

**Effect of advertising and product packaging on enhancing consumer's
purchase decision of OTC medicines in Afghanistan**

BY

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Declaration of Authorship

I hereby certify that, the work embodied in this dissertation project is the result of original research and has not been submitted for a higher degree of any University or Institution.

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Abstract

In order to compete and survive in the market it is necessary for brands maintaining high quality and effective OTC products to deliver information and create awareness about their products to capture attention of consumers and enhance their purchasing behavior.

These days demand for effective and meaningful pharmaceutical packaging is recognized as an essential part of the drug delivery system as well as a crucial element of the marketing mix through which manufacturers can differentiate their products from their competitors.

Advertising and product packaging have been used for many years to influence the consumer purchase decision. Advertising mediums, product packaging and its elements are helpful in creating consumer's perception and awareness about the pharmaceutical products.

The purpose of the study was to check the effect of advertising and product packaging on enhancing consumer's purchase decision of Over The Counter (OTC) medicines in Afghanistan. The study used questionnaires based survey to collect data from 390 consumers of OTC medicines which were from both sex and working in different organizations in Kabul Afghanistan.

Results show that advertising and packaging of pharmaceutical products has significant effect on the consumer's purchase decision of OTC medicines.

This study concluded that through advertisement and packaging of OTC medicines, companies will be able to move their customers through purchase decision process and take instant action.

Key Words: Over The Counter Medicine (OTC)

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Chapter One

Introduction

1.1: Back ground study

A package is the economical means of providing presentation, protection, identification, information and containment for the product. Packaging also has much importance in marketing environment, the best packaging leave the good image of product in the mind of customer. There are different major elements in packaging, which producers of packages should consider during creating efficient packages including form, size, color, graphics, material, font style, printed information, design, innovation etc. Standard packaging is very important in pharmaceutical products which support and comply with the main requirements of product for example efficacy, safety, uniformity, reproducibility, integrity and purity. Package performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumer's purchase decision.

Consumer's buying behavior generally means the behavior of consumer as they look for the product that they feel will satisfy their intended needs and wants. Packaging encourage or even sometimes discouraging the consumer from buying a specific product, especially at the time of sale or when a consumer is to choose the product from different brands of similar product. Packaging strongly influence, consumer's purchase decision and the importance of packaging increases frequently.

These days demand for effective and meaningful pharmaceutical packaging is recognized as an essential part of the drug delivery system as well as a crucial element of the marketing mix through which manufacturers can differentiate their products from their competitors. Packaging plays a vital role in the provision of life saving medicines, medical devices and nutritional supplements.

Advertising is another factor which affect customer's buying decision, and is the effective source to influence the mind of viewers and gives viewers exposure towards a particular product or service. Through advertisement, companies will be able to move their customers through purchase decision process and take instant action. Some advertisement plays role

of reminder, which keep customers focusing the specific brands and select it in between a wide range of similar brands.

There are two types of advertising, conventional and online advertising. Conventional advertising refers to “Traditional advertising” that includes mass media (like print, radio and television) and Online advertisement is mainly about to deliver advertisement through internet such as e-mail, websites and etc.

Important tools of advertisement includes magazines, radio, billboards, television, newspapers, direct mail, mail order and outdoor display. Promotion of medical products also includes, providing information through medical journal, use of medical representatives or medical information manager, advertisements of medicines to physicians, providing of gifts and free samples, medicine package supplements, advertisements which are direct-to-consumer, magazines, telesales, holding of medical conferences, seminars and scientific meetings, supporting of medical education and conduct of promotional trials.

Advertisement convey the exact message and place it in the mind of customers. Advertisement helps companies to create product/brand and its ingredients, awareness for customers and shapes perception of the customers about the product/brand either in a positive or negative way. As customers want new and novel things, so in order to satisfy their needs and wants, advertisers and marketers should design novel advertisements in order to gain their attention. As there are different means in order to provide customers with medicines information but advertising is one of the most powerful method of shring medical information.

1.2: Problem Statement

Nowadays tough competition between companies is going on and they are spending more on advertising and paying more attention on packaging of the products/services to exist the product/service in the top of the customer’s mind in order to enhance customer’s-purchasing decision or increase sales. Product packaging and advertising are the key factors, which help to change the needs of consumers relative to products and market.

Packaging of pharmaceutical products plays important role on marketing communication particularly at the point of sale which as an important factor plays role in enhancing

consumer's buying decision of Over The Counter (OTC) medicines. Although many studies have done on effects of product packaging on customer purchase decisions but no study has mainly focused on the effects of pharmaceutical packaging of Over The Counter (OTC) medicines on customer purchase decision (Alagala MB, Bagbi BM & Shaleye AB, 2018).

As the result of wide range advertising, self-medication is growing and consumers are becoming more familiar with Over The Counter medicines. Although there are different means that pharmaceutical companies use for advertising their OTC medicines and providing them pharmaceutical information but advertising is one of the best way to promote the product (Chakraborty, Jakirul,Hossain and Hasan, 2014).

There are more than hundreds brand of each medicine available in Afghanistan and most of them are operating without license and maintaining low prices, which creates tough competition in pharmaceutical industry in Afghanistan and decrease sales of other brands. Therefore, it is necessary for brands maintaining high quality and effective OTC products to deliver information and create awareness about their products to capture attention of consumers and enhance their purchasing behavior.

Since there is not any study done on the effect of both advertising and product packaging in consumer purchase decision of OTC medicines in Afghanistan and the aim of this study is therefore to fill this gap by determining the effect that advertising and products packaging have on enhancing consumer's purchase decision of OTC medicines in Afghanistan.

1.3: Research Question

The research questions are:

- Do advertising of OTC medicines, effect consumer's purchase decision?
- Do packaging of OTC medicines, effect consumer's purchase decision?

1.4: Objectives

This research's objectives are:

- To find the effect of advertising on enhancing consumer's purchase decision of OTC medicine.

- To find the effect that product packaging has on consumer's purchase decision of OTC medicines.

1.5: Significance

Companies working in different fields are toughly working in order to enhance customer's buying behavior and increase their sale's volume. All companies are working on their product packaging and putting more efforts on advertising their product/service. Some of the companies are providing attractive and informative packages and advertise their product/brand/service using different advertising mediums, but there are some companies, which they do not know how to provide good packages, what are the roles of package and which ad medium to choose in order to maintain customer's purchase behavior. It is essential for companies producing different products, to know which factors help them in enhancing customer's buying behavior by attracting new customers and as well retain the elder customers.

1.6: Chapter plan

This research consists, five chapters.

- Chapter number one includes the research introduction, background information, research question, research objective, significance of the research and the chapter plan.
- Chapter number two is about literature review regarding the study, secondary information of the research and theoretical framework.
- Third chapter talks about research methodology, research population, and the sample size.
- Chapter number four includes the analysis and result of the primary data the interpretation of results.
- Chapter number five consists conclusion and research recommendations.

Chapter Two

Literature Review

2.1: Chapter introduction

This chapter consists two parts. The first part is literature review, which is a brief and comprehensive review of previously done and published researches that have close relationship with this research. And the second chapter contains the theoretical framework of the research, which shows the relationship between dependent and independent variables.

2.2: Product packaging

Packaging Definitions:

Package is a set of various elements which communicate different messages to customers and as well it is the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation as they were, at the time of production. Packaging is an important part of the branding process as it plays a role in identification of a company (Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad, 2013)

A pack is the economical means of providing protection, presentation, identification, information, convenience and containment for a product (D.A Dean, E.R.Evans and I.H.Hall, 2000). And according to Alagala MB, Bagbi BM and Shaleye AB, (2018), packaging is the technology to enclose or protect products for distribution, storage, and sale and as well usage. In the pharmaceutical phrasing, it is the collection of different components (Like bottles, vials, closures, ampoules, caps, blisters and etc.) which frame the pharmaceutical product from the time of production until it is being used. Packaging requires so much attention in the production processes of pharmaceutical products which plays an important role in sustaining the efficacy of manufactured pharmaceuticals.

Packaging is the important element and container of the product which protects, prevent and help in handling from producer to consumers. Packaging also has much importance in marketing environment which the best packaging leave the good image of the product in the mind of customer (Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad, 2013).

2.3: Elements of package

There are different arrangements in classifying the elements of package in scientific literature. As package is one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior (Rita Kuvykaite and Aiste Dovaliene Laura, 2009).

As per research of Smith and Taylor (2004), there are six major elements in packaging which producers of packages should consider during creating efficient packages including form, size, color, graphics, material and flavor. But Vila and Ampuero (2007), categorized the elements of packages in to two categories, the first one is graphic elements (Like color, typography, shapes used, and images) and the second one is structural elements (such as form, size of the containers, and materials). This classification is somehow close to the classification of Smith and Taylor, which do not contain verbal elements of package.

Packaging elements consists of packaging image, packaging color, font style of packaging, packaging material, printed information and innovation (Getie Andualem, 2017). According to Silayoi and Speece (2004, 2007), there are two categories of package elements, visual elements (graphics, color, shape, and size) and informational elements (information provided and technology). But as per classification of Rita Kuvykaite and Aiste Dovaliene Laura (2009), two main blocks of packaging elements could be identified, visual and verbal elements which color, size, Graphic, form, and the material are considered as visual elements and product information, producer, country-of-origin and brand are the verbal elements.

As per Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad (2013), verbal elements of packaging has important role in customer's buying decision and between all of them, product information and country of origin are the main verbal elements while size and material are the main visual elements when purchasing milk and washing-powder. It's important to have a deeper look in different elements of product package:

Packaging Color: Color of the package have potential to create a deep and long-lasting impression and image about the product/brand in the mind of customer. In the packaging of products, marketers use colors to catch the customer's attention and creates either a negative or positive feeling about the particular product. Color of packaging apart one

company's product from others. Appropriate packaging color delivers customers a happy feeling (Mr. Mitul M. Deliya and Mr. Bhavesh J. Parmar, 2012). And as well the colors convey special messages about the brands which ultimately create a unique selling proposition (Getie Andualem, 2017).

Packaging Material: As per Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad (2013), high quality packaging material attracts customer in comparison with low quality material. In one study on food packaging by Lynsey Hollywood (2013), three packaging materials were discussed which includes glass, plastic, and cardboard (Getie Andualem, 2017). As well according to Alagala MB, Bagbi BM and Shaleye AB (2018), key packaging materials are Paper, fiberboard, Plastic, Glass, Steel and Aluminum.

Type of pack can refer to either the basic materials employed like glass, plastic, metal, etc. or the pack style/type, like bottle, tube, sachet and blister. Packs may provide single (non-reclosable) use, or multi-use (reclosable). Both groups have influences on the product and have to be considered in terms of the material characteristics and the total packaging concept involving such factors as product compatibility, functional and aesthetic design, production performance, material costs, production costs and user convenience (Tailor and Francis, 2000)

Font Style: Font is also one of important elements of packaging which grab customer's attention. Companies who use best font styles, are successful in the market (Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad, 2013). The improvement and innovation in IT technology has supported this feature. Successful companies have best practices of the font styles by hiring specialist in composing which can create attractive font styles. The attractive package has innovative font styles. So we can say that there is exist relationship between font style and buying behavior of customers (Getie Andualem, 2017).

Design of wrapper: Product packaging is used for identification of the product which plays an important role in attracting the consumer's attention. . Children are likely more sensitive in case of wrapper design. Companies have to make a wrapper design in order to attract the children as well. Also packaging design can be used for building the brand identity (Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad, 2013).

The color and design of wrapper of pharmaceutical brand packaging plays the role of trade mark which identify and differentiate a pharmaceutical product (Alagala MB, Bagbi BM and Shaleye AB, 2018).

