

RESEARCH OF THE ATTITUDE OF CONSUMERS TO THE BRAND

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The pharmaceutical industry occupies an important place in the Moroccan economy. Over the past 5 years, the Moroccan pharmaceutical business has achieved great success. However, for the successful operation of a pharmaceutical organization, it is necessary to analyze and research the product strategy, which consists in answering the question: how should the product be improved in order to fully realize the formed strategic goals of the company. The answer is a rational analysis, thanks to which specific goals for the development of a product, brands are formed. It is necessary to establish the development of which of the basic competitive advantages (quality, price), market positions, marketing components are the most appropriate. The search for strategic development decisions at the level of the company's brand should be fully based on external and internal information about opportunities and resources.

The aim of this work is to study the attitude of consumers to a brand. In this work, marketing research was conducted by questioning 100 pharmacy's consumers. The degree of consumer's loyalty in relation to medicines of the pharmaceutical company "Pfizer" on the Likert scale was estimated. A study of the importance of brands for consumers was conducted. It has been established that for 65% of the population, the medicine's brand is important and only for 35% it does not matter which brand of medicine they use.

The analysis of methodological approaches to the analysis and evaluation of pharmaceutical companies by consumers was conducted. The study found that 32% of consumers prefer the trademark "Bayer", 15% — "KRKA", 10% — "Pfizer", 25% — "Novartis", 11% — "Sanofi", 7% — "GlaxoSmithKline".

The recommendations for strengthening the position of brand of pharmaceutical companies in the market were analyzed. It was found that 43% of respondents — for lower prices, 27% — for improving the quality of goods, 25% — for the implementation of discounts and coupons, 5% — leave everything as it is. So, for consumers, reducing prices comes first in strengthening the brand's position.

It was established that the main sources of information on brands were: health programs on television — 7%; TV commercials — 20%; communication with friends — 21%; doctors — 10%; pharmacists — 7%; Internet — 35%. The criteria of the brand that effect on the consumers were investigated. It was established that the doctor's recommendation and the ratio of the cost and effectiveness of medicines are decisive when buying brands, and the price of the medicine is not critical.