

A STUDY TO UNDERSTAND THE INFLUENCE OF ADVERTISING MESSAGE AND MEDIUM ON THE CONSUMER PERCEPTION AND ATTITUDE TOWARDS PURCHASE DECISION OF PAIN RELIEF OTC PRODUCTS

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ABSTRACT

Aim: The purpose of this study is to examine how advertising messages and media significantly influence customer perceptions and attitudes regarding decisions to buy over-the-counter (OTC) pain treatment medicines. OTC products make up a major portion of the pharmaceutical market, and marketing strategies and brand development can be significantly impacted by an awareness of the elements that shape consumer behaviour.

Methodology: A thorough questionnaire was made. The first portion of the questionnaire addressed the participants' or respondents' demographic profiles, which included details on age and sex. The questionnaire's second section included a number of different elements related to advertising medium, frequency and message. The majority of the underlying variables or factors were extracted using factor analysis. The greatest likelihood estimate was used to analyse the correlation between the different data elements. Multiple variables are incorporated in this type of study.

Findings: This study aims to illuminate the crucial interactions between advertising messages, media, consumer perception, and OTC pain relief medication purchasing decisions. Pharmaceutical firms and marketers can create more effective strategies to improve customer engagement, generate sales, and ultimately prosper in a competitive market environment by getting insights into these dynamics. The results revealed that the advertising medium and advertising message have a positive and significant impact on customers' views and attitudes towards choosing over-the-counter pain relief medications. They have a significant impact on the consumer's purchase decision and both these elements of an advertisement should be taken under due consideration by marketers.

KEYWORDS: Advertisement Medium, Advertisement Message, Consumer Perception, Over the Counter (OTC), Purchase Decision.

Introduction

Advertising is a form of marketing communication that employs a blatantly impersonal, commercial message to sell or promote a product, service, or idea. Businesses who want to advertise their goods or services are often the sponsors of advertising. Advertising is typically targeted at groups rather than individuals, and mediums including television, social media, and newspapers are typically

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used for delivery. The roots of advertising, a very old kind of marketing, date back to prehistoric times. Through advertising, a certain audience may be reached in a personalised and effective way. Customers are reminded of the advantages of the company's goods and services through advertising (Shetty & Maiya no date). Advertising is a sort of communication that acts as a buying guide by reaching a wide audience through a variety of media. People take the advertising's message about various products and services and physically walk to the retail stores where such products are sold. The primary goal of advertising is to enlighten and sensitise the public about the products and services that are offered. (Tiwari no date)

The printing press, radio, television, and social media are just a few of the factors that have helped businesses and organisations communicate with customers through marketing over time. Because of the development of communication technology, companies aren't afraid to spend money on advertising to accomplish their goals. Today's advertising is more adaptive than ever. Whether they like it or not, and often even without recognising it, people are constantly exposed to commercials. The advertising sector has been severely impacted by the digital revolution, which has drastically changed the effect and accessibility of social media content to a wider audience (Yadav & Scholar 2022). The fundamental goal of advertising is to reach the appropriate audience with the correct message at the right moment for the least amount of money while also producing favourable outcomes. The goal of advertising nowadays is to influence customer behaviour in a way that encourages them to purchase an organization's goods and services. Advertising's primary goal is to influence consumers' purchasing decisions, but this influence on consumers' recollections of a brand is regularly altered or enhanced. The connections that the brand name conjures up in the minds of consumers make up brand memories. These brand perceptions impact deliberation, assessment, and ultimately purchases.

Advertising also produces advertisements that have an emotional connection with the audience. In addition to stimulating category-based processing, significant brand cues are also provided via positive emotional appeals. When categorization is effective, the impact and mental representations of this category are transferred to the target. When presented with thousands of items, consumers attempt to categorise the brand linkage with their current memories and may realign recollections to a brand image and impression of new products. They can organise recent knowledge about a certain brand and store it in their memory in this way (Rahmi et al. 2020).

The study of consumer behaviour focuses on how various consumers, associations, or groups select, acquire, use, and discard ideas, products, and services to satiate their needs and desires. Both customers and marketers come in a variety. Everyone reveals their image through their behaviour, which is a mirror. Consumer behaviour examines how thoughts, feelings, and preferences affect buying behaviour. Demographics, personality, lifestyle, and behavioural aspects including frequency of use, kind of use, loyalty, and the consumption and needs of individuals are influenced by their brand advocacy. From pre-purchase actions to post-purchase ingesting, evaluating, and discarding actions, all facets of consumer behaviour are addressed. (Neha Chaudhari et al. 2020a) When a customer is involved in the buying process, the conduct is put into practice. In this study, the key psychological variables that influence consumers' decisions to purchase over-the-counter medicines are attitude, a subjective standard, a sense of behavioural control, and a sense of risk. a key element of consumer behaviour characterised by self-care while buying drugs. Self-care refers to the measures people take for themselves to enhance and maintain their wellness as well as prevent and treat illness.

