

# Analysis of "Drug Hoarding Fever" under the Epidemic

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**Abstract:** At the end of 2022, the three-year fight against the new crown epidemic came to an end. The state lifted the lockdown, canceled nucleic acid points, and fully liberalized. However, the invisible smoke of war is still pervasive, and the first wave of infection makes people suffer, especially for families who do not have the habit of stocking medicines, and it is difficult to buy medicines at present. Using the questionnaire survey method, this paper will analyze the production departments, governments, and the general public of the following countries, and draw conclusions and propose solutions.

## 1. Research questions

Recently, with the release of the "New Ten Rules", topics such as "the order of taking new crown medicines" and "the list of new crown medicines" have caused heated discussions on social platforms. The sales of epidemic prevention drugs represented by Lianhua Qingwen and ibuprofen have increased significantly, and the supply is in short supply, and the price of drugs has reached a new high. According to the data, the sales records of cold and fever drugs reached 100,000 in one day, 2.5 times that of weekdays; a box of Lianhua Qingwen capsules with a specification of 0.35g \* 24 capsules was priced at 102 yuan, an increase of 240% [1]. Many netizens reported that "I can't grab it at all" and "the price is too expensive". Three years into the pandemic, people still retain a "terrible" stereotype of the new crown virus. Even if the nature of the virus has changed greatly, "smelling the epidemic color change" still occurs from time to time. In fact, doctors have reminded the public to purchase a small amount of short-term, daily urgently needed cold drugs according to their actual needs, but it is not recommended to have a large number of irrational hoarding behaviors for a long time, and if there are symptoms of discomfort, they should still seek medical attention in time. Everyone is still more "enthusiastic" about hoarding medicine. In fact, everyone is at ease with medicine, and the starting point is always good, it is understandable that it is all out of consideration for their own health, and it is always good to be prepared. However, the "stockpile of medicine" caused by the "stockpile drug storm" should attract our attention.

## 2. The research background

Tight production Sudden demand has led to a shortage of emergency drugs such as ibuprofen [2]. According to the official website of the State Food and Drug Administration, among domestic enterprises, the number of registration approvals for ibuprofen has reached 558, covering ibuprofen tablets, ibuprofen soft capsules, ibuprofen sustained-release capsules, ibuprofen granules and many other dosage forms, involving enterprises including Zhuhai Rundu Pharmaceutical Co., Ltd., Sinopharm Guorui Pharmaceutical Co., Ltd., Shandong Xinhua Pharmaceutical Co., Ltd., etc. In the face of the current shortage of ibuprofen, a number of pharmaceutical companies told First Finance and Economics that although there are many companies that have obtained ibuprofen registration approvals, there are not many companies that are really in production, because before the emergence of the new crown epidemic, the fever symptoms caused by other diseases are still less, so the market demand is relatively limited. In addition, in the past three years, due to the needs of epidemic prevention and control, the sales of antipyretic drugs have also been restricted to a certain extent. In the face of sudden surge in market demand, it also takes time for enterprises to prepare for

production capacity. "At present, the market panic is strong, which has led to a surge in demand, and we are also working hard to optimize production capacity." There are ibuprofen preparation manufacturers said [3].

### **3. Reason Analysis**

#### **3.1 The country's production capacity is low, and the supply exceeds demand**

With the liberalization of policies, the number of infected groups continues to expand. Whether it is for prevention or treatment, the demand for drugs has indeed increased significantly. It may be due to the insufficient supply of some pharmacies and the national production capacity that has not kept up. The more people in front buy. The more medicines are lacking in pharmacies, even people who don't care about current affairs know that there is no medicine in pharmacies, a vicious circle. At this time, the demand is far greater than the supply, so many people panic, and they will stock up more and more. Some customers do not buy medicines. One spreads to ten, and ten spreads to a hundred, so it caused a storm of rushing for medicine. If this phenomenon continues, it may cause patients and friends who really need to buy medicine to be unable to buy medicine, thus delaying the diagnosis and treatment of the disease. Relevant manufacturers mass-produce medicines to deal with the rational purchase of medicines by people in the market, saving each other medicine resource allocation. For the hoarding of surplus medicines, people can distribute some medicines in time to those in need through food therapy and other methods to replace medicines. The government promptly popularizes scientific pharmacological knowledge and enhances people scientifically prepare medicines with knowledge and manufacturers mass-produce medicines to meet the market.

