

STUDY ON CONSUMER BUYING BEHAVIOR FOR CLEARPATH ALIGNERS



Clear Revolution in
Orthodontics



NO WIRES
NO BRACKETS

GIVING YOU
MORE REASONS
TO *Smile*



BY :
Dr. Samriddhi Jain
PGDHM
ROLL NO. : 1369

GUIDED BY :
Dr. SUSMIT JAIN
Asth. Professor



Clear Path was incorporated in 2008.

American Based Company

Business Operations In:

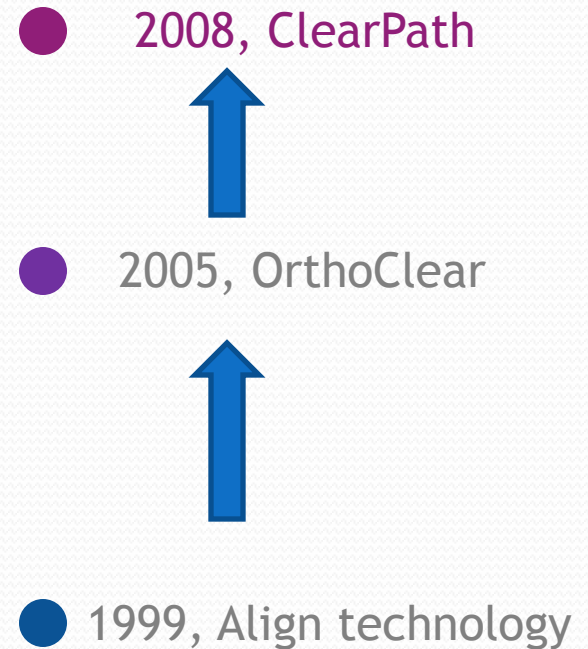
**INDIA | SAUDI ARABIA | UAE | NETHERLANDS | GERMANY |
BELGIUM | LUXEMBOURG | ALBANIA | MACEDONIA | JORDAN
| LEBANON | EGYPT | SYRIA | KENYA | SOUTH AFRICA |
UGANDA | R.O. AFRICA | SRI LANKA | MALAYSIA**

The ClearPath process is an amalgamation of

- *Conventional dental laboratory procedures*
- *Highly precise mechanical & software systems and*
- *Digital technology*

taking the best of three worlds.

*Purpose is to make
aligners available globally at
affordable prices !*



DELIVERABLES

- Acquisitions of new clients
- Management of old clients
- Boosting sales by distribution of brochures , posters and samples
- Client relationship
- Establishing market position of the product
- Introduction of new concept

INTRODUCTION

- The term consumer behavior is defined as the behavior that consumer display in searching for, purchasing using, evaluating and disposing of products and services that they expect will satisfy their needs.
- Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it.

OBJECTIVES OF THE STUDY

Main Objective:

To assess perception for Clear Path orthodontic aligner among orthodontic patients and develop strategies to promote it in the market

Specific Objectives:

- 有 To understand why customer buy a particular product.
- 有 To know the marketing opportunities.
- 有 To know about customer acceptance of the product.
- 有 To analyse the customer expectation from the manufacturer.
- 有 To help the company to know what consumer want in the product.

LITERATURE REVIEW

- The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on.
- In the marketing context, the term „consumer “ refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities.
- Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it.
- Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items.

Consumer Behavior Model

Marketing Stimuli



Environmental Stimuli

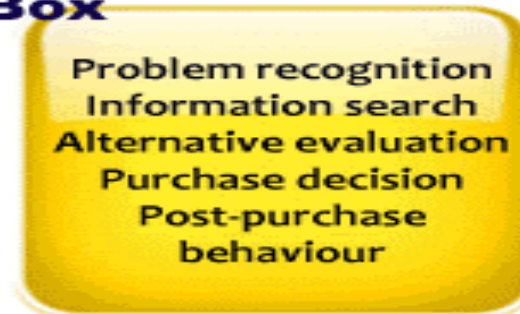


Buyer's Characteristics



Buyer's Black Box

Decision Process



Buyer's Response



STUDY DESIGN AND METHODOLOGY

Type of study: The study is exploratory and qualitative in nature as it is carried out to get the informational about the buying behavior of orthodontists and dentists for Clearpath aligners.

Location of study: Chennai, Tamil Nadu (Dental clinics and Hospitals).

