sampling (to ensure 50% male and 50% female respondents).

C. Sample Size: Planned for approximately 250-300 respondents, considering time and resource constraints, and ended up with 270 usable responses.

D. Recruitment Process: Online; Offline; Representativeness



E. Procedure for Data Collection: The online survey was created using Google Forms and printed copies of the questionnaire were prepared for in-person administration.

F. Handling Non-Response and Drop-outs:

Non-response to specific questions was minimal since most were required. For the required ones, respondents had to answer to proceed. So, no question had high missingness.

G. Statistical Analysis Methods:

Descriptive: Frequencies and Percentages; Cross-tabulations

Inferential Statistics: Chi-Square Test of Independence; T-Tests

RESULT AND ANALYSIS

1. Suggests a younger demographic, with a majority being students and early professionals. The high student ratio reflects a segment that is both experimental and influential in shaping wellness trends through digital platforms.

2. **Exact Match:** Surprisingly, **61.5% of both males and females** do **not** purchase wellness pharma products regularly.

Interpretation: This uniformity suggests that gender alone might not significantly affect the regularity of purchasing behavior. Other factors like income, awareness, or need might play a larger role.

3. Females showed a higher preference for pharmacies, often due to trust and immediate availability. Males preferred e-commerce for convenience.

4. Males focusing on performance and fitness, while females prioritize wellness and appearance.

5. Females rated recommendations, packaging, and advertisement higher than males, indicating a more emotive decision-making pattern. Males gave more weight to price and scientific claims, reflecting rational evaluation

6. **10.7%** respondent feel wellness products are marketed more to Men; **39.6%** feel they are marketed more to Women; **49.6%** believe the marketing is Neutral

7. Effect of type of advertisement appeal:

Scientific Explanation – 46.3%; **Doctor Recommendation** – 35.2%; **Emotional Appeal** – 11.5%; **Celebrity Endorsements, Attention, Personal Experience, Social, Genuine Review, Nothing** = <7% combined (minimal response)

8. Top health Priorities: Key Distribution of Responses:

- i. Immunity – 25.9%
- ii. Skin Care – 21.9%
- iii. Muscle Strength – 14.4%
- iv. Hormonal Balance – 13%
- v. Energy – 13%
- vi. Hair Loss – 9.3%
- vii. Overall Health – Very minimal
- viii. All of the Above / Not Known – Negligible (not quantifiably significant from the chart)

DISCUSSION

1. One of the most notable findings was the statistically significant association between gender and product preference, as evidenced by a Chi-square value of 25.012 ($p < 0.05$). Male consumers predominantly preferred nutraceuticals (48%) and immunity boosters.
2. The Chi-square test ($\chi^2 = 16.236$, $p = 0.0391$) demonstrated that males and females respond differently to advertising appeals. Males showed more inclination toward celebrity endorsements and emotional messaging, while females were more influenced by doctor recommendations and scientific explanations.
3. Despite evident differences in preference and advertising responsiveness, purchase frequency did not show a statistically significant relationship with gender ($\chi^2 = 2.3246$, $p = 0.5078$).
4. A compelling finding from the perception data was that **39.6%** of respondents felt wellness products are marketed more toward women, while only **10.7%** thought they were targeted at men. This perception of female-targeted branding is consistent with the industry's historical focus on skincare, weight loss, and hormonal wellness, all traditionally associated with women.

RECOMMENDATION

A. Gender-Sensitive Product Segmentation:

- i. **For Male Consumers:** Emphasize performance, immunity, and energy-focused nutraceuticals. Packaging and communication should stress functionality, scientific validation, and efficiency.
- ii. **For Female Consumers:** Focus on herbal supplements, skincare, and hormonal balance. Consider aesthetic appeal, clear health benefits, and emotional storytelling in branding.

B. Tailored Advertising Strategies:

Doctor-backed and science-led appeals should be prominent in campaigns targeting women, leveraging authority and trust.

