

PREFERENCE OF DOSAGE FORMS BETWEEN TABLET ,CAPSULE AND SYRUP IN PATIENTS SUFFERING FROM HYPERACIDITY, HEARTBURN AND GERD SYMPTOMS



PRESENTED BY
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INTRODUCTION

- Hyperacidity is a standout amongst the most widely recognized illness found in the people. It is found in all ages, all classes. The stomach regularly secretes acid. At the point when there is excess secretion of acids in the stomach, it results in the condition known as acidity.
- Heartburn is a painful burning feeling in chest or throat. It happens when stomach acid backs up into esophagus.
- Gastroesophageal reflux disease (GERD) occurs when stomach acid frequently flows back into the esophagus.

OBJECTIVES

- To identify the customer’s needs and wants according to their age and sex .
- To quantify the exact reason of their preference of the particular dosage form.

RESEARCH METHODOLOGY

Research Design:

Study type: Descriptive study

Data source: Primary research

Data collection technique: Survey

Data collection tool: Researcher administered closed ended questionnaire.

Sample Design:

Target population: Patients in the OPD of doctors

Sampling method: Non-probability convenience sampling

Sample size: 500 patients

Study Location: West Bengal and Kolkata

LIMITATIONS OF THE STUDY

- To take permission from doctors or the hospital authority. Many of them did not give me permission to do survey for security reason.
- Some patients did not give answer properly.
- Most of them had no idea about tablets, capsules or syrup.
- Most of them did not know actual cause, why they prefer tablet or capsule or syrup.

CONCLUSION

From the above survey it was concluded that most of the patients prefer tablets rather than capsule or syrup.

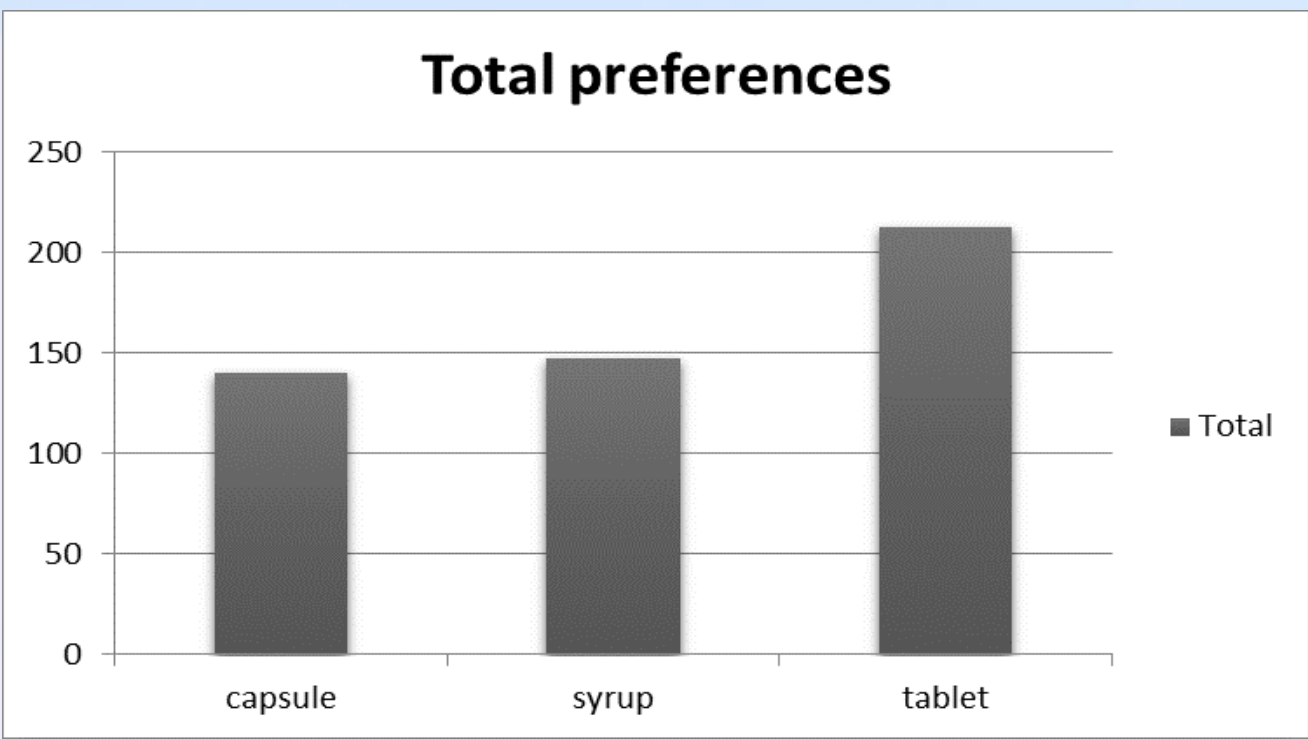
While preference was taken place according to age, then it was also found that Tablet was mostly preferred. But in the case of 2nd choice , the adult patients preferred Capsule while the middle aged and older patients preferred Syrup.

