



# CUSTOMER'S PERCEPTION ON ETHICAL ISSUES WITH REFERENCE TO PHARMACY (MEDICAL SHOPS)

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**Abstract:** Pharmacy is a shop where medicines are sold. A person who works in the pharmacy is called a pharmacist. Pharmacist should hold a proper degree i.e., should be educated in the medical field, only then he/she can work in the pharmacy. Ethical means “relating to a moral principle”. Ethical issues can be found in various fields. This study is an attempt to assess the ethical responsibilities of a pharmacist that relate to a customer. This paper seeks to analyze the ethical issues faced by the customer while going to pharmacy. This was done with the help of convenience sampling method. The responses collected were summarized using percentage analysis with help of graphs. Key words: ethical issues, pharmacy, medical shops.

## I. INTRODUCTION

A pharmacy is a place where people can buy all kinds of medical drugs. In the recent times people tend to go to pharmacies before going to the doctor. They buy the medicines which they think can cure the health issues they are going through. A pharmacy practice involves knowing about the medicines and their side effects. Father of pharmacy is William Procter Jr. He was a practitioner, experimenter and a professor. <sup>2</sup> In India there is no difference between pharmacy and medical shops. If the medical shops have a pharmacy retail license they can sell medical drugs. Pharmacy ethics is to take good care of the customers, be compassionate, caring and should not disclose the personal information about the patient to anyone. A pharmacist should take care of the patient and should provide a proper medicine to the customers. A pharmacist first priority should be the customer's wellbeing. Pharmacy ethics must be followed by the pharmacist to have a good relation with the customers.

## II. LITERATURE REVIEW

**John D. Arras(2004)** states that investigators funded by the national institutes of health are required to go through a training session about the clinical ethics and and research.

**Michael Santaro (2007)** states that despite the pharmaceutical industry's contributions there are few problems between industries and the public. The troubled relationship between the pharmaceutical industry and the public has caused a lot of problems.

**Robert M. Veatch and Amy Haddad(2008)** states the dramatic life of life and death decisions. It also states the real experiences of practicing pharmacists and the ethical issues faced by the pharmacists.

**John I. Gallin and Laura Lee Johnson (2010)** state the fundamental principles and practices of clinical research. It implies on the clinical research on a global scale.

**objective of the study**

To study how the pharmacies are increasing patient awareness, culturing prescription, product availability and pharmacist – patient relationship.

- To study how the pharmacies are respecting the dignity, privacy, confidentiality, individuality choice of the customer.

**III. RESEARCH METHODOLOGY**

A research design is a collection and analysis of data. Descriptive research design was adopted in order to achieve the objectives of the study. The research study used both the primary and secondary data. Convenience method was adopted and data collection was done through questionnaire method for 120 samples.

**IV. DATA ANALYSIS**

The Descriptive Analysis Method, Correlation Test and ANOVA Test Were Used for the Analysis of the Data.

**4.1 Percentage Analysis****Table 1.** Demographic representation corresponding to the respondents

S. No.	Particulars	No. of Respondents	Percentage
1	<b>Age</b>		
	Under 30	59	49.2%
	31-40	35	29.2%
	41-50	11	9.2%
	51-60	8	6.7%
	Above 60	7	5.8%
	Total	120	100
2	<b>Gender of the respondents</b>		
	Male	68	56.7%
	Female	51	42.5%
	Prefer not to say	1	0.8%
	Total	120	100
3	<b>Designation of the respondents</b>		
	student	26	21.7%
	employed	69	57.5%
	unemployed	14	11.7%
	retired	11	9.2%
	Total	120	100

#### 4.2 Correlation

Relationship between Expired products and restocking of the products

**Table-2. Showing the relationship Relationship between Expired products and restocking of the products**

		Attitude towards pharmacy selling expired products	Attitude towards pharmacy restocks often
Attitude towards pharmacy selling expired products	Pearson's correlation	1	.110
	Sig (2-tailed)		.233
	N	120	120
Attitude towards pharmacy restocks often	Pearson's correlation	.110	1
	Sig (2-tailed)	.233	
	N	120	120

significance value (0.000)>0.05.

The results of the "**correlation**" say it is inferred that r has a positive and the significance level is more than 0.05 so relationship is positive between expired and restocking of the medicines.

#### 4.3 One Way ANOVA

**Table-3. Relationship between age and the relationship with the pharmacist**

	Sum of Squares	Df	Mean Square	F	Sig.
<b>Between Groups</b>	.767	3	.256	1.020	.387
<b>Within Groups</b>	29.099	116	.257		
<b>Total</b>	29.867	119			

From the above table it is inferred that the significance level is above 0.05. it is proven that there is a positive relationship between age and the relationship with the pharmacist

#### IV. RESULTS

The correlation denotes that r has a positive and the significance level is more than 0.05 so relationship is positive between expired and restocking of the medicines.

. The second ANOVA test denotes that the significance level is above 0.05. it is proven that there is a positive relationship between age and the relationship with the pharmacist.

#### V. CONCLUSION AND SUGGESTIONS

The customers should know about the pharmacy ethics that is being practiced and followed around the pharmacy. The explanation about the medicines and its side effects should be properly given by the pharmacist to the customers. The pharmacist needs to be more aware of the customer's health condition before prescribing medicines to them. They should be more polite to the elderly. It can be said that the ethical issues in pharmacy is one of the very important issues in health centre. Ethical issues can be dealt with pharmacies being more attentive to the customer's complaints, wants and needs. Many factors like disclosing information about the customers and providing right information about the medicines are supporting. While certain elements like pharmacy should be more discrete about asking questions and giving advice can be strengthened more.

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