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QUALIFICATION WORK

on the topic: «Analysis of digital marketing communications in the formation of the image of the pharmacy chain»

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ANNOTATION

The qualification work is aimed on the study of digital marketing communications in the formation of the image of the pharmacy chain. The theoretical and practical aspects of the formation of the image of the organization are described, the components of the image of the pharmacy chain are analyzed, the positioning of the image of the pharmacy chain based on external digital communications is studied.

The work is presented on 51 pages of printed text and consists of an introduction, three sections, conclusions, a list of references and appendices. The work is illustrated with 23 figures and 2 tables and contains 35 sources of scientific literature.

Key words: pharmaceutical marketing, pharmacy, pharmacy chain, image, brand, digital marketing communications, social media.

АНОТАЦІЯ

Кваліфікаційна робота присвячена вивченню цифрових маркетингових комунікацій у формуванні іміджу аптечної мережі. Описані теоретичні і практичні аспекти формування іміджу організації, проаналізовано складові іміджу аптечної мережі, вивчено позиціонування іміджу аптечної мережі на основі зовнішніх цифрових комунікацій.

Робота викладена на 51 сторінці друкованого тексту і складається зі вступу, трьох розділів, висновків, списку використаних джерел, додатків. Робота ілюстрована 23 рисунками і 2 таблицями, містить 35 джерел літератури.

Ключові слова: фармацевтичний маркетинг, аптека, аптечна мережа, імідж, бренд, цифрові маркетингові комунікації, соціальні мережі.

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INTRODUCTION

Under conditions of intensifying competition in the pharmacy segment of the pharmaceutical market, it is important for every pharmacy chain to attract new and retain regular customers. For this, it is important to form a positive image of the pharmacy network and constantly maintain it. Image is the face of any company, it is associations and perceptions of the company that consumers have.

For the development of a modern pharmacy network, it is important to analyze the main components of its image. In the field of providing pharmaceutical services to the population, consumer trust plays a significant role in shaping the general perception of the company. Due to the great competition, pharmacy chains are constantly raising service standards, which contributes to the improvement of relations with consumers. To ensure the competitiveness of the pharmacy chain, image management is becoming increasingly important.

The purpose of the qualification work is to study the role of digital communications in forming the image of the pharmacy chain and to develop measures to improve the image.

To achieve this goal, the following tasks are defined:

- to study and generalize the data of literary sources regarding the theoretical and practical aspects of the organization's image formation;
- to investigate the problems and peculiarities of the formation of the image of pharmacy chains, modern approaches to the management of the image of pharmacy chains;
- to give a general description, to study the areas of social responsibility of the "Podorozhnyk" pharmacy chain;
- to evaluate the components of the image of pharmacy chains based on a consumer survey;
- to evaluate the effectiveness of the website of the "Podorozhnyk" pharmacy chain;
- to investigate the positioning of the image of the "Podorozhnyk" pharmacy

chain in social media.

The object of the research is data from scientific and specialized professional literature, reports of marketing research companies, questionnaires of pharmacy visitors, websites of pharmacy chains, accounts pages in social media.

The subject of the study is digital marketing communications of the "Podorozhnyk" pharmacy chain.

Research methods. The qualification work uses methods of desk marketing research (historical and descriptive methods, content analysis of the website and social media, comparison and generalization) and field marketing research (questionnaire survey of consumers).

The practical significance of the results. The results of the qualification work are useful for managers and specialists in marketing and public relations of pharmacy chains to improve image management.

Approbation of research results and publication. The results of the qualification work were presented at the XI international scientific and practical distance conference with international participation «Management and marketing as part of modern economy, science, education, practice» (2024, March 21) [32].

Structure and volume of qualification work. The work is presented on 51 pages of printed text and consists of an introduction, three sections, conclusions, references, and appendices.

PART 1

THEORETICAL AND PRACTICAL ASPECTS OF THE FORMATION OF THE ORGANIZATION'S IMAGE

1.1 The concepts of image, brand and reputation and their influence on the successful activity of the organization

In a broad sense, image is the idea that a person has about a certain object, person, company or brand, as well as the associations that arise and create a certain image. A company's image determines how it is perceived by others and how it interacts with them [3].