Most of the patients did not ask doctor to change the prescription as their preferable dosage form.

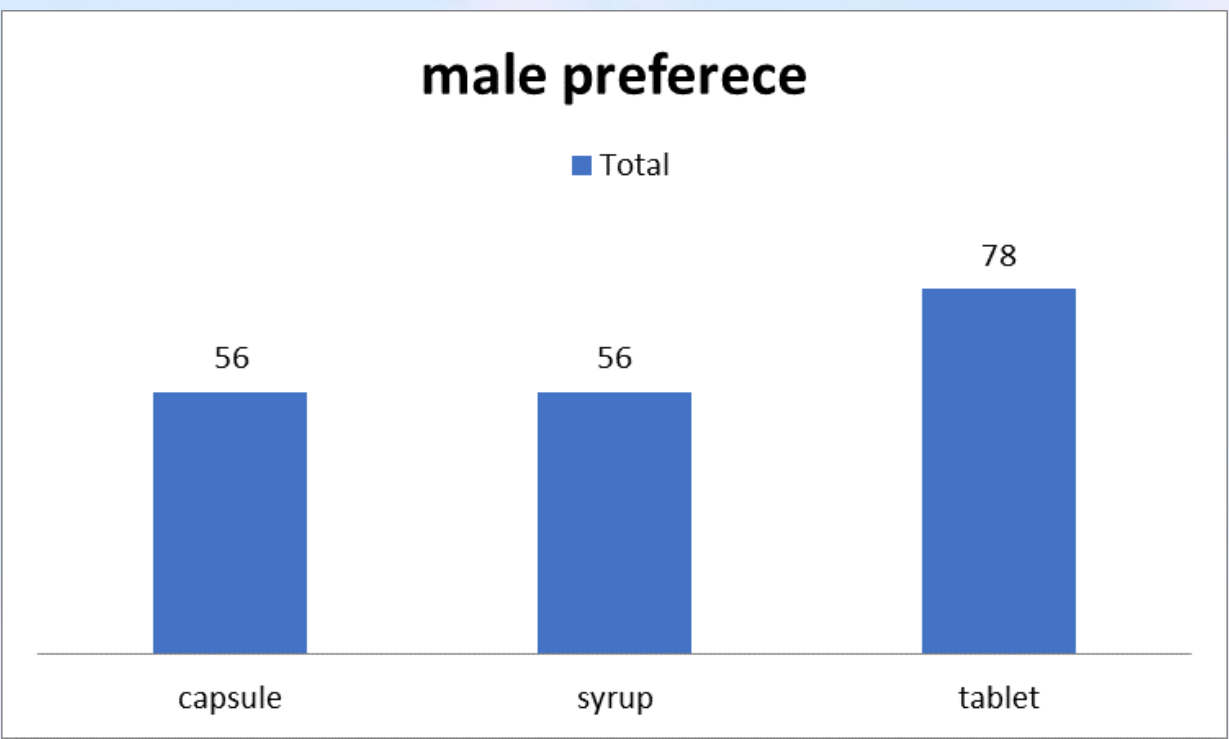
Most of the patients selected convenience for their preference of that particular dosage form.

