

A Study on The Level of Awareness Towards Self Medication



Commerce

KEYWORDS :

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ABSTRACT

The four essential levels of care are self-care, primary professional care, general specialist care and tertiary specialist care. Self-care is the broad base of health care and a frequent part of everyday life. For instance, if a symptom is not considered serious, people will often choose to ignore it or self-treat it, rather than seeking a professional's help. In recent years, the idea of self-care has been strongly promoted by governments in many countries. People are being encouraged to monitor their own illnesses, self-treat minor symptoms, prevent diseases and improve/maintain their health. Self-administration of the symptoms with the available drugs relies on the patient's judgment supplemented by the information on the label, for correct diagnosis of the disorder or symptom. Urban lifestyles increased the number of consumers prepared to self-medicate for everyday problems. The study helps us to know about the awareness level of the respondents towards self medication.

Introduction

In the past few years, self medication has spread widely throughout the world. This is partly due to the fact that people are increasingly taking responsibility for their own health. A major concern in health care is the excessive consumption of drugs without any proper procedure. Apart from expanding the access to modern medicines, such a move is also expected to bring down the medical costs to some extent. Despite all, even commonly used medicines are not available to a large section of the population of India. Even though the products are believed to be safe for self-treatment, pharmacists are concerned about the impact of product sales outside pharmacies. They worry that such products may not be given the respect they require by the public, that they are indeed potent medicines that must be used judiciously. Here the attitude of the Public towards self medication will become more important. Research is needed to explore people's experiences and expectations when purchasing these products in pharmacies and non-pharmacy outlets under the premise of optimal patient care. By placing widely spread painkillers, balms and cough syrups they can be sold at the counters of the grocery stores and other shops without a drug license. A key issue here is the safety in using these products. As these products will be taken without any medical advice, label comprehensions with regard to disease symptoms, directions for use, warnings are extremely important. So, there is a need to know about the awareness of the consumers towards self medication and their availability in the market.

Objective

To assess the awareness level of the respondents towards the use of self medication.

Review of Literature

MeeraVijay (2006) in her thesis on "A study on impact of direct to consumers pharmaceutical marketing under Indian conditions" this study was conducted in Mumbai with the objective to have all India representation on Direct to consumer pharmaceutical advertising in chronic and major ailments. This study was mainly focused on the advertisements in Indian pharmaceutical conditions. The researcher had studied the impact of Advertisements on Consumers especially positive impact.

Subbarao Chagmati (2007) in his book on "Pharmaceutical Marketing in India" concept strategy cases has critically examined the Pharmaceutical marketing in Indian context. He had described the overviews of the Indian. Pharmaceutical market with nine 'P's. The author also suggest Marketing which is changing with rocket speed need more attention in pharmaceutical products .Direct-to -consumer advertisements can be a new tool in promoting prescription drugs to consumers directly to tap market, as the health care market has huge opportunity for Indian pharmacy companies.

Research Methodology

The study was based on primary and secondary data. The required information was collected by interview schedule to the selected respondents and through journals, articles etc., the data collected relate to the period April 2016. The location of the study was confined to Coimbatore city on the grounds of easy accessibility to data and time constraints. The sample size of the study was 100. Data collected were tabulated and analysed using percentage method and Chi-square test.

Findings of the study:

Table 1:DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	DEMOGRAPHICS	FREQUENCY	PERCENTAGE
1	GENDER		
	MALE	42	42
	FEMALE	58	58
	TOTAL	100	100
2	MARITAL STATUS		
	MARRIED	45	45
	UNMARRIED	55	55
	TOTAL	100	100
3	AREA OF RESIDENCE		
	URBAN	68	68
	RURAL	32	32
	TOTAL	100	100
4	EDUCATION		
	SCHOOL LEVEL	21	21
	UNDER GRADUATE	57	57
	POST GRADUATE	22	22
	TOTAL	100	100

Source: Primary Data

Inference

Gender: Among the 100 respondents the majority 58 percent respondents were female and 42 percent respondents were male.

