



**“A STUDY ON THE CONSUMER BUYING
BEHAVIOUR TOWARDS BLOOD GLUCOSE
MONITORING DEVICES”**

DISSERTATION

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ROLL NO: 209

INTRODUCTION

- ▶ Type 1 diabetes was largely considered a disorder in children and adolescents, but this opinion has changed over the past decade, so that age at symptomatic onset is no longer a restricting factor.
- ▶ Polydipsia, polyphagia, and polyuria (the classic trio of symptoms associated with disease onset) along with overt hyperglycaemia remain diagnostic hallmarks in children and adolescents, and to a lesser extent in adults.
- ▶ An immediate need for exogenous insulin replacement is also a hallmark of type 1 diabetes, for which lifetime treatment is needed.
- ▶ Our knowledge of how beta cell mass declines and our view of the disease's pathogenesis are also debated.
- ▶ A glucose metre (or glucometer) is a medical device for determining the approximate concentration of glucose in the blood.
- ▶ It is a key element of home blood glucose monitoring (HBGM) by people with diabetes mellitus or hypoglycaemia

OBJECTIVE

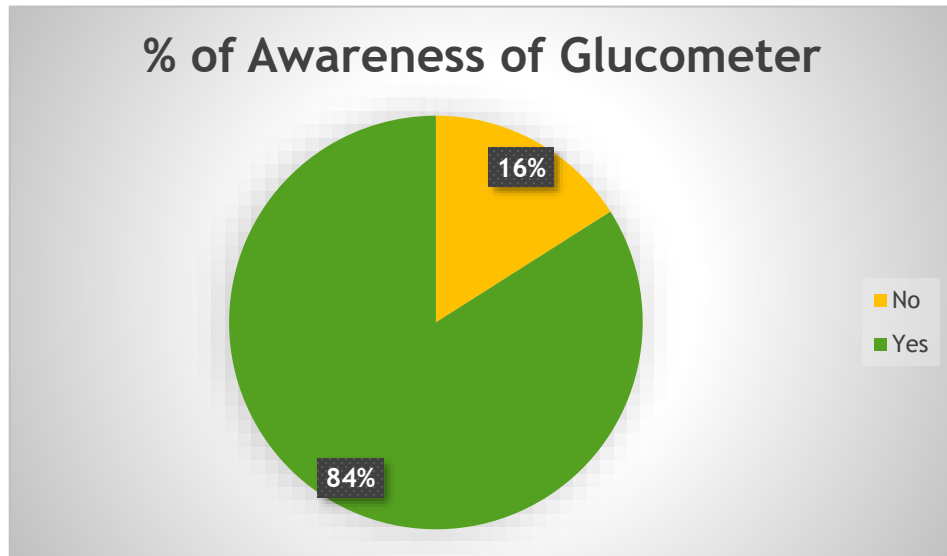
- ▶ Perceptual mapping of buying behavior of Diabetic patients with respect to Blood Glucose Monitoring System (Glucometer).
- ▶ To evaluate the convenience of using Glucose Monitoring devices among the diabetic patients.

RESEARCH METHODOLOGY

- ▶ **Sample Design:-**
- ▶ **Sampling Frame:** The sampling frame for this study will be 150 adults with diabetes type 1 between 18 to 50 years both male and female suffering from diabetes.
- ▶ **Sample size:** The sample of 100 type 1 Diabetes Patients
- ▶ **Sample area:** Kanpur
- ▶ **Sampling Procedure:** The sampling procedure used was random sampling.

