Pharmaceutical advertising is one of the most important kinds of advertising that can have a direct impact on the health of a consumer. Hence, this necessitates the fact that it is essential for advertisers of such products to take special care and additional responsibility when devising the promotional strategies for these products. Therefore, the key to successful advertising is staying sensitive to customers.

All advertisers face a perennial challenge: how to present their products, services, and ideas effectively through the media to buyers. To do this, they must comprehend the important relationship between the product and the marketplace. This relationship is the province of marketing communication (Arens, 1996). The aim of this research is “To study the relationship between television commercials of Over-The-Counter drugs and cognition, affective and behavior of consumers of over-the-counter drugs.” Based on the reasons mentioned above that highlight the importance of television advertisements of over-the-counter drugs, Researcher has formulated a set of objectives that are designed in a manner so as to help in the research for further proceedings, to study the effect of advertisement of over-the-counter drugs on the cognitive process of that takes place in the minds of consumers, to study the effect of over-the-counter Drugs advertisements on consumers and to study the effect of over-the-counter Drug advertisement on consumers’ purchase behavior.

For this research, sample survey with Non-Probability Sampling method is used. Researcher decided to use convenience-sampling method in this research.
The major findings are that Awareness, Knowledge, Liking, Preference and Intention of over-the-counter Drugs are influenced by T.V. commercials of over-the-counter products. The researcher hopes that this thesis can be useful for all concerned parties such as advertisers, advertising agencies, and marketing departments. Further research can be conducted if the future researchers would like to study in detail of each variable.