

MARKETING RESEARCH OF MEDICINES FOR THE TREATMENT OF ANXIETY CONDITIONS

Bondarieva I.V., Al Ali Nadim Hamad
National University of Pharmacy, Kharkiv, Ukraine
Iraq
fmm@nuph.edu.ua

The most common violation of the higher nervous system is neurosis. Nowadays in different countries, including Iraq, among the children and adults there is a fairly high incidence of neuroses. This is due to the influence of various factors, in particular the discrepancy of the current level of scientific and technological progress in the degree of development of psychophysical adaptation of the human body.

The purpose of this work is marketing research of medicines for the treatment of anxiety conditions.

The preferences of 50 consumers of drugs used to treat neurotic disorders were assessed. In the course of the study it was found that 75% of respondents noted that they noticed manifestations of anxiety in themselves or their close relatives and repeatedly turned to the doctor.

The availability of sedatives and antidepressants for pricing has also been analyzed. It should be noted that 80% of consumers prefer foreign manufacturers of medicines. When choosing drugs for the treatment of neurotic disorders, according to the survey, the quality of the drug and its effectiveness is the most important among the presented characteristics, then the consumer pays attention to the dosage form and the manufacturer, the third place is the price of the drug, and the smallest number of respondents' answers – availability of advertising and popularity.

According to the survey, it was found that 100% of consumers heard about the most popular sedatives, and only 50% heard about antidepressants, which indicates that these drugs are prescription and are not dispensed without a prescription.

The problem of professional burnout was also investigated. The study found that 33.3% of the experts feel emotional and physical exhaustion; 33.3% – a constant drowsy condition; 16.7% – impaired vision and hearing; 16.7% of respondents answered that they had never experienced psychophysical symptoms.

Thus, marketing research of medicines for the treatment of anxiety conditions have been conducted.