

DISSERTATION PROJECT

Study of Different corona
vaccine market and
customer satisfaction

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COVID19

INTRODUCTION

- India's COVID-19 vaccination market is expected to grow over 2.3 Billion US dollars by the end of year 2027 with an approximate growth of more than 25% during forecasting
- Every covid vaccine make the immune response generate more antibodies in response to fight COVID-19



EPIDEMIOLOGY OF COVID-19

- COVID-19 was first identified in Wuhan, China in December 2019
- Declared pandemic on 11 March 2020
- The incubation period is between 2 and 14 days
- Symptoms include fever, chills, cough and shortness of breath
- 14%–19% of ill persons are hospitalized
- 3%–5% will develop severe disease

REASONS FOR THE GROWTH OF INDIA'S CORONA VACCINE MARKET IS

APPROVAL

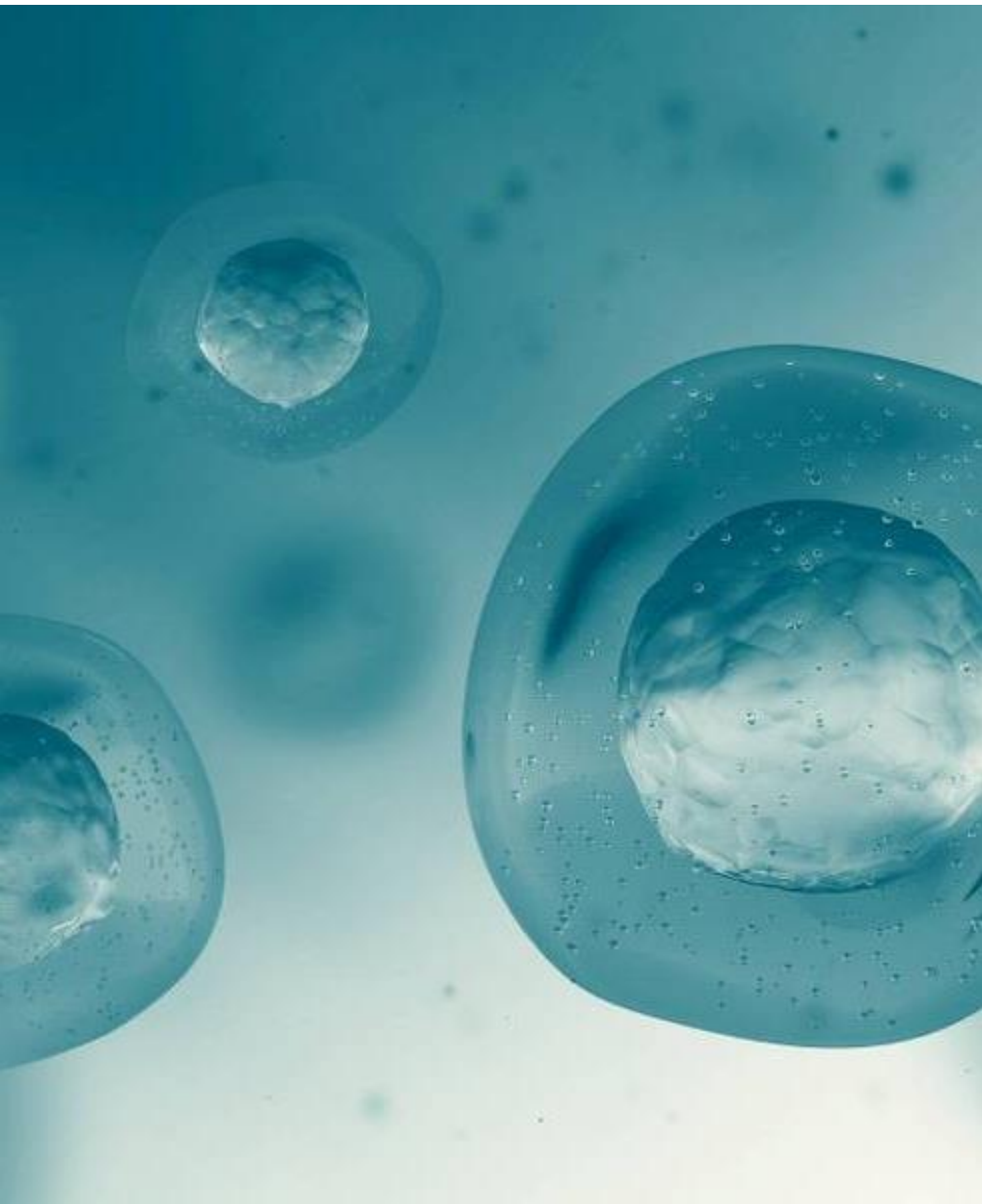
Approval of new vaccines in market

PROGRAMME

Focus on various immunization programs

GOVERNMENT SUPPORT

Main factor is increase in government support of development of vaccines in India



TYPES OF VACCINES WHICH ARE CURRENTLY AVAILABLE FOR USE IN INDIA

(MRNA) VACCINE

This type of vaccine uses mRNA to transmit cells instructions for how to generate the protein which is S which is found on the COVID-19 virus itself .

