

THE INVESTIGATION OF CONSUMER ATTITUDE TO DENTAL PREPARATIONS IN CASE OF IDEAL POINT

The limitation of present information of general type as to medical preparation (MP) assortment for dental practice incites us to marketing investigations dental preparations (DP).

During the DP market investigation questionnaire of 100 respondents has been carried out in Kharkiv and Kharkov region. The most of questionnaires were women aged 21 – 30 (54%).

The general consumer attitude to DP according to the model of ideal point in the case of TOP-10, which are in great demand among the population, has been determined. Due to ideal point model, the general consumer attitude to the good or to trade mark can be estimated by real consumer assessment of trade mark or good quality, consumer ideal for given types of relations, meaningful of each good criterion for consumer. The difference between ideal and real assessment of each criteria, taken with weighing ratio of its meaningful for consumer, defines the relation stability.

The less the consumer attitude value k to the good b (A_{bk}), the bigger will be the consumer assessment k the good b . The best value A_{bk} , which good can have, equals zero, this proves that good accurately responses the consumer conception as to ideal set of criteria. Respondents were proposed to point the degree of criteria importance during DP choice and estimate the following criteria to 7 point scale: effectiveness, safety and rational MP usage, the quantity of MP in a package, MP dosage, easy usage, MP composition, the quality of design, package design, informed about MP, price, and annotation presence. Respondents pointed the ideal meaning for each criteria.

On the base of obtained results we can make a conclusion that such preparations as Stomatophit ($A_{bk}=0,3945$), Metrodent ($A_{bk}=0,3887$), Lysobact ($A_{bk}=0,3945$) mostly corresponds the conception as to ideal characteristics set for given MP.