

CONSUMER BEHAVIOUR AND MARKET INVESTIGATION OF ANTIDIABETIC DRUGS IN A MAJOR CITY OF INDIA

Under the Supervision and Guidance
of

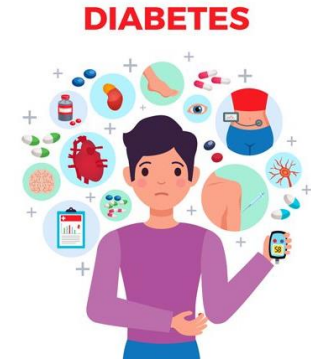
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Submitted by :
Course:

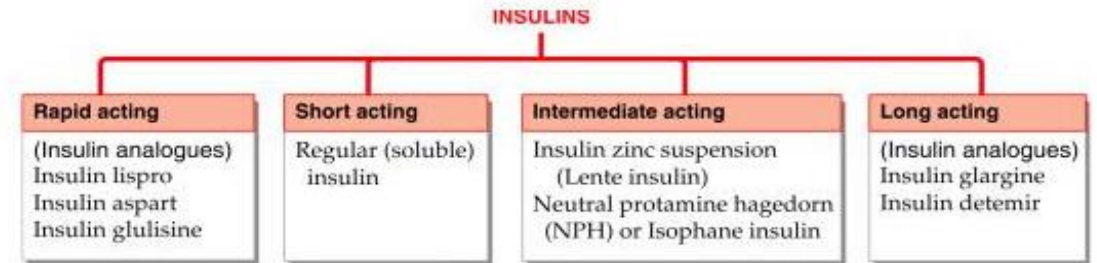
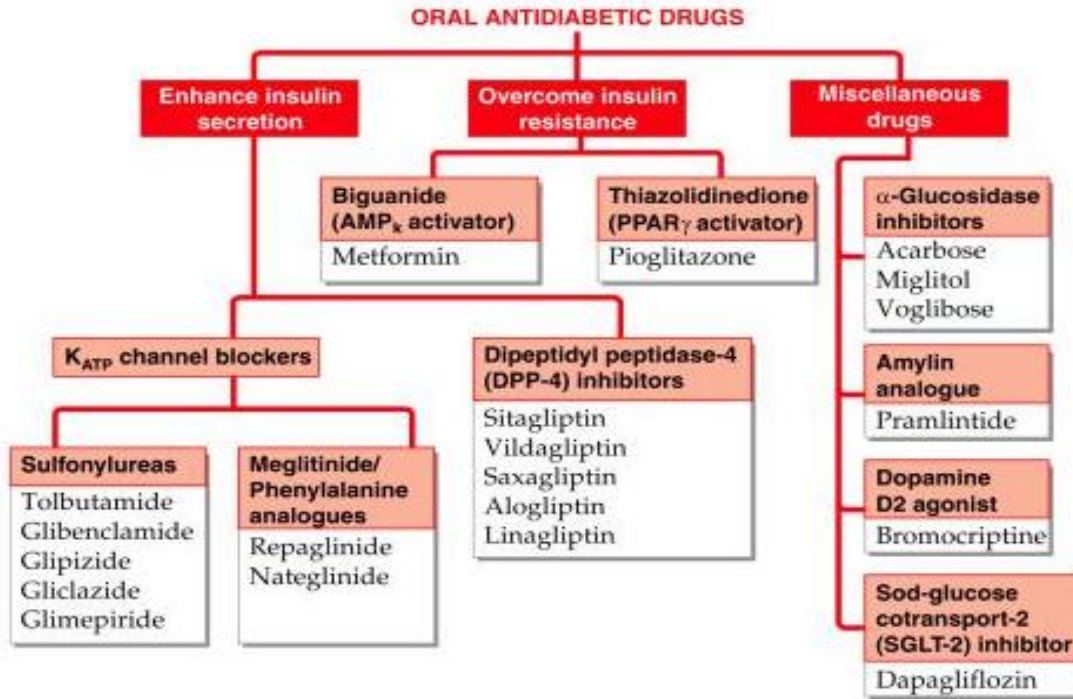
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DIABETES

Diabetes is a long-standing health problem that occurs when the pancreas is unable to produce the necessary amount of insulin or when the body is unable to sufficiently use the insulin produced.