VECTOR VACCINE

In this type of vaccine, genetic material from the COVID-19 virus is placed in a modified version of a different virus (viral vector).

PROTEIN SUBUNIT VACCINE

Subunit vaccines include only the parts of a virus that best stimulate your immune system

MAJOR PLAYERS DOMINATING VACCINE MARKET

- SERUM INSTITUTE OF INDIA
- ZYDUS CADILA
- BIOLOGICAL E. LIMITED
- GENNOVA BIOPHARMACEUTICALS LIMITED
- BHARAT BIOTECH INTERNATIONAL LIMITED
- DR. REDDY'S LABORATORIES LTD.

RESEARCH QUESTION



- Should pharmaceutical vaccine companies or government should work more on awareness of covid 19 vaccine to make people more acceptable towards covid 19 vaccines ???



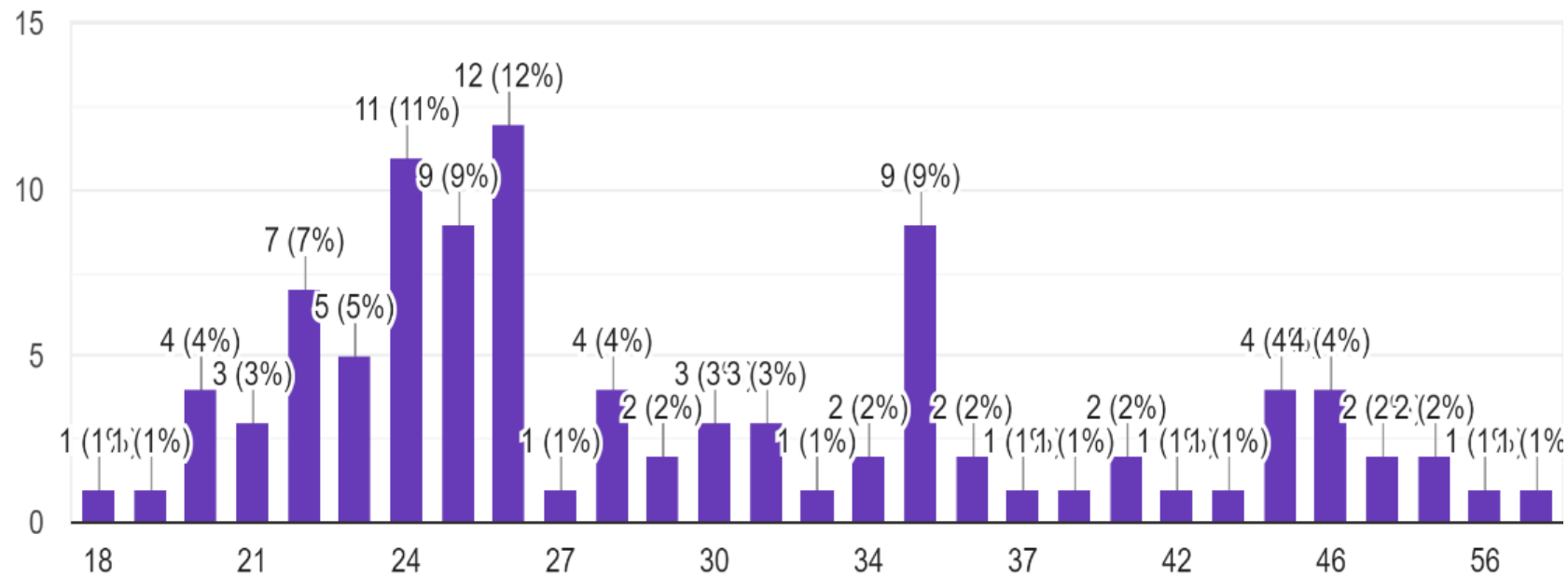
OBJECTIVES

- TO ASSESS THE KNOWLEDGE AND UNDERSTANDING THE PERCEPTION OF PEOPLE TOWARDS COVID 19 VACCINES
- TO ANALYSES HOW MUCH PUBLIC IS AWARE OF COVID 19 VACCINES AVAILABLE IN INDIAN MARKET
- TO ANALYSES THE ACCEPTANCE OF COVID 19 VACCINE BY DIFFERENT AGE GROUP



