

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



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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 need and want according to their age, sex and location.
- To quantify the exact reason of their preference of the particular dosage form.

METHODOLOGY

- Source of Data:** Primary data by field exposers of patients in doctor’s chambers and hospitals.
- Study Design:** A cross sectional, questionnaire based study was conducted to identify the preference of dosage forms between tablet and capsule in patients suffering from hyperacidity, heartburn and GERD symptoms.
- Data collection technique:** Survey.
- Data collection tool:** Close ended Questionnaire
- Target population:** Patients suffering from hyperacidity, heartburn and GERD symptoms.
- Study locations:** Kolkata, Malda, Siliguri (West Bengal), India
- Sample size:** 500

KEY FINDINGS

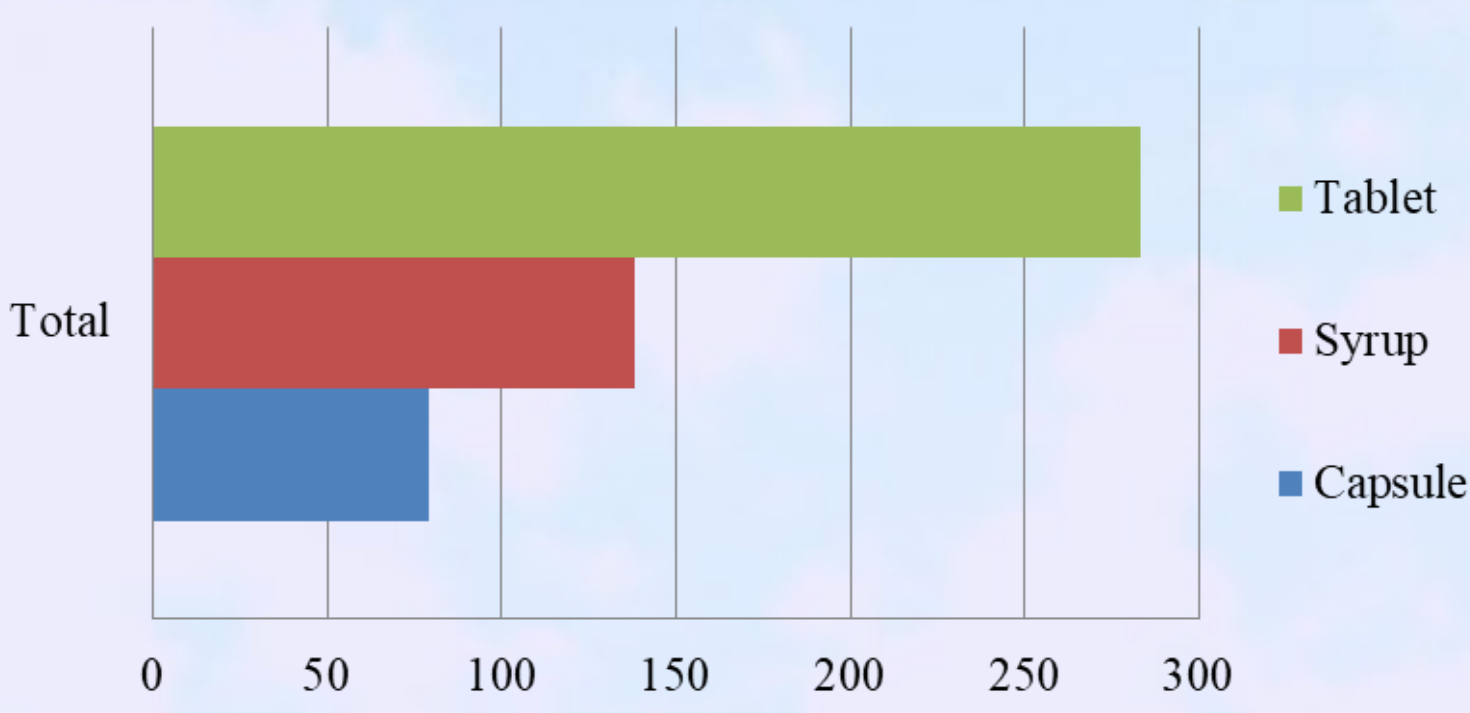
- How the sales force works.
- Techniques to marketing of products.
- 4 Ps of marketing.
- Customer’s need and want.