Product packaging design includes brand name, color, typography and images which all of them influence how quickly and easily a product catches the eye. At the end could conclude that a good packaging design is regarded as an essential part of successful business practice (Getie Andualem, 2017).

Printed Information: Printed information consist all of the information related to the product quality, price and description which helps in identifying the brand (Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad, 2013).

Packaging is the primary part of the product for communication with the consumer which provides the detail information about the product at the point of sales like the nutritional value, ingredients of the product, place of production, the manufacturing company, batch number, production date and expiration date. Informational elements of the package plays a vital role in customer's decision-making (Getie Andualem, 2017). Taylor and Francis (2000), mostly following points are included in the packs:

- License number
- Manufacturer company
- Warnings (like keep out of the reach of children)
- Product formulation (like excipients, preservatives, colorants and etc).
- Type of product
- Brand name
- Generic name
- Strength (Amount of active ingredient)
- Quantity
- Administration
- Batch number
- Expiry date and manufacturing date
- Storage instructions
- Contra-indications
- Precautions

Background-image: As per Goldberg et al, (1999), images on the pack of product plays important role in increasing consumer's attention and increases familiarity with the particular product. Background image in the pack is the image in the customer's mind which helps in identifying brand of the product.

Innovation: Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad (2013) explored that innovation in the design of package increases value of the product like easy opening, easy storing, recyclable, child proof, breakability and etc, in the consumer's mind.

An innovative packaging design can change product perception and create a new market position and as well acts as fundamental strategy for competitive success and survival within a competitive market (Getie Andualem, 2017). A good packaging design is regarded as an essential part of successful business practice.

2.4: Advantages of package:

According to Rita (2009), a good package has following characteristics:

- **Attractiveness:** Package should be eye catching and attractive in order to capture customer's attention. Attractive packaging motivates customers and dramatically influence customers' minds even some end up demanding the product due to its attractive package (Getie Andualem, 2017).
- **Economical:** Getie Andualem (2017), has explored that costly packages increase the price of product so a good package is an economic package.
- **Protective:** A good packaging protects the products from damaging, contamination, leakage, and tampering (Philip Kotler). As per Taylor and Francis (2000), package protect the formulation of medicines from a wide range of factors including light, temperature, oxygen, carbon dioxide, moisture and physico-chemical changes. Taylor and Francis (2000), explored that the pack must protect the product against the following primary hazards such as climatic, biological (Like microbiological and biological factors), mechanical (physical hazards associated with storage, carriage and etc) and chemical (interactions between product and pack).

- **Communicative:** As per Taylor and Francis (2000), a good package communicate the product with customers and provide information about quantity, brand utility of the merchandise and many more things.
- **Convenient: A good** package allow easy movement of the product from one place to other. As Taylor and Francis (2000), Convenience is normally associated with product use or administration. Like a unit dose eye drop which eliminates the need for a preservative. The shape and package size should also be compatible with retailers and wholesalers for shop or for consumers to keep at home.
- The package should preferably be re-usable.
- A good packaging reflects the conditions in which the product should be sold.
- Getie Andualem (2017), explored that packaging needs to highlight compelling and believable claims on product differences.
- Packaging may fulfil various needs for example, tamper resistance or child resistance (Taylor and Francis, 2000).

2.5: Functions of Packaging

1-Safety: Package protect the product in different stages including storage, distribution and usage and as well increases the life of the product, which is very important. Nowadays consumers focus more on packaging safety, especially for medicine (Schoell, 1985). Product safety also sustain the quality of the product because it protect the product from the air pollutions, dust and sun rays which are very harmful for product (Tse, 1999).

2-Identification of Product: Specific package of the product help customers in easy identification of right product without wastage of time and money. Packaging also provide to customer the trust and reliability about product that product is original (Shahzad Khan and Tausefullah).

3-Virginity of Product: This character of product tells that this product has never been used before and as well it provide the trust to customer about being original of product and there isn't any mix cheap ingredient in it, which is dangers for health (Shahzad Khan and Tausefullah).

4- Promotional role: Package of the product plays motivational role for customers to use the product (Shahzad Khan and Tausefullah).

5- Increase the value of product: Package double the value of a product .Value is increased when packaging is design in such a way which attract consumer and also share a lots of information (Shahzad Khan and Tausefullah). As well according to Taylor and Francis, the primary function of a pack in certain circumstances (Like OTC products) is to maximize both sales and confidence in the product.

2.6: Pharmaceutical products packaging

According to Taylor and Francis (2000), standard packaging is very important in pharmaceutical products which support and comply with the main requirements of product for example efficacy, safety, uniformity, reproducibility, integrity, purity with limited impurities, minimum side-effects coupled to minimum product liability risks, and a good shelf-life stability profile.

According to Taylor and Francis (2000), there are three types of pack:

- 1- **Primary:** The primary or immediate pack consists of those materials which is in direct contact with the product.
- 2- **Secondary:** The secondary pack enable the product to be stored, transported and displayed, and possibly assist the use.
- 3- **Tertiary:** Tertiary components may include ancillary components like leaflets, dispensing spoons and etc.

2.7: Pharmaceutical packaging materials

Most common packaging materials are:

- **Glasses:** There are different types of glasses which are used in the packaging of pharmaceutical products. Glasses must not interact with the formulation and

component of medicines. Amber colored glasses are used to shield ultraviolet radiation from enclosed or packaged drugs that are photo label.

- **Rubbers**
- **Metal containers:** Metal containers are exclusively used in the packaging of medicinal products for non-parenteral administration.
- **Closures:** Closures are used for the purpose of covering medicine's containers after the filling process and they should be as inert as possible. It shouldn't give rise to undesirable interactions with the medicines and should provide a complete seal from the environment.

Closures should be tamper-proof to guide against adulteration and pilfering. Tamper proof closures serve as child-resistant to guide against accidental drug intoxication involving children (Alagala MB, Bagbi BM and Shaleye AB, 2018).

2.8: Customer's Buying Behavior

Consumer buying behavior is the way through which individuals purchase and use the product which satisfy their needs and wants (Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad, 2013). Consumer's buying behavior generally means the behavior of consumer as they look for the product that they feel will satisfy their intended needs and wants (Getie Andualem, 2017).

Models of Buyer Decision Making

There are three models of analyzing consumer's buying decisions:

- **Economic Models:** This is based on the assumptions of rationality and perfect knowledge about the product. It is quantitative and the consumer is construed to maximize their utility (Alagala MB, Bagbi BM and Shaleye AB, 2013).
- **Psychological Models:** Alagala MB, Bagbi BM and Shaleye AB (2013) explored that psychological models involve psychological and cognitive processes including motivation and need recognition. They are qualitative and built on sociological factors such as cultural influences and family values.

- **Consumer's Behavior Models:** Consumer's buying behavior model is the practical models which are used by marketers and involves the blending of both economic and psychological models (Alagala MB, Bagbi BM and Shaleye AB, 2013).

Chakraborty, Jakirul, Hossain and Hasan (2014), explored that below factors influence consumer behaviors:

- The factors which are related to culture
- Social influences
- Personal aspects
- Psycho-logical aspects
- Psycho-graphic aspects

2.9: Effect of package in customer's buying behavior

Due to increasing in self-service and changing consumers' lifestyle their interest in packaging as a sales promotion tool and stimulator of impulsive buying behavior is growing increasingly. So package performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumer's purchase decision (Rita Kuvykaite and Aiste Dovaliene Laura, 2009). Over 70% of purchasing decisions are made at the shelf so packaging of product is the first thing that catches attention of customers as it plays an important role in differentiating a brand from competitors. Packaging of products strongly influence consumers which they are considering to buy. Marketers are well aware of this fact, and go to great lengths to create packaging that will draw in consumers and convince them to buy the product (Nawaz Ahmad, Mohib Billo and Asad Lakhani., 2012). A well-designed packages of pharmaceutical products appeal the sensibilities of the end users and reinforce a positive buying behavior (Alagala MB, Bagbi BM and Shaleye AB, 2018). Packaging encourage or even sometimes discouraging the consumer from buying a specific product, especially at the time of sale or when a consumer is to choose the product from different brands of similar product. This could be treated as one of the most important

factor influencing a consumer's purchase decision (Nawaz Ahmad, Mohib Billo and Asad Lakhan, 2012). Successful implementation of the marketing mix causes customer's satisfaction, wants, needs and as well increases the likelihood of achieving an organization's objectives in the market place. In addition, It is important to examine not only where the firm is today, but how well equipped it is to deal with tomorrow (Strategic marketing by Tony Proctor).

Packaging has strongly influence in consumer's purchase decision and the importance of packaging increase frequently. As there are lots of advantages of packaging now packaging is an important P of marketing mix (Shahzad Khan and Tausefullah).

Verbal elements of package are more important than visual ones when consumers are under time pressure. While consumer's purchasing decisions depending on level of involvement correspond with those of theoretical studies and let us stating that visual elements of package have relatively stronger influence on consumer's purchasing when they are in the level of "low involvement", in opposite to those who are in the level of "high involvement (Rita Kuvykaite and Aistè Dovaliene Laura, 2009). The reason that most of companies invest a huge amount of money on packaging is because they are well aware that spectacular package draws consumer's attention and is capable to turning the buyer on or off (Getie Andualem, 2017).

(Sabeehullah Shah, Adnan Ahmad & Nawaz Ahmad, 2013).

Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad (2013), explored that customer purchasing decision is strongly based on package and its features such as packaging color, material, background image, design of the wrapper, printed information, innovation and font style. As life style of the people are rapidly changing, the packaging insure people that product is original and the producer used the packaging as a purpose for the easy delivery. In earlier time the primary aim of packaging was to defend the product, but currently according the varying marketing environments packaging is being used as an instrument for increasing sales, attracting customers and product communication to its consumers. Most of companies are interested in packaging as a promotional tool in order to increase sales of their products.

All elements of package contribute important effort in catching consumer's attention and interest. Besides each element's single function, a good combination of all packaging

elements let the product more attractive. Package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also package imparts unique value to products which works as a tool for differentiation and helps customers to choose the brand from wide range of similar products, and motivates customers to make purchasing decision (Mr. Mitul M. Deliya and Mr. Bhavesh J. Parmar, 2012). According to Alagala MB, Bagbi BM and Shaleye AB (2018), there is a significant relationship between pharmaceutical packaging design and consumer's brand loyalty. This result is in line with the postulations that medicine's appearance in terms of color and form and to a greater extent its packaging may influence patients' belief in the efficacy of the treatment being taken or received. However, their repeat purchases especially for Over The Counter (OTC) medicines, may be positively reinforced by the observed therapeutic outcome.

Alagala MB, Bagbi BM and Shaleye AB (2018), elaborated that these days demand for effective and meaningful pharmaceutical packaging is recognized as an essential part of the drug delivery system as well as a crucial element of the marketing mix through which manufacturers can differentiate their products from their competitors. Packaging plays a vital role in the provision of life saving medicines, medical devices and nutritional supplements.

During purchasing goods and services from the market, out of each 100 individual 73 of them go for apparently good things rather than the brand and only 27% of people strictly stuck for brand (Mwella, A. Mwisho, 2013).

2.10: Definition of advertising

Advertising is a form of communication to convince an audience (viewers, readers or listeners) in order to make purchase decision or take some action upon products, information or services etc (Dr. D.Prasanna Kumar and K. Venkateswara Raju, 2013). Advertising is purely an economic activity with the purpose, to sell. Many advertisers and agencies believe that advertising creates "magic in the market place". Although the environmental factors are important in decision making and getting information but the

most reliable and trustworthy source is the advertising of particular brand (Aneeza Bashir & Najma Iqbal Malik, 2010).

