

THE IMPACT OF MARKETING TACTICS ON CONSUMER PURCHASE DECISION IN THE FMCG HEALTHCARE SECTOR: ANALYSIS OF HALEON

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by

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Under the Supervision and Guidance of

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Aaradhya Singh** is working as a **Sales Trainee** at **Haleon** as part of her academic internship program under the MBA in Hospital and Health Management.

She has been actively engaged in the internship from **17th March 2025 to 31st May 2025**, and the internship is currently ongoing as per the organization's schedule and requirements.

This certificate is being issued as an **undertaking for academic purposes** and presentation requirements at her institute. The final internship certificate will be provided by the organization upon completion of the full tenure.

We appreciate her contribution and commitment to the role during this period.

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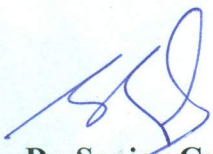
Yours sincerely,

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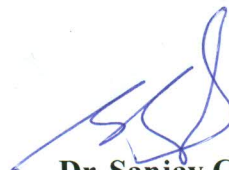
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CERTIFICATE

This is to certify that the dissertation titled **“The impact of marketing tactics on consumer purchase decision in the FMCG healthcare sector : Analysis of Haleon”** is a record of the research work undertaken by Aaradhya Singh in partial fulfillment for the award of the degree of MBA (Hospital and Health Management) from IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere , scientific and an analytical.

A handwritten signature in blue ink, appearing to be 'S. Gupta'.

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled **“The impact of marketing tactics on consumer purchase decision in the FMCG healthcare sector : Analysis of Haleon ”** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.


Signature

Name of Student: *Aaradhya Singh*

Date: *5/Jun/2025*

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Abstract –

In the FMCG healthcare industry, the current study examines how Haleon's marketing tactics affect consumer choice. Popular products including Sensodyne, Crocin, Eno, and Otrivin are marketed by Haleon, a global leader in consumer health, through a variety of promotional channels, such as digital ads, television, in-store displays, and expert endorsements.

A sample of fifty customers from East and West Delhi participated In a cross-sectional analytical study. Structured surveys that focused on customer demographics, purchasing patterns, and opinions of marketing influences were used to gather data. According to the analysis, TV commercials, social media advertisements, discounts, and recommendations from doctors and pharmacists all have a big impact on consumers. Positive internet reviews and eye-catching packaging have also been shown to boost brand trust and purchase likelihood

The results indicate that in urban consumer markets, Haleon's integrated marketing approach successfully increases tertiary-level sales and cultivates brand loyalty. According to the study's findings, smart marketing initiatives can greatly improve sales performance in the FMCG healthcare sector when they are in line with consumer preferences.

The survey also included data from non-buyers, which revealed gaps in brand knowledge and marketing exposure. Overall, the research suggests that Haleon's integrated marketing methods have a considerable impact on customer behaviour, although more work is required to target untapped demographics.

The study found that medical recommendations and discount offers were the most influential, followed by TV commercials and internet outreach. Sensodyne and Crocin were the most popular Haleon products.

Abbreviation

- I. FMCG -Fast Moving Consumer Goods
- II. SKU - Stock Keeping Unit
- III. POSM -Point of Sale Material
- IV. KPI - Key Performance Indicator
- V. OTC - Over The counter
- VI. TV -Television
- VII. SFE - sale Force Effectiveness

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Chapter 1

Introduction

INTRODUCTION –

The Fast-Moving Consumer Goods (FMCG) healthcare industry is critical in the Indian market, meeting daily health demands with over-the-counter (OTC) items such as pain relievers, digestive assistance, dental care solutions, and respiratory treatments. These products are readily available, inexpensive, and commonly utilized by a diverse range of people. Many FMCG healthcare goods are non-prescription, thus brand awareness, perceived value, and marketing communication all have a substantial impact on purchase decisions.

Consumer health and wellness awareness has grown significantly in recent years, particularly in urban areas with easy access to retail pharmacies, contemporary trade shops, and e-commerce platforms. With rising competition and product diversity in this industry, businesses rely largely on efficient marketing methods to increase customer engagement and purchasing behaviour. TV and internet advertising, influencer endorsements, medical recommendations, special pricing, and in-store displays are all examples of marketing touchpoints that impact how and why customers buy particular items.

