

## A Study On Consumer Awareness Towards Allopathy Medicine In Kanniyakumari District

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### Abstract

Consumer awareness regarding allopathic medicine is crucial for ensuring safe and effective healthcare. Many patients rely on allopathy for treatment, but without proper knowledge, they may misuse or overuse medications, leading to adverse effects. Awareness helps individuals understand the correct dosage, side effects, and potential interactions of medicines, preventing complications such as antibiotic resistance and drug dependency. Informed consumers can also differentiate between genuine and counterfeit drugs, ensuring they purchase safe and approved medicines from licensed sources. Moreover, consumer awareness promotes better decision-making in healthcare. Patients who understand the role of prescriptions, generic alternatives, and the importance of consulting qualified doctors are less likely to fall victim to self-medication or misleading advertisements. Awareness campaigns educate people about the dangers of taking unprescribed drugs, the significance of completing prescribed courses, and the necessity of reporting adverse drug reactions. This knowledge not only protects individual health but also enhances public health by reducing the risks associated with irrational drug use. The important objective of the study is to analyze the awareness of consumers towards allopathy medicine in Kanniyakumari district. The study is based on primary and secondary Data. To analyze the consumer awareness towards allopathy medicine in Kanniyakumari district 60 consumers are selected as samples using convenient sampling method.

**Key Words:** Allopathy Medicine, consumers and awareness.

### INTRODUCTION

Consumer awareness regarding allopathic medicine is crucial for ensuring safe and effective healthcare. Many patients rely on allopathy for treatment, but without proper knowledge, they may misuse or overuse medications, leading to adverse effects. Awareness helps individuals understand the correct dosage, side effects, and potential interactions of medicines, preventing complications such as antibiotic resistance and drug dependency. Informed consumers can also differentiate between genuine and counterfeit drugs, ensuring they purchase safe and approved medicines from licensed sources. Moreover, consumer awareness promotes better decision-making in healthcare. Patients who understand the role of prescriptions, generic alternatives, and the importance of consulting qualified doctors are less likely to fall victim to self-medication or misleading advertisements. Awareness campaigns educate people about the dangers of taking unprescribed drugs, the significance of completing prescribed courses, and the necessity of reporting adverse drug reactions. This knowledge not

only protects individual health but also enhances public health by reducing the risks associated with irrational drug use.

Additionally, awareness fosters transparency and accountability in the pharmaceutical industry. When consumers are well-informed, they can demand high-quality medicines, ethical medical practices, and fair pricing. This, in turn, encourages regulatory authorities to enforce strict standards on drug manufacturing and marketing. Government and healthcare institutions must play an active role in spreading awareness through educational programs, digital platforms, and strict regulations. Ultimately, consumer awareness about allopathic medicine empowers individuals, improves healthcare outcomes, and strengthens the overall medical system.

## OBJECTIVE

The important objective of the study is to analyze the awareness of consumers towards allopathy medicine in Kanniyakumari district.

## METHODOLOGY

### Sources of data

The study is based on both primary and secondary data. The primary data is collected through a well-structured interview schedule and the secondary data have been mainly collected from the books, journals, magazines, and also from the internet.

### SAMPLING DESIGN

To analyze the consumer awareness towards allopathy medicine in Kanniyakumari district 60 consumers are selected as samples using convenient sampling method.

### STATISTICAL TOOLS USED

The collected data were analyzed with the help of various statistical measures such as **Percentage and Chi-square test.**

### ANALYSIS OF DATA

The data collected are analyzed using suitable statistical tools and presented in the below tables:

#### Age of the consumers

The researcher made an attempt to know about the age of the sample consumers to study the consumer awareness towards allopathy medicine and presented in the following table.

**Table: 1**

**Age of the consumers**

Sl. No.	Age	No. of respondents	Percentage
1	Up to 35	11	18.3
2	35 – 50	33	55
3	Above 50	16	26.7
	Total	60	100

**Source: Primary data**

It is inferred from the above table that out of 60 sample consumers 11(18.3 percent) of them belongs to the age group of up to 35 years, 33(55 percent) of the consumers belongs to the age group of 35 – 50 years and the remaining 16(26.7 percent) of them belongs to the age group of above 50 years.

### Gender of the consumers

Gender is an important factor considered to know the awareness of the sample consumers towards allopathy medicine and the classification on the above basis is given in the following table.

**Table: 2**

**Gender of the consumers**

Sl. No.	Gender	No. of Respondents	Percentage
1.	Male	38	63.3
2.	Female	22	36.7
	<b>Total</b>	<b>60</b>	<b>100</b>

### Source: Primary data

From the above table it is revealed that 38(63.3 percent) of the respondents are male and the remaining 22(36.7 percent) of them are female.

### Marital Status of the consumers

Since the marital status of a person decides the type of family and the dependents of a person it is also analyzed by the researcher and depicted in the following table.

**Table: 3**

**Marital status of the consumers**

Sl. No.	Marital Status	No. of Respondents	Percentage
1.	Married	54	90
2.	Unmarried	06	10
	<b>Total</b>	<b>60</b>	<b>100</b>

### Source: Primary data

The above table infers that 54(90 percent) of the sample consumers are married and the remaining 06(10 percent) of them are unmarried.

### Type of family

The sample consumers are from both nuclear and joint families. The type of family of the consumers is also analyzed and presented in the following table.