According to Katke (2007), advertising is the effective source to influence the mind of viewers and gives viewers exposure towards a particular product or service. And advertising is the core idea that is presented in non-personal ways to create purchase intention (Fazal Rehman, Tariq Nawaz, Aminullah Khan and Shabir Hyder, 2014). As Tony Proctor says in his book Strategic Marketing, advertising catches the customer's attention and deliver the message in an original way that will enable the customer to remember and identify with the message, the brand and as well as provides motivation to purchase which does two jobs for business, one is the competitive job to make clear customer and the equally important is the indispensable job of creating consumers. As nowadays companies are seeking to have more market share, therefor companies are using different ways for attracting customers of different segments of the market to become market leader (R. Sunder raj, 2018).

In today's competitive market because of the globalization and accessibility of different channels for the viewers of this modern era, it is somehow impossible for advertisers to deliver the message and information to buyers without using ads. Nowadays globalized economy made available a bulk of marketing stimuli to modern consumers. More often consumerism describes the way of equating personal happiness, with purchasing material possessions and consumption in excess of one's need (Dr. D.Prasanna Kumar & K. Venkateswara Raju, 2013). Philip Kotler and Gary Armstrong in his book principle of marketing, explored that through advertisement companies will be able to move their customers through purchase decision process and take instant action. Some advertisement plays role of reminder, which keep customers focusing the specific brands and select it in between a wide range of similar brands.

2.11: Types of advertising

- 1- Conventional advertising: Sadia Afzal and Javed Rabbani Khan (2015) explored that conventional advertising refers to "Traditional advertising" that includes mass media (like print, radio and television).

- 2- Online advertising: Online advertisement is mainly about to deliver advertisement through internet such as e-mail, websites, ad-Supporting software and etc (Sadia Afzal1 and Javed Rabbani Khan, 2015). Nowadays companies are using different types of online advertising such as display ads, social media ads, native advertising, remarketing, SEM (Search Engine Marketing), video ads and email marketing.

2.12: Advertising mediums

Media is the vehicle which is used in order to deliver different kinds of messages. Important tools of advertisement includes magazines, radio, billboards, television, newspapers, direct mail, mail order and outdoor display. Advertisement in such a media as print (newspaper, magazines, billboards, flyers) or broadcast (radio, television) consists headlines, information about the product pictures and occasionally a response coupon. As well broadcast advertising consist an audio or video narrative that can range from 15 seconds spots to longer segments known as infomercials, which generally last 30 to 60 minutes (Dr. R. Sivanesan & St. Jerome's, 2014).

Through environmental and emotional responses presented in advertisement, among all advertising mediums, TV ad is the most effective medium because findings shows that people feel good through immediate displaying of information, text shown in ad and images helps them to feel pleased with that information rates because according to them advertisement tells them the exact thing which they are expecting (Sadia Afzal1 and Javed Rabbani Khan, 2015). TV ad is one of the most effective tools to communicate the message to the target audience because it has the ability to combine both audio and visual communication, so this makes advertisements as an important medium to make people aware of products (R. Sunder raj, 2018).

Internet is a very new way for shopping many different products or services online. Online marketing is the source of ad that helps to save both time and cost. Meanwhile the product is not available for physical verifications so advertisements are the only source to influence and attract the customers. Due to dramatic increase in degree and diversity of online ads, companies spend more on online advertisement than conventional (Gaurav Bakshi and Dr. Surender Kumar Gupta, 2013). Nowadays, online advertisement are extensively used by

companies in order to promote the products and services but it is relatively difficult for advertisers to make online advertisement more effective and able to generate positive response from customer (Khong Kok Wei, Theresa Jerome and Leong Wai Shan, 2010). Similarly there are numerous advertising mediums that deliver medical info but all of the doctors may not believe on these information which are delivered using different advertising mediums. As per WHO (World Health Organization), another cluster may adopt self-regulatory measures based on them. Promotion of medicals also include activities such as providing information through medical journal, use of medical representatives or medical information manager, advertisements of medicines to physicians, providing of gifts and free samples, medicine package supplements, advertisements which are direct-to-consumer, magazines, telesales, holding of medical conferences, seminars and scientific meetings, supporting of medical education and conduct of promotional trials.. Between all mediums, trustworthiness of information which are provided through medical journal are more than clinical paper (Chakraborty, Jakirul, Hossain and Hasan, 2014).

2.13: Pharmaceutical advertisings

Pharmaceutical promotions are essential sources of providing technical info which has an important contribution toward educating of physicians in rational use of medicines. There are different advertising mediums and methods which are used in advertising of pharmaceutical products such as, online advertising, in print, TV ads, radio broadcast, direct to consumer ads, direct to physician ads and many more. Companies use different promotional items in order to promote their products such as providing free samples for doctors, arranging trips, medical seminars, invitation of physicians for lunch and dinner, booking tickets for attending events and many more are different promotion methods which are provided by medicinal industries to doctors to prescribe their products and boost their sales (Chakraborty, Jakirul, Hossain and Hasan, 2014).

2.14: Effect of advertising on consumer buying behavior

In today's modern and competitive environment, advertisements become one of main sources to communicate the brand between the user of the products and manufacturer. Advertisement plays role in order to carry message up to the far distances and has the ability to targets the mass audience. The role of advertising in increasing sales volume is very important which is very essential tool to enhance the sales of brand. It's proven that advertisement is directly linked with the sales of the products (Samar Fatima and Samreen Lodhi, 2015). Advertisement has the ability to encourage the customers to buy the product at least once in a lifetime. People consider advertisement as a reliable source of knowledge compared to others (Like friend, neighbors, reference group) opinions. Ads could affect any income group, but expensive product and repetition of advertisement do not affect the purchasing attitude (Aneeza Bashir and Najma Iqbal Malik, 2010).

Advertisement plays the role of driving force for any business as it's an effective source which convey the exact message and place in the mind of customers. Advertisement helps companies to create product/brand and its ingredients, awareness for customers and shapes perception of the customers about the product/brand either in a positive or negative way. The quality of products is perceived by gathering the information through advertisements (R. Sunder raj, 2018).

Sales promotion and advertising is much more effective in low involvement category products where a simple promotional signal can lead the consumers to buy a product (Ram Dheraj, 2014).

This view of the role of additional information in consumer purchase decision has implications for advertising. An advertisement reaching a potential buyer while the buyer is seeking information will have a greater impact, since the buyer is spared the time and effort needed to seek out this information himself and is less likely to turn to competing brand advertisements to obtain the additional information. In other words, buyers are generally more responsive to different brand advertisements while they are seeking information on these brands (Dr. D.Prasanna Kumar & K. Venkateswara Raju, 2013).

As customers want new and novel things, so in order to satisfy their needs and wants, advertisers and marketers should design novel advertisements in order to gain their

attention. In order to be more effective and influential in a positive manner, the ad of particular brand must have all the qualities of a good ad Aneeza Bashir and Najma Iqbal Malik, (2010) because advertisement plays an important role in the promotion of any product. Product information which is provided through advertisement also plays vital role in changing consumer's attitude toward advertisement and can affect their buying behavior. Way and values of life are strongly influenced by mass media like newspaper, TV, radio and the internet and it has the ability to shape viewer taste and movements (Sadia Afzal and Javed Rabbani Khan, 2015). TV ads and billboards are extensively used by the marketing departments of the cosmetic companies which are targeting customers through these mediums. Their advertising contains enough information which has the ability to attract the consumers and create awareness in the mind of the customers (Samar Fatima and Samreen Lodhi, 2015).

According to Samar Fatima and Samreen Lodhi, (2015) there is a relationship existed between the customer buying decision and advertising. As people get awareness regarding the cosmetics through advertisement but advertisements cannot create the perceptions in the mind of customer. Perception is mainly driven from the use of product and recommendation of the peers, friends, colleagues and etc. So before purchasing any product customers collect information for their proper purchasing decision making activities and advertisement is mostly adopted to get information about the products.

Hierarchy of effects model in advertising

Hierarchy of effects model often used to assess the effectiveness of advertisement and is a series of steps such as, attention, interest, desire and purchase decision. The steps of hierarchy of effects model are as follow:

- **Awareness:** It is the first step of hierarchy of effects model, where people get awareness about products.
- **Interest:** Advertising of a product/service creates interest among target viewers and creating interest is the priority of advertisers.
- **Desire:** Advertisement aspires target customers in buying a product/service. From advertising view point, desire is said to be the intense level of wanting a product.

Creating desire is the priority for advertisers, where they explain the features and benefits of their products that how much value you have here.

- **Action:** In this step customer takes purchase decision of a product or service and customers are ready to pay for the products to satisfy their intense desire for a particular product/services.

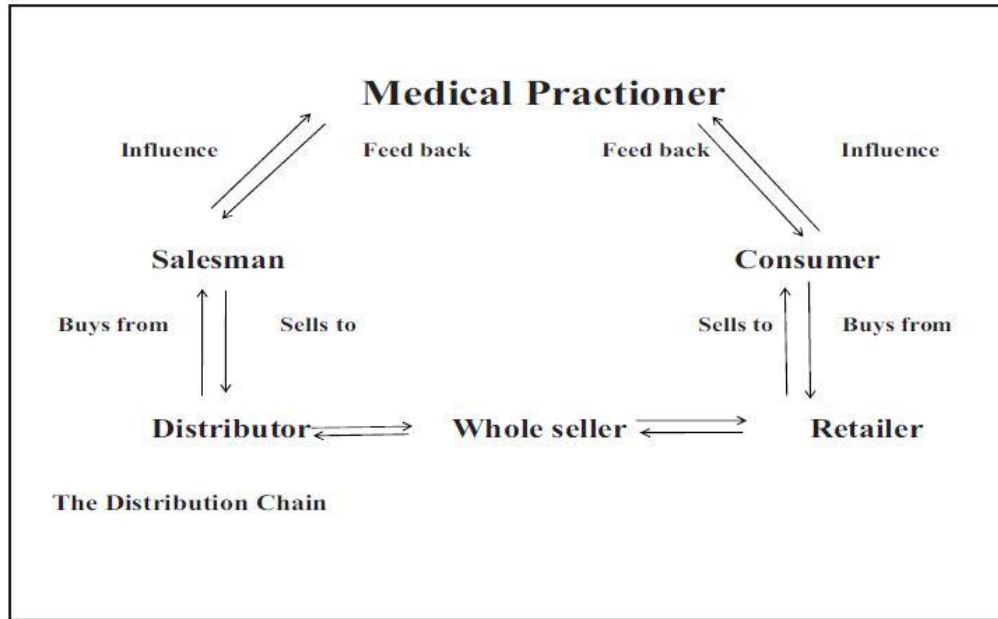
2.15: Effect of advertising on customer buying behavior of pharmaceutical products

As there are different means in order to provide customers with medicines information but advertising is one of the most influential method of spreading medicinal info.

Advertising facilitates consumer choice and enable them to buy things as per their allocated budget and choice which can help in keeping customers satisfied and happy.

Purchase decision of pharmaceutical products is based on customer buying decision because buying medicals lies at the hand of the person that make purchase decision which is the doctor rather than the hand of end user which is patients. So the person who make purchase decision (the doctor), could be count as the customer. We can categorize the customers of pharmaceutical products in to two categories, the first one is the doctor who is the indirect consumer (customer) and the other one is patient who is the direct consumer. In Indian pharmaceutical industries, pharmaceutical advertisements influenced the prescribing behavior of doctors and purchasing decision of the end user (patient), who buy the OTC (Over the Counter Drug) medicines, which could be purchased without the doctor prescription. Marketing of pharmaceutical products are different from the other types of marketing because not only consumer (patients) are the target audience, but also the physicians who prescribe medicines, are the target audience. In pharmaceutical products the end users are not always in the direct contact with pharmacies.

