

# THE IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR OF BUYING OTC PRODUCTS IN HYDERABAD

Talari Raviteja<sup>1</sup>, Archana Endadi<sup>2</sup>, Dr. B. Lakshmi<sup>3</sup>

<sup>1</sup> Post Graduate Student, Department of Pharmaceutical Management, National Institute of Pharmaceutical Education and Research, Hyderabad, Telangana, India

<sup>2</sup> Post Graduate Student, Department of Pharmaceutical Management, National Institute of Pharmaceutical Education and Research, Hyderabad, Telangana, India

<sup>3</sup> Associate Professor, Department of Pharmaceutical Management, National Institute of Pharmaceutical Education and Research, Hyderabad, Telangana, India

## ABSTRACT

The rapid digitalization of healthcare marketing has significantly transformed the way consumers search for, evaluate, and purchase over-the-counter (OTC) healthcare products, particularly in urban India. This study investigates the influence of digital marketing on consumer buying behaviour for OTC products in Hyderabad, a major metropolitan and digitally active city. With the increasing penetration of social media, mobile applications, and e-pharmacy platforms, consumers are now highly exposed to online advertisements, influencer endorsements, and targeted promotional campaigns. The study adopts a quantitative research design using primary data collected from 210 respondents through a structured questionnaire distributed via digital platforms such as Instagram, WhatsApp, and Google Forms. Statistical analysis was performed using SPSS, including Pearson correlation to assess the relationship between influencer trust and purchase decisions, one-way ANOVA to evaluate differences in brand awareness across digital platforms, and Chi-square tests to examine demographic variations in advertisement responsiveness. The findings reveal a strong and statistically significant positive relationship between influencer credibility and consumers' purchase intentions toward OTC products. Instagram emerged as the most effective platform in building brand awareness, followed by YouTube. Younger consumers, particularly those in the 18–25 age group, showed significantly higher engagement and responsiveness to digital advertisements compared to older age groups. The results further indicate that digital exposure enhances brand recall, trust, and willingness to purchase. The study concludes that digital marketing, especially influencer-led and social-media-based promotion, plays a decisive role in shaping OTC consumer behaviour in urban India. These insights provide valuable guidance for pharmaceutical marketers to design data-driven, segmented, and platform-specific digital strategies to improve consumer engagement and conversion in the evolving healthcare marketplace.

**Keyword:** Digital Marketing in Healthcare, OTC Consumer Behaviour, Influencer Marketing, Social Media Advertising, Urban Indian Consumers, E-Pharmacy and Online Health Purchasing, Brand Trust and Purchase Intention

## INTRODUCTION

A significant change in the healthcare system has occurred in recent years, altering how people obtain and use prescription drugs. Self-medication and the use of over-the-counter (OTC) products are key components

of this evolution, and they have become increasingly popular in both developed and developing nations. Increased health consciousness, shifting consumer habits, and the digital democratization of health information have given people more power than ever before to make their own health decisions. Particularly in India, where cultural norms, accessibility, and cost affect healthcare choices, over-the-counter (OTC) products have become more than just a convenience; they are now essential to daily living.

The COVID-19 pandemic was a major turning point that accelerated the global movement toward self-care and revealed gaps in healthcare availability. Lockdowns, overburdened healthcare systems, and infection anxiety forced people to look for alternatives to traditional treatment, which resulted in a sharp increase in OTC use and self-medication. High levels of trust in pharmacists, weak regulatory enforcement, and socioeconomic inequities all contributed to this change in India. Although these methods provided short-term respite and independence, they also brought up public health issues, especially in light of the abuse of steroids, antibiotics, and other dangerous drugs, necessitating the immediate need for sensible regulation and public awareness campaigns.

This study explores the complex development of over-the-counter (OTC) and self-medication practices in India and around the world, combining behavioral science, internet marketing, and healthcare trends. It looks at how consumer choices are influenced by contemporary pharmaceutical marketing, particularly through digital platforms, and how psychological theories such as Fishbein's attitude theory and Maslow's hierarchy of needs explain why people take care of themselves. It also looks at the emergence of influencer marketing, the evolving nature of e-pharmacy, and the legal frameworks needed to guarantee morally and safely acceptable self-medication. By doing this, it provides a thorough overview of a changing health paradigm that is increasingly complicated, consumer-led, and driven by technology.

## Literature Review

### 1. Evolution of Otc Products and Self-Medication Trends in India and Globally

Especially during the COVID-19 pandemic, self-medication and the use of over-the-counter (OTC) medications have changed dramatically in India and around the world. Because of things like poverty, easy access to medications, media influence, and a lack of laws, the prevalence of self-medication in India varied greatly. OTC consumption increased globally in both high- and low-income nations due to stockpiling, limited access to healthcare during lockdowns, and fear of infection. On the other hand, abuse of medications such as steroids and antibiotics caused major problems for public health. (Ray et al., 2022)

The use of medications to treat self-diagnosed symptoms or ailments without seeking medical advice is known as self-medication, and it has become more and more common in India and around the world. Self-medication habits have increased in India due to a number of factors, including the desire to save time and money, favorable attitudes toward self-care, the broad availability of pharmaceuticals without prescriptions, and strong media promotions. Financial limitations have resulted in a dependence on over-the-counter (OTC) products, especially among families with lower and middle incomes. Self-medication is a common occurrence worldwide, but particularly in poor nations, where it is fueled by factors such as poverty, easy access to medications, lack of understanding, and restricted healthcare access. People in these areas frequently seek guidance from pharmacists, family members, or friends in pharmacies, which frequently act as the initial point of contact for healthcare. But. (Pathan et al., 2024)

Worldwide, the use of over-the-counter (OTC) drugs and self-medication has increased, especially in low- and middle-income nations. This tendency is influenced by elements including price, a move toward self-care, and easy availability of over-the-counter drugs. Many people, especially students studying health-related subjects, frequently self-medicate because they believe it to be safe and convenient, even when they don't fully grasp how to take these medications. OTC products are accessible and affordable, but there are issues with usage, a lack of competent advice, and possible negative effects. In order to guarantee the safe use of over-the-counter pharmaceuticals, there is a rising need for more regulation and education. (Khadka et al., 2025)

### 2. Digital Transformation in the Pharmaceutical Industry

A survey of 100 pharmaceutical businesses revealed that 30% of them accelerated their digital transformation over a 6-year period as a result of COVID-19, while 51% of the companies polled said their digital transformation took longer than three years. (Seo et al., 2023)

In addition to revealing governments' inability to effectively address a global healthcare emergency, COVID-19 fundamentally altered the way healthcare is delivered. Although COVID-19 patients were managed by frontline healthcare professionals, patients with other illnesses, particularly chronic illnesses, faced challenges since their in-clinic visits were either avoided or delayed. At the same time, patients with comorbidities—particularly diabetes, obesity, and heart problems—were encouraged to be extra watchful because their COVID-19 outcomes are worse than those of individuals without comorbidities. (Dang et al., 2021)