Study subjects: Orthodontists & Dentists.

Sample size: 150

Sampling method: Simple random & Convenience SAMPLING

Data collection tools: Face- to-face Interview using structured questionnaire, In-depth interviews with orthodontists and dentists.

Data analysis: using MS-Excel



ETHICAL CONSIDERATIONS

- Informed consent will be taken from the respondents.
- The privacy and confidentiality of the information will be maintained.

LIMITATIONS OF THE STUDY

- Only small population of the consumers were studied, which may not be enough to consumers throw correct picture.
- The consumers were reluctant to answer the questions and the response may be biased. The answer given by the consumers were vague to deduct exact figures .

INCLUSION CRITERIA FOR THE STUDY

- Dental surgeons who have seen and know about clear aligners and dental surgeons who have no idea about clear aligners.
- Dental Surgeons who are willing to know about clear aligners.
- Dental surgeons who are willing to carry out orthodontic treatment at their clinic.
- Dental surgeons who have adult patients willing to get orthodontic treatment done
- Dental surgeons who have patients willing to pay that much amount of money for orthodontic treatment

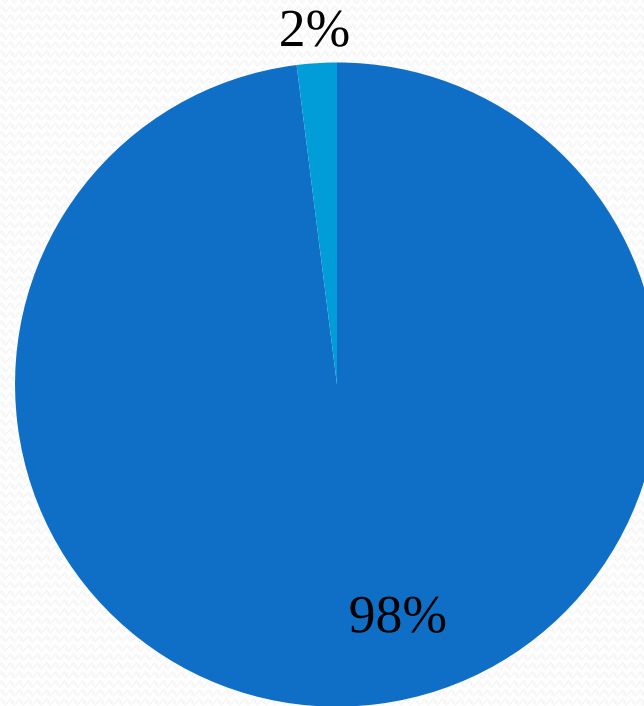
EXCLUSION CRITERIA FOR THE STUDY

- Dental surgeons who do not have interest to participate in the study.
- Dental surgeons who are not cooperative.
- Dental surgeons who have patients willing to get orthodontic treatment done but are having mixed dentition and are <14 years old
- Dental surgeons who have patients not willing to pay huge amounts of money(around 1 lakh) for the orthodontic treatment
- Dental surgeons who have patients with large skeletal deformities or orthognathic deformities

DATA ANALYSIS

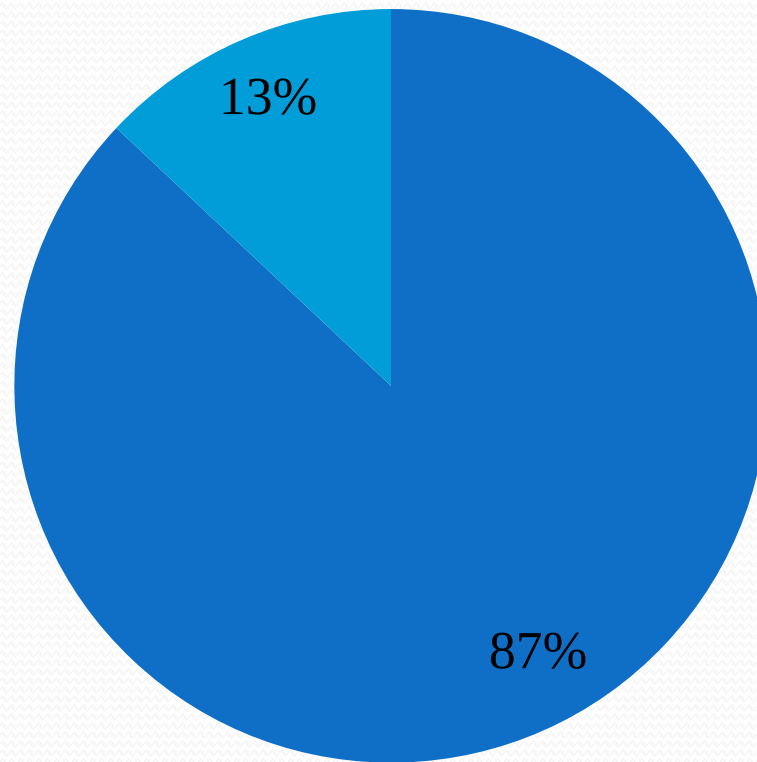
PREFERENCE OF TREATMENT MODALITY FOR MALOCCLUSION CORRECTION