Sr. No.	Type of Diabetes	Characteristic
1.	Type 1	- Also known as insulin-dependent, juvenile or childhood-onset - characterized by deficient insulin production and requires daily administration of insulin
2.	Type 2	- Affects how your body uses sugar (glucose) for energy. - It stops the body from using insulin properly, which can lead to high levels of blood sugar if not treated.
3.	Gestational	- Women with gestational diabetes are at an increased risk of complications during pregnancy and at delivery. - These women and possibly their children are also at increased risk of type 2 diabetes in the future.



TREATMENT OF DIABETES

WHY IS THE STUDY IMPORTANT?

To achieve the best possible patient results and commercial success, it is essential for pharmaceutical firms as well as healthcare practitioners to understand consumer behavior and market dynamics around these products.

PARAMETERS



**Views and
Attitudes**



**Consumer
Decision-Making
Processes**



Market Dynamics



**Digital Health
Solutions**

OBJECTIVES OF THE STUDY

To examine the factors influencing consumer behavior towards antidiabetic drugs

To investigate the market dynamics of antidiabetic drugs in the urban city

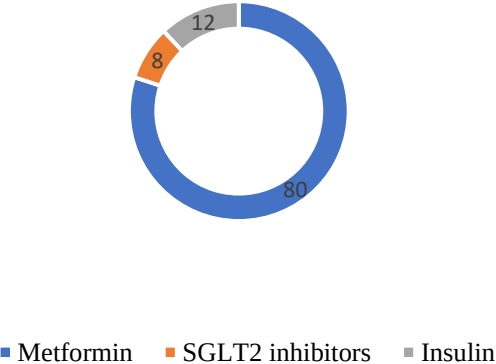
To determine the impact of demographic characteristics on customer behavior, such as age, gender, income, education level, and occupation

To assess consumer satisfaction and adherence to antidiabetic drugs

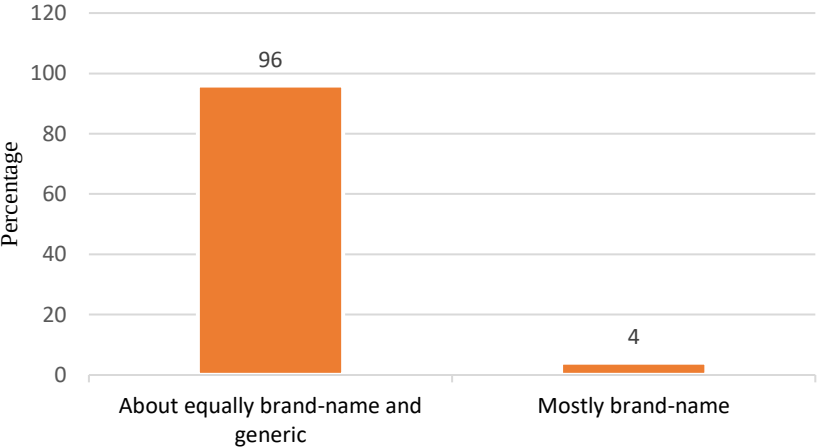
To provide recommendations for effective marketing strategies and interventions

