

A STUDY ON THE CONSUMER BUYING BEHAVIOUR TOWARDS BLOOD GLUCOSE MONITORING DEVICES

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Self monitoring of blood glucose

- Self-monitoring of blood glucose is an essential tool for people with diabetes who are taking insulin or for those who experience fluctuations in their blood glucose levels, especially hypoglycemia.
- Self-monitoring of blood glucose (SMBG) is an important component of modern therapy for diabetes mellitus.
- SMBG has been recommended for people with diabetes and their health care professionals in order to achieve a specific level of glycemic control and to prevent hypoglycemia.

➤ SMBG can aid in diabetes control by:

- Facilitating the development of an individualized blood glucose profile, which can then guide health care professionals in treatment planning for an individualized diabetic regimen.
- Giving people with diabetes and their families the ability to make appropriate day-to-day treatment choices in diet and physical activity as well as in insulin or other agents
- Improving patients' recognition of hypoglycemia or severe hyperglycemia.
- Enhancing patient education and patient empowerment regarding the effects of lifestyle and pharmaceutical intervention on glycemic control.

Glucometer

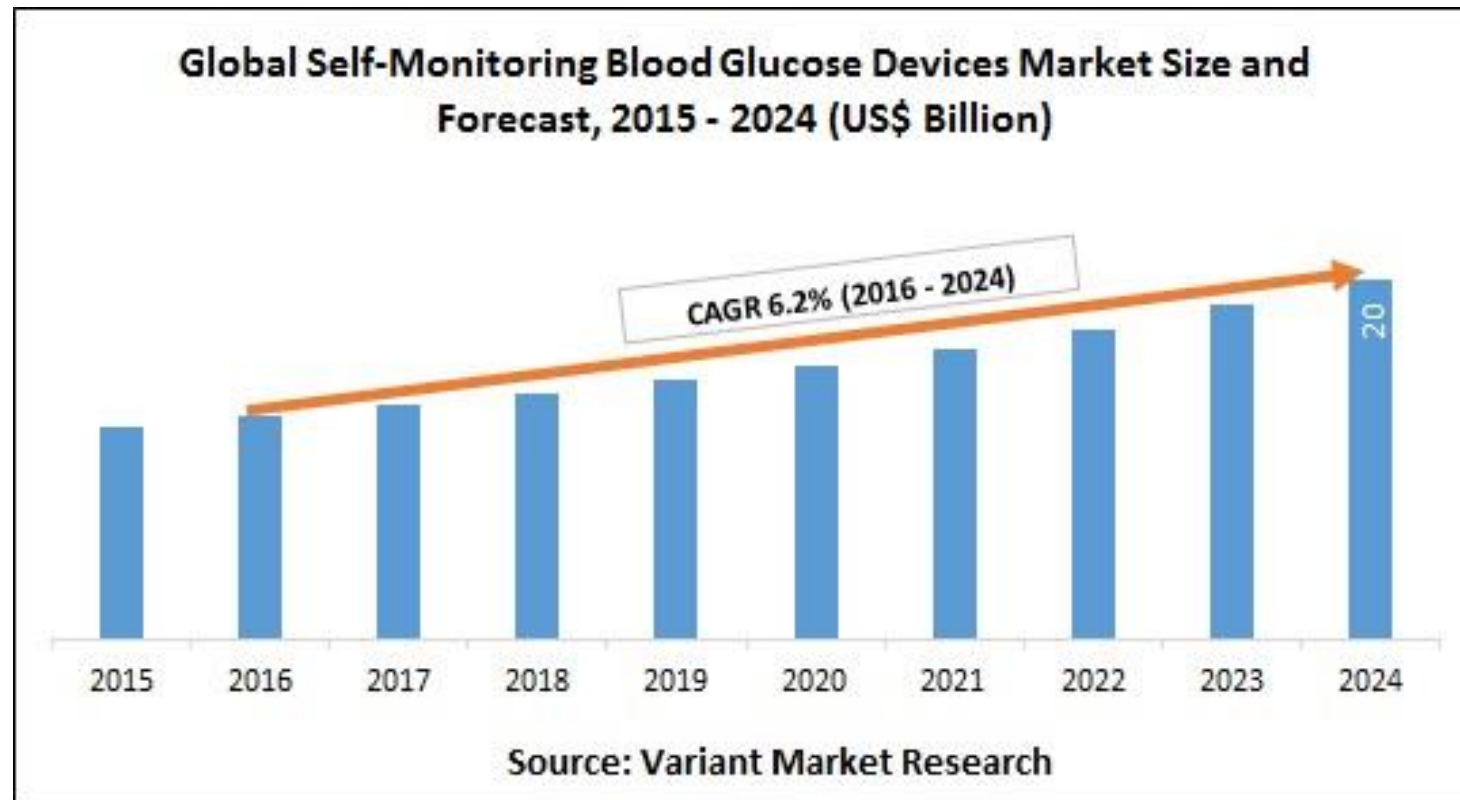
- A glucose meter (or glucometer) is a medical device for determining the approximate concentration of glucose in the blood. It is a key element of home blood glucose monitoring (HBGM) by people with diabetes mellitus or hypoglycaemia. A small drop of blood, obtained by pricking the skin with a lancet, is placed on a disposable test strip that the meter reads and uses to calculate the blood glucose level.



Glucometer global market

- Diabetes is the most dominating diseases all over the world. Glucose testing or detecting is becoming one of the most important aspect nowadays.
- There are many blood monitoring devices to detect such as blood strips, lancets and glucometers.
- Glucometers are automatic glucose detector. Prevalence in diabetic cases and errorless results leads to high demand of glucometers. It consume less time and is easy to handle.
- **Major Market Drivers and Restraints:**
- Increasing cases of diabetes in any group age.
- Easy to handle.
- Less time consuming.
- Errorless results.

- Self-Monitoring Blood Glucose (SMBG) Devices Market is estimated to reach \$20 Billion by 2024; growing at a CAGR of 6.2% from 2016 to 2024.