DATA ANALYSIS AND FINDINGS

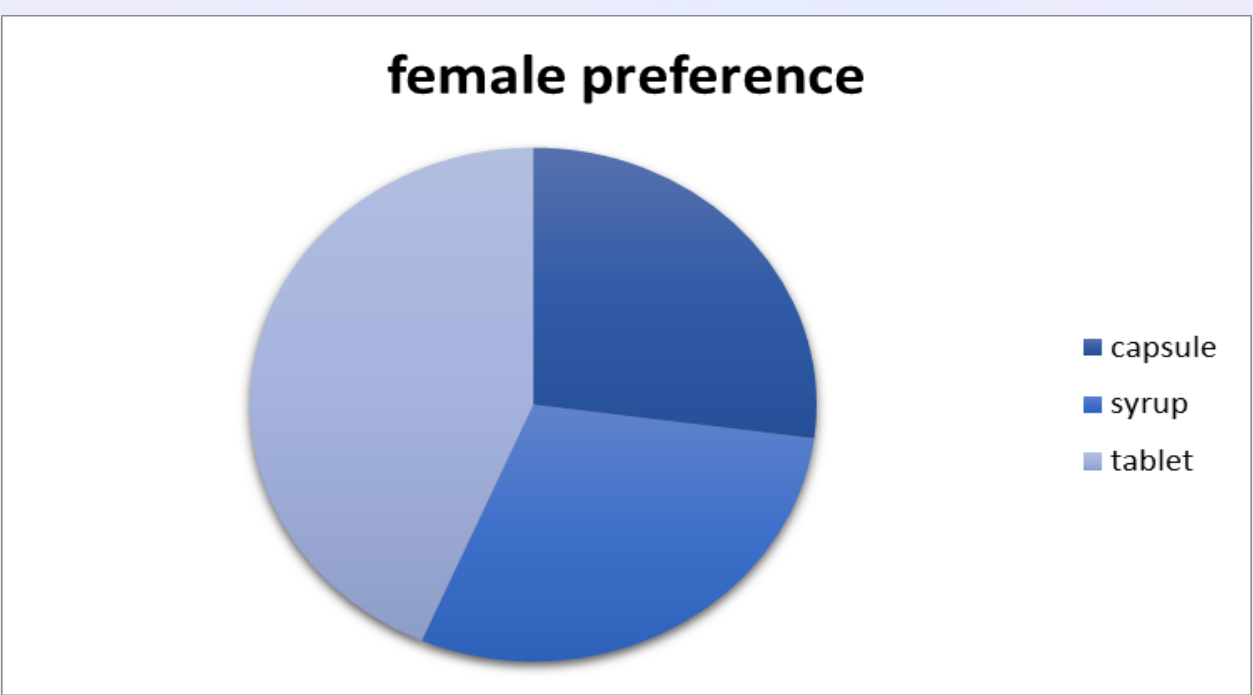
Preference of dosage form among male and female in different locations of West Bengal