PHYSICIAN'S PERSPECTIVE

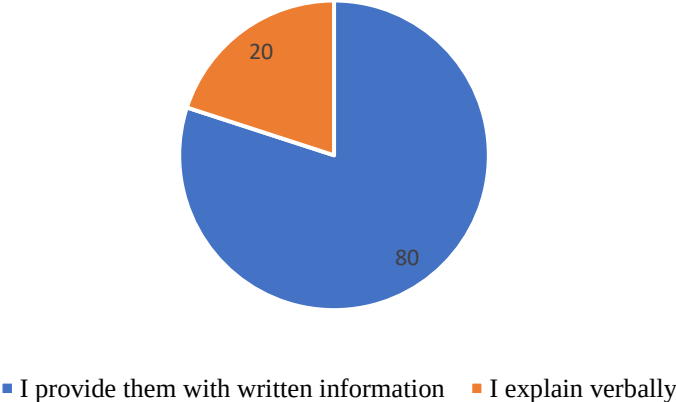
Most prescribed Drugs



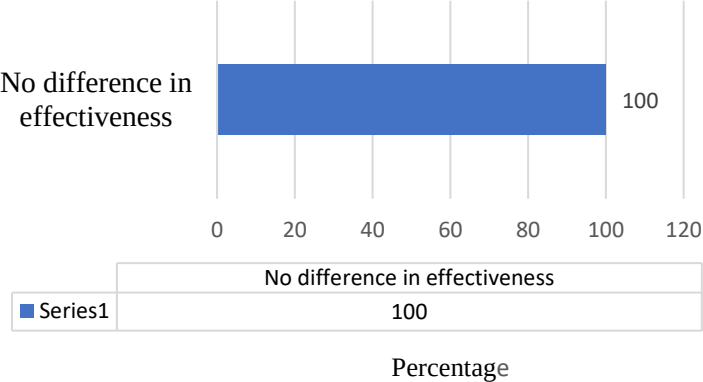
Prescribing brand-name vs generic versions



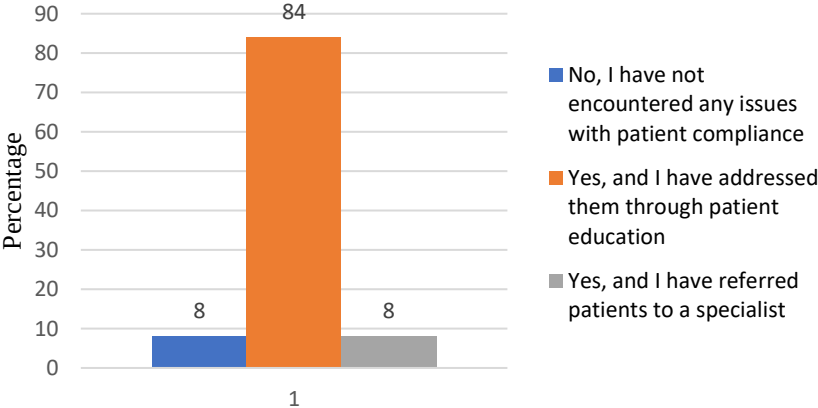
Mode of Information about drugs to patients



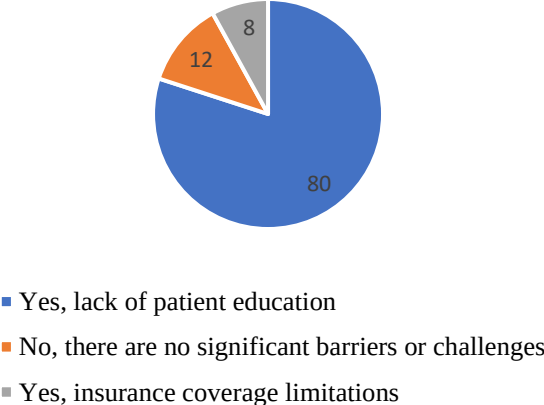
Difference in efficacy of brand name and generic drugs