The two types of pharmaceuticals are prescription (i.e., dispensed with a doctor's prescription) and non-prescription (generally known as over-the-counter (OTC) pills), which do not need a prescription to be granted. Non-prescription medications can be given to patients directly (i.e., at their request) or indirectly (i.e., by requesting the chemist's advice before purchasing the required drug) (Habash & Al-Dmour 2020a). People frequently choose over-the-counter (OTC) medications over prescription ones for a variety of reasons, including financial savings, avoiding the time and effort of medical visits, convenience and quick availability, suitability for mild complaints and fear of serious sickness. The body's stress response is exacerbated by factors like cramped quarters, lack of exercise (sedentary jobs), junk food consumption, use of addictive substances to stay awake for longer periods at work, and eating on the go. As a result, psychosomatic conditions like chronic headache, allergy, common cold, constipation, backache, acidity, and Chon's disease develop. This has caused a gradual rise in self-prescription. As a result, the pharmaceutical business takes user safety into account while advertising OTC goods among consumers. The primary goal of this marketing technique is to educate customers about the impact that

medications have on their physical health after they have taken them to treat a specific condition. Increased health consciousness among urban and rural populations and the accessibility of OTC items are the main factors contributing to an increase in demand and significant expansion in the OTC market sector. Pharmaceutical firms, chemists, and other healthcare stakeholders should take the initiative to strike a balance between patient autonomy and safety to encourage consumers to use over-the-counter medications rationally.

Our study aims to focus majorly on the OTC pain relief segment of the pharmaceutical product range. The previous articles regarding the OTC pain relief products did not focus on the correlation between the advertising medium and advertising message and its combined effect on the purchase decision of the consumers.

Literature Review

• Advertisement Medium

According to the author's study, in terms of visual, textual, and auditory advertising appeals linked to effectiveness, psychosocial enhancement, and convenience of use, the author found that billboards were the most prevalent, followed by television and radio. Over-the-counter (OTC) product ads in a Nigerian urban environment often stress product effectiveness and psychological improvement as marketing appeals (Yusuff & Yusuf 2009). According to the study, "Reaching the intended demographic in sufficient numbers to learn about their consumption habits and product preferences is essential for advertisements to be successful." Everyone is influenced in some way by media such as advertisements, newspapers, the Internet, music, pictures, videos, magazines, and billboards. Consumers are especially susceptible to the effects of advertising because of how frequently they are exposed to it. Television advertising is very effective because of its widespread reach. Promoting goods, services, organisations, and ideas via television commercials is very efficient (Chukwu, Kanu & Ezeabogu 2019).

The results of this research show that the effects of mass communication may be seen all over the globe in the form of billboards, television, radio, magazines, newspapers, the Internet, music, movies, and videos. Among these media, advertising has the greatest impact on the viewer's psyche due to its greater exposure. The most successful kind of marketing is emotional marketing, which appeals to people's emotions (Rahmi et al. 2020). The study of Sriram et al. was focused on social media marketing. They identified that social media marketing seemed easier and cheaper than traditional advertising. Meme marketing helped gain the first mover advantage. Marketing ideas' timing was essential. Brand posts can be more noticeable with the use of dynamic animations, images, contrasting colours, and interactive links to other websites. Social media ads with attention-grabbing details, celebrity endorsements, and emotional appeal influence consumer purchase intentions (Sriram, Namitha & Kamath 2021). Study suggests that TV is the most popular and influential advertising channel, followed by social media, print, and email (Shetty & Maiya no date).

One Research demonstrates that consumers have a positive emotional reaction to information that is promptly shown, making television commercials the most successful type of advertising and language and images make them feel satisfied with that information because the ad gives them exactly what they want (Yousef 2020a). This study concludes that TV ads get more attention than print ads. Internet, newspapers, radio, and others are less effective at advertising common use drugs (OTC) than television. The findings show that medical professional recommendations are the most trusted source for where to get over-the-counter medications, followed by personal recommendations from friends and family. Only a few people purchase OTC medicines at the suggestion of retailers (Pharmacist). The examination of data suggests that television advertising of OTC drugs may increase awareness but not buying behaviour (Ravish & Narula 2020).

