

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF MARKETING MANAGEMENT PROGRAMME**

**FACTORS AFFECTING CONSUMER BUYING DECISION
TOWARDS OTC DRUGS IN YANGON**

**YEE YEE SWE
MMM II - 45
MMM 3rd BATCH**

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Master of Marketing Management (MMM)

Supervised By:

Submitted By:

Dr. Aye Thanda Soe
Professor
Department of Commerce
Yangon University of Economics

Yee Yee Swe
Roll No – 45
MMM 3rd Batch
Yangon University of Economics

JUNE, 2025

ACCEPTANCE

Accepted by the Board of Examiners of the Department of Commerce, Yangon University of Economics, in partial fulfillment for the requirements of the Master Degree, Master of Marketing Management.

BOARD OF EXAMINERS

(Chairperson)

Prof. Dr. Tin Tin Htwe

Rector

Yangon University of Economics

(Supervisor)

Prof. Dr. Aye Thanda Soe

Professor

Department of Commerce

Yangon University of Economics

(Examiner)

Prof. Dr. Thynn Thynn Myint

Professor/Head

Department of Commerce

Yangon University of Economics

(Examiner)

Prof. Dr May Su Myat Htway Aung

Professor

Department of Commerce

Yangon University of Economics

(Examiner)

Dr. Phu Pwint Nyo Win Aung

Associate Professor

Department of Commerce

Yangon University of Economics

JUNE, 2025

ABSTRACT

The objectives of this study are to examine the factors affecting consumer buying decisions toward over-the-counter (OTC) drugs in Yangon and the influence of these decisions on post-purchase evaluations. Five factors were analyzed: physician/pharmacist recommendations, previous experience, price, digital marketing, and country of origin. A total of 385 respondents were surveyed at Shwe Ohh Pharmacy in Yangon using a structured questionnaire. A systematic simple random sampling method is used. Regression analysis confirmed that all five variables significantly affect consumer buying decisions, with country of origin identified as the most influential factor. In addition, consumer buying decisions were found to significantly affect post-purchase evaluations. Based on these findings, pharmaceutical companies are encouraged to prioritize the clear and prominent labeling of country of origin to build trust and support purchase confidence. Affordability initiatives, such as offering smaller pack sizes and adopting value-based pricing, are well-suited to appeal to price-sensitive consumers. Strengthening the role of pharmacists and physicians in the purchasing process is also recommended, as professional advice continues to serve as a critical influence. Ensuring consistent product quality can further enhance positive post-purchase evaluations and promote long-term customer loyalty. Although digital marketing currently plays a limited role, its potential remains notable, particularly if future efforts focus on health-related content tailored to younger and urban consumers.

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TABLE OF CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
CONTENTS	iii
LISTS OF TABLES	v
LIST OF FIGURES	vi
 CHAPTER I INTRODUCTION	 1
1.1 Rationale of the Study	3
1.2 Objectives of the Study	4
1.3 Scope and Method of the Study	5
1.4 Organization of the Study	5
 CHAPTER II THEORETICAL BACKGROUND	
2.1 Concept of Buying Decision	6
2.2 Factors Affecting Buying Decision	8
2.3 Post Purchase Evaluation	11
2.4 Related Theory	11
2.5 Previous Studies	14
2.6 Conceptual Framework of the Study	17
 CHAPTER III FACTORS AFFECTING CONSUMER BUYING DECISION TOWARDS OTC DRUGS	
3.1 Profile and Organization of the Pharmaceutical companies	20
3.2 Factors Affecting Consumer Buying Decision towards OTC drugs	21
 CHAPTER IV ANALYSIS OF FACTORS AFFECTING CONSUMER BUYING DECISION TOWARDS OTC DRUGS	
4.1 Research Design	24
4.2 Demographic Profile of Respondents	25

4.3	Reliability Test	27
4.4	Respondent Perceptions on Factors Affecting Consumer Buying Decision, Consumer Buying Decision and Post Purchase Evaluation	27
4.5	Analysis of the Factors Affecting Consumer Buying Decision Towards OTC drugs	37
4.6	Analysis of the Effect of Consumer Buying Decision on Post Purchase Evaluation on OTC drugs	39

CHAPTER V CONCLUSION

5.1	Findings and Discussions	41
5.2	Suggestions and Recommendations	43
5.3	Needs for Further Study	46

REFERENCES

APPENDICES

LIST OF TABLES

Table No.	Particulars	Page No.
4.1	Demographic Profile of Employees	25
4.2	Reliability Test	27
4.3	Physician /Pharmacist Recommendation for OTC drugs	28
4.4	Previous Experience with OTC drugs	29
4.5	Price with OTC drugs	30
4.6	Digital Marketing with OTC drugs	31
4.7	Country of Origin for OTC drugs	32
4.8	Summary Table	34
4.9	Consumer Buying Decision with OTC drugs	35
4.10	Post Purchase Evaluation with OTC drugs	36
4.11	Effects of Consumer Buying Decision towards OTC drugs	37
4.12	Effects of Consumer Buying Decision on Post Purchase Evaluation on OTC drugs	39

LIST OF FIGURES

Figure No.	Title	Page No
2.1	Consumer Purchase Decision Making Process	12
2.2	Black Box Model	13
2.3	Factors Affecting Consumers' Purchase Decision of Over-The-Counter (OTC) Medicines	14
2.4	Factors That Influence Over-The-Counter (OTC) Medicines' Purchasing Decision	15
2.5	Digital and Social Determinants of Consumer Decision Making in OTC Pharmaceuticals	16
2.6	Conceptual Framework for the Study	18

CHAPTER I

INTRODUCTION

In today's consumer-driven world, the purchasing decisions of consumers are significant in influencing the dynamics of the market, the achievements of corporations, and the satisfaction of individuals. According to Kotler and Keller (2016), a buying decision is the mental and emotional process that customers go through when they make the decision to acquire a product or quality of service. It is comprised of a series of steps, beginning with the identification of the problem and the search for information, followed by the evaluation of options, the actual purchase, and the evaluation taken after the purchase. Making decisions about purchases is essential for any company since they have a direct impact on the level of success that the company achieves. If a consumer chooses to purchase anything, it indicates that they have faith in the product, the service, or the brand under consideration. This choice will result in sales, which are the primary source of revenue for every company regardless of its size.

Consumers' purchasing decisions are influenced by a number of factors, including pricing, previous experience, digital marketing, place of origin, and recommendations from industry professionals. When determining whether or not to purchase anything, price is a factor that is extremely important to each and every person. In addition, whether we have had a positive or negative experience with a product in the past, it frequently determines whether or not we would purchase it again. Country of origin is a factor that influences purchasing decisions because consumers tend to have a higher level of trust in items that originate from regions that are recognized for their high quality. A significant influence on purchasing decisions is also exerted by digital marketing. Products and services are presented to consumers on a daily basis through various mediums such as advertisements, social media postings, emails, and online reviews. This contributes to the development of awareness, generates curiosity, and frequently impacts the consumer's choice of what to purchase. The term "expert recommendations" refers to the guidance or opinion that is offered by those who have a significant amount of information regarding a certain topic. These suggestions have a considerable influence on the choice that customers make regarding their purchases, particularly in situations where the available alternatives are unknown or perplexing.

The decision-making process of the consumer does not conclude with the purchase. After using the product or service, the consumer compares the level of performance with expectations and is either satisfied or dissatisfied. Satisfaction occurs when the consumer's expectations are either met or exceeded; dissatisfaction results when performance is below expectations. The post-purchase evaluation process is important because the feedback acquired from actual use of a product will influence the likelihood of future purchases (Dewey, 1910).

In recent years, many people in Myanmar have become more interested in self-medication and purchasing OTC drugs. Because visiting doctors and hospitals can be time-consuming and costly, many people prefer to treat minor health problems themselves by buying OTC medicines directly from pharmacies. Therefore, OTC drug market in Myanmar is growing, and competition among pharmaceutical companies and pharmacies is becoming more challenging. Over-the-counter (OTC) drugs are typically purchased by consumers in Myanmar for the treatment of common ailments such as headaches, colds, coughs, and mild pains. Most of the people who buy over-the-counter medications come from homes with a middle-income and are looking for health solutions that are both inexpensive and easily available. In Myanmar, pharmacies are commonly found in both urban and rural areas to meet the increasing demand for self-medication.

OTC drugs are brought by consumers either by direct self-medication based on the consumer's decision or by seeking an advice from a healthcare professional (Habash & Al-Dmour, 2020). Most customers choose OTC drugs by considering several factors such as the reputation of the brand, price, availability, safety, effectiveness, and advice from family members or pharmacy staff. Due to market growth and increasing health awareness, pharmaceutical companies and pharmacies will face strong competition. It is very important for them to understand more about the factors which influence the existing and potential customers for OTC drug purchases. In the OTC medicine business, sustainable customer loyalty is also important for maintaining profits. Consumers carefully watch for product reliability, side effects, valuable recommendations from pharmacies, and clear product information, and they consider these aspects as key factors for repeat purchases. Therefore, companies and pharmacies need to provide better products and services to maintain consumer trust and ensure long-term success.

This study aims on analyzing the factors affecting consumers' buying decisions towards OTC drugs in Yangon, Myanmar. To analyze and observe the relationship between different variables, the study will observe the relationship between several key independent variables — Physician/Pharmacist Recommendations, Digital Marketing, Price, Country of Origin, and Previous Experience — and how they influence the consumer buying decision for OTC drugs and evaluating post purchases.

1.1 Rationale of the Study

It is clear that Myanmar's healthcare system is undergoing significant transformations, as seen by the increasing prevalence of self-medication and the use of over-the-counter (OTC) medications. As individuals take on a larger level of responsibility for the treatment of minor diseases on their own, they are subject to a wide range of social, psychological, and commercial factors that influence their decisions over which over-the-counter medications to purchase. On the other hand, this autonomy is accompanied with a variety of disadvantages. Customers have a low level of health literacy, have sporadic access to expert counsel, and are prone to receiving incorrect information, particularly from unregulated online sources. In light of these challenges, it is essential to have a comprehensive understanding of the major drivers that influence the purchasing decisions of customers and the subsequent repurchase patterns that they exhibit in the category of unprescribed medicines.

The emphasis of this study is on five important characteristics that are anticipated to have a substantial influence on the purchasing behavior of consumers with regard to over-the-counter (OTC) medications. These variables include recommendations from physicians and pharmacists, past experience, pricing, digital marketing, and country of origin. The selection of these variables was based on their applicability to the healthcare and retail environment in Myanmar, as well as their recurrent acknowledgment in the research on consumer behavior from across the world.

Recommendations from medical professionals and pharmacists continue to be a reliable source of influence in the process of making decisions concerning health. Despite the fact that over-the-counter (OTC) medications do not require a prescription, many consumers nevertheless seek the guidance of medical professionals in order to ensure that they are self-treating in a manner that is both safe and effective. In

Myanmar, where health literacy may vary from person to person, the assistance of healthcare experts is an extremely important factor in the choosing of medications. Another significant factor that plays a role in determining purchase behavior is prior experience. When over-the-counter (OTC) medications have been shown to be beneficial in the past, consumers are more inclined to repurchase them. Having a positive experience with a product may help build brand loyalty, whereas having a poor experience might lead to behavior such as avoiding the product or switching brands.

A further important consideration is the cost, particularly in the lower- and middle-income brackets of the market. When it comes to over-the-counter (OTC) medicine selection, customers frequently evaluate perceived value in relation to price. This is because affordability has a direct impact on access to healthcare items. Both the choice for a certain brand and the frequency of purchases can be greatly influenced by economic limitations. Because of the growing number of people in Myanmar who use the internet and smartphones, digital marketing has become an increasingly prominent business strategy. Consumer awareness and consideration of brands are increased when they are exposed to online health material, product marketing, and recommendations made through social media. This is especially true among younger demographics and urban populations at large. Last but not least, the nation of origin is a significant factor in the formation of views regarding the quality and safety of drugs. Generally speaking, consumers have a tendency to attribute a higher level of dependability to imported products, particularly those that originate from nations that have established pharmaceutical standards. This perception has a significant impact on the intention to make a buy, frequently taking precedence over familiarity with a domestic brand or even pricing when making a selection.

