

타우린 함유제품의 구매에 관한 약사의 역할과 소비자 행동분석

이효선, 스리니바산 산무감¹, 이진엽¹, 김정애¹, 용철순¹, 유봉규¹

영남대학교 임상약학대학원, ¹영남대학교 약학대학

A survey analysis was performed with a hundred consumers who visited community pharmacies. TV advertisement was the major information source for consumers and it was the most powerful direct reason for purchasing a specific brand of the taurine-containing product. This trend was more prominent in firm employed young male adult who were less than 40 years old. Interestingly, however, in-depth analysis revealed that small business owners, homemakers, and consumers older than 40 years used pharmacists or doctors for their information source, and their purchase behavior was significantly more affected by recommendation of the health professionals compared to TV advertisement. This contrast was consistent with trustability rating from the consumers. Furthermore, the above subpopulation trusted pharmacists more than doctors while the opposite subpopulation trusted doctors more than pharmacists. The reason for pharmacists' being the supreme trustable resource to the above subpopulation seems to be associated with trust relationship, which is constructed by close communication and sharing most part of daily life with the consumers.

Key words: Consumer Behavior, Health Functional Food, Community Pharmacist, Taurine