Authors study signals towards the Impact of Newspaper and magazine ads, they are more memorable since they can be seen multiple times. Online advertising works immediately. As potential buyers search for the product or service, online adverts enhance conversion rates. Because Internet users skip over irrelevant material and get straight to the topics they care about, resulting in less advertising and exposure and less effective advertising, the printouts have a better chance of being remembered than online versions do. Newspaper advertising is less effective than TV and online advertising: Television advertising often reaches a wide audience but does not penetrate any local demographic group. Newspaper ads are trusted more than online ads. Newspaper ads influenced most respondents to buy new brands. The study found that newspaper advertising drives people to buy new brands and products. The study also found that TV and the internet influence more than print ads (Khatri 2016).

This study shows that Advertising on each media channel engages consumers differently. TV provides high-quality audiovisual content for product categories that require physical demonstration. Radio material is best for local businesses. Magazines leave a small but lasting impression because readers can read them at their own pace. Internet content is more engaging than print. TV advertising affects desire and attentiveness. Radio commercials affect customers less.

The study concluded with dynamic inferences as "Rural teens are more influenced by TV ads. Online ads are less successful than print ads because users control them. Younger people pay more attention to ads that match their interests rather than their needs. TV and Internet ads influence awareness, interest, and conviction. Internet ads affect pre-purchase more than purchase and post-buy. Internet media primarily raises awareness and does not affect purchases. Only newspapers affect all stages of consumer behaviour. Magazines influence post-purchase consumer behaviour better. Consumer behaviour was unaffected by radio ads"(Sama 2019).It has been observed in the study that people devote more attention to television advertisements than other forms of advertising. In television advertisements, emphasis is placed on the message. Advertisements must be distinct enough to be noticed and persuasive enough to influence consumer purchasing behaviour(Yadav & Scholar 2022).The study suggests that advertising is a crucial social and economic function. Also, Television commercials are effective in raising brand recognition because they provide products in both visual and auditory formats. It is quoted that "Advertising is nothing more than a crucial method of marketing products and services to potential customers"(Sunderaraj no date).

- **Brand Awareness**

"Brand is something that we have after our factory burns down," David Ogilvy, known as "the father of advertising," said these things. According to the author, a brand is "the human perception of an organisation and its products through which a customer can be able to distinguish an organisation and its products from others"(Chovanová, Korshunov & Babčanová 2015).Customers would think of a product's brand as the first consideration when considering making a purchase. Typically, when a customer decides whether to buy a product, they will take the brand into account. (Hee et al. 2022)

Kumar and Gupta(no date)explained the consumer is the starting point for all marketing, the author claimed. Brand image is therefore one of the key factors influencing consumer purchase behaviour. In India, OTC pharmaceutical marketing is legal. People's perceptions of any particular brand that they frequently use vary. Endorsements for a brand that is well-liked by its intended market have the power to draw customers and increase revenue for the business.

They discovered that in addition to advertising, factors influencing a company's sales include its brand, the calibre of its products, and its reputation(Kumar et al. 2009).

Despite the customers' familiarity with the brand and their readiness to buy a product, Macdonald and Sharp (2000) noted that brand awareness of the product would also play a role in the choice to buy(Macdonald et al. 2000). Simply via personal experience and word-of-mouth advertising, brand identification spreads among the general public(Kathiravan et al. no date). According to many experts, knowledge or past experiences are what drive people to make repeat purchases or switch brands.(Inman & Zeelenberg 2002)

The likelihood that a product won't be taken into consideration by clients is highly high if it lacks a brand.(Campbell & Keller 2003)Brand awareness, according to Aaker (1991), is the consumer's measure to recognise that a specific brand belongs to a specific product category of a specific organisation. The visual and structural characteristics of packaging, including colours, fonts, brand logos, package materials, forms, product information, and other aspects, express the nature of the brand and lead to the development of distinctive brand associations.

There are many metrics created by marketers for brand perception, because of how significant brand awareness is to consumer purchasing nature. One of the important matrices is Awareness, Attitude and Usage as AAU by the author.(Kumar Rastogi & Ankur Kumar Rastogi 2018)

- **Price**

According to a study, four out of ten customers (41%) said that a lower price would make them switch brands (or service providers/retailers), according to a global poll with a sizable sample

size carried out by Nielsen. Greater features are a motivating element for switching, according to the author's research, while 15% look for a better service agreement and 8% cite quality (no date). The author collected the primary data and concluded that price, trust and brand loyalty play a major role in consumer's purchase decisions (Singh 2022). According to a study, customer purchase decisions are influenced by economic factors such as income expenditure patterns, product prices, prices of complementary items, prices of replacement goods, and demand elasticity (Chukwu et al. 2019). The author's study found that cost was the single most important consideration for individuals when buying OTC medications (Kohli & Buller 2013). Studies show that there is a connection between prices and consumers. After-sale experience, following price sensitivity, and whether the transaction was made before or after. Price sensitivity will be impacted by experience. Similarly, customers who are committed to a certain brand are more willing to pay more (Kathiravan et al. no date).

