



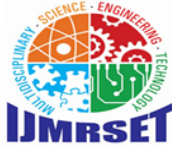
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A Study on Impact of Advertising on Customer Buying Behaviour in Pharmaceuticals in Buldhana District

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ABSTRACT: Advertising has an important influence on consumer behavior in all industries, including the pharmaceutical industry. The present study is an investigation into the role of advertising in customer purchasing behavior in the pharmaceutical industry in Buldhana district. The research aimed at the determination of efficient promotion tools that could be used by pharmaceutical companies to obtain prescriptions from physicians. Moreover, it touches upon celebrity endorsements on the part of customers in making purchasing decisions and determines the efficiency of various advertising methods in building brand recognition and confidence in drugs. The research also measures the extent to which pharmaceutical commercials affect patients' patterns of consuming medicines. Assessing how commercial advertisements impact patients' health practice and beliefs will be crucial for promoting responsible promotion and informed consumption. Through consumers' reactions, this study expects to shed some light on pharmaceutical advertising's ethics and regulation with regard to medicine consumption and health awareness in the area.

The results of this research will be useful to pharmaceutical firms, healthcare providers, regulators, and consumers. It will assist in developing responsible advertising strategies that not only position brands but also promote public health literacy. The research will also shed light on the need to balance marketing efforts and ethical principles so that the ads will benefit consumer health and medical decision-making.

This study is especially important to Buldhana district, where consumers need to have access to credible pharmaceutical information. Knowing how advertising affects purchasing behavior, this research hopes to make suggestions that can maximize advertising endeavors without compromising consumer welfare.

KEYWORDS: Pharmaceutical Advertising, Customer Buying Behavior, Doctor Prescriptions, Advertising Impact, Advertising Effectiveness.

I. INTRODUCTION

Advertising exerts a powerful influence on consumer patterns across industries, including pharmaceutical companies. In a time when information can be accessed with ease, pharmaceutical firms depend on strategic means of advertising to market their products, affect prescription trends, and shape consumers' attitudes. Such advertising has a key impact in rural and semi-urban districts such as Buldhana district, where accessibility to health care and awareness inform consumer purchasing decisions. This research focuses on the effect of pharmaceutical advertising on customer buying behavior, looking at the various marketing tools used by drug firms to get prescriptions from physicians. Knowing how effective these tools are can help businesses and medical practitioners ensure that their marketing campaigns sync with ethical concerns and patient health.

One of the salient features of this research is the examination of the effect of celebrity endorsements on pharmaceutical advertisements. Celebrity endorsement has been extensively utilized in other sectors, but in healthcare marketing, it needs more insight into consumer trust, perception, and purchase behavior. Furthermore, the research investigates how drug consumption patterns are influenced by pharmaceutical advertisements among patients and



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how these advertisements affect patients' health beliefs and practices.

With growing regulatory oversight of pharmaceutical promotion, it is important to evaluate how advertising practices can be maximized to contribute positively and ethically to public health. Focusing on Buldhana district, this study offers localized information on how pharmaceutical ads influence consumer choice, providing useful suggestions for companies, healthcare providers, and policymakers.

The outcomes of this research will help the general discourse of responsible pharma advertising, enable companies to optimize their marketing techniques while ensuring safety and awareness for consumers. The research will further serve as a basis for additional research in marketing, healthcare, and consumer psychology in the developing world.

II. LITERATURE REVIEW

Sharma et al. (2022) analyzed regional differences in buyers' purchasing behavior toward pharmacies. The study highlighted how cultural, economic, and demographic factors influence preferences, suggesting that localized advertising strategies enhance consumer engagement and trust.

Kumar et al. (2022) explored the impact of digital marketing on pharmaceutical consumers, particularly among youth. The study found that social media and online promotions significantly shape purchasing decisions, making digital strategies essential for pharma companies.

Gupta et al. (2021) examined social media marketing's role in altering consumer perceptions of pharmacies. Their study indicated that interactive content and targeted ads improve consumer trust, brand loyalty, and overall engagement with pharmaceutical services.

Rao et al. (2021) investigated the effects of COVID-19 on consumer behavior in pharmacy purchases. Their findings revealed an increased preference for online pharmacies and digital health services due to safety concerns and accessibility.