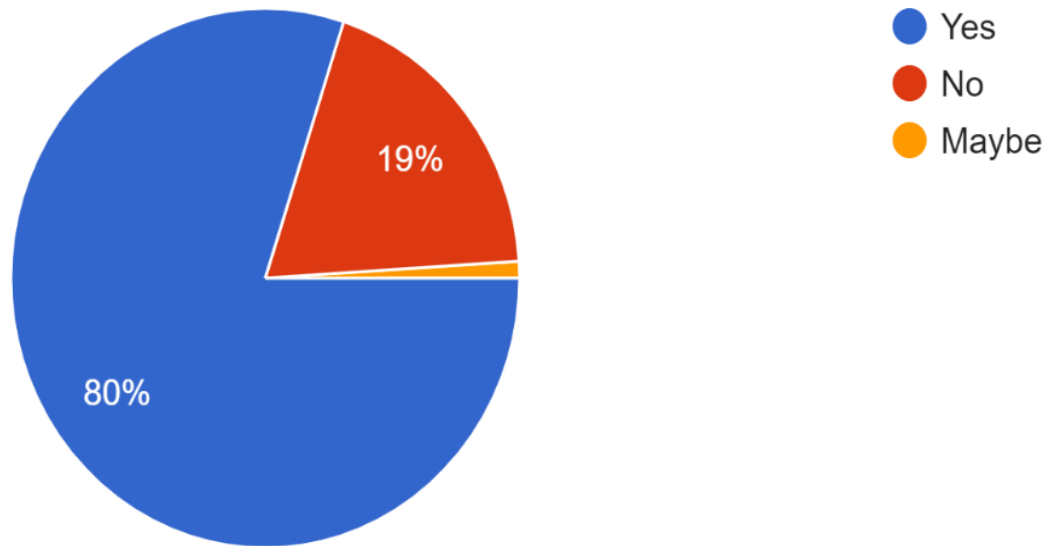
RESULTS AND FINDINGS

1. AGE OF RESPONDENTS



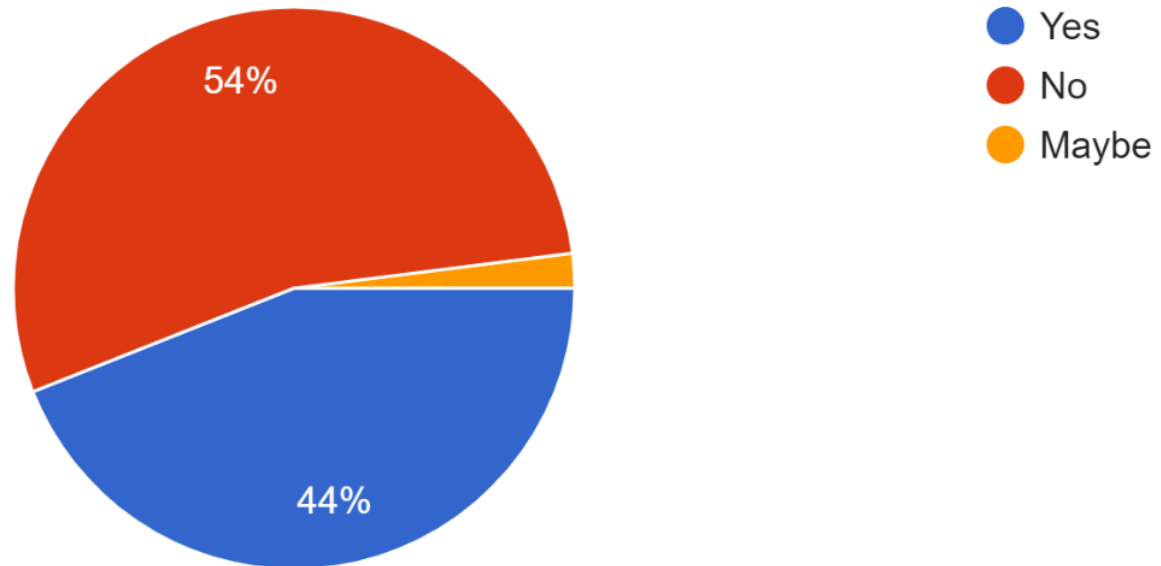
According to the survey people of different age groups from 18 to 56 took part in this survey so that we can analyse perception of people from different age groups

VACCINATION STATUS OF RESPONDENTS

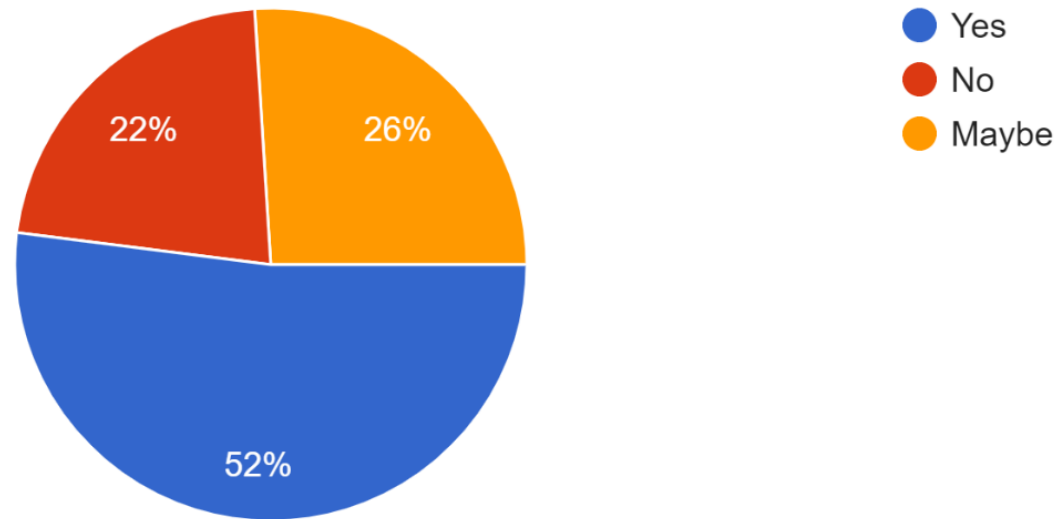


- According to the survey most of the people are vaccinated that is 80 % of people which took part in this survey are vaccinated either fully or partially
- Remaining 19% of people are not vaccinated and 1% of people are not sure whether they are vaccinated or not