Marital Status: Among the 100 respondents majority 55 percent of the respondents were unmarried and the rest 45 percent of the respondents were married.

Area of residence: Among the 100 respondents majority 68 percent of the respondents were from urban area and the rest 32 percent were from rural area.

Educational status: A majority of 57 percent of the respondents were graduates, 22 percent of the respondents were post graduates and the rest 21 percent were having only school level education.

TABLE 2: DEMOGRAPHIC VARIABLES AND THE AWARENESS LEVEL OF THE RESPONDENTS ABOUT SELF MEDICATION

A comparative study of the level of awareness and the demographic variables gender, marital status and area of residence is

taken for analysis and presented in the following tables.

Table 2.1: GENDER AND LEVEL OF AWARENESS ABOUT SELF MEDICATION

GENDER	DISAGREE	NEUTRAL	AGREE	TOTAL
MALE	5	30	15	42
FEMALE	30	20	10	58
TOTAL	35	50	25	100

Source: Primary Data

H_0 There is no significant relationship between gender and the level of awareness about self medication.

X² Test:

S.No	Test	Value	Result H_0
1	Level of Significance	5%	Rejected
2	Critical Value	5.991	
3	Calculated Value	21.012	

As the calculated value is more than the critical value it is stated that the hypothesis is rejected. Hence there is significant relationship between gender and the level of awareness towards self medication among the respondents.

Table 2.2: MARITAL STATUS AND LEVEL OF AWARENESS ABOUT SELF MEDICATION

MARITAL STATUS	DISAGREE	NEUTRAL	AGREE	TOTAL
MARRIED	15	10	20	45
UNMARRIED	16	16	23	55
TOTAL	31	26	43	100

Source: Primary Data

H_0 There is no significant relationship between marital status and the level of awareness about self medication.

X² Test:

S.No	Test	Value	Result H_0
1	Level of Significance	5%	Rejected
2	Critical Value	5.991	
3	Calculated Value	9.083	

The table value is calculated from X² table for ((c-1)(r-1) d.f (3-1)(2-1) d.f 2 the 5% level of significant the table value is 5.991. Since the calculated value is more than the critical value, the null hypothesis is rejected. There is significant relationship between marital status and the level of awareness among the respondents towards self medication.

Table 2.3: AREA OF RESIDENCE AND LEVEL OF AWARENESS ABOUT SELF MEDICATION

AREA OF RESIDENCE	DISAGREE	NEUTRAL	AGREE	TOTAL
URBAN	22	18	28	68
RURAL	7	10	15	32
TOTAL	29	28	43	100

Source: Primary Data

H_0 There is no significant relationship between area of residence and the level of awareness about self medication.

X² Test:

S.No	Test	Value	Result H_0
1	Level of Significance	5%	Accepted
2	Critical Value	5.991	
3	Calculated Value	1.167	

The table value is calculated from X² table for ((c-1)(r-1) d.f (3-1)(2-1) d.f 2, the 5% level of significant the table value is 5.991. Since the calculated value is less than the critical value, the null hypothesis is accepted. There is no significant relationship be-

tween the area of residence and the level of awareness among the respondents towards self medication.

Conclusion

It is found from the study that the number of female respondents is more prone to the usage of self medication when compared to male and the unmarried are more under the influence of self medication which may be due to the exposure they get through the social media. The comparative analysis of the various demographic variables along with the awareness level shows that majority of the variables have a significant relationship with awareness. There are more than thousands of medicines that you could buy without prescription but it is very important that these are taken with utmost care and knowledge about the usage, duration and the possible side effects that this may cause due to its intake. Therefore it is essential that the consumer relies on his own knowledge about the medicine or on the knowledge of the pharmacist as the case maybe for his good health. In case of any symptoms due to the intake of such medicines is encountered then it is better to discontinue it and report to the doctor immediately.

References:

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