Emotionally resonant content and endorsements should be subtly incorporated into male-oriented campaigns, especially for fitness or energy-related products

C. Invest in Trust-Centric Branding

Since brand trust and scientific claims were top-rated by both genders, companies should:

- i. Showcase clinical studies, certifications, and endorsements.
- ii. Maintain transparency around ingredients and safety.

iii. Avoid over-hyped celebrity tactics unless reinforced with data.

C. Redefine Purchase Triggers Beyond Gender

1. Since gender doesn't significantly impact purchase frequency, marketers should identify other behavioral triggers such as:
2. Health goals (immunity, hormonal balance)
3. Life stage (students vs. professionals)
4. Convenience factors (online vs. offline preference)

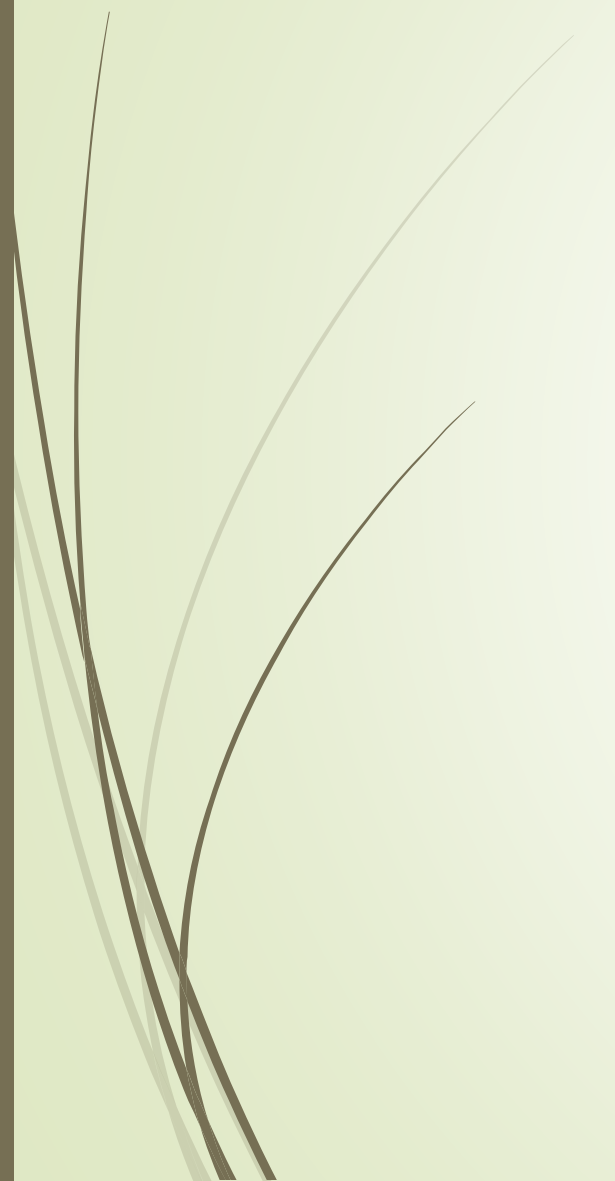
D. Inclusive Wellness Branding:

1. With nearly 50% perceiving gender-neutral marketing, brands should embrace universal wellness narratives:
2. Promote self-care as a *genderless need*, emphasizing holistic health.
3. Design packaging and messaging that welcomes all consumers, regardless of identity.
4. Use real-life testimonials and balanced imagery that reflect the diversity of wellness journeys.

CONCLUSION

The study confirms that gender does influence product preferences and advertising response, but not purchase frequency. Women tend to value herbal and skin-based wellness products and respond more to scientific messaging and authority figures. Men prefer functional supplements and are swayed by aspirational or emotional content. However, frequency and consistency of purchase appear to be gender-neutral, suggesting broader behavioral factors at play. Based on these findings, brands must combine gender-sensitive strategies with universal trust-building and inclusive marketing to remain competitive and relevant in the wellness pharma space.





THANK YOU !