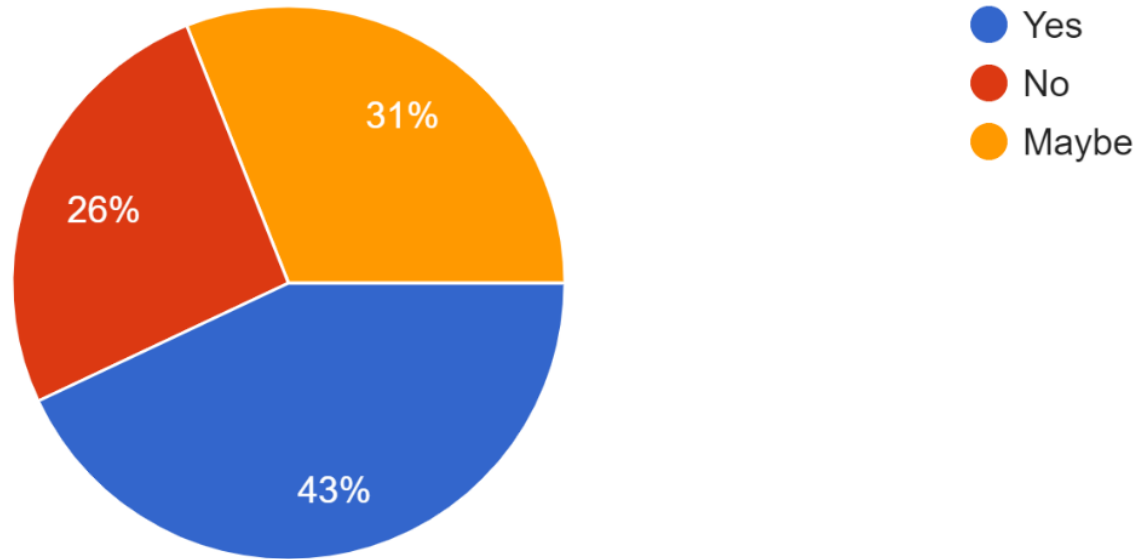
HAVE YOU BEEN DIAGNOSED OF COVID-19?



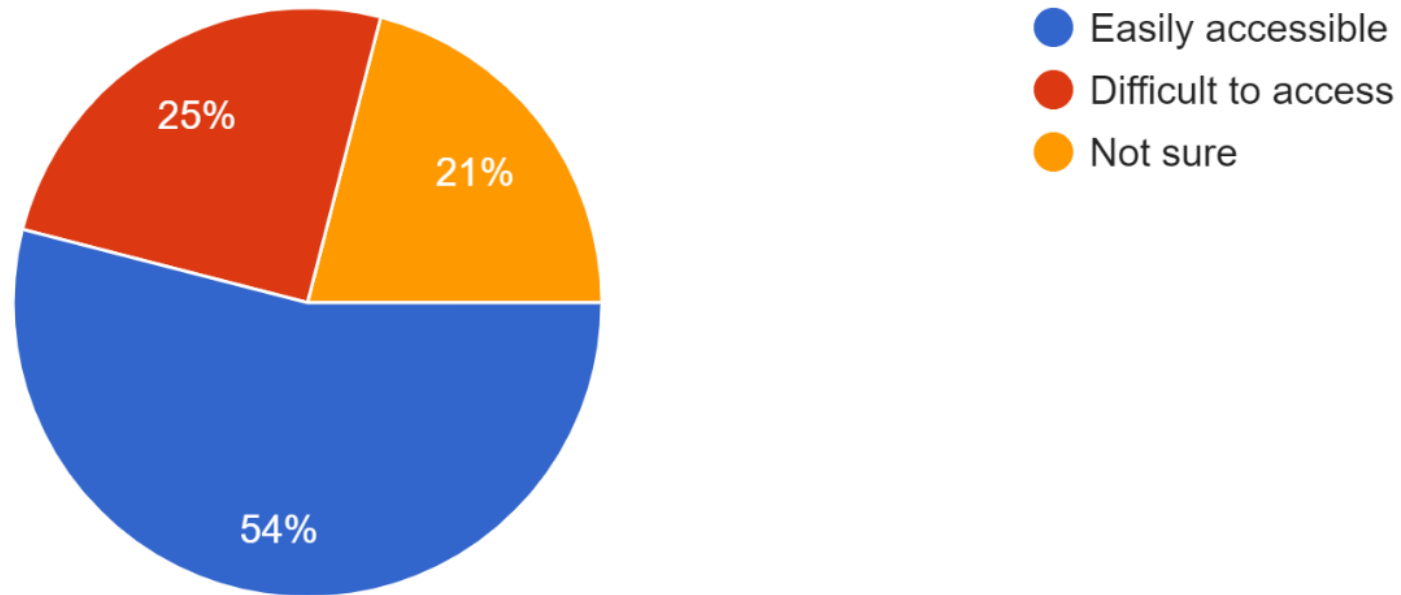
DO YOU TRUST THAT THE VACCINE WILL PREVENT YOU FROM COVID-19?



