

## ANALYSIS OF TASKS OF MARKETING COMMUNICATIONS OF PHARMACIES

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The promotion of medicines and pharmacy products at different stages of the life cycle has been studied. It was found that promotion activities and their effectiveness vary depending on the stage of the life cycle, which is reflected in the distribution of advertising efforts and other methods of marketing communication.

*Keywords:* promotion, product life cycle, advertising, marketing communications, sales increase, pharmacy.

**Introduction.** Ensuring the successful promotion of medicines and pharmacy products requires an understanding of their place in the product life cycle. This study analyzes the effectiveness of promotion at different stages of the life cycle and identifies the key factors influencing this process.

**Purpose** is to analyze of tasks of marketing communications of pharmacies.

**Methods and materials.** Content analysis, questionnaire, analysis, system, graphic methods were used in the work.

**Research results.** Achieving the general goal of promoting medicines and pharmacy products, stimulating their demand and increasing their sales at various stages of the health center is carried out by solving various tasks. In the process of progressing through the stages of the medical center, the number of tasks that pharmacy organizations face increases and reaches the maximum number at the stage of decline (Fig. 1).

It was found that the growth of sales by product groups was most highly evaluated at the stage of decline in 1.5 points; the increase in sales of an individual manufacturer was also assessed by the highest number of points at the stage of

recession — at 5.5 points, the increase in sales by a group of seasonal goods was highly evaluated at the stages of saturation and recession, at 4.7 and 5.1 points, respectively. The growth of the average purchase amount is the most important task at the stage of growth (6.4 points), and the growth of sales as a whole at the stages of market entry and decline, respectively 5.1 and 5.9 points.