- **Celebrity Endorsement**

A study found that celebrity endorsement is another factor influencing consumer choice. Brand credibility and customer-based brand equity are directly and favourably correlated. Celebrity endorsement indirectly raises brand equity by boosting the brand's credibility. Celebrities in advertising will enhance brand awareness, purchase intent, brand memory, and first-time brand tries (Mekawie & Hany 2019). The study revealed that advertisers use famous people as their major protagonists. Celebrities have enormous fan bases, which increases the likelihood that many of their followers will buy the things they advocate. This is due to the celebrity's brand and image being immediately linked to the brand image of the product. As a result, the advertisement turns into a secret source of information (Singh 2022). Product and advertising assessments are positively impacted when a celebrity endorser's image and the attributes of the product coincide (Ndaghu & Sharif Ahmed no date). A researcher revealed that Indian businesses profited from celebrity endorsements, a concept that was less common in the West. Continuing to improvise with strategies, cricket players who are revered as God in the cricketing nation were enlisted, and sales skyrocketed (Siddiqui & Dewangan no date). In a study, the researcher found that Celebrity endorsement in advertising has an impact on consumers' intentions towards the product and purchasing habits. The way consumers behave when making purchases is greatly influenced by the perception of the product that is produced by the advertisements. Consumer purchase decision is significantly influenced by product quality and pricing. Similar to this, celebrity endorsements to some extent affect consumer behaviour. As a result, the research suggests that the positive effects of all of these factors on consumer purchasing behaviour show brand loyalty, which helps to promote the advertised product and changes consumer purchasing behaviour towards purchase intention (Yadav & Scholar 2022).

- **Product Quality and Packaging**

At the point of OTC product sale, packaging serves as the main means of communication between a product and its consumer by giving them specific information about the item. The package's informational components are crucial to the customer's decision-making. Printed materials include all of the details about a product's specifications, cost, and description that aid in recognizing the brand. The author also mentions that images on product packaging which are shown in advertisements are crucial for grabbing consumers' attention and increasing familiarity with the specific product (Yousef 2020b). According to the researchers, brand packaging grabs customers' attention more when they are unfamiliar with the brand. The packaging of the product in an advertisement gives it its outside look and comprises the materials used, design, labelling, shape, and colour (Habash & Al-Dmour 2020b). The OTC product packaging and associated client purchasing behaviour were mentioned in the article. Consumers evaluated and made purchasing decisions based on their own knowledge, familiarity, and product packaging. Additionally, it was found that people became familiar with the product through advertising, recommendations, or word of mouth, along with the assumption that it was of high quality and efficacy. When compared to other competing products on the market, the product's attractive packaging helped it stand out, increasing consumer brand loyalty. (Neha Chaudhari et al. 2020b) People have a favourable perception of consumer advertising, according to a study by Deshpande and colleagues. Consumers like the information which is provided by advertisements regarding the product's adverse effects and usefulness. Additionally, consumers appreciated knowledge about the negative effects of products more than information about their positive effects. (Deshpande et al. 2004)

- **Frequency of Advertisement**

The mere exposure impact is crucial in the marketing of a good or service. Repeated advertising to consumers, creates a preference for a product over competing products. If a brand's commercials appear all over, consumers are more likely to recognize and trust it. Consumer eventually purchases the good (Pal & Pal no date). In a study performed by Broussard (2000), he found that it takes an advertisement seven times to have an impact, advertisers must also take this into account. After seven repetitions, awareness and the qualities of the product continue to increase, albeit at a slower rate (Ndaghu & Sharif Ahmed no date). In the article author concluded that 41.60% of respondents believed that advertisements stayed in their minds for a short period, 33.60% believed that advertisements stayed in their minds for a day, 16.10% believed that advertisements stayed in their minds for a week, and 6% believed that advertisements would stay more than a month on their thoughts. Consumers retain the contents of advertisements for one month, according to 70% of survey respondents (Shetty & Maiya no date).

Objectives

- To understand different types of advertising messages (e.g., Informational, emotional, comparative) affect consumer perception and attitude towards purchase decisions of pain relief products.
- To analyse the impact of advertising medium (e.g. TV, newspaper, social media) on consumer perception and attitude towards purchase decision of pain relief products.