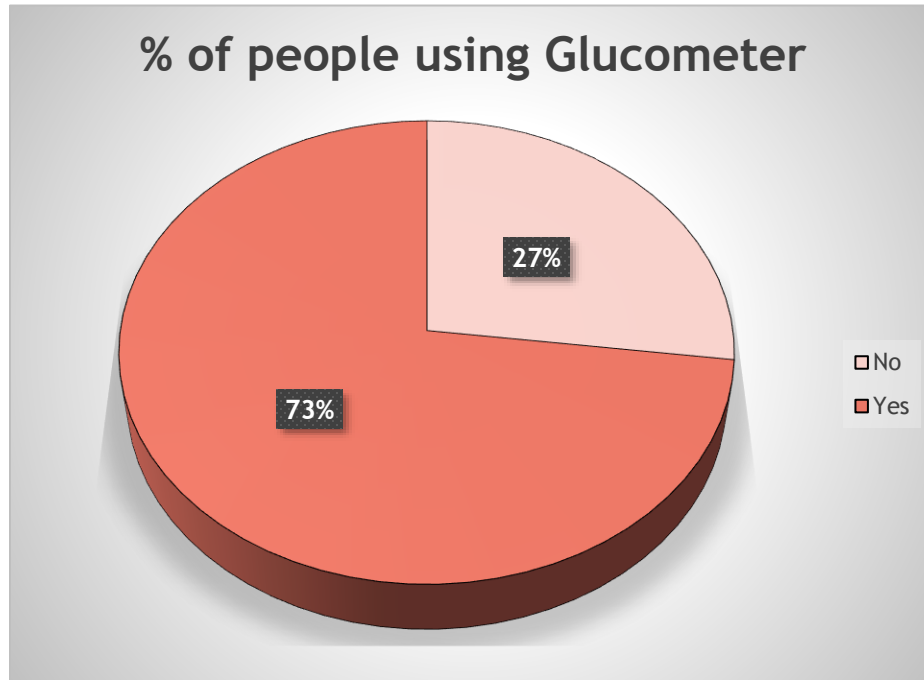
DATA ANALYSIS

- ▶ The analysis of questionnaire is done in Excel. Graphical Analysis is done on the questionnaire.
- ▶ Q1. Do you know Glucometer?



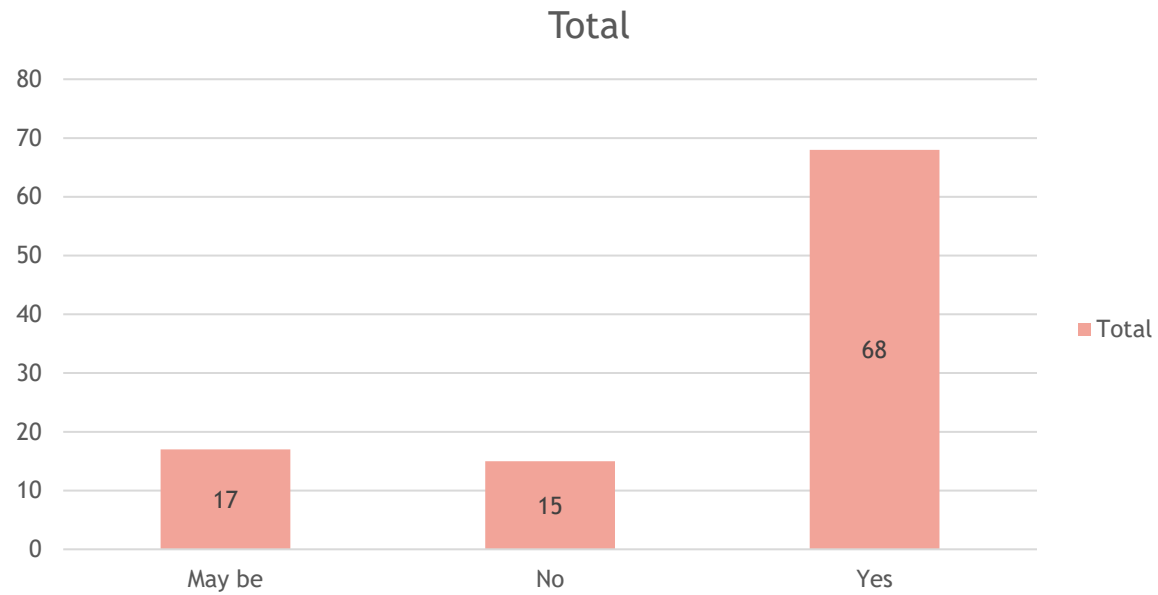
- Amongst the 100 respondents 84% of people responded that they are aware about glucometer and 16% responded that they are not aware about glucometer.

► Q2.Do you use Glucometer?