CONCLUSION

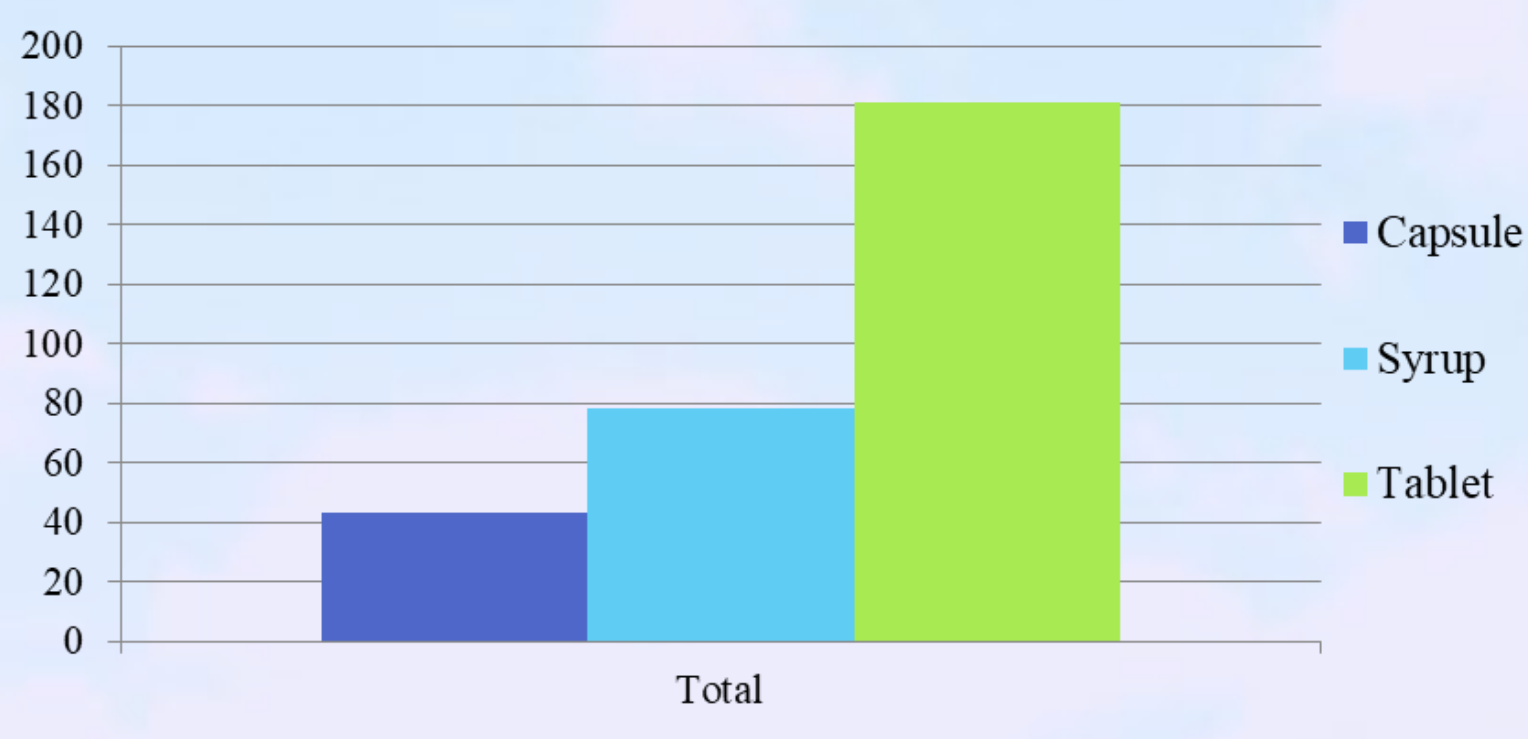
- From the above survey it is concluded that most of the patients prefer tablets rather than capsule or syrup.
- Patients aged 60 years and above mostly prefer syrup.
- Most of the patients do not ask doctor to change the prescription as their preferable dosage form.
- As per the district wise preference, tablet is preferable one rather than capsule or syrup.
- Most of the patients found convenient to take their preferred dosage form.

