

ASSESSMENT OF CONSUMERS' PREFERENCES OF MEDICINES FOR CHILDREN

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One of the task of health care system is to expand the social and legal guarantees of children, to ensure the physical, intellectual, cultural development of the younger generation, the creation of socio-economic and legal institutions in order to protect the rights and legitimate interests of a child.

The lifestyle, which is 50% in the structure of the factors of influence on health formation, is one of the main reasons for the negative dynamics of indicators of the state of health of children and youth.

Over the past 10 years, the incidence among children has increased by 27%. Every third third-degree student suffers from disturbances in the work of the nervous system, digestive organs. The fourth part of schoolchildren has an allergy, the same is a disease of the nasopharynx.

Studying of consumers and their preferences allows the enterprise to plan volumes and properties of manufactured goods, to effectively organize advertising, to conduct it for the relevant groups of the population, to avoid the risk of non-sale of the goods.

Summarizing the above, the **purpose** of the thesis was to study consumer preferences of medicines for children's practice to improve assortment policy as an important component of the overall marketing policy.

To achieve this goal, the following tasks were formulated and solved:

- a questionnaire was developed and a parents' survey was conducted in order to identify their consumer preferences in choosing a childcare facility;
- to conduct the study of the behavior of buyers of children medicines for cough, using the formula of Martin Fishbein.

Modern **methods** of marketing research: desk research, observation, questionnaires have been used in the research.

The **information base** of the study consisted of secondary data from marketing research, publications in specialized periodicals, actual data on the results of the research object, respondents' questionnaires, Internet sites.

The process of making a decision to buy consumers is the result of complex interaction of factors of cultural, social, personal and psychological nature, as well as factors of influence on the choice of the doctor and pharmacist. Some of them

are impossible to control, but they must be taken into account. The buyer remembers all information about the drug as a commodity, its properties (external qualities), marketing factors and other information related to the purchase. This is a cognitive component of the buying decision process. Subsequently, the consumer imposes on this his/her knowledge and experience, passes through his / her consciousness (emotional and psychological perception) and reacts in a certain way - acquires the product or refuses it (volitional action) Information about the preferences of the consumers of medicinal products has a subjective character, which determines its specificity . It is virtually impossible to obtain this information on the basis of the study of objective statistical consumption indicators. The structure of preferences is revealed, as a rule, in direct contact with the buyer.

When conducting marketing research to study the consumer preferences of mothers when choosing a child's medicines for children, we used the questionnaire.

As research has shown, 74% of respondents turn to doctors, if a child is ill, and 26% - seek help with a checkup.

Analysis of questionnaires shows that children are more likely to suffer from the common cold - 68%, less often - infectious - 17%, chronic diseases make up 6%, and other diseases - 9%.

The preferences of dosage form for medicines for children were study with the help of questionnaire (Fig.1).

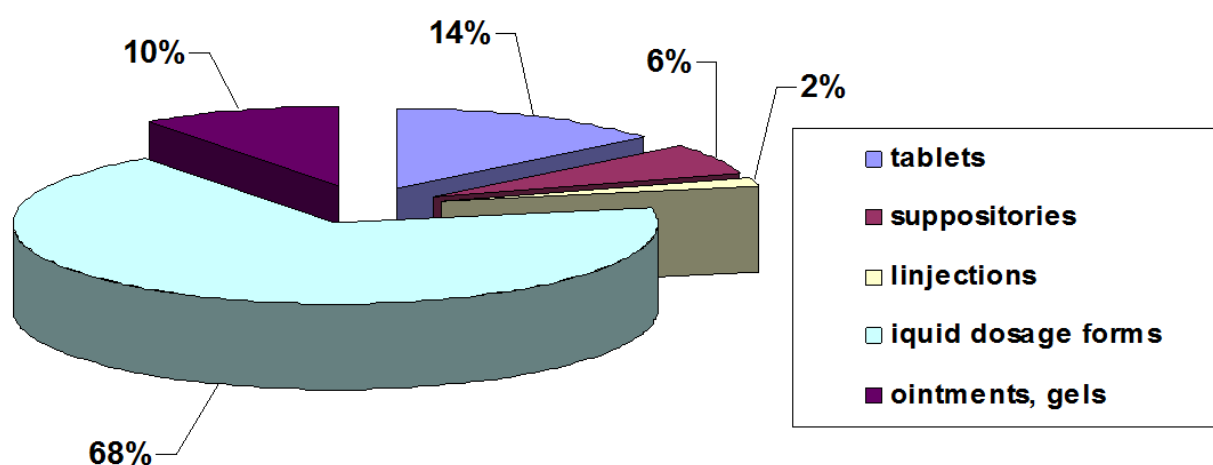


Fig. 1. Preferences of dosage form of medicines for children.