Company overview Haleon –

Global consumer healthcare provider Haleon is renowned for its reliable, science-based brands that address common health and wellbeing issues. Well-known brands including Sensodyne (oral care), Crocin (analgesics), Eno (digestive health), and Otrivin (nasal decongestant) are part of Haleon's portfolio in India. To engage with customers and advertise its goods, the business employs a thorough marketing plan on a variety of platforms. This covers traditional and digital advertising, product sample, endorsements from medical professionals, and retail-based marketing initiatives.

Haleon competes in a market where brand awareness, product effectiveness, and customer trust are important factors in success. Assessing the success of marketing in this environment requires an understanding of how different marketing techniques impact consumer purchasing behaviour at the tertiary level, or the last stage of the purchase process from retailer to customer.

Research Problem -

There is little scholarly research on how marketing initiatives in urban Indian markets result in actual customer purchases, despite the widespread use of marketing by businesses such as Haleon. Few studies expressly address healthcare items and the use of tertiary sales data in evaluating marketing impact, despite the fact that there are consumer behaviour studies in the larger FMCG sector. By assessing how Haleon's marketing strategies affect consumer choices in East and West Delhi, this study seeks to close that gap.

Research Objective –

1. To investigate the effect of Hialeon's marketing strategies on consumer purchasing decisions at the tertiary sales level in the FMCG healthcare industry.
2. To determine the most successful marketing methods employed by Hialeon to increase consumer sales across various healthcare product categories.

Scope of study -

The study focuses on urban customers in East and West Delhi who buy Hialeon's FMCG medical supplies online, at pharmacies, and at supermarkets. It examines how customers have interacted with marketing campaigns, ads, and product promotions over the last three months, considering current sales data.

Significance of study –

This study advances our knowledge of how integrated marketing communications may affect urban Indian consumers' decisions to buy health products. It is pertinent to healthcare organizations, brand managers, and marketing specialists who want to increase market penetration and optimize their promotional tactics. The study offers useful information about which marketing initiatives are most successful in increasing sales and cultivating brand loyalty by concentrating on actual customer experiences.

Chapter 2

Review of Literature

Review of Literature -

Overview –

This chapter examines the body of research on consumer behaviour, brand loyalty, marketing tactics in the FMCG healthcare industry, and the function of tertiary sales in marketing assessment. Finding research gaps, theoretical underpinnings, and empirical data that bolster the current investigation are the goals of the review.

I. Marketing strategies in FMCG healthcare-

In the FMCG healthcare sector, marketing frequently consists of in-store presence, doctor referrals, digital platforms, and television product promotion. Kotler and Keller (2016) assert that increasing customer involvement and brand equity requires integrated marketing communication. To reach certain demographics, FMCG companies use a variety of promotional strategies, including influencer marketing, free samples, seasonal sales, and awareness campaigns.

II. Consumer Behaviour and Purchasing Decisions –

Personal, psychological, and social aspects all have an impact on consumer behaviour, according to Schiffman and Kanuk (2010). Purchase behaviour is greatly influenced by a number of elements in healthcare FMCG, including perceived product efficacy, brand familiarity, trust, and marketing messaging. Doctor endorsements, health claims, and packaging can affect consumer confidence.

Indian customers are quite receptive to digital marketing, according to a 2019 study by Bhatt & Bhatt. They are also more inclined to select a product after seeing it on TV or online several times. The same survey underlined the increasing significance of word-of-mouth and internet reviews in determining customer trust.

III. Brand Awareness and Loyalty –

Purchase decisions are heavily influenced by brand recognition, particularly for FMCG products with a healthcare focus. Customers frequently repurchase goods they are familiar with and believe to be dependable and of high quality. Haleon increases brand loyalty by maintaining consistent branding and visibility across all media.

According to Aaker (1991), consumer loyalty, brand associations, perceived quality, and brand awareness all contribute to the development of brand equity. Marketing initiatives that improve these components typically have a long-term effect on customer retention.

IV. Tertiary Sales and Marketing Effectiveness –

The last transaction in which the goods is delivered to the customer is referred to as tertiary sales. Tertiary sales analysis aids in gauging the success of marketing initiatives. According to studies by Gupta and Sharma (2021), monitoring FMCG tertiary sales provides immediate information into how customers react to promotional efforts.

Tertiary sales data represent actual market performance and consumer behaviour, whereas primary and secondary sales data influence supply chain performance. Because of this, it is a crucial indicator for assessing the effectiveness of promotions in metropolitan environments.

