

Synopsis of
Assessing Patient Knowledge and Brand Awareness in the Management of
Acidity: Insights into Symptoms, Treatment, and Drug Preferences

Dissertation Submitted to



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by

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Introduction

Acidity or acid reflux along with its medical term called gastroesophageal reflux disease (GERD) exists as a common digestive disorder among numerous individuals across the population. Acidity develops when a stomach produces too much acid which creates symptoms including heartburn together with regurgitation along with bloating and discomfort. The disease exists widely yet numerous patients demonstrate insufficient awareness regarding both symptoms of acid reflux and available treatments and protective behaviors. Patient medicine selections and treatment follow-through depend heavily on their familiarity with different brand acidity medications together with their perceptual understanding of these drugs.

This research examines how well patients know about acidity symptoms and treatments in addition to their knowledge levels regarding the truth value of different acidity medication brands. Healthcare providers together with pharmaceutical companies can develop improved awareness programs and treatment adherence methods because they better grasp patient behaviors and understanding.

Research Question

- What is the level of knowledge among patients regarding acidity, its symptoms, and available treatment options?
- How aware are patients of different pharmaceutical brands offering acidity medications?

Objectives

- To assess the awareness and understanding of acidity symptoms.
- To evaluate patient knowledge regarding available treatment options for acidity.
- To analyze the level of awareness and perception of different acidity drug brands.

Hypothesis

- Patients have limited knowledge regarding acidity symptoms and its treatment options.
- Brand awareness significantly influences patient preferences for acidity medications.

Material and methods

- **Study Design:** The dissertation will employ a mixed-method approach, incorporating both quantitative and qualitative methods.
- **Setting:** The study will involve individuals from various backgrounds and different locations who may have experienced acidity or related issues.
- **Study Population:** The study will involve individuals from diverse backgrounds who have experienced acidity or related challenges, promoting a more thorough understanding of these issues.
- **Study tools:** Structured questionnaire and in-depth interviews
- **Duration of Study:** 3 months
- **Sample size:** 150 respondents for survey and 5 respondents for pilot test
- **Sampling technique:** Purposive sampling will be used to select participants who have knowledge or experience related to acidity.

- **Data collection procedure:** Data collection with selected participants by online survey and in-depth interviews with some participants for qualitative insights.

Data Analysis Plan

The software for qualitative data analysis used is MS Excel. Descriptive statistics is used.

Ethical Considerations

The data collection from the participants will be obtained ensuring they are fully aware of the study and have their consent for it. The confidentiality of their data will be maintained

References

1. Fass R, Boeckxstaens GE, El-Serag H, Rosen R, Sifrim D, Vaezi MF. Gastro-oesophageal reflux disease. Nature reviews Disease primers. 2021 Jul 29;7(1):55.
2. Surana KR, Mahajan SK. Functional Foods in Acidity Management and Prevention. In Applications of Functional Foods in Disease Prevention 2024 Jan 9 (pp. 211-222). Apple Academic Press.