A STUDY ON IMPACT OF BRAND IMAGE ON CONSUMER BUYING BEHAVIOUR WITH RESPECT TO OTC PRODUCTS IN KATNI CITY

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Abstract: The consumer's perception of a brand is based on their engagement and experience with it. It's a set of beliefs about a particular brand. The brand image of a product influences the consumer's decision to buy it and plays a vital role in the consumer's decision-making process. People's trust, experience, effects, side effects, consumption technique, and availability all play a role in determining the brand image. The impact of brand image of OTC products on customer purchase behaviour in Katni city will be investigated in this study. The goal of this research is to assist the manufacturer in determining their marketing strategy and understanding the city's market culture.

Index Terms **- OTC products, Brand image, Pharmaceutical, Drugs, Brand influence.**

I. INTRODUCTION

Brand image of any product plays a significant role for a business to sell its product and to get market share. Using branded products also considered as status symbol in the society. Consumers show their brand loyalty if they are satisfied with the products. Customers rely on branded products and mostly prefer to buy products with well-known brand name. Creating and developing a brand is a long-term process and if it is used properly, it can be proven as a strong weapon to fight against your competitors. If it can be managed in effective ways it can maximize the number of customers and can build long term relation with customers.

In this research we are discussing the impact of brand image on consumer buying behaviour with reference to OTC products. OTC or Over the Counter products are those pharmaceutical products that can be bought in the pharmaceutical stores without the prescription from an RMP (Registered medical practitioner), it is also called non-prescription drugs. In India which drug will be a prescription only drug and which drug is a non-prescriptive drug is decided by the Drugs and cosmetic rule of 1945, which regulates the manufacturing, import and sale of drugs and cosmetics in India. In past studies it was indicated that there are factors like price of the product, advertisement, packing, brand image and recommendations from family and experts influence the buying behaviour and play a significant role on CDM process when it comes to purchase of OTC products. In CDM process or Consumer decision making process, the prospective consumer will investigate the advertisements, will consult parents and spouse, will consult pharmacist for their opinion for which product should be used for treating the ailment. The prospective customer will go to SME or subject matter expert or opinion leader for advice and consultation, during the process the consumer will come across product advertisement, how product is to be consumed and in what packing it comes in. once the prospective consumer gets aware of the product that is suitable for treating the ailment, he or she goes for evaluation of alternatives that is he or she will investigate products available in the market that can treat the ailment. The evaluation of alternative will again be based on the price comparison of alternate products, brand image of the products, experience of people who used these alternate products, tv commercials and advice and discussion with a better SME or opinion leader. Once the prospective consumer has made up a decision that a product available in the market can treat his or her ailment the prospective consumer goes for the purchase of the same. The purchased product is consumed by the buyer with a view that his or her ailment will get treated. How well the product performed on sufferings of ailment and what were the effects and side-effects of the product determines the post buying experience of a customer. OTC product manufacturers have only one chance to impress a customer.

As brand image is playing an important role in the CDM process and influence the buying behaviour of the consumer, it becomes the core purpose of the study to explore the impact of brand image on consumer buying behaviour. We want to see how people perceive any brand and how a brand image can influence a consumer buying behaviour specially the consumer of the OTC products.

1.1 Research Objectives

1. To determine the relationship between brand influence and consumer spending on OTC products with special reference to Katni City.
2. To determine the relationship between demographic variables and consumers spending on OTC products with special reference to Katni City.

1.2 Research Hypothesis-

H0: Brand influence has no significant relationship with consumer buying behavior.
H1: Brand influence has significant relationship with consumer buying behavior.
H0: Demographic variables have no significant relationship with consumer buying behavior.
H2: Demographic variables have a significant relationship with consumer buying behavior.

II. REVIEW OF LITERATURE

Many researchers in the past have focused on different aspects of over-the-counter medicine/drugs purchasing and consumer behaviour. Some of these noteworthy contributions have been presented below.

(NCPIE, 2002), in a research report stated that today out of every five Americans three American reports that they have consumer one or more OTC products in past 180 days. The report also indicated that consumption of OTC drugs in America is slightly more than consumption of prescription only drugs. The report indicated that most common OTC drugs that are consumed by Americans are for treating symptoms of heartburn, allergies, stomach problems and skin infection.

(Akcura, et al., 2004), in their research work stated that consumers before consuming OTC products give huge importance to what is the brand value of the OTC product and what is the experience with the drug. The authors also indicated that out of brand value and experience with the OTC drug, experience with OTC drug holds more importance in influencing buying behaviour.