In addition to investigating the five elements that influence purchasing decisions, the purpose of this study is to conduct an investigation into the post-purchase evaluations that are influenced by the consumer's purchasing decisions. An crucial component of customer behavior is the post-buy evaluation, which encompasses factors such as satisfaction, the chance of making a subsequent purchase, and word-of-mouth recommendation about the product. When companies have a better understanding of this connection, they will not only be able to attract new consumers, but they will also be able to keep the customers they already have by improving product performance, the brand experience, and trust.

The purpose of this research is to provide a contribution to the field of pharmaceutical marketing in Yangon, which is located in Myanmar. With the support of the insights that are created, pharmaceutical businesses, marketers, and healthcare stakeholders will be able to build more effective strategies, provide goods and services that are more responsive to the needs of consumers, and contribute to the expansion of the over-the-counter medication sector in a responsible manner across both urban and regional markets.

1.2 Objectives of the Study

The main objectives of this study are as follow:

- (i) To examine factors affecting consumer buying decision towards OTC drugs in Yangon, Myanmar
- (ii) To analyze the effect of consumer buying decision on post purchase evaluation on OTC drugs in Yangon, Myanmar

1.3 Scope and Method of the Study

The purpose of this study is to investigate the variables that impact the purchasing decisions of consumers of over-the-counter (OTC) drugs in Yangon, and these elements are used to evaluate the customers' post-purchase experiences. Within the scope of this study, a quantitative research methodology is utilized. Primary data were gathered through the use of standardized questionnaires that were based on a Likert scale with five points. Secondary data were collected from academic publications and worldwide studies that were connected to the usage of over-the-counter drugs and the trends in marketing, respectively. The participants of the study were those who had purchased medications from Shwe Ohh pharmacies that are located in Yangon. Because the overall population size was unknown, a sample of 385 consumers was chosen via the use of a systematic simple random sampling procedure. The sample size was determined by the application of Cochran's formula (1977) to guarantee that it was representative of the population as large as possible. For the purpose of this study, both descriptive and analytical methodologies were utilized. During the month of May in 2025, data collecting was carried out.

1.4 Organization of the Study

The research is broken up into five chapters. In the first chapter, there is an introduction to the study, which contains the reasoning for the study, the objectives of the investigation, the scope and technique of the study, as well as the structure of the study. The theoretical backdrop, preceding investigations, and conceptual framework of the study are some of the topics covered in the second chapter. The third chapter discusses the decision-making process of consumers and the elements that influence their decisions to purchase over-the-counter medications. The fourth chapter provides an examination of consumer purchasing decisions, as well as the variables that influence consumer purchasing decisions with regard to over-the-counter (OTC) pharmaceuticals, and post-purchase evaluations in Yangon, Myanmar. In conclusion, the findings and comments were presented in chapter five, along with ideas, recommendations, and the necessity of doing more research.

CHAPTER II

THEORETICAL BACKGROUND

In order to provide a conceptual framework for the study, this chapter addresses the theoretical reviews that are conducted on the elements that influence the purchasing decisions of consumers in Myanmar with regard to over-the-counter pharmaceuticals. The primary focus of the study is on the process by which consumers make purchasing decisions, a model of consumer purchasing behavior and purchasing decisions, and the factors that influence consumers' decisions to purchase over-the-counter medications. In addition, previously conducted research and the conceptual framework of the study are included in this chapter.

2.1 Concept of Buying Decision

The process by which consumers define their wants, look for answers, evaluate numerous possibilities, and eventually decide whether or not to purchase a product or service is referred to as the consumer buying decision, which is a basic concept in the fields of marketing and consumer behavior. This procedure entails a sequence of mental, emotional, and behavioral phases that are formed by a wide range of circumstances, such as personal experiences, societal influences, economic situations, and marketing messages. These elements all have a role in shaping this process.

As stated by Tjiptono and Fandy (2015), consumer behavior encompasses not just the act of purchasing but also the more extensive range of behaviors that are involved in identifying wants, seeking for information, assessing alternatives, and making use of and disposing of things. Specifically, they highlight the fact that the purchasing choice is a reflection of how customers evaluate the possibility for enjoyment, value, or hazards connected with a product or service for themselves. This evaluation begins even before the purchase is made and continues after the product has been utilized, all with the purpose of laying the groundwork for decisions that will be made in the future.

This is further elaborated upon by Schiffman and Kanuk (2015), who state that a customer is only able to make a purchasing choice when they are given with several options and are required to pick amongst them. Their point of view is that the process of decision-making is one that is rational and organized, but that it is also susceptible

to being influenced by feelings, ideas, and preferences that are not consciously held. When making a decision on which over-the-counter (OTC) drug to purchase, for instance, a customer may investigate factors like as price, packaging, and the reputation of the brand. However, they may also be impacted by previous experiences, word-of-mouth, or the level of trust they have in a certain pharmacy.

According to Kotler and Armstrong (2016), the process of making a purchasing choice is a procedure that involves picking one brand or product among a group of options that are in competition with one another. The argument that they are making is that this process is not a single instant but rather a journey that unfolds over multiple stages. These phases often include (1) the awareness of the problem, (2) the search for information, (3) the evaluation of options, (4) the choice to purchase, and (5) the behavior that occurs after acquisition. Marketers have the potential to impact the perception of the customer and direct them toward a certain option at each stage of the process. During the review stage, for instance, a brand that is able to effectively convey the benefits of its product may have a greater chance of being selected over other brands being considered.

The judgments that are made about purchases might be straightforward and regular in many instances, such as when purchasing household supplies that are used frequently. On the other hand, the decision-making process might be more complicated and deliberate in other situations, such as when purchasing healthcare goods such as over-the-counter medications. Consumers might consider the potential adverse effects on their health, investigate the origins of the product, or consult with pharmacists for guidance. The level of perceived danger is larger, and the requirement for information that can be trusted becomes much more important. As a result, purchasing decisions in the healthcare industry are frequently influenced by a mix of personal experience, the advice of experts, the reputation of the product, and the cost of the product.

Additionally, the purchasing choice of a customer is frequently impacted by external environmental variables, such as social conventions, cultural beliefs, recommendations from peers, and economic position. Consumers do not make decisions in a vacuum; their surroundings, their families, and even digital influences, such as online reviews and social media, all have an effect on how they assess items and businesses. Therefore, it is necessary for marketers to have an understanding not just of the internal decision-

making process, but also of the exterior surrounding environment in which these decisions are formed.

In conclusion, the idea of a customer making a purchase decision encompasses more than just the act of acquiring its products. The recognition of a need, the exploration of available possibilities, the selection of options, and the evaluation of the customer's level of satisfaction after the purchase are all stages that are included in this multi-stage process. This process is influenced by a broad variety of internal and external elements, and it varies according to the product category, the amount of engagement, and the perceived risk. It is crucial for organizations, particularly those operating in health-related areas, to have a solid grasp of the consumer buying decision process in order to design successful strategies that cater to the requirements of customers, establish trust, and guarantee long-term pleasure.

2.2 Factors Affecting Buying Decision

The decisions that consumers make regarding their purchases are impacted by a variety of interrelated elements. According to Kotler and Keller (2016), cultural factors, which include things like traditions, values, and social conventions, play a fundamental role in providing the framework for consumer choices. According to Solomon (2017), social variables, including as family, friends, and reference groups, may have a substantial impact on how customers perceive items and how they decide to make purchases. According to Schiffman and Wisenblit (2019), several aspects of an individual's life, including as their age, income, employment, lifestyle, and personality, all have a role in establishing their wants and priorities, which in turn influences their purchasing behavior. In addition, the way in which consumers receive information and react to marketing messages is influenced by psychological elements such as motivation, perception, learning, and attitudes (Assael, 2004). At the moment of purchase, judgments can be influenced by a variety of situational circumstances, including the location in which the purchase is being made, the amount of time available, and the particular occasion for the purchase (Hawkins & Mothersbaugh, 2015).

When it comes to over-the-counter (OTC) medications, these same elements play a key role; however, due to the fact that health-related issues are frequently

involved, the level of sensitivity is typically increased. It is possible for cultural ideas to have an effect on attitudes on self-medication, although social factors, notably recommendations from medical professionals and pharmacists, are frequently the most important drivers in the decision-making process. People have a tendency to trust healthcare experts, and the recommendations they make may have a significant impact on the brands and products that consumers choose to purchase. A favorable outcome from previous usage enhances the chance of repeat purchase. Additionally, previous experience with a certain over-the-counter medicine creates customer confidence; a positive outcome as a result of previous use. Pricing is still another crucial consideration, particularly in places where there is a concern over the expense of healthcare. Customers frequently evaluate over-the-counter (OTC) products and make their selections based on perceived value or price. Over the past several years, digital marketing has grown increasingly important, fostering consumer awareness and attitudes through the use of targeted advertisements, online reviews, and information relating to health that is shared from social media platforms. The last factor that might influence consumer confidence is the country of origin of an over-the-counter (OTC) medicine. Products that are created in countries that have a high reputation in the pharmaceutical industry may be perceived as being safer or more effective, which in turn influences purchase choices.

Following an analysis of relevant literature, the researchers found five characteristics that have a significant impact on the decision of consumers to purchase over-the-counter medications. The recommendations of pharmacists and physicians, prior experience, pricing, pharmaceutical digital marketing, and the place of origin of over-the-counter medications are the factors that are considered.

(1) Experts' Recommendation

In the context of the current healthcare team, pharmacists and doctors are considered to be concerned authorities in the healthcare industry. Their suggestions have a substantial impact on the purchases of over-the-counter medications. In retail pharmacies, the pharmacists, who are frequently the initial point of contact, offer professional help on picking appropriate over-the-counter products based on the specific requirements of each individual customer. (Puspitasari, H. P., Aslani, P., &

Krass, I., 2010) Their involvement in teaching consumers on correct usage, dose, potential side effects, and drug interactions ensures that self-medication is done in a responsible and safe manner. According to the findings of a research conducted by Gore and Madhavan (1994), the role of pharmacist interventions is critical in contributing to the reduction of customer confusion in the face of a wide variety of over-the-counter possibilities. When it comes to customer trust in the quality and dependability of over-the-counter (OTC) medications, professional endorsements from medical professionals are helpful in bolstering the product. This kind of customer trust is extremely important when it comes to decisions about health, in comparison to other types of consumer transactions.

(2) Previous Experience

Because it is only through the use of a medicine that one may learn about the influence that it has on health issues, past experience with the product and information about it play key roles in the decision-making process over its purchase. Patients are fairly hesitant to switch medications after they have discovered a medication that is effective for them (Wieringa & Leeftang, 2015). This is because it is difficult to gather information such to this on the quality of the drug. According to Bettman (1979), the purchasing experience of consumers incorporates both the internal and external memory, both of which play a significant part in the process of consumers making purchases. On the other hand, customers' internal memories are formed by the actual experiences they have with the product or service, but their external memories are formed by information that is associated with the product or service. Consumers will remember the experience of purchasing for a longer period of time and will keep it in their memory. Therefore, individuals will instantly begin assessing the products that they have acquired, and the outcome of the shopping experience with regard to the items will be ingrained in their thoughts for a very long period (Keller, 2001). In the study conducted by Shohel et al. (2013), it was shown that the factors of direct experience with the product, price range, and brand reliance are significant factors in determining the frequency of repeat purchases of over-the-counter medications. According to Dadhich and Dixit (2017), the most important element in determining whether or not an individual would make repeated purchases of over-the-counter medications is the degree to which they are familiar with the drug in question. There

is also the possibility that customers' preexisting knowledge or experiences might be the source of their decision-making. According to the participants, they have a propensity to often select a certain product from a particular category of medications, which suggests that they are devoted and long-term users of particular medicines. This tendency lends credence to the idea that prior experience is the most important factor.

(3) Price

As a result of their desire to derive the most possible advantages from the investment of their time and money, consumers are extremely price-conscious. According to Mamun, Rahman, and Robel (2014), this indicates that customers are quite sensible when it comes to determining what they are getting in exchange for the purchase that they are making for a product or service. In addition, Kevrekidis, Minarikova, Markos, Malovecka, and Minarik (2018) stated that buyers frequently consider purchases that are low in price, have simple packaging, and are not well recognized to be high-risk since the quality of these items is not reliable. In addition, Asamoah and Chovancova (2011) proposed that consumers are price takers, meaning that they accept prices at face value or as they are established by producers or manufacturers. Marketers acknowledge that consumers do a thorough evaluation of price information, deciphering prices based on their prior purchasing experience, formal communications (such as advertisements and sales promotions), informal communications (such as friends, colleagues, or family members), and resources available at the point of purchase or online.

