

SCIENTIFICALLY METHODOLOGICAL AND PRACTICAL JUSTIFICATION OF APPROACHES TO THE ESTIMATION OF BRANDS OF DRUGS

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With the rapid movement of market processes, appearance of new needs of consumers, the emergence of a significant number of substitute and analogue drugs, saturation of the market and increased competition, pharmaceutical companies more often have to fight for market position through their direct products – drugs. Pharmaceutical manufacturers are interested in converting their drugs in bestsellers.

We are accustomed in this case to use the term "brand". We faced the task to determine which of the drugs to treat hypertension brands are, and what characteristics they should have. As you know, companies do not create leaders – consumers create them. The real leader is one whom consumers find the leader. In the pharmaceutical industry it is expressed through both a commitment to a particular manufacturer and commitment to a specific drug. Arterial hypertension remains one of the most important medical and social problems and the leading risk factor for myocardial infarction and stroke. According to the forecast, by 2020 cardiovascular diseases will prevail over infectious diseases as the leading cause of death and disability. The prevalence of hypertension, which is the main risk factor for cardiovascular mortality in Ukraine, exceeds 40%.

Our researches are directed on analysis and theoretical and practical substantiation of the components to assess the brand of drugs for the treatment of hypertension and determine factors influencing the choice of consumers.

We explored the domestic market of antihypertensive medications and analyzed approaches, methods and specific techniques used in evaluating brands. We have identified the key indicators that characterize the brand value of medications as well as qualitative and quantitative indicators drugs. We conducted a survey on the assessment of antihypertensive drugs by consumers, pharmacists and doctors.

Of course, the most important characteristics that affect the evaluation of the brand are its prevalence, trust and recognition by consumers of products that are sold under a particular trade mark. In the final case, all these characteristics determine the volume of sales, the company's profits and the value of the brand. In many cases the value of brand may dominate the value of all tangible assets of the company and be a powerful tool in competing for the consumer.

During research of quantitative characteristics of the brands of drugs we were based on both general indicators and specific indicators of drugs.

The first of these quantitative indicators is the level of spontaneous knowledge. The minimum level of spontaneous knowledge will be to 30%. The higher the level of spontaneous knowledge, the higher the probability that consumer will choose this drug at the pharmacy. Indicators of spontaneous knowledge for strong brands are 60-70%, for very strong brands they are 80-90%.

The second important factor is the level of brand identification among other categories. The minimum level is the same – 30%. Advertising is responsible for this indicator. The more is reminding consumers about the product, the higher is the rate.

The third indicator in quantitative evaluation of the brand is the level of consumption that is directly associated with spontaneous knowledge. Thus, if the level of spontaneous knowledge is 30%, the minimum level of consumption of the brand should be 20%.

The last fourth indicator lies in the fact that the consumer is able to explain the difference between the medicinal products among others. Not only from the standpoint of rational preferences, but also by emotional feelings.

We have selected to the list qualitative indicators of antihypertensive drugs such indicators: efficiency, quality, safety, availability, duration of action, level of trust, prestige of manufacturer prevalence in pharmacy chains, convenience receiving, packaging design and others.

The study was carried out using a specially designed questionnaire for consumers, pharmacists and doctors. Results of the questionnaire allowed establishing the degree of importance of each of the characteristics which evaluated drug, its trademark and brand transition boundaries.

When processing parameters, were taken into account not only the subjective opinions of consumers, but the main objective factors that have a direct impact on brand perception. Among them there are recognition level, value, the term of presence in the market, presence in the retail points of sale and others.

Thus, the degree of recognition of the studied antihypertensive drugs by consumers was: Enap – 100%, Fosicard – 53%, Amlodopine-Zdorovje – 100% Lerkamen – 75%, Renitek – 88%, Atenobene – 93%, and others.

Due to the results, pharmaceutical companies receive the answer to the question: "What to do next and what brand strength indicators should be developed depending on the purpose and capabilities of the company."