As result, for the treatment of children, the following dosage forms are preferred by consumers: tablets 14%, liquid dosage forms 68%, ointments, gels - 10%, suppositories 6%, injections - 2%.

In the course of the study, consumers were asked to evaluate the importance of the signs of medicines: effectiveness, safety, price, quality of appearance of packaging, type of dosage form, convenience of use, rationality of the dosage form, dosage formulation, amount of preparation in the package, manufacturer, and knowledge of the medicine.

The degree of importance of the sign was evaluated as follows: the sign is most crucial for the consumer when buying the drug - 3 points; has a value of 2 points; has a small value - 1 point; does not matter - 0 points.

The coefficient of importance of the attribute for the consumers was calculated according to the formula:

$$K_n = \frac{B_n}{\sum_{n=1}^{11} B_n}$$

where: B_n - average rating of the importance of a separate attribute for consumers;

C_n - the total number of points for all responses about the importance of a single sign of drugs;

n - the attribute number ($n = 1, 2, 3 \dots 11$);

i - the number of responses by attribute, the number of respondents;

K_n - coefficient of the of importance of the attribute for the consumers.

The ratio of the criteria for the importance of separate characteristics of medicines for children for consumers is presented in Fig. 2.

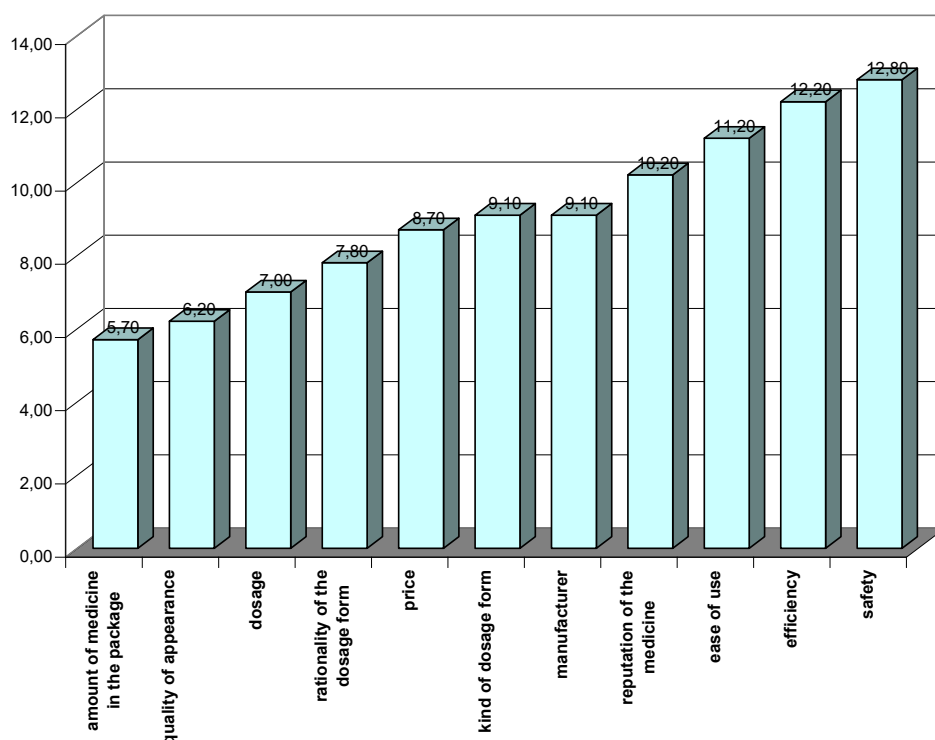


Fig. 2. The importance of the attribute for consumers when choosing the medicines for children.

These studies indicate that when choosing the medicines for children of the study group, consumers focus on safety (12.8%), effectiveness (12.2%) and convenience of use of drugs (11.2%). It should be noted that the least attention is paid to the price (8.7%) because of the importance of the child's health as a priority. The next most important sign for consumers is the popularity of the medicine (10.2%). A significant part of the buyers (81%) chooses well-known and widely advertised medicines, although 19% of respondents do not trust the medicines that are advertised in the media. Fifth and sixth place in importance in shaping the preferences of consumers are such signs as manufacturers (9.1%) and the type of medicinal form of drugs (9.1%). Most of the respondents prefer to well-known manufacturers medicines.