DATA ANALYSIS AND FINDINGS

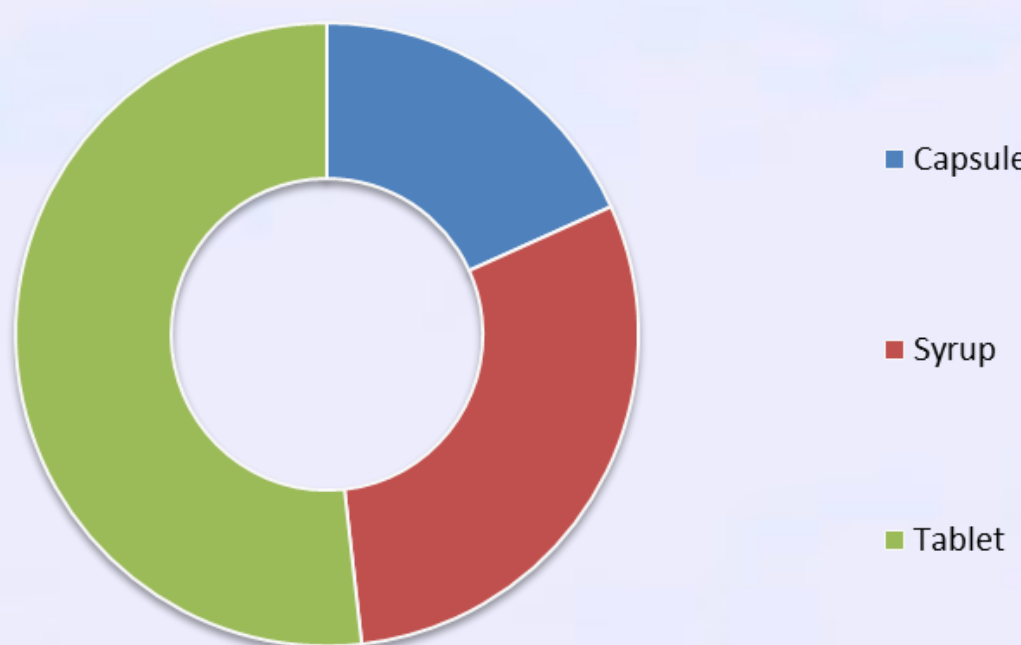
Preferences of dosage form among male and female in different locations in West Bengal