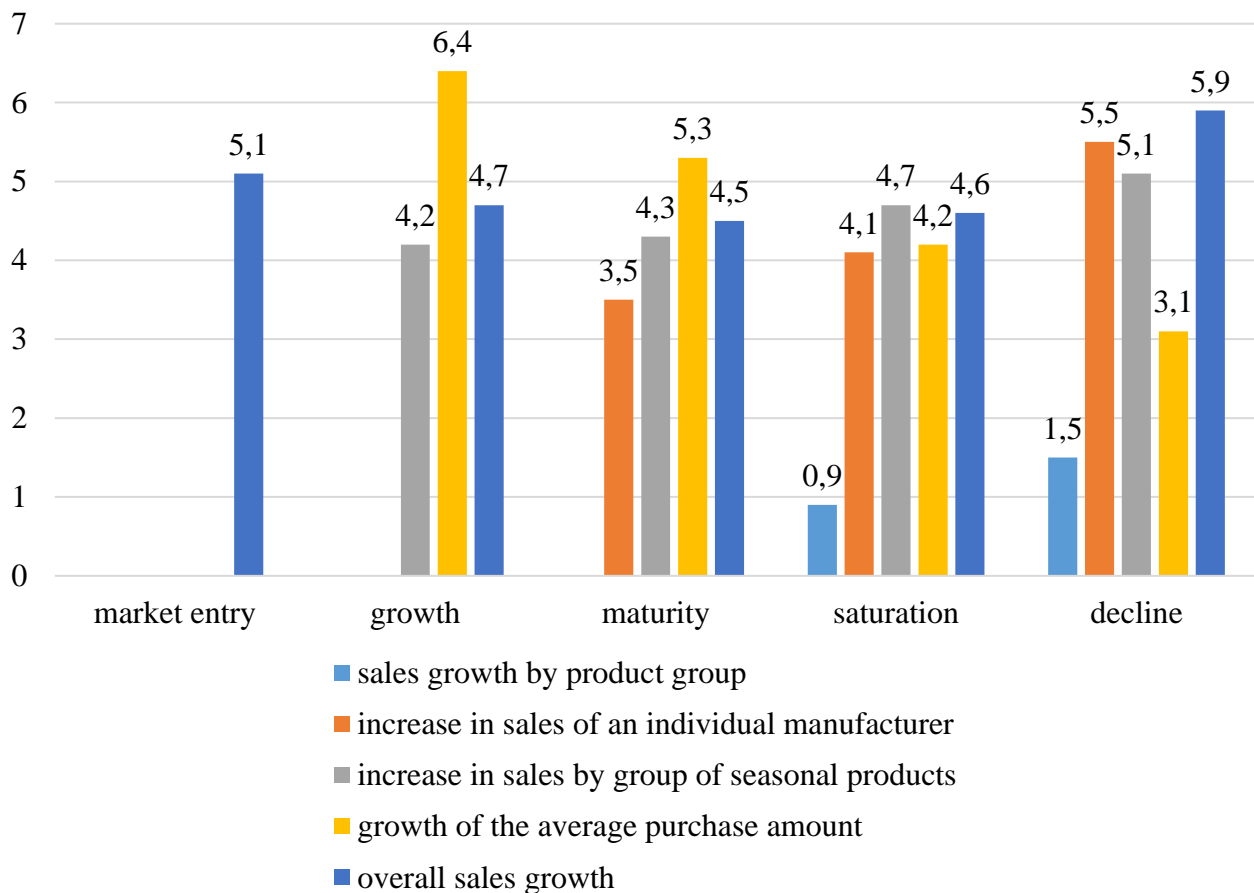


Fig. 1. Assessment of tasks of pharmacy organizations in the field of promotion of pharmacy products at different stages of the life cycle

At the first stage of entering the market, all activities of pharmacy organizations regarding the promotion of the product are subordinated to the solution of one task – the growth of sales in general by assortment. The organization tests target markets, determines the level of competition and empirically determines its target groups and forms an assortment portfolio. The second stage of the pharmacy organization growth is characterized by an expansion of the list of tasks due to work with seasonal goods

and an increase in the average check, which is the dominant task for pharmacy organizations at all stages.

The transition to the growth stage is characterized by a stable nomenclature in the pharmacy organization, a clear differentiation of target groups of consumers, which adds to the existing tasks the task of increasing consumer loyalty to the products of specific manufacturers. This is due to the established stable ties with certain pharmaceutical manufacturers/wholesale organizations and obtaining significant advantages over other market subjects. All promotion tasks are equal to the organization. At the stage of decline, pharmacy organizations expand the system of tasks to five due to the task of increasing sales for a separate group of goods [1].

Implementation of the tasks in the field of promotion is achieved by pharmacy organizations by forming a marketing complex of promotion, which includes methods of various types of promotion: advertising, direct sales, public relations and sales promotion. Each pharmacy organization forms complexes independently, based on their effectiveness.

The effectiveness of marketing communications is influenced by a large number of factors, among which the level of organizational development or the stage of the company should be highlighted. Let's consider in more detail the meaningful content of the main complexes of marketing communications used by pharmacy organizations at various stages of their health centers.

The results of the distribution of advertising efforts used by pharmacy organizations depending on the stage of the life cycle indicate the predominance of advertising at points of sale (internal advertising) against other types of advertising at all stages of the pharmacy (Fig. 2). The use of three types of advertising is typical for the first stage of the pharmacy organization's commercial center: advertising at points of sale, outdoor and print advertising.

At the second stage, the pharmacy organization expands the number of used types of advertising due to advertising in the press, advertising on the Internet and direct advertising. The third stage is the stage of maturity, characterized by the support

of advertising efforts only at the level of the growth stage. At the stage of decline, there is a reduction in advertising efforts primarily due to direct advertising, advertising in the press, and advertising on the Internet. In fact, pharmacy organizations are returning to the types of advertising that were used during the market entry phase.