Objectives

- Perceptual mapping of buying behaviour of Diabetic patients with respect to Blood Glucose Monitoring System(Glucometer)
- To evaluate the convenience of using Glucose monitoring devices among the diabetic patients

Research methodology

➤ Research design

This project is based on descriptive as well as exploratory research.

➤ Sample design

- Sampling Frame: The sampling frame for this study will be 189 adults with diabetes type 1 between 18 to 50 years both male and female suffering from type 1 diabetes.
- Sample Size: The sample size of 189 Type 1 Diabetes patients.
- Sample Area: Mumbai
- Sampling Procedures: To obtain a representative Sample, a probability sample of the population was drawn. The sampling procedure used was Random” Sampling.

Data collection sources

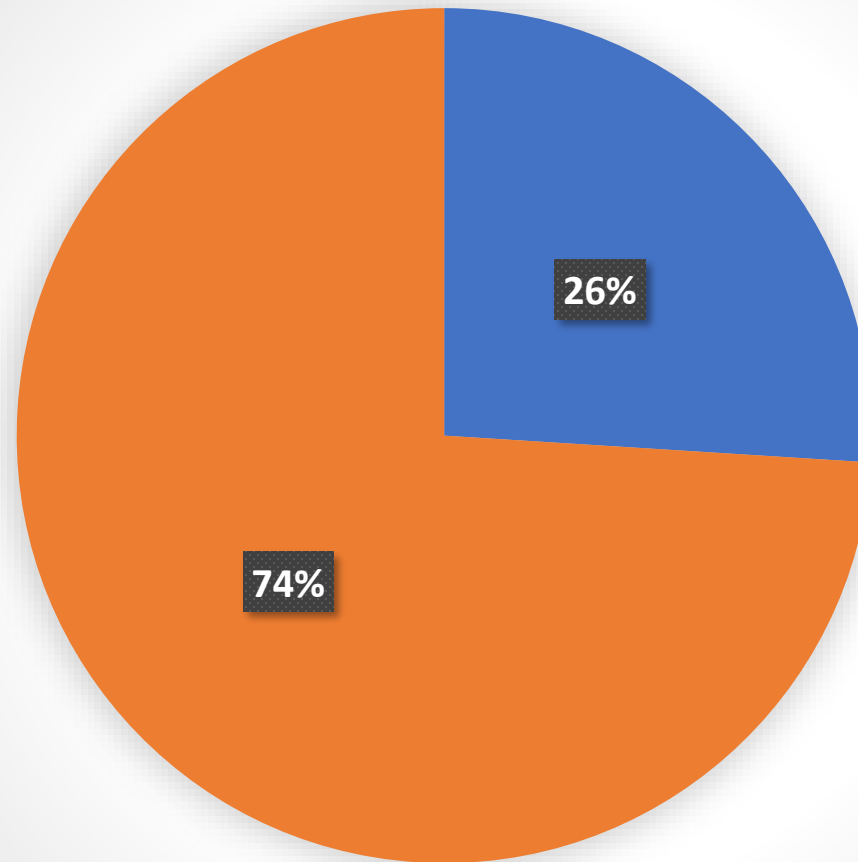
➤ **Primary Data**

➤ **Data Collection tool & technique:** Structured Questionnaire.

➤ **Study Area**

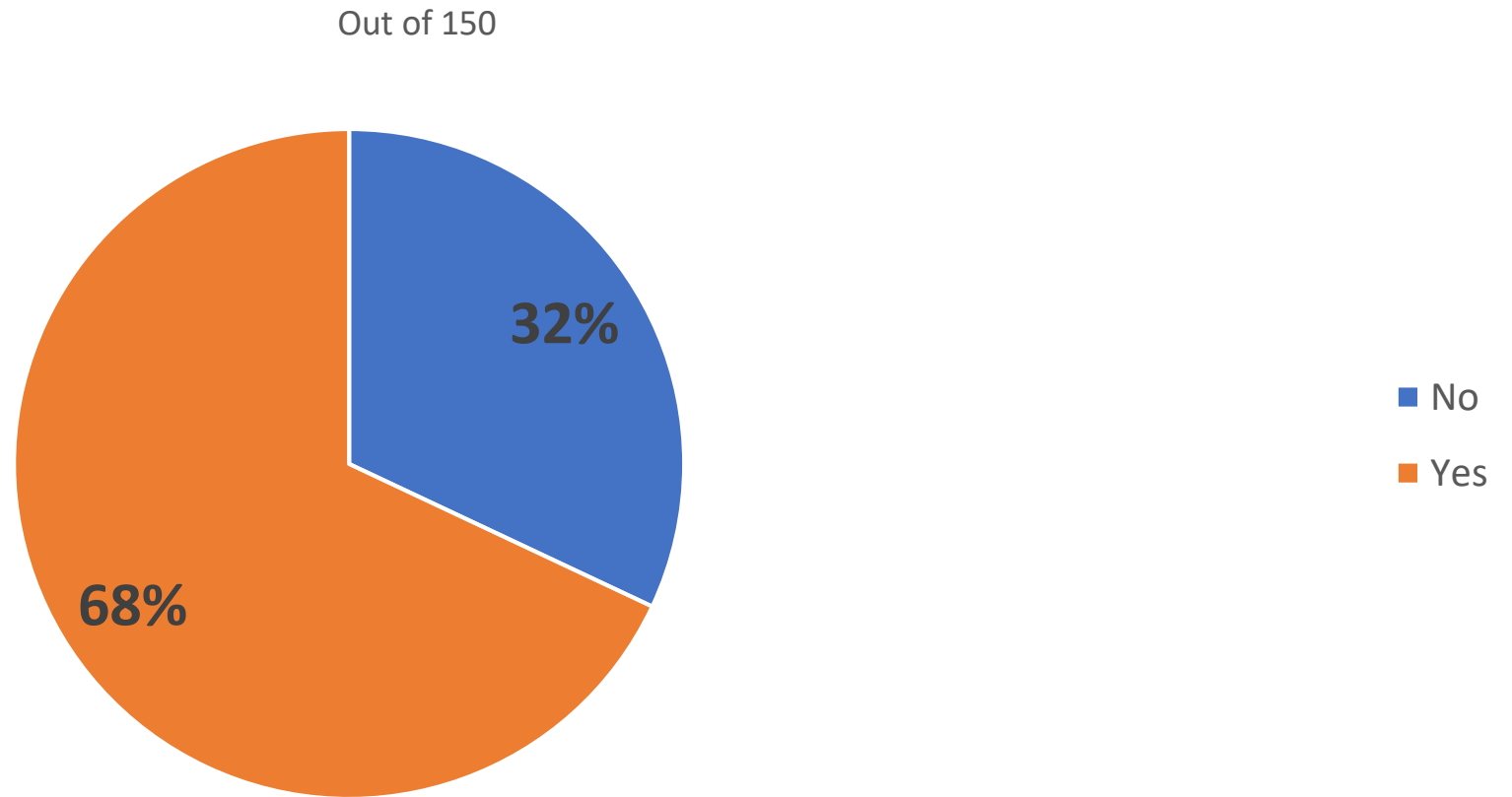
- The study was carried out in Mumbai city.
- Data analysis- MS Excel 2007