Preference of dosage form among Male

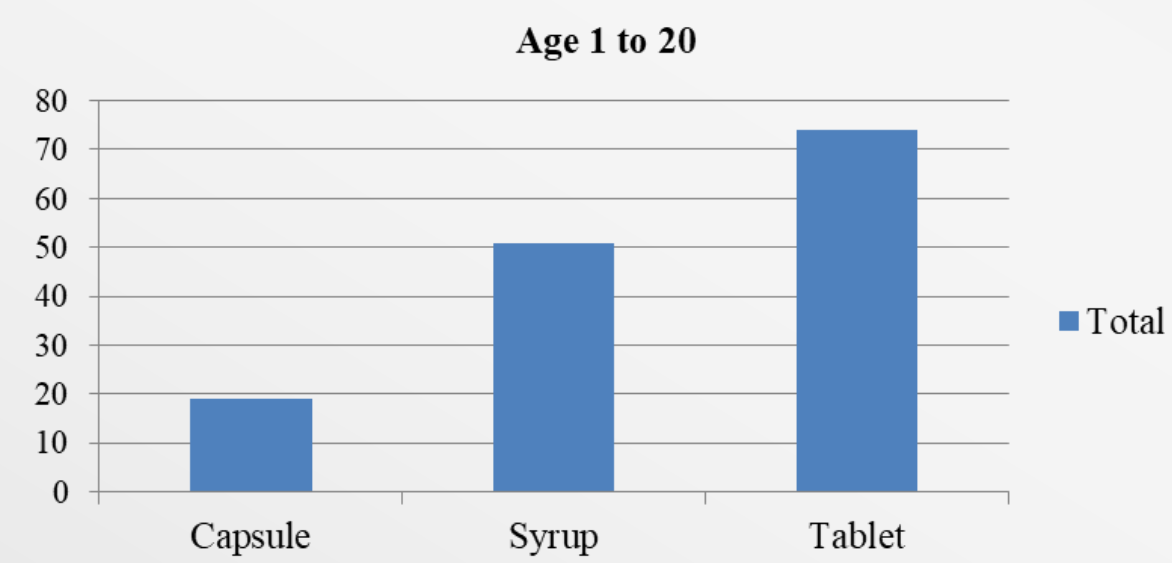


Preference of females of West Bengal

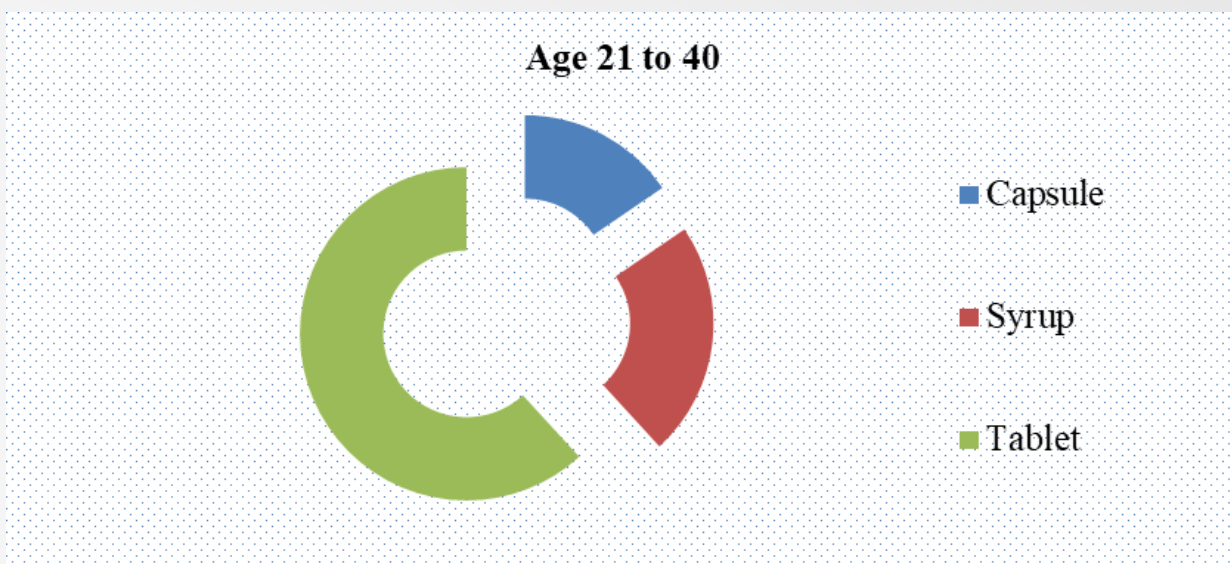


AGE WISE PREFERENCES OF DOSAGE FORM

