

“A Study on the impact of Brand on Consumer Buying Behavior towards Jan Aushadhi Kendras, in Bengaluru South.”

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Abstract

The rising cost of branded medicines has made healthcare expensive for many people in India. To make medicines affordable and accessible, the nation's government introduced Jan Aushadhi Kendras under the Pradhan Mantri Bharatiya Janaushadhi Pariyojana, which provides quality generic medicines at lower prices. Many buyers continue to demonstrate a preference for branded medicines owing to reasons including brand image, trust, perceived quality, and social influence. Consumer buying behavior in the pharmaceutical sector is often influenced by previous experiences, emotional attachment to brands, and beliefs regarding medicine safety and effectiveness. The present study focuses on understanding consumer awareness and buying behavior toward generic medicines offered by those centers. The research seeks the factors influencing purchase decisions and examine how brand image, perceived quality, social status, brand trust, and lifestyle affect consumer preferences while purchasing medicines. The analysis indicates that expected to help improve awareness, build trust in generic medicines, and encourage affordable healthcare choices among consumers.

Keywords: Consumer Buying Behavior, Brand Influence, Jan Aushadhi Kendras, Generic Medicines, Brand Trust, Consumer Awareness, Perceived Quality, Purchase Decision, Affordable Healthcare, Consumer Perception.

Introduction

Healthcare is a basic necessity, but the increasing cost of brand-label drugs has made treatment expensive for most individuals in India. To make medicines more affordable and accessible, the Indian Government introduced PMBJP to make affordable generic medicines available to public through these centers. These Kendras offer high-quality generic drug at affordable prices while maintaining approved quality standards. According to the Department of Pharmaceuticals, under these scheme generic-medicines are supplied at prices 50% to 90% lower than branded alternatives, helping common people reduce healthcare expenses. Despite their affordability and effectiveness, many consumers still prefer branded medicines owing the factors like brand image, trust, perceived quality, and social influence. Consumer buying behavior in the pharmaceutical sector is influenced by several factors, including awareness, price, quality perception, doctor recommendations, and previous experiences. Many consumers associate branded medicines with greater safety and reliability, which often affects their willingness to purchase generic alternatives. As a result, consumer acceptance of that remains a challenge despite their economic benefits. Unfamiliarity and misconceptions regarding generic medicines also affect consumer acceptance. The present study, aims to examine consumer awareness of Kendras and analyze the effect of brand perception on medicine purchasing decisions. The study also analyzes role of perceived quality, brand trust, social status, and lifestyle on consumer buying behavior.

Problem Statement

Although Indian govt PMBJP this scheme provides affordable generic medicines through JanAushadhi scheme, many consumers still lean toward branded medicines because they believe these products offer better quality, safety, and effectiveness. In Bengaluru South, there is limited understanding of how these brand-related factors affect consumer buying behavior and their purchase intention medicines from these outlets. Although these stores offer quality medicines at cost-effective cost and incorrect beliefs about generic medicines may influence purchasing decisions. Thus, it is crucial to examine consumer's levels, explore factors associated their medicine purchase selection and analyze the magnitude of brand perception, trust, quality, social status, and lifestyle impact their decision-making towards medicine offered at Kendras. The purpose of research is to bridge this knowledge gap and offer valuable insights to improve consumer acceptance and utilization of affordable generic medicines.

Objectives

1. To assess the level of awareness among consumers regarding Jan Aushadhi Kendras in Bengaluru South.
2. To determine factors influencing the purchase decision of consumer towards drug available at Jan Aushadhi Kendras.
3. To study the degree of which brand influences consumers while purchasing medicine.
4. To evaluate the role of perceived quality, social status, brand trust, and personal lifestyle on consumer's buying behavior towards medicines available at these Kendras.