In here the doctors decide for patient, about which product needs to be bought, the quantity, when to take medicine and how for how long (Chakraborty, Jakirul, Hossain and Hasan, 2013).



(Chakraborty, Jakirul, Hossain and Hasan, 2013).

Doctors decide on behalf of their patients about which medicine in which dose and course to be taken. Doctors are responsible to identify and select medicine for their patients based on their needs and requirements. But sometimes doctors and the pharmaceutical companies come up with some sort of agreement and that relationship between them can create conflict between ethical professional interest of a physician and their financial interest. Pharmaceuticals use different paths in marketing their products such as providing doctors gifts, lunches/dinners, sponsorship of education, free samples, trips, and many more things are the sample of stimuli which motivate the doctor to prescribe the medicines and other equipment without and scientific base. The medical information managers could easily attract attention of doctors and turn their selection and choice toward medicines. Studies indicated that doctor are influenced by Medical Representative, and they are the key group which could provide medical information. Medical Representatives are the important promotional passage which are used by pharmaceutical companies in order to have long lasting effect on prescribing behavior of doctors. Many studies have proven that pharmaceutical companies works too much to promote their brands by paying big gifts and their relationship in the distribution network is usually based on incentives (Chakraborty, Jakirul, Hossain and Hasan, 2013).

2.16: Pharmaceutical advertising methods

- 1- **General Public advertising:** Medicines and Magic Remedies Act and Rules mentions a list of conditions for which there is not permitted advertising. It also forbids untruthful or disingenuous advertisements which can directly and indirectly, provides wrong impressions regarding the accurate character of medicines, make incorrect claims, or are otherwise untrue or misleading in any particular respect.
- 2- **Advertising through Medical Journals:** Advertisements using medical journals can attract the physicians and their attention because they are visually appealing also see them as a path to keep physicians up-to-date.
- 3- **Direct mailing to doctors:** - It is about to send popular publicity materials to doctors regarding to their field, like written and audio-visual promotional materials. There has been a substantial growth in direct mail of popular publicity to physicians and it campaigns over the past 5 years. Mailing of publicity materials to doctors, allows the entities to use their resources effectively and efficiently by allowing to send important publicity material to a named person within their target group.
- 4- **Advertising through conducting Medical conferences:** Sometimes based on needs pharmaceutical industries organize medical conferences in order to promote their new coming products to provide the medical and pharmaceutical information like about the usages of medicines, drug doses, contra-indication, forms, privileges, adverse effect and etc to the medical doctors.
- 5- **Electronic or Media Advertising: Advertising through** electronic or media consists of using radio, TV, video and the internet.
- 6- **Outdoor Media:** - Like posters, transits and etc.
- 7- **Other advertising Mediums:** - Other types of advertising mediums are hand bills, the update calendars, branded diaries, cinema advertising and internet and so on. Various mentioned medias can play an important supporting role to the other major medias such as TV and the newspapers (Chakrabortty, Jakirul,Hossain and Hasan, 2013).

2.17: OTC (Over The Counter) medicines

OTC or proprietary products are the products which are designed for direct sale to the general public. OTC Drugs means the medicines which there isn't any legal constrain to be sold Over The Counter (by pharmacists), without having the prescription from a registered medical practitioner (Chakraborty, Jakirul,Hossain and Hasan, 2013). Sale of this category of medicines occurs through pharmacies, drug stores and etc., largely depends on legal requirements of the country concerned, and how the drug is classified in terms of the prevailing poison enactments, food and drugs legislation, etc (Taylor and Francis, 2000).

According to Chakraborty, Jakirul, Hossain and Hasan (2014), in the following Over The Counter drugs advertising can be used as a promotion tool:

- Analgesic
- Cold Tablet
- Digestives (antiflatulents)
- Cough Lozenges
- Strepsils
- Vitamins
- Tonics
- Heath Supplements
- Antiseptic Cream or Liquids
- Digestives
- Antacids
- Antiflatulents
- Medicated skin treatment
- Dry powder of Glucose
- Syrups for sedation of cough
- Lozenges
- Items used for dressings of wounds (Band-Aids)
- Gripe water

Pharmaceutical Advertising for OTC medicine or Direct Consumer

Prescribed medicine is the category of medicines that require to be prescribed under the supervision of a physician. But OTC (over the counter) drugs can be sold directly to the end users, without any physician's prescription. The traditional media which are used in advertising of pharmaceutical products with the purpose of providing the product message of prescribed medicines includes journals (medical journal), magazines, newspapers, mailing to customers and service items like educational films, medical illustrations, office supplies, text books, medical photographs, and exhibitions etc.

Advertising of Pharmaceuticals for end users (patients) are normally done using print media advertising, and the print media contains magazines, medical journals, hand bills, newspapers and etc.

None of newspapers or journals today can survive without using advertising revenue. Advertising through print media is one of the best and popular form and revenue derived by mass media from advertising has, therefore there have been a progressing increase. Print media appeals only to the sense of sight, like eyes. Printed advertisements have the advantage of being directly in front of the consumer who can select to read them. While reading advertisements customers become more informed and are more likely to follow-up on the product and make decision about it. In addition, printed media is tangible to those customers who can carry the medium with them or follow-up with it on the web (Chakraborty, Jakirul, Hossain and Hasan, 2013).

WHO recommend that the below points could be included in medicinal advertisements which are used in medical journals:

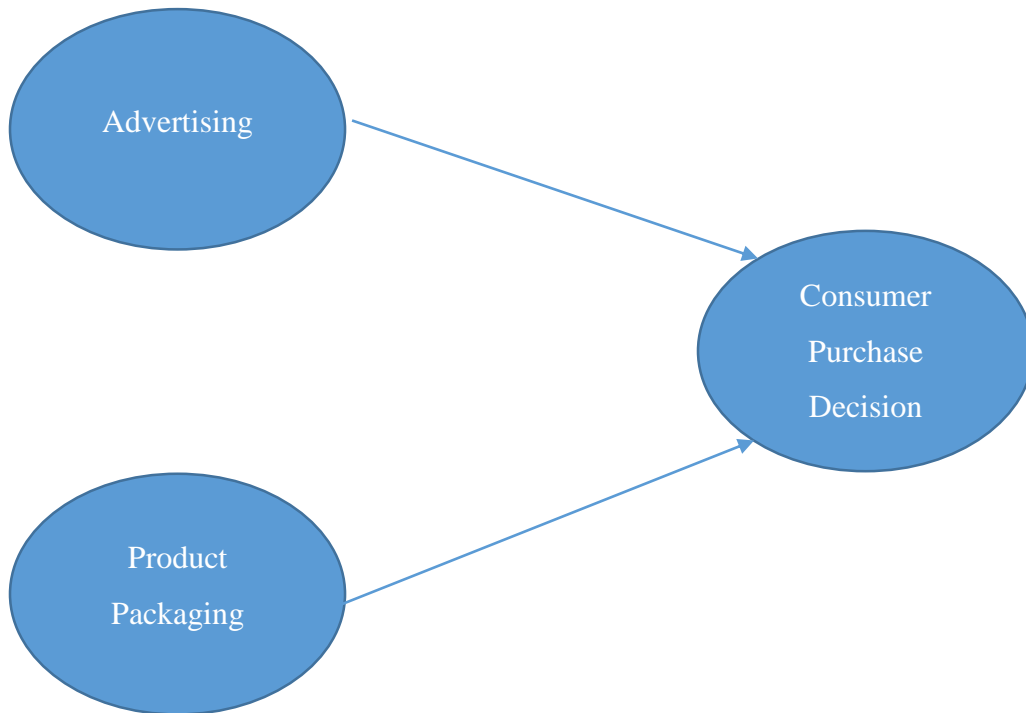
- Pharmaceutical AI (active ingredients)
- Generic name of drug
- Trade name
- Strengths
- Excipients
- Dosage form
- Indication
- Side effects

- Precautions
- Contraindications
- Drug and food interactions
- Producer's name

2.18: Conceptual framework and hypothesis

After studying of numerous books, journals and other research papers related to this topic, the researcher has come up with conclusion that many factors and elements in packaging and advertising which are the independent variables in this study, affect buying behavior of direct and indirect customer which is the dependent variable in this research paper.

Theoretical framework:



Reference: Alagala MB, Bagbi BM and Shaley AB (2018), Rita Kuvykaite and Aistė Dovaliene Laura (2009), Chakraborty, Jakirul, Hossain and Hasan (2013), Sadia Afzal & Javed Rabbani Khan, (2015) and Mwellla, A. Mwisho, (2013).

2.19: Research Hypothesis

Ho: There isn't a positive significant effect of advertising of OTC medicine on consumer's purchase decision.

H1: There is a positive significant effect of advertising of OTC medicine on consumer's purchase decision.

Ho: There isn't a positive significant effect of packaging of OTC medicine on consumer's purchase decision.

H1: There is a positive significant effect of packaging of OTC medicine on consumer's purchase decision.

Chapter Three

Research Methodology

3.1: Introduction

This chapter provides information about the research methodology which is undertaken by researcher and refers to the design of quantitative study. And includes, type of research, population and sampling, data collection method, data collection tool, research instrument and scope of the study.

3.2: Types of Research

There are two types of researches used in doing researches, one is qualitative research approach and the other is quantitative research approach. In this chapter quantitative research approach is used in order to analyze the collected or primary data. The researcher is going to show the effects of advertising and product packaging on customer buying behavior of pharmaceutical products in Afghanistan. In this research the sample size is 390 and primary data is collected with the help of questionnaires. SPSS software is used in order to analysis the collected data.

3.3: Population

Sample is defined as a specific part of a statistical population whose characteristics are studied in order to gain information about the whole population. For the purpose of collecting data from the respondents, the researcher selected direct consumers of medicines, as the population.

3.4: Sampling Technique

For gathering primary data about this paper, random sampling technique is applied. For the sake of this purpose, primary data is collected from the end users of OTC medicines by filling the questionnaires.

3.5: Sample Size

The sample size of this research is 390 respondent form different organizations working in Kabul.

3.6: Data collection procedure

As this research is quantitative, a specific well designed questionnaire is used for collection of primary data. In the questionnaires, all the defined variables of the research has specific Likert Scale questions having five options. And all of the questionnaires are open ended. In this research the collected is analyzed with the help of SPSS software.

3.7: Data collection tool

There is two types of data used for doing this research paper:

3.7.1: Primary data

Primary data is first hand data which is collected directly from the target population with the help of survey, questionnaires, interview or experiments. In this research paper, for the sake of collecting primary data a well-designed questionnaire is used. This questionnaire consists a specific number of questions in regard to each variable. The questions in questionnaire are open ended question with five point Likert scale (1-5), which '1' means 'strongly disagree' and '5' means 'strongly agree'.

3.7.2: Secondary data

Secondary data is the second hand data which is collected from other studies, surveys and experiments. For this study researcher has used 21 research papers and 4 books related to the dependent and independent variables. Typically this research paper has been begun with working on secondary data which provides the opportunity for researcher to formulate questions and gain an understanding about the main concept before collecting and dealing with the primary data.

3.8: Research Instrument

The primary data of this study is collected from end users of OTC medicines in Kabul province. The questionnaires were distributed in personal visits and they were collected back from respondent and then analyzed.

