

RESEARCH OF THE BEHAVIOR OF CONSUMERS OF FIRST-AID DRUGS FOR INFANTS

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The health of the child population is a socially important problem of society. Drugs are used for treatment from the first day of the child's life. Most often it is a means for the treatment of gastrointestinal disorders, analgesics and antipyretics and other pharmacotherapeutic groups of drugs.

The aim of the work is to investigate the behavior of consumers of first-aid drugs for infants.

Field research is used in this work. 100 consumers of various pharmacies in Kharkiv were interviewed. The main segment of consumers of first aid drugs for infants is visitors to the pharmacy between the ages of 20 and 30 – 57%; 34% of consumers are over the age of 31 and consumers up to 20 years old account for 9%. For the most part, the pharmacy is visited by females 55%.

With the improvement of the quality of life of people and increasing their general level of education, there were prerequisites for the emergence of self-treatment. Consumers have become more active. The main source of their knowledge is the appointment of a physician – 53%. Yet, a large percentage takes the recommendations of the pharmacist – 23% and the advice of friends – 18%. It is also necessary to mention a well-known source of knowledge, such as advertising. 5% of consumers admit that advertising is one of the sources of information on first aid drugs for infants. During the consumer survey, it was discovered that most parents, when buying first aid drugs for infants, prefer foreign preparations – 71% and only 29% – for domestic producers.

There are a number of factors that are critical in choosing first-aid drugs for infants. The most influential factors are safety (42%) and quality (32%) of the drug. In 88% of the respondents, there were cases when consumers could not find the drug they needed in pharmacies. Also, during the questionnaire, consumers should have indicated the drugs that are in greatest demand in the pharmaceutical market of Ukraine. A questionnaire was provided with a list of drugs where respondents were to mark the drugs they used to treat their baby. According to the obtained data, the leaders among five pharmacotherapeutic groups – smecta, infacol, riabal, espumizan, panadol bebi, nurofen, viferon, engystol, laferobion, nifuroxazide, levomitsetin, cefodox, nazivin, euphorbium kompozitum and delufen – were identified.