Review of Literature

Vadym Antoshkin (2025) studied digital marketing communication strategies of pharmaceutical brands. The study found that effective social media engagement and planned communication help in strengthening brand image. **Samiksha M. Lohi, Chaitali Bajait, Ganesh Dakhale, and Snehlata Gajbhiye (2025)** examined the affordability of cancer medicines under the Janaushadhi scheme. The study revealed that Janaushadhi medicines significantly reduce treatment costs, through limited availability affects wider accessibility. **Deepak Kumar Behera, Dil B. Raht, Mehnaaz Dhanal Mehboobali, and Shaik Husna Tasneem (2025)** analyzed medicine affordability and accessibility in India. The study highlighted the Jan Aushadhi medicines improve affordability, but challenges such as low adoption and unequal distribution still exist. **Lijina Vayalambon and Sishina O C (2024)** studied consumer awareness and satisfaction toward Jan Aushadhi Kendras. The findings showed that affordability encourages consumers to buy generic medicines, but quality concerns and lack of awareness still remain. A. Anandhasayanam, S. Kannan, and R. **Rajamurugan (2024)** compared Jan Aushadhi generic medicines with branded medicines. The study concluded that generic medicines are highly affordable while maintaining acceptable quality standards. **Indrani Biswas and Dr. R. K. Singh (2023)** examined the advantages and challenges of generic medicines. The study found that generic medicines improve affordability, but public concerns about quality continue to affect consumer acceptance. **Chandani Sheikh, Nikita Dongae, Bhavana Donga, and Stephen Benny (2022)** evaluated the effectiveness of Jan Aushadhi antihypertensive medicines. The study proved that generic medicines effectively controlled blood pressure and reduced treatment costs. **H. Manjula Bai (2021)** studied customer awareness regarding Jan Aushadhi Kendras in Shivmoga. The research revealed that participants valued low-cost medicines, but knowledge of scheme was still limited. **Andrea Sestino and Cesare Amatulli (2021)** explored consumer preference between branded and generic drug. This revealed that consumers prefer generic medicines for minor illnesses, while branded medicines are preferred for serious diseases due to higher trust and perceived safety. **Aditya Prasad (2021)** analyzed the role of this scheme is to improving healthcare accessibility. The research says that scheme reduces medicine costs significantly, but awareness and implementation challenges still affect its success. **Suraj Kushe Shekhar, Tony P. Jose, and**

Rehin K.R (2019) studied consumer buying behavior toward pharmaceutical products. The study concluded that price, trust, and brand image strongly influence medicine purchase decisions. **Kanika Khajuria (2017)** studied the knowledge and attitude of doctors and patients toward the Jan Aushadhi Scheme. The study revealed low patient awareness and hesitation among doctors in prescribing generic medicines. **Vinuth Chikkamath and Anantha Naik Nagappa (2016)** examined the role of Jan Aushadhi Kendras in Reducing medicines prices. The study found that despite affordability, branded medicines continued to dominate because of strong marketing influence and consumer preference.

Research Gap

Previous studies on Jan Aushadhi Kendras have largely concentrated on factors such as consumer awareness, affordability, availability, accessibility, and the importance of generic pharmaceutical products. Several researchers have highlighted the economic benefits of non-branded medicine and examined the level of public awareness regarding the PMBJP. However, not much research has been carried out on understanding the role of branding-related factors such as brand-image, brand-trust, perceived-quality, and social influence in shaping consumer's purchase decision. In addition, many of the several studies have explored in different regions of India and over varying time period, with very few focusing specifically on the Bengaluru South region. As a result, there remains a lack of comprehensive understanding of how brand-related perceptions influence consumer buying behavior toward pharmaceutical drugs at these centers in the geographical context.

The purpose of research is to address this gap by examining changes in brand-related factors on consumer buying behavior toward Jan Aushadhi Kendras in Bengaluru South. Conducted over a period of 2 months, the study focuses on understanding current consumer perceptions, awareness levels, trust, and purchase decisions regarding generic medicines available through these Kendras. By concentrating on Bengaluru South, the research provides location-specific insights and contributes to the existing literature by exploring an area that has received limited scholarly attention. This study therefore offers a more focused understanding of the relationship between branding and consumer behavior in the generic pharmaceutical sector.

Research Design

Type of Research: The research employs descriptive-research to examine consumer's awareness, trust, buying behavior, and the influence of brand, price, and quality on purchasing decisions related to Jan Aushadhi Kendras.

Area of the Study: The research was undertaken in Bengaluru South, Karnataka.

Sources of Data

Primary Data: Primary data were obtained directly from consumers through a structured questionnaire. The response provided valuable first-hand insights into their awareness, and buying behavior toward Jan Aushadhi Kendras.

Secondary Data: Secondary data were sourced from published research articles, journals, books, government reports, official PMBJP publications, and relevant websites. These sources provided valuable background information and supported a better understanding of consumer behavior and Jan Aushadhi Kendras.

Population: The participants in the study are consumers in Bengaluru South who aware of, have visited, or have purchased medicines from Jan Aushadhi Kendras.

Sampling Technique: A convenience-sampling was adopted to collect responses from consumer visiting Jan Aushadhi Kendras.

Sample Size: Responses from 150 participants were analyzed as a part of study to gather relevant information on consumer awareness, perception, and buying behavior toward Jan Aushadhi Kendras.

Target Respondents: Consumers purchasing medicines, Visitors of Jan Aushadhi Kendras, General public aware of generic medicines.