V. Research Gap –

Existing literature lacks focused research on the impact of integrated marketing strategies on tertiary sales in the Indian FMCG healthcare sector. Few studies examine consumer behaviour in response to brand-specific marketing campaigns at the local urban level. This study addresses these gaps by focusing on Haleon's marketing efforts and their influence on consumer purchase behaviour in East and West Delhi.

Chapter 3

Methodology

Study Design: An analytical cross-sectional study,

Setting: East and West Delhi (urban shopping zones).

Sample: 50 customers who purchased Haleon items over the last three months.

Data Collection Tool: Structured questionnaire (demographics, purchasing habits, Likert-scale reactions to marketing impacts)

Data Sources: Primary survey with sales data from pharmacies, supermarkets, and internet platforms.

Sampling technique: convenience sampling.

Analysis includes frequency analysis and descriptive statistics.

Ethical Consideration -

Ethical integrity was upheld throughout the study procedure. Participation in the study was completely voluntary, and all respondents provided informed consent prior to data collection.

Participants were informed of the confidentiality and anonymity of their replies, and no personally identifiable information (such as names, phone numbers, or addresses) was gathered.

Additionally, sensitive questions were avoided, and the questionnaire was structured to reduce prejudice or discomfort. The researcher secured all data and utilized it alone for this dissertation.

Limitations-

1. **Limited Sample Size:** With only 50 customers, the sample may not be entirely representative of India's broader FMCG healthcare industry.
2. **Self-reported Data:** Participants' self-reporting served as the basis for the responses, which could be biased due to social desirability or inaccurate recollection.
3. **Restricted Brand Scope:** The primary focus was on Haleon's flagship products (Sensodyne, Crocin, Eno, and Otrivin), which might not accurately represent opinions of the company's full product line.
4. **Marketing Exposure Variability:** Response consistency may be impacted by the inability to consistently control an individual's exposure to marketing efforts.
5. **Geographic Restrictions:** Because the data was only gathered in East and West Delhi, the findings cannot be applied to other urban or rural regions.
6. **Time Restriction:** Because the study was only carried out for three months, it was not possible to monitor the long-term effects on marketing.

Chapter 4

Results

Results -

Out of 50 responders in East and West Delhi-

Forty respondents (80%) had tried Haleon products, including Sensodyne, Crocin, Eno, and Otrivin.

Ten respondents (20%) had never used Haleon goods.

Key Findings-

Buyer Insights-

Sensodyne is the most popular product (85% of users), followed by Crocin (75%), and Eno (65%).

Doctor's recommendation (30%) is the most powerful purchasing motivation, followed by price (25%) and marketing (20%).

Marketing effect (Likert average of 5):

Doctors' suggestions - 4.3 Discount deals - 4.2

TV advertisements - 3.8. Social Media - 3.7

Packaging - 3.5

Brand awareness: 78% knew Sensodyne, Crocin, and Eno were Haleon products. Ad recall: 52% mentioned seeing a Haleon campaign recently.

Satisfaction: 80% of Haleon users reported feeling satisfied or extremely happy.

Non -Buyer Insights - Of the ten non-users:

60% were unaware of the Haleon brand.

Over thirty percent chose other brands.

a rate of 20% said things were too pricey.

10% said they weren't affected by marketing.

The study assessed answers from 50 users, 80% of whom had used Haleon products such as Sensodyne, Crocin, and Eno. Sensodyne was the most commonly utilized product (85%), followed by Crocin (75%), and Eno (65%). Doctor recommendations (30%) and discount offers (25%) were identified as the most significant variables in purchasing decisions. On a Likert scale, doctor recommendations (4.3) and discounts (4.2) had the greatest impact values. Most respondents made monthly purchases, largely from pharmacies or online platforms. Furthermore, 78% of consumers were aware that these brands are owned by Haleon, and 80% expressed happiness. The main causes mentioned by non-buyers (20%) were a lack of brand knowledge and a preference for alternative brands.

Comparison -

Metric	Haleon Buyers	Non- Haleon Buyers
Awareness of Haleon	High	Low- moderate
Purchase motivation	Impacted by marketing and Recommendations	Less flexible to advertisements.
Satisfaction	Overall Satisfied	No Direct experience
Ad recall	High	Low
Reason for Non – Purchase	N/A	The absence of awareness or brand loyalty towards competitors.