The concept of "image" comes from the Latin "imago", which is related to the Latin word "imitari", which means to imitate.

The concept of image in the research of foreign scientists first appeared in the 1960s and 1980s. in the field of general and social psychology. Its content was interpreted mainly in the context of the theory of perception, activity, communication and social cognition. Imageology is the science of research, development and technologies of introducing a desired (positive) image into public consciousness [3].

The importance of corporate image has increased in recent years due to increased competition in many markets and the choice that consumers have. With a large number of interchangeable products and places to buy them, a company's image increasingly influences consumer decisions when given a choice. A positive image increases trust and promotes success, while a negative image limits demand and damages reputation. Therefore, in order to attract and retain consumers, ensure sales of goods and services, as well as maintain competitiveness in the market, the company must create an appropriate image for itself [2, 3].

To create an image, the company must implement a well-thought-out strategy, define its mission and vision, as well as advantages over similar companies, develop and use a corporate style, a logo that will promote brand recognition.

But, if the image is created thanks to words, intentions and ideas, then the reputation is formed by concrete actions [25]. Reputation is a set of opinions about the advantages and disadvantages of a company, formed by consumers. Reputation enables the organization to function and, in difficult cases, not to suffer losses. If the positive reputation is stable, then the organization will have additional advantages, namely: trust, the desire of others to interact with it. Also, for an organization with a high reputation, the occurrence of an error will not serve as its downfall, because with properly thought-out actions, it will not lose the trust of consumers [20].

The brand is of great importance in the formation of the image. A brand is the properties of a product: name, packaging, its history, reputation and way of promotion. Brand is the emotions that the buyer feels as a result of using the product. A brand is considered a well-known trademark, which in the minds of consumers is associated with certain expectations, benefits and values. Image, brand, and reputation have one thing in common — they convey information about an object [20].

An important component in forming a company's image is its external communications, including marketing. One of the most effective means of influencing the target audience of consumers in a certain segment of the market is advertising. Thanks to advertising, the necessary image of the company is created, its advantages and individuality are emphasized, which allows it to stand out among competitors [10]. To form the image of the company, relations with the public are widely used - measures aimed at forming a positive public opinion about the company.

According to the study "Global Trustworthiness Monitor" by the Ipsos company, which conducted an online survey of more than 21,500 respondents in 29 countries of the world, at the global level, the most important attributes of trust in any organization or institution are reliability (fulfillment of promises) — 43%, openness and transparency — 42%, responsible behavior and good job performance — 30% (fig. 1.1).