Preference of dosage form among Male

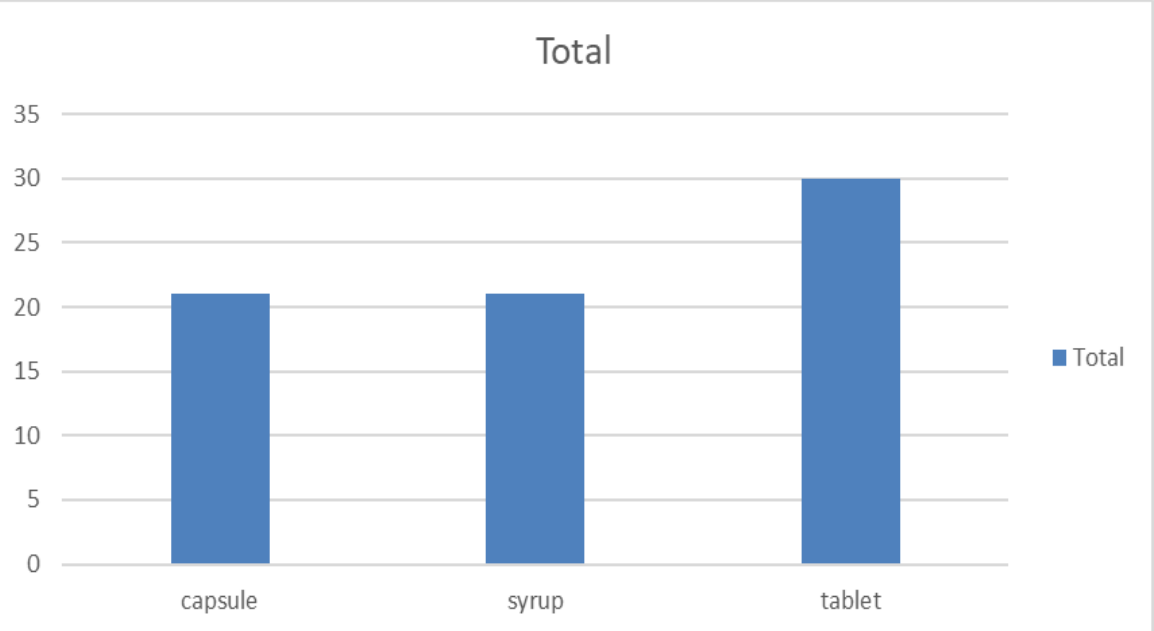


Preference of females of West Bengal

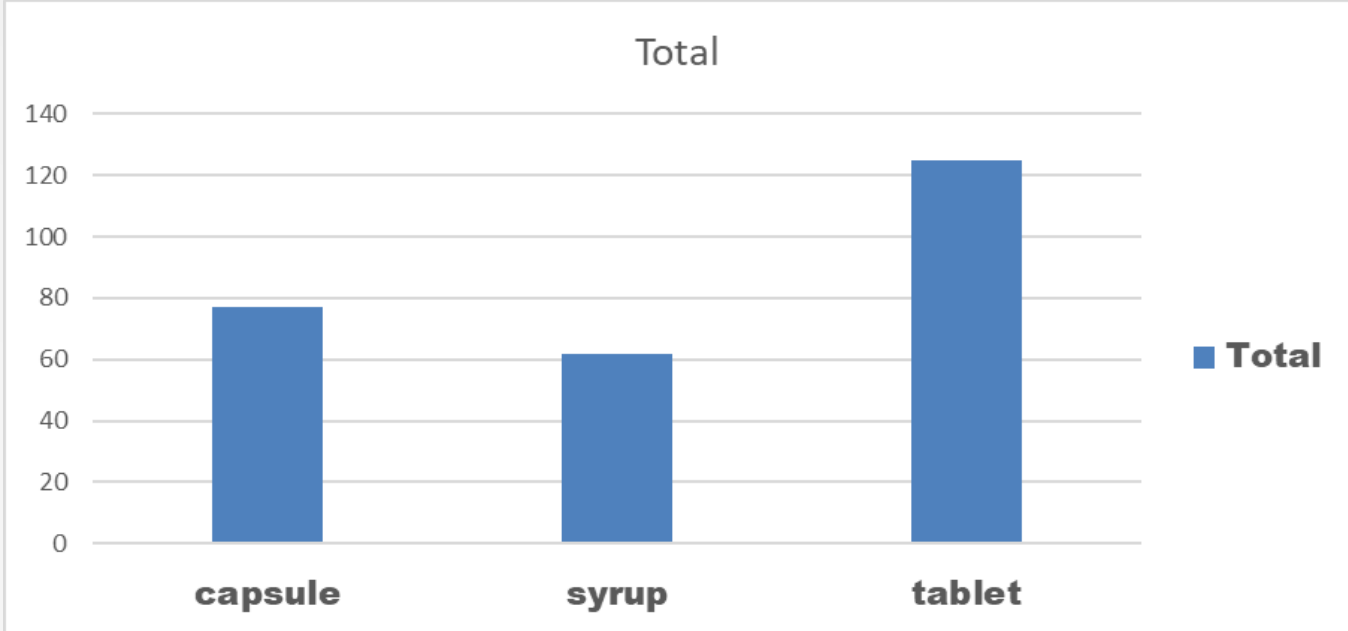


AGE WISE PREFERENCES OF DOSAGE FORM