Despite its devastation, the COVID-19 pandemic served as a spur for long-overdue changes to pharmaceutical marketing, which had essentially stayed the same for more than a century. Pharma marketing stuck to old methods in spite of 21st-century digital revolutions and technical breakthroughs. Inefficiencies in the previous paradigm were brought to light by issues like growing promotional expenditures, excessive content waste, disorganized channel usage, and decreased return on investment. Furthermore, empowered customers are also demanding knowledge and transparency, which is forcing businesses to adopt a more customer-centric strategy. New technologies like blockchain, IoT, and AI provide data-driven insights that help save expenses and optimize marketing campaigns. Furthermore, doctors are giving medical reps less time, which has reduced the effectiveness of personal selling and made traditional approaches unsustainable. (Shikha. Gupta & Goel, 2022)

The adoption of digital marketing is accelerating across all industries, particularly in light of the COVID-19 pandemic's global impact. New chances for digital marketers to draw in and keep customers are being created by the enormous and increasing number of current or potential customers who communicate and use digital platforms. In consequence, pharmaceutical marketing methods appear to be undergoing significant shifts toward digitalization, especially for over-the-counter medications. Pharmaceutical businesses generally employ PDM of OTC products to target patients or ultimate customers, where direct advertising to them is also thought to be vital for the companies' market reputation and the empowerment of their OTC brands. (Anis & Hassali, 2022)

Pharmaceutical businesses have used telemarketing, digital marketing, and various offers to contact their current and potential consumers in reaction to the COVID-19 worldwide pandemic and the need for social distancing. The modifications seem to be effective, according to the research gathered and examined for this work. In the context of digital marketing, this is particularly true. (Sawad & Turkistani, 2021)

### 3. Fundamentals and Frameworks of Consumer Buying Behaviour

Marketers have always been quite interested in consumer behaviour. Early economists, led by Nicholas Bernoulli, John von Neumann, and Oskar Morgenstern, began studying the fundamentals of consumer decision-making some 300 years ago. What exactly motivates consumers to make purchases is often determined by their shopping habits. Numerous studies on consumer behaviourism have been conducted, including the ones listed above. Understanding how consumers think, feel, and choose among options such as brands, products, and the like is made easier for marketers by understanding how they are influenced by their surroundings, family, friends, salespeople, and other factors. (Madhavan et al., n.d.)

Models of consumer behaviour are categorized (Warchlewska, 2024)

Consumer decision-making process models offer a strong conceptual foundation for comprehending the motivations, influences, and criteria that drive consumer choices. These models, which outline the critical stages from recognizing a need to post-purchase evaluation, provide a valuable framework for anticipating and responding to market demands.

It is crucial to identify the key causal connections between statements, adhere to a conventional structure, and use clear, objective language to ensure clarity and precision in academic writing. Similarly, recognizing distinctions in the decision-making process among diverse consumer groups facilitates improved audience segmentation for organizations. (El gozmir et al., 2024)

### 3.1 Theory of Reasoned Action (1975)

Ice Janzen and Martin Fishbone introduced the theory of reasoned action in 1975.

It was asserted that this method was better than information integration theory. There are two significant changes that stand out. First, Reasoned Actions expands the idea of conviction by including a behavioural aim. Reasoned Action, like Information Integration theory (and many others), does not try to predict attitudes; instead, it focuses solely on behaviour. Furthermore, this approach recognizes that the influence of attitude on behaviour is often limited by certain situations (or other reasons). (P. Roy & Datta, n.d.)

### 3.2 Howarth Plan

The method is simple yet demonstrates a deep understanding of consumer data, opinions, and judgment. This developing of resolution is significant in terms of reactions. This encompasses inputs, outputs, perceptions, and external variables. People need to know certain facts in order to make decisions. Consumers seek social and public support, thus it is crucial, according to studies on purchasing behaviour.

These characteristics such as objectives, beliefs, and understanding—have an effect on the choices that consumers make. Perceptual preference is when someone compresses information based on his needs and habits. After shopping, there is either contentment or dissatisfaction.

Strategy and brand recognition are enhanced by redemption. Negative attitudes originate from unhappiness. The choosing approach is not impacted by external factors. Each user experiences them differently, and they indirectly influence clients. Character, social class, marketing, and economic standing. Choices are influenced by the four previously mentioned elements. (P. Roy & Datta, n.d.)

### 3.3 Maslow's Hierarchy of Needs Theory (1943)

According to Maslow, inspiration comes from the urge to meet the five basic needs—self-actualization, safety, esteem, social, and physiological—which are arranged in order of significance. Food, drink, shelter, and leisure are the essentials that form the basis. People seek safety in their overall well-being, financial stability, and protection after these are met.

Examples of social demands include relationships, belonging, and emotional connection. Self-esteem needs include acknowledgment and self-respect, which uphold personal dignity. Reaching one's full potential and purpose, or self-actualization, is at the top. Because each stage demands effort and boosts motivation for the one after it, Maslow emphasized that in order to progress, lower-level wants must be satisfied. (P. Roy & Datta, n.d.)

### 3.4 Hawkins Stern Impulse Buying (1962)

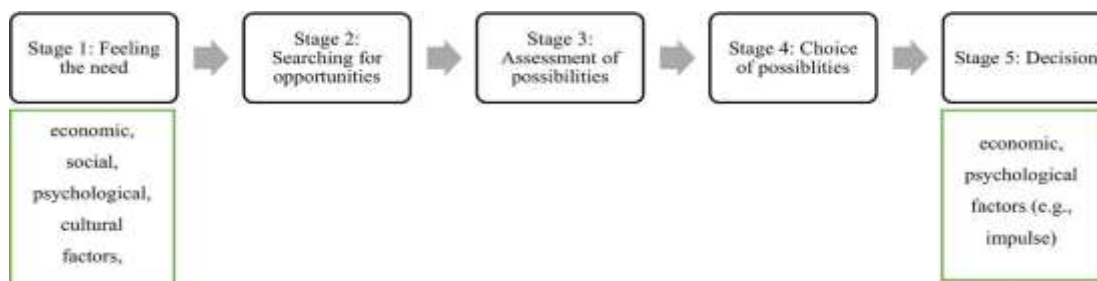
Hawkins Stern was a strong supporter of the motivated behaviour hypothesis. According to Stern, the typical consumer can be used to draw attention to irrational buying motives by contrasting them with sensible ones. Most impulsive purchases are the result of external circumstances rather than core leadership principles. Consumer behaviour hypotheses anticipate how customers will make decisions and identify the most effective strategies to profitably promote. Drive purchases, in any event, are the foundation of a buyer's purchasing strategies; traditional basic leadership forms impact marketing theories and limit consumer behaviour. (P. Roy & Datta, n.d.)

