

EVALUATION OF CONSUMER PREFERENCES OF CALCIUM CHANNEL BLOCKERS

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Medicines of different pharmacological groups, including calcium channel blockers are used for the treatment of heart disease. They reduce the need of heart in oxygen (due to the weakening strength of heart contractions) and increase its delivery (due to expansion of blood vessels). They prevent spasm of the coronary vessels, reduce the heart rate.

The purpose of our study is definition of consumer preferences at the market in the segment of the medicines of group of calcium channel blockers.

The studies were conducted on the basis of historical, documentary, logical, economic and statistical, marketing analysis, and field studies. A field studies are based on primary data collection using the methods of observation and a poll.

A results of the the poll showed that consumers prefer a calcium channel blockers by foreign producers (53.3%). At the same time, half of respondents (46.7%) prefers the domestic medicines, due to their quality and price affordability.

The analysis revealed that the main criteria for the consumer affecting the decision to buy medicines of this group are the efficiency of implementation - 10 points, safety - 8.7 points; price - 8 points, number of intakes - 7.2 points; drug form - 6.5 points.

Due to the fact that calcium channel blockers are a prescription drugs, a crucial factor influencing their purchase are a prescription by the doctor (84% of respondents).

According to the results of consumers questioning and professionals it was found that the most preferred dosage form is a sustained-release tablets (more than 31%). Studies have shown that at the market of calcium channel blockers the sales volume (in a cost and volume terms) leading positions has medicines on base of Amlodipin.

Thus, results of our studies have shown that in the process of the choice of calcium channel blockers customers prefer a highly effective and safe medicines with affordable prices. The determining factor influencing the purchase of calcium channel blockers are doctor prescription. The medicine of choice for consumers is Amlodipin.