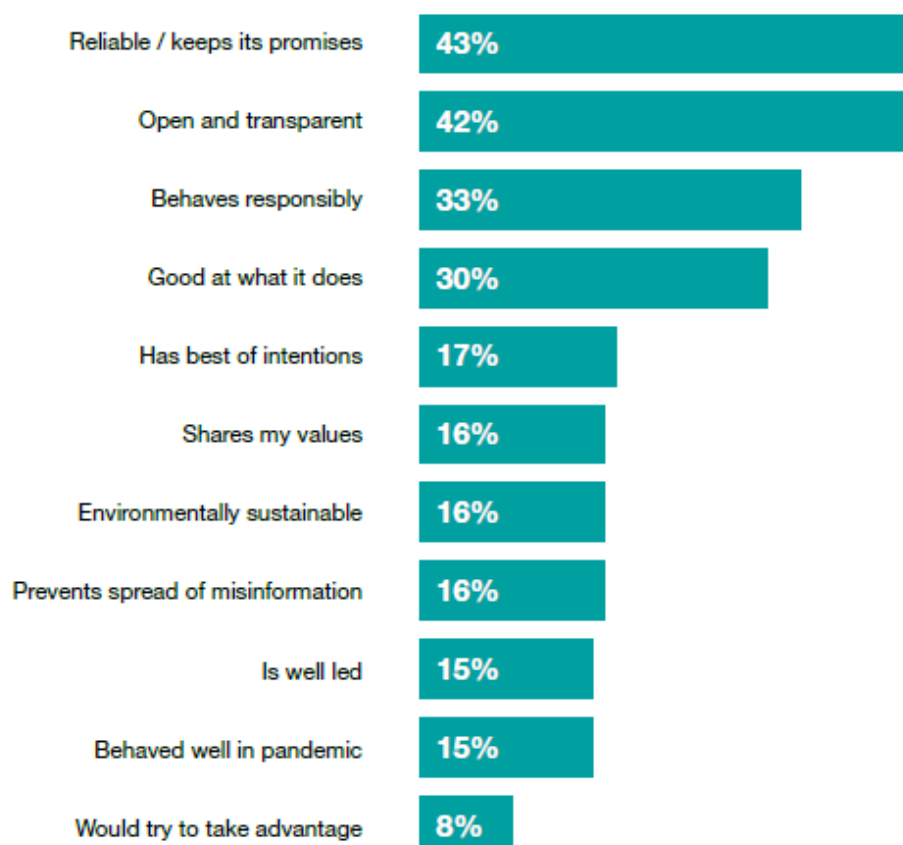


Fig. 1.1 The most important attributes of trust in any organization or institution

A certain role in the formation of trust is played by the presence of the best intentions in the organization — 17%, countering the spread of misinformation - 16%, environmental friendliness — 16%, the presence of values in common with the target audience — 16%, good behavior during the pandemic — 15%, and good management of the organization — 15% [27].

According to the same study, organizations in the field of pharmaceuticals occupy the second position in terms of the level of public trust at the global level, second only to organizations in the field of technology. According to 31% of respondents, organizations and institutions of the pharmaceutical industry are generally trustworthy, while 28% of respondents believe that these organizations are not trustworthy (fig. 1.2).

The level of trust in pharmaceutical companies has significant differences in different countries (Fig. 1.3).

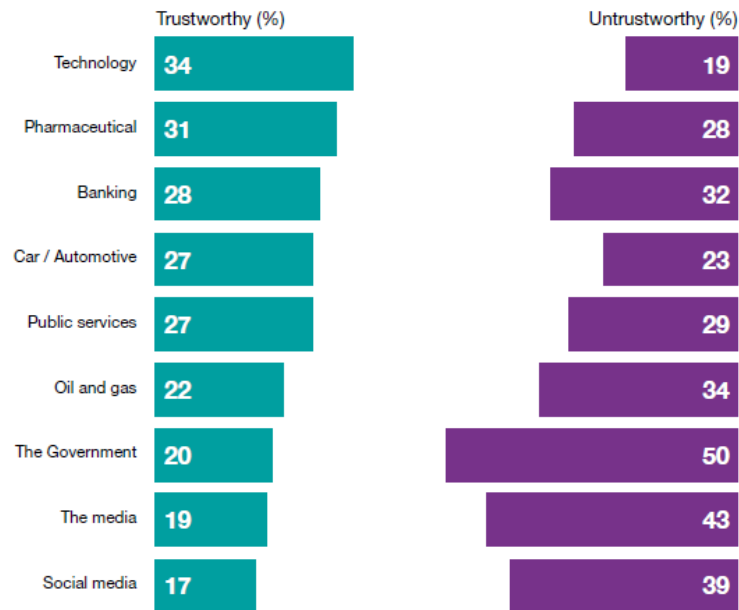


Fig. 1.2 The share of respondents' answers regarding trust and distrust in organizations of various industries

It is the highest in Malaysia (55% of respondents), the lowest in Chile (12%). Economically developed countries such as the USA, France and Germany are characterized by a low level of public trust in pharmaceutical companies (23, 22 and 20% of the population, respectively) [28].