### 3.5 Pavlovian Learning Model (1897)

Ivan Pavlov, a Russian scientist, is featured in the learning model. We refer to a change in behaviour brought about by repetition and experience when we state that something has been taught. Drive, cues, and reaction are the components that comprise the learning process. If a strong internal feeling motivates you to do action, you are driven by a drive-reducing object. A person's drive is what motivates them to take action toward their objectives. Drives originating from physiological needs, such as hunger, thirst, pain, cold, sex, and so forth, may be inherited. Cues are only weak stimuli. The buyer's reaction time is determined by cues. The reaction of the customer to the product or service. (P. Roy & Datta, n.d.)

### 3.6 Fishbein's Multi-attribute Model (1973)

Fishbein's Multi has information about the qualities and advantages of the brand. This model does a good job of explaining how consumers assess significant features and brand choices. A user initially examines the attributes of an object before determining whether or not it possesses those attributes. Though they apply to all pertinent attributes, attitudes toward the object are the only feature. A compensating model of brand attitudes is the Fishbein's model. (P. Roy & Datta, n.d.)



**Figure 1:** Five-Stage Consumer Purchase Decision Framework

Decision-making phases and potential connections to input and output factors (Warchlewska, 2024)

In light of the current pandemic, health care services are starting to appear on internet platforms and are growing in popularity as e-pharmacy.

However, it might be difficult for marketers to maintain customer loyalty for these services, which have historically relied on in-person interactions. In order to increase purchase intention and help overcome such obstacles in the long term, this study gives e-pharmacy marketers cues to concentrate on improving product safety, comfort of use, consumers' social image, and understanding of health consciousness. It also advises marketers to closely examine how pricing value perceptions are created and enhance the interactive features of the company's websites and mobile apps with the latest artificial intelligence techniques in order to reposition the perceived convenience and epistemic value. worth of e-pharmacy services. (Misra, 2024)

#### 4. Role of Digital Marketing Tools in Healthcare and Pharma Focus

Pharmaceutical digital marketing offers a wealth of information about how to enhance healthcare benefits in the contemporary world. Digital marketing will help the health care sector in terms of providing the highest quality of customer care and support, according to an understanding of the idea at both the macro and micro levels. It offers a lot of potential to measure supply with the least amount of time wasted. (Sonawane & Vidyapeeth', n.d.)

Cost and marketing are equally essential factors in the final consumer's choice of a medicine brand. A well-marketed drug with a high cost per pill has been found to generate more sales than a drug with a lower cost but poor marketing tactics, with pharmaceutical corporations' digital marketing strategies playing an important influence. (Zare & Vilyas, n.d.)

Both Indian and foreign businesses believe that digital communication tools are more effective than digital marketing tools. This suggested that from an MR standpoint, physicians are more receptive to and at ease using digital communication technologies. But according to MR's views, using digital marketing tools to win over doctors is just marginally successful. (Singh Chug, n.d.)

Even medical professionals use social media for a significant portion of the day. Pharmaceutical companies must therefore begin running tailored advertisements there. YouTube and social media are two of the greatest resources for digital marketing as perceived by the public. Advertising frequency also helps people form a mental image of the drug, which will help them remember it the next time they visit a doctor. (Patil, n.d.)

Individual and customized care will be made easier by digital pharmaceutical marketing strategies, according to the majority of respondents. The majority of respondents—54 percent—agreed that content marketing may help create consumer relationships and loyalty. Approximately 60% of the participants concurred that social media platforms such as Instagram, Twitter, WhatsApp, and others greatly enhance digital marketing. The majority of respondents concurred that expert advice and peer recommendations greatly enhance

pharmaceutical digital marketing. In the modern world, digital marketing may assist in developing relationships based on trust, transparency, loyalty, and personalization. (P. Gupta et al., n.d.)

## 5. Impact of Social Media and Influencer Marketing on Healthcare Decisions

Social media now plays an influential role in healthcare decision-making throughout urban Indian districts. The research provides a detailed investigation about how social media networks, along with influencer promotions, influence the purchase of OTC medications and healthcare selection.

### 5.1 Market Overview and Growth:

The forecast indicates that the OTC healthcare market in India will expand from USD 5,677.32 million to USD 8,672.40 million during the period 2030 with a projected CAGR of 7.13%. (TechSci Research, n.d.-a)

Hyderabad's urban consumers, along with digital forces, power the market expansion. (*India Over-the-Counter Drugs (OTC) Market Size | Mordor Intelligence*, n.d.)

#### Social Media's Influence on Healthcare Decisions:

##### Platform Impact:

Social media has transformed health information-seeking activities while enabling users to disseminate healthcare information, which impacts multiple types of health decisions ultimately.

Social media functions as a main channel to distribute health information, which shapes patient choices regarding healthcare decisions. (Chen & Wang, 2021)

Digital engagement reaches its peak level in cities where urban population statistics are highest.

The healthcare communication model faces a transformation through social media because healthcare providers now interact with patients on a more even platform. (Smailhodzic et al., 2016)

The Indian adult inhabitants across urban areas, particularly in Hyderabad, make crucial health decisions through their use of Facebook and WhatsApp. (Kanchan & Gaidhane, 2023)

#### Influencer Marketing in Healthcare

##### Notable Healthcare Influencers

Leading healthcare influencers in India control distinct sections of the influential healthcare community.

Major Influencers:

Jeet Selal (572K+ Instagram followers)

Rohit Khatri (4M+ YouTube subscribers)

Dr. N S Rajesh Kumar (2.9M followers) (Dr. R. Kumar, n.d.)

Through their platform these influencers have proven capable of making healthcare decisions and promoting health products to their audiences. (Ash, n.d.)

### 5.2 Engagement Metrics and ROI

#### How Audiences Engage:

When influencers have established trust with their audience they create better meaningful connections than what massive influencers attain with specific audiences. (Dubey, n.d.-a)

Brand engagement metrics become accessible to companies that monitor both story view counts and viewer replies to polls together with associated comments. These tiny indicators reveal detailed information about audience participation as they reveal the authentic areas of audience engagement. (*Measuring ROI in Influencer Marketing Campaigns in India | Hobo.Video*, n.d.)

#### Tracking ROI:

The return on investment (ROI) for marketing campaigns becomes clear through three essential metrics observing website user engagement, sales amounts from campaign-specific discount codes and application download occurrences. (Dubey, n.d.)

Companies use Earned Media Value as a helpful tool to estimate the dollar equivalent of campaign-driven natural audience participation. (*Influencer Marketing Measurement: KPIs, Metrics, ROI*, n.d.)

### 5.3 Regulatory Framework:

Expansion of healthcare influencer marketing regulation dynamics occurs through recent modifications of governance rules in India.

Throughout their content influencers need to state clearly every substantial business connection with brands through "Ad" "Sponsored" "Collaboration" labels. (*The Regulatory Evolution of Influencer Advertising in India - Azb*, n.d.)

