EVALUATION THE SIGNIFICANCE OF FACTORS AFFECTING THE DYNAMIC OF COMPETITIVENESS OF MEDIUM PHARMACY NETWORKS

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The analysis showed that today there are no scientific methods of management of competitiveness of pharmacy networks, and therefore do not implement the functions of research the dynamics of competitive advantages and modeling the tendencies of their changes. Development and implementation in such circumstances, an effective marketing strategy is problematic.

The aim of the work is to assess the significance of factors affecting the dynamic of competitiveness of medium pharmacy networks.

The study used the following methods: method paired intergroup comparisons using criterion of Mann-Whitney; analysis of contingency tables using maximum likelihood criterion $\chi 2$; Gamma correlation coefficients; Cheddok's scale; $\chi 2$-test; Kendall coefficient of concordance.

In the study was conducted questioning of 402 respondents – employees of over 30 pharmacy networks from such regions of Ukraine: Kharkiv, Chernihiv, Sumy, Lugansk, Donetsk, Cherkassy, Poltava, Zaporozhye, Vinnitsa, Kirovograd, Ternopil, Dnipro, Mykolaiv, Kyiv, Kherson, Lviv, Odessa. 53 potential factors of impact on the competitiveness of pharmacy networks were researched. The indicators that were statistically significant relationship with competitiveness for medium pharmacy networks were highlighted:

• pharmacy's convenient location – this factor has a strong influence on the competitiveness of pharmacy network, which is classified as medium in terms of sales (G= 0,85; p=4,8·10^{-7});

• the availability of additional services – this factor is absolutely positively correlated with an increase in the competitiveness of medium pharmacy networks (G =1,0; p=0,93·10^{-4});

• implementation of quality systems in the pharmacy network, namely, the presence of this element as a complex of standardized operating procedures ($\chi 2$=6,01; p=0,01424<0,05) has positive influence of moderate intensity at increasing competitiveness (G =0,64; p=0,63·10^{-3}) of this class of pharmacy networks;

• the existence of effective marketing complex has a statistically significant impact on the competitiveness of the pharmacy network ($\chi 2$=27,4; p=0,000<0,05). Thus, in the study did not reveal any pharmacy network of middle class with low efficiency of marketing complex in which there would be increasing the competitiveness. Among this class of networks with an average efficiency of marketing complex the distribution for competitiveness is uniform. A medium-sized pharmacy chains, the effectiveness of marketing complex of which is assessed as high, much more than those in which competitiveness increased. It confirmed a high positive correlation coefficient (G =0,9; p=3,3·10^{-11});

- stable financial position (as a strong side of middle pharmacy network) ($\chi 2=7,64$; $p=0,57 \cdot 10^{-2}<0,05$) has a noticeable positive impact on improving competitiveness (G $=0,65$; $p=0,78 \cdot 10^{-4}$);

- competent management (as a strong side of network) ($\chi 2=15,69$; $p=0,7 \cdot 10^{-4}<0,05$) significantly positively associated with increasing the competitiveness of the pharmacy network of middle class (G=0,69; $p=0,00000,9 \cdot 10^{-5}$);

- availability of marketing strategy (as a strong side of network) ($\chi 2=7,71$; $p=0,55 \cdot 10^{-2}<0,05$) positively affects substantially enhance its competitiveness (G $=0,74$; $p=0,15 \cdot 10^{-3}$);

- non-stop schedule (as a strong side of pharmacy network) ($\chi 2=7,7$; $p=0,55 \cdot 10^{-2}<0,05$) – the impact of this factor on improving the competitiveness of pharmacy network is statistically significant, positive, moderate intensity (G=0,54; $p=0,14 \cdot 10^{-2}$);

- staff turnover (as weakness of pharmacy network) substantially statistically associated with increased of competitiveness ($\chi 2=5,475544$; $p=0,02<0,05$). Based on the value of the coefficient of correlation Gamma, this relationship can be described as moderate (G $=-0,59$, $p=0,94 \cdot 10^{-3}$);

- threat of takeover by larger pharmacy chain (as a weakness) ($\chi 2=7,59$; $p=0,58 \cdot 10^{-2}<0,05$): lack of this weakness in medium-sized pharmacy chains contributes to increasing their competitiveness. The strength of this relationship can be described as moderate (G=$-0,63$; $p=0,49 \cdot 10^{-4}$);

- slow response to market changes (as weakness of medium pharmacy chains) ($\chi 2=9,17$; $p=0,25 \cdot 10^{-2}<0,05$) significantly negative impact on the dynamics of competitiveness (G=$-0,75$; $p=0,5 \cdot 10^{-5}$).

In accordance with the strength of correlation factors influence the increase (decrease) the competitiveness of medium pharmacy chains, we have ranged those that have the greatest positive impact on improving the competitiveness: effectiveness of marketing complex, competent management, stable financial position and convenient location of the pharmacy. The biggest negative impact on the dynamics of competitiveness of medium pharmacy chains, as studies have shown, do factors such as slow response to market changes, the threat of takeover by larger pharmacy chains and staff turnover.

Thus, the results should be considered for the successful activity of medium pharmacy chains in terms of modeling the changing market environment.