(Lodorgos, et al., 2006), the authors focused on determination of factors influencing buying behaviour related to OTC product. The authors utilized primary data for their research work. The primary data for the research work was collected with the help of self-administered questionnaire. The questionnaire was finalized only after a pilot survey was performed and the responses of pilot survey was subjected to Cronbach's alpha test of consistency and reliability. The primary data so collected was analysed using factor analysis technique. The factor analysis determined that factors such as trust, brand loyalty and price are the important factors affecting customer buying behaviour

(Hassali, et al., 2012), in their research work focused on determination of role of SME in promoting sales of OTC products. The research work utilized primary data. The primary data was collected using a survey questionnaire and the method of collected of data was through interview method. The study indicates that maximum number of respondents indicated that brand value is important to them. Hence, the most important factor that was determined by the researchers that affects consumer buying behaviour related to OTC products was brand image as presented by the pharmacist. The people indicated that they consider the pharmacist as a subject matter expert of various ailments.

(Honkanen, 2013), in this research work tried to explore how brand image affects consumer buying behaviour with respect to OTC drugs. In this research work primary data was collected. The collected primary data was analysed using empirical methods. The empirical analysis of the collected primary data reveals that OTC products can develop trust in people if they deliver world class products that have a broad spectrum of use rather being meant for treating a specific ailment. The trust in turn gets converted in to brand loyalty and this prevents customer migration thus keeping the sales of OTC product steadily growing despite entry of a competitor in the market segment.

(Kohli & Buller, 2013), focused their research on factors that influence consumers in united states to purchase generic or branded over the counter drugs, they followed an approach based on liker scale questionnaire and analysis of the data collected using factor on analysis. They obtained that the single, most influential factor when purchasing OTC products was cost and consumers were going for the products that was costing lower in price.

(Prajapati & Patel, 2013), the purpose of their paper was to find the consumer buying behavior regarding OTC product. Data was collected from the 196 respondents of Ahmadabad city. The descriptive & inferential statistics analysis i.e. chi- square test revealed the relationship between Monthly income and preferred time interval for buying OTC product and the relation between Education and consumer behavior of the time of normal disease. Also, ANOVA test to measure the difference amongst the Education and Past experience, to measure the difference amongst the Education and Promotional offers, to measure the difference amongst the Education and Advertisement of the product and measure the difference amongst the Education and Recommendations from friend/relatives and t-test for gender wise influence factor to purchasing OTC Product.

(Shohel, et al., 2013), investigated consumer's attitude and intentions to exhibit brand loyal behavior of Bangladeshi consumers on OTC drugs. They used cross sectional design of survey for conducting research work. Their primary target sample elements were ethnic Bangladeshi consumers and not settlers. They determine that product range and price sensitivity are important determinants of repeat purchase.

(Beevi, 2014), focused on determination of what type of advertisement positively affects the buying behaviour when it comes to purchase of OTC products. With the help of survey questionnaire, the author collected necessary primary data. Analysis the primary data the resulted that, consumers tend to get influenced by those OTC product advertisements that have emotion quotient in them as compared to those who do not have emotional quotient in them. The author suggested that repetitive advertisement strategies should be avoided by the brands and innovative marketing strategies that uses emotional quotient should be implemented in present time to promote sales of OTC products.

III. RESEARCH METHODOLOGY

3.1 Data Collection- For this research both primary and secondary data were collected

3.1.1 Primary Data In this research work the primary data was collected using a self-administered questionnaire. The questions belonged to psychometric analysis. The questionnaire contained one more section that focused on collection of demographic variables so that the relationship between buying behaviour related to OTC products and the demographic variables can be determined.

3.1.2 Secondary Data For this research work the secondary data was collected from already existing research works that were available online, public libraries, departmental libraries and the research centre library.

3.2 Target population - In this research work the target population was the population of consumers who buy OTC products in Katni City.

3.3 Sample size in this research work was 800 respondents.

3.4 Data Analytical Techniques - The research analysis employs descriptive analysis and inferential analysis for deducing results from the data. The descriptive methods resulted in general trend related to consumer behaviour present in consumer of Katni city related to OTC products. The Factor analysis focus on determination of psychometric factors that affect customer buying behaviour. The methodology adopted for factor analysis in this research work was inductive modelling and exploratory factor analysis.