According to a parent survey, it was found that Panadol Childrens (27%) uses the most antipyretic drugs for children (Fig. 3).

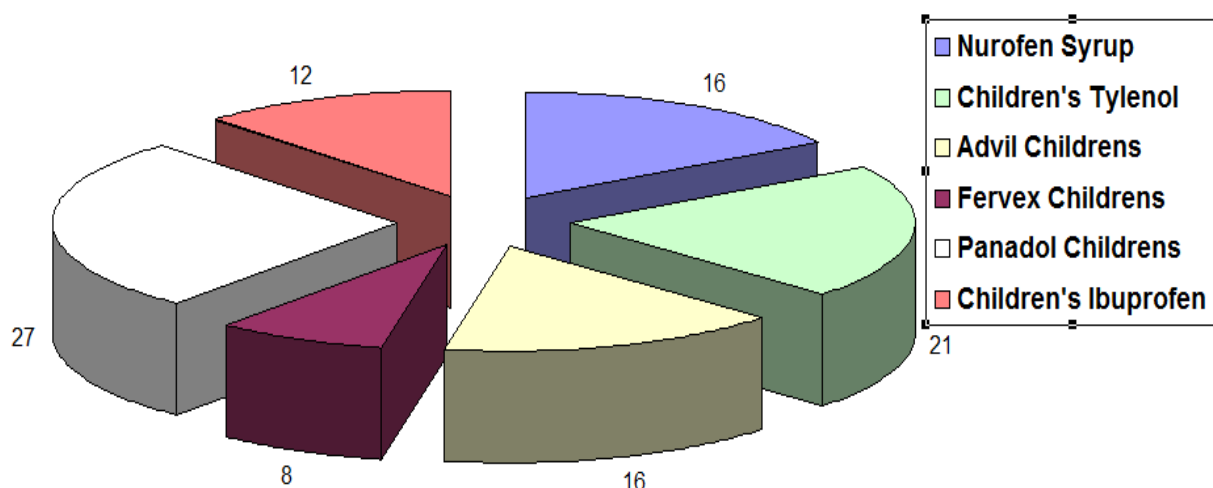


Fig. 3. Consumers' choice of antipyretic drugs for children

Submissions play a role in the formation of installations. Which manufacturer product is the best? Is the high price of the product a sign of its high quality? These questions relate to consumers representations. The perceptions are knowledge-based. Our knowledge about the product determines our perception/

We conducted the study of the behavior of buyers of medicines for children with cough, using the formula of Martin Fishbein:

$$A_0 = \sum b_i e_i, \text{ where}$$

A_0 - settings for the object;

b_i - the power of the idea that the object has the attribute i ;

e_i - evaluation of the attribute i ;

n - number of significant attributes.

We studied the attitude of buyers to the following drugs:

Lasolvam (Ambroxolum) (Syrup 100 ml) (manufacturer Boehringer Ingelheim).

Eurespal (Fenspiridum) (Syrup 150 ml) (manufacturer Servier).

Bromhexin-8 (Droplets) (combined medicine) (manufacturer Krewel Meuselbach).

The results of the survey of buyers of antitussive medicines for children's practice (children's parents) with the use of multicombed installations according to Martin Fishbein formula are given in Table 1.

Table 1

Results of the survey of buyers

| Criterion | Points (e_i) | Opinions (B_i) | | |
|-----------------------|---------------------|--------------------|-----------|-------------|
| | | Lasolvan | Eurespal | Bromhexin-8 |
| Pricing availability | +2 | +2 | +2 | +2 |
| Trust to manufacturer | +3 | +3 | +2 | +2 |
| Efficiency | +2 | +2 | +1 | +1 |
| Safety | +3 | +2 | +3 | +2 |
| Total: | | 23 | 21 | 18 |

As a result of calculations, the consumers' preferences are given to medicines against cough – Lasolvan (Boehringer Ingelheim).

Conclusion. The conducted studies allowed to define the general structure of consumer preferences (for medicines for children), to identify and generalize the main characteristics that form the buyer's opinion about the medicines. The received information is intended to promote the formation of the pharmaceutical market of medicines for children and the implementation of the concept of social and ethical marketing.

Literature:

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