

TITLE: The impact of marketing tactics on consumer purchase decisions in the FMCG healthcare sector: An analysis of Haleon's tertiary sales.

Introduction

Pain relievers, cough syrups, dental care products, and vitamins are examples of FMCG (Fast-Moving Consumer Goods) healthcare goods. People often utilize these products and often purchase them without a prescription. Companies invest extensively in marketing in order to attract customers and enhance product sales in such a fast-paced and competitive industry. Discounts, doctor recommendations, packaging, internet commercials, point-of-sale displays, and influencer endorsements are all marketing methods that may have a significant impact on how consumers buy.

Haleon is a global consumer healthcare firm that focuses on goods that meet people's daily health requirements. Sensodyne, Crocin, Eno, Voltaren, and Otrivin are among its best-selling brands. These items are commonly available in retail pharmacies, supermarkets, and internet shopping sites. Haleon promotes its products using a variety of marketing channels, including internet marketing, product sampling, awareness campaigns, and retail promotional offers.

Tertiary sales in the FMCG industry are the final stages of the sales process, where the product passes from the retailer or pharmacy to the real customer. Tertiary sales data analysis can aid in understanding marketing approaches' efficacy. It demonstrates if promotions and advertising initiatives are truly resulting in product purchases.

This research will focus on Haleon's tertiary sales to see how different marketing methods influence consumer behaviour.

The study will investigate the following:

- Which marketing strategies are resulting in more customer purchases?
- How do consumer preferences differ between product categories (e.g., dental care versus pain relief)?
- What impact do pricing and product visibility play in purchase decisions?

Research question

1. How do Haleon's marketing methods influence consumer purchase decisions in the FMCG healthcare sector's tertiary sales?
2. What marketing tactics are most effective for increasing Haleon's tertiary sales in various product categories?

Objective

1. To investigate the effect of Haleon'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 Haleon to increase consumer sales across various healthcare product categories.

MATERIAL AND METHODS:

STUDY DESIGN: Analytical cross-sectional study design

SETTING: The study will be undertaken utilizing tertiary sales data and marketing records from Haleon India, with a focus on metropolitan regions where Haleon's FMCG healthcare goods are actively sold. The study would include data from retail pharmacies, contemporary trade stores, and online platforms in east and west Delhi where product mobility and marketing are more prevalent.

STUDY POPULATION

Inclusion Criteria:

1. Consumers who purchased Haleon FMCG healthcare goods (e.g., Sensodyne, Crocin, Eno, Otrivin) in the past 3 months.
2. Retailers and pharmacists that sell Haleon goods are aware of promotional initiatives.
3. Tertiary sales statistics for Haleon's products in specific locations.

Exclusion Criteria:

1. Customers who exclusively buy prescription prescriptions (not FMCG healthcare items).
2. Retailers who do not carry or sell Haleon items.
3. Incomplete or out-of-date sales data (more than three months old or without promotional context).
4. Consumers are hesitant to engage (assuming main data gathering is done via questionnaires).

DURATION OF STUDY: 3 months

SAMPLE SIZE: For the purpose of this study, a **sample size of 50 consumers** will be included.

SAMPLING TECHNIQUE:

1. In this study, **convenience sampling** will be employed.
Participants will be chosen according to their availability and willingness to complete the questionnaire.
2. Consumers who have recently purchased Haleon's FMCG healthcare goods (e.g., Sensodyne, Crocin, Eno, Otrivin) from retail shops, pharmacies, or online platforms will be contacted in specific places.
3. This strategy is appropriate owing to time and resource constraints, and it facilitates the collection of immediate and meaningful feedback from actual product users.

DATA COLLECTION PROCEDURE:

- A standardized questionnaire will be used to obtain data from 50 recent Haleon FMCG healthcare product purchasers.
- Participants will be chosen from retail establishments, pharmacies, and public spaces in specific locations by convenience sampling.
- The survey will include closed-ended and Likert scale questions about brand awareness, marketing influence, and purchasing behavior.
- Responses will be gathered in person and recorded digitally or on paper for future study. All information will be kept secret and used solely for academic reasons.

OPERATIONAL DEFINITIONS:

- Haleon uses several marketing tactics to influence consumer behavior, including TV, internet, and print ads, in-store displays, discounts, free samples, and influencer campaigns.
- Consumer Purchase Decision: The selection and purchase of Haleon FMCG healthcare products based on preferences, awareness, perceived value, and marketing impact.
- Haleon offers FMCG healthcare products, including Sensodyne, Crocin, Eno, and Otrivin, that are sold over the counter for daily health requirements.
- Tertiary sales refer to the final sale of Haleon goods from merchants or pharmacies to end users, reflecting current consumer demand and purchasing habits.

DATA ANALYSIS PLAN: Not decided yet

ETHICAL CONSIDERATIONS:

- Before filling out the questionnaire, participants will be briefed about the study's goal and given a brief consent statement to guarantee voluntary participation.
- Respondents' personal information will remain anonymous and utilized solely for academic reasons, ensuring confidentiality. No personal information will be shared or published.
- Participants may withdraw from the research at any time without reason.
- The study's questionnaire is easy and provides no physical, emotional, or financial risk to participants.

IMPLICATIONS OF RESEARCH:

- The findings will help Haleon improve its marketing efforts to better influence customer buying decisions in the FMCG healthcare industry.
- The research aims to improve understanding of how various marketing methods influence customer perceptions and purchasing decisions for healthcare items.

- The study's findings might assist FMCG healthcare organizations by emphasizing the necessity of personalized marketing efforts in generating sales.
- Future Research: This study lays the framework for future research on consumer decision-making in the FMCG industry, particularly for healthcare items. Further studies with bigger samples or longitudinal data will follow.

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