3.4.1 Descriptive analysis employs-

1. Frequency distribution method
2. Percentage score method
3. Maximum and minimum functions

3.4.2 The inferential methods employed in this work consisted of

1. Factor Analysis
   The Factor analysis focuses on determination of psychometric factors that affect customer buying behaviour. The methodology adopted for factor analysis in this research work was inductive modeling and exploratory factor analysis.

2. Regression Analysis
The regression analysis was employed to study effect of demographic variables on the consumer buying behaviour. The expenses on OTC products per month by the consumers were considered as direct indicator of consumer buying behavior (Ampofo, 2014). The buying behaviour was considered as dependent variable while the influence of brand image is considered as independent variables. Hypothesis framed for this research work was also tested using the regression methods.

IV. DATA ANALYSIS AND RESULTS

4.1 Deterministic Analysis of Demographic Variables- This section of the chapter presents the outcome of the deterministic analysis when the demographic primary data collected through survey was subjected to it. The demographic variables that were subjected to deterministic analysis have been listed below –
1. Age of the respondent
2. Buying behaviour of the respondent influenced by the brand image
3. Gender of the respondent
4. Monthly income of the respondent
5. Amount spent by the respondent on OTC products purchase per month – this was termed as expense on OTC products per month

The above demographic variables were selected for explaining the variations in buying behaviour related to OTC products because study of previously published literatures had indicated that the above-mentioned demographic variables can explain nearly 75% variations in buying behaviour of customers when it comes to purchase of over the counter products (Ampofo, 2014). The same was needed to be tested for this research case as well to determine how and to what degree demographic variables are capable in explaining the buying behaviour of customers of Katni district when it comes to purchase of OTC products.

4.1.1 Deterministic Analysis of Respondents' Age

Table 4.1: Deterministic analysis of age of respondents

Age Group (Years)	Number of respondents	Percentage Population (%)
18-25	22	3
25-35	56	7
35-45	146	18
45-55	338	42
55 and above	238	30

From the above table it is evident that 22 respondents belonged to 18-25 age group, 56 respondents belonged to 25-35 age group, 146 respondents belonged to 35-45 age group, 338 respondents were from 45-55 age group and 238 respondents were of 55 and above age group. Percent wise population of different age group is also mentioned above.

4.1.2 Deterministic Analysis of - Gender of Respondents

Table 4.2: Deterministic analysis of number of respondents as per gender

Status	Number of Respondents	Percentage Population (%)
Male	391	48.875
Female	409	51.125

From the above table it is evident that 391 respondents were male while 409 respondents were female. Percentage wise 48.875 percent of the population was male while 51.125 percent of the population was female.

4.1.3 Deterministic Analysis of - Monthly Income of Respondents

Table 4.3 Deterministic analysis on monthly income of respondents

Monthly Income (Rupees)	Number of Respondents	Percentage Population (%)
Less than 20000	67	8.375
20000-30000	217	27.125
30000-40000	310	38.75
40000-50000	166	20.75
50000 and above	40	5

From the above table it is evident that the 67-respondents belonged to monthly income group of less than 20000 Rupees, 217 respondents belonged to monthly income group of 20000 -30000 rupees, 310 respondents belonged to monthly income group of 30000 – 40000 rupees, 166 respondents belonged to 40000 – 50000 rupees while 40 respondents belong 50000 and above rupees monthly income category. Percentage wise 8.375% of population belonged to monthly income group of less than 20000 rupees, 27.125% population belonged to 20000 – 30000 rupees monthly income group, 38.75% population belonged to 30000 – 40000 rupees monthly income group, 20.75% population belonged to 40000 – 50000 rupees monthly income group while 5% belonged to 50000 and above rupees monthly income group

4.1.4 Deterministic analysis of number of respondents influenced by brand image

Table 4.4: Deterministic analysis of number of respondents influenced by brand image

Status	Number of Respondents	Percentage Population (%)
Not Influenced	176	22
Influenced	624	78
Total	800	100

From the above table, it is evident that 176 respondents were not influenced by the brand image while 624 respondents were influenced by the brand image. Percentage wise 22 percent of the population was not influenced by the brand image while 78 percent of the population was influenced by the brand image of the OTC product.