(4) Digital Marketing

In the pharmaceutical sector, the promotion of over-the-counter (OTC) medications has seen substantial transformations as a result of the advent of digital marketing. Through the use of digital media, businesses are able to directly communicate with customers and offer them with all of the information that is pertinent to their goods, such as the advantages, the correct way to use them, and any potential adverse effects. According to Khazaka (2019), medication businesses may improve their product recognition and brand recall by utilizing strategies such as search engine optimization (SEO), social media advertisements, email marketing, and influencer promotion. These strategies enable drug companies interact with a large audience. In particular, social media is frequently utilized by companies as an interactive medium

via which they can communicate with their customers, reply to questions, and provide their customers with individualized health advice. Through communication in both directions, a relationship of trust and transparency may be established, which is a vital component in the healthcare industry. Furthermore, the availability of digital information has made it simpler for consumers to have access to reputable resources, which has contributed to and empowered them to make decisions regarding their health that are better informed (Porokhnenko & Sapozhnikova, 2019).

(5) Country of Origin

According to Saydan (2013), the nation of origin is one of the most critical aspects that is a substantial effect on the purchase decisions of customers. Within the context of today's highly competitive and globalized world, the "made in" label has emerged as an essential instrument for increasing product sales. The findings of Laroche, Papadopoulos, Heslop, and Mourali (2005) also demonstrated that the nation of origin of a product has an impact on the judgments that customers have of that product. Furthermore, Pappu, Quester, and Cooksey (2006) proposed that the nation of origin of a product is a significant marketing feature that is recognized to impact the behavior of consumers. at conclusion, it has been found that familiarity with the name or brand is a significant element that influences the purchase of over-the-counter medicines at pharmacies from customers. This is due to the fact that the nation of origin, which is connected to the reputation of the manufacturing firm, is frequently regarded more highly than the advertising and packaging of the product (Kevrekidis, Minarikova, Markos, Malovecka, & Minarik, 2018).

2.3 Post Purchase Evaluation

The consumer's general feedback and response following the purchase of a service or product is included in the category of post-buy behavior to be discussed. After making a purchase, a buyer could have feelings of contentment and then develop post-purchase dissonance. Customers in today's market have access to a multitude of platforms, such as social media and reviews, via which they may communicate their post-purchase emotions. As a result, they are able to readily promote or condemn a product. Understanding the behavior of customers after a deal has been made is important. Being aware of post-sale behavior is a very important factor. Because the

majority of businesses believe that the transaction has been finalized, they do not pay attention to the conduct that occurs after the purchase has been made. However, if the clients are dissatisfied and dissatisfied with the transaction, there is a lower likelihood that they would return for more purchases. In order to maintain a successful long-term business, repeat business is of the utmost importance. When it comes to sales and the image of a company, post-purchase dissonance may be a harmful force that can result in unfavorable word-of-mouth among customers. On the other hand, a consumer who is pleased with their purchase decision may return to make more purchases and may also suggest the product to others, so contributing to the development of the brand and increasing sales.

When it comes to overcoming post-purchase dissonance, post-purchase assistance is one of the most significant factors. In general, there is a window for customer complaints that may be employed to fix the customer complaint. This will result in the consumer being satisfied, and it will also present the brand with a different opportunity. It is best to do this if the problem is just transitory or if it is caused by a flaw. In the event that customers are unsatisfied with the inherent qualities and characteristics of the product itself, the overall level of customer satisfaction will be poor, which will result in a negative image and a damaged reputation for the brand.

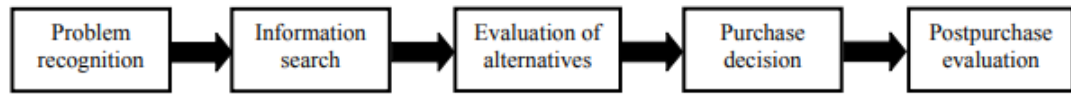
2.4 Related Theory

Several theories suggest that factors such as expert recommendations, previous experience, price, digital marketing, and country of origin affect consumer buying decisions. The Decision-Making Model by (Dewey, 1910) showed that the consumer decision-making process goes through five stages. The Black Box Model (Kotler, Armstrong, & Armstrong, 2010) demonstrated that consumer purchases are strongly influenced by various factors.

2.4.1 Decision Making Process

Consumer buying decision making process described by (Dewey, 1910) that consumer buying decision process emphasizes the process consumer passes through to purchase goods and services. In the buying decision process, people perform diverse roles in decision-making process.

Figure (2.1) Consumer Buying Decision Making Process Model



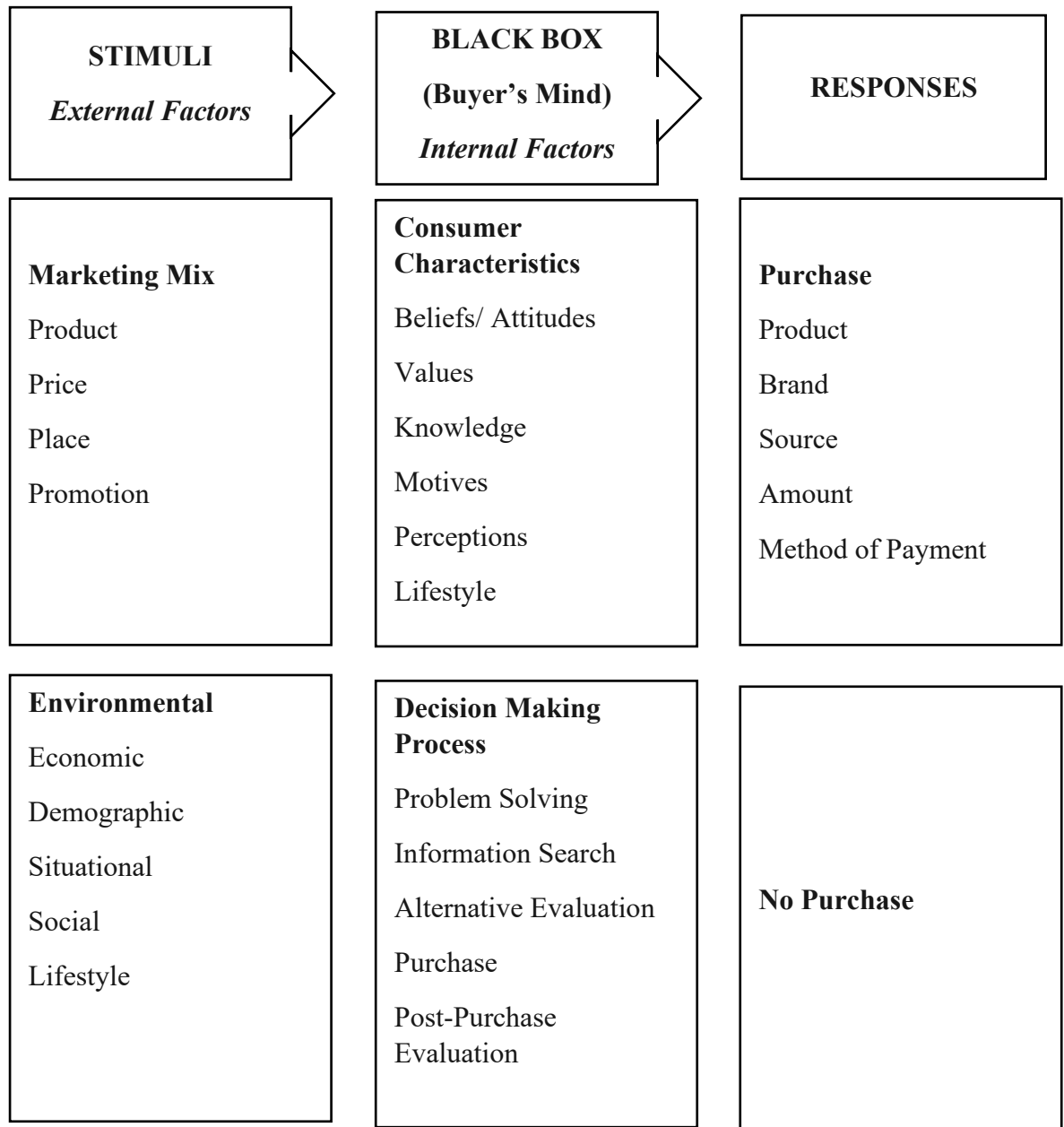
Source: John Dewey (1910)

Consumer decision making process contains five stages; (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase evaluation. This study primarily aims on the stages of evaluating alternatives, making purchase decisions, and post-purchase evaluation.

2.4.2 Black Box Model

Consumer purchases are strongly influenced by culture, social, personal and psychological characteristics. For the most part, marketers cannot control such factors, but they must be taken into account. In order to understand what drives consumers Kotler's Black Box Model presents good illustration as it emphasizes the process as well as the factors that impact the decision.

Figure (2.2) Black Box Model



Source: Kotler et al, (2004)

According to the model, some factors are external and some are internal. Companies may influence the marketing stimuli in order to achieve the desired response. Demographics, economic, situational, social, lifestyle factors are dictated by the environment and are largely out of control of the companies and consumers. Two widely used marketing approaches to consumer behavior are cognitive and behavioral (Zanoli & Naspetti, 2002). Cognitive approaches emphasize mental structures and

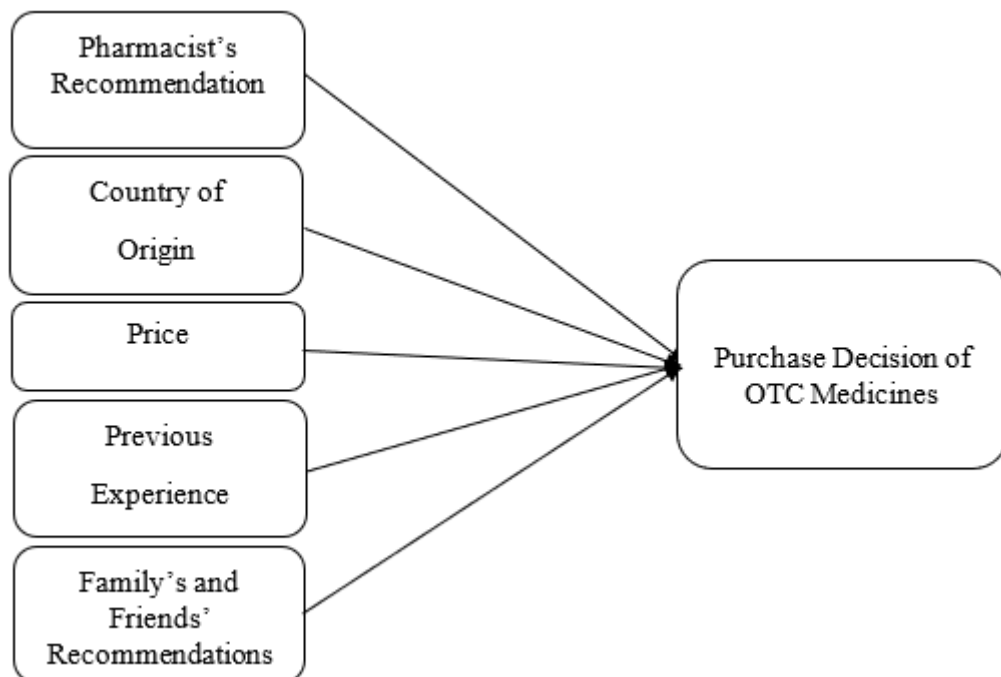
thinking processes, whereas behavioral direct links between environment and behavior. In case with organic food, when price and appearance work against the purchase decision, cognitive approach, which includes mental and emotional aspects, seems more appropriate. The cognitive approach is represented by means-end chain theory which is described further.

2.5 Previous Studies

There are several studies regarding to explore affecting factors in buying decision towards OTC drugs in Myanmar. A review of a few relevant previous studies is given in this section.

The first study is conducted by Temechewu & Gebremedhin (2020) who explored that “Factors Affecting Consumers’ Purchase Decision of Over-The-Counter (OTC) Medicines: Empirical Evidences from Community Pharmacies in Ethiopia” factors affecting consumers’ purchase decision of over-the-counter (OTC) medicines from community pharmacies in Ethiopia.