#### **3.2 Ineffective market supervision**

Science popularization and self-prevention guidelines about the current new crown virus are widely circulated on the Internet, and the content is mixed [4]. There may be factors of exaggeration, touting the functions of drugs, and hype and publicity by businesses. During the epidemic, it was difficult to find a medicine. The shelves of pharmacies were full of anti-fever medicines, and the buyers were told that there were no medicines. Unscrupulous merchants can't resist the temptation of money. In order to make money for the country, they engage in hunger marketing of anti-epidemic drugs, aggravating the panic of the masses, and making illegal profits from it. Bundled sales of medicines such as Lianhua Qingwen and so on.

#### **3.3 Consumers blindly follow suit**

##### **3.3.1 Group effect**

We usually refer to a group of individuals gathered together as a group, regardless of their occupation, age, ethnicity and gender, and regardless of the purpose of their gathering. However, from a psychological point of view, the understanding of the word group is not so simple. Under certain conditions, the individuals forming the group will show some new characteristics, which are different from the specific characteristics of the individuals in the group, and even show This kind of characteristic can only be found in this group [5]. We can understand it this way, when a group of people gather together, the thoughts and emotions of the individuals in this group will develop in the same direction, and the consciousness and individuality of the people in this group will be lost. There is a collective psychology to the group, as if the group has become a "conscious giant". Of course, it does not mean that a group of people will lose their ego and individuality when they gather together. For example, in places with a lot of traffic such as train stations and airports, everyone does not have a clear common goal. They just stand together. To form such a group must have certain prerequisites. The first is that people's individuality disappears, and their emotions and thoughts are directed in the same direction as others. It only takes a small reason, and people will quickly gather together to form a psychological group. It does not necessarily require people to gather together in space. For example, this time, all parts of the country are snapping up

Shuanghuanglian, from north to south without exception. Moreover, the composition of this group is complex, and there are different lifestyles, occupations, and educational levels. The reason why they gather together is that the famous psychologist Gustave Le Bon once said that there are three reasons: (1) Inter-group hints; (2) Behavior is governed by instinct; (3) Emotion and behavior are easily contagious. People in this group are no longer aware of their behavior and do not know what they are going to do. Individuals in the group are also more susceptible to hints and credulity. In vitro new coronary pneumonia virus has obvious inhibitory effect) they must take a certain action, which explains why some people around them can't help but want to do it when they see or hear others hoarding salt and snapping up Shuanghuanglian.

### **3.3.2 Internet rumors confuse the line of sight**

Most people don't have the ability to obtain information correctly. Many people hear that the wind is the rain. Adding a few lines of text to a picture on Douyin can deceive a lot of people. That sentence is not even said by a certain expert, it's the old man on the post bar fake. Consumers don't understand this disease, and dare not prevent it. No one can predict whether they will suddenly collapse one day, and they don't even have the strength to climb to the pharmacy to buy medicine. What's more, "canned yellow peach has changed suddenly. It is not only a delicious canned fruit, but also a medicine that can be used to treat diseases." This sounds ridiculous, but many people firmly believe in this "rumor". In this regard, the canned yellow peach brand Linjiapu also specially issued a statement to refute the rumors that canned yellow peach itself has no medicinal effect, and advised netizens to stock up rationally and not to follow blindly. In addition to canned yellow peaches, there is also some kind of electrolyte supplement drink, garlic and realgar, etc. This shows that people are also trying their best to prevent the epidemic.

## **4. Measures**

### **4.1 The country increases production capacity**

The first is to promote enterprises to quickly stabilize and reach production capacity, expand capacity and expand production, and at the same time accurately release drugs. According to the actual needs of various places, use network platforms, offline pharmacies and other channels to increase the supply of drugs [6]. Hard-working enterprises work overtime to arrange production. Enterprises mobilize all available forces, adjust intelligent production lines, and work in 24-hour shifts without stopping to ensure the maximum release of production capacity. The government should also assist and support 9 enterprises in expanding production and capacity. The second is that the government intervenes to ensure the supply of drugs and put them on the market. For example, the distribution of anti-epidemic "health packs" containing medicines such as ibuprofen. The third is to tap medical resources to ensure medical treatment. Dynamically adjust the configuration of fever clinics, and convert general outpatient clinics of tertiary hospitals into fever clinics when necessary.

