

FORMATION OF CLIENTS' LOYALTY AS A COMPONENT OF THE ENTERPRISE EFFICIENCY

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Task of the pharmaceutical organizations at the present stage of development of economy is not only receiving profit, but, first of all - performance of social function on providing the population with medicines, qualitative and available at the price. At present, the pharmaceutical market is characterized by strong competition, which led to a positive change in the activities of pharmaceutical companies: implementation of marketing information, market research, market management of medicines, the introduction of new advertising projects, expansion of services aimed at ensuring the loyalty of consumers, and others.

Materials and methods: content analysis of scientific literature.

In today's economy, the center of all marketing activities of the enterprise is transferred from the product to the buyer. Valuable assets are long-term relationships with customers. Some researchers believe that the effect of loyalty is a more powerful factor in the success of the enterprise than even the market share or the volume and cost structure. In their opinion, areas of activity that require high intelligence and professionalism (insurance, banking, publishing) are most sensitive to the effect of loyalty. This should include the field of medicinal products.

When Ukraine's transition to a market economy, a large number of firms offering similar medicines with the same consumer characteristics, quality and selling price. High level of competition in the pharmaceutical market necessitates companies to fight for a client in every way possible, as soon as it will help them to survive in the competition.

Today, with the unfolding crisis, the problem of customer loyalty becomes even more relevant and drugstores are no exception. Pharmacies are looking for clients and finding are making great efforts to attract them, that is trying to provide them with quality service, the convenience at the pharmacy, and wish to maintain a friendly attitude. Customer Loyalty for pharmaceutical institutions is now becoming one of the main objectives of management for any pharmacy.

Thus, marketing loyalty is a mechanism for the formation of stable and long-term client assets. In terms of market saturation competently developed loyalty program gives the company a sustainable competitive advantage and guarantee long-term existence.