Figure (2.3) Factors Affecting Consumers’ Purchase Decision of Over-The-Counter (OTC) Medicines

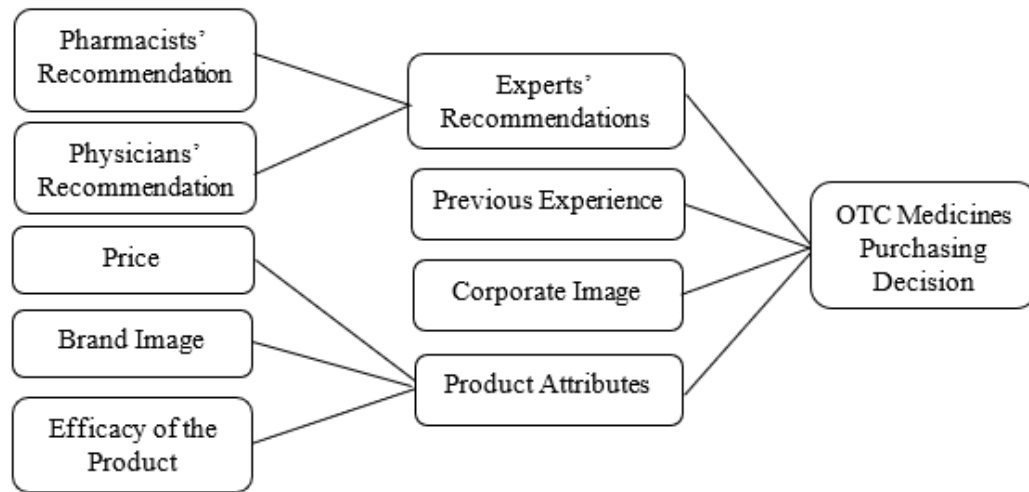


Source: Meseret Wube Temechewu, Mulugeta Gebremedhin (2020)

According to the findings presented in Figure (2.3), the suggestion of the pharmacist, the price of over-the-counter medications, and the country of origin all have a positive and substantial impact on the customers' decision to purchase over-the-counter medicines. In spite of the fact that consumers' prior experiences, as well as the recommendations of their family and friends, have a beneficial impact on their decision to purchase over-the-counter drugs, this effect is not statistically significant. Over-the-counter (OTC) medicines are available at community pharmacies in Ethiopia, and the purpose of this study was to investigate the factors that influence customers' decisions to purchase these medicines. In this study, the influence of a number of different factors on the choice of consumers to purchase over-the-counter drugs was investigated. Both descriptive and explanatory research methods were utilized in order to study and characterize the relationship that exists between the variables that were dependent and those that were independent. The use of a self-administered questionnaire allowed for the collection of both primary and secondary kinds of data. All individuals who purchased over-the-counter medications from community pharmacies and were above the age of 18 were included in the list of participants for the research. The researcher utilized a multi-stage sampling strategy. To begin, a basic random sampling technique was utilized to choose a representative sample population of community pharmacies. This was done since the authorities have a sampling frame consisting of community pharmacies. Convenience sampling was employed in the second stage of the research project in order to get a sample group that was typical of the people who participated in the study, namely those who used over-the-counter medicines.

Mohsen and Tarek (2020) did the second study, which was titled "Factors That Influence Over-The-Counter (OTC) Medicines' Purchasing Decision: The International Journal of Business & Management." They investigated the factors that influence purchases of OTC medicines.

Figure (2.4) Factors That Influence Over-The-Counter (OTC) Medicines' Purchasing Decision

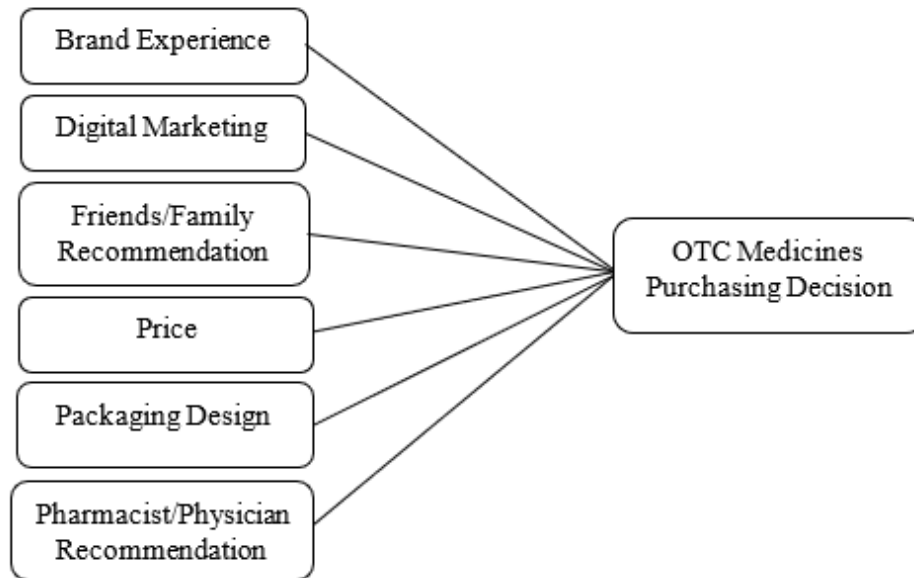


Source: Tarek Mohsen, Alaa Tarek (2020)

In the exploratory study, it was discovered that the most significant influences on consumers' purchasing decisions of over-the-counter medicines were the consumers' previous experiences, as well as the recommendations from experts such as pharmacists, as well as the recommendations from family and friends. Figure (2.4) illustrated the factors that can influence Egyptian consumers when they are purchasing over-the-counter medicines from pharmacies. The purpose of this research was to investigate the elements that play a role in the decision-making process regarding the purchase of over-the-counter (OTC) medicines in Egypt. The researchers conducted in-depth interviews with a convenient sample of males and females living in Cairo city who were between the ages of 25 and 34 and who visited pharmacies on a regular basis and purchased over-the-counter medicines at least twice a month. The purpose of these interviews was to inquire about the factors that influence the individuals' decision to purchase.

The third study was carried out by Zafar et al. (2025), who investigated the "Digital and Social Determinants of Consumer Decision Making in Over-the-Counter Pharmaceuticals" in Karachi, Pakistan.

Figure (2.5) Digital and Social Determinants of Consumer Decision Making in OTC Pharmaceuticals



Source: Hammad Zafar, Fakhre Alam Siddiqui & Zarmina Haroon (2025)

Figure (2.5) showed that the determinants of consumers' attitudes and intentions to exhibit brand loyal behavior. This study suggested that Digital and Social Determinants of Consumer Decision Making in OTC Pharmaceuticals". The results investigated that past experiences are very important for consumer buying, a moderate correlation between digital marketing and consumer purchasing behavior, earlier literature indicates a much greater positive impact. Price and packaging design affects consumer decisions. This study also examined the effect of reference groups, including recommendations from pharmacists and doctors, which are very powerful in influencing consumer choice. The aim of this study was to examine information about digital and social determinants of consumer decision making in OTC pharmaceuticals in Karachi, Pakistan.

This study used a cross-sectional survey method in which a structured questionnaire was adapted to collect quantitative data on key variables affecting consumer purchasing decisions for OTC (over-the-counter) medications: pharmaceutical digital marketing, reference group influence, brand experience, packaging design, and price, all against consumer buying decisions. This study was conducted with consumers who buy OTC medicines from pharmacies in Karachi, Pakistan. The respondents were included in the online survey distributed through more

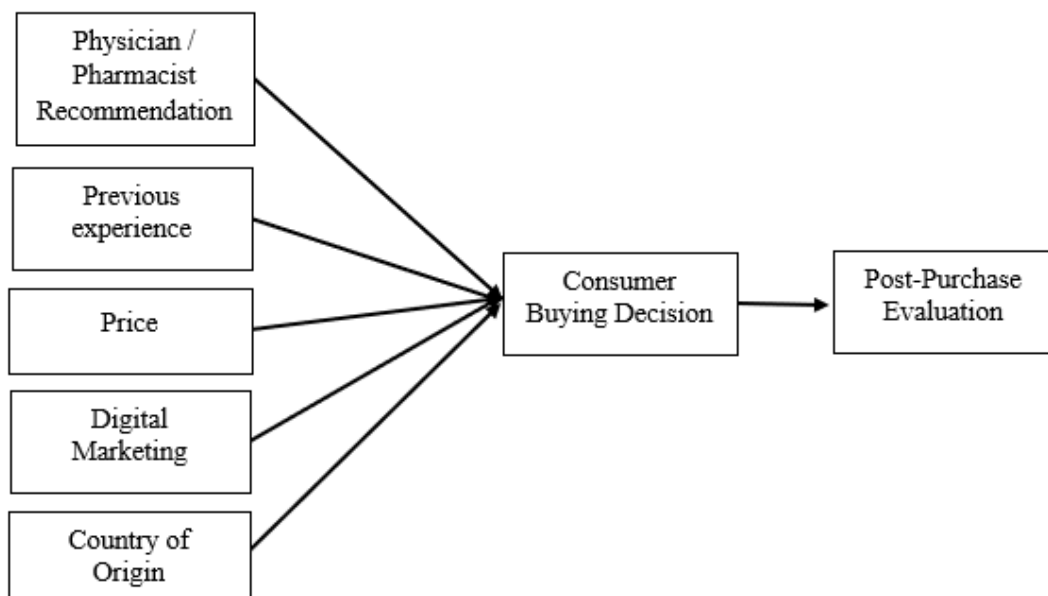
than 200 links. A total of 158 complete responses were returned, including 70 males and 88 females.

2.6 Conceptual Framework of the Study

The aim of a conceptual framework is to help explain how different variables are connected, and often, this is shown clearly in Figure (2.6). In this study, the conceptual framework is designed to show how five independent variables can influence a consumer's buying decision when it comes to over-the-counter (OTC) drugs, and how that decision then affects their post-purchase evaluation.

The conceptual framework for this study is built by referring to and combining the frameworks from three previous studies. This emphasizes that buying decisions are affected by independent variables such as healthcare experts' recommendations, previous experience, price, marketing strategies, and country of origin which in this study is considered as a mediating variable. This means the buying decision is shaped by the five factors listed above and, in turn, influences the dependent variable, which is the consumer's post-purchase evaluation of the OTC drugs.

Figure (2.6) Conceptual Framework of the Study



Source: Own Compilation (2025)

This framework allows the study to explore the full path from what influences a buyer before making a decision to how they feel after using the product. The multiple

regression model is used to examine the strength and significance of the relationships among these variables.

Working Definitions

Physician / Pharmacist Recommendations: the extent to which professional advice from licensed physicians or pharmacists influences a consumer's decision to purchase OTC drugs. It captures the consumer's level of trust, confidence, and reliance on healthcare professionals when making OTC drug choices. It is based on the premise that such endorsements enhance perceived efficacy and credibility of the product.

Previous Experience: measures the influence of a consumer's prior experience with OTC drugs on their current buying decision. It includes past satisfaction or dissatisfaction, familiarity with the product, and habitual preferences. Positive previous outcomes are expected to encourage repeat purchases, while negative experiences may deter future selection.

Price: the consumer's perception of the affordability and value of OTC drugs in relation to their quality and expected efficacy. It captures behaviors such as price comparison, preference for economical alternatives, and sensitivity to promotional offers or discounts. It also accounts for consumer hesitation toward low-priced products due to perceived quality concerns.

Digital Marketing: the influence of online promotional strategies, including social media content, product advertisements, customer reviews, influencer endorsements, and health-related digital platforms on consumer decision-making. It assesses digital communication affects awareness, interest, trust, and ultimately the selection of OTC drugs.

Country of Origin: refers to the impact of the manufacturing or branding country on a consumer's perception of OTC drug safety, quality, and reliability. It examines consumers interpret origin labels and make decisions based on their trust in a country's pharmaceutical standards, especially in distinguishing between locally made and imported products.

Consumer Buying Decision: represents the actual process of selecting and deciding to purchase a specific OTC drug. It includes pre-planned decisions, the influence of situational factors at the point of purchase, comparison of alternatives, and the

consumer's confidence in independently making such choices. It reflects the culmination of internal and external influencing factors.

Post-Purchase Evaluation: refers to the consumer's reflection and judgment after using the OTC drug. It includes assessments of effectiveness, occurrence of side effects, satisfaction, likelihood of repeat purchases, and word-of-mouth recommendations. This construct also reflects consumer loyalty and the long-term implications of their purchase experience.