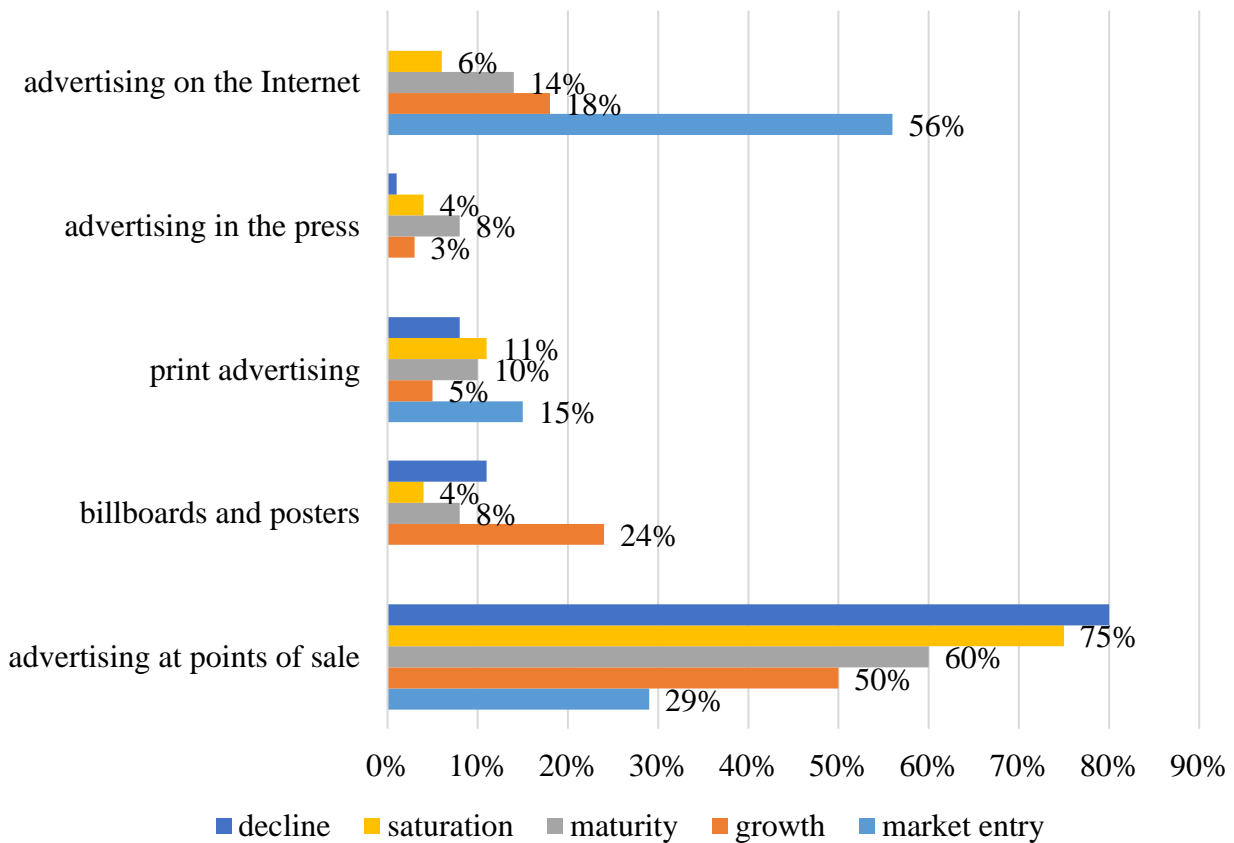


Fig. 2. Analysis of types of advertising according to the "distribution method" criterion used by pharmacy organizations at different stages of the life cycle

Public relations as a method of marketing communication is mainly used by pharmacy organizations at the stages of growth and maturity. From the list of public relations tools, the most popular types are means of identification – the use of the emblem (logo) of the pharmacy organization, branded packaging material, the use of a uniform external and internal style and design of the premises, the introduction of uniforms for employees, etc. Only sponsorships, publications and news are used [2].

The survey of employees of pharmacy organizations revealed that promotional actions and merchandising are dominant in sales promotion for pharmacy

organizations, aimed at the final consumer (Fig. 3). It was found that among promotions, the most intensively used are those that provide economic benefits to the consumer – loyalty programs and discounts (price reductions) on goods. Other types of promotions are used less intensively (Fig. 3).