Singh et al. (2020) studied celebrity endorsements in pharma advertising. The research concluded that celebrity associations enhance brand recall and influence consumers' willingness to purchase, demonstrating the power of brand credibility through endorsements.

Jain et al. (2020) reviewed India's pharmaceutical advertising regulations, emphasizing the industry's strict policies. The study discussed the implications of advertising restrictions on consumer awareness, highlighting the need for ethical yet effective promotional strategies.

Singh et al. (2020) analyzed differences in rural and urban pharmaceutical purchasing behavior. Their study found significant variations in product preference, accessibility, and trust levels, suggesting that distinct marketing strategies are required for these regions.

Sharma et al. (2019) explored the role of storytelling in pharmaceutical advertising. Their findings suggested that narrative-driven advertisements create emotional connections with consumers, improving brand retention and increasing trust in pharmaceutical products.

Singh et al. (2017) examined the effectiveness of different advertising channels, including digital, print, and television. Their study revealed that digital marketing had the highest engagement, while traditional methods remained relevant for certain demographics.

Jain et al. (2015) discussed India's regulatory framework for pharmaceutical advertising. Their study highlighted stringent guidelines that restrict misleading claims and ensure ethical promotion, significantly influencing how pharma companies design their advertisements.

Kumar et al. (2014) investigated how advertising influences pharmaceutical consumer behavior. Their study found that persuasive and informative ads act as key instruments in shaping purchase decisions, particularly when combined with credibility and factual claims.

Singh et al. (2014) analyzed the impact of celebrity endorsements in pharma advertising. Their research concluded that celebrity-backed advertisements positively correlate with brand recall and purchasing intentions, reinforcing the effectiveness of influencer marketing.

III. SURVEY-BASED EXPLORATORY RESEARCH

This research used a descriptive study design with a mixed-methods data collection method. Primary data was collected via structured questionnaires administered online through Google Forms for easy access and effective



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response capture. The questionnaire tool was fashioned to obtain quantitative measures as well as qualitative perceptions of doctors and patient (Consumers) on Advertising in pharmaceutical. 100 respondents were randomly sampled by Convenience sampling technique from the Doctor communities and consumer of Buldhana district with a view to ensure representation of different promotion tool and populations. Secondary data were collected by conducting a thorough review of corporate websites, government reports, pharmaceutical journals, and pertinent scholarly articles in order to situate the primary results within current knowledge frameworks. This mixed-methods strategy enabled data triangulation, improving the validity and reliability of the research findings and offering both statistical trends and in-depth understanding of adoption impediments.

Objectives: The present study was carried out primarily with following objectives in mind.

- 1) To identify the effective promotional tools that can be used by pharmaceutical Companies In acquiring prescriptions from the doctors.
- 2) To study the impact of celebrity endorsement advertising on consumer buying Behaviour
- 3) To understand how pharmaceutical products can be advertised in a manner that has major impacts In reference to Buldhana district.
- 4) To measure the impact of pharmaceutical advertisement on patients drug Consumption pattern.
- 5) To study the influence of pharmaceutical advertisement on consumer health Beliefs and practices .

Data collection method:

1. Primary Method of Data Collection:-

- Questionnaire method

2. Secondary Method of Data Collection:-

- Corporate website
- Internet/Books/Journals and other written data about company and Topics

✓ **Research type:** Descriptive type of research

✓ **Sample size:-** 100

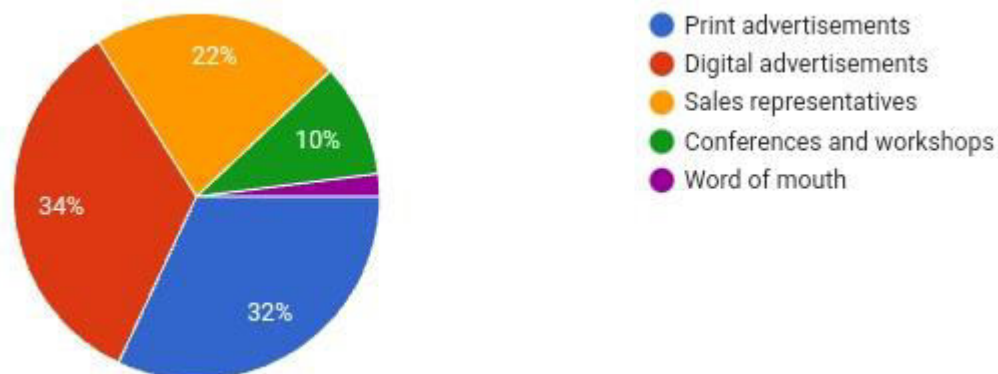
Sampling Techniques: Convenience Sampling