■ braces on facial/buccal aspect ■ lingual braces ■ clear aligners



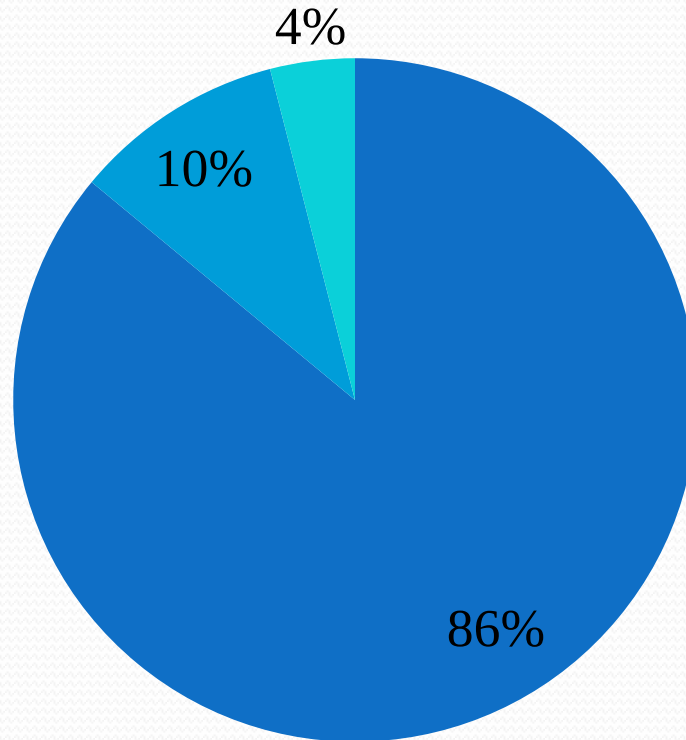
KNOWLEDGE ABOUT CLEAR ALIGNERS

■ no knowledge ■ little knowledge ■ complete knowledge



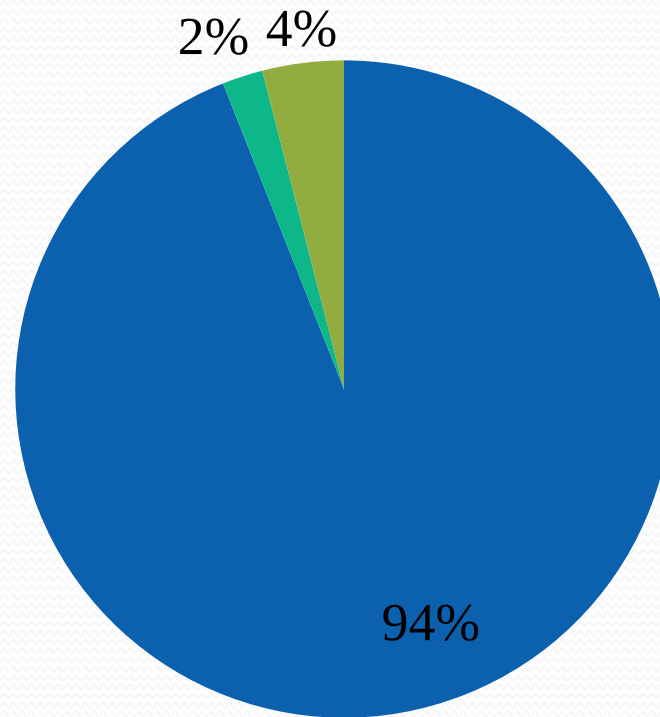
DISTRIBUTION OF ORTHODONTIC PATIENTS