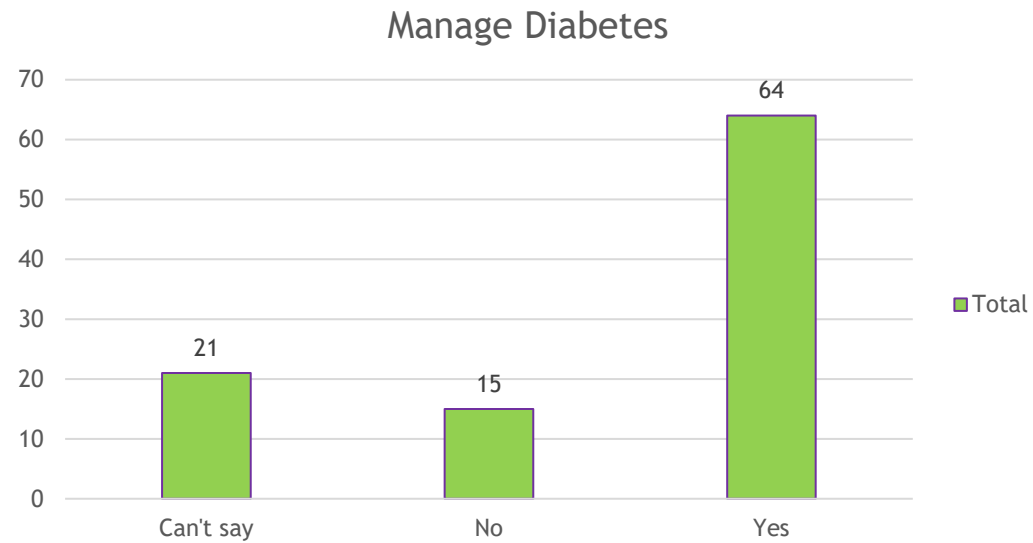
- Among the 100 respondents 73% of type 1 diabetes respondents responded that they use glucometer while 27% people that they do not use glucometer.

► Q3: Prefer glucometer based on past experience?



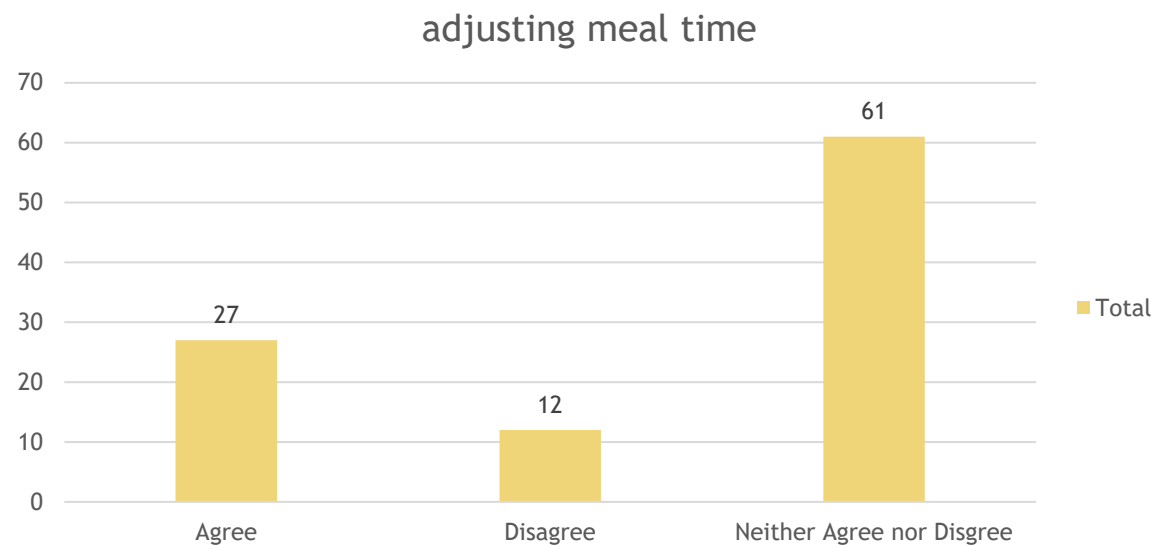
- In above graph the maximum people are saying that they are using Glucometer based on their past experience.