Strategies used to address issues with patient compliance



Barriers to prescribing antidiabetic drugs



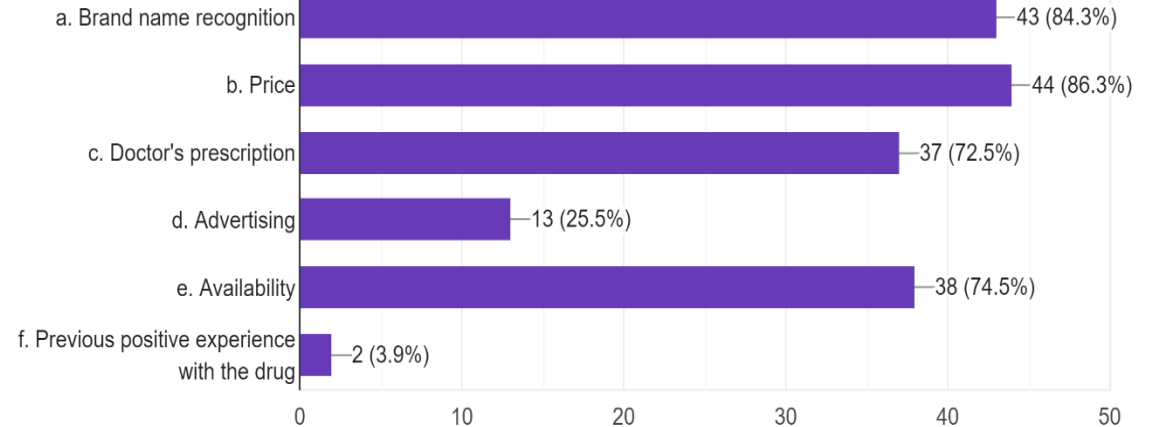
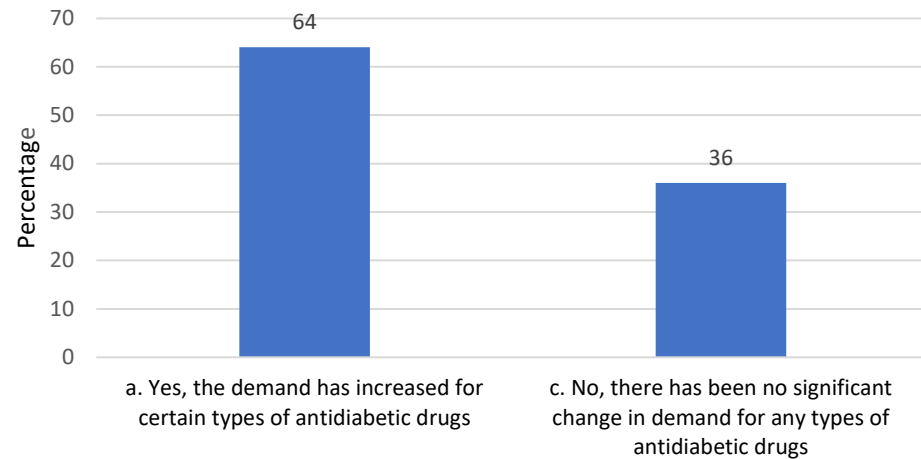
PHYSICIAN'S PERSPECTIVE

- Approximately 76% physicians prescribe antidiabetic drugs to patients frequently.
- Metformin is the most often prescribed medicine for Type 2 diabetes, while insulin therapy is the major therapeutic option for Type 1 diabetes.
- Brand name and generic drugs are equally prescribed, but a minor portion prefers brand-name drugs due to consumer preferences.
- Physicians address problems encountered during treatment by providing information and educating the patient.
- 92% attend conferences to stay updated on antidiabetic drugs.