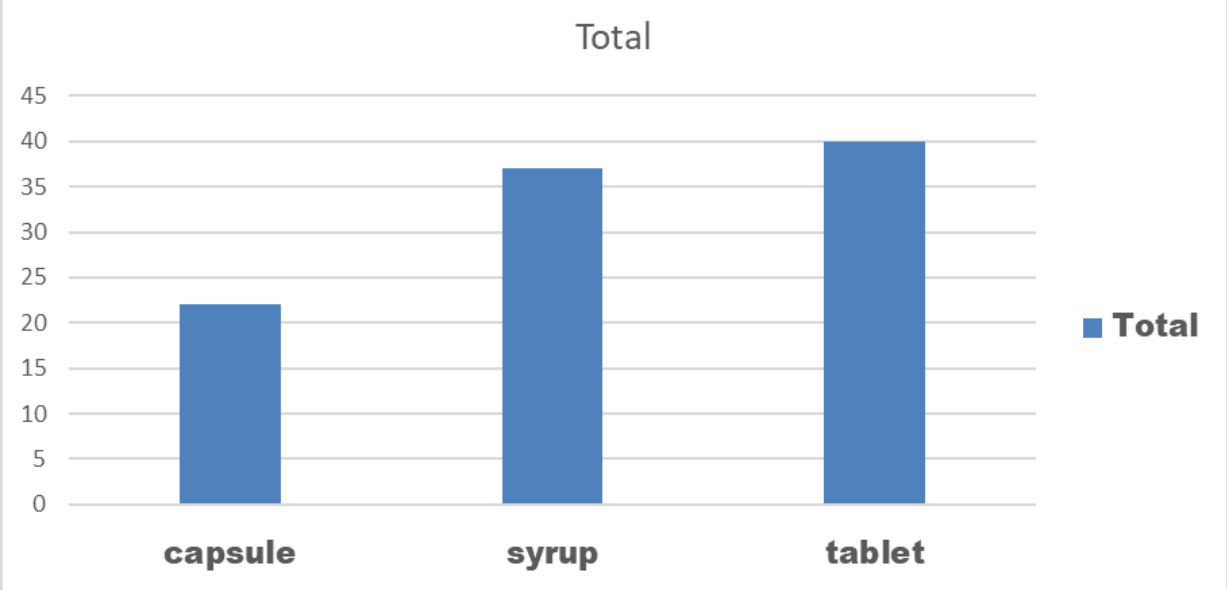
Preference of patients aged 1 to 20 years



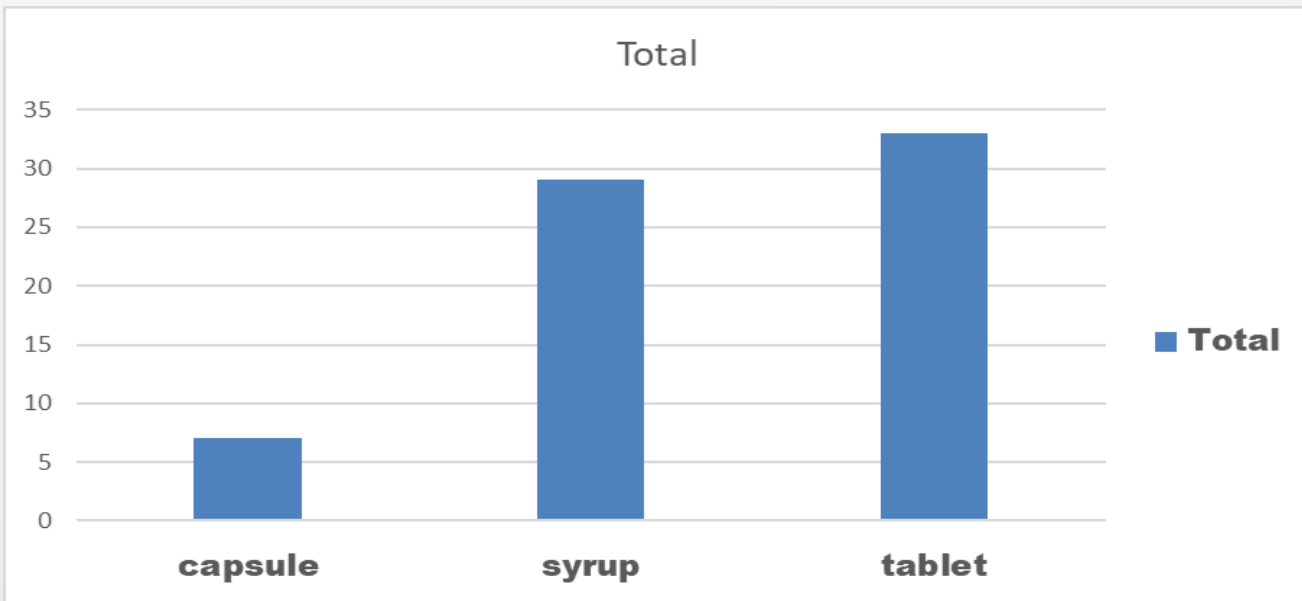
Preference of patients aged 21 to 35 years



