

Consumer needs,  
motivation, behavior,  
and decision making  
processes relevant to  
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## Consumer Needs, Motivation, Behavior, and Decision Making Processes

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## Introduction

Cough is a mechanism of body to eradicate the harmful foreign bodies form lungs. Foreign bodies can be dust, virus, pollution, bacteria and pollen particles. In most cases, cough does not need treatment as it can go away by self if it is because of flu. But in some cases medicine is required.

## Cough Medicine for Middle Class Users

As cough helps the human body to get rid of foreign bodies that can cause harm to lungs and body, it is considered as a helpful mechanism. Cough basically occurs due to cold and allergies. In order to treat such cough, one can have a medicine containing guaifenesin that can help in bringing phlegm up, pseudophedrine that help in running nose and post-nasal drip or dextromethorphan for dry and hacking cough.

Some types of cough are caused by bacterial infection like Pertussis that can cause a serious breathing problem in infants. Coughs are mainly caused due to hygiene problems. Cough caused by smoking, pneumonia, chronic bronchitis, emphysema and asthma should be treated well with the consult of doctor.

Middle class consumer behavior towards cough medicine is very general.

They either avoid medicines for cough or purchase a combination of drug which has various treatments in one. But cough medicines like guaifenesin are very harmful for body.

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Before purchasing cough medicines for children, certain things should always be kept into consideration. One of the major uses of cough medicine containing nospapine is that it helps in controlling birth and growth of tumor of prostate cancer (Illions, Deena, “ Study shows further benefits of nospapine for prostate cancer”).

Cough suppression can cause many problems in a human life like airway obstruction, hypoxemia, secretion and secondary infection. Whooping cough caused by *Bordetella pertussis* can be a reason behind permanent disability and even some time death of infants. This disease is also easily spreadable and can cause epidemics (Articles Base, “ Whooping Cough-Cause, Symptoms and Treatment”).

Consumer needs among middle class states that medicines should be cost effective and can treat many diseases at once. But this belief is not fruitful. They also think that cold is a self treated disease and it does not need any treatment. If the situation gets worse, they prefer to have the counter medicine treatment.

The middle class populace can be motivated through educational activities and advertisements in television and news papers about the side effects of cough and why it is important to treat cough and that of doctor's consultancy. It should explain the side effects that are caused by cough medicines and reason behind it. Education is the prime way of making people aware about the side effects of simple cough in their life.

Children and students should be provided education at schools and colleges so that they can motivate their parents to purchase right medicines and should when a doctor is to be consulted.

#### Conclusion

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Cough medicines are very necessary remedy for the healthy life of human but it is more important to have the right combination of medicine.

Education is a path to make people realize side effects of cough and use of its medication.

#### References

Articles Base, " Whooping Cough-Cause, Symptoms and Treatment". 30 June, 2010. Health. No Date. Illions, Deena, " Study shows further Benefits of Noscapine for Prostate Cancer". June 30, 2010. Eureka Alert. 2010