Awareness about glucometer

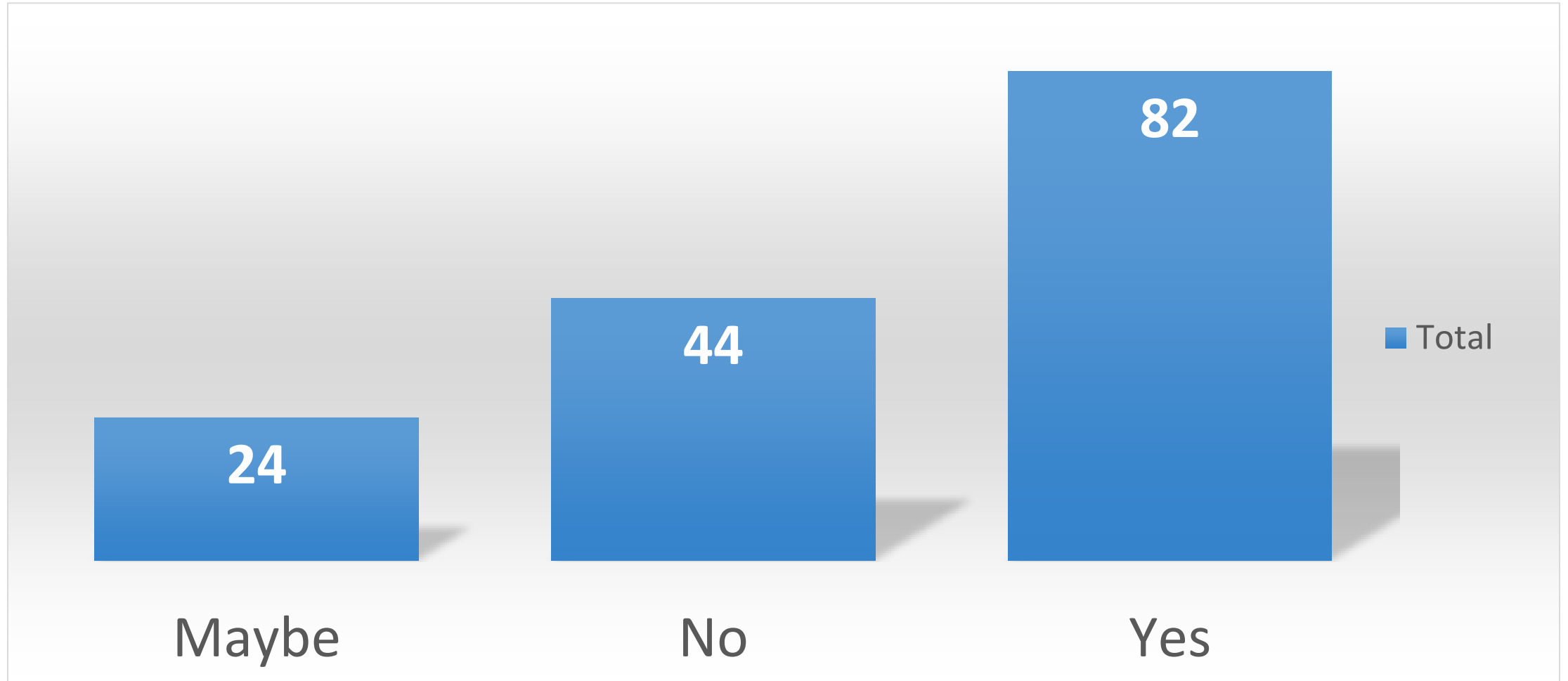


■ No
■ Yes

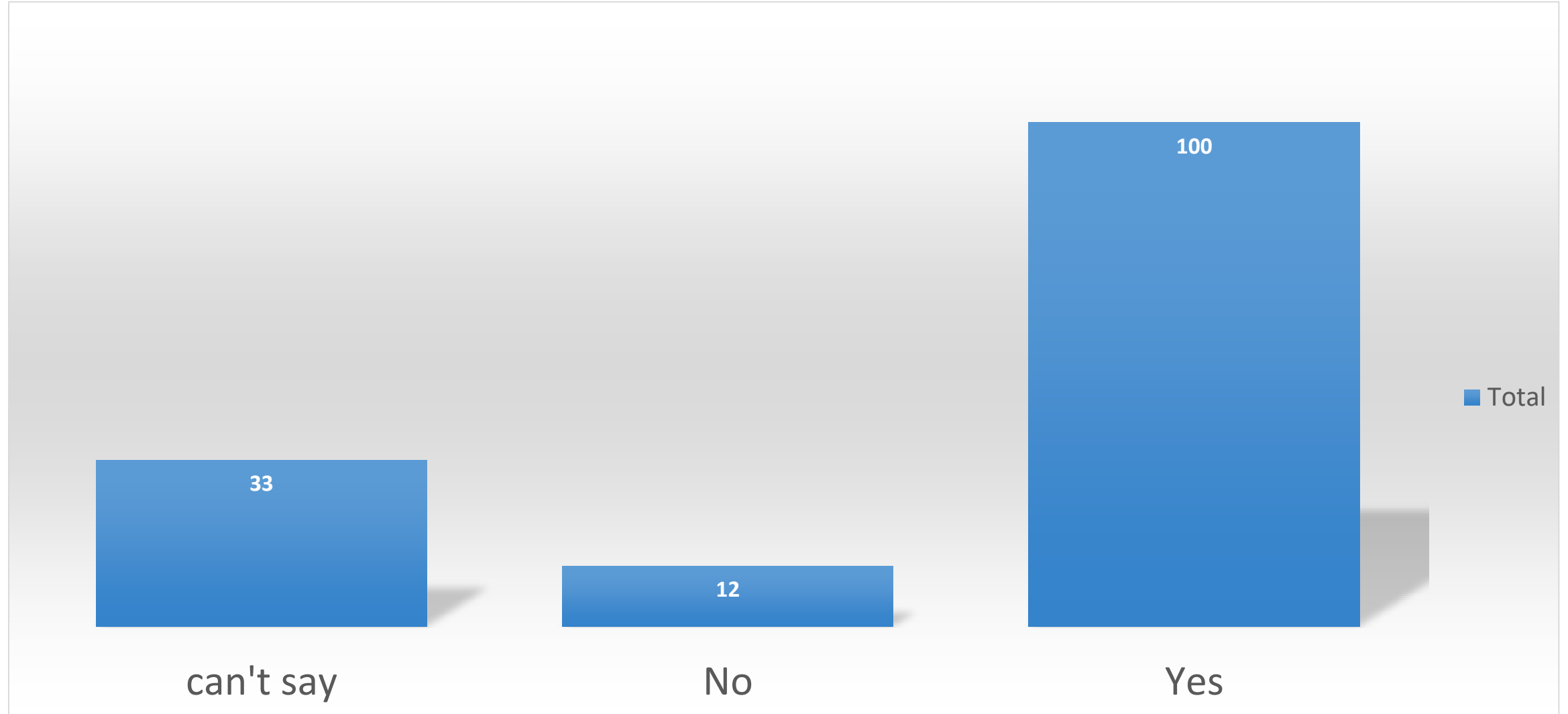
Diabetic patients using Glucometers



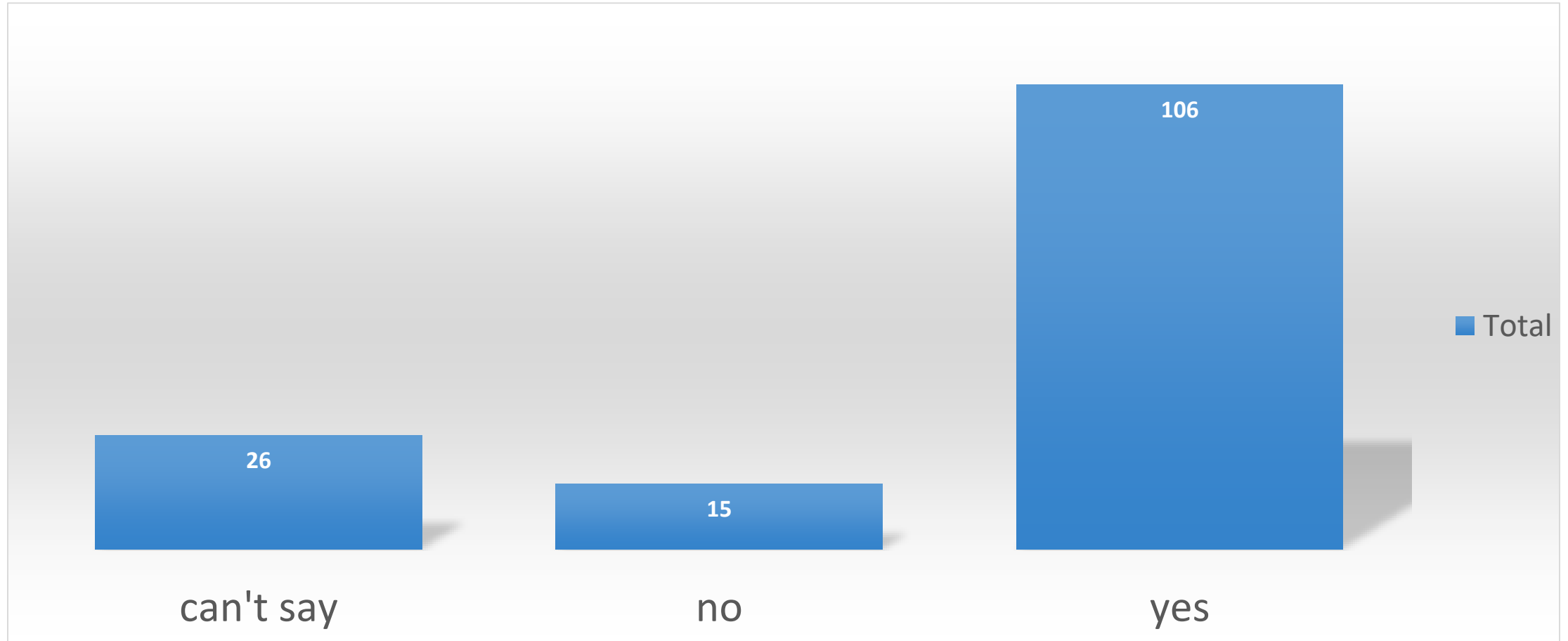
Preference based on past experience



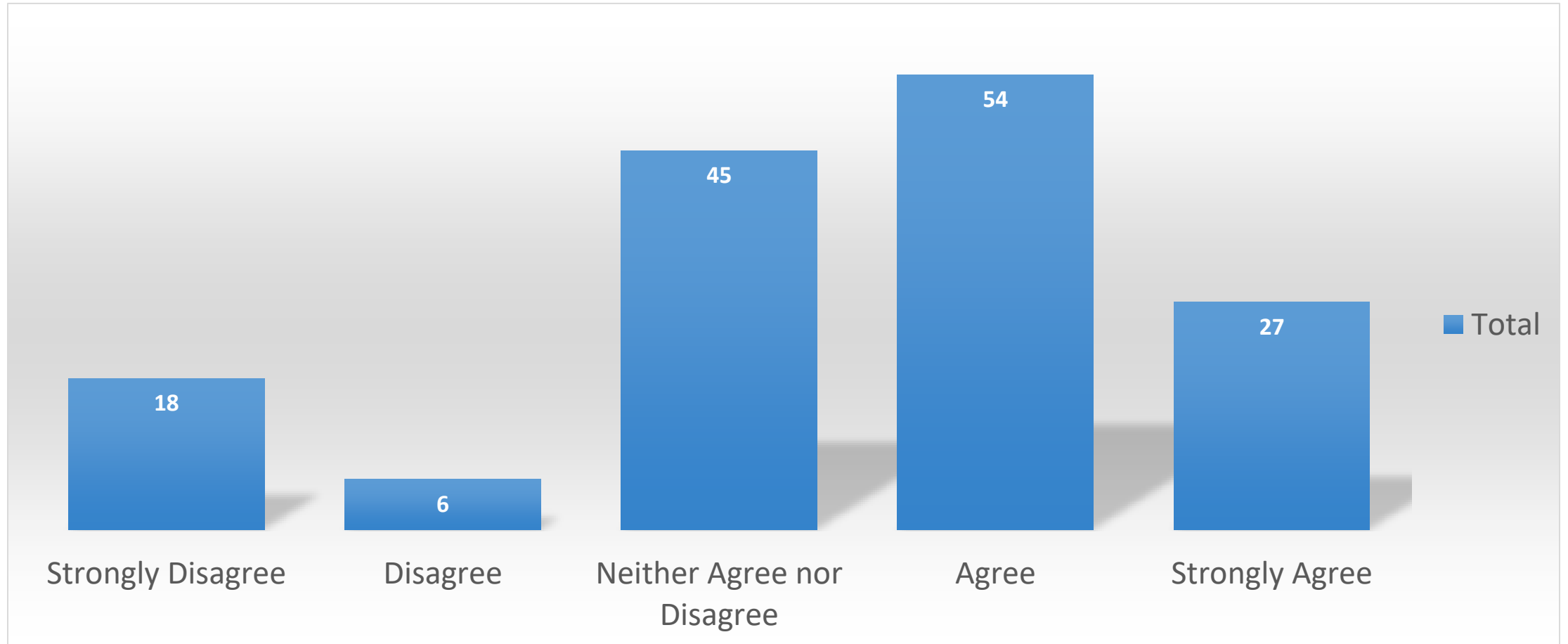
Future buying preference



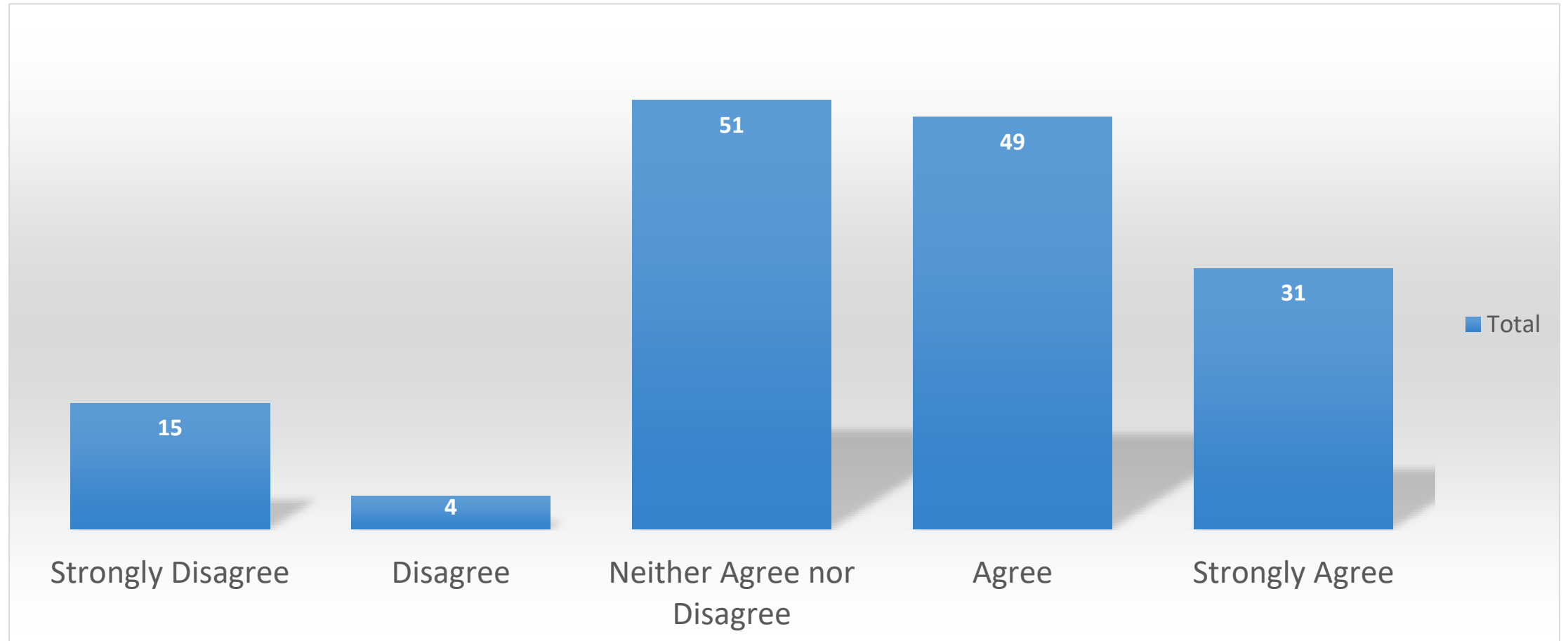
Glucometer for managing diabetes



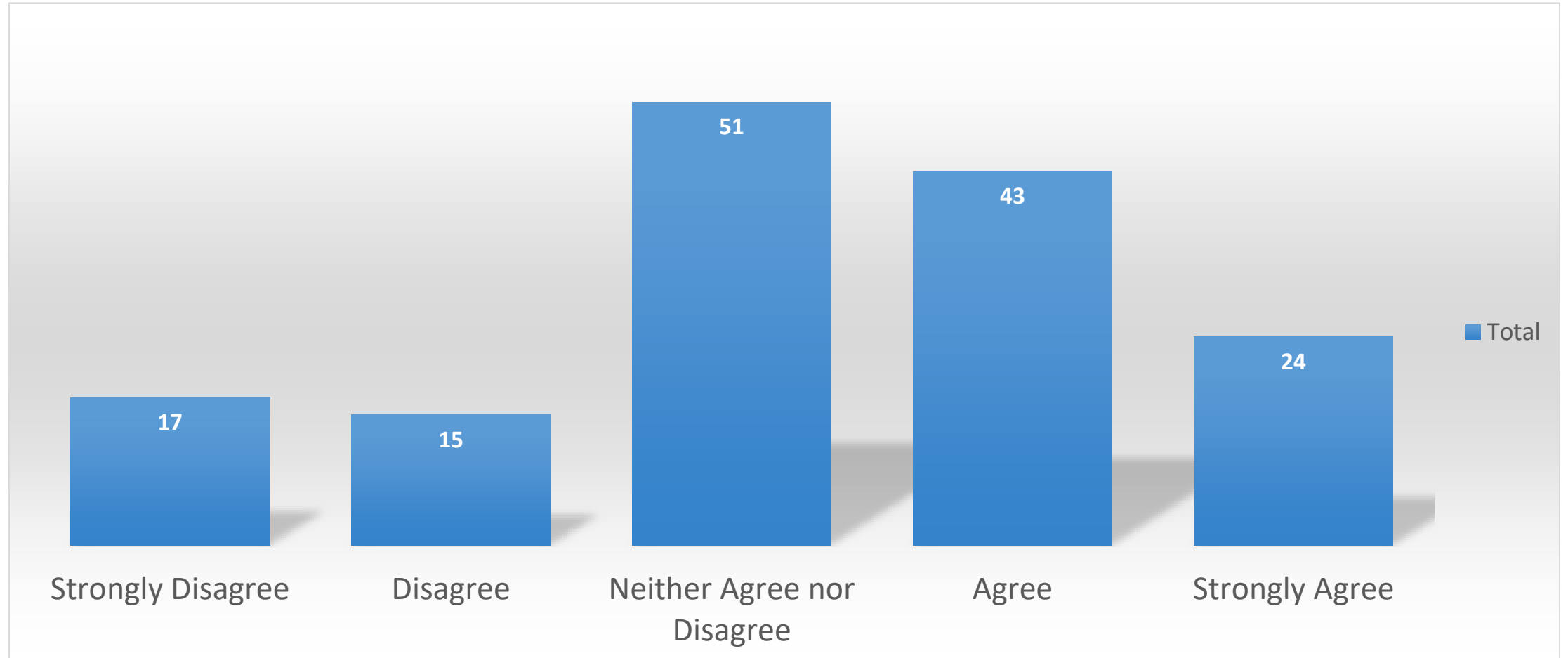
Confidence



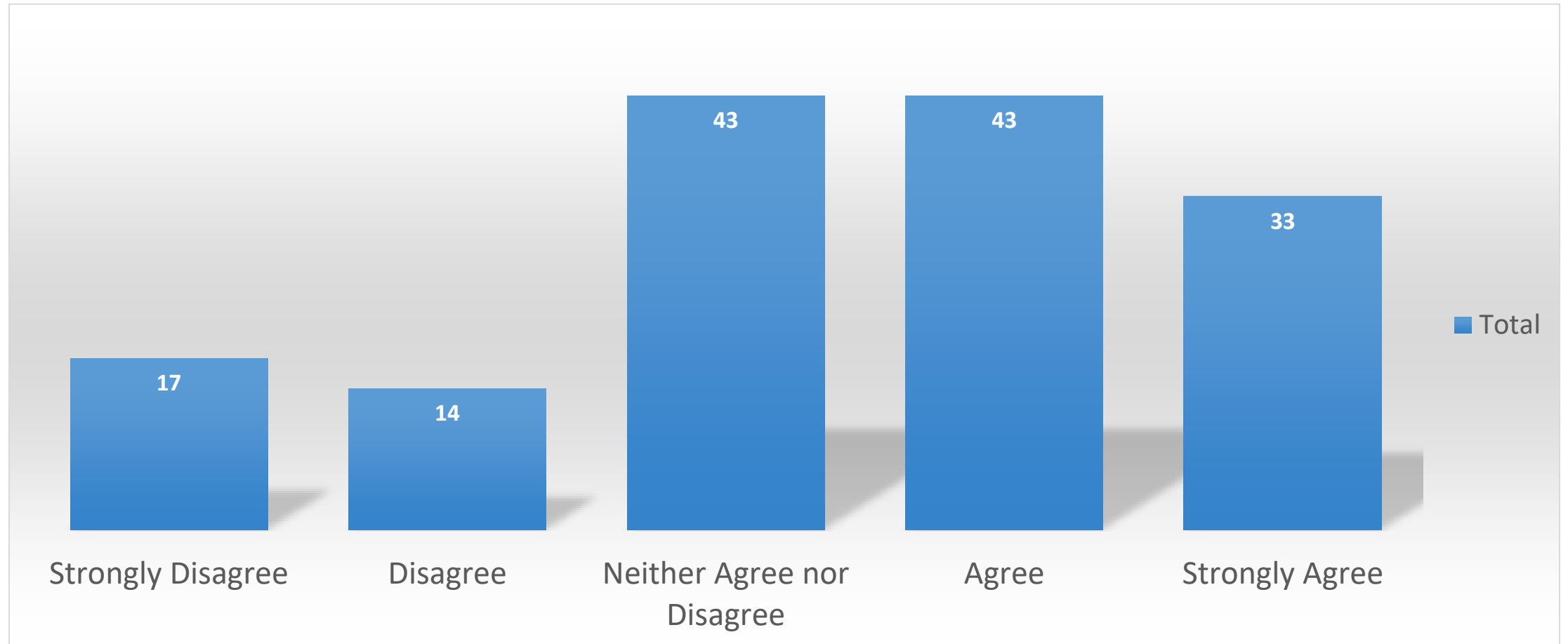
Meal time adjustment



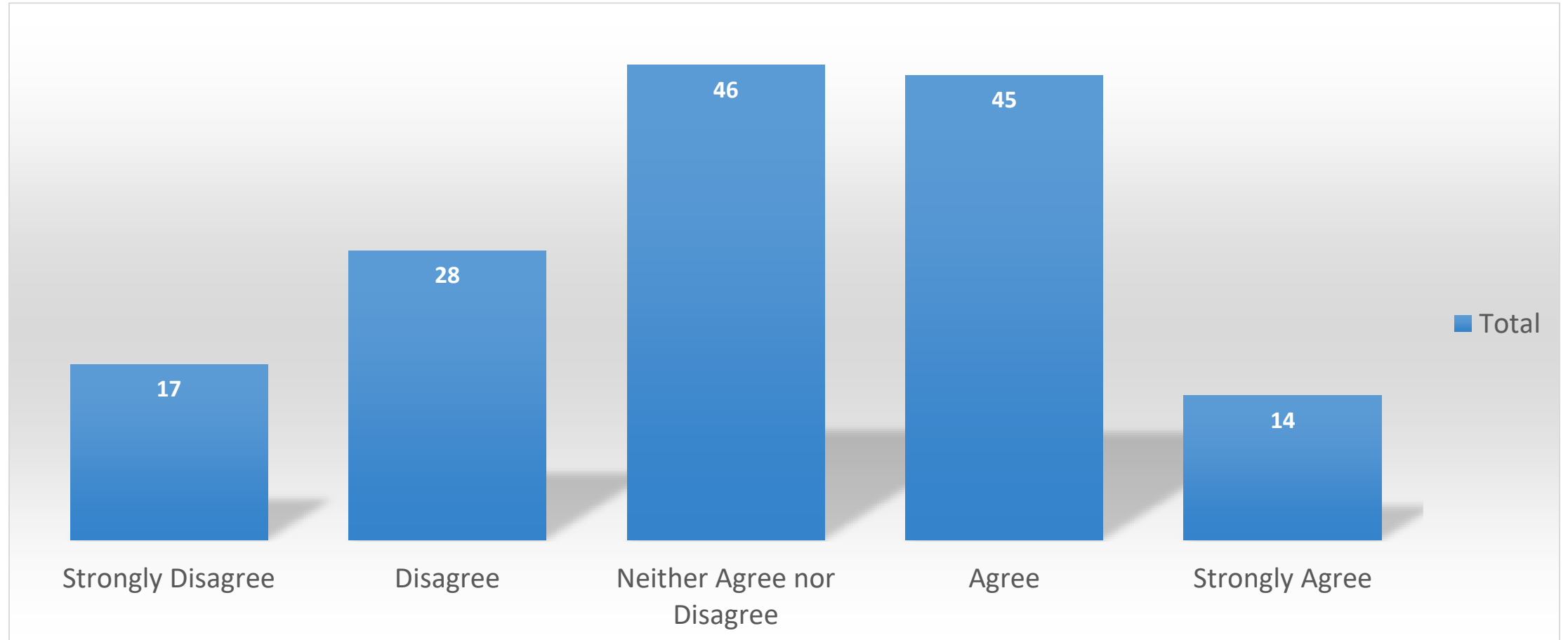
Simpler Life



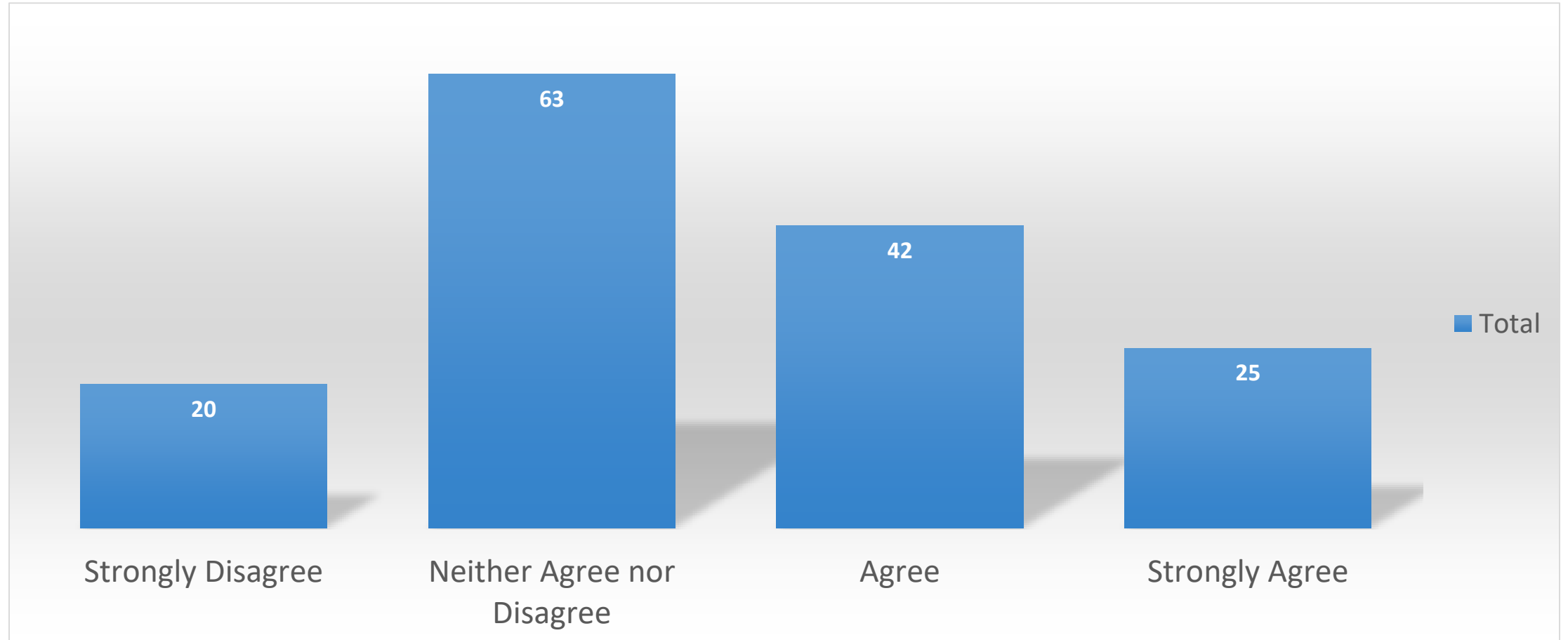
Brand influence