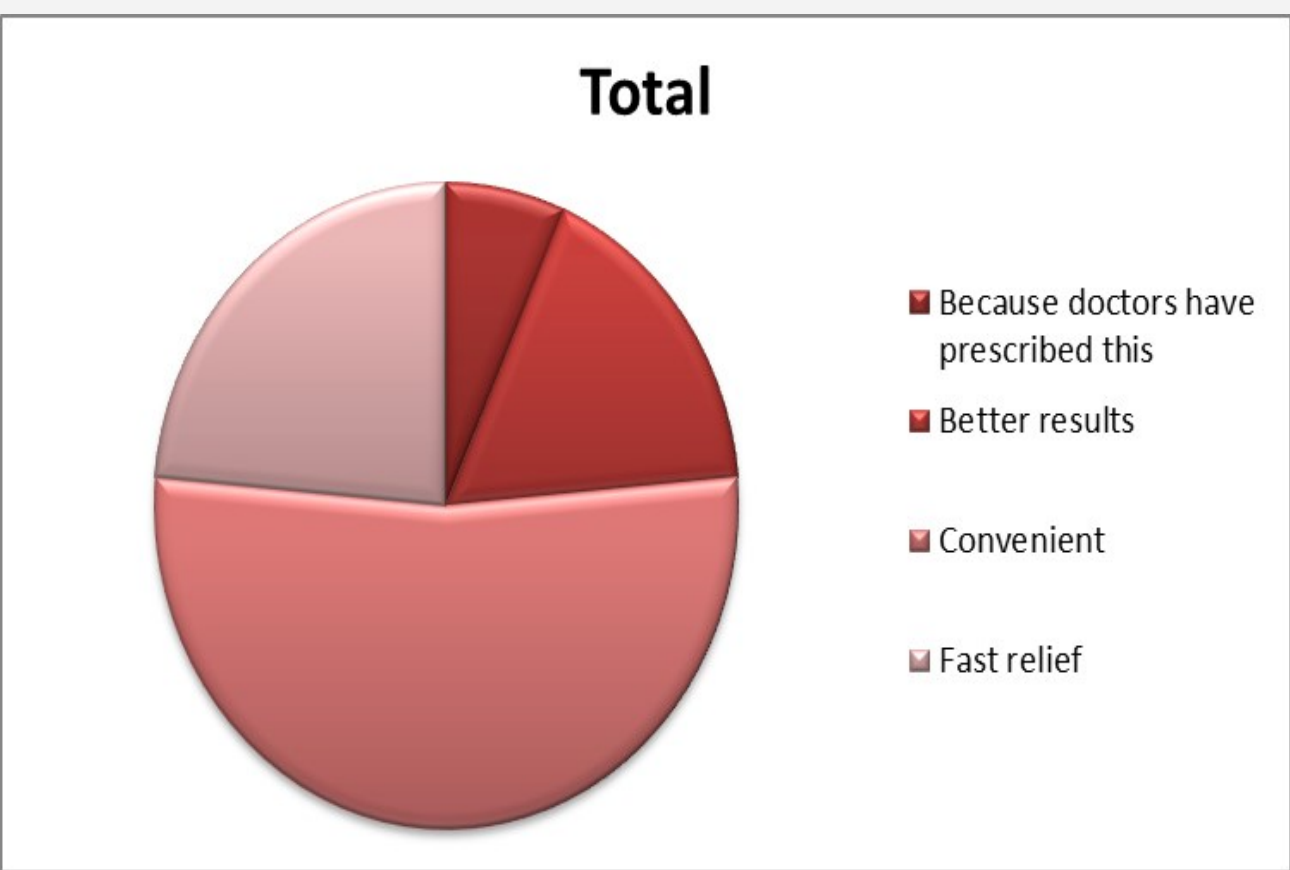
Preference of patients aged 36 to 55 years