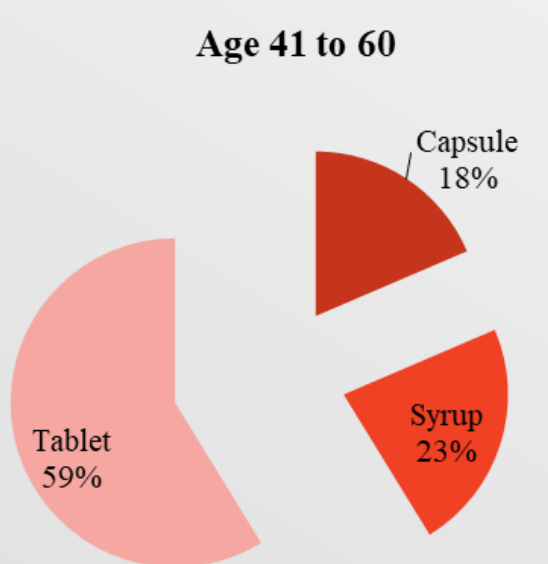
Preference of patients aged 1 to 20 years



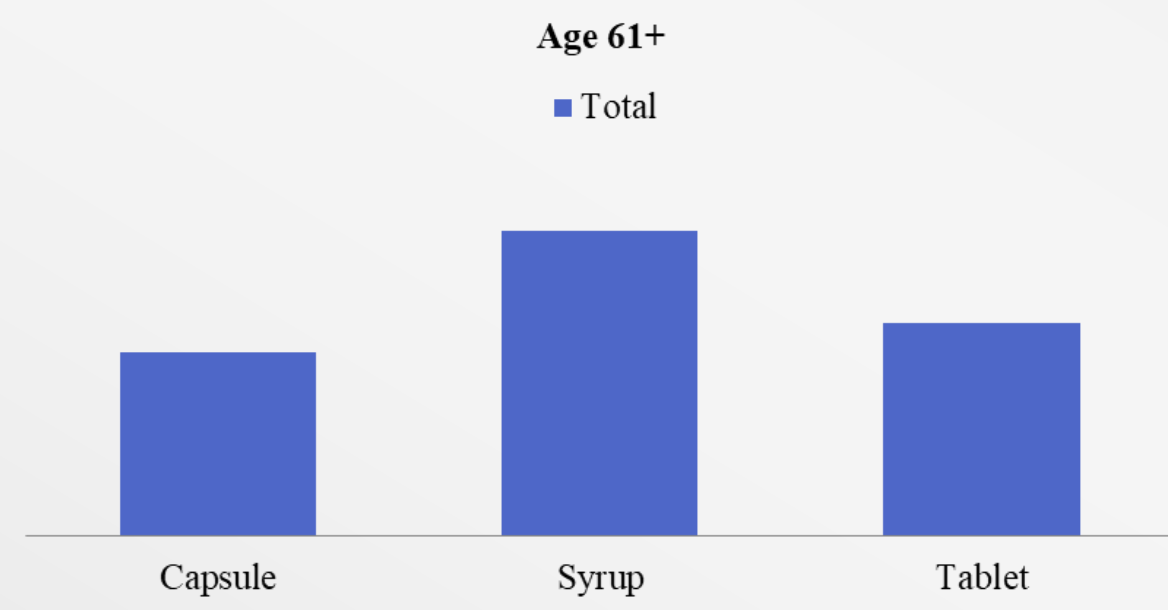
Preference of patients, aged 21 years to 40 years.