■ 11 to 20 yrs ■ 21 to 30 yrs ■ above 30yrs

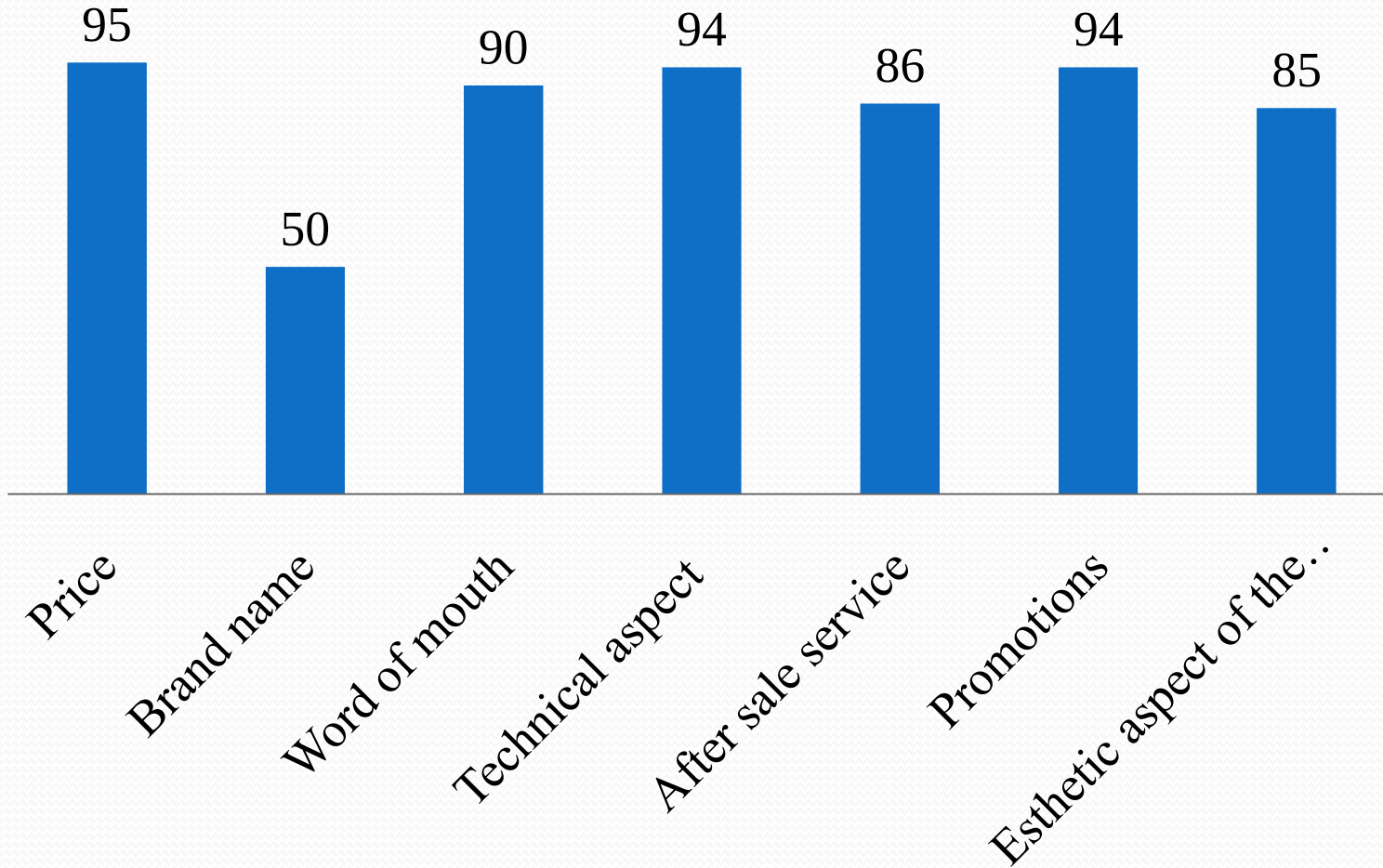


REASON TO SWITCH TO BRAND/TREATMENT MODALITY

- quality of product
- price rise of current brand
- scheme of brands
- advertisement impact
- to try new option
- influenced by others