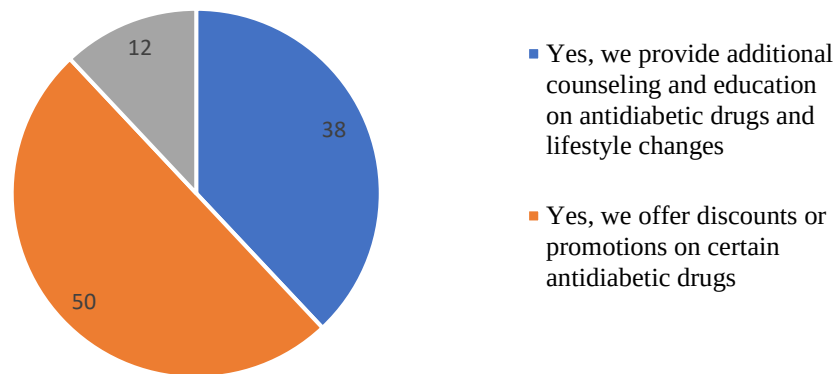


PHARMACIST'S PERSPECTIVE

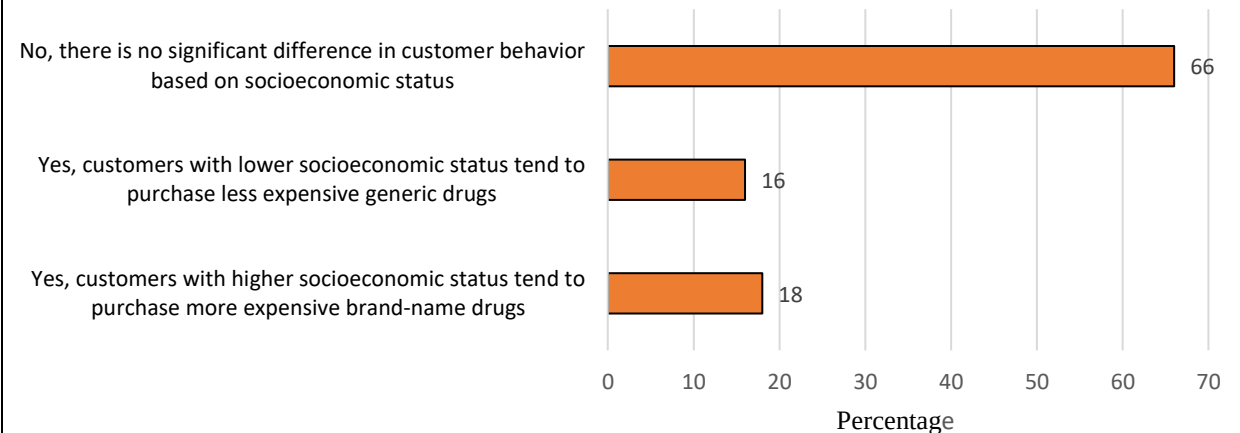
Trends in demand for specific antidiabetic drugs

