

# ANALYSIS OF PECULIARITIES OF MEDICINE PACKAGING

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**Introduction:** Packaging for goods is one of the marketing tools through which the buyer get information about the product. Modern packaging of medicines must meet a number of mandatory requirements: be convenient and safe, ensure the safety of the medicine, contain all the necessary information about it. And it is one of the most important elements of marketing communication - the process of transmitting product information to a target audience.

**Aim of the study:** study of the characteristics of the drugs packaging.

**Object of study:** drug packaging.

**Research Methods.** Were used methods of sociological research (questioning and interviewing). An author's questionnaire was developed. The respondents were 110 drug users of various age categories and sex (64% of women, 36% of men, age 18-25 years old - 13%, 25-43 - 30%, 44-55 years old 38%, more than 55 years old - 19%).

To assess the impact of packaging on consumer preferences, the relative significance level of the following packaging functions was calculated: information content, usability, accessibility, the ability to accurately dispense, protection from children, protection from external factors, control of the first opening.

Table 1 -The functions of the packaging of drugs

Functions	Preference Rank
Availability	1
Usability	2
Informational content	3
Precise dosing capability	4
Children protection	5
Protection against external factors	6
First opening control	7

From the data of Table 1 it can be seen that, from the point of view of the consumer, such functions as the availability of medicines, ease of use, and information content are of paramount importance. The least important were: protection from external factors and control of the first opening, consumer packaging.

In the course of the study, consumers were asked to evaluate the importance of the signs of the packaging of drugs: safety, the quality of the appearance of the package, ease of use, the amount of drug in the package, information about the drug on the package.

The ratio of the criteria for the importance of individual signs of drug packaging for consumers is presented in table 2.

Table 2 - Assessment of the importance of signs of drug packaging

Signs of packaging	Preference Rank
Packaging safety	1
Packing Information	2
The quality of packaging appearance	3
Usability	4
Amount of drug per pack	5

Research data indicates that when choosing drugs, consumers primarily pay attention to the safety of packaging. The next most important sign for consumers is the information on the package, then consumers pay attention to the quality of design of the appearance of the package. The fourth place in importance in shaping consumer preferences is occupied by such a sign as convenience. The last place in the structure of importance is occupied by such a sign as the amount of the drug in the package.

**Conclusions.** The packaging, as a means of communication, should transmit to the potential buyer a sufficient amount of information about the product, while all elements of the packaging design should be formed taking into account the brand's positioning and its communication strategy.

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