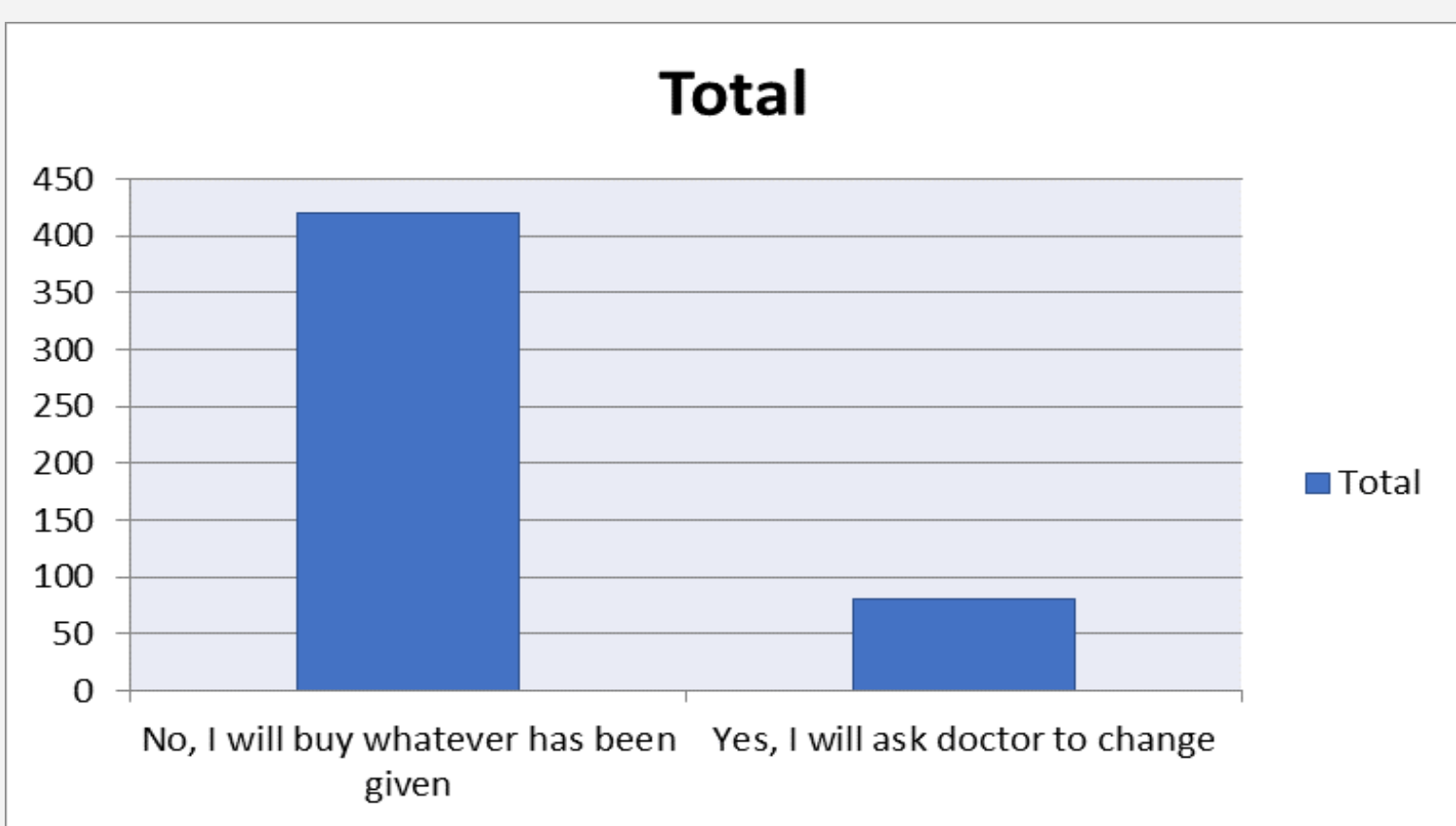
Preference of Patients above 55+ years



Reason to prefer particular dosage form



Number of patients to ask doctor to change the prescription.



ETHICAL CONSIDERATION

The research was completed with appropriate research guidelines. Enough time was given to the respondent of the study so that they can depict their true view on research questions. Consent from the respondents was taken and appropriate permission was also ensured for the usage of their given data. The disclosure of respondent identity was based on their permission where if they are not willing to disclose identity, their identity was exhibited.

RECOMMENDATION

- In the case of capturing the West Bengal market, a pharmaceutical company should look after customers’ needs and wants. So, in this perspective it can be said that the pharma companies should bring different types of Tablets in the market to capture the market.
- The Pharma company should increase their CSR activities to increase awareness among people because many people did not know the difference between Tablet, Capsule and Syrup.