The Department of Consumer Affairs has established particular guidelines through which medical sector experts and influencers must operate. (*The Regulatory Evolution of Influencer Advertising in India - Azb*, n.d.)

Non-compliance leads to major fines under the regulatory structure.

Up to INR 10 lakh for initial violations

Up to INR 50 lakh for subsequent contraventions

The enforcement authority may temporarily bar you from making recommendations for as much as three years. (*The Regulatory Evolution of Influencer Advertising in India - Azb*, n.d.)

### 5.4 Market Trends and Consumer Behavior

#### Digital Purchasing Patterns

E-commerce platforms have transformed the way OTC medications distribute through their growth of online commerce. (*OTC Pharmaceuticals - India | Statista Market Forecast*, n.d.)

Health-related consciousness among consumers and their desire for easy self-medication approaches drives the market expansion through their increased awareness. (TechSci Research, n.d.)

An expanding middle-class population with increased incomes consisting of people living in cities drives healthcare product sales through digital marketing channels. (TechSci Research, n.d.)

### 6. Future Implications

Various Pioneer trends will maintain the powerful effects of social media on healthcare decision making.

The growing number of users now watches Instagram Reels content and YouTube Shorts because these quick video formats generate better audience retention. (*Social media Trends in India & Global*, n.d.)

The large number of Instagram users in India (362.9 million) indicates that healthcare influencer marketing will remain attractive because of its broad expansion scope. (Zote, n.d.)

Brands use AI systems to establish automatic real-time performance monitoring of marketing campaigns that enables faster trend identification and strategy readjustment. Through advanced digital tools the measurement of ROI becomes simpler which provides firms an unobstructed vision of successful tactics and profitable investment areas. (Dubey, n.d.)

### 7. E-Pharmacies and Online Buying Behaviour of OTC Consumers

E-pharmacies are internet stores where clients can buy medications without going to physical pharmacies. These platforms have improved client convenience and led to a global increase in demand for the concept. Additionally, since more people have access to the internet, web-based and electronic services are becoming more widely available, and e-prescriptions are being used more frequently in hospitals and other healthcare facilities across the globe, the e-pharmacy market is expanding (Savaliya, 2020).

The majority of people were reportedly unaware of the distinctions between prescription drugs bought online and those bought from traditional pharmacies. These results suggest that during routine patient care, consideration should be given to online medicine purchases (Bansal et al., 2022).

Consumers who buy goods or services online, like medications or checkups from online pharmacies, are particularly influenced by cost-effectiveness and trade-off, according to Dutta and Bhattacharjee (2021). Buying medications is convenient, but it also entails a crucial cost assessment phase in the consumer's purchasing process, when they take into account the total cost, which includes the cost of the medication, delivery, and any expected delays in obtaining their desired product (Javed & Shaiq, 2023).

Although there are certain obstacles in developing countries, health IT has enormous potential for efficacy, quality, safety, and cost reduction. The acceptability of e-pharmacies in developing nations is influenced by a number of factors. By creating and maintaining profiles on social media sites, many businesses now use social media to increase brand awareness (Krishnadas R & Renganathan R, 2022).

According to a more current study, consumers' attitudes and inclinations to buy OTC medications were found to be strongly correlated with proposed colours, images, thoughts, and prior experiences with any brand (Kaur et al., 2024).

#### **8. Perceived Risk, Trust, And Digital Literacy Among Consumers**

Customers' adoption of digital healthcare may benefit from their trust in healthcare providers. In particular, the digital healthcare service that is recommended by healthcare practitioners may increase or transfer consumers' faith in healthcare providers. As a result, increasing consumer trust in digital healthcare would also increase healthcare provider trust, making it the obvious focus of trust-building initiatives, especially in the digital healthcare domains of mobile health and electronic medical platforms (Catapan et al., 2025).

A platform that is simple to use and access will have a favourable effect on people's attitudes toward using the Internet. A negative attitude and increased anxiety are caused by a slightly complicated access process. In order to utilize digital platforms, attitude—whether favourable or negative—is crucial (Ghosh, 2019)

With India's current healthcare levels and infrastructure, healthcare professionals are rapidly adopting digital health interventions and offering them to individuals in need. The current challenge, however, is not to address the gaps in barriers to primary care access, but to improve the efficiency of the processes by which DHI clinicians give care to people in need (Vasanthan et al., 2024)

Digital health solutions are being utilized more and more in vertical healthcare delivery initiatives to improve basic healthcare services in a number of low- and middle-income nations, including India. Low investment and a lack of human resources have been problems for LMICs like India, where there are only 20.6 doctors per 10,000 people, 70% of whom work in the private sector. Low levels of digital literacy and infrastructure problems make this worse (Nadhamuni et al., 2021)

According to the main findings, a customer's degree of technology awareness and trust has a big impact on their behavioural intention to use an online pharmacy. They have found, however, that perceived risk has no effect on the consumer's behavioural intention. When customers use new digital technology and get negative feedback, that is known as perceived risk (Alsadoun et al., 2023).

#### **9. Demographic And Psychographic Factors Influencing OTC Purchases**

Numerous studies have also looked at the characteristics that influence over-the-counter purchases, and community pharmacies across numerous nations are offering a wider variety of these products. Important factors influencing consumers' choice of over-the-counter medications have been identified as both medical (such as prior experience with the OTC medications and the pharmacist's recommendations) and business (such as familiarity with the name or brand and the price of the OTC medication) (Kevrekidis et al., 2021)

86 consumers from a variety of demographic backgrounds were included in a study on over-the-counter medications. When questioned about their present health, 41% and 23% of customers, respectively, said they felt anxious and tense when they first entered a drugstore, according to the findings. Customers feel better in just 38% of cases. It indicates that when someone has more authority over their OTC medication purchases (Binti et al., n.d.)

It is expected of healthcare consumers to actively choose healthcare providers (like hospitals), treatment options, or health plans. The basic premise is that consumers can contribute to the development of an effective and patient-centered healthcare system by choosing high-quality providers at competitive prices (14, n.d.)

Numerous approaches to researching consumer categories and behaviour have been put out in marketing literature. The most distinctive of them, though, are psychographics that incorporate the concept of lifestyle. The phrase refers to psychological characteristics that a marketer associates with consumer behaviour. Psychographics are generally thought to provide a better understanding of the reasons behind the purchasing of goods and services (R. V. Kumar & Sarkar, 2008)

The primary factors propelling the growth of the nonprescription pharmaceutical market in India are shifts in consumer perceptions of self-medication, product developments, and pharmaceutical companies' inclination towards nonprescription medications over prescription (Rx) medications. In addition to identifying the factors that customers rely on when making decisions about OTC products, understanding how demographic factors affect OTC products would aid the pharmaceutical industry in comprehending how and why people purchase OTC drugs (Khyat, n.d.)

