

## IMPROVEMENT OF MARKETING ACTIVITIES OF PHARMACY NETWORK ON BASIS OF RESEARCH OF CONSUMER PREFERENCES

Svitlana S. Yaremenko, Alfred Nobel University, Dnipro (Ukraine). E-mail: market@duan.edu.ua

Nadiia M. Khasina, Alfred Nobel University, Dnipro (Ukraine). E-mail: vasik-nadegda@ukr.net

Kateryna V. Yagupova, Alfred Nobel University, Dnipro (Ukraine). E-mail: kattia1310543@gmail.com

DOI: 10.32342/2074-5354-2019-1-50-8

**Key words:** *marketing activity, research, commodity policy of the enterprise, consumer preferences, competitiveness.*

The article reviews the Ukrainian pharmaceutical market and outlines its main trends, namely: the market continues growing; pharmacy networks have begun amalgamating and increasing their market share; there is a slow consolidation in the retail segment of the domestic pharmaceutical market, which will only intensify, according to expert forecasts.

In this article it has been determined that it is reasonable to improve the marketing activities of the pharmacy network called Apteka Nyzkykh Tsin (Pharmacy of Low Prices) in a variety of ways and methods in order to attract, retain and return customers because the future of the company, its competitiveness and success in the market depend on it.

On the basis of the conducted research of consumer preferences the following recommendations have been made:

1. The pharmacy network should form an effective socially-oriented range of medicines aimed at satisfying the needs of customers and increasing its competitiveness. The timely receipt and analysis of consumer information, their benefits and factors that influence the choice of medicines will enable the pharmacy to form an up-to-date range of products that will enhance its competitive position.

2. The expansion of the product range in the pharmacy network should be aimed at satisfying the needs of customers in medicinal products and ensuring the competitiveness of its facilities with respect to the main competitors in the market. In this regard, it is necessary to purchase medicines and medical products that are in the greatest demand and which will make a significant contribution to the formation of the pharmacy's profit. These medicines should be included when making requests for orders to suppliers as of the highest priority.

3. It is necessary to conduct training courses and seminars for the pharmacists to raise their level of knowledge about modern methods of planning and analysis of a product range, which will promote maintaining the level of the current range and attracting new customers.

4. It is necessary to develop a program of cooperation with medical institutions and doctors since it has been proved that active consumer demand and the role of medical representatives are important factors in making a decision on the purchase and selection of a pharmacy. The program will help increase demand and create loyalty to the Apteka Nyzkykh Tsin pharmacy network (Pharmacy of Low Prices).

The recommendations made for improving the marketing activities of the pharmacy network will contribute to the formation of an up-to-date range, customer engagement and loyalty, increase the competitiveness of the pharmacy network and, in general, strengthen the leadership positions in the Ukrainian pharmaceutical market.

## References

1. Dligach, A.O. (2012). *Stratehichne marketynhove upravlinnia* [Strategic marketing management], Alerta, Kyiv, Ukraine, 272 p.
2. Krichavsky, Ye.In. (2008). *Marketynhova tovarna polityka* [Marketing commodity policy], Type-in NU "Lvivska Politekhnik", Lviv, Ukraine, 276 p.
3. Lamben, J.J. (2007). *Menedzhment, oryentyrovannyj na rynek* [Market-oriented Management], Peter, St.Petersburg, Russia, 800 p.

4. *Farmatsevtichnyy rynek Ukrayiny: realiyi ta perspektyvy* [Pharmaceutical market of Ukraine: realities and prospects]. Available at: <https://ua.lawyers.ua/farmatsevtichnij-rinok-ukrayini-realiyi-ta-perspektivi.html> (accessed 5 October 2018).

5. *Analizy suchaskikh tendentsiy i kadrov propotsiy na vichchnyanny rynku pratsi fakhivtsiv farmatsii* [Analysis of modern trends and personnel proposals in the domestic labor market of pharmacy specialists]. Available at: <http://www.apteka.ua> (accessed 15 September 2018).

6. *Informatsionnyy biznes portal market-pages.ru* [Information business portal market-pages.ru]. Available at: <http://www.market-pages.ru> (accessed 17 October 2018).

7. *Marketingovyye issledovaniya v Ukraine* [Marketing research in Ukraine]. Available at: <http://marketing-ua.com> (accessed 12 January 2019).

8. *Ofitsial'naya stranitsa zhurnala "Biznes"* [The official page of the magazine "Business"]. Available at: <http://www.business.ua> (accessed 05 January 2019).

9. *Apteka Nyz'kykh Tsin*. Available at: <http://www.aptekanizkhihcn.ua> (accessed 15 January 2019).

10. *Ukrainsky dilovy Portal* [Ukrainian news portal]. *Kompanyon* [Compagnion]. Available at: <http://www.companion.ua> (accessed 05 February 2019).

Одержано 7.02.2019.