

ANALYSIS OF PREFERENCES OF BUYERS OF PARAFARMATSEVTIK OF ANTIHISTAMINIC ACTION

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Introduction. Allergic diseases (AD) are a global problem of modern medicine. According to literature sources, found that after the first symptoms AD the diagnosis to be confirmed and adequate therapy is prescribed for the first year only 25% of patients, 2-4 years is 55%, and more than 5 years – 20%. Therefore, applying parapharmaceuticals antihistamine action at the initial stage of the disease to prevention is of great importance.

Aim. According to a questionnaire survey to analyze the preferences of buyers parapharmaceuticals antihistamine action.

Materials and methods. The paper used content analysis method comparison of the survey.

Results and discussion. During the questionnaire survey were selected 60 questionnaires. Set that most in the survey participated women, ranging in age from 21 to 53 years, with higher and secondary special education. By occupation is mainly office workers and entrepreneurs. With wages from 3000 to 6000 UAN. To the question do You have the right way of life, almost all replied in the negative. All respondents suffer from allergic diseases (rhinitis, bronchial asthma, allergic dermatitis). 65% of respondents do not take pharmaceuticals for prophylactic purpose. The question of how You feel about the parapharmaceuticals 55% of the respondents reported a neutral attitude towards them, 35% positive and 10% negative. To the question, what are parapharmaceuticals for You, 35% answered addition to food, 35% drugs, 10% vitamins and minerals 10 % of the ordinary "chemistry", 10% - do not accept at all, because trust only lekarstvennyimi means. The majority of respondents 65% make pharmaceuticals more than 1 time per year. Give preference to domestic producers during the crisis in the country. The majority 55% of respondents give preference to the recommendations of a dermatologist and cosmetologist, to the opinions of friends listen 25%, advertising on television and drugs in the Internet – gave 25%.

Conclusion. During the questionnaire survey found that shoppers in the most positive attitude to the parapharmaceuticals antihistamine actions, perceive them as an addition to dietary intake, give preference to the appointment of a dermatologist or an allergist prefer to buy at the pharmacy, where they will give advice about prophylactic use of the analyzed products.