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Consciousness of University Saudi Youth for the Potential Risks of Electronic Marketing of Pharmaceutical Products: Empirical Study

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Abstract

The study aimed to identify the extent of university youth realization of potential risks from e-marketing of medicinal products.

The study used a random sample to reach out to university youth who are exposed to electronic marketing of drugs. The descriptive analytical approach and a number of statistical transactions were used.

The researcher adopted the survey questionnaire as a main tool for collecting data from simple random sample of university youth, consisting of 250 specimen male and female students.

The study concluded to several results, the most important are:

1. The study explained that drug advertisements on websites have the trust of the examined by up to 64%.
2. The study demonstrated that advertisements for vitamins is getting concerned by 82% of the research sample, while cosmetics occupies the second rank in the interest with close proportion.
3. The research results proven that females are the most targeted by electronic marketing of medicinal products by 83% compared to 42% for males.
4. The research results indicated that the most potential risk of e-marketing of medicinal products is the ever-increasing demand for all types of medicinal products without a prescription.
5. The study demonstrated that there are statistically significant differences between the average scores of the sample individuals on the scale of awareness of potential risks from electronic marketing of medicinal products according to the type.

The research was concluded with the most important recommendations:

1. The importance of awareness for the risks of using medicines without prescription which is promoted through websites and combating wrong behaviors of individuals in purchasing medicines through websites.
2. The necessity to develop laws related to the electronic sale of medicines with credibility and transparency in presenting drug specifications.
3. Organizing conferences to combat the e-marketing counterfeit medicines and setting strict regulations for that.

Keywords: University Saudi Youth - Risks of Electronic Marketing.