Period of Study: The research was conducted during the period from April 2026 to May 2026, covering two months for the gathering and analysis of data related to consumer buying behavior towards Jan Aushadhi Kendras in Bengaluru South.

Statistical Tools Used

Percentage analysis: Employed to present the respondent's demographic data and to analyze consumer awareness, preferences, and buying behavior in percentage terms.

Mean: Applied to determine the average responses of consumer regarding determinants of consumer's purchase choices toward Jan Aushadhi medicines.

Chi-Square test: Used to find the association between demographic variables and consumer buying behavior toward Jan Aushadhi Kendras.

Correlation analysis: Employed to evaluate the extent of relationship between brand-related factors and consumer buying behavior.

ANOVA (Analysis of Variance): Used to check whether a significant variation exists in consumer perception across different demographic group.

Charts and Tables: Utilized to organize, summarize, and present the collected information in a clear and understandable manner.

Microsoft Excel: Utilized to data recording, processing, statistical analysis, and making of charts and tables for interpretation of results.

Limitations

1. Study limited to Bengaluru South: The findings are based only on consumer from Bengaluru South and therefore may not reflect views of consumers in other places.

2 Limited Sample Size: The study was based on a sample of 150 participants, which may not be representative of the entire population.

3. Time period restricted to two months: The study was completed between 2026 to June 2026, reflecting consumer behavior only during this specific period.

4. Responses may vary based on personal opinion: The results depend on respondent's individual perceptions and experiences, which may differ from person to person.

Hypotheses for the study

Hypothesis 1

Null Hypothesis(H_0): There is no significant association between awareness of Jan Aushadhi Kendras and visiting the Kendras.

Alternative Hypothesis(H_1): There is a significant association between awareness of Jan Aushadhi Kendras and visiting the Kendras.

Hypothesis 2

Null Hypothesis(H_0): No significant relationship was found between respondents' monthly family income and factors shaping medicine purchase decisions.

Alternative Hypothesis(H_1): There is a significant relation between respondents' monthly family income and the factors shaping their medicine purchase decisions.

Hypothesis 3

Null Hypothesis(H_0): No significant difference found in the influence of brand on consumer's medicine purchase decisions among respondents belonging to different monthly family income groups.

Alternative Hypothesis(H_1): There is a significant difference in the influence of brand on consumer's medicine purchase decisions among respondents belonging to different monthly family income groups.

Hypothesis 4

Null Hypothesis(H_0): There is no significant association between brand trust playing an important role while purchasing medicines and the choice of branded medicines over unbranded drugs with consumers.

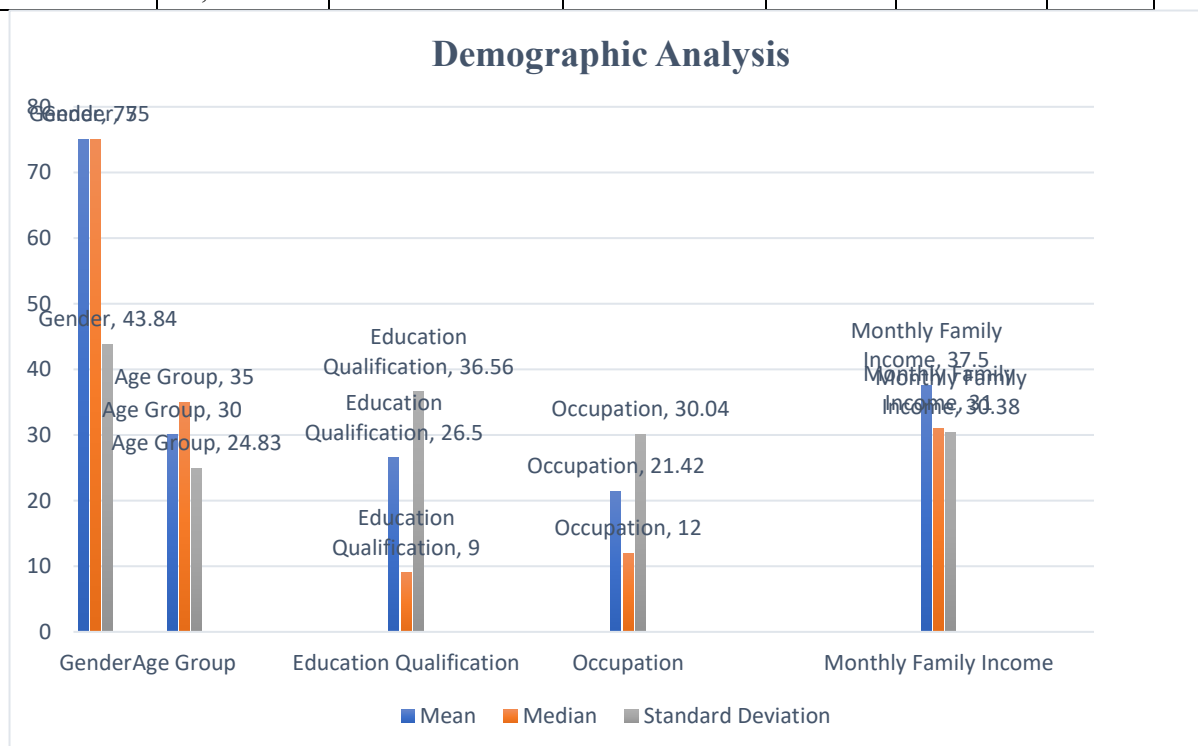
Alternative Hypothesis(H_1): Significant association found between brand trust playing an important role while purchasing medicines and the choice of branded medicines over unbranded drug with consumers.

