MARKETING RESEARCH OF CONSUMER ATTITUDES TO PHARMACEUTICAL ENTERPRISES PRODUCTS

Reznikova I.I., Dorokhova L.P.
The National University of Pharmacy, Kharkiv, Ukraine
iren230693@yandex.ua

Consumers are always a subject of a special attention of a manufacturer. Success of the company depends on a consumer choice. The research covers a number of consumer trends, consumer attitude to the company; research of a consumer attitudes to certain brands of goods; research of a customer satisfaction; research of consumer loyalty to a brand; research of the intentions of a consumers; research of decision-making process while purchasing, and its behavior during and after the purchase; research the motivations of consumers; market segmentation by consumer groups.

The aim of the study is to determine the place of the "Lekhim-Kharkiv" enterprise in the market and consumer attitudes toward drugs of this brand.

In this paper, survey in the form of a questionnaire was selected as the main method of the marketing research. This survey was performed while investigation of a consumer attitudes to drug "Prostatilen" the manufacturer "Lekhim-Kharkiv". First, the survey found that 60% of respondents use drugs factory "Lekhim-Kharkiv". 55% answered that they rate very well the brand "Lekhim".

Then it was found that 28% of consumers use "Protatylen" of the manufacturer. According to the study, 56% of consumers believe the price of the drug makes it available. 26% of consumers responded they frequently purchase the drug. The growing number of Internet users emerge that 87% of respondents discovered the drug via the Internet. There is a positive attitude to the drug "Prostatilen", because 89% of respondents would recommend the drug to their friends.

The study found that 50% of consumers believe that "Lekhim" drugs have the high quality. It was also found that 57% of consumers are satisfied with the effect of this drug. 57% of respondents like the design. People mostly under the age of 40 years participated in the survey. It was found that the drug is bought by consumers with income from about 2000 - 3000 UAH. Therefore, this drug is available to the public.

Based on the results of the study, it was found that the company-manufacturer "Lekhim-Kharkiv" is one of the leading domestic manufacturers and their products are in great demand. In order not to lose market share of the trademark "Lekhim" should attract new customers and to improve packaging design.