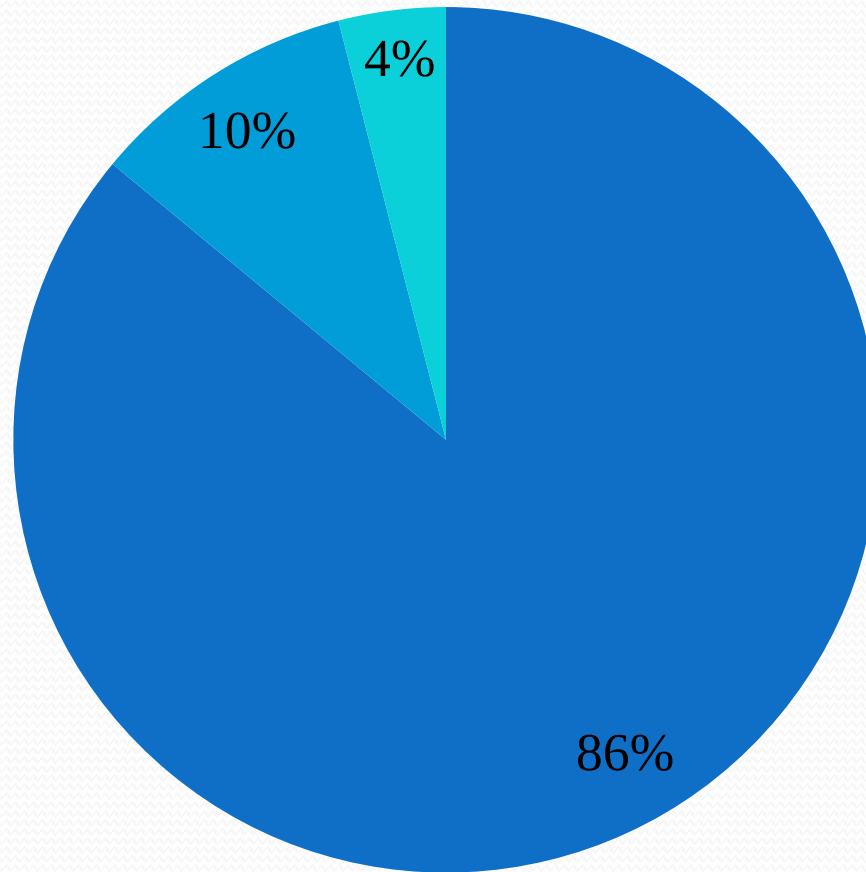


FACTORS INFLUENCING PURCHASING DECISION

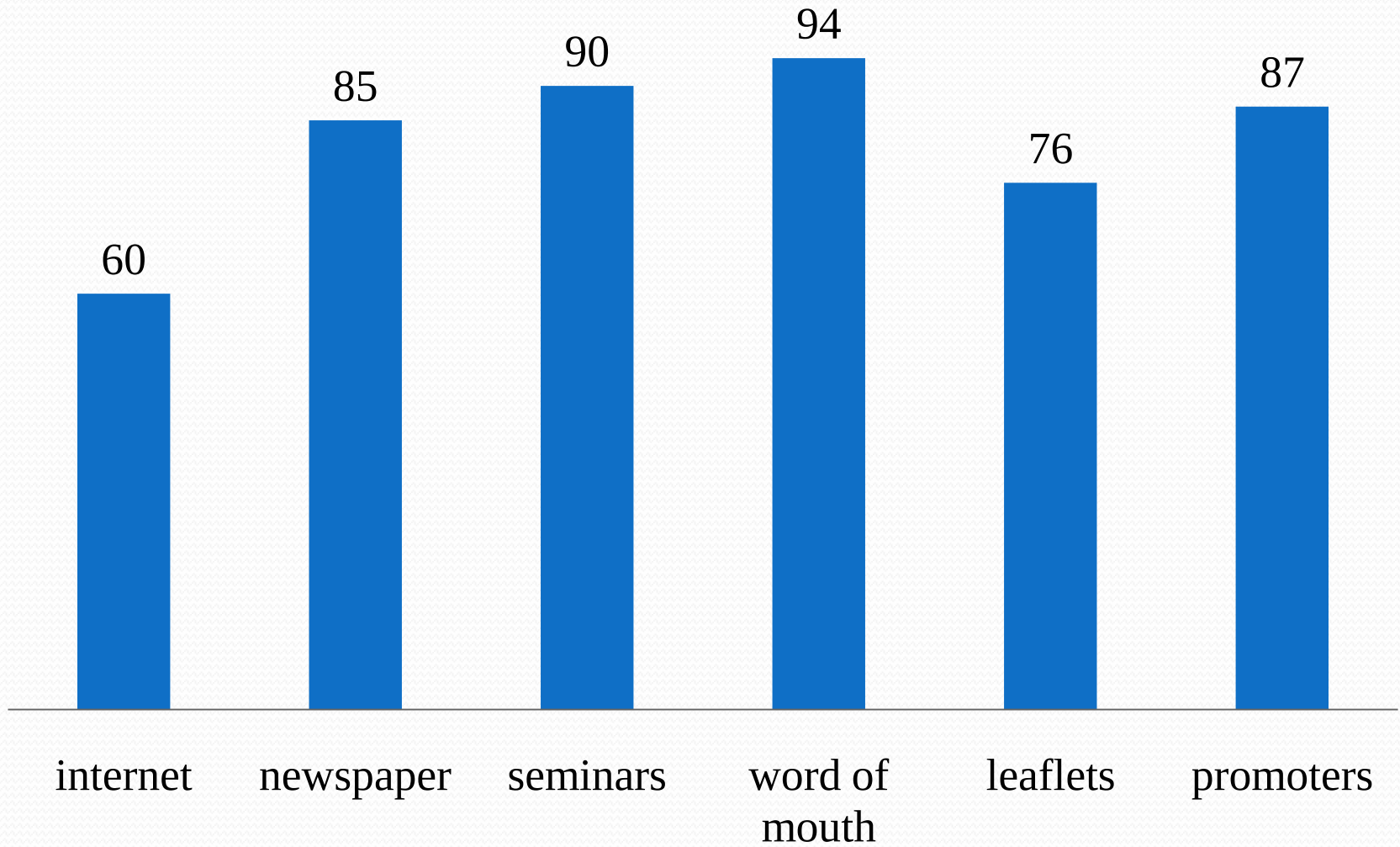