Chapter 5

Discussion

The results indicate that Haleon successfully shapes consumer preferences at the tertiary sales level through its varied marketing methods.

This is consistent with earlier research that highlights the value of integrated marketing communications in the FMCG healthcare industry. The study supports the notion that sales conversion and brand loyalty depend heavily on consumer trust, visibility, and ease of access—all of which are made possible by marketing. In metropolitan markets, where competition is fierce and customers are more receptive to promotional and educational marketing cues, Haleon's strategy seems to work especially well.

The findings show that Haleon's marketing techniques are mostly effective, particularly with urban customers.

Doctor recommendations and discounts were the most powerful factors, demonstrating the significance of trust and value in healthcare product selection.

While conventional methods like as television and in-store presence remain crucial, digital techniques (social media, online reviews) are becoming increasingly relevant among younger groups.

Non-buyers had little brand awareness, indicating a wasted opportunity in marketing or targeting. Haleon's comprehensive strategy has a beneficial impact on both brand memory and customer happiness.

To target Non-users, future efforts should incorporate educational awareness campaigns, affordability cues, and increased internet reach.

Non--buyers may require trust-building and awareness campaigns to encourage future purchases. While previous purchasers are often responsive to discounts and recommendations .

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Chapter 6

Conclusion

Conclusion-

The study shows that Haleon's marketing methods, notably doctor endorsements, discount offers, and television/social media advertising, have a significant impact on consumer purchase decisions in the FMCG healthcare industry. Users reported high levels of brand recognition and product satisfaction, with Sensodyne and Crocin being the most popular goods.

Challenge faced –

The study encountered obstacles such as restricted access to corporate sales data, difficulties reaching non-buyers, and time limits during data collecting. Some participants were unaware of Haleon goods, and self-reported replies might have created bias. Despite this, valuable insights were gained.

Limitations of Study –

The small sample size (50 respondents) and geographic concentration on East and West Delhi may have hampered the study's ability to represent larger consumer trends in India. Furthermore, relying on self-reported data increases the risk of recall bias or mistakes.

Recommendation –

In order to expand its market reach, Haleon should strengthen digital marketing activities, raise brand exposure among non-users, and manage price sensitivity through targeted discounts. Collaborating more with healthcare providers and improving product education might help in improving consumer trust and loyalty.

Final Thoughts-

The results demonstrate the need of a consumer-centric, multi-channel marketing approach in the highly competitive FMCG healthcare business. Haleon's efforts have been mainly successful, but more outreach and engagement with undiscovered customer categories will be critical to long-term growth.

Annexure -

Questionnaire for Data analysis of Non-Buyers and Buyers of Haleon

SECTION A: Demographic Profile

Age:

☐ Under 18 ☐ 18–25 ☐ 26–35 ☐ 36–45 ☐ 46+

Gender:

☐ Male ☐ Female ☐ Other

Education Level:

☐ Below 10th ☐ 10th–12th ☐ Graduate ☐ Postgraduate ☐ Other: _____

Occupation:

☐ Student ☐ Working Professional ☐ Homemaker ☐ Retired ☐ Other: _____

Monthly Income:

☐ Less than ₹10,000

☐ ₹10,00 – ₹25,000

☐ ₹25,00– ₹50,000

☐ ₹50,00 – ₹75,000

☐ ₹75,001

City/Location: _____

SECTION B: Purchase Behaviour (FMCG Healthcare)

