

# **STUDYING THE BEHAVIOR OF CONSUMERS IN THE MARKET OF DRUGS FOR TREATMENT CHRONIC VENOUS DISEASE**

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Chronic venous disease (CVD) is a highly prevalent clinical condition with substantial epidemiological implications and socioeconomic repercussions. Chronic venous insufficiency of the lower limbs (CVI) is the most common peripheral vascular disease. Increasingly, it is referred to the "diseases of civilization", thus emphasizing that evolutionary changes in lifestyle and make various forms of CVI constant companion of modern man.

Despite the high social and medical significance, as well as knowledge of the pathology of veins around the world, quality of its diagnosis and treatment remain insufficient. This is largely due to the fact that the significance of venous disease is underestimated as a society and by patients and the medical community. It is believed that the venous pathology is does not pose a threat to the life of patients. Although diseases accompanied by deep vein lesions can cause high mortality.

Pharmacotherapy for CVD, solely represented by venoactive drugs, has seen great developments over the last 40 years. Venoactive drugs are widely used in the symptomatic treatment of CVD together with compression therapy in order to relieve patient suffering.

The purpose of this paper is to study the behavior of consumers in the market of drugs for treatment CVD.

For segmentation of consumers and studying their preferences regarding venoactive drugs we conducted questionnaire survey of visitors of pharmacies in Kharkov. Specially designed questionnaire contained alternative, open and closed questions, and grading scales. The survey was conducted in January-March 2015. We received 87 questionnaires from consumers and selected 80 questionnaires for analysis based on answers to control questions.

The first part of the survey was aimed at consumer segmentation by demographic (gender, age, income), psychographic (social status) and behavioral criteria

(depending on the division of consumers by their knowledge and usage of drugs). Among the interviewed customers proportion of female is 55%, male - 45%. This can be explained by the fact that CVD are more common among the female population. Age groups of consumers 31-40 years (36%) and 41-50 years (27%) are the most common among respondents. Considerable part of the respondents is occupied by people with an income of 1500-2000 UAH (39%) and 2000-3000 UAH (35%) per family member per month. Among the respondents are present different social groups: workers, employees, entrepreneurs, students, pensioners, housewives, unemployed persons.

Diseases of the venous system the lower limbs are chronic, progressive illness, requiring periodic use of venoactive drugs. We found that the vast majority of respondents (78%) carried repeat purchases of venoactive drugs and only 22% of respondents purchase particular venoactive drugs at the first time.

We also studied the nature of the application of venoactive drugs by respondents. 34% of respondents decided to purchase venoactive drugs independently (15% – to prevent CVD, 19% – for treatment CVD). 21% of respondents bought venoactive drugs on the recommendation of the pharmacist (6% – to prevent CVD, 15% - for treatment CVD). 45% of respondents bought venoactive drugs prescribed by a doctor (9% - to prevent CVD, 36% - for treatment CVD). The generalization of these results indicates that 30% of consumers have purchased venoactive drugs as a prophylactic measure, 70% – for therapeutic purposes. The largest share of appointments of venoactive drugs (44%) was made by general practitioners and family physicians. Among specialists, phlebologist (33%), angiologist (17%), and vascular surgeon (6%) appointed venoactive drugs. 54% of respondents said they did not go to the doctor about CVD. 18% of respondents address to the doctor every six months, 27% – 1 time per year. The frequency of access to a doctor reflects people's attitude to a particular disease. Our results confirm that a significant proportion of consumers do not pay enough attention CVD or engage in self-treatment.