Collection of data through: Through online using Google Forms

IV. ANALYSIS AND INTERPRETATION

Analysis:

1) Effective promotional tools



The given pie chart illustrates the impact of various promotional tools on prescribing decisions based on 100 responses. The data reveals that digital advertisements (34%) have the highest influence, indicating that online marketing strategies play a significant role in shaping prescribing behaviors. Print advertisements (32%) closely follow, showcasing that traditional media still holds considerable weight in decision-making. Sales representatives (22%) also

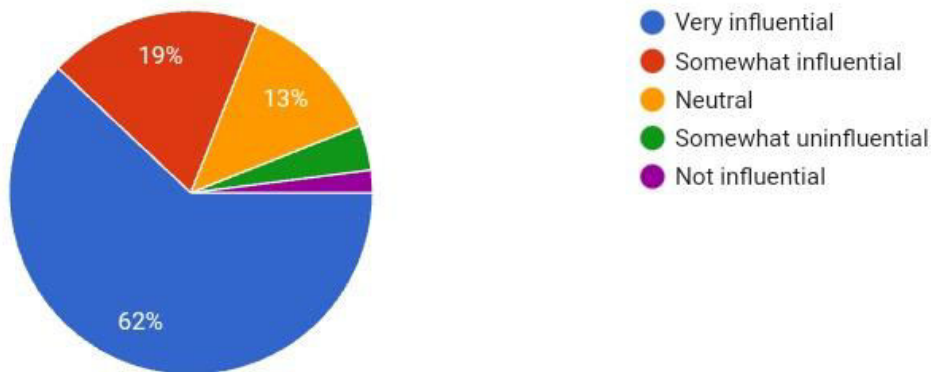


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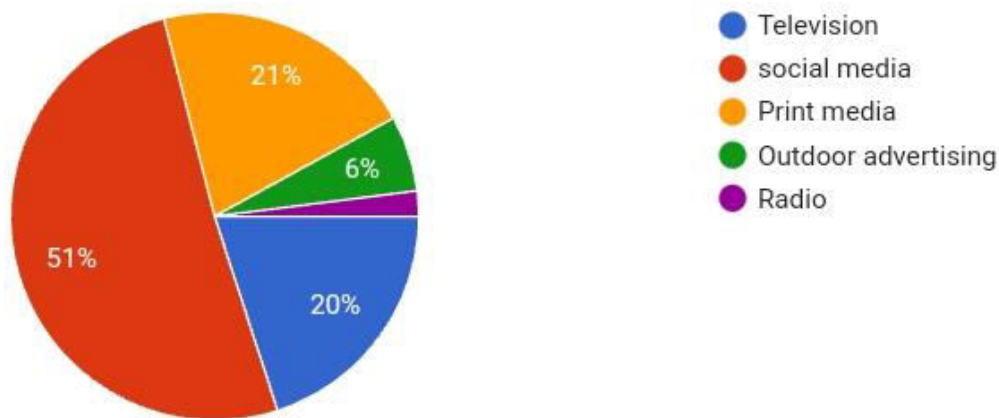
have a notable impact, emphasizing the continued importance of direct interactions and personalized engagement in the medical field. However, conferences and workshops (10%) have a comparatively lower influence, suggesting that while they provide valuable insights, they are not the primary deciding factor. The least influential promotional tool is word of mouth, which occupies a minimal portion of the chart, indicating that peer recommendations do not significantly drive prescribing choices.