7. How often do you buy FMCG healthcare products (e.g., Sensodyne, Eno, Crocin)?

☐ Weekly ☐ Bi-weekly ☐ Monthly ☐ Rarely

8. Where do you mostly purchase these products?

☐ Pharmacy ☐ Supermarket ☐ Online ☐ Local store

9. What motivates your purchase the most?

☐ Advertisement ☐ Price ☐ Packaging ☐ Doctor's advice ☐ Peer recommendation

If yes

10. Which of these Haleon products have you used? (Tick all that apply)

☐ Sensodyne

☐ Eno

☐ Crocin

☐ Otrivin

☐ Other: _____

If No

11. Why have you not tried these products? (Tick all that apply)

☐ Not aware of the brand

☐ Prefer another brand

☐ Too expensive

☐ Don't need such products

☐ Not influenced by marketing

☐ Other: _____

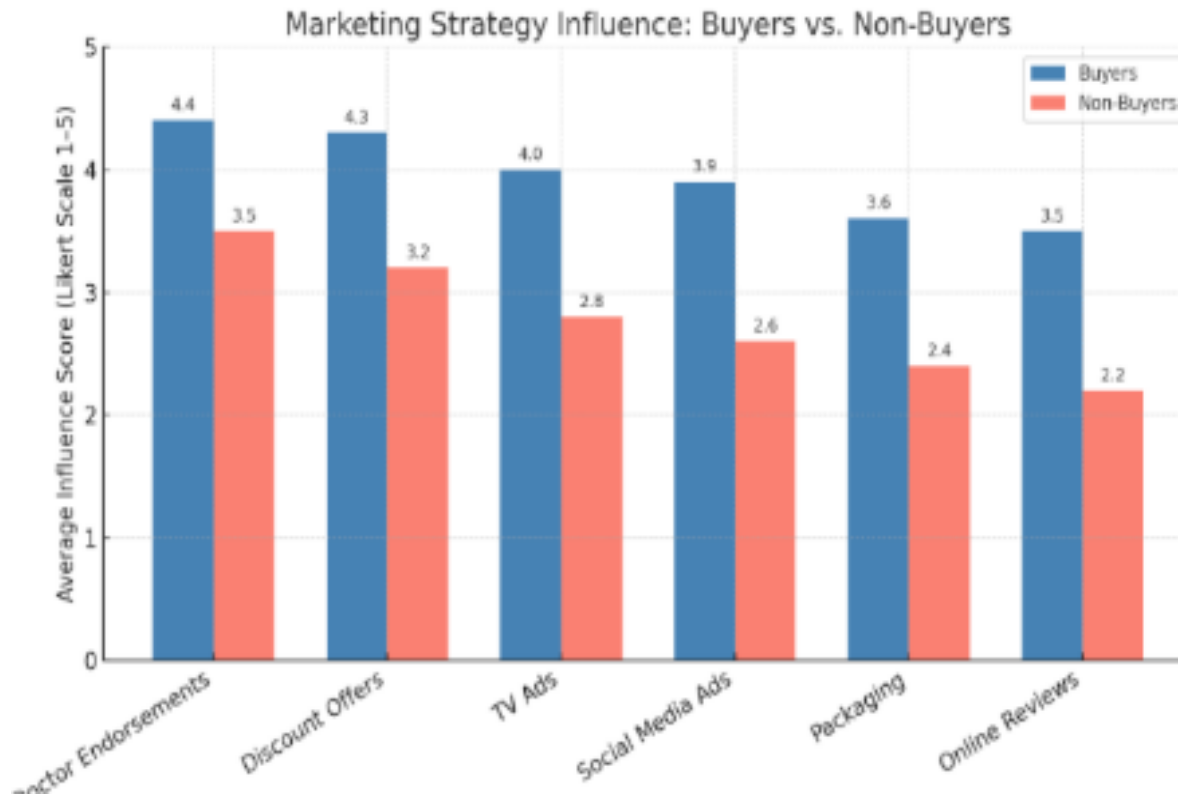
SECTION C: Marketing Tactics Influence

(Use Likert Scale: 1 = Strongly Disagree, 5 = Strongly Agree)

11. TV advertisements influence my purchase decision.
12. Social media ads increase my awareness of new products.
13. In-store displays help me notice Haleon products.
14. Discount offers are making me more likely to purchase a product.
15. I trust more products when recommended by doctors /pharmacist.
16. Attractive packaging impacts my decision.
17. Health claims on the label (e.g.- sugar -Free, fast relief) build trust.
18. I prefer buying a product after seeing online reviews.
19. Repeated Advertisement make a brand more memorable to me .
20. I would switch brands if another one offers better promotion.