Methodology

- **Survey Design**

In April 2023, an online survey was performed. Following the extensive literature review, a detailed questionnaire was created. The questions were asked in a polite, understandable, and open-ended manner. First section of the questionnaire covered the demographic profiles of the participants or respondents which included information regarding age and sex. The second part of the questionnaire consisted of various factors. The Likert scale of 5-pointer was chosen in which strongly disagree (1) oscillated between strongly and strongly agree (5). The demographic profiles of the data, which were gathered from 429 respondents, are shown in the table below. To reach a large audience, the poll was promoted on social media sites like Facebook, LinkedIn, and WhatsApp. The majority of respondents in this poll were social media users, with male respondents making up 256 (60%) and female respondents making up 173 (40%) of the total. 93% of respondents were between the ages of 18 and 30; the remaining respondents were older than 30.

Demographic Profiles

Table 1: Demographic Data

Variable	Category	Frequency	Percentage
Gender	Male	256	60%
	Female	173	40%
Age Group (Years)	18-30	398	93%
	30-40	9	2%
	40-50	12	3%
	50 and above	10	2%
Type of OTC Pain Relief Medicine They Prefer	Ointment	79	18%
	Patch	2	0%
	Oil	40	9%
	Sprays	164	38%
	Tablets	145	34%

Table 1 indicates various types of formulations used by people for pain treatments. From the above table out of 429 response 38% of respondent prefer spray-type formulations for pain treatment, 34% believe that tablet is good for pain relief, 18% are in favour of ointment-type formulations for pain-related treatments and the rest other in favour of another type of formulations.

Most effective Adv. medium for promoting pain relief products.

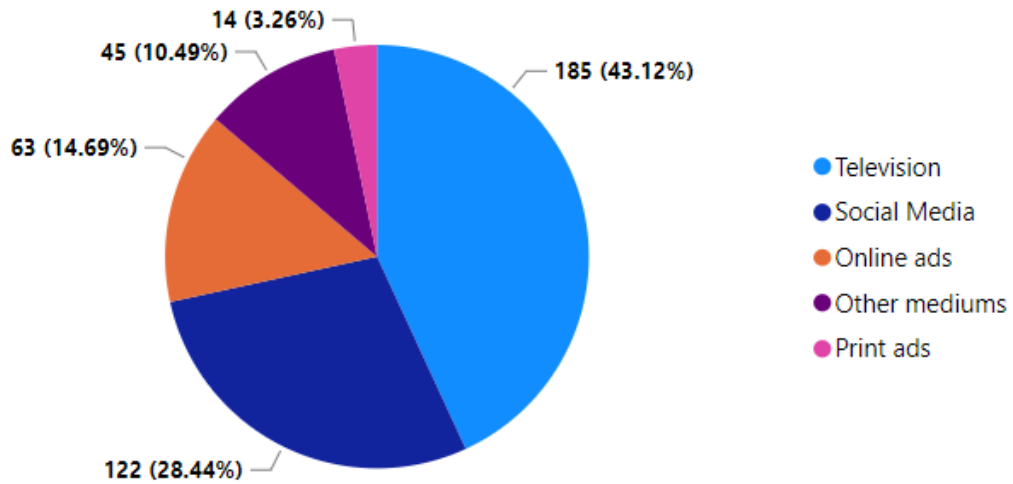
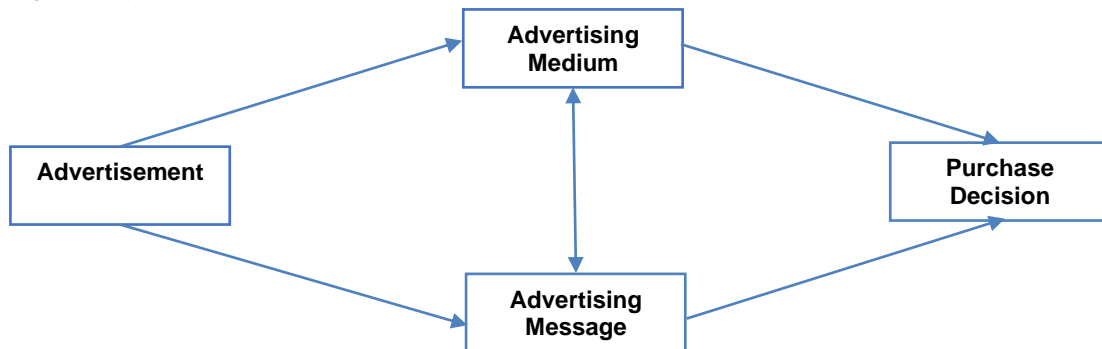


Figure 1: % of adv. Medium

The above graphical representation was created by Power BI for a better understanding of various mediums for promoting OTC pain relief products. Figure 1 indicates various types of advertising medium which promotes Pain relief products in the market, according to respondents Television advertisements were one of the tools(43%) for promoting products, followed by various social media platform(29%) and online ads also plays a huge role(15%) in promoting of pain relief products.