2) Impact of celebrity endorsement



The given pie chart represents the influence of celebrity endorsements on pharmaceutical purchasing decisions based on 100 responses. The majority of respondents (62%) find celebrity endorsements very influential, indicating that a significant portion of consumers are swayed by endorsements from well-known personalities. 19% of respondents consider celebrity endorsements somewhat influential, suggesting that while they play a role, other factors might also affect purchasing decisions. 13% of participants are neutral, meaning they neither support nor oppose the impact of endorsements. A very small percentage considers them somewhat uninfluential or not influential, implying that only a minor portion of consumers remain unaffected by celebrity endorsements when purchasing pharmaceutical products.

3) Major impactfull advertised media



The given pie chart illustrates the most common mediums where people encounter pharmaceutical advertisements, based on 100 responses. The majority of respondents (51%) reported encountering such advertisements on social media, highlighting its dominance as a key marketing platform. Print media ranks second, with 21% of respondents encountering pharmaceutical ads through newspapers and magazines. Television, a traditional advertising channel,

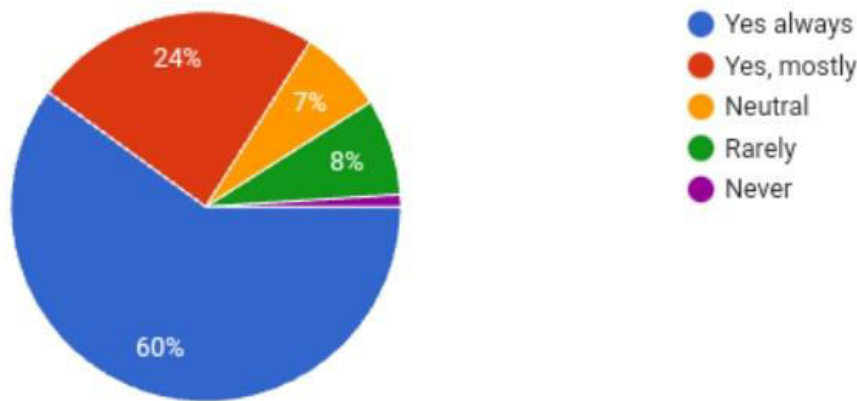


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accounts for 20%, showing that it still plays a significant role in pharmaceutical promotions. Outdoor advertising, such as billboards and banners, makes up 6%, indicating that fewer respondents come across such ads in public spaces. Finally, radio has the least influence, with a negligible percentage, suggesting that it is not a primary medium for pharmaceutical advertising.

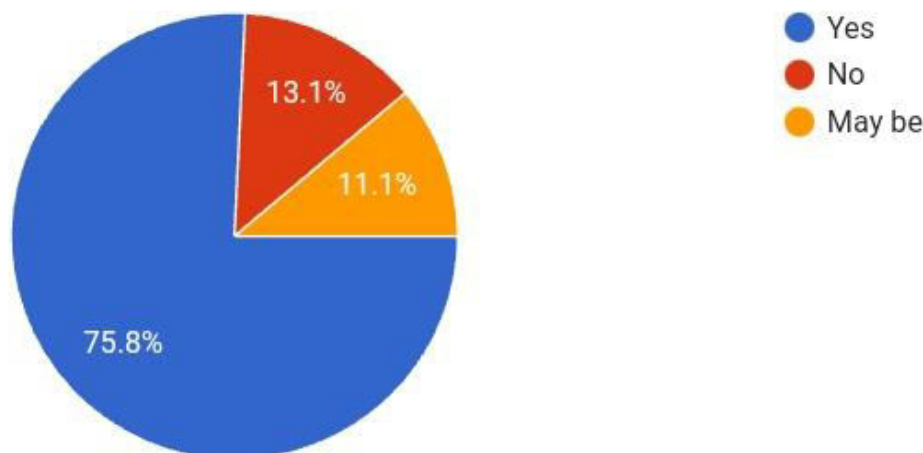
4) Effectiveness of advertised medications



The pie chart presents data on the experiences of 100 respondents regarding the effectiveness of advertised medications. The majority of respondents (60%) indicated that they "Yes, always" experience positive outcomes from advertised medications, represented by the blue section of the chart. This is followed by 24% of participants who stated "Yes, mostly," shown in red, signifying a generally positive experience.