Fig. 1.3 The level of trust and distrust of pharmaceutical companies in different countries

Perceptions tend to vary greatly by regions, with levels of distrust and skepticism remaining startlingly high in certain countries. USA (42%), Hungary (38%), France (37%), Germany (33%), and Australia (31%) are five of the countries most distrusting of the pharmaceutical industry. These countries' experience of COVID-19 varied greatly in terms of case numbers per population, vaccination availability and their individual approaches to handling the pandemic. This suggests that perceived untrustworthiness of pharmaceutical companies is more likely to stem from historically deep-rooted factors.

A lack of transparency and reliability are the main driving forces for distrust in the pharmaceutical industry; those who see pharmaceutical companies as untrustworthy are least likely to agree with these attributes (15% and 19% respectively). Despite this, perceptions of the pharmaceutical industry have improved, with perceptions of the industry as transparent up seven-points from 2018 (fig. 1.4).

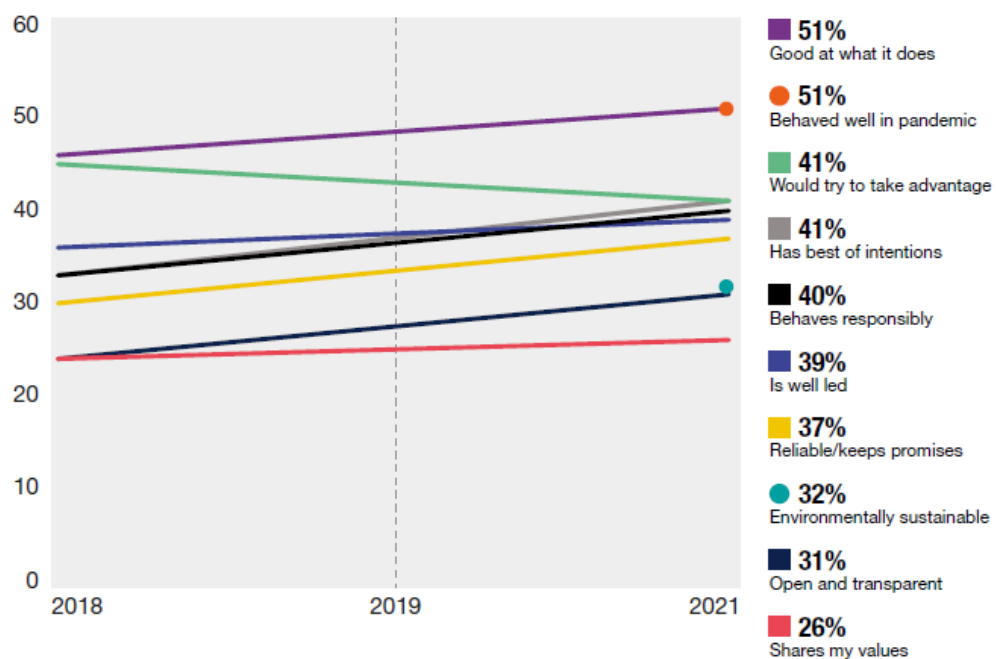


Fig. 1.4 Dynamic in the assessment of the attributes of trust in pharmaceutical companies in recent years

These changes are caused by the awareness of the role of pharmaceutical companies in overcoming the crisis caused by the COVID-19 pandemic [27].

Attributes such as openness and transparency of companies, sustainability, keeping promises, best intentions and good behavior during the pandemic have increased in importance. The share of respondents who are sensitive to the fact that pharmaceutical companies primarily act for their own benefit has decreased [30].

"Global Trustworthiness Monitor" when examining different sectors revealed a net increase in trustworthiness since 2018. For instance, there have been notable increases in trustworthiness for pharmaceuticals (25% 2018 vs 31% 2021) (fig. 1.5).

