

**Materials and methods:** empirical studies, logical analysis, method of the questionnaire were used.

**Results and discussion.** It is established that consumer's behavior is influenced by personal factors (health status, presence of chronic diseases, age, sex, level of education) and psychological (motivation, perception, personality type, attitude, values, beliefs, the impact of drug's advertising on consumer behavior relationships and lifestyle). Significant influence is exerted by social factors (reference groups, marital status, stakeholders in the event of health problems, when buying medicines).

Economic factors include the size and distribution of income, the availability, and affordability of drugs, prices, evaluation of efficacy, safety, and quality. It is established that they pay attention to the amount of the receipt, which has grown significantly, compared to the prices of medicines. It should be noted that respondents pay attention to discounts and promotional offers, including those who previously did not attach importance to these forms of marketing communications.

Consumer's behavior is also influenced by cultural factors (culture, subculture, social class, choice of treatment methods, evaluation of domestic and foreign drugs, pharmacy selection factors, evaluation of service quality), cultural factors also include patterns of behavior that minimize the possibility of various risks. For example, the risks of supply and demand in the pharmaceutical market, the risks of multivariate choice of drugs (the market presents analogs in various dosage forms of domestic and foreign manufacturers), the risks of various criteria that buyers take into account when choosing drugs (price, range, effectiveness, the presence of side effects), the risks associated with incomplete knowledge of the product (consumers are not specialists and need medical and pharmaceutical advice).

**Conclusions.** Psychological, social, economic, cultural factors influencing the behavior of drug's users were analyzed.

## **ANALYTICAL REVIEW OF THE MEDICINES MARKET USED IN THE TREATMENT SKIN CHRONOAGING**

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**Introduction.** Skin aging is an inevitable, complex, multifactorial and poorly understood process. Structural analysis of the Ukrainian pharmaceutical market revealed the absence of complex medicines for the correction and treatment of skin aging. According to the ATC classification system, dermatological agents include the D02 group – drugs with an soften and protective effect, which is divided into the following subgroups: D02A – preparations with softening and protective action, which has 21 names of drugs in various dosage forms: creams, ointments, solutions; D02B – protective agents against ultraviolet radiation, at the moment, does not contain any registered drugs.

**Aim.** The purpose of our analysis is to study the nomenclature of a modern assortment of drugs with softening and protective effect on the Ukrainian pharmaceutical market.

**Materials and methods.** The studies were carried out using structural, comparative and statistical analysis of electronic and literature sources of information on dermatological medicines registered in Ukraine.

**Results and discussion.** An analysis of the assortment of drugs with a softening and protective effect established that 9 Ukrainian pharmaceutical enterprises (79 %) produce drugs of this group (LLC «Ukrayinska farmacevtichna kompaniya», PJSC Farmaceutichna fabrika «Viola», PJSC «Lubnifarm», PJSC «Farmaceutichna firma «Darnicya», PJSC «Himfarmzavod «Chervona zirka», PJSC «Kiyivmedpreparat»). The number of foreign made drugs in this market segment is 21 %, drugs are exported from 3 countries. The overwhelming number of drugs among the range of trade names under consideration is produced in the form of soft dosage forms – ointments (41 %), creams (18 %), pastes (12 %) and emulsions (6 %). Also presented solutions for skin application – 23 %.

The next stage in the study of this group of drugs is to analyze the component composition. A significant part of all trade names belongs to preparations of petroleum jelly and glycerin, which do not contain active ingredients. These funds are used to soften the skin of the hands and face and as a basis for the manufacture of soft dosage forms. Another part of the funds contains a number of active ingredients: salicylic acid, zinc oxide, urea. The preparations also include retinol palmitate, amino acids, tocopherol acetate. However, they are indicated in the instructions as excipients. This indicates their insignificant amount in the composition of medicines, as well as the absence of a pharmacological effect inherent in these components.

**Conclusions.** The assortment of dermatological preparations on the pharmaceutical market of Ukraine has been analyzed and it has been established that domestically produced preparations make up 79 %, foreign ones – 21 %. According to the results of the study of preparations it was found that this group of agents contains a rather limited list of active substances. This it causes to the development of new, effective medicines for the treatment and correction of the skin chronoaging manifestations.

## INVESTIGATION OF CONFLICTS BETWEEN PHARMACISTS AND PHARMACY VISITORS DURING A PANDEMIC

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**Introduction.** Working in a pharmacy requires not only perfect professional skills, but also knowledge of human psychology. Visitors to pharmacies can be attributed to one of the most difficult groups of consumers, because, mainly, these are people who have a certain disease, or their relatives. This group is characterized by increased sensitivity to any action by a specialist and ignorance, in this case, leads to conflicts in the system «seller-client».

**Aim.** The aim of the work is to study the conflicts between pharmacists and pharmacy visitors during a pandemic. The study was conducted on the basis of pharmacies in Kharkiv.

**Materials and methods.** Two questionnaires were developed: a questionnaire for consumers and a questionnaire for professionals. 100 consumers and 50 specialists took part in the survey.

**Results and discussion.** It was found that the choice for regular visits to the network of pharmacies «X» consumers are motivated by affordable prices in these pharmacies and convenient location. It is determined how consumers evaluate the work of staff on a 5-point scale. The most satisfied visitors were the friendliness of the staff and the professionalism of the service (4.8 points each). The importance of personal criteria for the pharmacist from his point of view is studied. The following data were obtained: the most important criteria are friendliness, knowledge of human