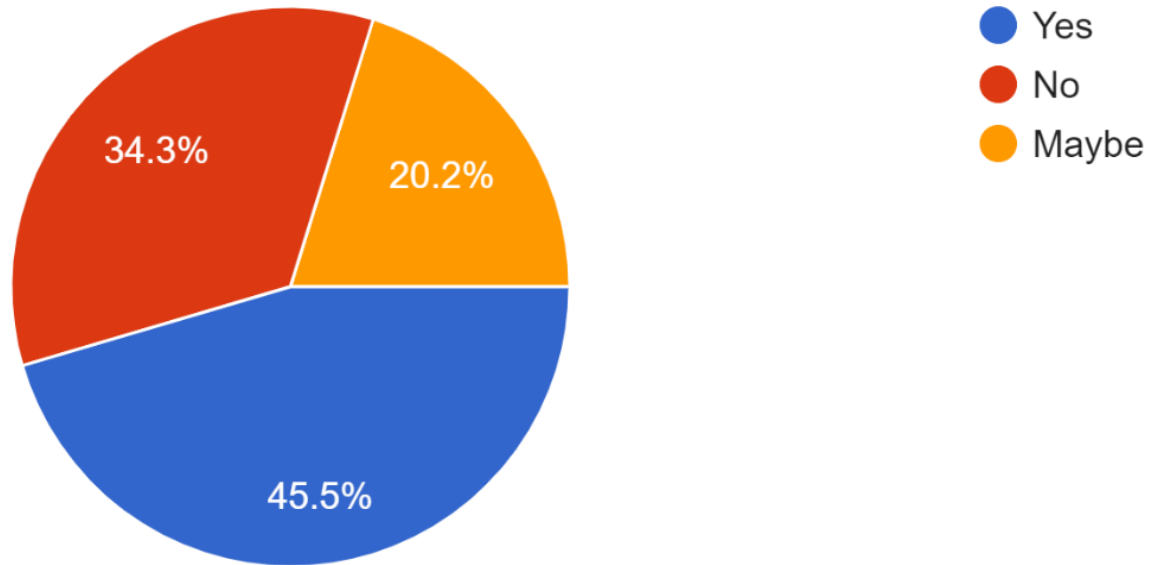
WOULD YOU TRUST THE VACCINE IF SOMEONE CLOSE TO YOU WOULD VACCINATE?



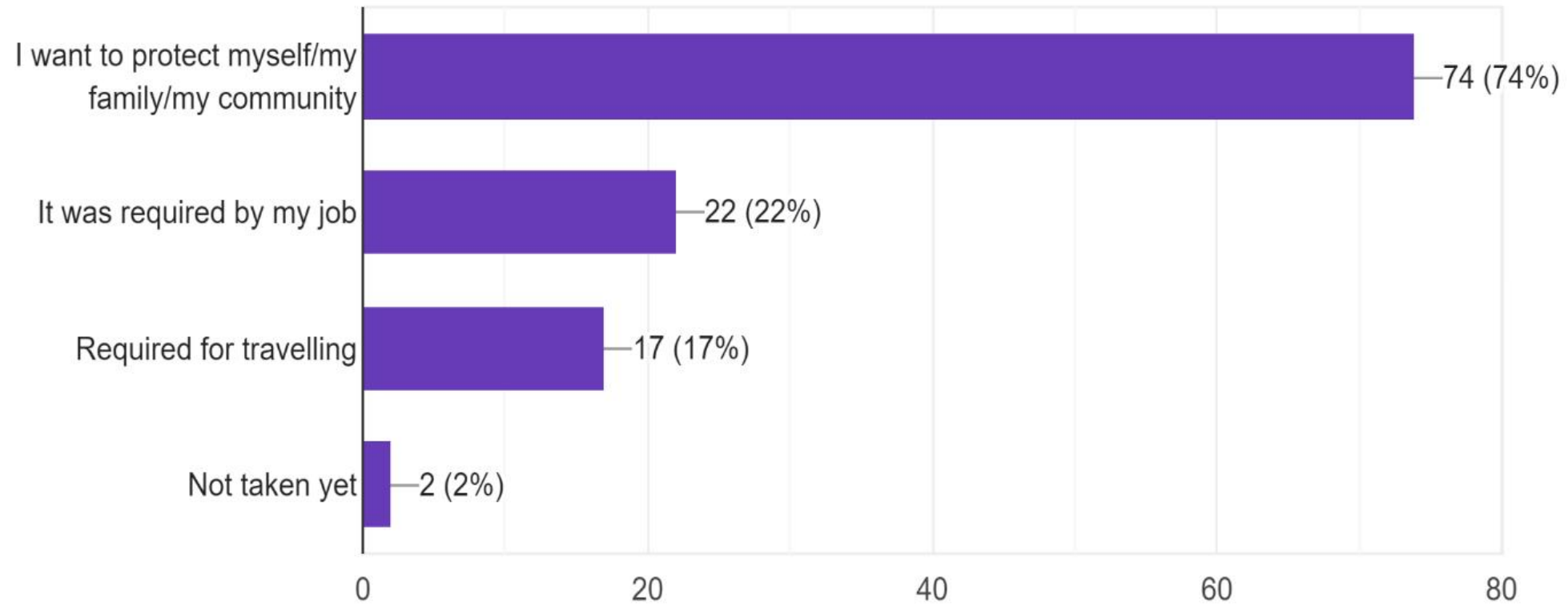
HOW ACCESSIBLE DO YOU THINK COVID-19 VACCINES WILL BE ?