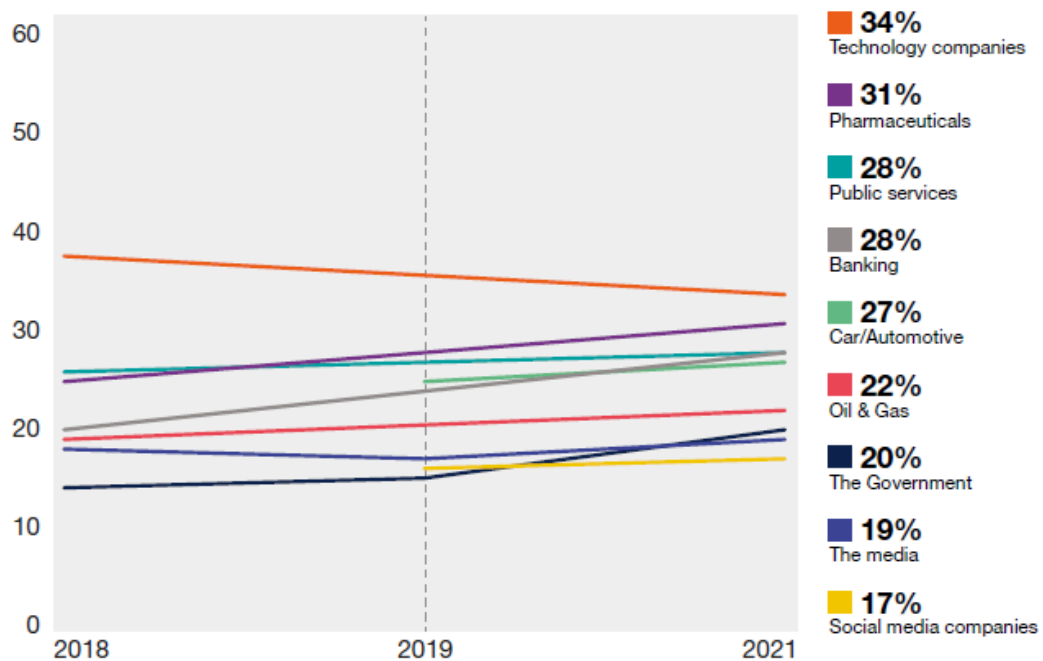


Fig. 1.5 Global sector trustworthiness over time

Therefore, the formation of image and trust is an urgent task for any organization. The formation of the image of a pharmaceutical organization should be based on important attributes of trust that have been formed in modern society.

1.2 Features of image formation of pharmacy chains

Historically, the formation of the image of pharmacies began with an emphasis on knowledge about drugs and the professionalism of pharmacists. In the past, pharmacies were small family businesses that played a key role in health care

in communities. Over time, the increase in the number of pharmacies and competition led to the use of marketing strategies such as advertising and sales promotion to attract customers.

The development of pharmacy chains is associated with the growth of demand for medicines in the conditions of the spread of medical knowledge and industrial production of medicines. There was a need for large pharmacy chains to provide access to a variety of drugs. Technological progress and the popularization of self-service have also influenced their development. From the beginning of XX century the development of pharmacy chains was boosted by scientific discoveries in medicine and pharmacy. In the 1920s and 30s, the first chain pharmacies, such as Walgreens, appeared in the United States, and later this trend spread to Europe. After the Second World War, the role of the pharmaceutical industry increased, which influenced the expansion of pharmacy chains.

After gaining independence in Ukraine, foreign investors began to enter the Ukrainian market in masse. Many analogues and high-priced drugs have appeared on the pharmaceutical market. In Ukraine, the first private pharmacy chains appeared in the 1990s. Pharmacies became more focused on commercial activities, which changed the perception of pharmacies in society. Over time, pharmacy chains began to introduce service standards and improve counseling for pharmacy visitors. In the following decades, large pharmacy chains emerged [20].

The image of the pharmacy chain plays an important role in the customers' choice of a pharmacy to purchase medicines and in maintaining their loyalty [23].

The image of a pharmacy chain is the general impression and perception by consumers of the features of a particular pharmacy chain. It includes the reputation, quality of service, availability of goods, external and internal design of the pharmacy, the company's participation in public and medical initiatives, etc. Building a positive image helps pharmacy chains attract and retain customers and strengthens consumer confidence in the pharmaceutical services they receive from these pharmacies.

