

ANALYSIS OF MERCHANDISING USE AT THE PHARMACY

El Hadraoui Wassima, Sofronova I.V.

National University of Pharmacy, Kharkiv, Ukraine

sofronova.nfau@gmail.com

Introduction. Merchandising is a complex of measures aimed to increasing sales volume in retail. Merchandising has turned the concept of design of retailing. The design should be not only beautiful and convenient, but also functional and targeted in order to bring maximum revenue per unit of retail space. Today merchandising at pharmacies is the organization of a general increase of sales, improving the quality of customer service, strengthening the image of the manufacturer and a pharmacy, order on the shelves, beautiful and functional design, optimal conditions for effective pharmaceutical care.

Aim: to analyze the use of merchandising techniques at the pharmacy under study.

Materials and methods: desk studies, observation method, logical analysis were used.

Results and discussion: For a comparative assessment of the degree of use of the most important methods of merchandising, 18 basic criteria were selected. According to the results, assortment groups in the studied pharmacy do not have the corresponding signatures, which makes it difficult to orient the buyer. In organizing the display of goods, the pharmacy fully adheres to the principle of grouping goods into assortment groups. The items and medicines that are most popular are placed on the counter in priority positions, and secondary positions are placed on shelves behind the back of the pharmacist. The principle of "joint consumption" is observed, which is especially noticeable in the example of a combination of various pharmacotherapeutic groups that are used in the complex treatment of colds.

The rule of the "Castle walls", the "Corporate block" rule and the "Duplication" rule in the pharmacy are not respected. The packages on the display case and shelves are located within their assortment groups without any order, but rather randomly – neither size, nor color compatibility, nor the order of brands and generics. Medicines that require serious thought when choosing should not be placed in places with an intense flow of customers. This principle is also violated, since all the exhibited medicines are located in two blocks on either side of the sales point. There are mistakes in the design of shop windows and counters – empty places on the shelves, priority goods are not in conspicuous places.

Conclusion. In the studied pharmacy, managers do not pay due attention to the organization of merchandising. Thus, this reserve is poorly used to increase sales volume, including stimulating unplanned purchases.

STUDY OF THE BEHAVIOR OF CONSUMERS OF MEDICINES, USED IN PREGNANCY AND LACTATION

Grosova A. O.¹, Kobets M. N.¹, Kobets Yu. N.

¹National University of Pharmacy, Kharkov, Ukraine

maya4ok777@yahoo.com

Introduction. The preservation of maternal and child health is one of the most important tasks of modern medicine. As part of the implementation of industry guidance documents in Ukraine, special attention is paid to the issues of providing medical (pharmaceutical) assistance to pregnant and newborn babies, rational use of medicines.

During pregnancy and lactation, the following pharmacological groups of drugs are used: vitamins, hormones, iron preparations, enzyme preparations, medicines for restoring intestinal microflora, antihistamines, antiemetics, and others.

The **aim** of the work is to study of the behavior of consumers of medicines, used in pregnancy and lactation.

Methods of research. Marketing evaluation of the market of consumers of medicines for pregnant women was carried out by the method of sociological survey of the population of various cities of Ukraine and Germany (Bilfeld).

Respondents were asked to complete a questionnaire aimed at identifying the motives, preferences and intentions of consumers when buying medicines during pregnancy and lactation, as well as their evaluation of already used and new medicines. 100 consumers were interviewed.

Results and discussion. During the survey, sources were identified, from which consumers learn about new drugs. Most consumers learn about new drugs for advertising in the media (28.4%). 23.7% of respondents trust the recommendations of pharmacists, and 19% trust the appointment of doctors. 16.5% of respondents listen to the advice of friends and only 12.4% learn about new medicines thanks to scientific literature.

According to the survey, 57% of respondents or their family members were taking pregnant medicines. It is revealed which manufacturers prefer consumers. Most respondents (67.9%) prefer foreign