EXPECTED PRICE FOR CLEAR ALIGNERS

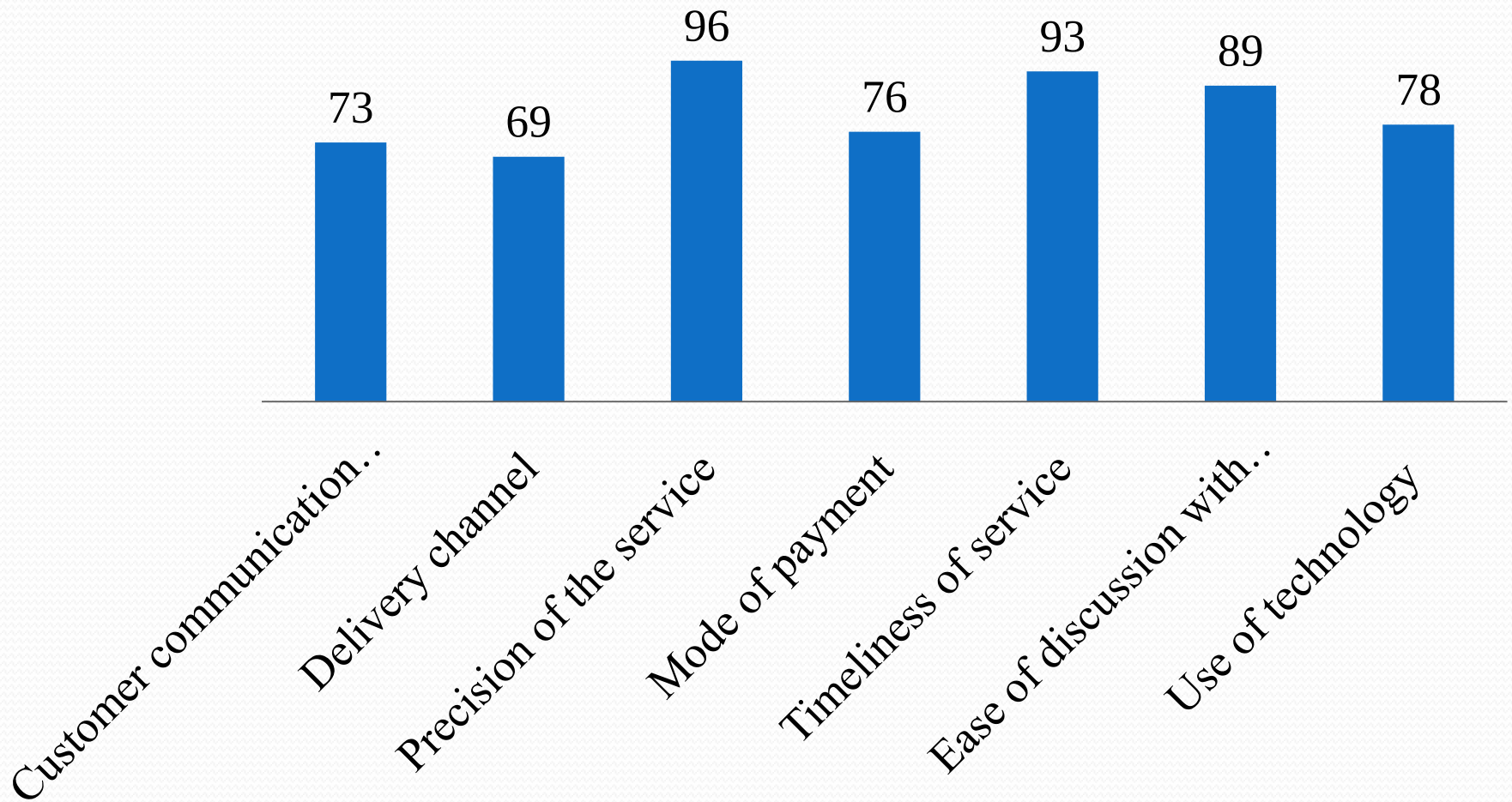
■ Rs 30000 TO 40000 ■ Rs 41000 to 50000 ■ Rs 51000 to 60000



