

## **RESEARCH OF THE BEHAVIOR OF CONSUMERS OF DRUGS FOR THE TREATMENT OF STRESS**

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In today's society, under conditions of extremely rapid pace of life, the problem of stress is becoming more and more relevant. Under the influence of stress reduces performance, worsens human health. In the protocol of the pharmacist during the release of over-the-counter medicines for symptomatic treatment of stress (According to the Order of the Ministry of Health of Ukraine No. 158 of February 22, 2010) there is the scheme for the treatment of stress is based on which we conducted our further research.

The aim of the work is to study the behavior of consumers of drugs for the treatment of stress.

Materials and methods: field research has been used. A survey of consumers of drugs for the treatment of stress was conducted. During the information gathering phase, 100 respondents were interviewed. Part of the questionnaires was rejected. For the study, 91 questionnaires were processed.

For the most part, the pharmacy is visited by females (60%). The main segment of consumers of drugs for the treatment of stress are visitors to the pharmacy aged 31 to 60 years – 57%; 34% – consumers aged less than 30 years. Consumers under the age of 20 make up 9%. Almost half of the polled consumers (49%) prefer domestic drugs. Most consumers prefer tablets (28%) when choosing soothing drugs. Consumers are more likely to buy drugs at the appointment of a physician (39%), according to a pharmacist's recommendation, drugs are bought by 32% of those polled. 12% of respondents at the time of drug purchase are interested in advertising in the media. The attitude of consumers towards the purchase of new (innovative) drugs for the treatment of stress is revealed. Among surveyed consumers, 43% trust the old proven medicinal product; 28% do not buy innovative drugs for the treatment of stress; 17% of consumers buy without thinking and 12% buy innovative medicines, because they believe that "new – more effective". It was found that most of the visitors of the pharmacy (58%) sometimes took the drugs of this group, 5% – take these drugs constantly. When choosing a drug for the treatment of stress, decisive factors are almost equally the appointment of a doctor and the recommendations of the pharmacist.