IS THERE ENOUGH AWARENESS AND INFORMATION ABOUT COVID-19 VACCINES?

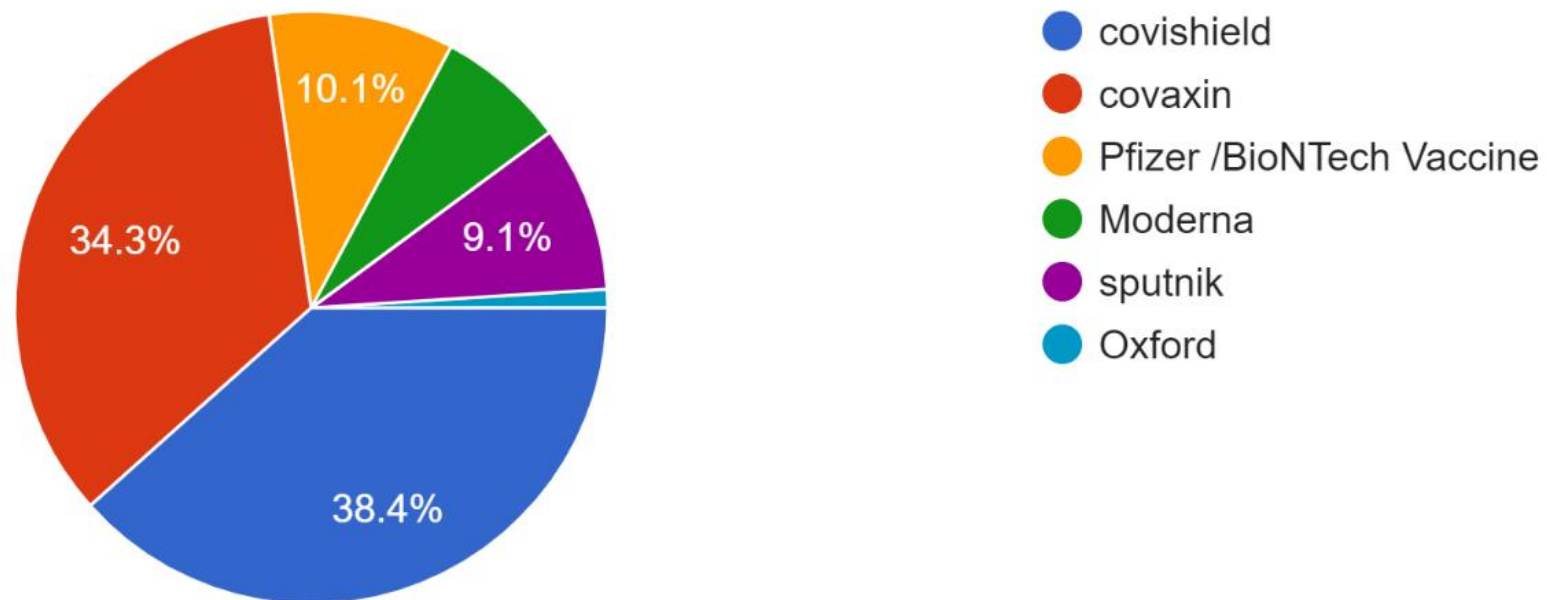


WHY DID YOU CHOOSE TO TAKE THE VACCINE? (SELECT ALL THAT APPLY)



