

ANALYSIS OF THE APPLICATION OF MERCHANDISING TO INCREASE THE VOLUME OF IMPULSE PURCHASES AT THE PHARMACY

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Competitiveness of each company depends on effectiveness the marketing approaches, new technologies, competently performed assortment policy, selected staff, satisfaction of customer needs. Under these conditions, it is important to identify and maximum to use of any reserves increase revenue and attracting customers to the pharmacy, not forgetting about the interests of the consumers and the ethical side of the point. One of these reserves is unplanned purchases, which are according to different estimates up to 75% of the total volume of sales in pharmacies. This is especially important due to the increased assortment of OTC medicines that are impulsive demand.

The aim of our research is the analysis of using of merchandising to increase the volume of unplanned purchases at the pharmacy.

A survey of visitors of pharmacies has been carried out. The vast majority of visitors recognize the tendency to make impulse purchases (over 75%). The main factors influencing impulse purchases are: advices of pharmacists (45%) and the location of the relevant goods on showcases (30%).

As for the types of goods of impulsive demand, the main groups are cosmetics, vitamins, immune stimulants, supplements and herbal teas.

The most important factors that influence the choice of the pharmacy visitors recognize: professional quality of pharmaceutical specialist (2,6 points), the price level (2,1), the location of the pharmacy (1,7) and schedule (1,6), the presence of a medical consultant (1,7), ease of finding a product (1,9), a wide assortment (1,8) and preliminary offers.

Also it was found that for expensive medicines the impact on the buyer by changing the display of goods is inefficient, due to, the difficulty of making decision according to the price of the medicine and the prevalence of rational motives over emotional during the process of buying. It was revealed that for the well-known medicines the effect of merchandising is smaller, which may be due to the fact that information about the medicine has already reached the target audience and number of new customers responding to the competent display of goods and presentation of medicines is less.