

STUDY THE PHARMACEUTICAL SERVICE AS A FACTOR OF FORMING CUSTOMER LOYALTY TO THE PHARMACY

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The active growth of pharmaceutical networks causes increased competition in the pharmaceutical business, and the problem of retaining its market share for pharmacies is becoming more and more relevant. In order to gain consumer loyalty, the pharmacy is not enough to have a wide range and an acceptable level of prices. Pharmaceutical companies are actively using such competitive advantages and tools as service level, convenient location and extended operation. When choosing a pharmacy as a place of purchase, different categories of consumers are guided by a variety of motives: price, range, staff professionalism, convenience, general pharmacy image, service and received emotions.

The opinion of consumers about the importance of additional services of pharmacy was studied. Our survey results showed that the most valuable advantage of any drugstore from the point of view of consumers is low drug prices (22.6%). A wide range of medicines is also important; it was preferred by 17.6% of visitors. Another important advantage is the speed of service and the lack of queues (12.3%). An assessment of the criteria for the work of pharmacies in terms of ensuring its competitiveness is estimated by visitors and pharmacists. The image and popularity of the pharmacy are important for 11.8% of respondents. The availability of a wide range of additional services is important for 10.2% of respondents. 6.1% of respondents consider the key advantage of any pharmacy to be a convenient location. The quality of information provision by pharmacists is important for 5.9% of respondents.

An assessment of the quality of pharmaceutical services in pharmacies is carried out on the basis of the overall assessment of the pharmacy, the maintenance process and the list of additional services. The overall rating of researched pharmacy networks in terms of service ranges from 50.5% to 86.4%. Significant reserves have been discovered to improve the pharmaceutical services process in pharmacies, including the implementation of pharmaceutical care, the use of educational materials in pharmacies, and the expansion of the list of services. Organizational measures for the improvement of pharmaceutical services in pharmacies are determined.