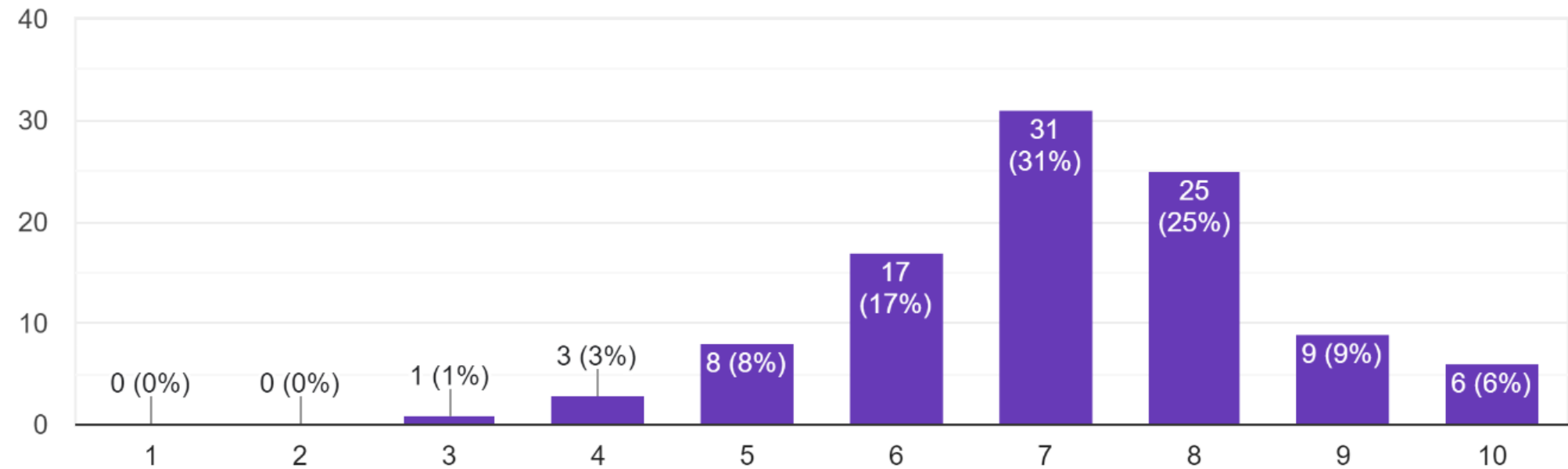
Which vaccines do you prefer?

99 responses



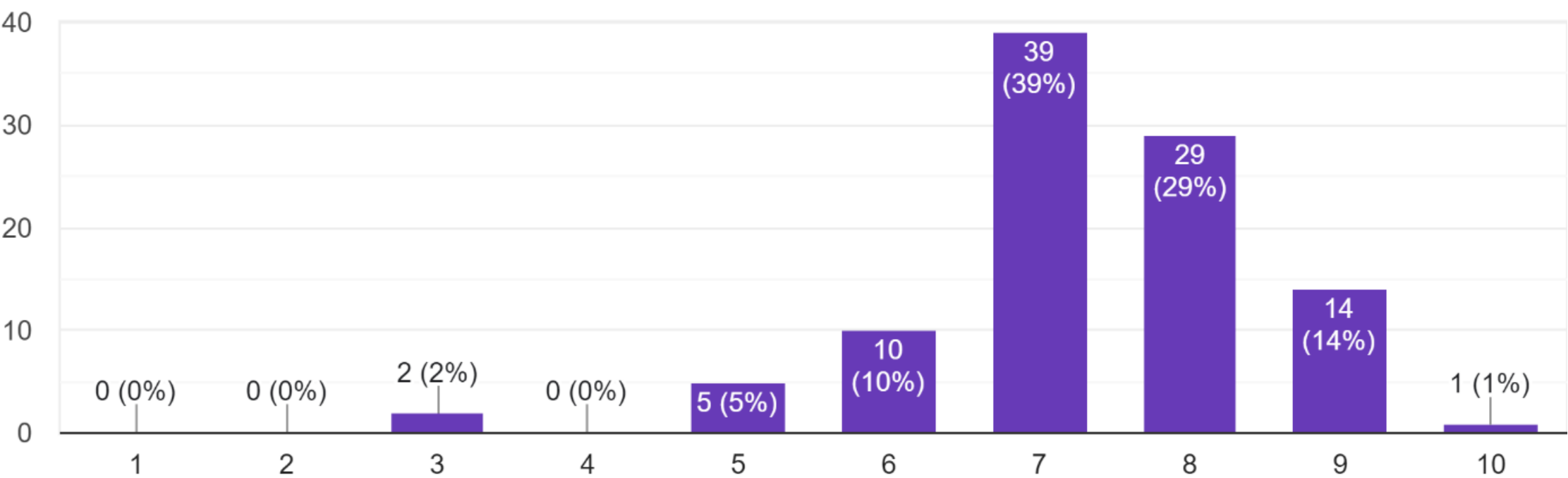
Using a scale of 1-10, with 10 being the best possible score, how would you rate vaccines available in India (based on vaccines effectiveness)

