

THE STUDY OF CONSUMER BEHAVIOR OF PHARMACY VISITORS

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Consumer behavior is an action that individuals take during purchase, and consumption of goods and services with the purpose of satisfaction their needs and desires. A buy is a step that leads to the purchase, and include the purchase or order of goods. The main task of the pharmacy institution is satisfaction of population needs in high-quality and effective medicines. It requires special knowledge about the purchasing preferences of visitors of pharmacies, their behavior and motivation when making decisions about buying medicines. Therefore, the study of consumer behavior can improve the quality of customer service and the efficiency of the pharmacy.

The purpose of our research is study the features of consumer behavior of consumers of OTC medicines.

We use research methods: content analysis, questionnaire, comparative analysis, grouping, and statistical analysis. Based on the literature data, we have studied the existing classification of consumer behavior. Depending on the classification of the characteristic it is possible to allocate the following classifications. Depending on the decision to purchase are: 1) Planned purchase (buyer pre-plans his/her shopping basket and the amount of money spent). 2) Unplanned or spontaneous purchase, which is characterized by behavior that can be influenced using the merchandising tools and various factors of price incentives. In accordance with the results of our research, which was conducted on a range of pharmacies of Kharkiv and Vinnytsia regions, it was found that in most cases, visitors of pharmacies carry out pre-planned purchases (69%).

Depending on the level of price sensitivity of buyers of pharmaceutical products they can be divided into the following categories: economic, personal, ethical, apathetic. According to the results of our study it was revealed that economy buyers is dominated at pharmacies, willing to buy nasal drugs at prices from 20 UAH up to 50 UAH.

Depending on the level of emotional sensitivity the following types of customers are distinguished: shy; good-natured; uncommunicative; aggressive; self-confident. Studies have shown that the pharmacy appeal mostly good-natured (42%) and aggressive buyers (35%).

Thus, pharmacists it is advisable to take into account different types of consumer behaviour that will improve the quality of their service, and as a result, to improve the efficiency of the enterprise.