3.9: Methods of analysis

- **Reliability test:** Researcher has been applied reliability test for the collected and entered data in SPSS software. The detailed results are discussed in chapter number four.
- **Regression analysis:** This analysis is done on collected data in order to see the impact of independent variables over the dependent variable.
- **Descriptive analysis:** The researcher has been analyzed the first part of the questionnaire, demographic questions and the frequency analysis.

No	Variable	Article	Author
1	Consumer purchase decision	<ul style="list-style-type: none"> - Role of packaging in consumer buying behavior - The effect of packaging attributes on consumer buying decision 	<ul style="list-style-type: none"> - Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad, 2013 - Getie Andualem, 2017
2	Advertising (Billboards)	Impact of advertising on customer purchase behavior in pharmaceuticals	Chakraborty, Jakirul, Hossain and Hasan, 2014
3	Advertising (TV)	Impact of packaging elements on consumer's purchase decision	Rita Kuvykaite and Aistė Dovaliene Laura, 2009
4	Advertising (Online)	Impact of Online and Conventional Advertisement on Consumer Buying Behaviour of Branded Garments	Sadia Afzal and Javed Rabbani Khan, 2015
5	Packaging (Design of wrapper of package)	Impact of pharmaceutical packaging on consumer buying behavior of OTC drugs in port Harcourt, Nigeria	Alagala MB, Bagbi BM and Shaleye AB, 2018

6	Packaging (Printed info on Packaging)	Impact of pharmaceutical packaging on consumer buying behavior of OTC drugs in port Harcourt, Nigeria	Alagala MB, Bagbi BM and Shaley AB, 2018
7	Packaging (Packaging Color)	<ul style="list-style-type: none"> - Impact of pharmaceutical packaging on consumer buying behavior of OTC drugs in port Harcourt, Nigeria - The role of packaging and its impact on consumer's preferences: A case of Azam soft drink products 	<ul style="list-style-type: none"> - Alagala MB, Bagbi BM and Shaley AB, 2018 - Mwella, A. Mwisho, 2013

3.10: Limitation of the study

Though this research could be more perfect by adding sample size, since sample size for this study is 390 individuals because of limitation of time and workload. This survey is conducted in Kabul city end users of OTC medicines are targeted as representatives. If other researcher want to do their research on same area they can increase sample size and target other provinces.

Chapter Four

Data analysis, findings, Result/discussions

4.1: Research analysis method

Chapter number four contains the data findings, analysis and discussion of the research. In order to have the required findings, different tests have been done using SPSS software and these tests are Frequency Analysis, Reliability Analysis, Pearson Correlation, Multiple Regression Analysis, ANOVA and Coefficient.

The data was collected from primary sources by distribution of questionnaires to 390 consumers of OTC medicines, working in different organizations in order to find the Effect of advertising and product packaging on enhancing consumer's purchase decision of OTC (Over The Counter), medicines in Afghanistan.

4.2: Reliability analysis

Reliability analysis gives the degree that shows the data are free of errors and give constants results. For checking reliability Cronbach's Alpha is always checked and this shows that whether the data is reliable or not. If this amount is more than 0.6 so it shows that data is reliable but if it's less than 0.6 so the data is not reliable. In case if the amount is less than 0.6 so we check the corrected item total correlation part and see which point is less than 0.3, if only one point is less than 0.3 and by deleting it we reach to the reliability limit, it can be removed.

In applying reliability test on the collected all parts were found reliable except the variable packaging color but by removing its one part the data reached to reliability limit.

4.2.1: Reliability analysis for Consumer purchasing decision.

4.2.1.1. Reliability Statistics	
Cronbach's Alpha	N of Items
.650	6

Result Interpretations: Table number 4.2.1.1 indicates the result of Cronbach Alpha. In this test Cronbach Alpha have been found 0.650, it means internal consistency of this part is 65% which is greater than 0.6 and reliable. None of the items were deleted for testing the reliability of this part.

4.2.1.2. Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pharmaceutical TV advertisements are important factor in consumer buying decision.	18.6872	9.239	.383	.607
Billboards has influence on purchase decision.	18.9436	9.976	.366	.613
When I see online advertisement it influence me to buy that brand	18.9744	9.953	.353	.617
Printed information effects when I buy a product.	18.9359	8.646	.481	.566
Packaging color should be attractive for purchase.	18.8256	9.568	.365	.613
Designing of product influence purchase decision.	18.7872	9.906	.330	.625

Primary data from SPSS

4.2.2: Reliability analysis for TV advertising

4.2.2.1. Reliability Statistics	
Cronbach's Alpha	N of Items
.675	5

Result Interpretations: Table number 4.2.2.1 indicates the result of Cronbach Alpha for testing the reliability of TV advertising. In this test Cronbach Alpha have been found 0.675, it means internal consistency of this part is 67.5% which is greater than 0.6 and reliable. None of the items were deleted for testing the reliability of this part.

4.2.2.2. Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Television advertisement is one of the most important promotion tools in advertising of OTC medicine.	14.8641	7.249	.447	.616
State the effectiveness of information provided through TV ads in your buying decision.	15.1231	8.016	.429	.626
State the important of TV ads used by companies and their long lasting effect on the mind.	15.2051	7.788	.432	.623
Companies should invest more on TV advertisements.	15.0641	6.857	.515	.582
Frequency of TV advertisement has attract audience to watch the ad.	14.9846	8.123	.329	.667

Primary data from SPSS

4.2.3: Reliability analysis for Advertising through billboards

4.2.3.1. Reliability Statistics	
Cronbach's Alpha	N of Items
.631	4

Result Interpretations: Table number 4.2.3.1 indicates the result of Cronbach Alpha for testing the reliability of advertising through billboards. In this test Cronbach Alpha have been found 0.631, it means internal consistency of this part is 63.1% which is greater than 0.6 and reliable. None of the items were deleted for testing the reliability of this part.

4.2.3.2. Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Role of advertising through billboards in increasing consumer awareness about medicines.	11.4410	4.828	.345	.606
Importance of advertising through billboards used by companies conveying information to consumers.	11.4846	4.492	.440	.540
I prefer billboard advertisement over other mode of ads.	11.4974	4.220	.503	.492
Attractive Billboard ads create more impact on people's mind.	11.5846	4.578	.359	.600

Primary data from SPSS

4.2.4: Reliability analysis for Online Advertising

4.2.4.1. Reliability Statistics	
Cronbach's Alpha	N of Items
.713	5

Result Interpretations: Table number 4.2.4.1 indicates the result of Cronbach Alpha for testing the reliability of online advertising. In this test Cronbach Alpha have been found 0.713, it means internal consistency of this part is 71.3% which is greater than 0.6 and reliable. None of the items were deleted for testing the reliability of this part.

4.2.4.2. Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Internet is one of the mediums which nowadays companies are using to enhance consumer's purchasing decision toward OTC medicines.	14.5077	7.464	.472	.665
Content full Online ads have more influence on people.	14.4205	8.044	.494	.657
Please state the role of online advertising used by companies and its long lasting effect on the mind..	14.6590	7.464	.547	.633
Online ads make people aware about product and its features.	14.5436	7.987	.445	.675
Online ads are more creative to attract people mindset.	14.3615	8.242	.401	.692

Primary data from SPSS

4.2.5: Reliability analysis for Design of Wrapper

4.2.5.1. Reliability Statistics	
Cronbach's Alpha	N of Items
.733	5

Result Interpretation: Table number 4.2.5.1 indicates the result of Cronbach Alpha for testing the reliability of design of wrapper on packaging. In this test Cronbach Alpha have been found 0.733, it means internal consistency of this part is 73.3% which is greater than 0.6 and reliable. None of the items were deleted for testing the reliability of this part.

4.2.5.2. Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Design of packaging has significant impact in buying OTC medicines.	14.3718	8.188	.452	.705
Designed packaging of OTC medicines make them more attractive.	14.2846	8.837	.460	.700
If you are attracted by a nicely designed packaging, I would like to buy this OTC medicine.	14.5231	7.865	.593	.648
Design of product wrapper inspire me to purchase an OTC medicine.	14.4077	8.386	.492	.687
Wrapper design is important in packaging.	14.3615	8.242	.481	.692

Primary data from SPSS

4.2.6: Reliability analysis for Printed Info on Packaging

4.2.6.1. Reliability Statistics	
Cronbach's Alpha	N of Items
.634	4

Result Interpretation: Table number 4.2.6.1 indicates the result of Cronbach Alpha for testing the reliability of printed info on packaging. In this test Cronbach Alpha have been found 0.634, it means internal consistency of this part is 63.4% which is greater than 0.6 and reliable. None of the items were deleted for testing the reliability of this part.

4.2.6.2. Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Practical labeling of the product, what it does and its specifications communicate with the buyers	11.4308	4.894	.355	.605
When I do not have information about the product I refer to printed information which is provided through product packaging.	11.4769	4.574	.443	.544
I always read the printed information in the package of products.	11.4949	4.292	.501	.500
I evaluate product according to printed information while purchasing.	11.5821	4.645	.362	.604

Primary data from SPSS

4.2.7: Reliability analysis for Packaging color

4.2.7.1. Reliability Statistics

Cronbach's Alpha	N of Items
.604	3

Result Interpretation: Table number 4.2.7.1 indicates the result of Cronbach Alpha for testing the reliability of packaging color. In this test Cronbach Alpha have been found 0.604, it means internal consistency of this part is 60.4% which is greater than 0.6 and reliable. Only one item's corrected item correlation was less than 0.3 which was deleted for arranging the reliability of this part.

4.2.7.2. Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Packaging color attracts me to buy OTC medicines.	7.6846	2.499	.413	.503
I would like the color of packaging.	7.7308	2.573	.381	.549
The color of packaging matters in purchasing a product.	7.7487	2.348	.444	.456

Primary data from SPSS

4.2.8: Reliability analysis for over all Advertising

4.2.8.1. Reliability Statistics	
Cronbach's Alpha	N of Items
.771	14

Result Interpretation: Table number 4.2.8.1 indicates the result of Cronbach Alpha for testing the reliability of advertising. In this test Cronbach Alpha have been found 0.771, it means internal consistency of this part is 77.1% which is greater than 0.6 and reliable. None of the items were deleted for testing the reliability of this part.

4.2.8.2. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Television advertisement is one of the most important promotion tools in advertising of OTC medicine.	48.3231	41.638	.399	.756
State the effectiveness of TV ads in your buying decision.	48.5821	43.570	.335	.761
State the significant of TV ads used by companies and the long lasting effect on the consumer mind.	48.6641	42.974	.356	.760
Companies should invest more on TV advertisements.	48.5231	40.708	.461	.749
Frequency of TV advertisement has attract audience to watch the ad.	48.4436	42.139	.400	.756
Importance of ads through billboards in increasing consumer awareness about the drugs.	48.3744	42.466	.401	.756
Importance of advertising through billboards used by companies conveying information to consumers.	48.4179	44.069	.266	.768
I prefer billboard advertisement over other mode of ads.	48.4308	44.020	.261	.768
Attractive Billboard ads create more impact on people's mind.	48.5179	42.986	.324	.763
Internet is one of the mediums which nowadays companies are using to enhance consumer's purchasing decision toward OTC medicines.	48.6538	41.481	.407	.755
Content full Online ads have more influence on people.	48.5667	43.012	.375	.758
State the important of online advertising used by companies and the long lasting effect on the mind..	48.8051	41.206	.480	.748

Online ads make people aware about product and its features.	48.6897	41.592	.454	.751
Online ads are more creative to attract people mindset.	48.5077	41.793	.444	.752

Primary data from SPSS

4.2.9: Reliability analysis for over all Packaging

4.2.9.1. Reliability Statistics	
Cronbach's Alpha	N of Items
.811	13

Result Interpretation: Table number 4.2.9.1 indicates the result of Cronbach Alpha for testing the reliability of packaging. In this test Cronbach Alpha have been found 0.811, it means internal consistency of this part is 81.1.1% which is greater than 0.6 and reliable. None of the items were deleted for testing the reliability of this part.