A smaller portion of respondents expressed a neutral stance (7%), as indicated in yellow, meaning they neither strongly agree nor disagree with the effectiveness of advertised medications. Additionally, 8% of participants selected "Rarely," shown in green, indicating occasional effectiveness. Lastly, a very small fraction (approximately 1%) reported "Never," as depicted in purple, suggesting a complete lack of positive results.

5) Consumer health belief and practices



The pie chart illustrates the influence of pharmaceutical advertisements on individuals' health beliefs based on responses from 99 participants. A significant majority, 75.8%, responded "Yes," indicating that pharmaceutical



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advertisements do shape their health beliefs. This suggests that most people consider these ads impactful in forming their perceptions of medications and health treatments.

On the other hand, 13.1% of respondents selected "No," represented by the red section of the chart, showing that a small portion of individuals do not let pharmaceutical advertisements influence their health beliefs. Additionally, 11.1% of participants responded with "Maybe," signifying some uncertainty or occasional influence from these advertisements.

V. CONCLUSIONS

- 1) The data highlights that digital advertisements are the most influential promotional tool, followed closely by print advertisements. Sales representatives also play a notable role, while conferences and word-of-mouth have comparatively less impact. This suggests that pharmaceutical companies should focus on a combination of digital and print advertising, supplemented by direct sales interactions, to effectively influence prescribing decisions.
- 2) The data suggests that celebrity endorsements have a strong impact on pharmaceutical purchasing decisions, with the majority of respondents acknowledging their influence. This implies that pharmaceutical companies may benefit from leveraging celebrity endorsements in their marketing strategies to boost consumer trust and product sales. However, some individuals remain unaffected by such promotions, highlighting the need for a balanced approach that also includes factual information and medical credibility in advertising.
- 3) The data highlights that social media is the most prominent platform for pharmaceutical advertising, reflecting the shift toward digital marketing strategies. Television and print media still maintain their importance, but outdoor advertising and radio play a minimal role. This suggests that pharmaceutical companies should focus their marketing efforts on social media and digital platforms while still leveraging traditional media for broader outreach.
- 4) The data suggests that a significant majority (84%) of respondents experience positive results from advertised medications, either always or mostly. However, a minority remains neutral or skeptical, with 8% rarely experiencing benefits and 1% never seeing any positive effects. This indicates that while advertised medications generally seem effective for most people, they do not work universally for everyone.
- 5) The data highlights that pharmaceutical advertisements have a strong influence on public health beliefs, as nearly three-fourths of respondents acknowledge their impact. However, a small percentage remains skeptical or uncertain. This suggests that while advertisements play a crucial role in shaping perceptions, other factors such as personal experience, medical advice, and independent research may also contribute to individuals' health beliefs.

Requirement of this study:

- 1) There was an assessment done on some broad areas that needed to be investigated before the defining of the specific study objectives or hypotheses. It was established that some research needed to be conducted to answer the following questions:
- 2) What does print pharmaceutical advertisement essentially capture in the eyes of consumers?
- 3) To what extent do pharmaceutical advertisements create product awareness among the customers, and eventually leading towards purchase by the customers?
- 4) To what extent is the theme in pharmaceutical advertisements affecting consumer behaviour?
- 5) How is the theme in pharmaceutical advertisement attracting the attention of the potential buyers?
- 6) How is the visual representation of graphics and designs attracts the attention of potential buyers?
- 7) How do we create the best pharmaceutical advertisements for male, female, low incomers, middle incomers, and high-middle incomers?
- 8) How to create the appropriate pharmaceutical advertisement for diverse age group, male, female, lower income, middle income and higher middle income people?
- 9) What is the influence of pharmaceutical advertisement with respect to different Occupation, marital status and educated people?
- 10) What could be the appropriate medium for advertisement to get the consumer and Doctor's attention?
- 11) How celebrities, in what measure play an important role to keep the OTC drugs at the place of Consumer and doctors?
- 12) How electronic media influence the consumers' purchase behaviour among the youth?
- 13) How various sources such as a medical representative, clinical papers affect Doctors?



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