Analysis and Interpretation of data

Table1: Demographic Analysis

Demographic Variable	Category	Total Participants	%	Mean	Median	Standard Deviation
Gender	Male	106	70.7%	75	75	43.84
	Female	44	29.3%			
Age Group	Below 20 years	5	3.3	30	35	24.83
	21-30 years	35	23.3			
	31-40 years	65	43.3			
	41-50 years	38	25.3			
	Above 50 years	7	4.7			
Education Qualification	SSLC	5	3.3	26.5	9	36.56
	PUC	44	29.3			
	Undergraduate	86	57.3			
	Postgraduate	13	8.7			
	Others	2	1.3			
Occupation	Student	7	4.7	21.42	12	30.04
	Government Employee	15	10			

	Private Employee	88	58.7			
	Business	21	14			
	Homemaker	12	8			
	Retired	5	3.3			
	Others	2	1.3			
Monthly Family Income	Below 30,000	33	22	37.5	31	30.38
	30,001-60,000	80	53.3			
	60,001-90,000	29	19.3			
	More than 90,000	8	5.3			

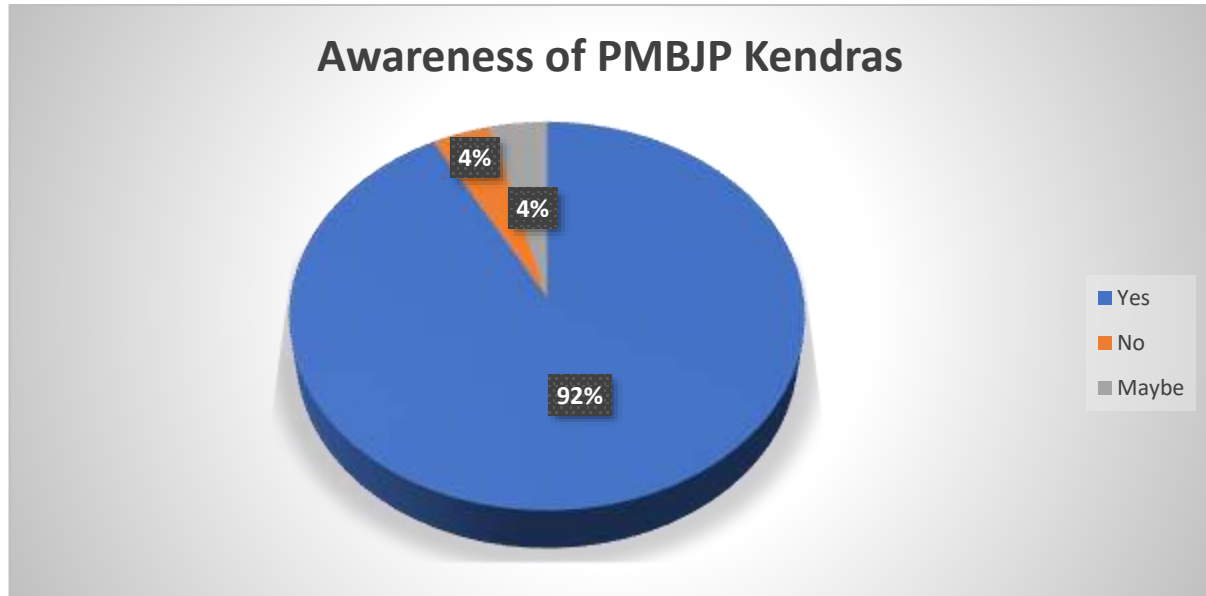


Interpretation

The demographic profile indicates that most of respondents were male (70.7%), belonged to the 31-40 years age group (43.3%), were undergraduates (57.3%), worked as private employees (58.7%), and had a monthly family income between 30,001 rupees and 60,000 rupees (53.3%). This distribution suggests that working-age individuals with moderate income levels form the major customer base. Their greater awareness and usage may be prompted by the desire to manage healthcare expenses while maintaining access to quality medicines.