100 responses



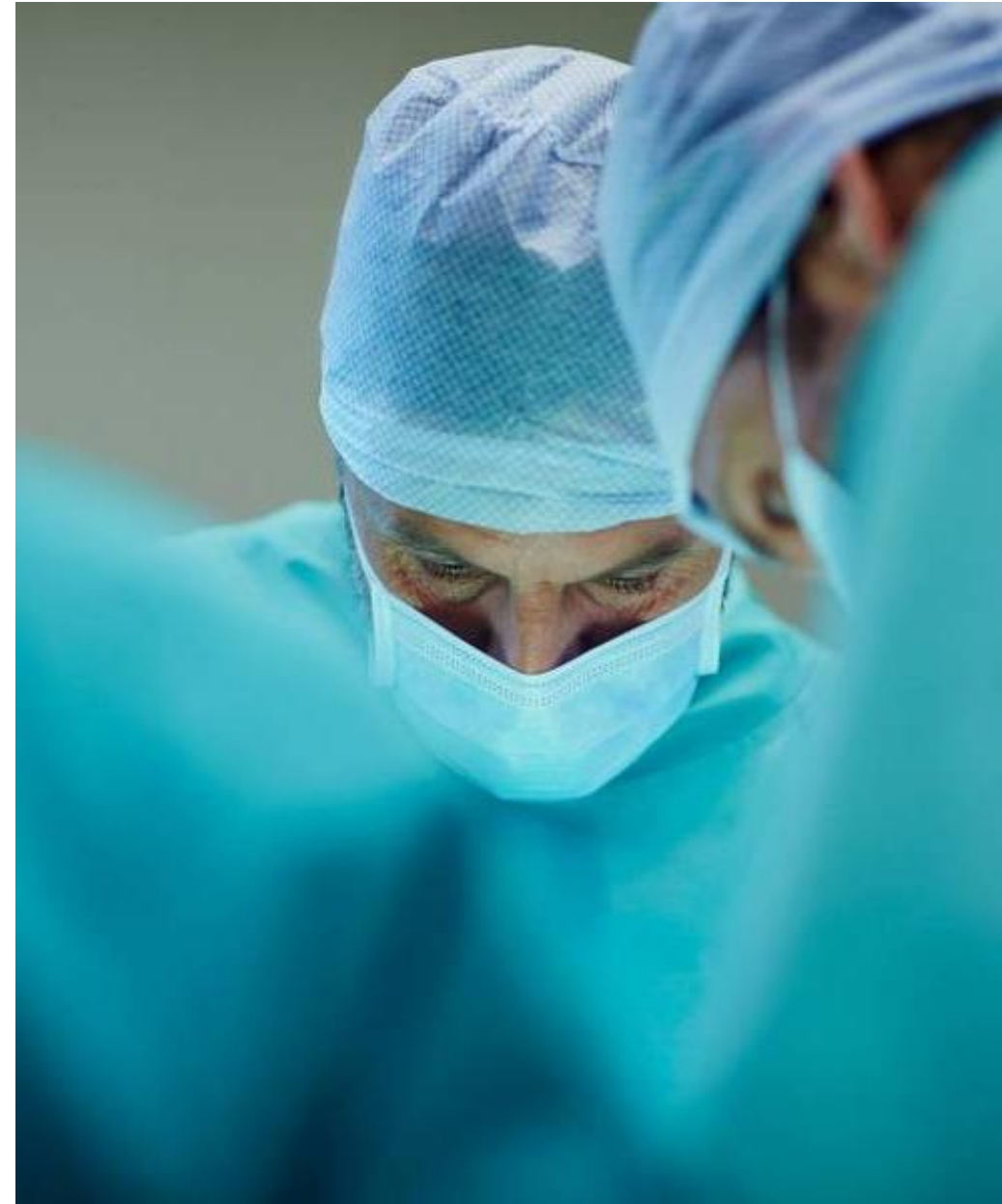
Using a scale of 1-10, with 10 being the best possible score, how would you rate vaccination drive by indian government

100 responses



CONCLUSION

- The survey aimed at targeting the vaccination status among the people around different age groups.
- It was found that 80% of the people were vaccinated and around 19 % of the people are still not vaccinated.
- There have been three waves of covid and almost 44% of the people had been diagnosed with covid in the past times and thrust worthiness towards vaccine is also low , around 22% of the people trust vaccines though it has been assured that the vaccine is effective.
- Awareness of vaccine is also up to half percent.
- People mainly took vaccine to protect their life and family. The most easily accessible vaccine was covishield followed by covaxine by Indian government.
- 31% of people think that the availability of vaccine has no problem and 39% people think that the vaccine drive by Indian government was good



RECOMMENDATION

PUBLIC

The no. of people who are vaccinated is around 80% but there is still 20% of people are unvaccinated observe there behaviour and know the reason of being unvaccinated

GOVERNMENT

Most of the people do not find it accessible to take vaccines in India even after Indian government runs a largest vaccination drive research on the reason why they face difficulties in accessing vaccines and at which level

COMPANIES

Most of the people are not fully aware of safety and use of vaccines also , according to this study we have to give proper knowledge of vaccines either by running a campaigns or something

SUMMARY

- People find the accessibility of covid vaccines are good around 54% of the people know the vaccines where it is found. But still 25% of the population find it difficult to asses vaccines.
- Awareness of vaccine is also upto half percent.
- People mainly took vaccine to protect their life and family. The most easily accessible vaccine was covishield followed by covaxine by Indian government.



THANK YOU



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