

The Impact of Marketing Tactics On the consumer purchase decision in the FMCG healthcare sector – An analysis of Haleon Tertiary sales

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INTRODUCTION

- Sensodyne, Eno, Crocin, and Otrivin are popular FMCG healthcare products, commonly purchased without a prescription.
- In a congested industry, companies like Haleon employ marketing methods to increase sales, such as TV advertisements, discounts, packaging, and endorsements.
- However, the true impact of these initiatives on customers at the moment of purchase remains unknown.
- Haleon competes in a market where brand awareness, product effectiveness, and customer trust are important factors in success.

Problem Statement

- Despite adopting several marketing methods, it is unknown the particular approaches Haleon use to influence customer purchasing behavior at the tertiary level. This study aims to close that gap by examining the link between marketing efforts and actual customer purchases in certain districts of Delhi.

Objective

- To investigate the effect of Haleon Marketing Strategies on consumer purchasing decision at the tertiary sales level in the FMCG healthcare industry .
- To determine the most successful marketing methods employed by Haleon to increase consumer sales across various healthcare product range .

Literature review

The FMCG healthcare sector is driven by frequent, low involvement purchase, with marketing playing an important role in shaping customer behavior. Prior research (Kumar and Jain 2020) highlight that marketing, Price reductions, and packaging have a substantial impact on customer decisions in the OTC health care category. Kottler and Keller (2016) stressed the importance of brand trust and exposure in healthcare marketing, particularly when customer use self-medication.

Singh .et.al (2021) found that digital media, doctor endorsements and in store advertising increased product recall and sales in metropolitan regions. However, there is no researching relating these methods directly to tertiary sales which are the ultimate point of purchase between store and customer. This study seeks to close that gap by examining how Haleon specialized marketing methods influence customer decision in the Indian FMCG healthcare sector

Research Methodology

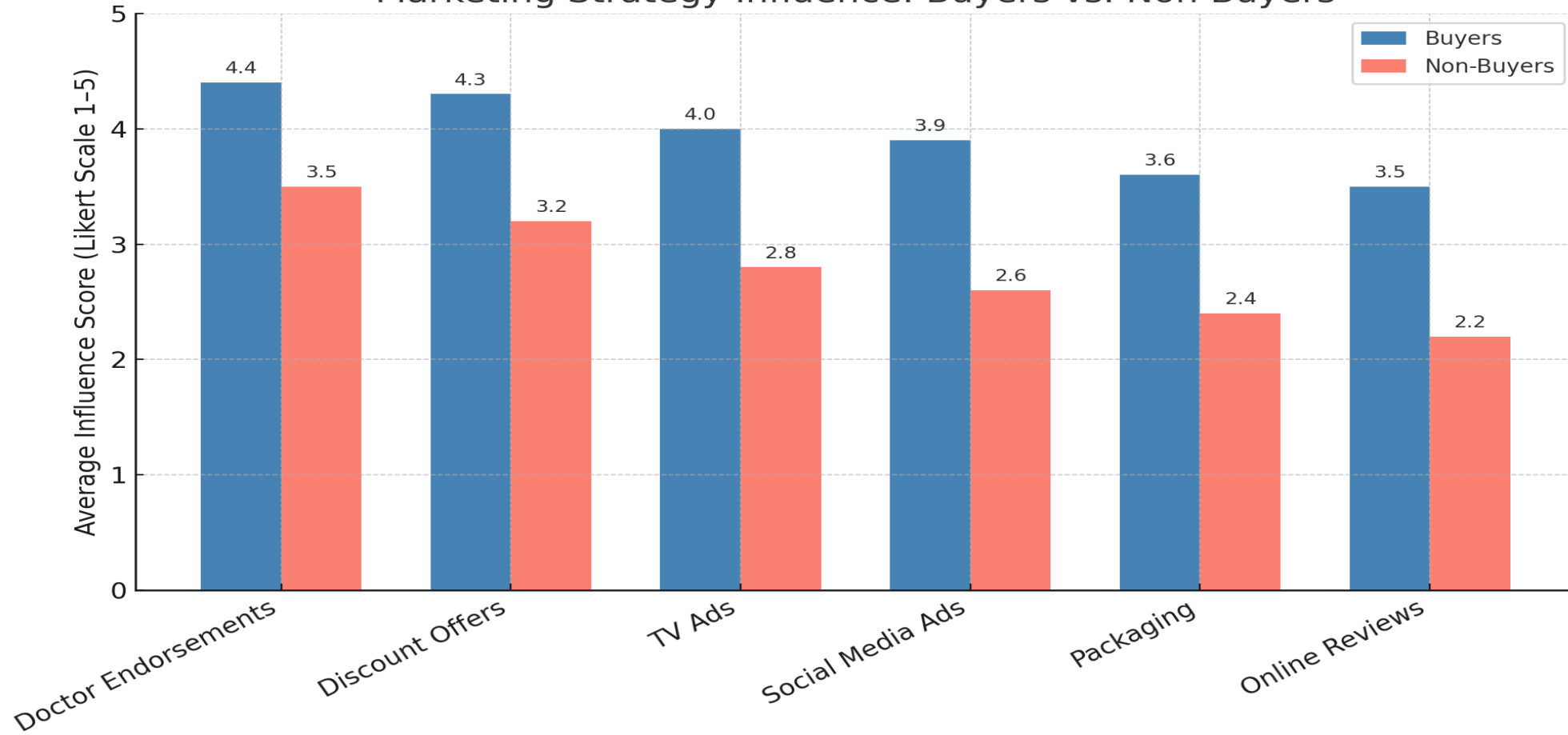
- An analytical cross –sectional research was carried out with primary data from 50 customers and secondary sale records , A standardized questionnaire was used to collect demographic information, purchasing behaviour and marketing perceptions . Descriptive Statistics and frequency analysis were employed to analyze the findings .