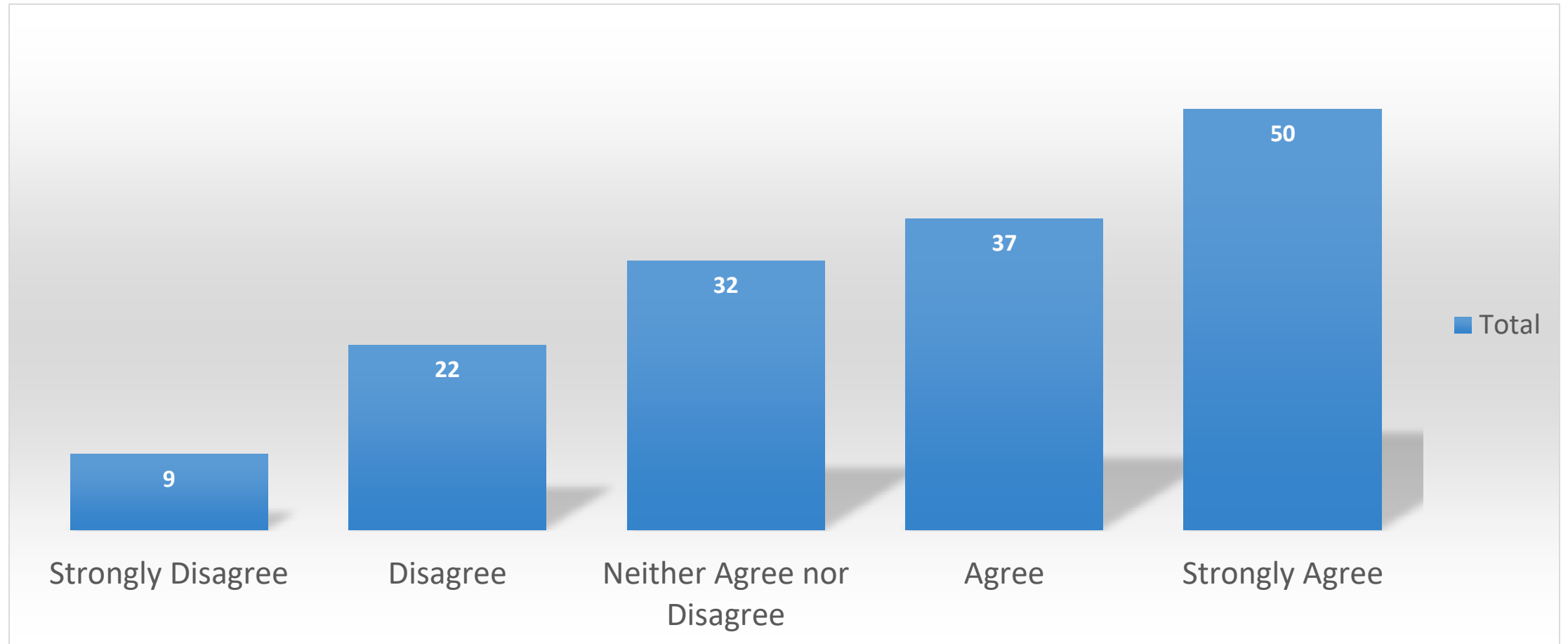
Packaging influence



Pricing influence



Doctor's advice



Findings and Results

- Study shows that there is enough awareness about Glucometer among diabetic patient, 74% of 189 people responded that they are aware about glucometer and 26% responded that they are not aware about glucometer.
- 68% of 150 type 1 diabetes respondents responded that they use glucometer while 32% of people responded that they do not use Glucometer.
- 100 people agree that Glucometer gives you the information that is needed to manage diabetes among type 1 patients.

- Brand plays major role to purchase any Glucometer.