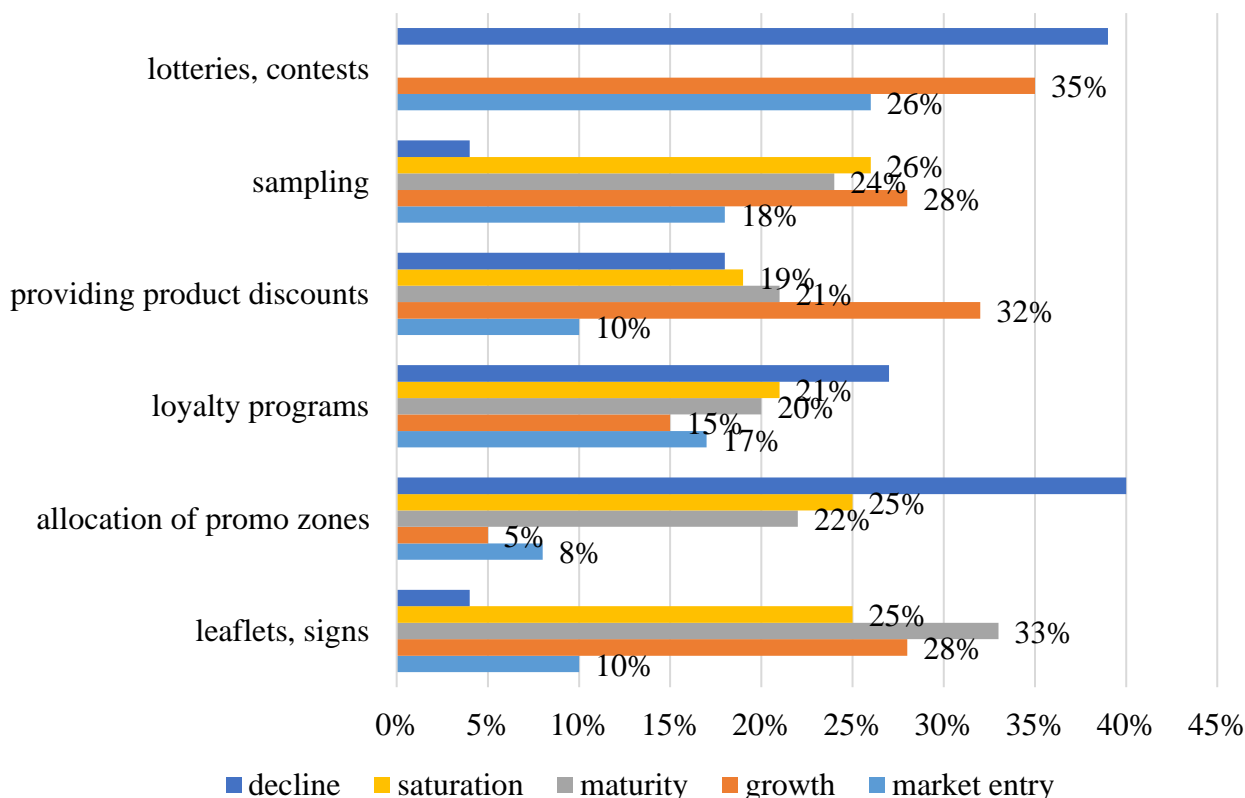


Fig. 3. Types of promotions used in pharmacy organizations at different stages of the life cycle

The frequency of promotions in pharmacy organizations is quite high at all stages of the life cycle. The main factors underpinning promotions are the seasonality of medicinal products and the inclusion of manufacturers/organizations in the wholesale trade of medicinal products in the promotions.

It was determined that as they progress through the stages of the life cycle, pharmacy organizations lose the initiative to conduct promotions and prefer to be integrated into the actions of manufacturers/organizations for the wholesale trade of medicinal products (Fig. 4).

The number of additional services decreases as pharmacy organizations progress through the stages of the life cycle.

