

BEHAVIOR RESEARCH OF ANTACID CONSUMERS

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Acid diseases occupy a leading place in the structure of morbidity. In particular, gastric ulcer and duodenal ulcer in Western Europe suffer on average 8.2% of the population in the US – to 10%, in Japan – 11%, India – 25%.

According to statistics in Ukraine, peptic ulcer disease suffer about 10% of the adult population. Over the past 10 years, the incidence has increased by about 40%. The symptoms of gastroesophageal reflux disease are half the adult population of the world, and endoscopic signs – 2-10% of surveyed people.

Complaints dyspepsia placing 30 – 40% of the population of industrialized countries. In the US daily heartburn occurs in 25 million adults. Dyspepsia is the cause of 5% of calls to GPs and medical practice 40 – 50% of calls to gastroenterologists.

Antacids were the first pharmacological agents that are used for the treatment of acid disorders. They were the main drugs to treat these diseases almost to the middle of the twentieth century, but then were mostly "pushed" new pharmacological drugs groups, including: proton pump inhibitors and H₂-blockers of histamine receptors. But today antacids remain common drugs [1].

The aim is the study behavior of antacids consumers.

Research methods. To determine the importance to consumers of certain characteristics of this group of drugs, consumer preferences, and factors that influence the choice of an antacid preparation and adoption of consumer purchasing decisions of consumers surveyed. It interviewed 98 consumers.

Collection of personal information has conducted taking into account the ethical requirements when dealing with a person. All participants gave informed consent to the anonymous survey.

Communication between the quality characteristics evaluated by χ^2 test. Conclusion regarding the statistical hypotheses were performed at a significance level $p \leq 0,05$. The calculations have performed in Microsoft Excel and Statistica 6. The questionnaire consisted of two parts: socio-demographic and basic. Only some of the issues the main part of the questionnaire have used for this analysis.

Results. During the studies found that the choice of antacids consumers prefer imported drugs – 33.33% of respondents, domestic – 13.33%. In the next stage studies evaluated the effect of individual characteristics on the choice of drug. The most important criteria when choosing an antacid consumers are: price, performance, quality, safety.

When choosing a dosage form drugs, antacids, most consumers (80%) prefer tablets, 13.33% of consumers – suspension, 6.67% – gel. Studies that medications, antacids are most in demand among consumers for 10-point scale. Among them are rennes (9.5 points), almagel (9.5 points), fosfalyugel (9.2 points), haviskon (9.1 points), maalox (9 points).

"The popularity of" data antacids due to their active advertising campaign and a doctor.

Conclusions.

1. The behavior of antacids consumers has been studied.
2. It is established that the choice of antacids consumers prefer imported drugs – 33.33% of respondents.
3. Price, efficiency, quality, safety – the most important selection criteria consumers antacids.
4. Installed drugs, antacids that have the greatest demand among consumers Rennes (9.5 points), almagel (9.5 points), fosfalyugel (9.2 points), haviskon (9.1 points), maalox (9 points).

Reference:

1. McGuinness B. Milk alkali syndrome / B. McGuinness, J.I. Logan // Ulster Med. J. – 2012. – vol. 71 (2). – P. 132-35.