

# **MARKETING RESEARCH OF MEDICINES FOR THE TREATMENT OF SORE THROAT**

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According to statistics, respiratory diseases rank first place in the world among all infectious' diseases and account for 95% of all infections. On average, an adult has respiratory diseases at least 2-3 times a year, and a child 6-10 times. Most often people suffer from immunity disorders, as well as in the age of 6 months to 6 years, as well as in old age.

The aim of this work is to conduct marketing research of medicines for the treatment of sore throat. An analysis of manufacturers of medicines for the treatment of sore throat was conducted by questioning 50 pharmacists. According to marketing research, during 2018-2019, the undisputed leaders of the R02A segment (“Remedies for Sore Throat”) were brands such as Strepsils — Rekitt Benkizer (Great Britain), Decatilen — Mefa (Switzerland) and Faringosept — Ranbaksi (India).

The specific weight of medicines for the treatment of sore throat in the general assortment of a pharmacy has been determined. Medicines affecting the respiratory system account for 12% of the total pharmacy assortment sales in monetary terms. The stability of the range of medicines for the treatment of sore throat is analyzed. The stability coefficient acquired the highest value in 2019 (it amounted to 63.6%, while in 2018 this indicator was twice less and amounted to 30.6%).

Using the survey method, 49 pharmacy's' consumers received information on consumption trends. It was determined that 38% of visitors when choosing medicines pay attention to the recommendation of a pharmacist; 26% — on the recommendation of friends; 16% — for previous experience; 14% — for information in the media; 6% — on the Internet.

The main criteria for the selection of drugs for the treatment of sore throat have been highlighted: 58% of experts called the main one when choosing a medicine is effectiveness; 30% — manufacturer and 12% — the price of the medicine.

It was found that 64% of pharmacy's' visitors prefer foreign manufacturers of medicines for the treatment of sore throat and 36% — domestic.

The medicines for the treatment of sore throat, which first come to mind visitors were determined. 42% of respondents named Strepsils, 16% — Decatilene; 8% — Faringosept; 6% — Trachisan and 28% — others.

Thus, based on the study, a model of consumer behavior was proposed when choosing medicines for the treatment of sore throat.