Table 2: Awareness of Pradhan-Mantri BhartiyaJanaushadhiPariyojana Kendras

Particulars	No. of respondents	Percentage
Yes	138	92%
No	6	4%
May be	6	4%



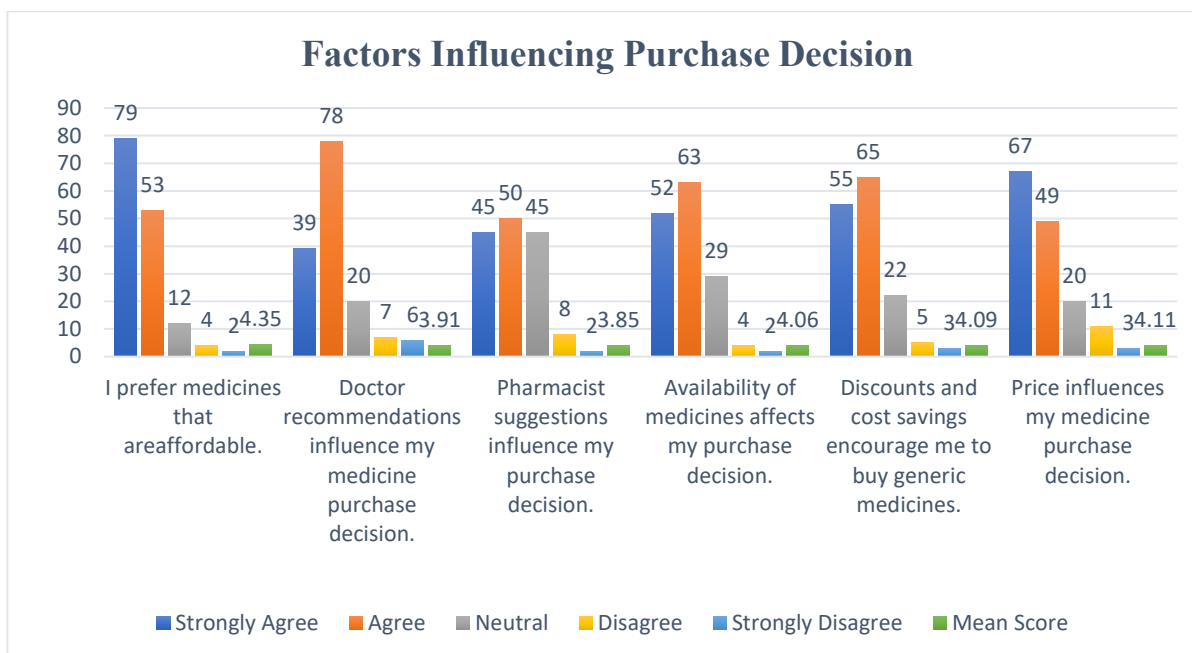
Interpretation

The results reveal that 92% are familiar with Jan Aushadhi Kendras, while only 4% are unaware and 4% are uncertain. This a substantial level of awareness might be attributed to government promotional initiatives, increased availability of Jan Aushadhi outlets, recommendations from healthcare professionals, and growing consumer interest in affordable medicines. The result indicates that scheme has achieved strong visibility among consumers in Bengaluru South.

Table 3: Factors Influencing Purchase Decision

Factors Influencing Purchase Decision	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean Score
I prefer medicines that are affordable.	79	53	12	4	2	4.35
Doctor recommendations influence my medicine purchase decision.	39	78	20	7	6	3.91
Pharmacist suggestions influence my purchase decision.	45	50	45	8	2	3.85
Availability of medicines affects my purchase decision.	52	63	29	4	2	4.06
Discounts and cost savings encourage me to buy generic medicines.	55	65	22	5	3	4.09