Research Hypothesis

Figure2. Hypothesised Model



Hypothesis Statements

- H₀:** There isn't a significant effect of advertising medium on consumer perception and attitude towards purchase decision of OTC pain relief products.
- H₁:** There is a significant effect of advertising medium on consumer perception and attitude towards purchase decision of OTC pain relief products.
- H₀:** There isn't a significant effect of advertising messages on consumer perception and attitude towards purchase decision of OTC pain relief products.
- H₁:** There is a significant effect of advertising messages on consumer perception and attitude towards purchase decision of OTC pain relief products.

Table 2: Abbreviation of Questions

Abbreviation	Variable
AMS	Advertising message
AMS_1	Personal testimonials
AMS_2	Scientific studies and data
AMS_3	Price comparison
AMS_4	Competitive Pricing
AMS_5	Product ingredients and mechanism of action
AMS_6	Convenience of use
AMD	Advertising medium
AMD_1	Television
AMD_2	Print media
AMD_3	Social media
AMD_4	Radio commercials
AMD_5	Importance of Television as a promotion tool
AMD_6	Effectiveness of Television media
AMD_7	Effectiveness of Online Advertisements
AMD_8	Advertising through billboards
AMD_9	Impact of Billboards
AMD_10	The usefulness of the Internet as a medium
PD_1	Impact of Price on Purchase Decision
PD_2	Impact of advertisement frequency on purchase decision
PD_3	Impact of packaging on purchase decision

Data Analysis

With the use of the SPSS program, factor analysis was used to extract the majority of the underlying variables or factors. A solid model was created by the results of the remaining elements, and its validity and dependability were further examined. The correlation between the various data components was examined using the greatest likelihood estimate. In this kind of analysis, various variables are combined. All of the variables over 0.5 are grouped in Table 4.

Before data is factorised, the sample's suitability for factor analysis is evaluated using the Bartlett test and KMO (Kiser-Mayer-Olkin), as indicated in Table 3. The KMO's p-value of 0.883 (>0.7) indicates that the sample size is sufficient for factor analysis. Bartlett's test of sphericity's p-value is 0.000, proving that factors can be determined from sample data.

Result of KMO and Bartlett's Test**Table 3: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.883
Bartlett's Test of Sphericity	Approx. Chi-Square	3109.122
	Degree of freedom	171
	Significance	.000

Rotated Component Matrix**Table 4: Rotated Component Matrix**

		Components		
		1	2	3
Advertising Message	AMS_1	.680		
	AMS_2	.700		
	AMS_3	.532		
	AMS_4	.560		
	AMS_5	.732		
	AMS_6	.713		

Advertising Medium	AMD_1		.669	
	AMD_2		.705	
	AMD_3		.688	
	AMD_4		.584	
	AMD_5		.507	
	AMD_6		.607	
	AMD_7		.629	
	AMD_8		.728	
	AMD_9		.708	
	AMD_10		.709	
Purchase Decision	PD_1			.485
	PD_2			.634
	PD_3			.731

Data with a greater than 0.5 commonality will account for more than half of the variation. In addition, three variables in the data have sign values larger than 1.0, enabling a more thorough analysis of the elements listed in Table 4.

Software IBM SPSS V 23 was utilised to carry out the analysis. To find links between latent factors and identify which factors are impacting which variables in the projected model, confirmatory factor analysis was performed on the factored data using IBM AMOS V 23 software and structural equation modelling. This was accomplished by looking into the reliability of Cronbach's alpha (Table 6). The alpha values are displayed below, and we can consider them satisfactory values because they demonstrate how closely related the variables are to one another based on the factor analysis. This is a strong hint that the selected data set would benefit from confirmatory factor analysis (CFA) and structural equation modelling (SEM). AMOS visuals were produced to carry out the CFA and show how well the suggested model fits the data.