The image of a pharmacy chain is a complex concept that includes a visual image (pharmacy design, logo, external and internal advertising), reputation (quality of products and service), communication strategy (advertising, public relations), as well as brand values and positioning pharmacy chain on the market. This is the impression that consumers form about a pharmacy chain, and it can include elements of reliability, ethics, modernity and responsibility.

In Ukraine, pharmacy chains are actively working on image formation to create recognition, trust and competitiveness in the market. The formation of the image of pharmacy chains affects the following areas:

1. Trust and competence. The image of pharmacies is related to the high qualification of pharmacists and the guarantee of the quality of medicines.
2. Marketing policy. Pharmacy chains in Ukraine use various marketing strategies to attract customers, such as advertising campaigns, special offers, discounts, participation in charity projects, social networks.
3. Online availability. Pharmacy chains provide high online availability through websites, mobile applications, chatbots for the convenience of customers.
4. Social responsibility. Most pharmacy chains participate in current charity campaigns, fundraisers, and programs to support vulnerable groups of patients.
5. Loyalty programs. The use of loyalty programs for regular customers helps to attract and retain patients [13].
6. Merchandising. In pharmacies, merchandising facilitates the work of pharmacists, speeds up customer service, and promotes spontaneous purchases of related products. The correct location of products in the windows and on the shelves helps the pharmacy visitor to quickly choose a product in the pharmacy, as well as to pay attention to other offers. In the formation of the image of pharmacies, the atmosphere in the pharmacy, correctly selected colors of cold shades, placement of relevant information and advertising play a big role [20].

Five functional areas of the pharmacy can be distinguished, each of which uses different types of advertising materials:

1. External design of the pharmacy (facade and sign). Illuminated signs, two-sided LED screens, illuminated three-dimensional letters, banner designs, and decorative facade cladding are used for the exterior design of the pharmacy.
2. Entrance group with inscriptions on signs "open/closed", stickers with inscriptions "push/pull", information about the operation of various programs in the pharmacy, for example reimbursed medicines, about the nearest 24-hour pharmacy, etc.
3. Trading hall (advertisements, posters, promotional offers, advertising posters that are located outside the work areas and service areas).
4. Laying out. It is in this zone that pharmacy visitors pay attention to promotions and advertising. The consumer compares the prices of similar goods, which are usually located next to each other, and makes a final purchase decision.
5. Cashier area. It is here that the pharmacy visitor makes a decision about additional purchases, so it is best to place products of impulse demand or their advertising near the cash registers.
6. The location of informational and advertising materials helps the visitor to navigate in the sales hall of the pharmacy, to receive additional information that may be useful and attracts his attention. The purpose of point-of-sale advertising is to increase sales of a specific product. All these components affect the choice of the consumer and the reputation of the pharmacy network [20].

1.3 Modern approaches to image management of pharmacy chains

In various countries of the world, problems with the reputation of companies in the pharmaceutical industry arise for a number of reasons, including:

- high drug prices — the constant increase in the cost of drugs, especially vital drugs, leads to public dissatisfaction and concern about the availability of treatment;

- inappropriate marketing practices — reduction of public trust due to aggressive marketing by pharmaceutical companies, cases of unnecessary drug advertising or concealment of risks;

- role in the opioid epidemic — some pharmaceutical companies have faced accusations of contributing to the opioid epidemic through aggressive marketing and distribution of opioid painkillers;

- influence on the practice of prescribing drugs — concerns about the influence of pharmaceutical companies on the decisions of medical professionals about prescribing drugs, which can potentially lead to excessive prescribing of drugs;

- patent system — critics argue that the patent system allows companies to monopolize the production of important drugs, limit competition and maintain high prices;

- lobbying interests and political influence — the industry's lobbying power and influence on health care policy have raised concerns about the priority of profit over health;

- drug recalls and quality problems — drug recalls and quality control problems have damaged the reputation of the industry, raising doubts about the safety of drugs;

- complexity of insurance and non-transparency of discounts — complex relationships between pharmaceutical companies, insurance companies and pharmacy managers create a sense of an opaque and confusing system [30, 32].