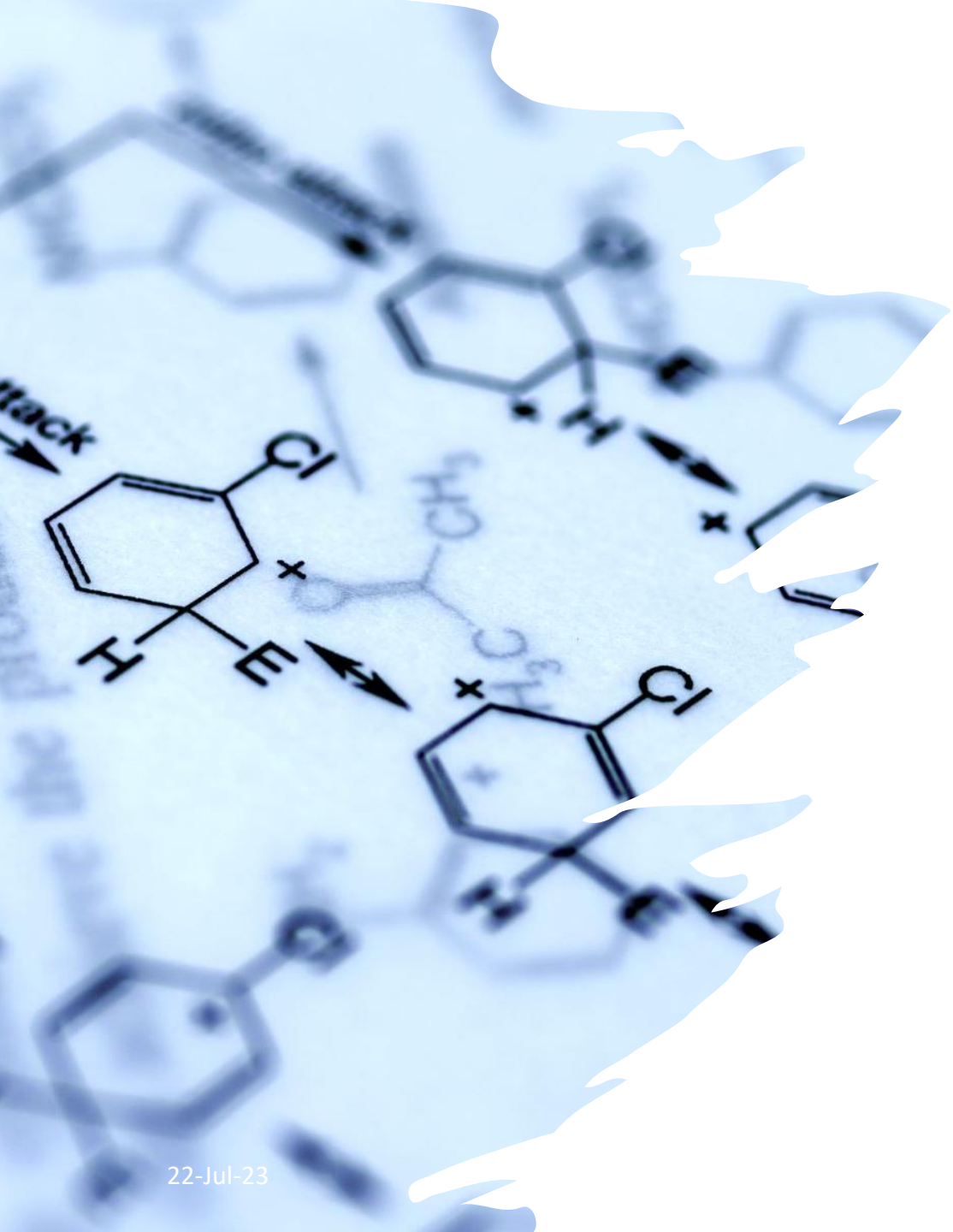


Additional services or resources provided to customers



Differences in consumer behavior based on socioeconomic status



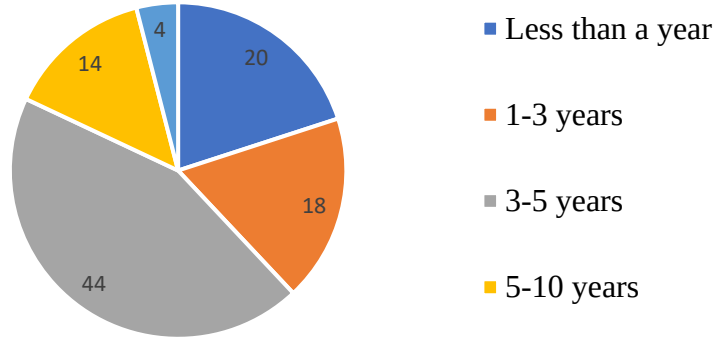


PHARMACIST'S PERSPECTIVE

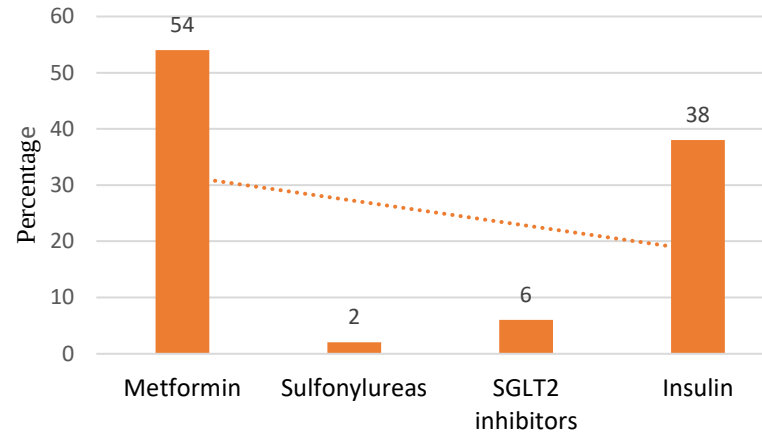
- Because of deteriorating lifestyles and the therapy being a long-term therapy, the need for anti-diabetic drugs has skyrocketed.
- Fast-moving medicines, such as metformin, insulin, and sulfonylureas, are stocked up by chemists.
- Most people pay for treatment out of their own pockets and are not covered by insurance.
- 38% of chemists offer education, and 50% offer savings as extra services.
- To establish their opinions, chemists examine medical papers and speak with peers.
- 66% of chemists reported no substantial barriers to selling diabetes medications in their location.