**Table: 4**

**Type of family**

Sl. No.	Type of family	No. of respondents	Percentage
1	Nuclear	13	21.7
2	Joint family	47	78.3
	<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary data**

It is revealed that, 13(percent) of the consumers belongs to the nuclear family and the remaining 32 (64 Percent) of them belongs to joint family.

**Educational qualification of the consumers**

Educational qualification of an individual is an important factor in creating awareness among them about a particular product. Hence the educational qualification of the consumers also considered for the study and presented in the following table.

**Table: 5****Educational qualification of the consumers**

Sl. No.	Educational qualification	No. of respondents	Percentage
1	Under Graduate	36	60
2	Post Graduate	15	25
3	Others	09	15
	<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary data**

The above table shows that 36(60 percent) of the sample consumers are under graduates, 15(25 percent) of them are post graduates and the remaining 9(15 percent) of them are having other qualifications such as diploma, school education, professional degrees etc.

**Occupation of the consumers**

Occupation of the consumers is also gathered by the researcher to study their awareness towards allopathy medicine and presented as follows:

**Table: 6****Occupation of the consumers**

Sl. No.	Occupation	No. of respondents	Percentage
1	Private Employee	42	70
2	Government Employee	04	6.7
3	Others	14	23.3
	<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary data**

It is revealed from the above table that 42(70 percent) of the sample consumers are private employees, 4(6.7 percent) of them are government employees and the remaining 14(23 percent) of them comes under other categories such as house wives, students etc.

**Level of consumer awareness towards Allopathy Medicine**

To analyze the consumer awareness towards Allopathy medicine in Kanniyakumari district the researcher gathered opinion of the respondents about their awareness level towards the allopathy medicine and presented in the following table.

**Table: 7**

**Level of awarenessSource: Primary data**

Sl. No.	Opinion	No. of respondents	Percentage
1	High	19	31.7
2	Medium	39	65
3	Low	02	3.3
	Total	60	100

The above table infers that from the total 60 respondents 19(31.7 percent) of them are highly aware about the allopathy medicines, 39(65 percent) of them are having medium level awareness and the remaining 2(3.3 percent) of the consumers are having low level awareness about the allopathy medicines in the study area.

**Association between personal factors and Level of awareness towards Allopathy Medicine**

The researcher made an analysis to know about the association between the personal factors and their level of awareness towards allopathy medicine by adopting chi – square test.

**Age and Level of awareness towards Allopathy Medicine**

The association between the age of the respondents and the level of awareness towards allopathy medicine is analyzed using chi-square test and presented in the below table.

**Table 8****Age and Level of awareness towards Allopathy Medicine**

Chi-square value	Degrees of freedom	Table value	Inference
11.13	4	9.488	Significant

**Source: Computed Value**

From the above analysis it is seen that the calculated value (11.13) of Chi-square is greater than the table value (9.488), and hence the null hypothesis is rejected. Hence it is inferred that there is a significant association between the Age and the level of awareness of the consumers towards Allopathy Medicine.

**Gender and Level of awareness towards Allopathy Medicine**

The association between the gender of the respondents and their level of awareness towards allopathy medicine is analyzed using chi-square test and presented in the below table.

**Table 9****Gender and Level of awareness towards Allopathy Medicine**

Chi-square value	Degrees of freedom	Table value	Inference
5.26	2	5.99	Insignificant

**Source: Computed Value**

It is clear from the above analysis the calculated value (5.26) of Chi-square is less than the table value (5.99), and hence the null hypothesis is accepted. Hence it is revealed that there is no significant association between the gender and the Level of awareness of the consumers towards Allopathy Medicine.

### Educational qualification and Level of awareness towards Allopathy Medicine

The researcher further made an attempt to know the association between the educational qualification of the consumers and their level of awareness towards allopathy medicine by using chi-square test and the results are presented in the below table.

**Table 10**

**Educational qualification and Level of awareness towards Allopathy Medicine**

Chi-square value	Degrees of freedom	Table value	Inference
10.92	4	9.488	Significant

**Source: Computed Value**

From the above analysis it is seen that the calculated value (10.92) of Chi-square is greater than the table value (9.488), and hence the null hypothesis is rejected. It is found that there is a significant association between the educational qualification and the Level of awareness of the consumers towards Allopathy Medicine.

### FINDINGS OF THE STUDY

The major findings of the study are:

- The researcher found out that 33(55 percent) of the consumers belongs to the age group of 35 – 50 years.
- From the total 60 respondents 38(63.3 percent) of them are male.
- Majority 54(90 percent) of the sample consumers are married and 32 (64 Percent) of them belongs to joint family.
- It is found out that 36(60 percent) of the sample consumers are under graduates.
- Regarding the occupation 42(70 percent) of the sample consumers are private employees.
- The researcher found out that 39(65 percent) of the sample consumers are having medium level awareness about the allopathy medicines.
- The personal factors age and educational qualification of the consumers are dependent to the level of awareness and the factor gender is independent to the level of awareness of the consumers towards Allopathy medicine.

### CONCLUSION

In conclusion, consumer awareness of allopathic medicine is crucial for promoting informed healthcare decisions, ensuring patient safety, and preventing the misuse of pharmaceutical drugs. A well-informed public can differentiate between evidence-based treatments and misleading claims, adhere to prescribed medications responsibly, and recognize potential side effects or interactions. Moreover, awareness fosters a more transparent doctor-patient relationship, empowering individuals to actively participate in their treatment plans. As allopathy continues to evolve with scientific advancements, enhancing consumer education through regulatory policies, digital resources, and healthcare initiatives is essential for maximizing benefits while minimizing risks.

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