Price influences my medicine purchase decision.	67	49	20	11	3	4.11
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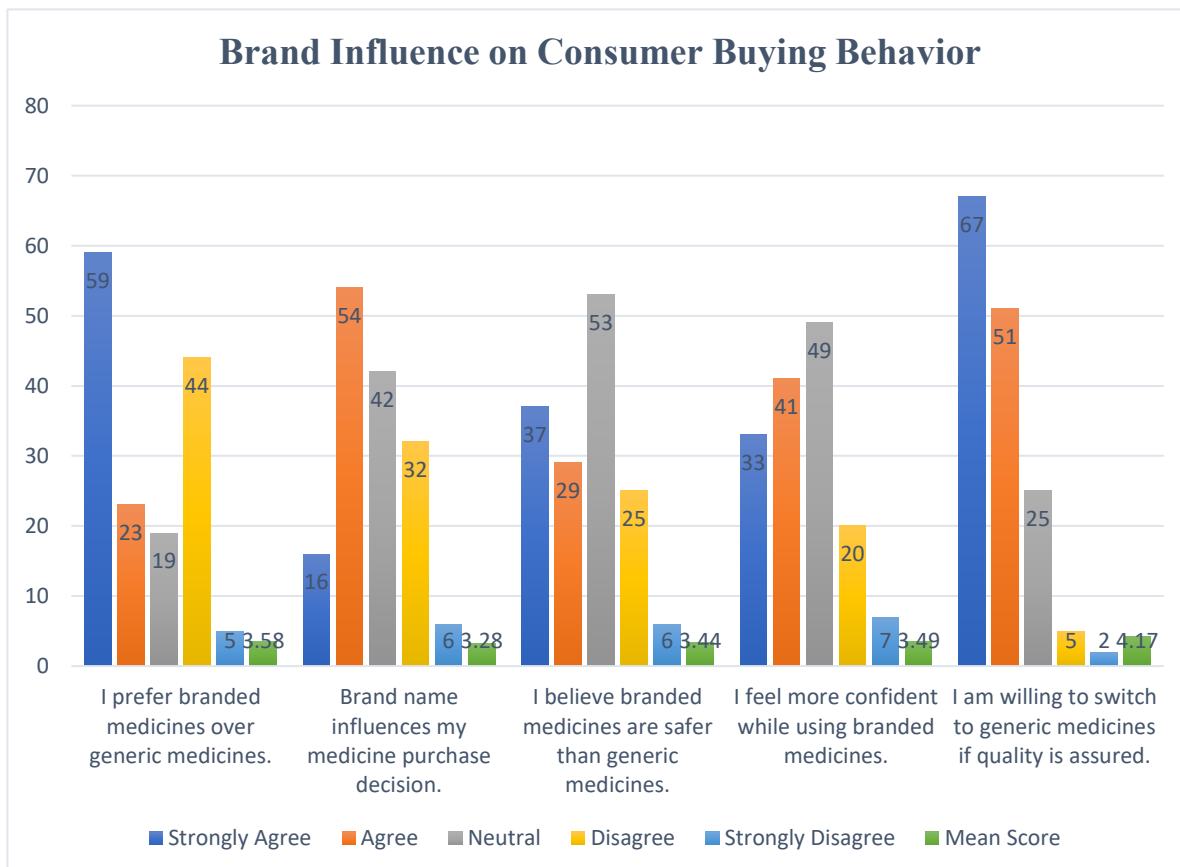
Interpretation

The results shows that affordability (Mean=4.35) is the most influential factor affecting consumer's medicine purchase decisions, followed by price (Mean=4.11), discounts and cost savings (Mean=4.09), and availability of medicines (Mean=4.06). The importance given to these factors suggests that consumers are highly price-conscious and actively seek cost-effective healthcare solutions. Recommendations from doctors and pharmacists also influence purchasing decisions, but to a comparatively lesser extent, indicating that economic considerations play a dominant role in medicine selection.

Table 4: Brand Influence on Consumer Buying Behavior

Brand Influence on Consumer Buying Behavior	Strongly-Agree	Agree	Neutral	Dis-agree	Strongly-Disagree	Mean Score
I prefer branded medicines over generic medicines.	59	23	19	44	5	3.58
Brand name influences my medicine purchase decision.	16	54	42	32	6	3.28

I believe branded medicines are safer than generic medicines.	37	29	53	25	6	3.44
I feel more confident while using branded medicines.	33	41	49	20	7	3.49
I am willing to switch to generic medicines if quality is assured.	67	51	25	5	2	4.17