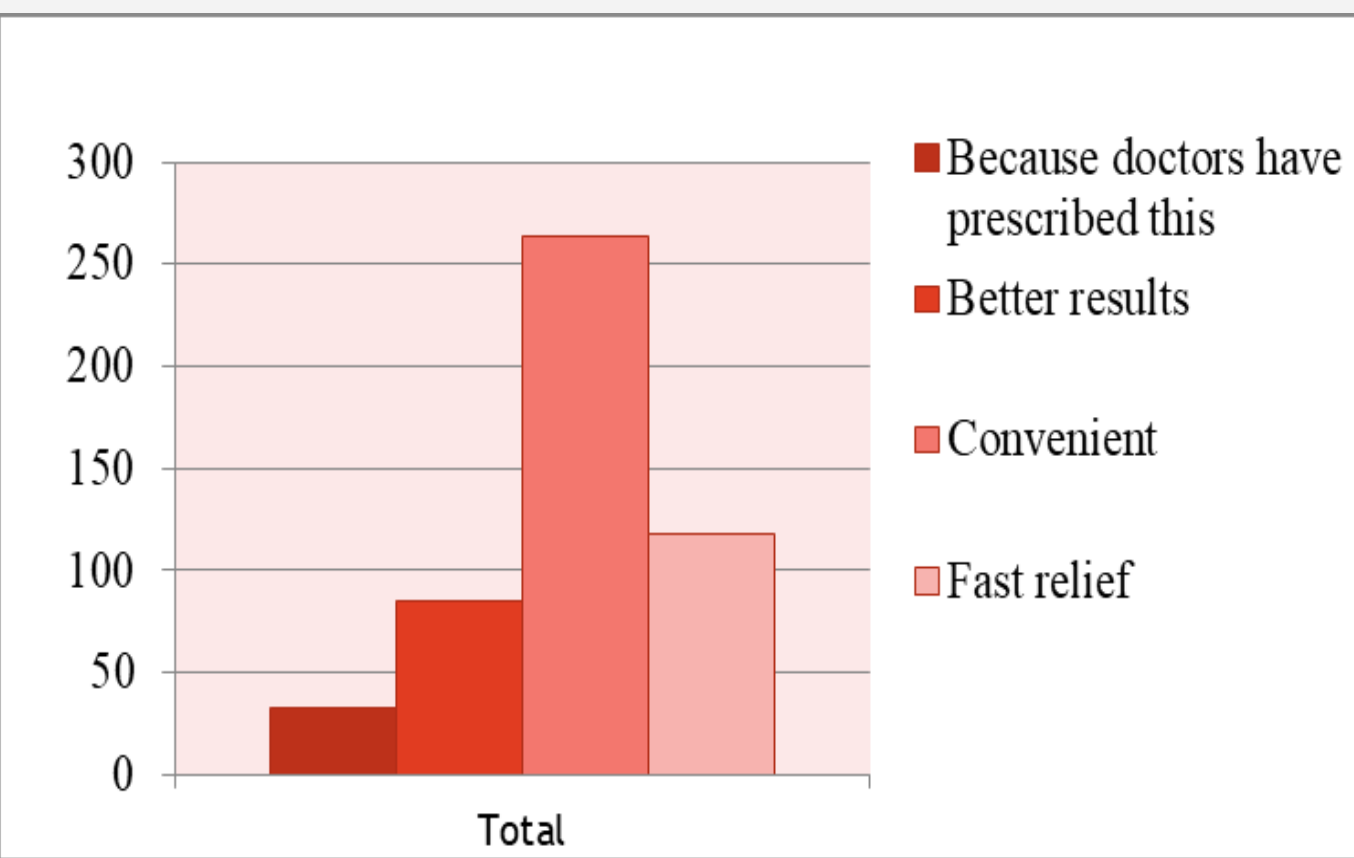
Preference of patients, aged 41 years to 60 years.



