

SUMMARY

INFLUENCE OF PROMOTION ON CONSUMER BEHAVIOUR OF VISITORS OF CHEMIST'S

Author: Vendula Štěpánová

Tutor: PhDr. Vladimír Fabera, CSc.

**Dept. of Social and Clinical Pharmacy, Faculty of Pharmacy in Hradec Králové,
Charles University in Prague, Czech Republic**

Aim of study: The objective of this work is to observe an influence of people by a promotion of drugs. An observational part was made according to a survey, where 14 questions were asked.

Methods: I have taken up the dissertation of Krkošová 2000 and Pacasová 2002. I have chosen some questions which are the same as the questions in the dissertation of Krkošová and Pacasová. The reason was to compare results from both works with my results. Other questions were different. The questions were asked so everyone could understand and answer them. Respondents had to choose and highlight or could write their own answers. Then the answers were analysed.

Results: 160 people participated in this research. 80% of the respondents have answered that they were not influenced by promotion during 6 months. Respondents who were influenced by promotion got the information from TV. 39% of the respondents do not prefer drugs seen in advertisements. 52% of the respondents have answered that they were interested in new drugs, but it only depends on what kind of drug it is. Only 33% of the respondents take an information about new drugs before they buy them. It is obvious that people do not prefer consulting their choice with some specialist of medicine. If they consult they ask their family doctor. Only 22% of the respondents consult their choice with a pharmacist. 54% of the respondents are influenced by price. 47% of the respondents think that although the promoted drug is more expensive the quality is not necessary better. 89% of the respondents think that the promoted drug does not have a bigger effect than the drug without promotion. 53% of the respondents have recorded to the promoted drug. Coldrex and

Modafen were the most reported. Only 11% of the respondents heal influenza with promoted drugs.

Conclusions: I think people try not to be influenced by promotion, but contrary is the case. Subconsciously they buy promoted drugs. It results from the research where 53% of the respondents have remembered promoted drugs. People conspue promotion, but with my experiece in a drug store, people often buy promoted drugs and they do not think about price, effect, and quality. They do not have time to find out infomation about promoted drugs. I think they want drugs to heal their diseases and they are not interested in other things about drugs.