4.2.9.2.Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Design of packaging has significant impact in buying OTC medicines.	44.9923	44.429	.346	.808
Designed packaging of OTC medicines make them more attractive.	44.9051	45.279	.365	.805
If you are attracted by a nicely designed packaging, I would like to buy this OTC medicine.	45.1436	43.825	.439	.799
Design of product wrapper inspire me to purchase an OTC medicine.	45.0282	44.516	.389	.803
Wrapper design is important in packaging.	44.9821	43.401	.450	.798
Practical labeling of the product, what it does and its specifications communicate with the buyers	44.7103	42.798	.554	.790
When I do not have information about the product I refer to printed information which is provided through product packaging.	44.7564	42.925	.541	.791
I always read the printed information in the package of products.	44.7744	43.450	.478	.796
I evaluate product according to printed information while purchasing.	44.8615	44.747	.350	.807
Packaging color attracts me to buy OTC medicines.	44.7103	42.798	.554	.790
I would like the color of packaging.	44.7564	42.925	.541	.791
The color of packaging matters in purchasing a product.	44.7744	43.450	.478	.796
Appropriate packaging color delivers customers a happy feeling.	44.8974	44.699	.346	.807

Primary data from SPSS

4.3: Hypothesis testing and Correlation analysis

Correlation is the statistic technique which shows how strongly two pairs of variables (dependent and independent variables) are related.

Correlation analysis:

4.3.1 Correlations

		CONSUMER PURCHASE BEHAVIOR	ADVERT ISEMEN T	PACKAGIN G
CONSUMERPURCHA SEBEHAVIOR	Pearson Correlation	1	.714**	.415**
	Sig. (2-tailed)		.000	.000
	N	390	390	390
ADVERTISEMENT	Pearson Correlation	.714**	1	.840**
	Sig. (2-tailed)	.000		.000
	N	390	390	390
PACKAGING	Pearson Correlation	.415**	.840**	1
	Sig. (2-tailed)	.000	.000	
	N	390	390	390
**. Correlation is significant at the 0.01 level (2-tailed).				

Result Interpretation: This table shows that, there is significant relationship exist between packaging of OTC medicines and consumer's purchase decision and as well between advertising of OTC medicines and consumer's purchase decision.

4.4: Multiple regression analysis

4.4.1. Variables Entered			
Model	Variables Entered	Variables Removed	Method
1	PACKAGING ADVERTISEMENT ^a		. Enter

Result Interpretations: This table shows that multiple regression test was applied to know the effect of two independent variables such as packaging and advertising on consumer's purchase decision.

4.4.2. Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.627	.625	.36585

Result Interpretations: Table number 4.4.2 indicates the result for multiple regression analysis. As per founded results, R-square is 0.627 or 62.7% which means that both advertising and product packaging have 62.7% effect on consumer purchase decision.

4.4.3. ANOVA						
Model		Sum of Squares	df	M Square	F	Significance
1	Regression	87.057	2	43.528	325.203	.000 ^a
	Residual	51.800	387	.134		
	Total	138.856	389			

Result Interpretations: This table indicates the effect of advertising and product packaging on consumer purchase decision on OTC medicines.

As the sig value is .000 which is less than 0.05 that means that the independent variables affect the consumer purchase decision.

4.4.4. Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.709	.143		4.961	.000
	ADVERTISEMEN T	1.508	.069	1.244	21.724	.000
	PACKAGING	-.679	.062	-.631	-11.013	.000

Result Interpretations: This part indicates the effect of both independent variable separately on dependent variable, which both sig values are less than 0.05 and the relationship is significant.

Based on the result from regression analysis, we can come up with the result that all Null hypothesis are rejected while alternative hypothesis are accepted there is a positive significant effect of advertising of OTC medicine on consumer's purchase decision and as well there is a positive significant effect of packaging of OTC medicine on consumer's purchase decision. The conclusion of results are as bellow:

Number	Null Hypothesis	Accepted or Rejected
1	H0: There isn't a positive significant effect of advertising of OTC medicine on consumer's purchase decision.	Rejected
2	H0: There isn't a positive significant effect of packaging of OTC medicine on consumer's purchase decision.	Rejected
Number	Alternative Hypothesis	Accepted or Rejected
1	H1: There is a positive significant effect of advertising of OTC medicine on consumer's purchase decision.	Accepted

2	H1: There is a positive significant effect of packaging of OTC medicine on consumer's purchase decision.	Accepted
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4.5: Descriptive Statistics

Achieved statistics from analysis of 390 consumer's responses, indicate that the data have been found valid and there weren't any missing in the responses.

N	Valid	390
	Missing	0

4.5.1.Gender					
		Freq	%	Valid %	Cumulative %
Valid	Male.	291	74.6	74.6	74.6
	Female	99	25.4	25.4	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.1 indicated that out of 390 respondents, 74.6% of them were male and 25.4% of them were female and we conclude that most of respondent were male.

4.5.2.Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	145	37.2	37.2	37.2
	Married	245	62.8	62.8	100.0
	Total	390	100.0	100.0	

Findings and Discussion: This table illustrates that out of 390 respondents 62.8% were single and 37.2% were married. We can say most of respondents were married.

4.5.3. Age.					
		Freq	%	Valid %	Cumulative %
Valid	20-25	96	24.6	24.6	24.6
	25-35	202	51.8	51.8	76.4
	35+	92	23.6	23.6	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.3 indicates that age of most of respondents were from 25-35 years old. As 24.6% of them were between 20-25 years old, 51.8% of them were from 25-35 years old and 23.6% of them were above 35 years old.

4.5.4.Experience					
		Freq	%	Valid %	Cumulative %
Valid	1-5	145	37.2	37.2	37.2
	5-10	160	41.0	41.0	78.2
	10+	85	21.8	21.8	100.0
	Total	390	100.0	100.0	

Findings and Discussion: This table indicates that most of respondents had 5-10 years working experience as 37.2% of them have 1-5 years working experience, 41% of them between 5-10 years and 21.8% of them had more than 10 years working experience.

4.5.5. Pharmaceutical TV advertisements are important factor in consumer buying decision.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	15	3.8	3.8	3.8
	Disagree(D)	27	6.9	6.9	10.8
	Neutral(N)	61	15.6	15.6	26.4
	Agree(A)	149	38.2	38.2	64.6
	Strongly agree(SA)	138	35.4	35.4	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.5 indicates out of 390 respondents, 3.8% of them were strongly disagree with importance of TV advertisement in consumer buying behavior, 6.9% were disagree, 15.6% were neutral, 38.2% were agree and 35.4% of them were strongly agree.

4.5.6. Billboards has influence on purchase decision.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	11	2.8	2.8	2.8
	Disagree(D)	23	5.9	5.9	8.7
	Neutral(N)	101	25.9	25.9	34.6
	Agree(A)	197	50.5	50.5	85.1
	Strongly Agree(SA)	58	14.9	14.9	100.0
	Total	390	100.0	100.0	

Findings and Discussion: This table indicates that regarding influence of billboard on consumer purchasing behavior out of 390 respondents, 2.8% of them were strongly disagree, 5.9% were disagree, 25.9%’s response were neutral, 50.5% were agree and 14.9% were strongly agree.

4.5.7. When I see online advertisement it influence me to buy that brand					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	9	2.3	2.3	2.3
	Disagree(D)	32	8.2	8.2	10.5
	Neutral(N)	105	26.9	26.9	37.4
	Agree(A)	182	46.7	46.7	84.1
	Strongly Agree(SA)	62	15.9	15.9	100.0
	Total	390	100.0	100.0	

Findings and Discussion: This table indicates that regarding influence of online adds on consumer purchasing behavior out of 390 respondents, 2.3% of them were strongly disagree, 8.2% were disagree, 26.9%’s response were neutral, 46.7% were agree and 15.9% were strongly agree.

4.5.8. Printed information effects when I buy a product.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	15	3.8	3.8	3.8
	Disagree(D)	45	11.5	11.5	15.4
	Neutral(N)	78	20.0	20.0	35.4
	Agree(A)	158	40.5	40.5	75.9
	Strongly Agree(SA)	94	24.1	24.1	100.0
	Total	390	100.0	100.0	

Findings and Discussion: This table indicates that regarding influence of printed info on packaging on consumer purchasing behavior out of 390 respondents, 3.8% of them were strongly disagree, 11.5% were disagree, 20%’s response were neutral, 40.5% were agree and 24.1% were strongly agree.

4.5.9 Packaging color should be attractive for purchase.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	10	2.6	2.6	2.6
	Disagree(D)	31	7.9	7.9	10.5
	Neutral(N)	89	22.8	22.8	33.3
	Agree(A)	155	39.7	39.7	73.1
	Strongly Agree(SA)	105	26.9	26.9	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.9 indicates that regarding attractiveness of packaging for purchasing decision, out of 390 respondents, 2.6% of them were strongly disagree, 7.9% were disagree, 22.8%’s response were neutral, 39.7% were agree and 26.9% were strongly agree.

4.5.10. Designing of product influence purchase decision.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	9	2.3	2.3	2.3
	Disagree(D)	26	6.7	6.7	9.0
	Neutral(N)	85	21.8	21.8	30.8
	Agree(A)	167	42.8	42.8	73.6
	Strongly Agree(SA)	103	26.4	26.4	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.10 illustrates that regarding the effect of packaging design in purchasing decision, out of 390 respondents, 2.3% of them were strongly disagree, 6.7% were disagree, 21.8%’s response were neutral, 42.8% were agree and 26.4% were strongly agree.

4.5.11. Television advertisement is one of the most important promotion tools in advertising of OTC medicine.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	14	3.6	3.6	3.6
	Disagree(D)	30	7.7	7.7	11.3
	Neutral(N)	62	15.9	15.9	27.2
	Agree(A)	141	36.2	36.2	63.3
	Strongly Agree(SA)	143	36.7	36.7	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.11 identifies that regarding to importance of advertisement in advertising of OTC medicines most of respondents were agree and strongly agree as 3.6% of them were strongly disagree, 7.7% were disagree, 15.9%’s response were neutral, 36.2% were agree and 36.7% were strongly agree.

4.5.12. Please state effectiveness of information that are provided through TV ads in your buying decision.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	11	2.8	2.8	2.8
	Disagree(D)	21	5.4	5.4	8.2
	Neutral(N)	107	27.4	27.4	35.6
	Agree(A)	191	49.0	49.0	84.6
	Strongly Agree(SA)	60	15.4	15.4	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.12 states the effectiveness of information provided through TV ads in consumer buying decision, most of respondents were agree as 2.8% of them were strongly disagree, 5.4% were disagree, 27.4%’s response were neutral, 49% were agree and 15% were strongly agree.

4.5.13. State the important of TV ads used by pharmaceutical companies and their long lasting effect on the consumer’s mind.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	12	3.1	3.1	3.1
	Disagree(D)	37	9.5	9.5	12.6
	Neutral(N)	101	25.9	25.9	38.5
	Agree(A)	183	46.9	46.9	85.4
	Strongly Agree(SA)	57	14.6	14.6	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.13 states the importance of TV ads used by pharmaceutical companies and its long lasting effect on consumers, most of respondents

were agree as 3.1% of them were strongly disagree, 9.5% were disagree, 25.9%’s response were neutral, 46.9% were agree and 14.6% were strongly agree.

