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## A GENDER PERCEPTION STUDY ON CONSUMER PURCHASING BEHAVIOR OF COUGH SYRUP: AN EMPIRICAL INVESTIGATION

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### Abstract

To know the consumer's perception is need of hour for marketers. This paper is an effort to know that consumer purchase behavior varies with different gender and also to analyze consumer's purchasing behavior is different or same in the students studied B.Sc. Biotech and students who had studied Social science and engineering. 47 males & 47 females were interviewed to identify purchasing behavior of cough syrup with gender perspective. This paper also reveals various attributes of cough syrup.

**KEYWORDS:** OTC Drugs, Consumer, Cough Syrup, Purchasing Behavior.