### **4.2 The government strengthens management**

#### **4.2.1 Strengthen the supervision of government departments**

The first channel to understand people's sentiments. Give full play to the power of mass supervision, open a special drug hotline and online reporting channels, so that ordinary people can respond to the situation in the first place, so that relevant departments can quickly attack to protect the interests of the people. The second strongest supervision is heavy punishment. Make full use of big data means to monitor drug prices, conduct offline surveys, promptly remind and correct pharmacies that drive up drug prices, increase punishment for pharmacies that refuse to correct after repeated admonitions, and give full play to the regulatory role of the government in the price mechanism. The third focuses on special groups. Relevant departments should do a good job in information dispatch for special groups such as the elderly and children, rationally allocate anti-epidemic materials according to needs, and do a good job in basic emergency protection of

medical materials to ensure that groups in need will not be left behind. Fourth, let supervision and law enforcement "grow their teeth". It is necessary to punish quickly and severely, and improve the channels for complaints from the masses; on the other hand, we must be vigilant and strictly prevent some counterfeit medicines from taking the opportunity to flow into the market. Those who violate the market order should be severely punished and the punishment should be increased. For example, "drug dealers" who buy medicines on the surface but actually earn the difference, and people who sell medicines at high prices in their circle of friends. Pharmacy agents stick to the bottom line of morality, do not drive up prices, do not sell counterfeit medicines, and prohibit all improper promotions. The State Food and Drug Administration popularizes scientific, reasonable and detailed knowledge of drug purchases and provides correct guidance; regulators must actively crack down on malicious price hikes and exaggerated and false publicity behaviors that occur during the chaos, safeguard the legitimate rights and interests of consumers, and dispel the "buy can't buy drugs" behavior drug" fear.

#### **4.2.2 Guarantee supply and stable prices, and guard the "medicine box" of the masses**

Relevant departments in all regions should dare to take responsibility and take the initiative to improve the production, procurement and sales efficiency of related drugs and ensure market supply. Pharmaceutical companies and merchants should strengthen self-discipline and strictly abide by relevant laws and regulations. In the process of production and sales, they should implement a clear price tag and publicity system according to the law[7]. They should not raise prices at will and hoard them for odds. Mechanism and error correction mechanism to provide consumers with reasonable goods and services. Popularize drug knowledge and guide rational drug purchase. Through a variety of publicity methods to popularize scientific drug knowledge, consumers should remain rational, not blindly hoard a large amount of drugs, and pay more attention to their own physical exercise. Only by making efforts in multiple ways and doing more things that benefit the people can we maintain a normal and healthy market order and bring people's lives back on track as soon as possible.

#### **4.3 Consumers should rationally store medicines and use medicines scientifically**

What you need to know is that medicine is not a panacea. No medicine can restore the original state immediately after we use it. In the face of disease, we must first maintain a rational state. I believe that many friends are adhering to the mentality of "bringing dry food when full, and umbrellas when it is sunny". They feel that there is enough medicine at home to be safe. There is nothing wrong with planning ahead. However, it is too late. The barrier of excessive drug hoarding is not advisable[8]. Each drug has a shelf life, and storage also has certain requirements. Improper storage is easy to deteriorate. Excessive hoarding of drugs is also a waste of resources and will increase family expenses. Therefore, you can prepare medicines in moderation, but there is really no need to blindly hoard a large number of medicines. Hoarding medicines is not necessary. Hoarding medicines is not as good as hoarding immunity and health. Boxes are better than putting them on shelves." What is often overlooked is that pharmaceuticals have an expiration date and require storage conditions.

### **5. Summary**

Do a good job of daily protection, wash hands and disinfect frequently. "After being infected with Omicron, 99% of them are not severe." Zhong Nanshan said that most of them can get better within 5-7 days. "Don't feel afraid of the new crown, let alone discriminate against infected people." Academician Zhong Nanshan's words are more confirmed Knowing that the current new crown is not terrible. "When the people are happy, harmony is auspicious; when the people are worried, hostility is disaster." The number of infected people has not yet reached its peak, and the demand for antipyretic drugs will continue to grow in the future. Only by working together and taking precautions can we walk the last mile of the "post-epidemic era". "There is no hard winter that cannot be passed." I hope that everyone will help each other and overcome the epidemic virus as

soon as possible.

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