4.5.14. Companies should invest more on TV advertisements.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	18	4.6	4.6	4.6
	Disagree(D)	36	9.2	9.2	13.8
	Neutral(N)	78	20.0	20.0	33.8
	Agree(A)	153	39.2	39.2	73.1
	Strongly Agree(SA)	105	26.9	26.9	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.14 indicates that regarding to investment of companies on TV adds, most of respondents were agree and strongly agree as 4.6% of them were strongly disagree, 9.2% were disagree, 20%’s response were neutral, 39.2% were agree and 26.9% were strongly agree.

4.5.15. Frequency of TV advertisement has attract audience to watch the ad.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	7	1.8	1.8	1.8
	Disagree(D)	36	9.2	9.2	11.0
	Neutral(N)	84	21.5	21.5	32.6
	Agree(A)	154	39.5	39.5	72.1
	Strongly Agree(SA)	109	27.9	27.9	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.15 illustrates that regarding to frequency of TV advertisements on attracting audience attention, most of respondents were agree as 1.8% of them were strongly disagree, 9.2% were disagree, 21.5%’s response were neutral, 39.5% were agree and 27.9% were strongly agree.

4.5.16. Importance of ads through billboards in increasing consumer awareness about medicines.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	4	1.0	1.0	1.0
	Disagree(D)	34	8.7	8.7	9.7
	Neutral(N)	72	18.5	18.5	28.2
	Agree(A)	169	43.3	43.3	71.5
	Strongly Agree(SA)	111	28.5	28.5	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.16 illustrates that regarding to importance of advertising through billboards on increasing consumer awareness about OTC medicine, most of respondents were agree as 1.0% of them were strongly disagree, 8.7% were disagree, 18.5%'s response were neutral, 43.3% were agree and 28.5% were strongly agree.

4.5.17. Importance of advertising through billboards used by companies conveying information to consumers.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	4	1.0	1.0	1.0
	Disagree(D)	33	8.5	8.5	9.5
	Neutral(N)	86	22.1	22.1	31.5
	Agree(A)	161	41.3	41.3	72.8
	Strongly Agree(SA)	106	27.2	27.2	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.17 illustrates the importance of advertising through billboards used by companies to convey information about the medicine, most of respondents were agree as 1.0% of them were strongly disagree, 8.5% were disagree, 22.1%'s response were neutral, 41.3% were agree and 27.2% were strongly agree.

4.5.18. I prefer billboard advertisement over other mode of ads.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	9	2.3	2.3	2.3
	Disagree(D)	28	7.2	7.2	9.5
	Neutral(N)	82	21.0	21.0	30.5
	Agree(A)	169	43.3	43.3	73.8
	Strongly Agree(SA)	102	26.2	26.2	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.18 indicates the preference of advertising through billboards over the mode of ads, most of respondents were agree as 2.3% of them were strongly disagree, 7.2% were disagree, 21%’s response were neutral, 43.3% were agree and 26.2% were strongly agree.

4.5.19. Attractive Billboard ads create more impact on people’s mind.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	12	3.1	3.1	3.1
	Disagree(D)	30	7.7	7.7	10.8
	Neutral(N)	99	25.4	25.4	36.2
	Agree(A)	151	38.7	38.7	74.9
	Strongly Agree(SA)	98	25.1	25.1	100.0
	Total	390	100.0	100.0	

Findings and Discussion: This table indicates the impact that attractive billboard ads create on people’s mind, most of respondents were agree as 3.1% of them were strongly disagree, 7.7% were disagree, 24.4%’s response were neutral, 38.7% were agree and 25.1% were strongly agree.

4.5.20 Internet is one of the mediums which nowadays companies are using to enhance consumer's purchasing decision toward OTC medicines.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	20	5.1	5.1	5.1
	Disagree(D)	37	9.5	9.5	14.6
	Neutral(N)	101	25.9	25.9	40.5
	Agree(A)	147	37.7	37.7	78.2
	Strongly Agree(SA)	85	21.8	21.8	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.20 illustrates that internet is one of the mediums that companies use to enhance consumer purchase decision, most of respondents were agree as 5.1% of them were strongly disagree, 9.5% were disagree, 25.9%'s response were neutral, 37.7% were agree and 21.8% were strongly agree.

4.5.21. Content full Online ads have more influence on people.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	8	2.1	2.1	2.1
	Disagree(D)	22	5.6	5.6	7.7
	Neutral(N)	123	31.5	31.5	39.2
	Agree(A)	162	41.5	41.5	80.8
	Strongly Agree(SA)	75	19.2	19.2	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.21 illustrates the importance of content full online ads on influencing people , most of respondents were agree as 2.1% of them were strongly disagree, 5.6% were disagree, 31.5%'s response were neutral, 41.5% were agree and 19.2% were strongly agree.

4.5.22. Please state the importance of online advertising used by pharmaceutical companies and their long lasting effect on the consumer's mind.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	16	4.1	4.1	4.1
	Disagree(D)	43	11.0	11.0	15.1
	Neutral(N)	128	32.8	32.8	47.9
	Agree(A)	150	38.5	38.5	86.4
	Strongly Agree(SA)	53	13.6	13.6	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.22 states the importance of online advertising and its long lasting effect on consumer's mind, most of respondents were agree as 4.1% of them were strongly disagree, 11% were disagree, 32.8%'s response were neutral, 38.5% were agree and 13.6% were strongly agree.

4.5.23. Online ads make people aware about product and its features.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	14	3.6	3.6	3.6
	Disagree(D)	34	8.7	8.7	12.3
	Neutral(N)	119	30.5	30.5	42.8
	Agree(A)	158	40.5	40.5	83.3
	Strongly Agree(SA)	65	16.7	16.7	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.23 indicates the importance of online ads in creating awareness about the product and its features , most of respondents were agree as 3.6% of them were strongly disagree, 8.7% were disagree, 30.5%'s response were neutral, 40.5% were agree and 16.7% were strongly agree.

4.5.24. Online ads are more creative to attract people mindset.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	12	3.1	3.1	3.1
	Disagree(D)	30	7.7	7.7	10.8
	Neutral(N)	80	20.5	20.5	31.3
	Agree(A)	185	47.4	47.4	78.7
	Strongly Agree(SA)	83	21.3	21.3	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.24 indicates the role of online ads on creating mindset of people , most of respondents were agree as 3.1% of them were strongly disagree, 7.7% were disagree, 20.5%’s response were neutral, 47.4% were agree and 21.3% were strongly agree.

4.5.25. Design of packaging has significant impact in buying OTC medicines.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	20	5.1	5.1	5.1
	Disagree(D)	37	9.5	9.5	14.6
	Neutral(N)	101	25.9	25.9	40.5
	Agree(A)	147	37.7	37.7	78.2
	Strongly Agree(SA)	85	21.8	21.8	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.25 indicates the impact of packaging design on consumer purchasing decision of Over The Counter medicines , most of respondents were agree as 5.1% of them were strongly disagree, 9.5% were disagree, 25.5%’s response were neutral, 37.7% were agree and 21.8% were strongly agree.

4.5.26. Designed packaging of OTC medicines make them more attractive.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	8	2.1	2.1	2.1
	Disagree(D)	22	5.6	5.6	7.7
	Neutral(N)	123	31.5	31.5	39.2
	Agree(A)	162	41.5	41.5	80.8
	Strongly Agree(SA)	75	19.2	19.2	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.26 indicates that out of 390 respondents , most of respondents were agree in regards with rule of packaging design on making package more attractive, 2.1% of them were strongly disagree, 5.6% were disagree, 31.5%'s response were neutral, 41.5% were agree and 19.2% were strongly agree.

4.5.27. If you are attracted by a nicely designed packaging, I would like to buy this OTC medicine.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	16	4.1	4.1	4.1
	Disagree(D)	43	11.0	11.0	15.1
	Neutral(N)	128	32.8	32.8	47.9
	Agree(A)	150	38.5	38.5	86.4
	Strongly Agree(SA)	53	13.6	13.6	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.27 indicates that out of 390 respondents , most of respondents were attracted with nicely designed packages, 4.1% of them were strongly disagree, 11% were disagree, 32.8%'s response were neutral, 38.5% were agree and 13.6% were strongly agree.

4.5.28. Design of product wrapper inspire me to purchase an OTC medicine.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	14	3.6	3.6	3.6
	Disagree(D)	34	8.7	8.7	12.3
	Neutral(N)	119	30.5	30.5	42.8
	Agree(A)	158	40.5	40.5	83.3
	Strongly Agree(SA)	65	16.7	16.7	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.28 indicates that out of 390 respondents , most of respondents were inspired with designed packages and influenced their purchase decision, 3.6% of them were strongly disagree, 8.7% were disagree, 30.5%’s response were neutral, 40.5% were agree and 16.7% were strongly agree.

4.5.29. Wrapper design is important in packaging.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	17	4.4	4.4	4.4
	Disagree(D)	39	10.0	10.0	14.4
	Neutral(N)	89	22.8	22.8	37.2
	Agree(A)	173	44.4	44.4	81.5
	Strongly Agree(SA)	72	18.5	18.5	100.0
	Total	390	100.0	100.0	

Findings and Discussion: This table indicates that out of 390 respondents , most of respondents were agree in regards the importance of wrapper design in packaging , 4.4% of them were strongly disagree, 10% were disagree, 22.8%’s response were neutral, 44.4% were agree and 18.5% were strongly agree.

4.5.30. Practical labeling of the product, what it does and its specifications communicate with the buyers					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	4	1.0	1.0	1.0
	Disagree(D)	34	8.7	8.7	9.7
	Neutral(N)	72	18.5	18.5	28.2
	Agree(A)	168	43.1	43.1	71.3
	Strongly Agree(SA)	112	28.7	28.7	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table 4.5.30 indicates that out of 390 number of respondents , most of them were agree in communicative character of package , 1% of them were strongly disagree, 8.7% were disagree, 18.5%’s response were neutral, 43.1% were agree and 28.7% were strongly agree.

4.5.31. When I do not have information about the product I refer to printed information which is provided through product packaging.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	4	1.0	1.0	1.0
	Disagree(D)	34	8.7	8.7	9.7
	Neutral(N)	84	21.5	21.5	31.3
	Agree(A)	162	41.5	41.5	72.8
	Strongly Agree(SA)	106	27.2	27.2	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table 4.5.31 indicates that out of 390 number of respondents , most of them were agree in referring to packages for gaining information, 1% of them were strongly disagree, 8.7% were disagree, 21.5%’s response were neutral, 41.5% were agree and 27.2% were strongly agree.

4.5.32. I always read the printed information in the package of products.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	10	2.6	2.6	2.6
	Disagree(D)	28	7.2	7.2	9.7
	Neutral(N)	81	20.8	20.8	30.5
	Agree(A)	169	43.3	43.3	73.8
	Strongly Agree(SA)	102	26.2	26.2	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table 4.5.32 indicates that out of 390 consumers of OTC medicines, most of them were agree and strongly agree in reading printed info on packaging before purchasing a product, 2.6% of them were strongly disagree, 7.2% were disagree, 20.8%'s response were neutral, 43.3% were agree and 26.2% were strongly agree.

4.5.33. I evaluate product according to printed information while purchasing.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	13	3.3	3.3	3.3
	Disagree(D)	30	7.7	7.7	11.0
	Neutral(N)	98	25.1	25.1	36.2
	Agree(A)	151	38.7	38.7	74.9
	Strongly Agree(SA)	98	25.1	25.1	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table 4.5.33 indicates that out of 390 end users of medicines, most of them were neutral, agree and strongly agree in reading printed info on packaging before purchasing a product, as 3.3% of them were strongly disagree, 7.7% were disagree, 25.1%'s response were neutral, 28.7% were agree and 25.1% were strongly agree.