CHAPTER III

OVERVIEW OF PHARMACEUTICAL COMPANIES AND FACTORS AFFECTING CONSUMER BUYING DECISION

This chapter includes three main sections. These are the profile and organization of the pharmaceutical companies in Myanmar and the impact of factors on consumer decisions.

3.1 Overview of Pharmaceutical Companies Distributing OTC Drugs in Myanmar

A broad variety of pharmaceuticals, including over-the-counter (OTC) medications, are imported, manufactured, and distributed by firms that are both domestic and international in Myanmar. The pharmaceutical market in Myanmar is made up of both domestic and multinational businesses. Over-the-counter (OTC) pharmaceuticals are medications that are available for purchase by customers without the need for a prescription. These items are frequently utilized for the treatment of minor health concerns, including but not limited to headaches, colds, coughs, stomach issues, and provide pain relief. In most cases, pharmaceutical businesses that concentrate on over-the-counter (OTC) medications operate through a distribution system that is well-organized. Either these businesses will import ready-made pharmaceuticals from other countries or they will produce them locally under license or in conjunction with other businesses. In Myanmar, the majority of the most successful pharmaceutical businesses have a specialized sales and marketing staff, medical professionals, and a distribution network that encompasses both urban and rural locations. KTZ Distribution Co., Ltd., JDS Co., Ltd., and AA Medical Products Ltd. are three of the most well-known over-the-counter (OTC) distributors in Myanmar. These firms have created robust nationwide distribution networks, which allow them to offer over-the-counter (OTC) goods to pharmacies, drugstores, general retail shops, and increasingly through digital health platforms. Some of the over-the-counter (OTC) categories that they provide include analgesics, antacids, cough and cold medicines, and nutritional supplements. These are all very popular categories. According to reports, AA Medical Products Ltd. operates one of the most comprehensive distribution networks in the country, servicing more than 18,000 stores across the country. As part

of its over-the-counter (OTC) product line, which includes wellness products, vitamins, and health supplements, Vitahome is one of the company's most well-known consumer brands (AA Medical, 2024). One of the most well-known oral rehydration solutions, Electral Forte, is distributed by JDS Co., Ltd., which is internationally recognized for its distribution of high-quality over-the-counter and generic goods. There is a well-established distribution footprint for the brand, as evidenced by the fact that it is generally available at both metropolitan pharmacies and rural health clinics. KTZ Distribution Co., Ltd. has become more well-known as a result of its concentration on consumer health items, particularly those that are related to respiratory and digestive care. Product Azedio, which is well-known for its ability to alleviate coughing and cold symptoms, is widely advertised in community pharmacies and through point-of-sale materials in retail areas that have heavy foot traffic. Traditional marketing strategies, such as retail promotions and in-store presence, are used by all three firms to support their over-the-counter (OTC) product lines. Additionally, new marketing strategies, such as advertising on social media and listing products on digital health platforms, are also utilized. Even if there are no direct-to-consumer brand loyalty programs, these methods are able to increase customer trust and boost brand memory. It is believed that the presence of these distributors and the promotional efforts they make are proof of the significant influence they play in shaping consumer behavior in Myanmar with regard to the usage of over-the-counter drugs.

3.2 Factors Affecting Consumer Buying Decision Towards OTC Drugs in Myanmar

In Myanmar pharmaceutical industry, especially in the distribution and promotion of OTC (over-the-counter) drugs, the factors (Physician/pharmacist recommendation, Previous experience, Price, Digital marketing and Country of Origin) are actively used by companies in creating their marketing and sales strategies. The influence of each factor from a business perspective is described below:

3.2.1 Physician / Pharmacist Recommendation for OTC Drugs

The most significant influences on consumer purchasing behavior is the recommendation from healthcare professionals. In Myanmar, pharmacists and physicians are highly trusted, especially in communities with limited access to formal

healthcare services. Pharmaceutical companies such as AA Medical and KTZ Distribution actively engage in pharmacy-based promotions, providing product training and free samples to pharmacists. These efforts are reinforced through regular medical representative visits and participation in Continuing Medical Education (CME) sessions, ensuring that healthcare professionals are both informed and motivated to recommend their OTC products. When a pharmacist recommends a specific brand, particularly for symptoms like fever, headache, or gastrointestinal discomfort, many consumers are likely to follow that advice without seeking further comparison.

3.2.2 Previous Experience with OTC Drugs

Consumer buying decisions are strongly influenced by their past experiences with a product. consumer's previous experience with the product. Positive experiences, such as quick symptom relief and absence of side effects, often lead to repeat purchases and brand loyalty. To encourage this behavior, companies prioritize consistent product quality and formulation. For example, JDS Co., Ltd. ensures that its well-known product, Electral Forte, maintains the same taste, packaging, and performance, thereby strengthening consumer trust. Moreover, brands like Vitahome use recognizable logos and packaging to enhance brand recall and reinforce familiarity. In both urban and rural areas, consumers frequently rely on word-of-mouth recommendations based on personal experiences, which can significantly influence new users.

3.2.3 Price of OTC Drugs

Price is one of the most sensitive factors in the Myanmar OTC drug market. It remains a central factor in consumer decision-making, particularly in a country like Myanmar where out-of-pocket healthcare expenditure is high. Consumers tend to seek affordable options that provide reliable results. In response, local pharmaceutical companies often position their products as cost-effective alternatives to imported brands. Pacific-AA Group, for instance, offers low-cost generics with competitive pricing to reach low- and middle-income consumers. At the same time, companies use pricing to signal product quality; some firms intentionally price selected products slightly higher to position them as premium offerings. In such cases, pricing is coupled with messaging about imported ingredients or international certifications to enhance

perceived value. This dual strategy helps companies cater to both budget-conscious buyers and those seeking reassurance of quality.

3.2.4 Digital Marketing for OTC Drugs

Digital marketing has become increasingly influential in shaping consumer behavior, especially among younger, urban populations. With the rise of Facebook, YouTube, and Viber usage in Myanmar, pharmaceutical companies have shifted part of their promotional focus to digital platforms. AA Medical, for example, regularly posts educational content, product promotions, and customer testimonials for its Vitahome line on Facebook. These digital campaigns are often accompanied by sponsored health awareness posts and influencer collaborations to reach wider audiences. Consumers exposed to positive online reviews and digital health information are more likely to explore and try new OTC brands, especially for common health conditions like colds, flu, or vitamin deficiencies. Online platforms also serve as points of research, where consumers verify product claims and compare alternatives before making a final decision.

3.2.5 Country of Origin of OTC Drugs

Perception of the product's country of origin also plays a vital role in the buying process. In Myanmar, consumers generally associate pharmaceutical products from countries like Germany, Thailand, or the United States with higher quality and safety standards. To capitalize on this belief, local companies frequently incorporate international branding cues into their packaging. Labels such as "Made in Germany" or "German Formulation" are commonly used even when the products are manufactured locally to elevate consumer trust and justify premium pricing. KTZ and JDS are examples of distributors that use country-of-origin labeling strategies to strengthen brand perception and distinguish their products in competitive retail environments. Packaging elements, such as foreign flags, European-style fonts, and imported certifications, further reinforce this perception.

In summary, pharmaceutical companies distributing OTC drugs in Myanmar actively tailor their strategies to the key factors that influence consumer decisions. They leverage professional endorsements, maintain product consistency, offer competitive pricing, engage consumers through digital channels, and strategically use country-of-

origin branding to build trust. These combined efforts allow companies to not only attract first-time buyers but also cultivate long-term brand loyalty in a rapidly evolving consumer health landscape.

CHAPTER IV

ANALYSIS OF FACTORS AFFECTING CONSUMER BUYING DECISION TOWARDS OTC DRUGS

This chapter describes the variables affecting Myanmar consumers' decisions to buy over-the-counter (OTC) drugs. The research design, the impact of doctor/pharmacist recommendations, prior experience, pricing, digital marketing, and country of origin on buying decisions and post-purchase evaluations are the three main components of this chapter.

4.1 Research Design

The research examines Yangon, Myanmar, consumers' OTC medicine purchases, with a focus on Shwe Ohh pharmacy clients. We used quantitative and systematic simple random sampling. Primary and secondary data were used to meet study goals.

This study examines Yangon Shwe Ohh pharmacy clients. The study's sample size was calculated using Cochran's formula (1977) for infinite populations due to the unknown customer population size. We obtained 408 valid replies, exceeding the minimum for robust and representative analysis. Sample size was calculated using this formula:

$$n = \frac{Z^2 p(1 - p)}{e^2}$$

Where:

n = required sample size

Z = Z-score (1.96 for 95% confidence level)

p = estimated proportion of the population (0.5 for maximum variability)

e = margin of error (0.05)

$n = (1.96)^2 \cdot 0.5 \cdot (1 - 0.5) / (0.05)^2$

$n = 0.9604 / 0.0025 \approx 384.16$

Therefore, a minimum of 385 respondents was required. The final sample consisted of 408 valid responses, exceeding the required sample size to ensure higher reliability and accuracy.

4.2 Demographic Data of Respondents

This section presents the demographic profile of the respondents. Table (4.1) offers a comprehensive overview of their characteristics, including gender, age, education level, occupation, monthly income, and marital status.

Table (4.1) Demographic Profile of Respondents

Sr. No.	Particular	No. of Respondents	Percentage (%)
	Total	385	100.0
1	Gender		
	Male	214	55.6%
	Female	171	44.4%
2.	Age (Years)		
	Under 30	145	37.7%
	31-40	145	37.7%
	41-50	85	22.0%
	51 Above	10	2.6%
3	Education level		
	Graduate	224	58.2%
	Master degree	36	9.3%
	Ph D	33	8.6%
	Under graduate	92	23.9%
4	Occupation		
	Business owner /Self-employed	89	23.1%
		249	64.7%
	Company staff	11	2.8%
	Government employee	36	9.4%
	Retired		

Sr. No.	Particular	No. of Respondents	Percentage (%)
5	Monthly Income (MM Kyats)	100	26.0%
	15 lakhs above	148	38.4%
	5-15 lakhs	137	35.6%
	Under 5 lakhs		
6	Marital Status		
	Single	192	49.9%
	Married	193	50.1%

Source: Survey data, 2025

In Table (4.1), 55.6% (n=214) of the sample 385 were male, while 44.4% (n=171) were female, showing a little larger male consumer involvement. Most responders (37.7%) were aged “Under 30” and “31–40” (n=145 for each category). OTC medicine purchases are more popular among younger to early middle-aged people. About 22% were 41–50 years old, while 2.6% were 51 and older. The majority of respondents—58.2% (n=224)—had graduate degrees, followed by 23.9% (n=92) with undergraduate degrees. A lesser fraction had master's degrees (9.3%) or PhDs (8.6%), showing that most consumers have a university-level education, which may affect their health awareness and purchasing behavior. The majority, 64.7% (n=249), were firm employees, while 23.1% were self-employed or business owners. Retirement (9.4%) and government employees (2.8%) were less common, suggesting the sample represented the working population. Monthly income varied. 38.4% (n=148) earned 5–15 lakhs MMK every month, 35.6% (n=137) earned less, and 26% (n=100) earned more. The sample comprises middle- and high-income earners, according to these numbers. Finally, 193 (50.1%) were married and 192 (49.9%) single, indicating a fair mix of individual and family-based healthcare decision-makers.

4.3 Reliability Test

Reliability refers to test consistency. There are a number of differently used reliability coefficients. One of the most used is Cronbach’s Alpha which can be interpreted as a correlation coefficient; it ranges a value from 0 to 1.

Table (4.2): Reliability Tes

Items	No. of Items	Cronbach's Alpha
Physician /Pharmacist Recommendation	6	.897
Previous Experience	6	.887
Price	6	.769
Digital Marketing	6	.711
Country of Origin	6	.727
Consumer Buying Decision	6	.802
Post-Purchase Evaluation	6	.882

Source: Survey data, 2025

According to Table (4.2), all the measured items demonstrate good reliability, as indicated by their Cronbach's Alpha values, which exceed the accepted range of at least 0.7. Specifically, the Cronbach's Alpha for Physician /Pharmacist Recommendation is 0.897, while Previous Experience has the value of 0.887 and Price has the value of 0.769. A reliability score of Digital Marketing has 0.711 and Country of Origin is 0.727 while Consumer Buying Decision has 0.802 and Post-Purchase Evaluation has the value of 0.882. Among all the constructs, Physician /Pharmacist Recommendation exhibits the highest reliability, with a Cronbach's Alpha of 0.897. These results indicate strong internal consistency across all factors, confirming their suitability for the factors affecting consumer buying decision towards OTC drugs in Myanmar.