Descriptive Statistics

Table 6: Descriptive Statistics

	MEAN	SD	N	Cronh Bach's Alpha
Advertising Medium				.843
AMD_1	3.037	1.2765	429	
AMD_2	3.028	1.1271	429	
AMD_3	3.172	1.2144	429	
AMD_4	2.755	1.1533	429	
AMD_5	3.632	1.0588	429	
AMD_6	3.657	1.0374	429	
AMD_7	3.676	.8860	429	
AMD_8	3.387	.8988	429	
AMD_9	3.506	.9512	429	
AMD_10	3.751	.9598	429	
Advertising Message				.819
AMS_1	2.953	1.2762	429	
AMS_2	3.273	1.2391	429	
AMS_3	2.807	1.2464	429	
AMS_4	2.503	1.1533	429	
AMS_5	3.312	1.2363	429	
AMS_6	3.247	1.2640	429	
Purchase Decision				.482
PD_1	3.585	.9693	429	
PD_2	3.555	.9618	429	
PD_3	2.890	.8115	429	

All endogenous and exogenous variables, along with error factors, were accurately included in the hypothesized model made in graphics before the variables were connected with arrows to test the hypothesis of our study. The factor loading number is verified in arrows once the analysis is finished, and the following statistics were tested for model fit: The CFI (Comparative Fit Index), TLI (Tucker Lewis Index), and RMSEA Root Mean Square Error all need to be close to ideal.

The static values of different model fit parameters obtained are Root means square error (RMSEA) 0.058 near 0.06 said to be in the non-error range, Comparative fit Index (CFI) 0.939, TLI 0.917 and the model has excellent results and is regarded as a fit model when the CFI is 0.938 (no date). The probability level was significant (P= 0.001) at that level. The components have Cronbach's alpha value which is greater than >0.7 and is regarded as "acceptable". Figure 2 shows the results of SEM modelling in addition to this CFA.

