

Perception Analysis of Omega3 Rx by Paediatricians & Market Positioning of Cogni3



Introduction

- 3 types of Omega3 fatty acids involved in human physiology are α -linolenic acid (ALA), found in plant oils, and eicosapentaenoic acid (EPA) and (DHA) docosahexaenoic acid both found in marine fish oils.
- Omega3 in combination with EPA, DHA has good effect in indications like Cognitive disorders e.g amnesia, delirium, Learning disorders e.g dyslexia, audio processing disorder (APD), Brain development in children, cardiovascular health, ocular health, Mental health e.g bipolar disorder and Attention deficit hyperactivity disorder (ADHD)

Objectives

- To study the different attributes and preferences considered by paediatricians before prescribing Omega3, EPA, DHA
- To understand marketing research techniques, strategies for launching of pharmaceutical product
- To study & analyse current top selling brands of Omega3 in the market
- Findings of this study are believed to be beneficial to the pharmaceutical company.

Methodology

- Research Type - Qualitative & Quantitative
- Data Collection - Primary
- Geographic Location - Kolkata
- Sample Size - Pharmacist 100, Paediatrician 110
- Sample Population - Pharmacist, Paediatrician
- Sampling Technique - Cluster sampling
- Tool - Survey Questionnaire
- Analysis Technique - MS Excel

Recommendation

- Delcure should launch the product at a competitive price as cost is a concern for Dr. & parents.
- Product should be available through pharmacy chain like Medplus, Franc Ross, Appolo as they give discounts for their own central bulk purchasing power, people go to these pharmacy first.
- It is observed that Omega3 brands in suspension, syrup form preferred by the paediatricians for children are few in number also more than 200 paediatricians are present in Kolkata. So the market condition is ideal for launch of Cogni3.
- Fishes are heavily consumed in Kolkata. So awareness about omega3 found in fish oil with celebrity endorsement indicates good prospect lies ahead

Findings

- Paediatricians prefer Aptamil, Groviva, Pediasure, Fish oil, DHA based feeds, Horlics growth plus as omega3 supplement.
- Taste and cost of the product, occasional discontinuation, awareness about omega3 are the challenging factors to Rx for paediatricians.
- 28% paediatricians prefer Fish oil or cod liver oil as omega3 supplement.
- Since birth and upto 10 year mostly within 5 year Omega3 has been prescribed.
- Omega3 are available in market mostly as softgel capsules and syrup
- 6% Dr. after birth, 20% Dr. after 6 months, 20% Dr. after 1 year , 34% Dr. after 2 year prescribe Omega3