PATIENT'S PERSPECTIVE

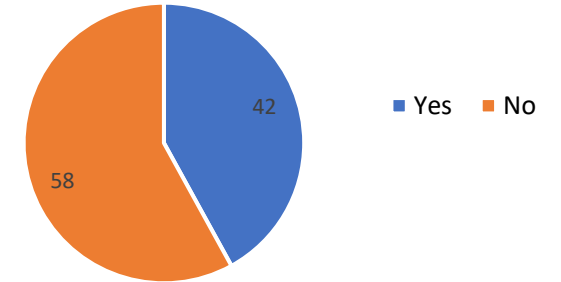
How long has the patient been diagnosed with diabetes?



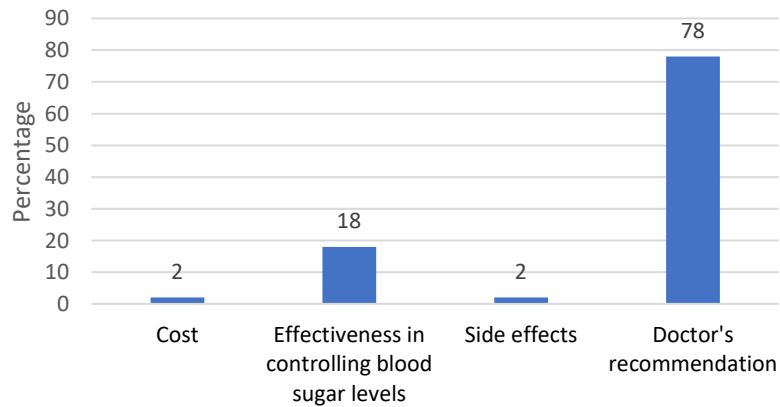
Type of antidiabetic drug being consumed



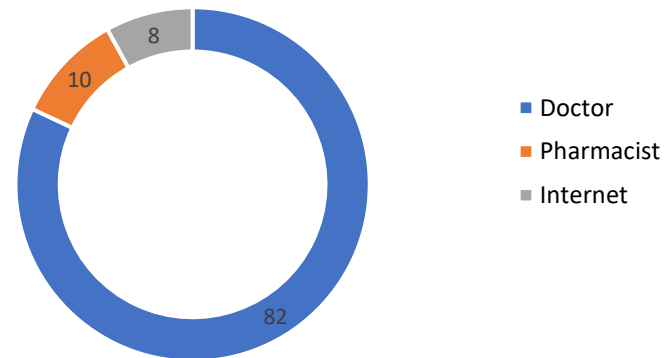
% of patients to switch from brand name to generic drugs



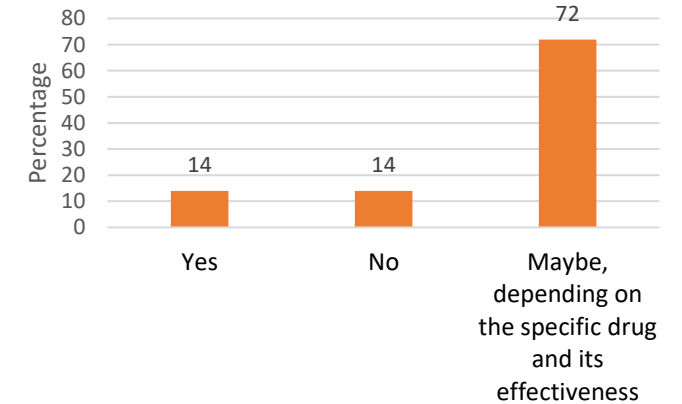
Factors influencing purchase decision of antidiabetic drugs



Primary source of Information



Willingness to switch to a more efficient therapy



PATIENT'S PERSPECTIVE

- The study discovered that 44% of patients had diabetes for 3-5 years, with 62% having type 2 diabetes, 32% having type 1 diabetes, and 6% having gestational diabetes.
- Metformin and insulin were the most prescribed hypoglycemic medications, and most patients chose to buy medicines from pharmacies rather than internet pharmacies.
- Patients' purchasing behavior was influenced by factors such as doctor's prescription, efficacy of therapeutic medicines, and cost of therapy.
- Doctors (82%), chemists (10%), and the Internet (8%), were the key sources of information for patients on medicines and therapy.
- The sample population was content with the availability of anti-diabetic medications in their location, and 72% were prepared to switch to a new drug if it was proved to be more effective than the currently available therapies.