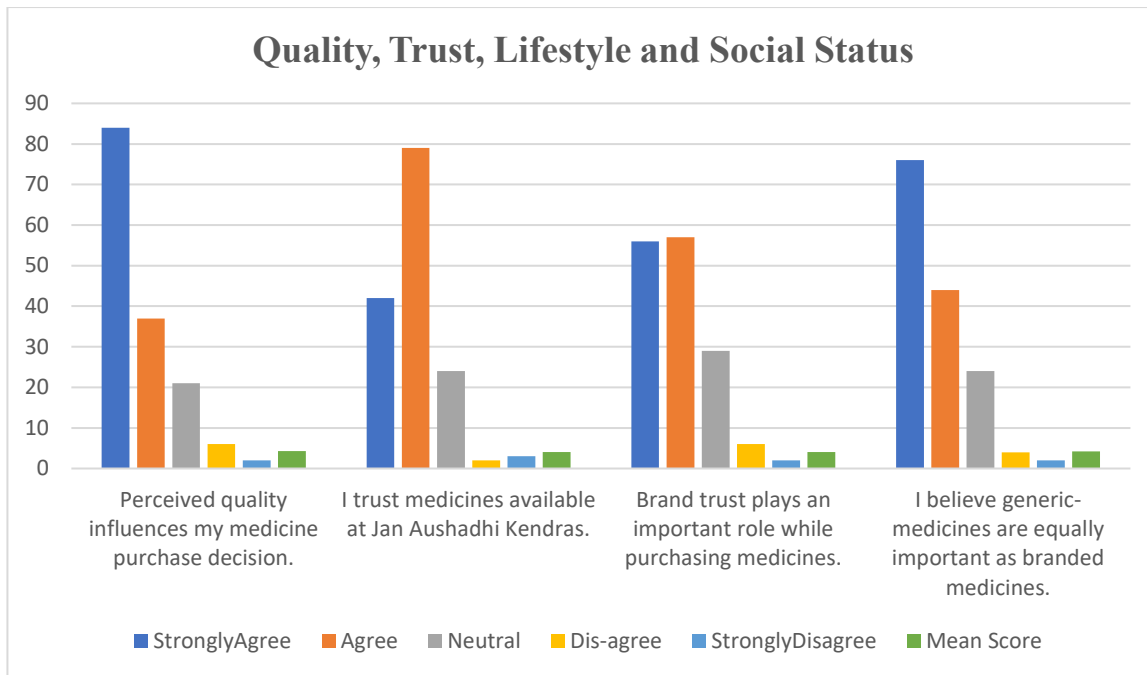
Interpretation

The results indicate that respondents show a moderate preference for branded medicines, with greatest average score observed for willingness to switch to generic medicines if quality is assured (Mean=4.17). Factors such as preference to branded medicines, confidence in branded products, and perceptions of safety received relatively lower mean scores. This shows that even though some consumers still associate brands with reliability and quality, many are open to purchasing generic medicines when they are assured with their effectiveness and

quality standards. The increasing acceptance of generic medicines may be influenced by greater awareness and positive experiences with Jan Aushadhi products.

Table 5: Quality, Trust, Lifestyle, and Social Status

Quality, Trust, Lifestyle, and Social Status	Strongly Agree	Agree	Neutral	Dis- agree	Strongly Disagree	Mean Score
Perceived quality influences my medicine purchase decision.	84	37	21	6	2	4.30
I trust medicines available at Jan Aushadhi Kendras.	42	79	24	2	3	4.03
Brand trust plays an important role while purchasing medicines.	56	57	29	6	2	4.06
I believe generic- medicines are equally important as branded medicines.	76	44	24	4	2	4.25



Interpretation

Among the factors examined, perceived quality (Mean=4.30) and belief in the effectiveness of generic medicines (Mean=4.25) received the highest ratings, followed by brand trust (Mean=4.06) and trust in Jan Aushadhi medicines (4.03). These indicates that consumers place strong emphasis on the quality and effectiveness of medicines rather than solely relying on brand names. The strong trust shown towards Jan Aushadhi medicines suggests that consumers increasingly recognize generic medicines as a reliable and affordable alternative to branded products, which positively influences their buying behavior.

Hypotheses Testing

Hypothesis 1

Null hypothesis (H_0): No significant-association between awareness of Jan Aushadhi Kendras and visiting the Kendras.

Alternative hypothesis(H_1): There is a significant-association between awareness of Jan Aushadhi Kendras and visiting the Kendras.

Analysis

Chi-Square Test	
Chi-Square Value	48.96
Degrees of Freedom	2
p-value	0.000000000023

Inference

As the p-value id below 0.05, the null-hypothesis is dismissed and the alternative hypothesis is accepted. This implies a significant link between the variables under study. The outcomes indicate that respondent's awareness levels regarding Pradhana Mantri Bhartiya Janaushadhi Pariyojana Kendras are not independent of the selected factor, showing a meaningful relationship between them.

Hypothesis 2

Null hypothesis (H_0): There is no significant-relationship between respondent's monthly family income and the factors influencing their medicine purchase decisions.

Alternative hypothesis (H_1): There is a significant-relationship between respondent's monthly family income and the factors influencing their medicine purchase decisions.

