

Consumer's Perception of generic medicines

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Guide-
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Introduction

- ▶ A generic pharmaceutical drug is identical to a brand name drug in safety, strength and quality.
 - ▶ Even though generics are identical to brand name drugs, they are typically sold at substantial discounts from the branded price.
 - ▶ Typically, savings of at 50 to 70 per cent can be saved for the average consumer.
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Rationale

- ▶ One of the most common concerns about purchasing Generic Drugs from is the safety of the drugs, and the safety of the patients ordering them. In most cases, generic drugs are considered safe.

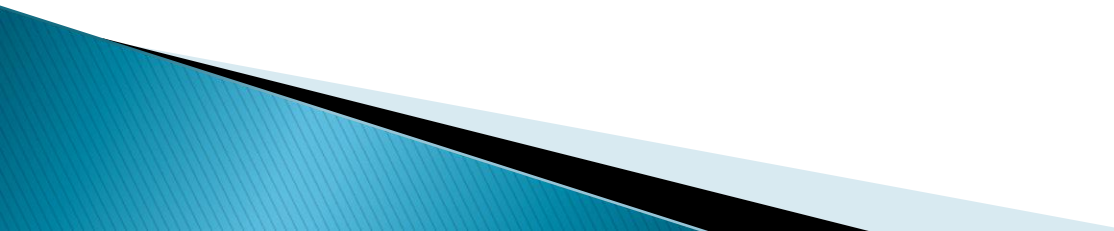
Research question

- ▶ What is the perception of the generic drugs in Ankleshwar area?

Objective

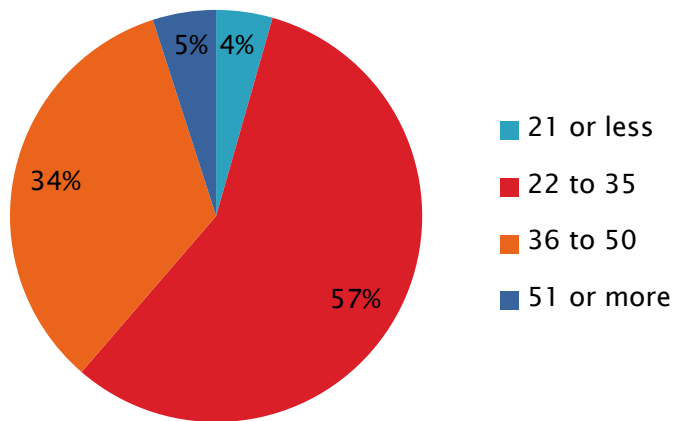
- ▶ To identify consumer's perception for generic prescription drugs used to treat different types of medical conditions

Methodology

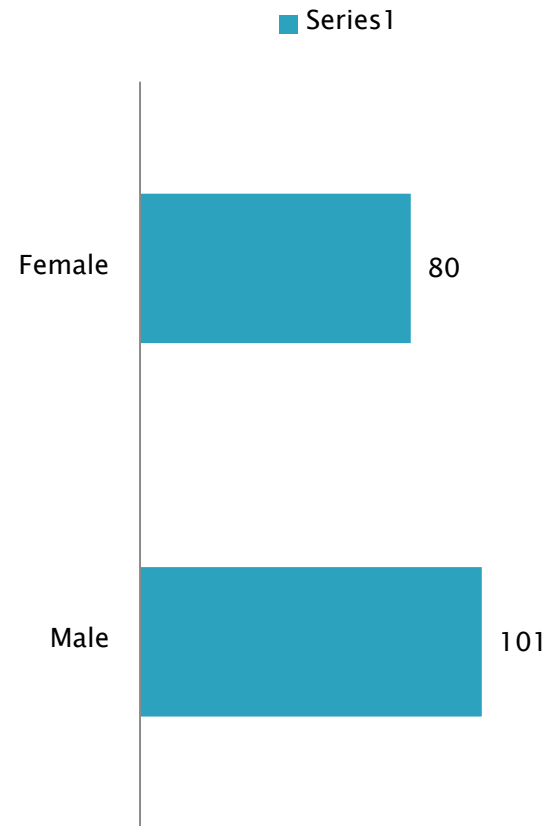
- ▶ **Study type:** Cross-sectional mail survey
 - ▶ **Study area:** Ankleshwar Town
 - ▶ **Sample size:** 250
 - ▶ **Sampling technique:** simple random
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Findings

