

Synopsis for Dissertation Submitted



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in
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By

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Title : Consumer Behavior Analysis of Various NDDS: Long-Acting Injections and Neuropathic Nanogels

Introduction

The study focuses on understanding consumer behavior towards novel drug delivery systems (NDDS), specifically long-acting injections and neuropathic nanogels. With advancements in drug delivery technologies, it is crucial to analyze how these innovations are perceived, adopted, and utilized by consumers, particularly patients and healthcare providers.

Objectives

1. To identify the key factors influencing consumer acceptance and preference for long-acting injections and neuropathic nanogels.
2. To compare consumer behavior patterns between traditional drug delivery methods and these innovative NDDS.
3. To assess the impact of demographic variables such as age, gender, and socio-economic status on the adoption of these drug delivery systems.
4. To evaluate the role of healthcare professionals in shaping consumer perceptions and behaviors towards these NDDS.

Methodology

- **Literature Review:** A comprehensive review of existing studies on consumer behavior in pharmaceutical products and NDDS.
- **Survey and Interviews:** Conduct surveys and interviews with patients, caregivers, and healthcare professionals to gather primary data on their experiences and perceptions.

- **Data Analysis:** Utilize statistical tools to analyze survey data and identify significant trends and correlations.
- **Case Studies:** Examine specific case studies of successful and unsuccessful NDDS products to understand the factors contributing to their market performance.

Key Areas of Investigation

1. **Perceived Benefits and Risks:** Understanding how consumers perceive the benefits (e.g., efficacy, convenience) and risks (e.g., side effects, cost) associated with long-acting injections and neuropathic nanogels.
2. **Influence of Healthcare Providers:** Analyzing how recommendations and endorsements by healthcare providers affect consumer choices.
3. **Accessibility and Availability:** Investigating the impact of product availability and ease of access on consumer adoption.
4. **Marketing and Education:** Evaluating the effectiveness of marketing strategies and educational initiatives in shaping consumer awareness and acceptance.
5. **Behavioral Patterns:** Identifying behavioral patterns such as adherence to treatment, preference for self-administration versus clinical administration, and willingness to switch from traditional methods.

Expected Outcomes

- Insights into the consumer decision-making process for NDDS.
- Identification of key motivators and barriers to the adoption of long-acting injections and neuropathic nanogels.

- Recommendations for pharmaceutical companies and healthcare providers on how to effectively market and support these innovative drug delivery systems.
- Enhanced understanding of the role of consumer behavior in the success of new pharmaceutical technologies.

Conclusion

This analysis aims to provide a comprehensive understanding of consumer behavior towards long-acting injections and neuropathic nanogels, contributing to more effective development, marketing, and utilization of these advanced drug delivery systems. By identifying the factors that influence consumer choices, the study seeks to support the broader adoption and optimal use of these innovative therapies in clinical practice.