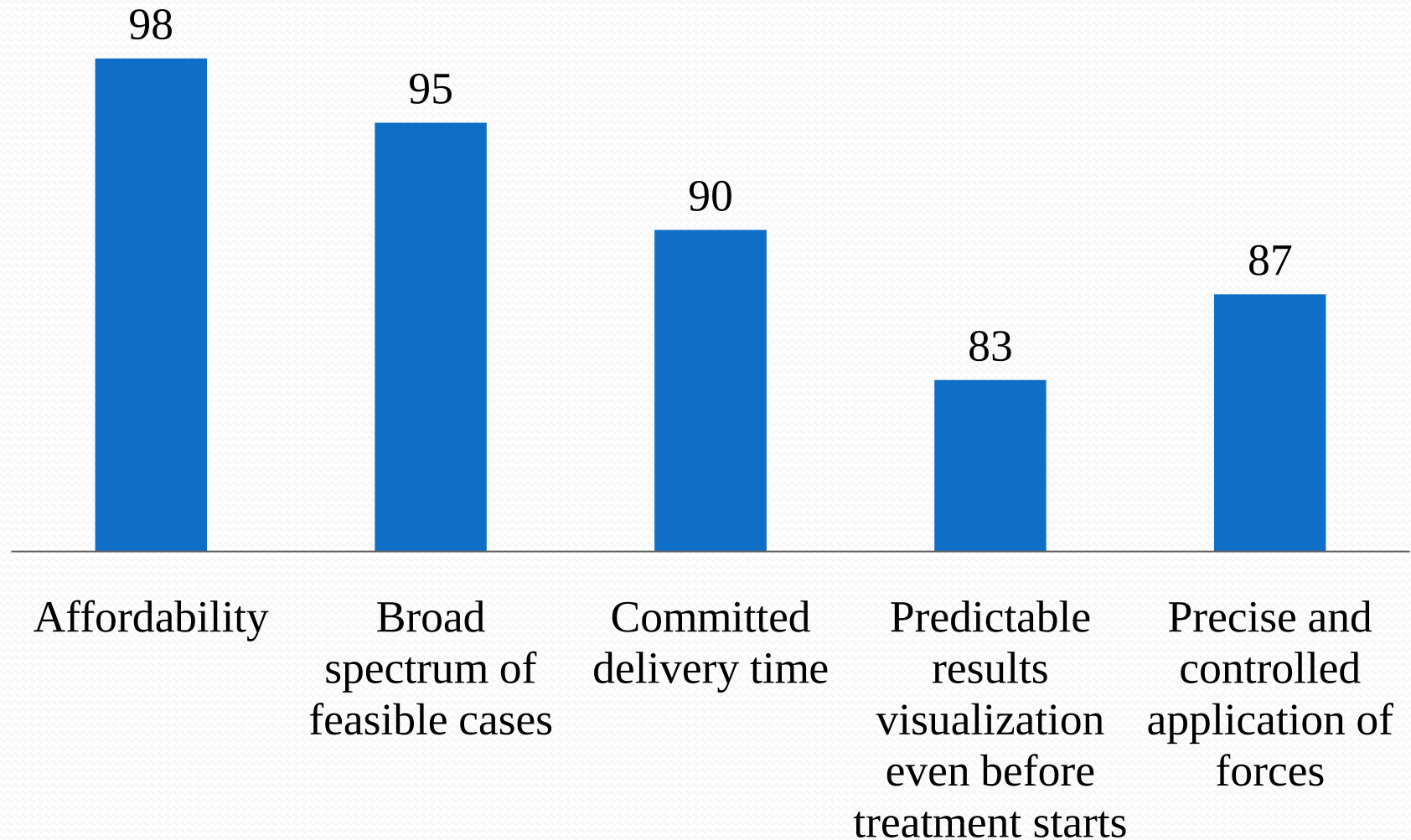
PREFERENCE FOR PROMOTION



FACTORS IMPORTANT FOR SERVICE JUDGEMENT

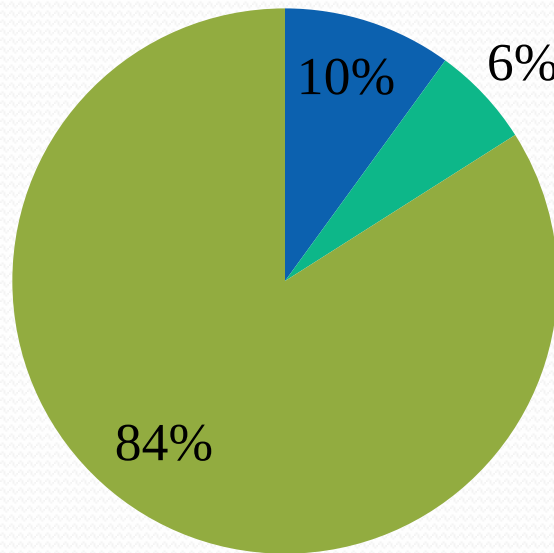


EXPECTATION FROM ORTHODONTIC ALIGNERS



FACTORS TO DETERMINE TRUST WORTHINESS OF BRAND

- Product origin
- Awards received
- Customer's privacy
- Laboratory recommendation
- Editorial recommendation
- Dealer's reliability and capability



CONCLUSION

- Lack of awareness about the Clearpath aligners among the dentist and resistance to try new treatment modality is the reason for less demand for aligners among the consumers.
- This product is affordable by upper middle class and high class patients, preferred mostly by patients of age above 17 yrs since they focus more on esthetics and are more social.
- Major factors to switch to a new treatment option are quality of the product and influence by colleagues/ patients who demand for clear aligners.
- Factors influencing purchase decisions are price of the aligners, word of mouth, technical aspect of the product, timeliness and accuracy of the services.
- Effective promotion methods are seminars, workshops, newspapers, sales executive's personal visit to dental clinics.
- Dentists expect that the aligners must treat broad spectrum of cases.

RECOMMENDATIONS

- Awareness can be increased by conducting workshops by a trained professional or senior practitioners.
- Most dental surgeons believed that clear aligners can treat only mild to moderate malocclusion and can be used adjacent to fixed orthodontic treatment. This misconception can be removed by continuous motivation, awareness and workshops and seminars for the dental surgeons.
- Awareness can be increased by advertising about the product in leading television channels.
- Sales Team Initiative: Sales team could meet existing dissatisfied clients and change client dissatisfaction into client delightedness.
- Dental surgeons were not willing to buy clear aligners. This could be improved by reducing cost or market penetration by developing new strategy like promotional strategy.
- Patient education using print media/online media.

OTHER SUGGESTIONS GIVEN BY **THE DENTAL SURGEONS**

- Clear path aligners are too expensive and their cost should be reduced.
- Proper workshops should be conducted to train the dentists to carry out the desired treatment by international speakers or senior practitioners.
- Patient awareness to be increased by advertisement and approaching the public
- Standees to be installed in huge hospitals.

Thank You!

