

STUDY THE ATTITUDE OF CONSUMERS TO A BRAND

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Due to increased competition in global and domestic markets, enterprises are faced with such a phenomenon as a slowdown in attracting new consumers. In the context of the economic crisis and the decline in real incomes of the population, the content of existing consumers with the use of modern marketing tools plays an increasingly important role. In this regard, the attention to the formation of consumer loyalty is increasing.

The purpose of the work is studying the attitude of consumers to a brand.

All consumers can be divided into 3 groups: “promoters” that “actively push” a company or brand, “those that create obstacles” or actively humiliate a company or brand in the eyes of other consumers, and neutral or passive consumers are generally satisfied but too lazy to take any actions to promote the company (passively satisfied). Respondents who, in response to a question, gave a score of 9-10 points, are considered “promoters”, 7-8 points are “neutral consumers”, and respondents who gave a rating of 0 to 6 points are considered as those that “create obstacles”. Further processing of the survey data is as follows. From the percentage of “promoters”, subtract the percentage of “obstacles”. The result of the calculation will be the residual index of brand promoters. The calculation of the loyalty index for different periods of time allows you to identify features and factors of the influence of the external and internal environment of the organization on the level of consumer loyalty, and accordingly adjust the policy of customer retention. The analysis of respondents' answers showed that a significant part of customers was satisfied with the quality of drugs offered by the pharmaceutical company "Pfizer", Is value = 5.12. For judgments, 1 part of the respondents who answered “fully agree”, “agree” and “most likely agree” amounted to 65% of the total. It was revealed that 62% of respondents intend to make drug purchases of the pharmaceutical company "Pfizer" (judgment 4), and 48% of respondents consider themselves to be regular customers (judgment 5). The single indices for these statements are above 4. However, only 14% of respondents intend to buy medicines of the pharmaceutical company "Pfizer" (Judgment 2), 12% are ready to postpone the purchase if they did not find the necessary medicines in pharmacies (Judgment 3), 14% of respondents will buy medicines of the pharmaceutical company "Pfizer" even with a certain price increase compared with other companies (judgment 6), 17% without hesitation would recommend drugs to the pharmaceutical company "Pfizer" to acquaintances (judgment 9). The single indices for these statements are below 3. Comparison with the results of a study conducted showed a decrease in the level of loyalty. The value of I_l amounted to 4.2 or 60% of the maximum possible, which corresponded to a moderate level of loyalty. That is, during the period of the economic crisis, the level of loyalty decreased, which can be explained by a decrease in the level of real incomes of the population and, accordingly, a decrease in the purchasing power of drug users of the pharmaceutical company "Pfizer", which became more sensitive to price changes and began to respond to more attractive price offers of competitors. Based on the results of a study of drug consumer's loyalty of the pharmaceutical company "Pfizer" using the Likert's scale, the loyalty index was calculated and aspects of consumers' attitudes towards the pharmaceutical company "Pfizer" were determined, which determined the level of loyalty at the border between low and moderate demand. It is concluded that loyalty levels are reduced during the economic crisis, which can be explained by a decrease in the purchasing power of drug users of the pharmaceutical company “Pfizer” in the middle and above the middle price segments. Due to the increased sensitivity to price changes, consumers tend to buy goods at lower prices and are actively responding to attractive price offers in the market, preferring competitors. A valid assessment of loyalty creates the basis for the development of management and marketing decisions to improve consumers' retention policies.