- Glucometer makes people more confident about managing their diabetes.
- People prefer Doctor's advice to buy Glucometer.
- People are more likely to buy glucometer based on past experiences.

Recommendations

Since we have seen that 1/3rd of respondents were not aware of Glucometer, hence to promote its products, company should like to use various advertisements and promotional strategy like:

- This Glucometer can be promoted on 14Th Nov. which we also known as “Diabetes day”. So in this day it can start promotional campaigns like “Diabetes Mela”, or Diabetes march etc.
- It should be promoted more and more through the doctors and chemist, since they are the important channel intermediaries in this.
- Role of Nurses cannot be ignored also; they can be a very good assistant in making the Glucometer known among the chemist. They can be designated as “The Diabetes Advisors.
- Doctors awareness programme should be run to time to time to make doctors aware about the new product and features about the Glucometer.

Conclusion

- Now a day Diabetes has become a known word to everybody and this disease is spreading worldwide. To cope-up with the problem every company is introducing new technology solutions every day.
- In this study we can conclude that brand plays a major role in influencing patients.
- 74% of people are aware about Glucometer but still 26% of diabetic population is still unknown about Glucometer which is a concern.
- Although majority of diabetic people agree that Glucometer makes their life simpler but also majority of population depends on Doctor's advice for buying Glucometer.

Limitations

- Every research has its own limitation. It is not possible that a research is accomplished without having bounding and limitation. There are always some shortcomings, which come into the way of accomplishment of a particular research study. It is almost impossible for research to get away from it. Following are the few limitations of the particular research study.
- In the particular research the study duration was limited to time of a few weeks, so having a limited time span is the big limitation of the project.
- Since the data collection was only done in Mumbai hence it is a bit time taking process, because respondents give responses as per their ease of time, which ultimately make it a bit longer process.
- Sample size taken was only 189. Hence it has its own limitations.
- Human error is unavoidable.

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Thank you