4.5.34. Packaging color attracts me to buy OTC medicines.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	4	1.0	1.0	1.0
	Disagree(D)	34	8.7	8.7	9.7
	Neutral(N)	72	18.5	18.5	28.2
	Agree(A)	168	43.1	43.1	71.3
	Strongly Agree(SA)	112	28.7	28.7	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.34 indicates that out of 390 end users of Over The Counter medicines, most of them were attracted by packaging color of OTC medicines, as only 1% of them were strongly disagree, 8.7% were disagree, 18.5%’s response were neutral, 43.1% were agree and 28.7% were strongly agree.

4.5.35. I would like the color of packaging.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	4	1.0	1.0	1.0
	Disagree(D)	34	8.7	8.7	9.7
	Neutral(N)	84	21.5	21.5	31.3
	Agree(A)	162	41.5	41.5	72.8
	Strongly Agree(SA)	106	27.2	27.2	100.0
	Total	390	100.0	100.0	

Findings and Discussion: Table number 4.5.35 illustrates that out of 390 end users of Over The Counter medicines, most of them were interested in packaging color of OTC medicines, as only 1% of them were strongly disagree, 8.7% were disagree, 21.5%’s response were neutral, 41.5% were agree and 27.2% were strongly agree.

4.5.36. The color of packaging matters in purchasing a product.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	10	2.6	2.6	2.6
	Disagree(D)	28	7.2	7.2	9.7
	Neutral(N)	81	20.8	20.8	30.5
	Agree(A)	169	43.3	43.3	73.8
	Strongly Agree(SA)	102	26.2	26.2	100.0
	Total	390	100.0	100.0	

Findings and Discussion: This table demonstrates that out of 390 respondents, most of them were influenced by packaging color, as only 1% of them were strongly disagree, 8.7% were disagree, 21.5%'s response were neutral, 41.5% were agree and 27.2% were strongly agree.

4.5.37. Appropriate packaging color delivers customers a happy feeling.					
		Freq	%	Valid %	Cumulative %
Valid	Strongly Disagree(SD)	18	4.6	4.6	4.6
	Disagree(D)	27	6.9	6.9	11.5
	Neutral(N)	94	24.1	24.1	35.6
	Agree(A)	162	41.5	41.5	77.2
	Strongly Agree(SA)	89	22.8	22.8	100.0
	Total	390	100.0	100.0	

Findings and Discussion: This table demonstrates that out of 390 respondents, most of them were agreed on, that appropriate packaging color deliver happy feeling to customer, as only 4.6% of them were strongly disagree, 6.9% were disagree, 24.1%'s response were neutral, 41.5% were agree and 22.8% were strongly agree.

4.6: Normality test

This test is applied on data in order to know whether data is normal or not. For this purpose there is always checked Skewness and Kurtosis.

4.6.1. Statistics				
		CONSUMERPURCHASEBE HAVIOR	ADVERTISE MENT	PACKAGIN G
N	Valid	390	390	390
	Missing	0	0	0
Mean		3.7718	3.7402	3.7984
Median		3.8333	3.8000	3.8583
Mode		3.50	3.93 ^a	3.98
Std. Deviation		.59746	.49288	.55525
Skewness		1.034	.399	.531
Std. Error of Skewness		.124	.124	.124
Kurtosis		.968	-.222	.300
Std. Error of Kurtosis		.247	.247	.247
Minimum		1.00	2.33	1.92
Maximum		5.00	4.87	4.96

Interpretation of findings:

These two columns give the skewness and kurtosis statistics. Values should be less than ± 1.0 be considered normal.

Chapter five

Conclusion and Recommendations

5.1: Conclusion

This chapter provides a general summary of the study, recommendations and as well as the references. At the end of the chapter, limitations of the study and suggestions for further studies are provided.

The study focuses on the effect of advertising and product packaging on consumer's purchase decision of OTC medicines in Afghanistan. In this study for the sake of finding effects of advertising on consumer's purchase decision, the researcher considered three modes of advertising such as TV advertising, advertising through billboard and online advertising. And as well for finding the effects of product packaging on enhancing consumer's purchase decision, three elements of packaging were considered such as wrapper design, printed info on packaging and packaging color.

Packaging has much importance in marketing environment, the best packaging leave the good image of product in the mind of customer. In the pharmaceutical phrasing, packaging is the collection of different components (Like bottles, vials, closures, ampoules, caps, blisters and etc.) which frame the pharmaceutical product from the time of production until it is being used. Packaging requires so much attention in the production processes of pharmaceutical products which plays an important role in sustaining the efficacy of manufactured pharmaceuticals.

The empirical analysis carried out in this paper indicates that advertising and pharmaceutical packaging are highly correlated with consumer purchase decision.

There are different major elements in packaging, which producers of packages should consider during creating efficient packages including form, size, color, graphics, material, font style, printed information, design, innovation etc. These days demand for effective and meaningful pharmaceutical packaging is recognized as an essential part of the drug delivery system as well as a crucial element of the marketing mix through which

manufacturers can differentiate their products from their competitors. Packaging plays a vital role in the provision of life saving medicines, medical devices and nutritional supplements.

Advertising is another factor which affect customer's buying decision, and is the effective source to influence the mind of viewers and gives viewers exposure towards a particular product or service. Through advertisement, companies will be able to move their customers through purchase decision process and take instant action. Important tools of advertisement includes magazines, radio, billboards, television, newspapers, direct mail, mail order, online ads and outdoor display.

Different types of data analysis were used during data analysis of this study like; multiple regression analysis, which discussed the effect of independent variables over the dependent variable. Frequency analysis is the second analysis which have been done on primary data of this research. Correlation, coefficient, ANOVA, normality and reliability analysis have been also done on primary data in order to have the required result. Ant the results were as follow:

Based on regression analysis result the R Square was .627 which means that both independent variables (advertising and packaging) have 62.7% effect on consumer purchase decision of OTC medicines in Afghanistan and there are other factor also exists that effect consumer purchase decision. The sig value for ANOVA has been found .000, which mean that there is signification relationship between adverting and consumer purchase decision and as well product packaging and consumer purchase decision. The result of coefficient for advertising and product packaging have been found significant as well.

Based on results we can come up with conclusion that:

There is a positive significant effect of advertising of OTC medicine on consumer's purchase decision.

There is a positive significant effect of packaging of OTC medicine on consumer's purchase decision.

Reliability test were applied for all variable as and the result were greater than 0.6 which means that all the data were reliable.

Other test is the normality test and the results show that the data were found almost normal because, data for all variables were extended to left side and weren't too peaked.

Frequency analysis have been applied for all parts including gender, working experience, marital status, age and all questions separately. The results shows that most of respondents were male, married, there age level were between 25-35 and hold 5-10 years working experience. Also the respondents were agree with most of points in questionnaire.

This research is the combination of primary and secondary data. Secondary data were gathered from different research articles published in recent years and as well as different books and the primary data were gathered from End users of OTC medicines (employees working in different organizations) in Kabul.

The main finding of the research are the impact and significance of each independent variable on the dependent variable which are as follow:

The outcomes of this study indicates that advertising and packaging of pharmaceutical product are positively correlated with consumer purchase decision. And advertising and packaging of OTC medicines effect consumer purchase decision in Afghanistan.

5.2: Recommendations

The following recommendation are suggested based on result analysis, findings and conclusion:

- 1- As pharmaceutical packaging design provide identification for the product, pharmaceutical manufacturing companies much place much attention to it.
2. Pharmaceutical companies can pay more attention in order to improve their customer loyalty and positively affect consumer buying decision.
3. As poor packaging can cause the failure of the product so it's necessary for pharmaceutical manufacturing companies pharmaceutical packaging standards for promotion of a product.
4. Printed info on packaging describes about the ingredients of a product, instruction for usage, indication, contraindication, expiration date and etc. It can be used to guide consumer's use the product.
5. As because the physical sense of pharmaceutical product is not always available, companies must pay more attention on provide product info in websites.
6. A good advertisement is motivative, effective and provide information about the product so companies and advertising agencies can increase their focus on advertising and its different mediums in order to help its easily identification and make buying decision.

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Appendix:

Questionnaire

Questionnaire

Objective	Effect of advertising and product packaging on enhancing consumer's purchase decision of OTC (Over The Counter) medicines in Afghanistan
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Gender: Male, Female

Status: Single, Married

Designation:

Age: 20-25, 25-35, 35+

Years of Experience: 1-5, 5-10, 10+

Please indicate the extent to which you agree or disagree with the following statements on each dimensions:

Likert Scale: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

S/No	Items	Disagree	Neutral	Agree	Strongly Agree
Consumer's purchasing behavior					

1.1	Pharmaceutical TV advertisements are important factor in consumer buying decision.	1	2	3	4	5
1.2	Billboards has influence on purchase decision.	1	2	3	4	5
1.3	When I see online advertisement it influence me to buy that brand.	1	2	3	4	5
1.4	Printed information effects when I buy a product.	1	2	3	4	5
1.5	Packaging color should be attractive for purchase.	1	2	3	4	5
1.6	Designing of product influence purchase decision.	1	2	3	4	5
TV advertising						
2.1	Television advertisement is one of the most important promotion tools in advertising of OTC medicine.	1	2	3	4	5
2.2	Please state the effectiveness of info provided through TV ads in your buying decision.	1	2	3	4	5
2.3	Please state the important of TV advertisements used by companies and their long lasting effect on the consumer's mind.	1	2	3	4	5
2.4	Companies should invest more on TV advertisements.	1	2	3	4	5
2.5	Frequency of TV advertisement has attract audience to watch the ad.	1	2	3	4	5
Advertising through Billboards						
3.1	Importance of advertising through billboards in consumer awareness about medicines.	1	2	3	4	5
3.2	Importance of advertising through billboards used by companies conveying information to consumers.	1	2	3	4	5

3.3	I prefer billboard advertisement over other mode of ads.	1	2	3	4	5
3.4	Attractive Billboard ads create more impact on people's mind.	1	2	3	4	5
Online advertising						
4.1	Internet is one of the mediums which nowadays companies are using to enhance consumer's purchasing decision toward OTC medicines.	1	2	3	4	5
4.2	Content full Online ads have more influence on people.	1	2	3	4	5
4.3	Please state the important of online advertising used by companies and their long lasting effect on the mind.	1	2	3	4	5
4.4	Online ads make people aware about product and its features.	1	2	3	4	5
4.5	Online ads are more creative to attract people mindset.	1	2	3	4	5
Design of wrapper						
5.1	Design of packaging has significant impact in buying OTC medicines.	1	2	3	4	5
5.2	Designed packaging of OTC medicines make them more attractive.	1	2	3	4	5
5.3	If you are attracted by a nicely designed packaging, I would like to buy this OTC medicine.	1	2	3	4	5
5.4	Design of product wrapper inspire me to purchase an OTC medicine.	1	2	3	4	5
5.5	Wrapper design is important in packaging.	1	2	3	4	5
Printed info on packaging						
6.1	Practical labeling of the product, what it does and its specifications communicate with the buyers	1	2	3	4	5

6.2	When I do not have information about the product I refer to printed information which is provided through product packaging.	1	2	3	4	5
6.3	I always read the printed information in the package of products.	1	2	3	4	5
6.4	I evaluate product according to printed information while purchasing.	1	2	3	4	5
Packaging color						
7.1	Packaging color attracts me to buy OTC medicines.	1	2	3	4	5
7.2	I would like the color of packaging.	1	2	3	4	5
7.3	The color of packaging matters in purchasing a product.	1	2	3	4	5
7.4	Appropriate packaging color delivers customers a happy feeling.	1	2	3	4	5