Image and reputation management is an important and ongoing job that requires a strategic approach. Every interaction with consumers or partners, response to an inquiry or marketing initiative can affect the public's perception of a pharmacy's image.

Image management consultants offer the following measures to improve the image of the pharmacy chain:

1. Analysis of customer reviews. Listening to how customers rate your services is one of the most powerful strategies for building the reputation. By

taking into account the concerns, suggestions and approvals of pharmacy visitors, you can improve service and make the necessary business decisions. Pro-activity when it comes to consumer opinion builds trust in the brand and develops loyalty to the pharmacy.

2. Establishing communication with clients. A pharmacy chain should implement the practice of proactively contacting its customers and politely asking for their feedback. This approach demonstrates the company's commitment to customer satisfaction and stimulates dialogue between the pharmacy chain and its customers, improving their customer experience and loyalty [35].

3. Implementation of automated text marketing. Using automated text marketing, a pharmacy chain can inform its customers about new products, discounts and health tips. Texting is also a feedback channel, providing instant interaction and fast response times, which are critical to maintaining a reputation.

4. Promotion of pharmacy transparency. Transparency goes hand in hand with trust. It is important to talk openly about prices, delivery times and services; publicize the positive steps the pharmacy takes for patient safety, such as facility cleanliness procedures or employee vaccinations. A transparent business approach resonates well with customers, leading to increased trust and an improved reputation.

5. Providing exemplary customer service. Nothing can affect a reputation as quickly as the quality of customer service. Proper pharmaceutical care and timely assistance play an important role in the high rating of the pharmacy network. Taking additional steps to improve customer service will help generate positive word-of-mouth and online feedback, which will improve the pharmacy's reputation. Additional staff training, quick response time to inquiries or problems, personalized service and after-sales service are just a few ways to improve customer service [34].

6. Presence in social media. Social media have gone from "entertainment" platforms to important sources of reputation. Regular updating of profiles in social media, availability of valuable content for pharmacy visitors allow maintaining

interaction with the audience. Such types of content as health tips, news about the opening of new pharmacies, photos, responses to comments can contribute to improving the reputation on the Internet.

7. Support of online services. Online presence and modern technological solutions have become an important part of image formation in the modern pharmacy business. By providing customers with the opportunity to receive services online, you can increase their loyalty to the pharmacy.

8. Responses to reviews. Responding to reviews shows that you value your customers and their input. Regardless of whether the reviews are positive or negative, taking the time to review the reviews can make a big difference to a pharmacy's reputation.

9. Development of brand identification. A strong brand not only distinguishes the pharmacy from competitors, but also makes an impression on consumers. Brand components such as logos, corporate colors, consistent messages and mission statements contribute to brand identity and reputation.

10. Promotion of health awareness. Information campaigns and content dissemination on health-related issues can position your pharmacy as a knowledgeable and caring healthcare facility. This not only helps to improve healthcare, but also improves the reputation of your pharmacy in the local community. Building a reputation focused on solving population problems can position your pharmacy as a reliable healthcare leader [33].

The process of forming or transforming a company's image should allow for new elements without changing the basic foundation. It is important that the regular customers of the company have the opportunity to get used to innovations, but not to fundamental changes, this is how the general idea of the image of the pharmacy is formed. For new clients of the organization, it will give an opportunity to evaluate the company's innovations and its future orientation.

Competent communication of the company's image to society is important. Forming a positive image of the enterprise is a complex process that requires

special attention and great efforts. Every organization should constantly take care of the formation of a friendly attitude of society and employees.

A positive image helps retain and attract customers, as they prefer places with a good reputation. Also, visits to the pharmacy can increase if the image is associated with trust and quality service. In general, the image of the pharmacy determines its perception by the population and affects interaction with customers.

Summary

1. Image is the idea that a person has about a certain object, person, company or brand, and the associations that arise and create a certain image. The importance of corporate image has increased in recent years due to increased competition in many markets and the choice that consumers have. Reputation, brand, as well as its external communications (advertising, public relations) are of great importance in shaping the organization's image.