Figure 2: Confirmatory Factor Analysis Using Amos

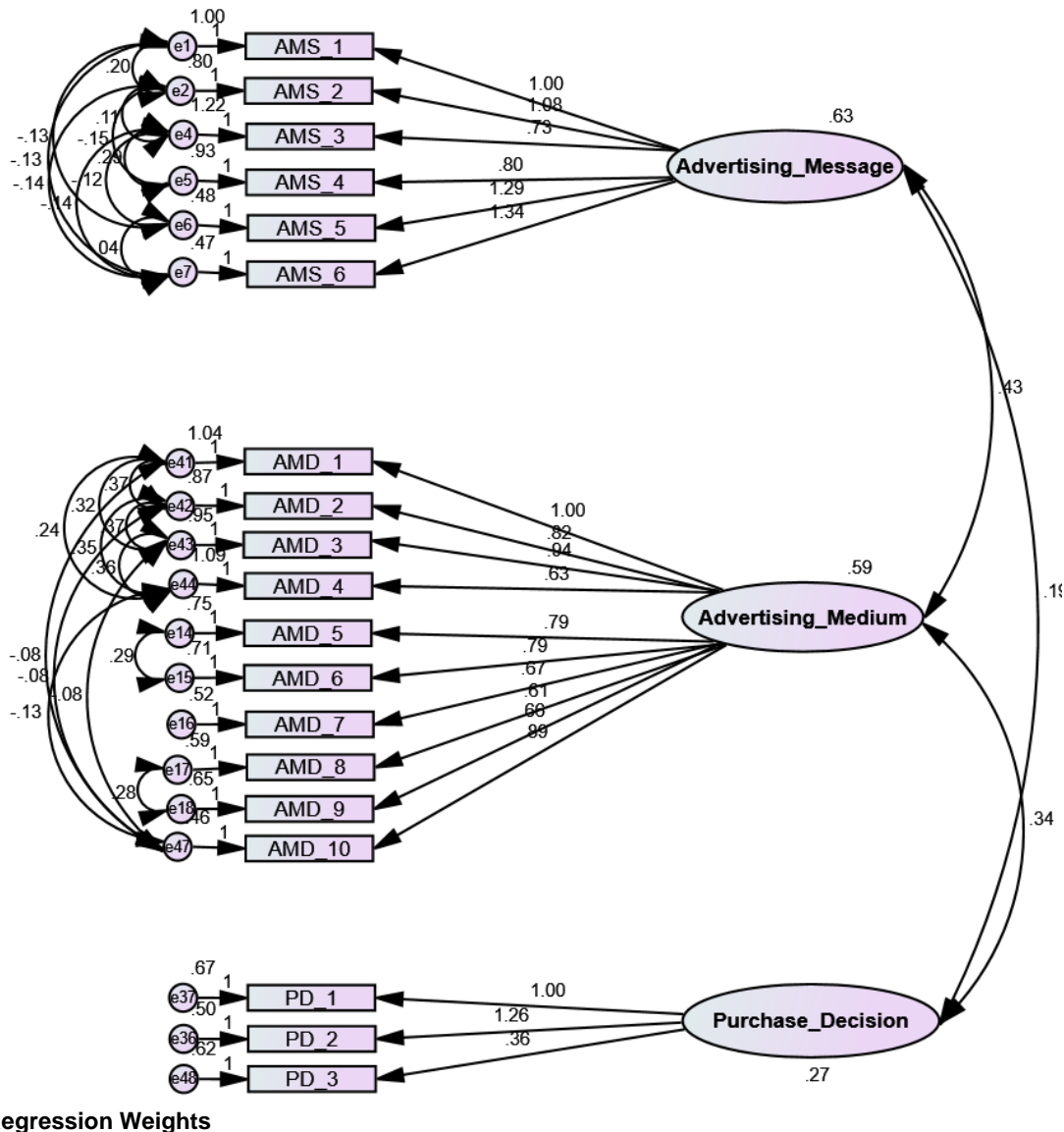


Table 7: Regression Weights

			Estimate	S.E.	C.R.	P	Label
AMD_10	<---	Advertising_Medium	.888	.088	10.111	***	par_1
AMS_6	<---	Advertising_Message	1.339	.135	9.926	***	par_24
AMS_5	<---	Advertising_Message	1.290	.130	9.903	***	par_25
AMS_4	<---	Advertising_Message	.801	.102	7.811	***	par_26
AMS_3	<---	Advertising_Message	.726	.116	6.250	***	par_27
AMS_2	<---	Advertising_Message	1.080	.105	10.290	***	par_28
AMS_1	<---	Advertising_Message	1.000				
AMD_1	<---	Advertising_Medium	1.000				
AMD_2	<---	Advertising_Medium	.820	.070	11.695	***	par_30
AMD_3	<---	Advertising_Medium	.942	.081	11.676	***	par_31
AMD_4	<---	Advertising_Medium	.629	.078	8.035	***	par_32
AMD_8	<---	Advertising_Medium	.607	.072	8.428	***	par_33
AMD_9	<---	Advertising_Medium	.656	.077	8.550	***	par_34
AMD_7	<---	Advertising_Medium	.668	.074	8.971	***	par_35
AMD_6	<---	Advertising_Medium	.791	.085	9.257	***	par_36
AMD_5	<---	Advertising_Medium	.788	.085	9.228	***	par_37
PD_1	<---	Purchase_Decision	1.000				
PD_2	<---	Purchase_Decision	1.256	.155	8.128	***	par_38
PD_3	<---	Purchase_Decision	.358	.094	3.803	***	par_39

The above results were obtained using AMOS analysis; as shown in the tables shown by the P (significance) value of 0.001 (shown as * in the table output), some variables significantly influence one another (95 per cent confidence).

Results

We discovered through data analysis (CFA, SEM) that the observed variables are substantially associated with one another, and factor analysis (Principal Component Analysis) was used to confirm the grouping. KMO and Bartlett tests were performed to carry out maximum likelihood estimation. Significant values were obtained in both these tests and hence maximum likelihood estimation was used to confirm Grouping. To call it a good model fit, confirmatory analysis was done using AMOS and all the statistical outputs were checked and found to be satisfactory.

Conclusion

To determine the impact of the advertising medium and message on customer perception and attitude towards the decision to purchase over-the-counter pain relief products, the hypotheses were formulated. The fundamental variables were extracted using factor analysis, and the model's validity and reliability were examined using correlation analysis. The findings showed that consumers' perceptions and attitudes towards choosing over-the-counter painkillers have a favourable and significant impact as a result of the advertising medium.

The data analysis concludes that consumers' perceptions and attitudes regarding the decision to purchase over-the-counter pain relievers are significantly influenced by the advertising medium. This survey's findings can be used to enhance marketing strategies for over-the-counter pain relievers and increase consumer satisfaction and loyalty. The findings also suggest that businesses and marketers should pay close attention to the type of advertising medium and message they use in their marketing efforts. By tailoring their advertising strategies to align with the preferences and needs of their target audience, businesses can increase the likelihood of converting potential customers into actual buyers.

The study's findings also offer important insights into the elements that affect customer behaviour, which can be used to inform the development of more effective advertising campaigns. By understanding the relationship between advertising medium, advertising message, and purchase decision-making, businesses can create more targeted and persuasive advertising messages that resonate with their audience and drive sales.

Limitation of Study

Our study majorly focused on the Pain relief products in the OTC segment. Other products in the OTC segment were not included in the research. Our sample was mostly from the age group of 18-30 Years. We were not able to conduct the research in the other age groups due to time constraints. The

study ignores other potential elements that could affect consumer behaviour, such as cultural or social influences, and exclusively examines the relationship between advertising messaging, advertising medium, and purchase choice. A study focusing on a larger product range or more age groups can be conducted shortly. The current study used self-reported measures of purchase decision-making, and future research could use neuroimaging techniques to examine the neural mechanisms underlying the impact of advertising on purchase decision-making.

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