4.1.5 Response on the brand preferred by the consumer which is trusted globally

Table 4.5: Deterministic analysis of response on brand preferred by consumer which is trusted globally

S. No.	Responses	No. of Respondents	Percentage Population%
1	Strongly Disagree	31	3.88
2	Disagree	42	5.25
3	Neutral	122	15.25
4	Agree	378	47.25
5	Strongly Agree	227	28.38
6	Total	800	100

From the above table, it is evident that 31 respondents responded as strongly disagreed to the information asked in the question. 42 respondents responded as disagreed to the information asked in the question. 122 respondents responded as neutral to the information asked in the question. 378 respondents responded as agreed to the information asked in the question. 227 respondents responded as strongly agreed to the information asked in the question. To know the trend, present in opinion of the population purchasing OTC products in the district for the question percentage score was calculated. From the calculation it was clear that 3.88% population has strongly disagreed opinion towards the information asked in the question, 5.25% has disagreed opinion, 15.25% had neutral opinion,47.25 % had agreed opinion while 28.38% had strongly agreed opinion towards the information asked in the question. Maximum responses were received as agreed while minimum responses were received as strongly disagreed.

4.1.6 Response on the product that is used by the consumer because the same company manufactures a product that the consumer is being using from past many day

Table 4.6: Deterministic analysis of response of consumer preferred the same company manufacturing the product which the consumer has been using in past

S. No.	Responses	No. of Respondents	Percentage Population%
1	Strongly Disagree	38	4.75
2	Disagree	41	5.13
3	Neutral	91	11.38
4	Agree	318	39.75
5	Strongly Agree	312	39
6	Total	800	100

From the above table, it is evident that 38 respondents responded as strongly disagreed to the information asked in the question. 41 respondents responded as disagreed to the information asked in the question. 91 respondents responded as neutral to the information asked in the question. 318 respondents responded as agreed to the information asked in the question. 312 respondents responded as strongly agreed to the information asked in the question. To know the trend, present in opinion of the population purchasing OTC products in the district for the question percentage score was calculated. From the calculation it was clear that 4.75% population has strongly disagreed opinion towards the information asked in the question, 5.13% has disagreed opinion, 11.38% had neutral opinion, 39.75% had agreed opinion while 39% had strongly agreed opinion towards the information asked in the question. Maximum responses were received as agreed while minimum responses were received as strongly disagreed.

4.1.7 Response on buying the products multiple times because it only suits for consumers ailment

Table 4.7: Deterministic analysis of response on buying the products multiple times because it suits for consumers ailment

S. No.	Responses	No. of Respondents	Percentage Population%
1	Strongly Disagree	25	3.13
2	Disagree	53	6.63
3	Neutral	160	20
4	Agree	339	42.38
5	Strongly Agree	223	27.88
6	Total	800	100

From the above table, it is evident that 25 respondents responded as strongly disagreed to the information asked in the question. 53 respondents responded as disagreed to the information asked in the question. 160 respondents responded as neutral to the information asked in the question. 339 respondents responded as agreed to the information asked in the question. 223 respondents responded as strongly agreed to the information asked in the question. To know the trend, present in opinion of the population purchasing OTC products in the district for the question percentage score was calculated. From the calculation it was clear that 3.13% population has strongly disagreed opinion towards the information asked in the question, 6.63% has disagreed opinion, 20%

had neutral opinion, 42.38% had agreed opinion while 27.88% had strongly agreed opinion towards the information asked in the question. Maximum responses were received as agreed while minimum responses were received as strongly disagreed.

4.1.8 Response on the product that is being used by the consumer has a global footprint and that's what compels the consumer to buy it.

Table 4.8: Deterministic analysis of response on the products having global footprint

S. No.	Responses	No. of Respondents	Percentage Population%
1	Strongly Disagree	133	16.63
2	Disagree	131	16.38
3	Neutral	139	17.38
4	Agree	280	35
5	Strongly Agree	117	14.63
6	**Total**	**800**	**100**

From the above table, it is evident that 133 respondents responded as strongly disagreed to the information asked in the question. 131 respondents responded as disagreed to the information asked in the question. 139 respondents responded as neutral to the information asked in the question. 280 respondents responded as agreed to the information asked in the question. 117 respondents responded as strongly agreed to the information asked in the question. To know the trend, present in opinion of the population purchasing OTC products in the district for the question percentage score was calculated. From the calculation it was clear that 16.63% population has strongly disagreed opinion towards the information asked in the question, 16.38% has disagreed opinion, 17.38% had neutral opinion, 35% had agreed opinion while 14.63% had strongly agreed opinion towards the information asked in the question. Maximum responses were received as agreed while minimum responses were received as strongly agreed.

