

DISSERTATION SYNOPSIS

Title: *Gender-Based Differences in Adult Consumer Behavior Toward Wellness Pharma Products*

Abstract

The wellness pharmaceutical industry is witnessing exponential growth, driven by rising health consciousness and a proactive approach toward preventive care. This research explores how adult consumer behavior toward wellness pharma products differs based on gender. Using a structured cross-sectional survey of 270 respondents (135 male and 135 female), the study identifies patterns in product usage frequency, purchase channels, influencing factors, and advertisement appeal. Statistical analysis including chi-square tests and t-tests were used to validate observed behavioral trends. The findings suggest that while some consumer preferences are shared across genders, women place greater emphasis on recommendations, packaging, and brand trust, whereas men are more price-sensitive and influenced by scientific claims. These insights contribute to the targeted marketing and development of wellness products, enhancing consumer engagement and public health strategies.

Keywords: Gender Differences, Wellness Pharma, Consumer Behavior, Preventive Health, Brand Trust, Purchase Decision

1. Introduction

Wellness pharma products—ranging from nutraceuticals to herbal supplements—are integral to today’s health-conscious consumers. Gender plays a pivotal role in shaping consumer decisions, preferences, and motivations in this space. Prior literature shows that women are often more proactive in health management, while men gravitate toward performance-based products. This study aims to identify gender-based behavioral nuances that can inform marketing and public health initiatives.

2. Research Questions

1. How does the frequency and type of wellness pharma product usage differ between males and females?

2. What are the key factors influencing purchase decisions among male and female consumers?
3. How do advertisement appeals and information sources affect gender-specific behavior?
4. Is there a statistically significant association between gender and wellness pharma consumption patterns?

3. Objectives

- To measure the frequency and type of wellness pharma product usage by gender.
- To analyze gender-based differences in purchase motivators such as brand trust, price sensitivity, and recommendations.
- To evaluate the impact of advertisement type and purchase channels on gender-specific consumer behavior.
- To offer practical marketing insights for gender-targeted product strategies.

4. Hypotheses

Primary Hypothesis (H₁):

There is a significant difference in adult consumer behavior toward wellness pharma products based on gender.

Null Hypothesis (H₀):

There is no significant gender-based difference in consumer behavior toward wellness pharma products.

5. Methodology

- **Design:** Quantitative cross-sectional study
- **Sample Size:** 270 respondents (135 male, 135 female)
- **Sampling Technique:** Quota and convenience sampling

- **Instrument:** Structured questionnaire with sections on demographics, usage, preferences, influencing factors, and health priorities
- **Analysis:** Chi-square and t-tests for inferential statistics, descriptive statistics, and correlation analysis
- **Location:** Jaipur and digital platforms across India
- **Ethical Measures:** Informed consent, anonymity, and voluntary participation were ensured throughout.

6. Expected Outcomes

- Clear patterns of gender-specific product preferences and decision-making styles
- Insight into marketing channels preferred by male vs. female consumers
- Strategic inputs for pharma marketers to enhance gender-responsive campaigns
- Contribution to the literature on gender-based segmentation in preventive healthcare

7. Timeline

Activity	Duration	Timeline
Questionnaire Development & Pilot Testing	3 days	March 10–12, 2025
Data Collection	2.5 weeks	March 13–29, 2025
Data Cleaning & Preliminary Analysis	1 week	March 30–April 5, 2025
Full Statistical Analysis	1 week	April 6–12, 2025
Report Writing & Drafting	2 weeks	April 13–26, 2025
Editing, Formatting & Faculty Review	1 week	April 27–May 3, 2025
Final Compilation & Submission	4 weeks	May 4–31, 2025