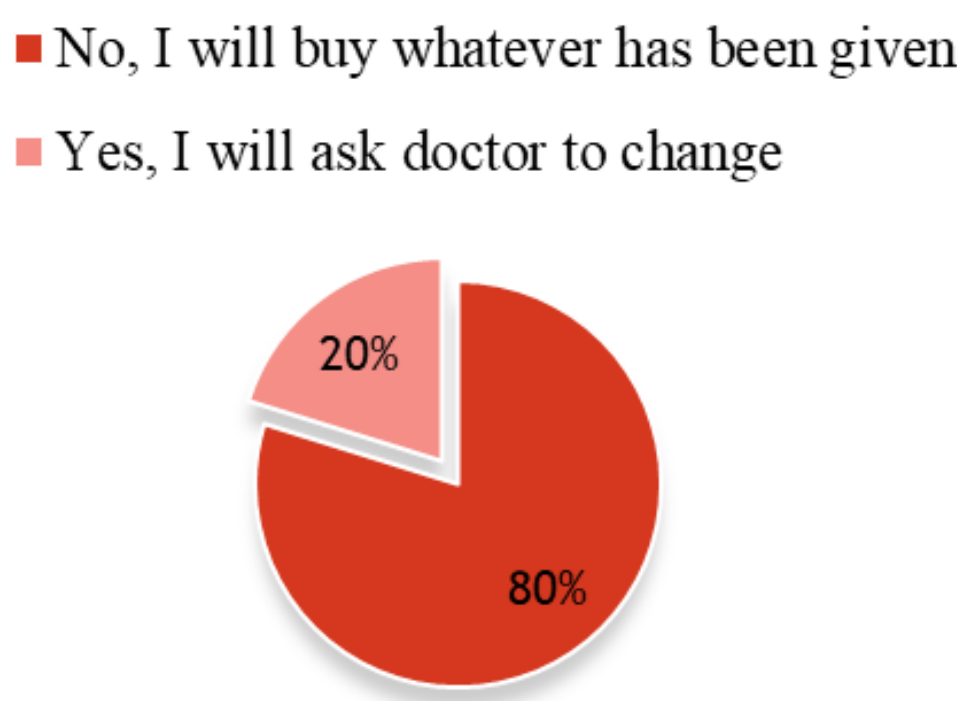
Preference of patients, aged 60+ years.