### **10. Impact Of Localized Digital Campaigns in Tier-1 Indian Cities**

Digital marketing has emerged as one of the many vital areas of today's corporate environment. The performance of businesses has been significantly impacted by digitalization over the past ten years. Throughout the past decade, social media, smartphones, app stores, and several other digital applications have advanced rapidly, and people have grown more accustomed to using these apps in their daily lives (Patil Knowledge City & Bk, n.d.)

Pharmaceutical firms who have not yet established a strong digital strategy are the ones with lower scores. In the centre are businesses that have a strategy but are not sure how to carry it out. Building analytics skills and looking for partnerships to supply new services or insights are two of the main priorities for pharmaceutical companies looking to establish a digitally savvy organization. Many leaders in the sector do, in fact, think that this analytical gap is preventing them from implementing their digital strategy (Fox et al., n.d.)

The transportation system's infrastructure has grown significantly in the last several years. The emergence of government programs such as Digital India and smart cities has made it feasible to leverage this platform as a foundation for advertising innovation. position-based advertising is a contemporary marketing strategy that targets individuals at specific times by using their real-time physical position (2018 Fourth International Conference on Computing Communication Control and Automation (ICCUBEA), 2018)

Individuals' psychology is profoundly influenced by their nation's culture, which might raise recall value. Because India has such a rich cultural legacy, advertisers have the opportunity to portray cultural values in a variety of ways. Making emotional appeals in the ads is one approach to appeal to the target audience's emotions. A plethora of advertising that are representative of Indian culture are aimed at youthful consumers (Sharma & Bumb, 2020)

Digital marketing's introduction has completely changed how Indian companies interact with their customers. It has given marketers affordable ways to connect with particular audiences, enabling more specialized advertising and customized interactions. The rise of social media influencers, digital marketing firms, and the use of technology in marketing plans has had a big impact on consumer behaviour and brand awareness (Thakur, 2024)

### **11. Post-Covid Digital Health Consumer Trends and The Future Of OTC Marketing**

The COVID-19 epidemic has had a serious effect on New Orleans, a city with a diverse racial and ethnic population and notable healthcare disparities. The healthcare systems have used telemedicine and other digital health tools to further customize and coordinate patient care in order to continue patient care while preparing for the pandemic's effects (Dagher et al., 2022)

Customers who are significantly changing their lifestyles to be more online and who are pickier about the brands and products they buy ask for a marketing strategy that emphasizes end-to-end digital experiences, direct engagement, and personalization. You may establish enduring relationships with clients and succeed in business in the post-pandemic period by making good use of customer opinions and reactions (Putri et al., 2023)

When there is a pandemic, people think, shop, and live differently. Global consumers are using innovative methods to search for goods and brands. One develops new habits. When a pandemic strikes, consumer behaviour shifts. People who feel at ease with the new habits they developed during the pandemic have a propensity to stick with them in the post-pandemic or new Normal because they believe they are useful (Maryati, 2020)

The primary motivators for purchasing over-the-counter medications online were time and location independence, convenience, and time savings; the primary deterrents were the acute nature of the issue, the high cost of delivery, the lengthy delivery time, and the absence of any added value. The main incentive for patients to consider purchasing the medication online was its lower cost (Punakivi & Författare -Author, 2019)

Chatbots, virtual health assistants, and telemedicine platforms are examples of interactive digital tools that have further changed the pharmaceutical marketing environment. For instance, depending on their previous purchases, a customer looking for a certain over-the-counter drug on an online shopping platform may get instant recommendations, dose guidelines, and even reminders to make another purchase (A. Roy et al., n.d.)

## 12. Objectives Of the Study

The main objective of this research is to evaluate the role of digital marketing in shaping consumer behaviour for OTC product purchases in Hyderabad. Specifically, the study aims to understand how digital platforms (e.g., Instagram, YouTube) influence awareness and purchasing decisions, analyse consumer attitudes toward influencer marketing and digital ads, and determine which platforms and demographic segments respond most positively to online campaigns. By doing so, the research provides insights for businesses seeking to optimize their digital marketing investments and improve conversion outcomes.

### STUDY DESIGN

This research adopts a quantitative research design to statistically evaluate the impact of digital marketing on the buying behaviour of over-the-counter (OTC) product consumers in Hyderabad. The study specifically focuses on the role of influencer marketing, digital platforms, and demographic variables in shaping consumer awareness and purchase decisions. A structured questionnaire was designed to capture both demographic profiles and consumer perceptions of digital marketing efforts across social media platforms. The survey was distributed using Google Forms and social media channels such as Instagram, WhatsApp, and LinkedIn to ensure a wide and digitally active reach.

A total of 210 respondents were selected through convenience sampling, ensuring participation from various age groups and genders, particularly targeting urban and semi-urban residents of Hyderabad. The questionnaire was divided into three parts: (1) Demographic details, (2) Exposure and response to influencer and social media marketing, and (3) Purchase behaviour linked to digital outreach. The data collected was analyzed using SPSS software to apply a suite of statistical tests suitable for hypothesis testing and pattern identification

The Pearson Correlation test was employed to assess the relationship between influencer trust and purchase decisions. A one-way ANOVA was used to compare the impact of different social media platforms (e.g., Instagram, YouTube, others) on brand awareness levels. Further, a Chi-square test was conducted to identify significant relationships between age groups and ad responsiveness, highlighting generational preferences in digital marketing effectiveness. Each test was evaluated for statistical significance at  $\alpha = 0.05$ , ensuring a high standard of inference.

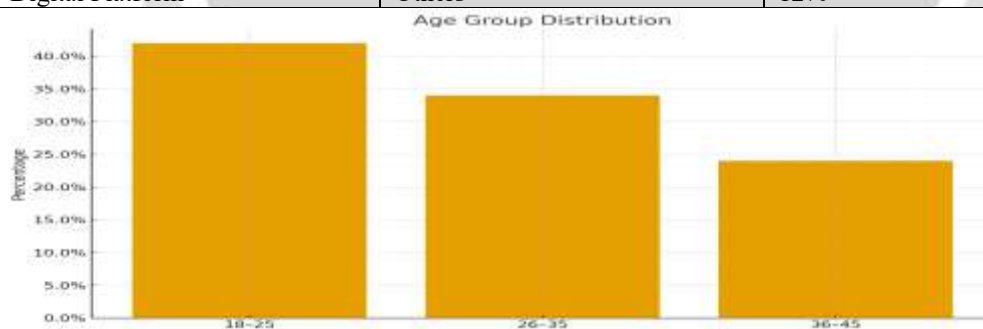
The cross-sectional design enabled a snapshot view of current digital marketing trends and consumer behaviour, while the use of Likert scales and binary outcome variables made interpretation of results precise. Ethical considerations were followed by ensuring participant anonymity and voluntary consent. The study also ensured data cleaning and validity checks prior to final analysis. The structured methodology allows the findings to be generalized within the urban population of Hyderabad, while also providing a template for similar studies in other metropolitan contexts.