4.4 Descriptive Analysis of Factors Affecting Consumer Buying Decision Towards OTC Drugs

The buying decision toward OTC drugs can be influenced by several key factors based on consumers' attitudes, perceptions, and preferences. In this section, factors such as price sensitivity, digital marketing exposure, prior experience, place of origin, and recommendations from healthcare professionals are examined as potential drivers of consumer behavior.

To collect data, a structured questionnaire was used, incorporating a 5-point Likert scale to measure respondent opinions. Participants were asked to rate their level of agreement with each statement, where 1 indicated strong disagreement and 5

indicated strong agreement. The scale offered a balanced set of choices, allowing respondents to express varying levels of agreement or disagreement, including a neutral midpoint. This method provided quantifiable insights into consumer preferences and the strength of influence each factor holds in their decision-making process.

4.4.1 Respondents Perception on Physician /Pharmacist Recommendation

This section focuses on the influence of professional recommendations—particularly from physicians and pharmacists—on consumer decisions regarding OTC drug buying. Each item reflects a different aspect of how expert advice shapes trust, confidence, and buying behavior.

Table (4.3) Mean Score of Physician /Pharmacist Recommendation

No.	Items	Mean	Standard Deviation
1	Considering advice from a physician or pharmacist, an important step when buying OTC drugs	4.14	0.70
2	Feeling more confident using OTC drugs when recommended by a healthcare professional	4.09	0.63
3	Purchasing OTC drugs based on a pharmacist's recommendation, a common consumer behavior	4.02	0.54
4	Trusting a physician's advice, a key factor in choosing OTC drugs	4.04	0.60
5	Asking pharmacists for recommendations, a frequent practice before selecting OTC drugs	3.92	0.65
6	Getting a recommendation from a pharmacist, a factor often linked to considering fewer alternative options	3.88	0.56
Overall Mean		4.02	

Source: Survey data, 2025

The analysis of table (4.3) describes an overall mean score of 4.02, indicating that respondents generally agree on the importance of professional recommendations

when purchasing OTC drugs. The highest mean score is 4.14, which corresponds to the belief that advice from a physician or pharmacist is important. On the other hand, the lowest mean score is 3.88, relating to the tendency to avoid other alternatives when a pharmacist recommends a product. This shows that while all responses lean toward agreement, some aspects of professional influence are stronger than others.

4.4.2 Respondents Perception on Previous Experience with OTC Drugs

This section highlights the role of previous experience in shaping consumer decisions when buying OTC drugs. Each item captures a different dimension of how past usage, satisfaction, or familiarity with a product influences trust, confidence, and future buying behavior.

Table (4.4) Mean Score of Previous Experience

No.	Items	Mean	Standard Deviation
1	Relying on past experience, a common approach when deciding which OTC drugs to choose	3.91	0.56
2	Choosing previously used OTC drugs, a common preference among many consumer	4.14	0.46
3	Remembering past symptom relief from an OTC drug, a factor increasing the likelihood of selecting it again	4.41	0.60
4	Avoiding an OTC drug after a negative experience, a common consumer behavior	3.96	0.48
5	Being familiar with an OTC drug, a factor that increases the likelihood of repeat selection	4.16	0.53
6	Making buying decisions based on previous effectiveness, a frequent behavior among consumers	3.79	0.64
Overall Mean		4.07	

Source: Survey data, 2025

The analysis of Table (4.4) reveals an overall mean score of 4.07, indicating that respondents generally agree that past experience plays a significant role in their decision to purchase OTC drugs. The highest mean score is 4.41, which reflects strong

agreement with the statement “Remembering that an OTC drug relieved symptoms in the past often increases the likelihood of selecting it again”. This suggests that positive treatment outcomes greatly influence repeat purchases. The lowest mean score is 3.79, related to the statement “Making buying decisions based on the previous effectiveness of OTC drugs is a frequent behavior among consumers.”, indicating slightly lower but still favorable reliance on past product performance. Overall, the results emphasize the importance of familiarity and personal experience in guiding OTC drug choices.

4.4.3 Respondents Perception on Price of OTC Drugs

This section explores the impact of price on consumer decisions when buying OTC drugs. Each item reflects a different dimension of how price sensitivity, affordability, and perceived value influence buying behavior.

Table (4.5) Mean Score of Price

No.	Items	Mean	Standard Deviation
1	Comparing prices, a common practice before selecting OTC drugs	4.16	0.53
2	Preferring affordable OTC drugs with good value for money, a factor influencing consumer decisions	3.44	0.86
3	Choosing lower-priced OTC alternatives, a frequent consumer behavior when available	3.85	0.74
4	Waiting for discounts or promotions, a factor affecting the timing of OTC drug purchases	4.21	0.68
5	Considering both price and quality, an important aspect of OTC purchase decisions	4.25	0.79
6	Avoiding low-priced OTC drugs, a behavior driven by concerns about product quality	4.06	0.64
Overall Mean		4.00	

Source: Survey data, 2025

The analysis of Table (4.5) reveals an overall mean score of price sensitivity is 4.00, indicating that respondents generally agree that price plays a significant role in

their OTC drug purchasing decisions. The highest mean score is 4.25, corresponding to the statement “Considering both price and quality is important when making a purchase decision”, suggesting that consumers place strong importance on balancing cost with product quality. The lowest mean score is 3.44, associated with the statement “Preferring affordable OTC drugs that offer good value for money often influences consumer decisions”, though it still reflects a moderately positive perception. Overall, the results show that consumers are highly price-conscious, often comparing prices, seeking promotions, and weighing affordability alongside quality when selecting OTC medications.

4.4.4 Respondents Perception on Digital Marketing for OTC Drugs

This section explores the influence of digital marketing on consumer decisions when buying OTC drugs. Each item reflects a different aspect of how online advertisements, social media, digital promotions, and brand visibility affect consumer awareness and buying behavior.

Table (4.6) Mean Score of Digital Marketing

No.	Items	Mean	Standard Deviation
1	Noticing advertisements for OTC drugs on social media or health-related websites, a common consumer experience	3.99	0.67
2	Trusting an OTC drug recommended by a popular influencer or public figure, a factor that boosts consumer confidence	3.88	0.66
3	Reading positive online reviews, a factor that increases willingness to try a new OTC drug	3.87	0.54
4	Relying on product ratings and customer reviews, a frequent practice when selecting OTC drugs online	3.82	0.68
5	Being influenced by online ads and promotions, a factor affecting brand choice for OTC drugs	3.79	0.67
6	Looking up information online, a common behavior before purchasing an OTC drug	3.86	0.67
Overall Mean		3.87	

Source: Survey data, 2025

The analysis of Table (4.6) shows that the overall mean score for digital marketing is 3.87, indicating that respondents generally agree that digital channels influence their decisions when buying OTC drugs.

The highest mean score is 3.99, related to the statement “Noticing advertisements for OTC drugs on social media or health-related websites is a common consumer experience”. This suggests that consumers actively seek online information before making a purchase, highlighting the importance of digital presence. The lowest mean score is 3.79, corresponding to the statement “Being influenced by online ads and promotions often affects the choice of OTC drug brands”. Although slightly lower, this still reflects a moderate level of influence from online personalities. Overall, the results indicate that digital marketing—through ads, reviews, and online research—plays a significant role in shaping consumer awareness, trust, and buying decisions for OTC drugs.

4.4.5 Respondents Perception on Country of Origin of OTC Drugs

This section explores the impact of country of origin on consumer decisions when buying OTC drugs. Each item reflects a different aspect of how the product’s origin influences perceived quality, safety, trust, and credibility in the eyes of consumers. Country of origin often serves as a signal of product standards and manufacturing practices, which can significantly affect brand perception and purchase intention—especially in health-related products where trust and reliability are critical decision-making factors.

Table (4.7) Mean Score of Country of Origin

No.	Items	Mean	Standard Deviation
1	Considering the country of manufacture, an important part of the decision-making process when choosing OTC drugs	4.26	0.60
2	Trusting OTC drugs from countries with strong healthcare reputations, a factor that boosts confidence in product quality	4.45	0.55
3	Avoiding drugs from countries with poor safety or quality records, a common consumer behavior	4.32	0.66
4	Noticing the label 'Made in [Country]', a factor influencing consumer confidence in OTC drug selection	3.93	0.94
5	Hesitating to purchase an OTC drug due to low trust in its country of origin, a common behavior despite favorable price or recommendations	4.14	0.56
6	Preferring drugs made in developed countries over local products, a reflection of consumer concerns about quality and safety	4.08	0.71
Overall Mean		4.19	

Source: Survey data, 2025

The analysis of Table (4.7) indicates that the overall mean score for country of origin is 4.19, showing that respondents place high importance on where an OTC drug is manufactured when making purchasing decisions.

The highest mean score is 4.45, corresponding to the statement “Trusting OTC drugs manufactured in countries with a strong healthcare reputation increases confidence in their quality.” This reflects a strong level of trust associated with internationally reputable manufacturing origins. On the other hand, the lowest mean score is 3.93, related to the statement “Noticing the label “Made in [Country]” often influences confidence in selecting an OTC drug”. While slightly lower, this still indicates a moderate influence of labeling on consumer perception. Overall, the results

indicate that country of origin plays a significant role in shaping consumer buying decisions regarding OTC drug purchases.

Table (4.8) describes the summary of the mean scores for factors affecting consumer buying decision towards OTC drugs. These mean scores show a clear picture of how respondents perceive each factor.

Table (4.8) Summary Table

Sr. No.	Factors	Overall Mean
1	Physician /Pharmacist Recommendation	4.02
2	Previous Experience	4.07
3	Price	4.00
4	Digital Marketing	3.87
5	Country of Origin	4.19

Source: Survey data, 2025

In conclusion, the analysis of overall mean scores for the five key affecting factors physician/pharmacist recommendation (4.02), previous experience (4.07), price (4.00), digital marketing (3.87), and country of origin (4.19)—indicates a generally positive consumer attitude toward OTC drug purchases. All values fall within the high agreement range of 3.41 to 4.20, suggesting that respondents strongly consider these elements when making their decisions. Among the factors, country of origin received the highest mean score of 4.19, highlighting its strong impact on consumer trust and decision-making. Conversely, digital marketing scored the lowest at 3.87, though still within the low range, it may carry slightly less weight compared to factors like price and physician/pharmacist recommendation. Overall, these results reflect that consumers evaluate OTC drug purchases through a combination of trust, prior outcomes, and perceived credibility. Slight differences in mean scores suggest nuanced preferences, with trust in product origin and personal experience emerging as the most influential factors, while price plays a supporting but not dominant role in the buying process.

4.4.6 Respondents Perception on Consumer Buying Decision on OTC Drugs

This section examines the overall consumer buying decision process related to OTC drug purchases. Each item represents a different factor that influences the final decision, including awareness, evaluation, preference, and intention to purchase. The buying decision is shaped by both emotional and rational considerations—such as trust, product familiarity, marketing influence, and perceived value. Understanding how consumers arrive at their final choice is essential for brands aiming to improve positioning, influence behavior, and strengthen loyalty in a competitive OTC drug market.

Table (4.9) Mean Score of Consumer Buying Decision

No.	Items	Mean	Standard Deviation
1	Deciding which OTC drugs to purchase before visiting the pharmacy, a common practice among consumers	4.22	0.52
2	Thinking carefully before choosing OTC drugs, a factor contributing to greater decision confidence	4.25	0.55
3	Choosing OTC drugs based on the specific health issue, a key guide in product selection	4.18	0.48
4	Feeling confident in making independent decisions, an important aspect of OTC drug purchasing	4.08	0.62
5	Changing the decision about which OTC drug to buy based on in-pharmacy exposure, a behavior influenced by in-store factors	3.88	0.71
6	Comparing different OTC brands before final selection, a frequent part of the decision-making process	4.19	0.51
Overall Mean		4.13	

Source: Survey data, 2025

The analysis of Table (4.9) reveals that the overall mean score for consumer buying decision is 4.13, indicating that respondents generally approach their OTC drug

purchases with thoughtful consideration and confidence. The highest mean score is 4.25, associated with the statement “Thinking carefully before deciding which OTC drugs to buy contributes to greater confidence in the decision”, showing that most consumers make well-considered decisions when selecting medications. The lowest mean score is 3.88, related to the statement “Changing the decision about which OTC drug to buy may occur based on what is seen or heard at the pharmacy.”. This suggests that while consumers are mostly confident in their choices, in-store influences can still have a moderate effect. Overall, the results reflect that consumers are active decision-makers who compare, evaluate, and reflect before purchasing OTC drugs, with some openness to last-minute influences at the point of sale.