Results

- Discounts, appealing packaging, and medical recommendations had the most influence on purchasing behavior. The majority of respondents were aware of Haleon's brands and affected by in-store displays and digital advertisements. Sensodyne and Eno were the most widely recalled and bought goods.



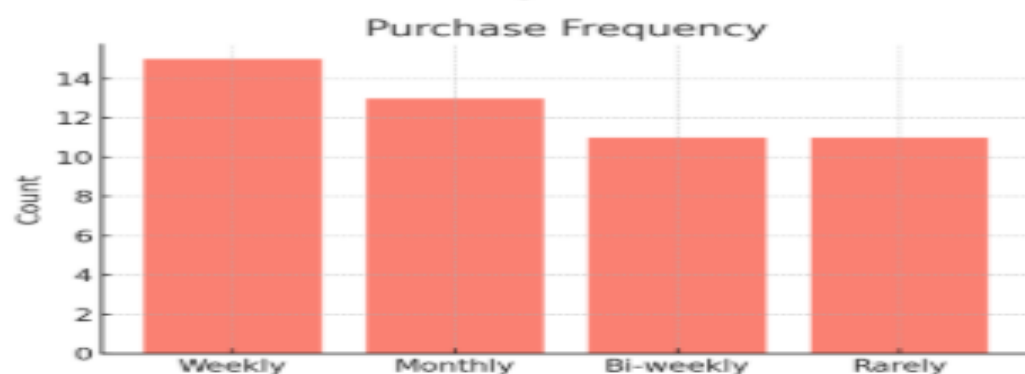
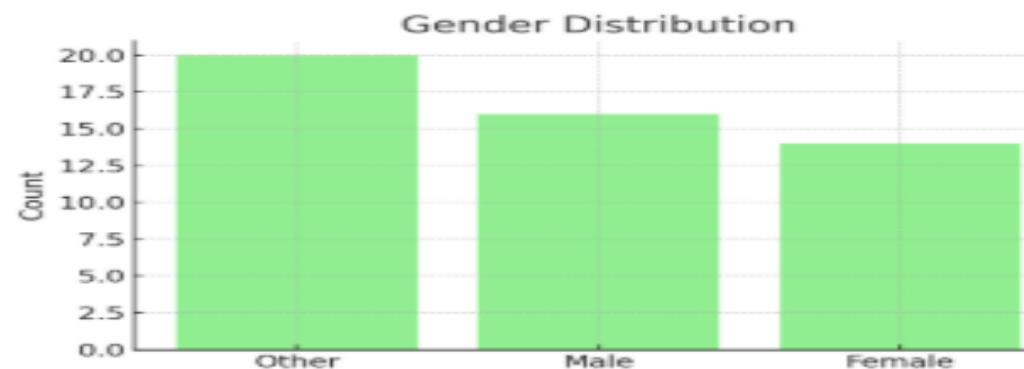
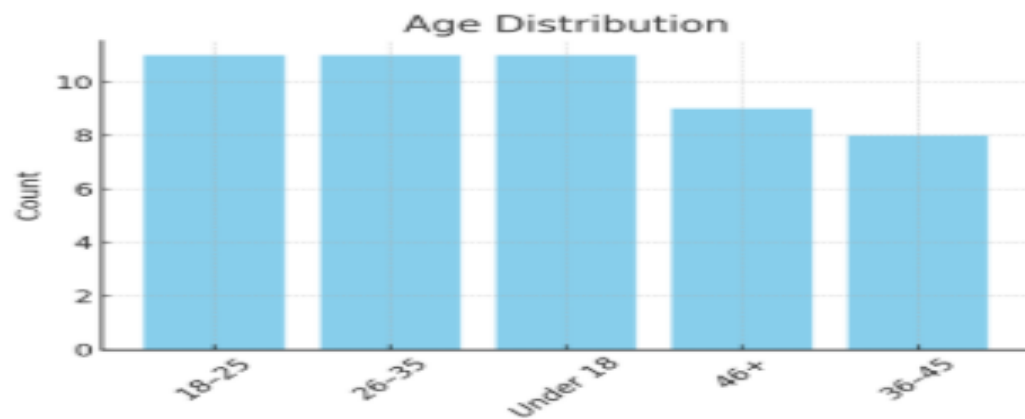
Marketing Strategy Influence: Buyers vs. Non-Buyers



In this Bar Graph , customers and Non- Buyers are compared according to the ways which various Marketing Methods affected them (Likert :1-5 scale)

Buyers rated all techniques substantially Higher , Particularly doctor endorsement and discount offers .

Non- Buyers had much Lower influence scores , indicating minimal knowledge and involvement with Haleon marketing activities .



Summary of Survey Findings -

Age and Gender – Respondents were largely under the age of 18 and between the age of 26 and 35, with majority identifying as “other” gender followed by Men and Women.

Purchase frequency - Most customer stated that they buy FMCG medical supplies once a week, once a month, which suggest they use and interact with items often.

Purchase place - Local Business and online platforms were the most popular buying points, whereas Pharmacies and Supermarkets were less than.

Recommended Score (1-5) – The majority of respondents provided a low recommendation score (1-2), indicating minimal brand advocacy or awareness despite consumption.

Satisfaction Level – Many people were reported being indifferent with fever showing satisfaction level.



SENSODYNE

EXPERT SENSITIVITY PROTECTION



Conclusion

- Haleon's multichannel marketing technique has a considerable impact on customer purchasing decisions, particularly through price promotions and brand trust. The study emphasizes the relevance of focused marketing in boosting tertiary sales success.