### 13. Methodology

This study employs a quantitative research design to capture statistical insights from structured survey data. A total of 210 participants from Hyderabad were selected using convenience sampling. The questionnaire was disseminated through Google Forms and social media platforms such as WhatsApp, Instagram, and LinkedIn. The survey included both demographic questions and items that evaluated consumer attitudes, behaviours, and experiences with digital marketing formats. SPSS software was used for data analysis, including Pearson correlation to test the influence of trust in influencers, one-way ANOVA for platform comparison, and Chi-square test to examine demographic differences.

#### 13.1 Demographic Profile of Respondents

Demographic Variable	Category	Percentage (%)
Age Group	18–25	42%
Age Group	26–35	34%
Age Group	36–45	24%
Gender	Male	53%
Gender	Female	47%
Digital Platform	Instagram	67%
Digital Platform	YouTube	21%
Digital Platform	Others	12%



### 14. Data Analysis

The study involved the use of multiple statistical tools to test the three hypotheses laid out in the research design. Data collected from 210 respondents was analysed using SPSS software. The tools used include Pearson Correlation for measuring the impact of influencer marketing, One-Way ANOVA for testing social media platform influence on brand awareness, and Chi-square test for analysing relationships between demographic groups and ad responsiveness. These tools provided insight into behavioural trends, platform effectiveness, and demographic segmentation, contributing to a comprehensive understanding of digital marketing impact.

### 15. Hypothesis

### 15.1 Hypothesis 1: Influence of Influencer Marketing

To test whether trust in influencers affects buying decisions for OTC products, a Pearson Correlation analysis was conducted. The correlation coefficient ( $r$ ) was found to be 0.587 ( $p < 0.001$ ), indicating a moderate positive relationship between trust level and likelihood of purchasing products based on influencer recommendations.

Variable 1	Variable 2	Pearson r (Significance)
Influencer Trust (Likert Scale)	Purchase Decision (Yes/No)	0.587 ( $p < 0.001$ )

### 15.2 Hypothesis 2: Social Media Platform and Brand Awareness

The influence of different social media platforms on brand awareness was tested using One-Way ANOVA. Instagram emerged as the most effective platform, followed by YouTube and others. ANOVA results showed a statistically significant difference among platforms,  $F(2, 207) = 5.43$ ,  $p = 0.012$ .

Platform	Mean Awareness Score (1–5)	Post-Hoc Result
Instagram	4.2	Significantly Higher
YouTube	3.6	Not Significant
Others	3.3	Not Significant

### 15.3 Hypothesis 3: Demographics Vs Ad Responsiveness

Chi-square analysis was used to identify if age groups differ significantly in their responsiveness to digital ads. Results revealed that younger consumers (18–25) were 2.5 times more likely to engage positively compared to older groups. The chi-square statistic was  $\chi^2(2) = 9.83$ ,  $p = 0.007$ .

Age Group	Positive Ad Response (%)	Chi-Square Association
18–25	68%	High ( $p < 0.01$ )
26–35	45%	Moderate
36–45	29%	Low

## 16. Findings And Discussion

The findings from the data analysis provide strong evidence that digital marketing significantly shapes OTC product purchase behaviour in Hyderabad. Influencer trust directly correlated with a higher likelihood of purchase, reinforcing the pivotal role of social proof in the decision-making process. Instagram stood out as the most impactful platform for brand awareness, particularly among the 18–25 demographic. The effectiveness of Instagram can be attributed to its visual storytelling, interactive content, and influencer partnerships. Chi-square analysis highlighted the importance of demographic segmentation. Younger users demonstrated significantly higher responsiveness to digital ads, indicating a clear opportunity for age-targeted marketing campaigns. Overall, the study validates the strategic use of digital tools particularly influencer and social media marketing as effective mechanisms for OTC product promotion.

## 17. Recommendations

1. Brands should prioritize Instagram and YouTube as their primary platforms for digital outreach, leveraging video and influencer-based content.
2. Collaboration with trusted health influencers can increase consumer confidence and conversions.
3. Campaigns should be segmented by age, with different ad formats and messaging for Gen Z, Millennials, and Gen X.
4. Brands should use retargeting strategies and customer testimonials to build trust and reinforce message recall.
5. Investment in data analytics tools is essential to continually track the effectiveness of digital campaigns and optimize based on user behaviour.

## 18. Limitations Of the Study

While the study offers valuable insights, it is not without limitations. The sample was restricted to Hyderabad, limiting the generalizability of findings across other regions of India. Convenience sampling may introduce bias due to unequal representation across all socio-economic groups. The cross-sectional nature of the study

prevents causal inference. Additionally, self-reported data can be influenced by recall bias or social desirability bias. Future studies should include a broader geographic sample, apply probability sampling techniques, and consider longitudinal analysis for stronger causal insights.

## 19. Conclusion

Digital marketing has become an indispensable tool in shaping the buying behaviour of OTC consumers, particularly in urban settings like Hyderabad. This study confirms that influencer marketing, platform choice, and demographic targeting all play significant roles in driving consumer engagement and conversions. As consumer habits continue to evolve, brands must adapt by implementing strategic, data-driven digital campaigns that align with the needs and expectations of diverse audience segments. With the right digital mix, companies can enhance visibility, build trust, and improve their competitive position in the fast-growing OTC market.