MARKET ASSESSMENT

India Anti-Diabetic Drug Market Size

- The industry is predicted to increase at a compound annual growth rate (CAGR) of 16% between 2023 and 2028. The market is expected to be worth \$8.8 billion by 2028.
- Eli Lilly, AstraZeneca, Sanofi, and Janssen Pharmaceuticals have key positions as market leaders in the Indian diabetes medicine industry.

DRUG PRICING

DRUG	PERCENTAGE	BRAND MRP (Rs)	BPPI (Rs)
Glibenclamide	63%	8	5
Gliclazide	35%	62	22
Glimepiride	31%	16	5
Pioglitazone	16%	76	12
Biphasic Isophane Insulin	57%	157	90
Insulin Glargine	55%	565	310
Glimepiride + Metformin Sr	50%	48	24
Acarbose	90%	69	62
Gliclazide Sr	66%	61	40
Voglibose + Metformin	30%	47	14
Insulin Injection (Human Recombinant)	45%	157	71
Teneligptin	72%	69	50
Metformin SR + Glimepiride Tablet	51%	65	33
Metformin SR Tablets	64%	28	18
Glibenclamide + Metformin HCl	69%	16	11
Voglibose Tablets	55%	20	11
Glipizide + Metformin	67%	12	8
Hydrochloride			
Metformin Hydrochloride Tablets Prolong	75%	8	6
Gliclazide + Metformin	23%	153	35
Hydrochloride			
Metformin (SR) + Pioglitazone	89%	28	25

- The term "**generic drugs**" refers to medications that have the same amount of the active ingredients (components that can treat the ailment the medication is prescribed for) as the name-brand medication.
- The **FDA** requires drug producers to give proof demonstrating how generic drugs may be used as effective alternatives for brand-name pharmaceuticals while providing equivalent therapeutic benefits. Pharmaceutical firms must guarantee that the generic medication is comparable to the brand-name counterpart in the areas mentioned when filing an **abbreviated new drug application (ANDA)**.
- Because there is **no need to recreate costly clinical trials undertaken for new drugs, and there is no need for expensive advertising, marketing, and promotional efforts**, generic producers may provide their products at cheaper rates.

CONSUMER BUYING BEHAVIOR

- The phrase "**consumer behavior**" refers to the actions that people engage in to find, select, analyze, and purchase items and services that they feel will meet their wants and aspirations.
- Cultural, social, personal, psychological factors affect a person's purchasing behavior.
- Doctor's prescriptions, awareness about the therapeutic efficacy of the drugs, shift in mindsets of people towards generic and branded drugs also plays an important role in consumer behavior.



CONCLUSION

Consumers' decisions on which drugs to choose are significantly influenced by things like product efficacy, brand reputation, pricing, side effects, and doctor's recommendations.

Consumer preferences were found to be impacted differently by demographic parameters as age, income, and education level.

The study highlights the significance of information accessibility, and pharmacy accessibility as influencing variables in consumer behavior.

The study also highlights the fierce competition faced by pharmaceutical firms in big cities, where brand positioning and promotional efforts are crucial for market penetration.

RECOMMENDATIONS



Pharmaceutical Companies

Invest in R&D to boost overall treatment results.

Create a strong brand reputation through building trust with customers and healthcare professionals

Healthcare Providers

Enhance patient education and communication

To track the success of your treatment and deal with any problems, encourage frequent follow-ups and patient participation.

Policymakers

Promote public-private partnerships to enhance diabetes management, including initiatives to raise awareness and promote access to affordable, effective treatment.

Initiate research and development projects to meet the unique healthcare issues and demands of the urban population.



THANK YOU!!!