► Q4: Glucometer gives information to manage your diabetes?



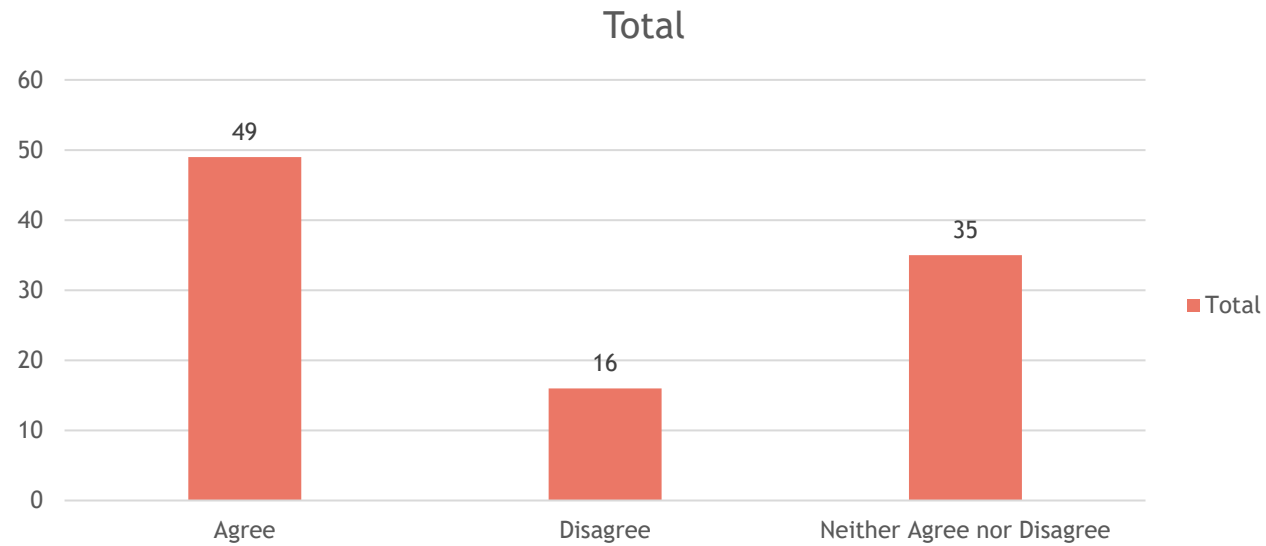
- Above graph shows that the people are agree in maximum no. the Glucometer is gives information to manage your diabetes

► **Q5: Glucometer makes you more confident about adjusting meal time insulin?**



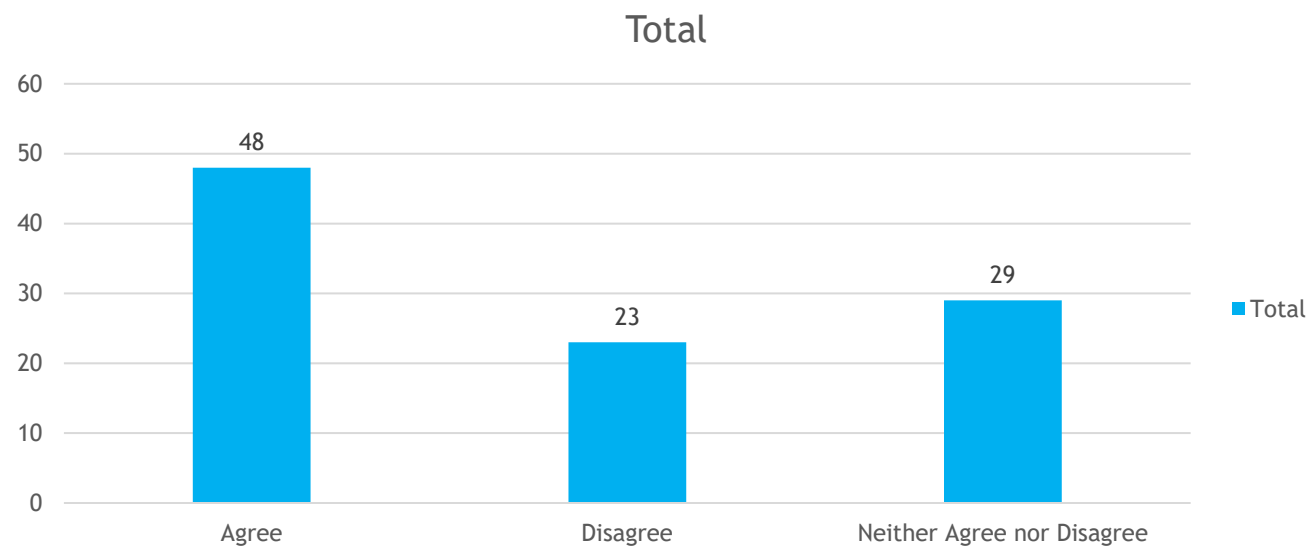
► In this graph respondents are confused to say about adjusting meal time.