## 20. References

- 2018 Fourth International Conference on Computing Communication Control and Automation (ICCUBEA). (2018). IEEE.
- Alsadoun, A. A., Tangiisuran, B., & Iskandar, Y. H. P. (2023). The effect of perceived risk, technology trust, and technology awareness on the consumer's behavioural intention to adopt online pharmacy. *International Journal of Electronic Healthcare*, 13(1), 33–56. <https://doi.org/10.1504/IJEH.2023.10052702>
- Anis, M. S., & Hassali, M. A. (2022). Pharmaceutical marketing of over-the-counter drugs in the current digital era: A review. *Pharmaceutical Sciences Asia*, 49(2), 114–120. <https://doi.org/10.29090/psa.2022.02.21.102>
- Ash, P. (n.d.). *12 Healthcare Influencers in India Who Are Revolutionizing Healthy Marketing Campaigns | Hobo.Video*. <https://Hobo.Video/Blog/12-Healthcare-Influencers-in-India-Who-Are-Revolutionizing-Healthy-Marketing-Campaigns/>.
- Bansal, S., Kaur, H., Mahendiratta, S., Sarma, P., Kumar, S., Sharma, A., Joshi, R., Bhattacharyya, A., Prajapat, M., Prakash, A., & Medhi, B. (2022). A preliminary study to evaluate the behavior of Indian population toward E-pharmacy. *Indian Journal of Pharmacology*, 54(2), 131–137. [https://doi.org/10.4103/ijp.ijp\\_836\\_21](https://doi.org/10.4103/ijp.ijp_836_21)
- Binti, S., Jinnah, A., Haque, A., & Jamaludin, M. A. (n.d.). *Consumer Behavior Towards Over-The-Counter Medicine Purchase: The Extended Theory Of Planned Behaviour* (Vol. 14, Issue 3).
- Catapan, S. de C., Sazon, H., Zheng, S., Gallegos-Rejas, V., Mendis, R., Santiago, P. H. R., & Kelly, J. T. (2025). A systematic review of consumers' and healthcare professionals' trust in digital healthcare. *Npj Digital Medicine*, 8(1). <https://doi.org/10.1038/s41746-025-01510-8>
- Chen, J., & Wang, Y. (2021). Social media use for health purposes: Systematic review. In *Journal of Medical Internet Research* (Vol. 23, Issue 5). JMIR Publications Inc. <https://doi.org/10.2196/17917>
- Dagher, L., Nedunchezian, S., El Hajjar, A. H., Zhang, Y., Deffer, O., Russell, A., Pottle, C., & Marrouche, N. (2022). A cardiovascular clinic patients' survey to assess challenges and opportunities of digital health adoption during the COVID-19 pandemic. *Cardiovascular Digital Health Journal*, 3(1), 31–39. <https://doi.org/10.1016/j.cvdhj.2021.10.007>
- Dang, A., Dang, D., & Rane, P. (2021). The Expanding Role of Digital Therapeutics in the Post-COVID-19 Era. *The Open COVID Journal*, 1(1), 32–37. <https://doi.org/10.2174/2666958702101010032>
- Dubey, A. (n.d.-a). *Measuring ROI in Influencer Marketing Campaigns in India | Hobo.Video*. <https://Hobo.Video/Blog/Measuring-Roi-in-Influencer-Marketing-Campaigns-in-India/>.
- Dubey, A. (n.d.-b). *Measuring ROI in Influencer Marketing Campaigns in India | Hobo.Video*. <https://Hobo.Video/Blog/Measuring-Roi-in-Influencer-Marketing-Campaigns-in-India/>.

- Dubey, A. (n.d.-c). *Measuring ROI in Influencer Marketing Campaigns in India | Hobo.Video*.  
<https://Hobo.Video/Blog/Measuring-Roi-in-Influencer-Marketing-Campaigns-in-India/>.
- El gozmir, H., Makhrouf, S., & Chouhbi, A. (2024). Fundamental Models of Consumer Purchasing Behavior: An In-Depth Analysis Since the 1960s. *Revistamultidisciplinar.Com*, 6(2), e202419.  
<https://doi.org/10.23882/emss.24185>
- Fox, B., Paley, A., Prevost, M., & Subramanian, N. (n.d.). *Closing the digital gap in pharma*.
- Ghosh, M. (2019). Analysing the Engagement and Attitude of Elderly Towards Digital Platforms in India. *Journal of Creative Communications*, 14(3), 214–234. <https://doi.org/10.1177/0973258619872085>
- Gupta, P., Raza, D., Agrawal, M., & Beula John, H. (n.d.). Antecedents of Pharmaceutical Digital Marketing Challenges and opportunities: A Descriptive Research Design. *Journal of Pharmaceutical Negative Results* |, 14, 2023. <https://doi.org/10.47750/pnr.2023.14.03.236>
- Gupta, Shikha., & Goel, Pooja. (2022). *Paradigm shift in marketing and finance*. Bharti Publications.
- India Over-the-counter Drugs (OTC) Market Size | Mordor Intelligence*. (n.d.).  
<https://www.mordorintelligence.com/industry-reports/india-otc-drugs-market>.
- Influencer Marketing Measurement: KPIs, Metrics, ROI*. (n.d.).  
<https://www.meltwater.com/en/blog/measuring-influencer-marketing>.
- Javed, M., & Shaiq, M. (2023). The Effects of Online Pharmacy on Consumer Behaviour. In *Propel Journal of Academic Research (PJAR)* (Vol. 3, Issue 1).
- Kanchan, S., & Gaidhane, A. (2023). Social Media Role and Its Impact on Public Health: A Narrative Review. *Cureus*. <https://doi.org/10.7759/cureus.33737>
- Kevrekidis, D. P., Mináriková, D., & Markos, A. (2021). Effects of Demographic Characteristics and Consumer Behavior in the selection of Retail Pharmacies and Over-the-Counter Medicine. *European Pharmaceutical Journal*, 68(2), 27–40. <https://doi.org/10.2478/afpuc-2021-0017>
- Khadka, S., Kc, R., Luitel, A., Thapa Chhetri, S., Gurung, S., Panta, P. P., & Waiba, S. (2025). Understanding and practices of over-the-counter drugs for self-care among students of different medical faculties in a low-and middle-income country. *Annals of Medicine & Surgery*.  
<https://doi.org/10.1097/MS9.0000000000003208>
- Khyat, J. (n.d.). *A STUDY ON IMPACT OF DEMOGRAPHIC FACTORS TOWARDS NON-PRESCRIPTION MEDICINES IN HYDERABAD*.
- Krishnadas R, & Renganathan R. (2022). *Factors Determining the Customers' Intention to Purchase OTC Products through E-Pharmacies* (Vol. 2022).
- Kumar, Dr. R. (n.d.). *Heepsy*. [https://www.heepsy.com/Top-Youtube/Health/India?srsltid=AfmBOopLZICjq7V94\\_gJkjBsAi6i9SYxmWHPoaAk2byiIEpVu60E BY0](https://www.heepsy.com/Top-Youtube/Health/India?srsltid=AfmBOopLZICjq7V94_gJkjBsAi6i9SYxmWHPoaAk2byiIEpVu60E BY0).
- Kumar, R. V., & Sarkar, A. (2008). Psychographic segmentation of Indian urban consumers. *Journal of the Asia Pacific Economy*, 13(2), 204–226. <https://doi.org/10.1080/13547860801923590>
- Madhavan, M., Chandrasekar, K., & Theresa, S. (n.d.). CONSUMER BUYING BEHAVIOR-AN OVERVIEW OF THEORY AND MODELS. In *Theresa Journal of Humanities and Social Sciences* (Vol. 1, Issue 1).
- Maryati, T. (2020). Consumer Behavior Changes Post Pandemic Covid-19. In *International Journal of Halal Research* (Vol. 2, Issue 2). [www.accenture.com](http://www.accenture.com)
- Measuring ROI in Influencer Marketing Campaigns in India | Hobo.Video*. (n.d.).  
<https://Hobo.Video/Blog/Measuring-Roi-in-Influencer-Marketing-Campaigns-in-India/>.
- Misra, P. (2024). Purchase intention toward E-pharmacy: the consumption value perspective. *International Journal of Pharmaceutical and Healthcare Marketing*. <https://doi.org/10.1108/IJPHM-12-2023-0107>