4.2 Regression Analysis

In this research work the second part of the inferential analysis will focus upon determination of relationship between demographic variables and the consumer buying behaviour when it comes to the purchase of over the counter products. The regression analysis works on dependent and independent variables. The regression analysis works on dependent and independent variables. Since, the technique adopted in this research work is multivariate linear regression analysis, it will be required that there should be one dependent variable and multiple independent variables that can explain the variations in the dependent variable. The table shown below presents the description of the variables that will be considered in the analysis.

The regression analysis will reveal –

1. Significant relationship between consumer buying behaviour when it comes to purchase of OTC products and demographic variables, if exists any.
2. Significant relationship between consumer buying behaviour when it comes to purchase of OTC products and influence of product brand image, if exists any.

4.2.1 Model obtained from regression analysis

Coefficient					
Model	Unstandardized Coefficients		Standardized co-efficients	t	Sig.
	B	Standard error	Beta		
(Constant)	111.484	13.85		8.049	0
Age	7.991	.320	.624	24.997	.000
Monthly Income	0.0005	.0002	.042	2.576	.010
Gender	1.858	3.915	.008	.475	.635
Brand Influence	26.540	13.585	.089	1.954	.051
a Dependent Variable- Expenses					

The above table of regression analysis shows that independent variable Age is significant at 5% significant level, Monthly Income is significant at 5% significant level, Gender variable is insignificant and Brand Influence is significant at 10% significant level so it is concluded that variable Brand Influence has a significant relationship with the consumer spending on OTC product.

V. CONCLUSION

The descriptive analysis helps in drawing general conclusions from the research work while the inferential analysis helps in drawing specific conclusions from the research.

5.1 Conclusion from descriptive analysis

OTC products are about curing an ailment; hence customers tend to buy it to see its effect on their ailment. The customers prefer the brand because they had an experience that the product used by them shows the intended effect on their ailment.

The descriptive analysis revealed that the customers gave preference to those products that were manufactured by the brands that were trusted globally. Advertisement overload and aggressive marketing strategies adopted by the big brands loads the customer with tons of information about the brand. Ranging from countries they are manufactured in to the places Research Conclusion and Summary 169 they are sold in. A customer tendency is to have trust in those products that have global presence because then there is lesser chance of getting cheated (Attitudes of Consumers Towards the Pharma OTC products in India, 2009) and the same was exhibited by the customers of Katni district.

Products sometimes gets associated with nostalgia. The customers exhibited the behaviour that they will choose a product that is being manufactured by the same brand which manufactures the product they have been using from past many days. Past uses initiates experience and experience induces trust and trust in a product is important to capture the market share.

In the survey it was revealed that the customers tend to buy same product repeatedly because the product suits them whenever the ailment occurs and helps them to get rid of the ailment. This behaviour is an indicator of trust induced by experience.

Customers a times tend to travel to foreign locations for work and tourism. With them their ailments do accompany. Foreign countries make it difficult to have access to prescription medicines easily to tourists and hence for such customers OTC products are the best choice. The study revealed that customers do tend to buy products that have global footprint so that they can buy it whenever and wherever there is a need for it.

5.2 Conclusions from Inferential Analysis-

Variable	Relationship with Consumer buying behaviour when it comes to purchase of OTC products	Level	Effect of buying behaviour
Age	Increase in customer age by one year	Significant at 5% significance level	Spending on OTC product increases by 8.02 Rupees
Monthly Income	Increase in 1000 Rupees in monthly income	Significant at 5% significance level	Spending on OTC product increases by 0.4 Rupees or 40 paisa
Gender	Male or Female gender	Insignificant	Has no effect on consumer buying
Brand Influence	Influenced by the Brand image of the manufacturer	Significant at 10% significance level	Spending on OTC product increases by 26.43 Rupees

5.3 Suggestions-

Now a days, customer is a global traveller. The customer goes from one place to another and his or her needs and wants accompanies with him or her. It has been found that products global foot print was an important factor affecting buying behaviour related to OTC products. Customers are choosy and do not migrate instantly to other products. Hence, they prefer products that have a global footprint and is easily available across the globe. It is being suggested that companies should target multiple geography through hyperlocal marketing strategies so that it reaches to maximum people worldwide.
A satisfied customer will go for a repeat purchase. Hence, it is being suggested that the product should be value for money and should perform as promised or indicated on the packaging.

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