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THE CORRELATION OF THE KNOWLEDGE AND PERCEPTION OF THE SELECTED RESIDENTS OF BARANGAY BAPOR, MASBATE CITY OVER THEIR CHOICE OF DRUG WHETHER GENERIC OR BRANDED DRUGS

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ABSTRACT
Generic and branded medicines are known to effectively treat various illnesses or diseases. However, most people are still not aware that they are equally the same. Generic medications are thought to have low quality and are unsafe to use. While their branded counterparts are known to be more effective, safer, and have good quality. Several factors can be viewed as the contributing cause of this misconception. This study is a descriptive correlational study that aims to determine the knowledge and perception of the residents about generic and branded drugs and their correlation with the choice of drug that was conducted in Barangay Bapor, Masbate City. The respondents are the residents of the said setting who are aged 18 and above. A survey questionnaire was distributed to a randomly selected sample pool from the total population to gather the data for this study. The population of the respondents was mostly young adults aged from 21 to 30 years old and is female. Also, the majority is college graduates but has no monthly income and is unemployed. The demographic profile of the respondents correlates with their knowledge but has no significant correlation with their perception of generic and branded drugs. Also, their knowledge and perception about generic and branded drugs were found to correlate with their choice of drug whether generic or branded drugs.

KEYWORDS: *Generic drugs, Branded drugs, Knowledge, Perception, Correlation, Choice*.

INTRODUCTION
It is common that people are familiar with the specific brand of a drug and may be unaware of its generic counterpart. Although brand name drugs and generic drugs have the same active pharmaceutical ingredient (API), there are a few differences, however, between generic and brand name medications. One of the main differences is the cost of each drug. Generic medicines wait until the patent of the brand name manufacturer ends and use their formula as a reference to develop a cheaper alternative. A negative knowledge and perception of generic medicine will most likely result in a patient purchasing a brand-name drug over a generic drug (Straka, 2017).[1] However, if a patient has a positive knowledge and perception towards generic medicine, they're more likely to save money during treatment without compromising the efficacy. (Al Hussaini., 2018).[2]

MATERIALS AND METHODS
Study Design
This study is a descriptive-correlational study, which determined the relationship between the knowledge and perception of the respondents and their choice of drug.

Respondents
The respondents of the study were the residents of Barangay Bapor, Masbate City who are aged 18 and above.

Sampling
The sample size was determined by taking 10% of the population. A random sampling technique was then utilized to determine who among the total population of 1803 were chosen to participate.

Instrument
The survey questionnaire was a modified survey questionnaire, from different related studies and journals of (Alam, 2017)[3] and (Bhattacharya S., 2018).[4] It was a modified combination of questions and statements from the questionnaires. The 4-point Likert scale was utilized in answering the close-ended questions. The survey questionnaire is divided into four parts: (1) respondent's

profile; (2) knowledge of the respondents about generic and branded drugs; (3) perception of the respondents about generic and branded drugs; and (4) choice of drug. The close-ended questions were used to obtain quantitative data. While the open-ended questions are to be utilized to determine the qualitative data. Before the distribution of the survey- questionnaires, it underwent validation and reliability testing.

Validation of Instrument

The questionnaire was validated by the following experts: statistician, pharmacist, and psychometrician. Then it underwent a reliability test using the Pearson Product Moment Coefficient before the questionnaires were distributed to the respondents. After the questionnaire passed the validity testing, it proceeded to distribution to the respondents.

Ethics Approval

The forms were then submitted to the Institutional Ethics Review Committee for review and approval of the study. Data was then gathered through the use of survey-questionnaires disseminated online via Google Forms. The gathered data was then analyzed and treated statistically using frequency counts, percentages, and multiple regression analysis.

Data Gathering Procedures and Analysis

The online survey questionnaires were disseminated to the respondents through personal messages on Messenger with the assistance of the staff of the barangay or the barangay chairman. The questionnaires were gathered after the respondents have finished answering them, then analyzed, scored, and treated statistically. The mean, percentage, frequency, and multiple regression analysis were utilized. The answers of the respondents in the open-ended questions were analyzed and grouped based on the similarity of the thought of their answers, and also utilized frequency counts and percentages.

RESULTS AND DISCUSSION

Demographic Profile

Of the 180 respondents, the majority was female (62.8%) aged 21-30 years old and is college graduates (41.7%). They also have no regular monthly income (28.9%) because most of the respondents are unemployed (30.6%).

Knowledge

On the respondents' ability on identifying drugs, the majority of the respondents are knowledgeable in differentiating which is generic from branded drugs. And are also knowledgeable of the differences as well as similarities of generic and branded drugs.

Perception

Although the majority of the respondents are knowledgeable about generic and branded drugs, their perception of the matter contradicts itself. The majority of the respondents perceived branded to be better than generic drugs, therefore choosing branded drugs over generic drugs.

The demographic profile of the respondents has a significant correlation with their knowledge about generic and branded drugs. The age, gender, highest educational attainment, and employment status, was insignificant as individual profiles, only the monthly income status was significant. Wherein for the perception, the demographic profile has insignificant correlation. The age, gender, and highest educational attainment were found to be insignificant, only the monthly income status and employment status were found to be significant as individual profiles.

Table 1: Correlation of the Respondents' Demographic Profile on their Knowledge.

	Beta	Sig.	Interpretation
Age	0.004	0.376	Not Significant
Gender	0.024	0.794	Not Significant
Highest Educational Attainment	-0.081	0.285	Not Significant
Monthly Income Status	-0.117	0.004	Significant
Employment Status	0.088	0.081	Not Significant
R-Square	*6.499*		
F-Ratio	*2.419*		
p-value		*0.038*	*Significant*

Table 2: Correlation of the Respondents' Demographic Profile on their Perception.

	Beta	Sig.	Interpretation
Age	0.001	0.809	Not Significant
Gender	-0.100	0.435	Not Significant
Highest Educational Attainment	0.001	0.989	Not Significant
Monthly Income Status	-0.142	0.013	Significant
Employment Status	0.168	0.018	Significant
R-Square	*5.074*		
F-Ratio	*1.860*		
p-value		*0.104*	*Not Significant*

Respondents' knowledge showed a negative correlation with the choice of the drug thus as the knowledge increases, the more preference to generic drugs. However, on the respondents' perception, this showed a positive correlation hence as the perception increases respondents is most likely to select branded drugs.

Table 3: Correlation of the Respondents' Knowledge and Perception on Their Choice of Drugs.

	Beta	Sig.	Interpretation
Knowledge	-0.243	*0.000*	Significant
Perception	0.226	*0.000*	Significant
R-Square	*27.289*		
F-Ratio	*33.205*		
p-value		*0.000*	*Significant*

CONCLUSION

Based on the findings the following conclusions were drawn: the null hypothesis stating that there is no significant correlation between the demographic profile of the respondents and their knowledge was rejected. Whereas the null hypothesis stating that there is no significant correlation between the demographic profile of the respondents and their perception was accepted. Also, the null hypothesis stating that there is no significant correlation between the knowledge of the respondents about generic and branded drugs and the choice of drug was rejected. While the null hypothesis stated that there is no significant correlation between the perception of the respondents about generic and branded drugs and the choice of drug was rejected.

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