Analysis

CORRELATION		
Correlation	Monthly Family Income	Price Influences my medicine purchase decision
Monthly Family Income	1	
Price Influences my medicine purchase decision	0.545488209	1

Correlation Coefficient(r) = 0.545

Inference

The co-relation co-efficient of 0.545 indicates a moderate upward relation between monthly family income and how far price influences medicine purchase decisions. This makes it clear that income-levels are related to how consumers consider medicine prices while making purchase decisions. Therefore, the study indicates a significant positive association between the two variables, supporting the alternative hypothesis.

Hypothesis 3

Null hypothesis (H_0): There is no significant-difference in the influence of brand on consumer's medicine purchase decisions among respondents belonging to different monthly family income groups.

Alternative hypothesis (H_1): There is a significant-difference in the influence of brand on consumer's medicine purchase decisions among respondents belonging to different monthly family income groups.

Analysis

ONE-WAY ANOVA						
Source Variation	SS	df	MS	F	p-value	F crit
Between Groups	553.8	3	184.6	3.9635	0.027371	3.238872
Within Groups	745.2	16	46.575			
Total	1299.0	19				

Inference

The results of anova reveal that there is a significant difference in the power of brand on medicine purchase decisions across varying household monthly-income groups, as the p-value (0.027) is below the 0.05 significance level. As a result, null-hypothesis is rejected. This confirms that consumer's income levels play an important role in shaping the emphasis they place on brand when purchasing medicines, with brand preference varying among different income groups.

Hypothesis 4

Null hypothesis (H_0): There is no-significant association between brand trust playing an important factor in purchasing medicines and the preferences for branded-drug over generic-medicine among consumers.

Alternative Hypothesis(H_1): There is a significant-association between brand trust playing a crucial role in purchasing drug and the preference for branded-drug over generic-medicines among consumers.

Analysis

Chi-Square Test	
Chi-Square Calculated Value	23.620
Degrees of Freedom	16
p-value	0.098

Inference

Based on the chi-square result, brand trust is not significantly related to the choice of branded-medicines over generic-drug, since p-value is (0.098) is greater than the 0.05 significance level. So, accepted null-hypothesis. This suggests that, in this study, consumer's preference for branded medicines is not determined solely by their trust in a brand, and various other factors price, perceived quality, or clinical recommendations may have a greater influence on their purchasing decisions.

Findings

Jan Aushadhi Kendras are widely accessed by working professionals with moderate income levels. The preference among this group indicates that affordable medicines are an important consideration in managing regular healthcare expenses.

A considerable level of awareness among the respondents indicates that government initiatives, promotional campaigns, increased accessibility of Jan Aushadhi Kendras, and expert medical advice has contributed significantly to improving public awareness.

Consumers primarily focus on economic benefits while purchasing medicines. Although doctor's and pharmacist's recommendations also influence buying decisions, financial considerations remain the strongest factor shaping consumer behavior.

Consumers are more inclined to choose generic-medicines and are placing greater importance on quality and effectiveness than on brand reputation alone. People increasingly evaluate medicines based on their quality, effectiveness, and trustworthiness rather than relying on well-known brand names. This reflects a growing confidence in generic medicines.

The hypothesis-test confirms that awareness, monthly family income, and brand influence significantly affect consumer's medicine purchasing behavior. Consumers with greater awareness are more likely to visit Jan Aushadhi Kendras, while income influences both price sensitivity and the importance given to medicine brand. However, brand trust by itself does not meaningfully influence consumer's preference for branded medicines over generic medicines.

Suggestions

Increase awareness campaigns in rural and semi-urban areas: Regular awareness programmes can enhance people's knowledge of benefits of Jan Aushadhi Kendras and encourage them to use these services.

Strengthen public confidence in generic medicines: Providing clear information concerning standards of quality and safety of generic-drug can improve public trust and acceptance.

Encourage doctors and pharmacists to recommend Jan Aushadhi medicines: This can motivate consumers to choose affordable generic medicines with confidence.

Highlight the cost-saving benefits of generic medicines: Creating awareness about the affordability of generic medicines can help consumers make economical healthcare choices without compromising quality.

Conclusion.

The study establishes that consumer buying behavior towards Jan Aushadhi Kendras is influenced more by affordability, perceived quality, trust, and awareness than by brand image alone. The findings indicate extensive awareness with consumers in Bengaluru South, with affordability emerging as the top priority influencing medicine purchase decisions, while quality and effectiveness further strengthen consumer's willingness to choose generic medicines. The hypothesis-analysis further indicates that awareness and monthly-income is closely related to consumer behavior, whereas brand trust alone does not determine the choice of branded medicines over generic alternatives. Overall, the study highlights that Jan Aushadhi Kendras have successfully improved access to quality and affordable medicines, strengthened public confidence in generic medicines, and contributed to promoting cost-effective healthcare, making the scheme an important initiative for enhancing healthcare accessibility in India.

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