- Nadhamuni, S., John, O., Kulkarni, M., Nanda, E., Venkatraman, S., Varma, D., Balsari, S., Gudi, N., Samantaray, S., Reddy, H., & Sheel, V. (2021). Driving digital transformation of comprehensive primary health services at scale in India: An enterprise architecture framework. *BMJ Global Health*, 6. <https://doi.org/10.1136/bmjgh-2021-005242>
- OTC Pharmaceuticals - India | Statista Market Forecast. (n.d.). <https://www.statista.com/outlook/hmo/otc-pharmaceuticals/india>.
- Pathan, S. R., Bhende, V. V., Sharma, K. B., Patel, V. A., Gangoda, D. M., & Sharma, T. S. (2024). A Growing Concern: The Prevalence of Self-Medication in Pediatric Healthcare in India. *Cureus*. <https://doi.org/10.7759/cureus.53807>
- Patil Knowledge City, D. Y., & Bk, C. (n.d.). *Dr D Y PATIL SCHOOL OF MANAGEMENT "Business Management with New Ideas and Technologies in Global Context" Dr D Y Patil School Of Management, Lohegaon, Pune |i*.
- Patil, M. (n.d.). Digital Marketing in Pharma Sector. In *Journal of Advancement in Pharmacology* (Vol. 3, Issue 1).
- Punakivi, K., & Författare -Author, T. /. (2019). *Acceptance and use of online pharmacies and the online customer journey for the purchase of OTC medicines*.
- Putri, O. A., Syahputri, M., Tinggi, S., Saumlaki, I. E., Sifnana, J., Maluku, K., & Barat, T. (2023). *Digital Marketing Strategy to Face the Challenges of Changing Consumer Behavior in the Post-Pandemic Era* (Vol. 1, Issue 1). <https://ejournal.marqchainstitute.or.id/index.php/Profit>
- Ray, I., Bardhan, M., Hasan, M. M., Sahito, A. M., Khan, E., Patel, S., Jani, I., Bhatt, P. K., Sp, R., & Swed, S. (2022). Over the counter drugs and self-medication: A worldwide paranoia and a troublesome situation in India during the COVID-19 pandemic. *Annals of Medicine and Surgery*, 78. <https://doi.org/10.1016/j.amsu.2022.103797>
- Roy, A., Raj Singh, A., Pathak, A., & Memon, A. (n.d.). Student (Management). *International Journal of Humanities Social Science and Management*, 4(6), 857–876. [www.ijhssm.org](http://www.ijhssm.org)
- Roy, P., & Datta, D. (n.d.). *THEORY AND MODELS OF CONSUMER BUYING BEHAVIOUR: A DESCRIPTIVE STUDY*. <https://ssrn.com/abstract=4205489>
- Savaliya, R. J. (2020). *"ACCEPTANCE AND USAGE OF E-PHARMACY AND ITS COMPARISON WITH RETAIL PHARMACY-A SURVEY" BACHELOR OF PHARMACY*.
- Sawad, A. Bin, & Turkistani, F. (2021). Pharmaceutical Marketing Transformation due to COVID-19 Pandemic. *Journal of Pharmaceutical Research International*, 91–99. <https://doi.org/10.9734/jpri/2021/v33i33a31776>
- Seo, I., Kyun Yang, H., Joon Seo, M., Hyun Kim, S., & Tae Hong, J. (2023). Digital Transformation Shift in Global Pharmaceutical Industry Going through the Covid-19 Pandemic Era. *Asian Journal of Innovation and Policy*, 12, 54–074. <https://doi.org/10.7545/ajip.2023.12.1.054>
- Sharma, S., & Bumb, A. (2020). Culture in advertising: model for Indian markets. *Journal for Cultural Research*, 24(2), 145–158. <https://doi.org/10.1080/14797585.2020.1802143>
- Singh Chug, N. (n.d.). *EFFECTIVENESS OF DIGITAL MARKETING AND COMMUNICATION TOOLS USED BY INDIAN AND FOREIGN ORIGIN PHARMACEUTICAL COMPANIES IN INDIA*. [www.tojdel.net](http://www.tojdel.net)
- Smailhodzic, E., Hooijsma, W., Boonstra, A., & Langley, D. J. (2016). Social media use in healthcare: A systematic review of effects on patients and on their relationship with healthcare professionals. *BMC Health Services Research*, 16(1). <https://doi.org/10.1186/s12913-016-1691-0>
- Social Media Trends in India & Global*. (n.d.). <https://www.growthjockey.com/blogs/social-media-trends-india-global>.

- Sonawane, S., & Vidyapeeth', B. (n.d.). *EFFECT OF DIGITAL MARKETING ON PHARMACEUTICAL BUSINESS AND ITS IMPACT ON SOCIAL WELLBEING-A CONCEPTUAL REVIEW*.  
[www.tojdel.net](http://www.tojdel.net)
- TechSci Research, <https://www.techsciresearch.com/>. (n.d.-a). *TechsciResearch pvt ltd*.  
<https://Www.Techsciresearch.Com/Report/India-over-the-Counter-Drugs-Market/7243.Html>.
- TechSci Research, <https://www.techsciresearch.com/>. (n.d.-b). *TechsciResearch pvt ltd*.  
<https://Www.Techsciresearch.Com/Report/India-over-the-Counter-Drugs-Market/7243.Html>.
- TechSci Research, <https://www.techsciresearch.com/>. (n.d.-c). *TechsciResearch pvt ltd*.  
<https://Www.Techsciresearch.Com/Report/India-over-the-Counter-Drugs-Market/7243.Html>.
- Thakur, B. M. (2024). Initiatives of India in e-Commerce and Digital Marketing. *International Journal of Emerging Technologies and Innovative Research (IJETIR)*, 4(3). [www.iciset.in](http://www.iciset.in)
- The Regulatory Evolution of Influencer Advertising in India - azb*. (n.d.-a).  
<https://Www.Azbpartners.Com/Bank/the-Regulatory-Evolution-of-Influencer-Advertising-in-India/>.
- The Regulatory Evolution of Influencer Advertising in India - azb*. (n.d.-b).  
<https://Www.Azbpartners.Com/Bank/the-Regulatory-Evolution-of-Influencer-Advertising-in-India/>.
- Vasanthan, L., Natarajan, S. K., Babu, A., Kamath, M. S., & Kamalakannan, S. (2024). Digital health interventions for improving access to primary care in India: A scoping review. In *PLOS Global Public Health* (Vol. 4, Issue 5 May). Public Library of Science. <https://doi.org/10.1371/journal.pgph.0002645>
- Warchlewska, A. (2024). Interdisciplinary Approach to Consumer Financial Behavior: Developing a Conceptual Framework. *International Journal of Consumer Studies*, 48(6).  
<https://doi.org/10.1111/ijcs.13091>
- Zare, S., & Vilys, M. (n.d.). *DIGITAL MARKETING STRATEGY FORMATION FOR PHARMACEUTICAL COMPANIES*. <http://jmk.vvf.vgtu.lt>
- Zote, J. (n.d.). *26 Instagram stats you need to know for 2025*.  
<https://Sproutsocial.Com/Insights/Instagram-Stats/>.