SECTION D: Brand Awareness & Loyalty

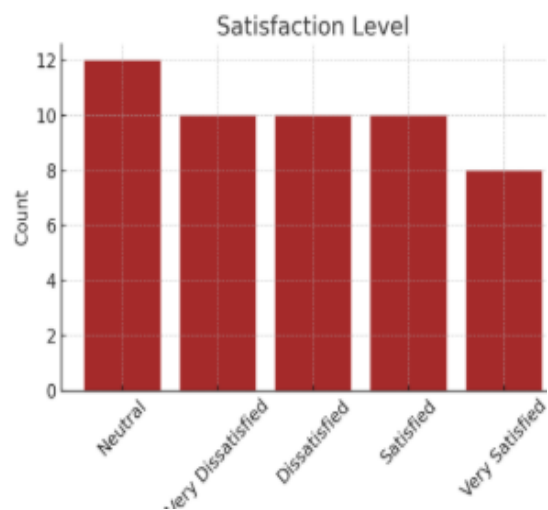
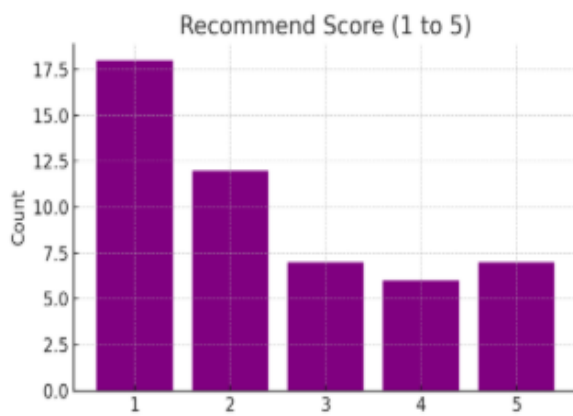
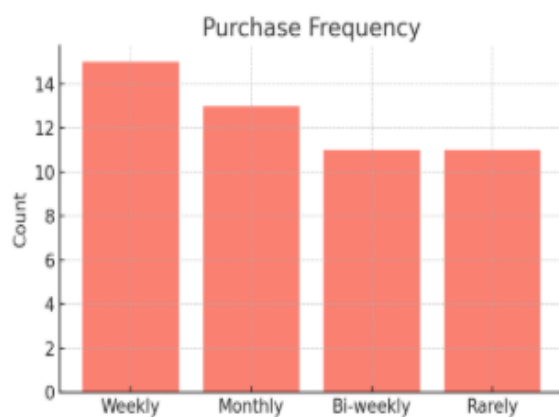
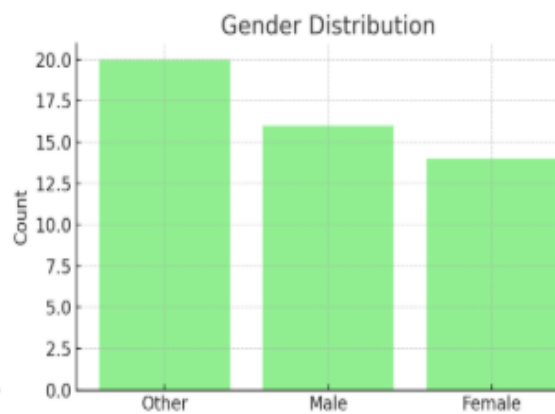
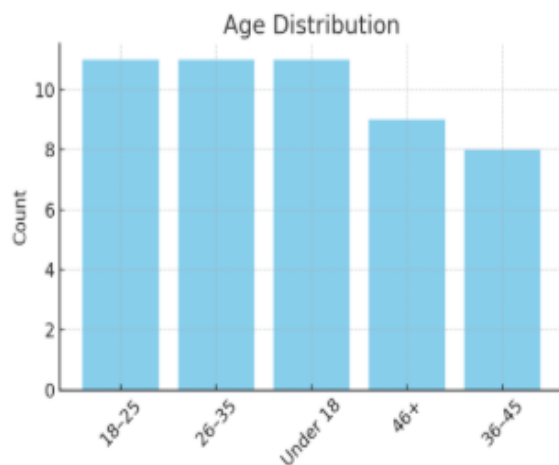
21. Are you aware that Sensodyne, Eno, and Crocin are under the Haleon brand?
☐ Yes ☐ No
22. On a scale of 1 to 5, how likely are you to recommend Haleon products to others?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
23. Have you purchased a Haleon product in the last month because of a marketing campaign?
☐ Yes ☐ No
24. Do you recall any specific Haleon advertisement?
☐ Yes (Mention: _____)
☐ No
25. How happy are you with Haleon items that you've used?
☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied



Buyers rated all techniques substantially higher, particularly doctor endorsements and discount offers.

Non-buyers had much lower influence scores, indicating minimal knowledge and involvement with Haleon's marketing activities.











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