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## CONSUMER ATTITUDE IN MADURAI CITY TOWARDS PHARMACEUTICALS COMPANIES

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### **Abstract**

Pharmaceutics is the discipline of pharmacy that deals with the process of turning a new chemical entity (NCE) or old drugs into a medication to be used safely and effectively by patients. It is also called the science of dosage form design. There are many chemicals with pharmacological properties, but need special measures to help them achieve therapeutically relevant amounts at their sites of action. Pharmaceutics helps relate the formulation of drugs to their delivery and disposition in the body. Pharmaceutics deals with the formulation of a pure drug substance into a dosage form.

**Keywords:** Consumer Attitude, Level of Consumer Satisfaction, Reason for Purchase the medicines, pharmaceutical.

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### **Introduction**

Pharmacology is the medical health science that combines medical science with chemistry, and is governed by innovation, production, disposal, safe and effective use, and regulation of drugs. The practices of pharmacy require a good knowledge of drugs, their mechanism of action, interactions, side effects, toxicity and motility. At the same time, awareness of treatment and thoughtful of the pathological procedure is required. The purpose of pharmacological practice involves traditional roles such as combination and dispensing drugs, and it also involves more modern services related to health care, including medical services, drug review for protection and effectiveness, and condition of drug information. As a result, pharmacists are experts in drug treatment and primary healthcare professionals who promote the uses of drugs for the benefit of patients. A pharmacy is retail shops which supplies pharmaceutical drugs, among other products. At the pharmacy, a pharmacist oversees the execution of prescriptions and is available to advise patients about prescription and over-the-counter drugs or about health issues in general. In this paper, the researcher has aimed to analyse the Consumer Attitude towards Pharmaceutical Products in Madurai City.

### **Objectives**

- i. To analyze the consumer attitude towards Pharmaceutical Products
- ii. To measure the level of consumer satisfaction towards Pharmaceutical Products in Madurai City

### **Methodology and Data Collection**

The present study adopts a descriptive research with well formulated hypotheses. The primary data were collected using a cross sectional approach. The samples for consisted of 120 consumers and the data were collected with the help of well structured Questionnaire. All the dimensions were calculated on a five point like Garret's Rank Technique and chi-square test were carried out to test the hypothesis.

### Analysis for Ranking the Reason for Purchase the medicines from the Pharmaceuticals in Madurai City

It is clear from Table 1 that rank for reason for purchase the medicines in the pharmaceuticals of the sample responded namely, convenient buying, behavior of sales persons, discount and offer, availability and price.

Table 1: Reason for Purchase the medicines from the Pharmaceutical Products in Madurai City

Sl. No.	Particulars	Total Garret Score	Mean	Rank
1	Convenient Buying	8928/120	74.4	V
2	Price	7506/120	62.55	I
3	Discount and Offer	8576/120	71.47	IV
4	Availability	7128/120	44.12	II
5	Behavior of Sales persons	4926/200	41.50	III

Table 1 indicates that Price is got first place, availability got second, behavior of sales persons got third, discount and offer got fourth place and convenient buying got sixth place.

### Analysis the Level of Consumer Satisfaction towards Pharmaceutical Products in Madurai City

H<sub>0</sub>: There is no relationship between Age and the level of Consumer Satisfaction towards Pharmaceutical Products

Table 2: Age and Level of Consumer Satisfaction towards Pharmaceutical Products

Sl. No.	Age (In Years)	Level of Satisfaction			Total
		High	Medium	Low	
1	Upto 30	15	40	10	65
2	Above 30	20	20	15	55
Total		35	60	25	120

Table 2 shows that that out of 120 respondents, 35 respondents are come under High Level Category, 60 respondents are come under medium level category and remaining 25 respondents are low level.

Degree of freedom = (r-1) (c-1) = (2-1) (3-1) = 2

Calculated Value = 6.97

Table Value = 5.99

The calculated value (6.97) is more than table value (5.99), the null hypothesis is rejected and the Age of the respondent has influenced the Consumer Satisfaction towards Pharmaceutical Products. Therefore, there is a significant relationship between the Age and the level of Consumer Satisfaction towards Pharmaceutical Products of the sample respondents.

### Occupation and the Level of Consumer Satisfaction towards Pharmaceutical Products

H<sub>0</sub>: There is no relationship between Occupation and the level of Consumer Satisfaction towards Pharmaceutical Products

Table 3 shows that the Occupation and level of Consumer Satisfaction towards Pharmaceutical Products.

Table 3: Occupation and level of Consumer Satisfaction towards Pharmaceutical Product

Sl. No.	Occupation	Level of Satisfaction			Total
		High	Medium	Low	
1	Government Employee	11	15	6	25
2	Private Employee	17	32	8	33
3	Business and others	7	13	11	47
Total		35	60	25	120

Table 3 shows that maximum consumers are running business, 10 respondents are come under medium level, 7 respondents are come under low level and few 4 respondents are come under high level,. The following are the hypothesis formulated to test the relationship between Occupation and level of Consumer Satisfaction towards Pharmaceutical Products.

Degree of freedom =  $(r-1)(c-1) = (3-1)(3-1) = 4$

Calculated Value = 9.49

Table Value = 12.59

The calculated value (9.49) is less than table value (12.59), the null hypothesis is accepted and the occupation of the sample respondents influences the level of consumer satisfaction. Therefore, there is no significant relationship between the Occupation and level of Consumer Satisfaction towards Pharmaceutical Products of the sample respondents.

### Income and the Level of Consumer Satisfaction towards Pharmaceutical Products

H<sub>0</sub>: Income of the sample respondents does not influence the Level of Consumer Satisfaction towards Pharmaceutical Products.

Table 4 shows that the Income and the level of Consumer Satisfaction towards Pharmaceutical Products of the sample respondents.

Table 4: Income and the Level of Consumer Satisfaction towards Pharmaceutical Products of the Respondents

Sl. No.	Income level	Level of Satisfaction			Total
		High	Medium	Low	
1	Upto Rs.20,000	22	53	13	88
2	Above Rs.20,000	13	7	12	32
Total		35	60	25	120

It is clear from Table 4 that out of 88 respondents in Upto Rs.20,000 of Income categories, 53respondents are come under medium level, 22 respondents are come under high level, and 13 respondents are come under low level. The following are the hypothesis formulated to test the relationship between Income and the level of Consumer Satisfaction towards Pharmaceutical Products of the sample respondents of the sample respondents.

Degree of freedom =  $(r-1)(c-1) = (2-1)(3-1) = 2$

Calculated Value = 3.81

Table Value = 5.99

The calculated value (3.81) is less than table value (5.99), the null hypothesis is accepted and the Income of the sample respondents has influenced the level of Consumer Satisfaction towards Pharmaceutical Products. Therefore there is no significant relationship between the Income and

the level of Consumer Satisfaction towards Pharmaceutical Products of the sample respondents of the sample respondents.

### **Summary of Findings**

It is clear from the analysis that there is a relationship between the Age and the level of Consumer Satisfaction towards Pharmaceutical Products whereas, there is no relationship between the factors like Occupation and Income of the respondents and the level of Buying Behaviour.

### **Conclusion**

The majority of the respondents are aware of the pharmaceutical products even though pharma companies are frequently publish more advertisement for increase their sales and also attract the more number of customers.

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