

BENCHMARKING OF A RANGE OF DRUGS IN THE PHARMACY: THE INFLUENCE OF LANGUAGE PROCESSING AND VISUAL IMAGE IN FORMING OF CONSUMER DEMAND AND SALES PERFORMANCE

Rakeev P. V.

Scientific supervisor: Lisenko N. O. Ph.D. in Philology, associate professor

National University of Pharmacy, Kharkiv, Ukraine

paulinus@ukr.net

Introduction. The study of the influence of various factors (visualization, positioning, language processing, etc.) on the buyer's choice of medicines – an area of research in pharmaceutical management and marketing. A comprehensive study of the influence of these factors on the choice of buyers when they buy Dolobene, Diklak gel, Voltaren emulgel, Fastum gel and Deep Relief on the basis of the survey done for the first time.

Aim. We have the following objectives in our work: to explore advertising and television films for the presence of atypical language means ("raisins") in comparison with another advertising product of the competitive space, to explore the effectiveness of advertising texts, slogans and visual images of pharmaceuticals, to confirm the theory of our research regarding the analysis of the effectiveness of advertising on the example 5 products and brands of the group of non steroid anti-inflammatory means in gel form with the help of questionnaires.

Materials and methods. The advertising texts, slogans and visualization in advertising of pharmaceutical drugs, the subject — correlation of well-chosen linguistic means in advertising texts and the popularity among consumers of such drugs, as Dolobene, Diklak gel, Voltaren emulgel, Fastum gel and Deep Relief. The survey involved 60 respondents. In the study, such methods as descriptive, comparative, comparative ones, induction, analysis, and synthesis were used.

Results and discussion. The study of the interrelation between the used linguistic means, visual images and consumer choices of the medicines (prefer nominative sentence that referred to as the medicines, is used metaphorization, the imperative form of verbs (order to purchase it this way), apply word-magnets "fast", "reliable", and numerals, designed to attract the consumer's attention, to emphasize the exclusivity of the vehicle. Visual design contains red, yellow, orange colours, image of the patient's body. In the survey it was established the target audience: sick people are mostly elderly and athletes that can withstand daily training load.

Conclusions. Well-chosen linguistic means of the advertising message is an integral part of the popularity of medicines.