4.4.7 Respondents Perception on Post-Purchase Evaluation with OTC Drugs

This section explores the post-purchase evaluation process that consumers go through after buying and using OTC drugs. Each item reflects different aspects of how consumers assess product satisfaction, effectiveness, and overall experience. This evaluation is influenced by both emotional responses and practical outcomes—such as symptom relief, perceived quality, and alignment with expectations.

Table (4.10) Mean Score of Post-Purchase Evaluation

No.	Items	Mean	Standard Deviation
1	Assessing the effectiveness of the OTC drug after use, a common part of post-purchase behavior	4.32	0.47
2	Choosing to repurchase the same OTC drug, a behavior often driven by proven product effectiveness	4.38	0.49
3	Recommending OTC drugs to friends or family, a frequent outcome of user satisfaction	4.46	0.50
4	Avoiding the same OTC drugs after side effects or lack of symptom relief, a common post-use behavior	4.35	0.48
5	Having a positive experience with an OTC drug, a contributor to brand loyalty development	4.38	0.49
6	Feeling satisfied with the purchase decision, an outcome of successful OTC drug use	4.31	0.46
Overall Mean		4.37	

Source: Survey data, 2025

The analysis of Table (4.10) indicates that the overall mean score for post-purchase evaluation is 4.37, reflecting a high level of agreement among respondents regarding the importance of evaluating OTC drugs after use. The highest mean score is 4.46, associated with the statement “Recommending OTC drugs to friends or family is something I do when I’m satisfied with the results.”. This shows that satisfied customers are highly likely to share positive experiences through word-of-mouth. The lowest mean score is 4.31, linked to the statement “Feeling satisfied with my choice usually follows after using the OTC drug successfully”, which still demonstrates strong post-purchase confidence. Overall, the findings highlight that consumer satisfaction, effectiveness, and experience strongly influence repeat purchases, brand loyalty, and recommendations in the OTC drug market.

4.5 Analysis of the Factors Affecting Consumer Buying Decision towards OTC Drugs in Myanmar

This section examines the factors affecting consumer buying decision towards OTC drugs. Data were gathered from a sample of 385 OTC buying customers using a structured questionnaire based on a 5-point Likert scale. To assess the relationship between the identified variables and buying decision, a regression analysis was conducted. The findings of this analysis are presented in Table (4.12).

Table (4.11): Effect of the Consumer Buying Decision towards OTC Drugs in Myanmar

Variables	Unstandardized Coefficient		Standardized Coefficient	t	Sig.	VIF
	B	Std. Error				
(Constant)	2.819	.250		11.280	.000	
Physician	.148***	.038	.150	3.853	.000	1.120
Previous	.234***	.042	.221	5.588	.000	1.158
Price	.242***	.041	.252	5.856	.000	1.366
Digital	.030**	.032	.035	.915	.036	1.072
Country	.425***	.034	.544	12.649	.000	1.366
R Square	.487					
Adjusted R Square	.481					
F value	72.094***					

Source: Survey data, 2025

Note: *** significance level at 1%

As shown in Table (4.11), the regression model for consumer buying decisions towards OTC drugs in Myanmar has an R^2 value of 0.481. This means that approximately 48.1% of the variation in consumer buying decision can be explained by the selected independent variables. The model's F-value is statistically significant at the 1% level, which confirms that the overall model is a good fit and can be considered valid for explaining the buying decision decision.

According to the significance (Sig.) values, five factors—physician recommendation, previous experience, price, digital influence, and country of origin—have a significant impact on consumers' buying decisions for OTC drugs. The variable physician recommendation has a positive and significant influence on consumer decisions. This means that when consumers receive guidance from doctors or pharmacists, they are more likely to purchase a particular OTC product.

Previous experience also significantly affects purchase decisions. Consumers who have used a product before and had a positive outcome are more inclined to repurchase the same product, suggesting trust and familiarity play important roles. Price is another strong factor. The results show that price sensitivity influences buying decisions, with a positive relationship. This suggests that consumers are likely to prefer OTC drugs that offer value for money, especially in a cost-conscious market like Myanmar. Although digital factors such as online advertisements and influencer endorsements showed a smaller effect ($B = 0.030$), they were still statistically significant ($p = 0.036$), indicating that digital influence plays a minor yet meaningful role in affecting buying decisions. The most influential factor, according to the standardized coefficient (Beta), is country of origin. This variable has the highest Beta score, indicating that consumers place strong importance on where the product is made. OTC drugs from trusted or well-known countries are more likely to be purchased.

In summary, among all the influencing factors, country of origin has the greatest impact on consumer buying decisions, followed by price, previous experience, physician recommendation, and digital influence. These insights highlight the need for OTC drug providers in Myanmar to focus on building brand trust, offering fair pricing, and managing digital messaging carefully.

4.6 Analysis of the Effect of Consumer Buying Decision on Post Purchase Evaluation on OTC Drugs in Myanmar

This section examines the effect of consumer buying decision on post purchase evaluation on OTC drugs. Data were gathered from a sample of 385 OTC buying customers using a structured questionnaire based on a 5-point Likert scale. The survey results of post purchase evaluation of the respondents are described in Table (4.13).

Table (4.12): Effect of Consumer Buying Decision on Post Purchase Evaluation on OTC drugs in Myanmar

Variables	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error			
(Constant)	2.399	.172		13.976	.000
Consumer Buying Decision	.476***	.041	.507	11.505	.000
R Square	.257				
Adjusted R Square	.255				
F value	132.371***				

Source: Survey data, 2025

Note: *** significance level at 1%

Table (4.12) presents the regression analysis examining the impact of consumer buying decisions on post-purchase evaluation of OTC drugs in Myanmar. The model shows an R Square value of 0.257, indicating that 25.7% of the variation in post-purchase evaluation can be explained by the consumer's buying decision. Although not extremely high, this value still reflects a meaningful relationship. The F-value is highly significant at the 1% level, confirming that the model is statistically valid and can be reliably used for interpretation.

The regression coefficient for the variable Consumer Buying Decision (CBD) is 0.476, with a t-value of 11.505, and it is also highly significant at the 1% level. This result shows a strong and positive influence of consumer buying decision on post-purchase evaluation. In simple terms, when consumers are confident and intentional in their purchase of OTC drugs, they are more likely to evaluate the product positively after use.

The standardized Beta coefficient for consumer buying decision is 0.507, which further confirms that this factor has a substantial influence on post-purchase satisfaction. It suggests that enhancing consumers' confidence during the purchase process can lead to a better post-purchase experience.

In summary, the findings indicate that a stronger buying intention leads to a more favorable evaluation after the product is used. Therefore, marketing strategies and consumer education that strengthen purchase decisions can directly improve post-purchase satisfaction among OTC drug consumers in Myanmar.

CHAPTER V

CONCLUSION

There are three sections in this chapter. Findings and debates include in the first section. The second section consists recommendations and suggestions. In the final section, it suggests to fulfill the gaps by making further research.

5.1 Findings and Discussions

The purpose of this chapter is to present and analyze the findings of the study, which was conducted in Yangon, Myanmar, with the intention of investigating the primary variables that impact consumer purchasing decisions for over-the-counter (OTC) pharmaceuticals. Due to the fact that this study was conducted using a sample that was centered on Yangon, it is possible that the findings do not accurately represent all customers in Myanmar. When it comes to pricing sensitivity, consumer preferences, internet access, healthcare infrastructure, and other factors, rural and peri-urban areas may exhibit a significant amount of variation. The survey was completed by a total of 385 individuals who responded to it. An examination was conducted with a particular emphasis on five primary elements that have a significant impact: recommendations from physicians and pharmacists, prior experience, pricing, digital marketing, and place of origin. In addition to that, the study investigated the ways in which these attributes have an impact on post-purchase appraisal.

According to the findings, the majority of respondents were between the ages of 20 and 40, which reflects a young and middle-aged generation that frequently buys over-the-counter medications for themselves and their families. According to the majority of customers, their income level is moderate, which indicates that affordability plays a significant role in their decision-making process. According to the statistics on occupations, the largest category consisted of people working in the private sector, followed by those working for the government and people who were self-employed. This suggests that a significant number of customers are adults who are employed and who engage in frequent self-medication. They place a high importance on convenience and having access to reliable medicine.

The study indicated that urban consumers in Yangon are substantially impacted by the perceived place of origin of over-the-counter (OTC) medications. This revelation

is particularly noteworthy. Products that were branded as being created or formulated in nations such as Germany, the United States of America, and Thailand were generally preferred by the respondents from the survey. This choice is a reflection of the assumption that such items are manufactured in accordance with more stringent quality control and pharmaceutical standards, which contributes to higher levels of confidence and a willingness to pay premium pricing.

The relevance of recommendations from healthcare professionals, particularly those from pharmacists, was another significant conclusion brought to light. Consumers in Yangon place a significant amount of trust on the guidance that is offered at the point of sale because there are no prescriptions available for minor diseases. With the help of pharmacist involvement, point-of-sale materials, and continuing medical education programs, pharmaceutical firms are able to capitalize on this behavior and promote their goods. It was discovered that such expert recommendations had a considerable impact on decision-making regarding brand selection, particularly for first-time consumers.

In addition, the research demonstrated that prior personal experience is an essential component in the process of selecting over-the-counter medications. It is more probable that a consumer will repurchase the same brand of product if they have previously used that product effectively and without experiencing any potentially negative consequences. When it comes to treatments that address recurring problems, such as cough cures, digestive aids, or analgesics, this habitual devotion is extremely strong.

Despite the fact that price continues to be a significant factor, it is frequently considered in conjunction with the perceived quality of the product. A significant number of customers are prepared to spend a somewhat higher price for a product if they think it to be more efficient or if it is linked with a nation of origin that is known for its credibility. On the other side, customers who are price-conscious also showed a tendency to value generic medications that are inexpensive, particularly when they were suggested by reputable pharmacists.

Additionally, over-the-counter (OTC) medicine decisions have begun to be influenced by digital marketing, particularly among metropolitan customers who are younger and more digitally engaged. The respondents stated that they had been exposed to ads for over-the-counter drugs through various platforms such as Facebook and YouTube. Additionally, they mentioned that online reviews, endorsements from

influential individuals, and health education articles had a role in the development of brand awareness and purchase choices.

Based on the findings of the regression analysis, which was conducted with the intention of achieving the objective of the study, which was to investigate the influence of physician or pharmacist recommendations, previous experience, price, digital marketing, and country of origin on consumer purchasing decisions, it was discovered that all five variables have a statistically significant impact. According to these factors, the nation of origin has the most significant impact on purchasing decisions, indicating the significant role it plays in establishing customer trust and influencing product selection. This is then followed by the price, the past experience, and the recommendations from healthcare professionals, all of which have important positive associations with purchasing behavior. Despite the fact that digital marketing has the least amount of effect among the five, it continues to be statistically significant, which indicates that it has both a developing and supportive function in the decision-making process of consumers.

Regarding the second aim, which is to evaluate the impact of customer purchasing decisions on post-purchase assessment, the second regression model reveals that there is a robust and favorable association between the two variables. The standardized coefficient demonstrates that making well-informed and self-assured purchasing decisions greatly increases the level of pleasure experienced after a purchase. In addition, the value of R squared indicates that the buying choice itself is responsible for explaining a sizeable percentage of the variation in post-purchase appraisal. These findings highlight the significance of promoting quality decision-making during the purchasing process in order to improve customer happiness, increase repeat purchases, and establish long-term confidence in over-the-counter (OTC) medication items.

Therefore, the data that were obtained ought to be understood within the backdrop of the urban consumer behavior in Yangon, and it is proposed that samples be taken from other areas in order to provide higher generalizability in those who do additional study.

