

RELATIONSHIP MARKETING IN PHARMACY

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Introduction. In recent decades, relationship marketing concept (RMC) has great development. It provides for the process of creating, maintaining and direction of marketing activity of the enterprise to establishment of long-term, constructive and privileged relations with the most important for the enterprise market participants. The implementation of this concept will improve the pharmaceutical customer service and increase the efficiency of enterprises according to the client-oriented focus of the pharmaceutical companies.

The goal of our research is to justify the basic components and RMC tools for pharmaceutical companies.

Materials and methods. Content analysis, logical analysis, grouping.

Results. Studies have shown that the RMC feature is its direction not on a separate organization, but marketing network that is to the company with the surrounding market participants. The RMC in pharmaceutical activity is a continuous process of creating a long-term relationship of the pharmaceutical company with end-consumers who purchase pharmaceutical products for their own use and family members, patients and organizations-consumers, intermediaries, suppliers, distributors, competitors, contact audiences (investors, shareholders, banks, insurance companies, government agencies, universities and others) and realization of internal partnerships (relationships between functional units of the company, employees, business-units of the enterprise and relations between pharmacies for pharmacy network) to establishment of long-term privileged relationships. The aim of RMC is to create a unique intangibles asset of the pharmaceutical enterprises - marketing business network. Main components of M.c. in pharmacies are: the formation of the range of products to meet customer needs; orientation of pricing policy to consumers; provision of additional services; use merchandising opportunities; the formation of customer loyalty; management by behavior and consumer complaints; the formation of CRM-system; development of internal partnership and production culture.

Priority in the M.c. is given to formation of customer loyalty. Loyal customers are considered as the main source of competitive advantages of the pharmaceutical company, therefore M.c. is aimed to retaining of existing customers by providing a personal relationship with them.

Conclusions. M.c. concept, which is aims to creating a marketing business network and formation of customer loyalty allows to realize fully the social role of the pharmaceutical companies and as a result, to improve their economic efficiency.