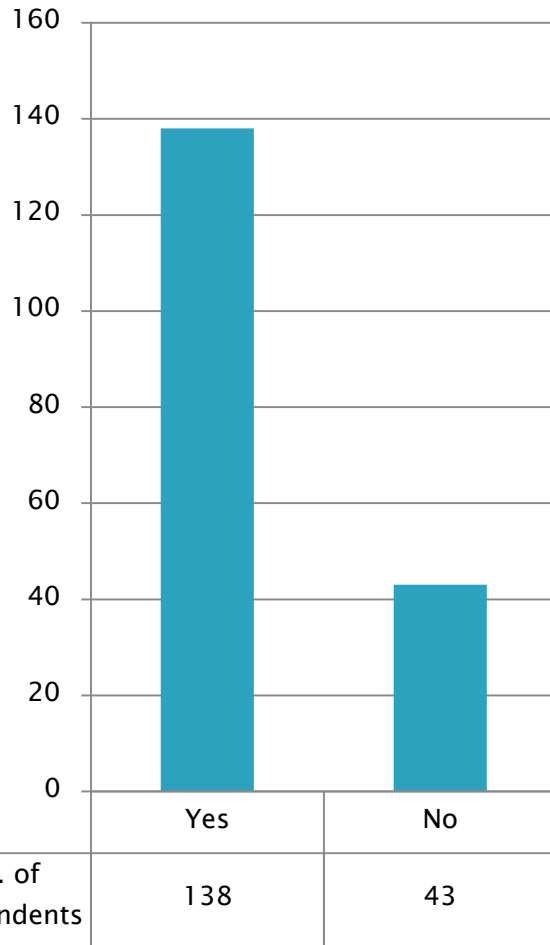
Age



Gender

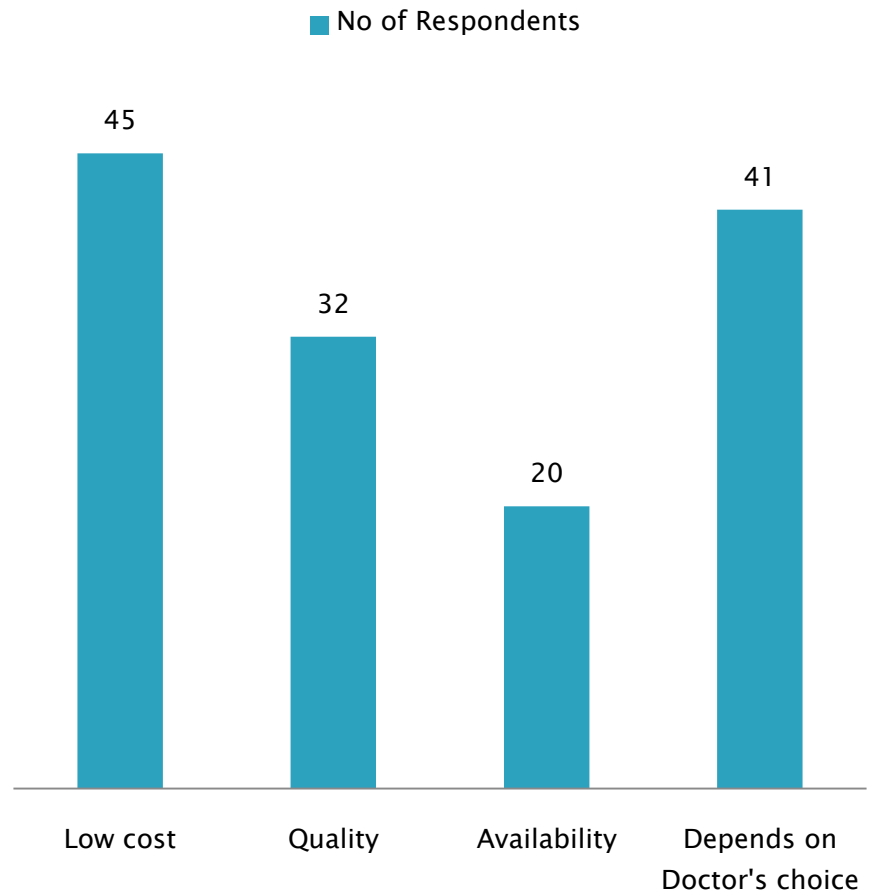


Do you prefer generic drugs
over branded medicines?

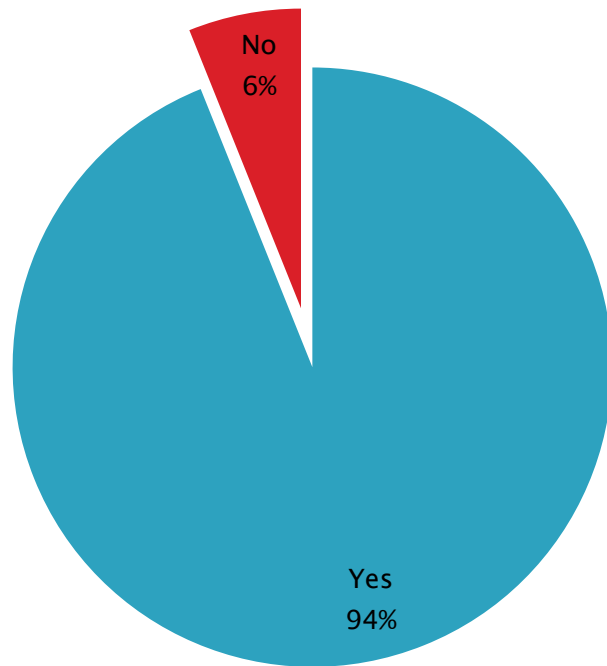


Why do you prefer generic medicines?