5.2 Suggestions and Recommendations

It has been shown that the majority of people who use drugs that are available without a prescription in Myanmar are middle-income earners between the ages of 20 and 40. Individuals that fall into this category are mostly working in the private sector or are professionals who are self-employed. The manner in which they make purchases reveals a desire for healthcare solutions that are not only convenient but also cost-effective and efficient, and they are suitable for both individual and family usage. With the help of this consumer profile, pharmaceutical marketers and pharmacy merchants are able to design targeted tactics that are in line with certain demographic and psychographic characteristics.

According to the findings of the study, the nation of origin is the most significant element that influences customer decisions to make purchases. There is a distinct preference among consumers for pharmaceutical items that are created in nations that are renowned for having high-quality production standards. These countries include Germany, Japan, Thailand, France, and the United Kingdom. Increasing the credibility of a product may be accomplished by prominently displaying the country of origin on the product's packaging and advertising materials. This can be accomplished by the utilization of national emblems, certificates, and quality assurance labels. Consumers who are more concerned with trust are likely to respond positively to marketing messages that place an emphasis on following international standards and ensuring the safety of products.

A important factor that influences recurrent purchases is the individual's history of using over-the-counter medications. It is absolutely necessary to maintain consistency in terms of product quality, safety, and therapeutic efficacy. There are a number of features of the user experience that are thought to be essential, including detailed dose labeling, clear administration instructions, and dependable functioning. A sustained level of customer retention and brand loyalty may be achieved through the implementation of post-purchase engagement methods. These efforts include loyalty programs, refill notifications, and feedback gathering, all of which are made possible by technologies such as QR codes.

When it comes to the decision-making process of customers at the point of sale, pharmacists play an important role as influential individuals. The capacity of pharmacists to confidently propose items is improved when they are engaged through

programs for continual professional development, visual communication tools, and digital product briefings. There are supplementary measures that may be made to increase pharmacist assistance. These include the supply of samples, rewards based on performance, and instructional initiatives that are co-branded. Furthermore, talks conducted by pharmacists and held on platforms like as Facebook, Telegram, and Viber have the potential to combine professional credibility with digital involvement in order to facilitate the development of consumer trust.

In terms of price, the implementation of tiered pricing systems and the provision of a variety of packing sizes are both effective ways to cater to the requirements of various income brackets. By utilizing promotional strategies such as introductory packages, bundled deals, and limited-time discounts, businesses are able to expand product accessibility while simultaneously retaining their company margins and competitiveness.

Although the direct effect of digital marketing is now minimal, it is anticipated that its relevance will increase in the coming years, particularly among younger demographics and urban populations. Building digital trust and engagement may be accomplished through the utilization of platforms that allow for question-and-answer sessions conducted by pharmacists, instructional livestreams, and tailored health information offerings. Rather of depending merely on generic commercials, information that is evidence-based, regionally relevant, and visually instructive is more effective in improving customer alignment and impression of the brand.

Moreover, the packaging and labeling of the product are additional factors that influence the decision. It is recommended that over-the-counter (OTC) packaging provide extensive information, such as dose instructions, expiration dates, cautions, and text in the national language, in order to enhance accessibility. It is especially beneficial for those who engage in self-medication to have packaging that is both visually appealing and user-friendly. This increases shelf visibility and the overall user experience.

The purpose of consumer education efforts is to promote appropriate use of over-the-counter drugs and to raise knowledge about public health. Through the use of seminars, mobile clinics, and the distribution of educational materials that cover responsible drug usage, possible interactions, and the significance of professional advice, outreach may be made easier through partnerships with pharmacies, health authorities, and community groups.

In conclusion, the Myanmar market is heavily influenced by word-of-mouth and trust that is founded on the reputation of the community. The demand for organic products is frequently driven by both positive customer experiences and informal recommendations. The incorporation of testimonials, collaboration with local influencers, and participation in community events that are focused on health all contribute to an increase in the reputation and promotion of the brand.

A complete strategy that is anchored on trust-building, quality assurance, accessible pricing, and educational outreach is required in order to meet the growing expectations of Myanmar's over-the-counter (OTC) medicine customers, particularly inside metropolitan areas such as Yangon. In order to achieve brand loyalty, improve public health outcomes, and retain a competitive edge in the over-the-counter pharmaceutical industry, it is essential to engage in strategic cooperation with pharmacists, implement targeted digital efforts, and maintain a consumer-centric attitude.

5.3 Need for Further Research

The major purpose of this study is to investigate the factors that influence consumer purchasing decisions in relation to over-the-counter (OTC) pharmaceuticals and to assess the impact that these decisions have on post-purchase evaluation, with a particular emphasis on urban consumers in Yangon. Neither rural areas nor any other parts of Myanmar are included in the scope of the research, which is limited in its capabilities. Further study that includes a variety of geographical contexts and rural populations is strongly urged in order to achieve a more comprehensive knowledge of the level of pleasure and loyalty experienced by consumers inside the over-the-counter (OTC) sector. In addition, this study did not take into account key relevant aspects, such as the part that health insurance plays in determining how sensitive people are to variations in price. The possibility for insurance coverage to minimize out-of-pocket payments has the ability to impact the purchase behavior of customers as well as their perception of the value of over-the-counter items. The importance of such variables may differ from one consumer to another based on their views, their previous experiences, and the degree to which they have access to healthcare services. It is possible that more research into these aspects, which includes the classification of consumer mindsets and behavioral patterns, might lead to a more comprehensive perspective of over-the-counter medicine consumption, satisfaction, and financial decision-making across a variety of consumer groups.

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APPENDIX A

QUESTIONNAIRE

Section A: Demographic Information

(1) Gender

☐ Male

☐ Female

(2) Age (Years)

☐ Under 30

☐ 31-40

☐ 41 & 50

☐ 51 & above

(3) Occupation

☐ Company staff

☐ Business owner /Self-employed

☐ Government employee

☐ Retired

Section B: Factors Affecting Buying Decision

Please choose your level of agreement with the following statements.

1 – Strongly Disagree

2 – Disagree

3 – Neutral

4 – Agree

5 – Strongly Agree

Physician /Pharmacist Recommendation

No.	Items	Scale				
		1	2	3	4	5
1	I think advice from a physician or pharmacist is important when buying OTC drugs.					
2	I feel more confident using OTC drugs when it is recommended by a healthcare professional.					
3	I am more likely to purchase OTC drugs if it is recommended by a pharmacist.					

4	I trust my physician's advice the most when choosing OTC drugs.					
5	I often ask pharmacists for recommendations before selecting OTC drugs.					
6	If a pharmacist recommends OTC drugs, I am less likely to consider other alternatives.					

Previous Experience

No.	Items	Scale				
		1	2	3	4	5
1	I often rely on my past experience when deciding OTC drugs to choose.					
2	I prefer to choose OTC drugs that I have used before.					
3	If an OTC drug relieves my suffering symptoms in the past, I will likely choose it again.					
4	If I had a bad experience with an OTC drug, I avoid choosing it in the future.					
5	Being familiar with an OTC drug makes me more likely to choose it again.					
6	I usually base my choice of OTC drugs on how effective they were for me in the past.					

Price

No.	Items	Scale				
		1	2	3	4	5
1	I compare prices before choosing OTC drugs.					
2	I prefer affordable OTC drugs that provide good value for money.					
3	I often choose cheaper OTC alternatives if available.					
4	I wait for discounts or promotions before buying certain OTC drugs.					
5	I consider both price and quality before buying an OTC drug.					
6	Sometimes I avoid choosing low-priced OTC drugs because I worry about their quality.					

Digital Marketing

No.	Items	Scale				
		1	2	3	4	5
1	I often notice advertisements for OTC drugs on social media or health-related websites.					
2	I am more likely to trust an OTC drug if it is recommended by a popular influencer or public figure.					
3	Positive online reviews make me more willing to try a new OTC drug.					
4	I rely on product ratings and customer reviews when choosing OTC drugs online.					
5	Online ads and promotions influence my choice of OTC drug brands.					
6	Before buying an OTC drug, I usually look it up online to learn more about it.					

Country of Origin

No.	Items	Scale				
		1	2	3	4	5
1	I consider the country where the drug is made before choosing OTC drugs.					
2	I trust OTC drugs that are manufactured in countries with a good reputation for healthcare products.					
3	I avoid purchasing drugs from countries with poor safety or quality records.					
4	The label "Made in [Country]" influences my confidence in choosing an OTC drug.					
5	Even with a good price or recommendation, I hesitate to buy an OTC drug if I don't trust its country of origin.					
6	I trust drugs made in developed countries more than those made locally.					

Section C: Consumer Buying Decision

Consumer Buying Decision

No.	Items	Scale				
		1	2	3	4	5
1	I usually decide which OTC drugs to buy before I go to the pharmacy.					
2	I carefully think before deciding which OTC drugs to buy.					
3	The OTC drugs I choose depends on the health problem I want to treat.					
4	I feel confident making my own decision when buying OTC drugs.					
5	I sometimes change my mind about which OTC drug to buy based on what I see or hear at the pharmacy.					
6	I compare different OTC brands before making my decision.					

Section D: Post-Purchase Evaluation

Post-Purchase Evaluation

No.	Items	Scale				
		1	2	3	4	5
1	I always assess about how effective the OTC drug was after I used it.					
2	If the OTC drug works well, I will choose to buy it again.					
3	I recommend the OTC drugs to friends or family if I'm satisfied with it.					
4	I avoid buying the same OTC drugs again if it caused side effects or didn't relieve symptoms.					
5	A positive experience with an OTC drug makes me loyal to that brand.					
6	I feel satisfied with my choice after using the OTC drug.					

APPENDIX B

Descriptive Statistics of the respondents

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	214	55.6	55.6	55.6
	Male	171	44.4	44.4	100.0
	Total	385	100.0	100.0	

Age (Years)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	31-40	145	37.7	37.7	37.7
	41 & above	85	22.0	22.0	59.7
	42 & above	10	2.6	2.6	62.3
	Under 30	145	37.7	37.7	100.0
	Total	385	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business owner /Self-employed	89	23.1	23.1	23.1
	Company staff	249	64.7	64.7	87.8
	Government employee	11	2.8	2.8	90.6
	Retired	36	9.4	9.4	100.0
	Total	385	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	224	58.2	58.2	58.2
	Master degree	36	9.3	9.3	67.5
	PhD	33	8.6	8.6	76.1
	Under graduate	92	23.9	23.9	100.0
	Total	385	100.0	100.0	

Monthly Income (MMK)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 lakhs above	100	26.0	26.0	26.0
	5-15 lakhs	148	38.4	38.4	64.4
	Under 5 lakhs	137	35.6	35.6	100.0
	Total	385	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	192	49.9	49.9	49.9
	Single	193	50.1	50.1	100.0
	Total	385	100.0	100.0	

Reliability Test

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Physician	24.6212121212120	1.812	.188	.897
Previous	24.574458874458877	1.874	.144	.887
Price	24.641125541125540	1.482	.579	.769
Digital	24.768398268398270	1.826	.108	.711
Country	24.442424242424245	1.276	.653	.727
CBD	24.502164502164500	1.583	.476	.802
Post	24.268398268398270	1.558	.559	.882

Analysis of the factors affecting consumer buying decision towards OTC drugs in Myanmar

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.698 ^a	.487	.481	.243498323075969	1.922

a. Predictors: (Constant), Country, Previous, Digital, Physician, Price

b. Dependent Variable: CBD

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.029	5	4.406	76.542	.000 ^b
	Residual	21.815	379	.058		
	Total	43.844	384			

a. Dependent Variable: CBD

b. Predictors: (Constant), Country, Previous, Physician, Price, Digital

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.819	.250		11.280	.000		
	Physician	.148	.038	.150	3.853	.000	.893	1.120
	Previous	.234	.042	.221	5.588	.000	.782	1.158
	Price	.242	.041	.252	5.856	.000	.723	1.366
	Digital	.030	.032	.035	.951	.036	.712	1.072
	Country	.425	.035	.544	12.649	.000	.640	1.366

a. Dependent Variable: CBD

Analysis of the effect of consumer buying decision on post purchase evaluation on OTC drugs in Myanmar

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.507 ^a	.257	.255	.274045726416974	1.915

a. Predictors: (Constant), CBD

b. Dependent Variable: Post

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.941	1	9.941	132.371	.000 ^b
	Residual	28.764	383	.075		
	Total	38.705	384			

a. Dependent Variable: Post

b. Predictors: (Constant), CBD

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.399	.172		13.976	.000		
	CBD	.476	.041	.507	11.505	.000	1.000	1.000

a. Dependent Variable: Post