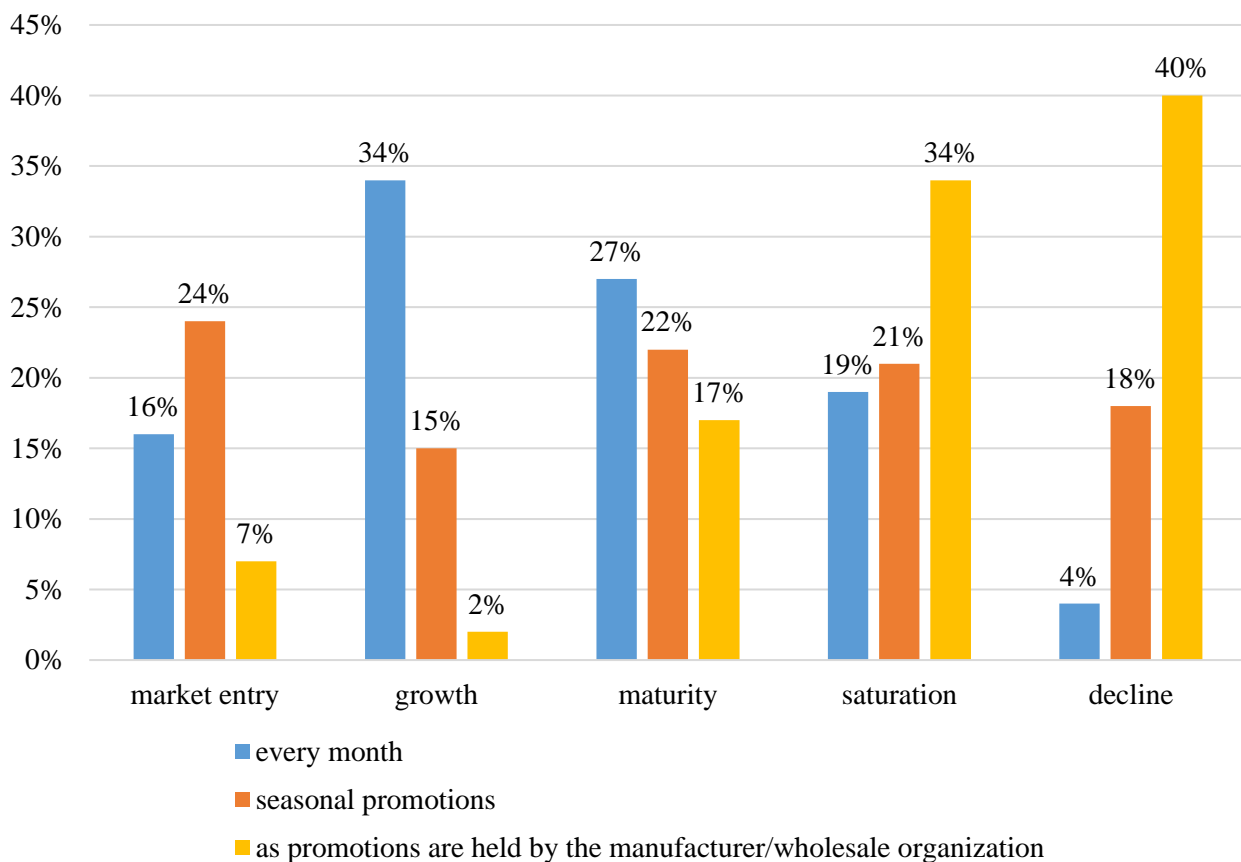


Fig. 4. Analysis of the frequency of promotions in pharmacy organizations at the stages of their life cycle

**Conclusions.** Thus, pharmacy organizations use a wide range of marketing communications, the composition of which differs at different stages of their life cycle. Pharmacy organizations do not calculate the effectiveness of marketing communications, since they are usually the initiators of promotion. At the same time, several problematic situations arose in the management of marketing communications in pharmacy organizations. Firstly, there is a growing understanding that participation in marketing communications of the manufacturer or wholesaler does not always end in an effective economic result, since the promotion of one of the medicines in the line of one international non-proprietary name automatically leads to a drop-in sale of other medicines in this category, and the manager needs management tools for choosing

marketing communications depending on their effectiveness. Secondly, the existing methods of evaluating the effectiveness of marketing communications are based only on economic indicators and do not consider other factors that have a great weight in the activity of pharmacy organizations in modern conditions. This is especially relevant for network pharmacy organizations. It was found that the implementation of the same marketing communication by pharmacy organizations of the same network, which in different conditions (location, main target audiences, income level of the target audience, level of organizational development, level of competition, etc.), will have different effectiveness.

### **Literature**

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### **Анотація**

Досліджено просування лікарських засобів та товарів аптечного асортименту на різних етапах життєвого циклу. Виявлено, що заходи просування та їх ефективність змінюються залежно від стадії життєвого циклу, що відображається у розподілі рекламних зусиль та інших методів маркетингової комунікації.

*Ключові слова:* просування, життєвий цикл товару, реклама, маркетингові комунікації, збільшення продажів, аптека.