Reason to prefer particular dosage form

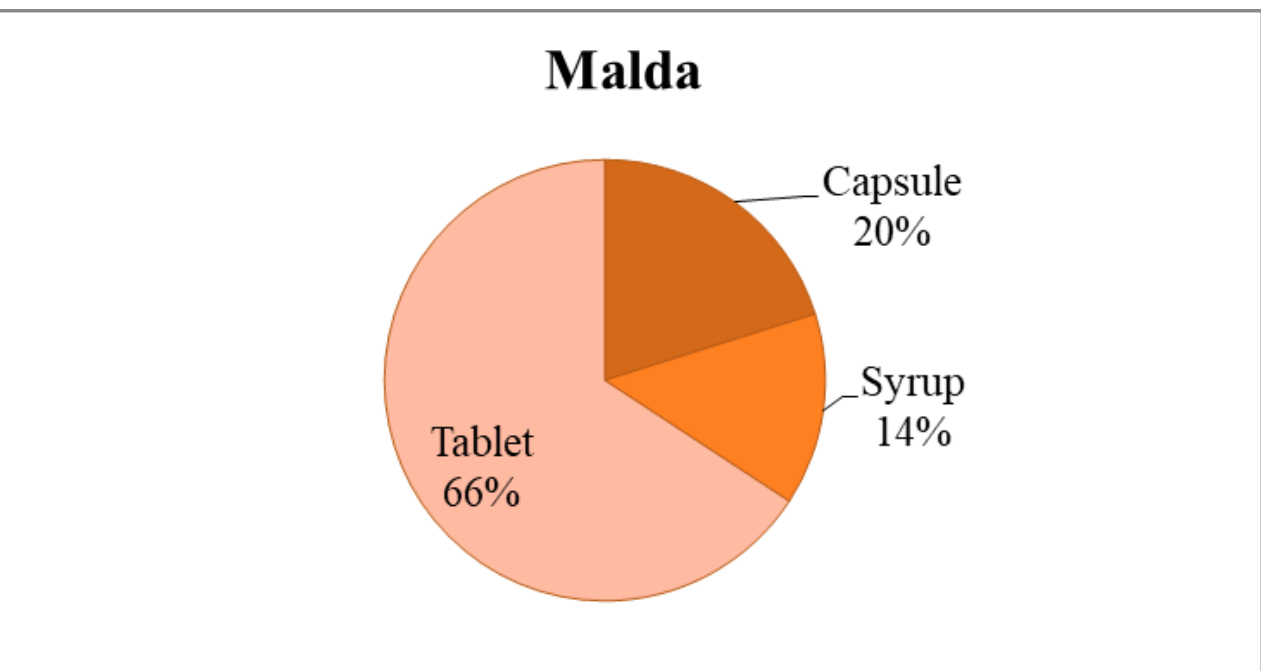


Percentage of patients to ask doctor to change the prescription.

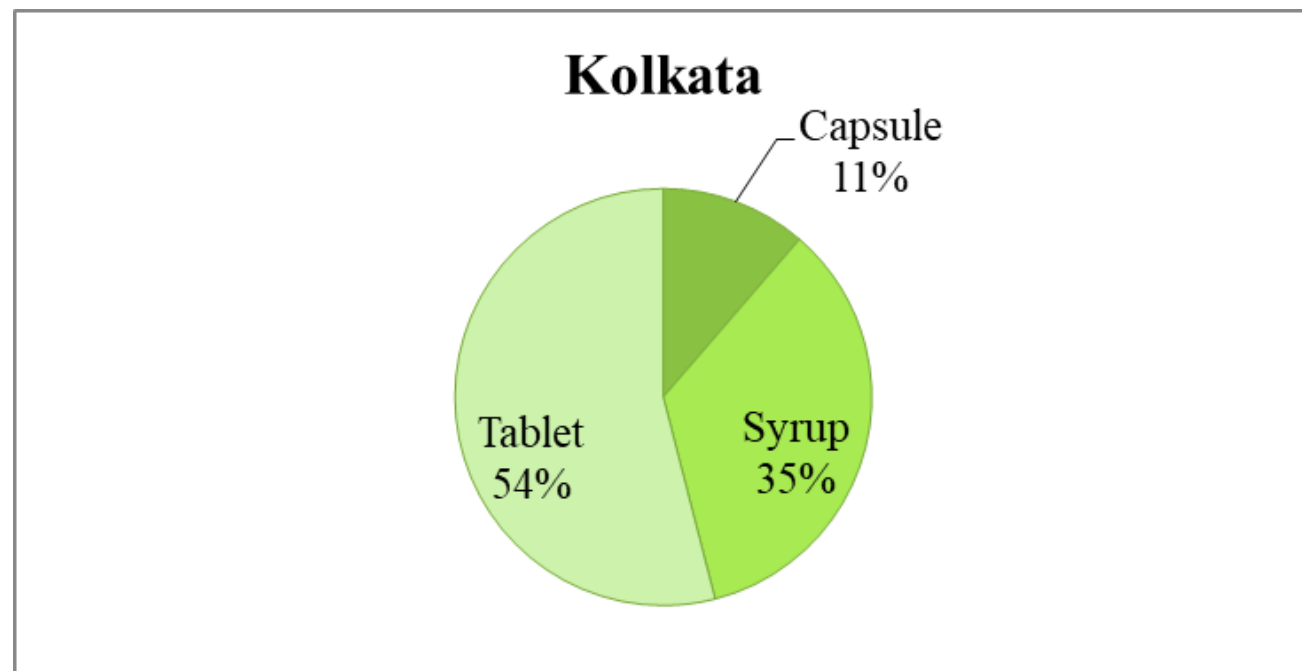


DISTRICT WISE PREFERENCES

Preference of dosage form of the people of Malda



Preference of dosage form of the people of Kolkata.



Preference of dosage form of the people of Siliguri, Jalpaiguri