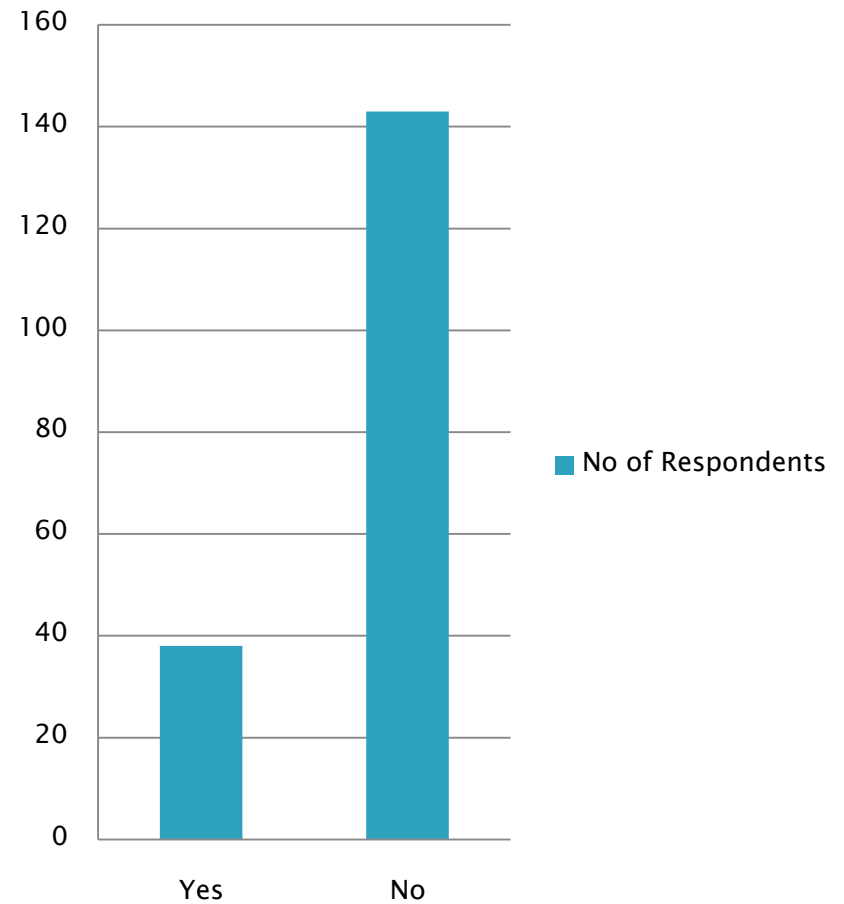
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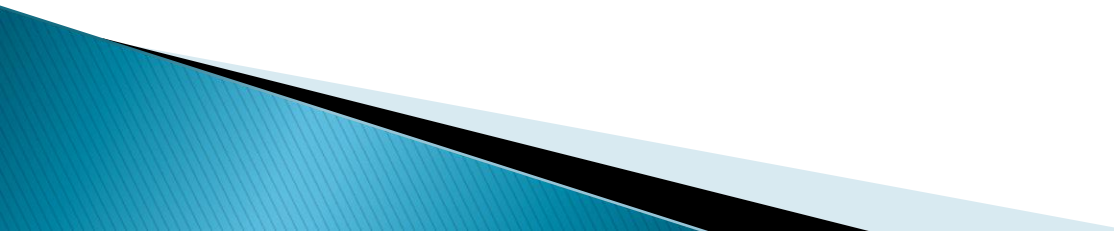
Do you think it is safe to consume generic medicines?



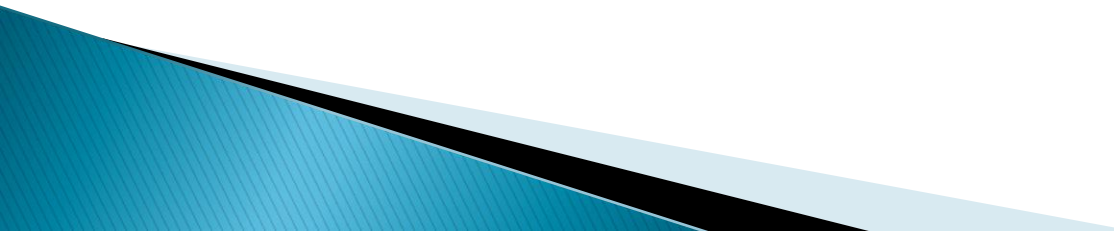
Do you think that low cost of drugs relates to low quality?



Conclusion

- ▶ The overall response rate was 72.4 % (181 / 250). Majority of the respondents in target population put their faith in generic prescription drugs.
 - ▶ Most of the generic prescription drugs are economical and safe to consume.
 - ▶ On the other hand significant portion of the population are concerned about safety of generic drugs due to presence of substandard medicines.
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Recommendation

- ▶ In an era of rapidly rising health care costs, generic prescription drugs provide a less expensive alternative to brand name prescription drugs.
 - ▶ Financial incentives to use generic prescription drugs may be successful, even for consumers who perceive generic drugs to be riskier than brand name prescription drugs.
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References

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