► **Q6: Glucometer makes your life easier?**



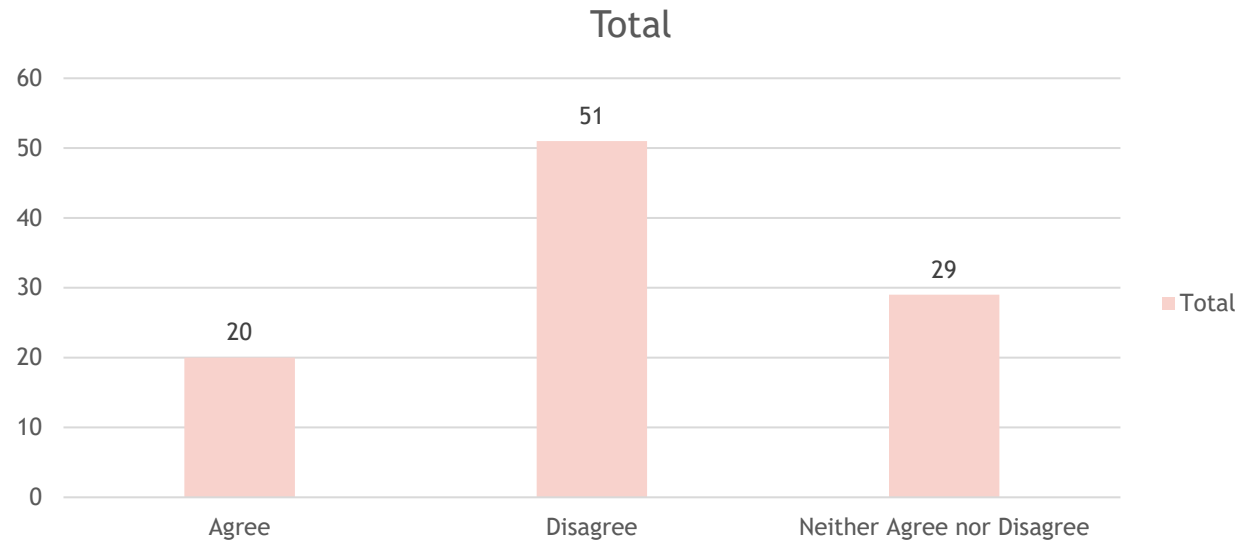
- In above figure the maximum no of respondents are agree that glucometer makes their life easier.

► Q7: Brand influence me to purchase Glucometer?



- The highest rating that people are agree about that sometimes brand also influence then to buy glucometer.

► Q8: Prefer glucometer only when Doctor Advice?



- In above graph the maximum of respondents are use glucometer before doctor advice.

CONCLUSION

- ▶ In this study we can conclude that brand plays a major role in influencing patients.
- ▶ Now a days Diabetes has become a known word to everybody and this disease is spreading worldwide. To cope-up with the problem every company is introducing new technology solutions every day.
- ▶ 84% of people are aware about Glucometer but still 27% of diabetic population is still unknown about Glucometer, which is a concern.
- ▶ Although majority of diabetic people agree that Glucometer makes their life simpler but also majority of population depends on Doctors advice for buying Glucometer.

THANK YOU