2. According to the Global Trustworthiness Monitor study, at the global level the most important attributes of trust in any organization or institution are reliability (fulfillment of promises) — 43%, openness and transparency — 42%, responsible behavior and good performance of one's work — 30%. According to 31% of respondents, organizations of the pharmaceutical industry as a whole are trustworthy, while 28% of respondents believe that they are not trustworthy. It was established that economically developed countries (the USA, France and Germany) are characterized by a low level of public trust in pharmaceutical companies (23, 22 and 20% of the population, respectively).

3. During the COVID-19 pandemic, trust attributes in pharmaceutical companies such as openness and transparency, sustainability, keeping promises, best intentions, and good behavior have increased in importance during the pandemic. The share of respondents who are sensitive to the fact that pharmaceutical companies primarily act for their own benefit has decreased.

4. The image of a pharmacy chain is a complex concept that includes a visual image, reputation, communication strategy, as well as values and brand

positioning of a pharmacy chain on the market. The formation of the image of pharmacy chains affects such areas as trust and competence, marketing policy, online availability, social responsibility, loyalty programs and merchandising.

5. In different countries, the causes of problems with the reputation of companies in the pharmaceutical industry can be high drug prices, aggressive marketing practices, a role in the opioid epidemic, influence on the practice of prescribing drugs, a patent system that allows monopolizing the production of important drugs, limiting competition and maintaining high prices; lobbying and influencing health care policy, drug recalls and quality issues, as well as insurance complexities and discount opacity.

6. Image management consultants offer the following measures to improve the image of a pharmacy chain: analysis of customer feedback, establishment of communication with customers, implementation of automated text marketing, promotion of transparency of pharmacies, exemplary customer service, presence in social networks, support of online services, responses for feedback, developing brand identity and promoting health awareness.

PART 2

STUDY OF THE IMAGE OF THE PHARMACY CHAIN ON THE BASE OF MARKETING ANALYSIS AND CONSUMER SURVEY

2.1 General characteristics of the "Podorozhnyk" pharmacy chain

"Podorozhnyk" pharmacy chain has been working on the pharmaceutical market of Ukraine for over 24 years. Since the full-scale invasion (February 2022), the company has not only maintained its business position, but also continued to grow. In 2023, more than 350 new pharmacies were opened.

Today, the "Podorozhnyk" pharmacy chain is one of the largest in Ukraine and has more than 1,700 establishments throughout Ukraine. According to the latest data, more than 13 million users are registered in its loyalty program, that is, they can be considered regular customers [1]. The product range of the pharmacy chain exceeds 25,000 items of medicines, dietary supplements, cosmetics and other goods. The chain also develops products of its own trademark, which is also one of the scaling factors. In part of pharmacies, extemporaneous medicinal products are manufactured according to individual prescriptions, and there is also an in-house production of dietary supplements and cosmetics [21].

The company's mission is to provide quality pharmaceutical care to every Ukrainian under any circumstances. The company's vision is to gain absolute primacy among Ukrainian pharmacy chains. At the same time, the company's position remains unchanged — to open pharmacies in small and large settlements of the state in order to ensure equal access to quality pharmaceutical care. The company's values are service, responsibility, courage, openness and development [21].

For positioning on the market, the company uses the statement that it is the largest pharmacy chain in Ukraine. The slogan "Podorozhnyk knows what helps" is used from time to time.

The company was founded in 1999; its activity began in Lviv with the "Good Pharmacy", which had only six employees. In 2009, the company began working under the "Podorozhnyk" brand in the city of Lviv and the Lviv region.

Since 2013, the company has expanded its activities, pharmacies began to open in other regions — Zakarpattia, Volyn, Ivano-Frankivsk, Chernivtsi and Rivne. At the same time, the company introduced a loyalty program for regular customers. The expansion of the company did not stop there, pharmacies appeared under the new brand — "Pharmacy BAM".

In 2016, "Podorozhnyk" was rewarded as the "Chain of the Year" according to the national Panacea competition.

In 2017, the first "Podorozhnyk" pharmacy was opened in Kyiv. The company crossed the mark of 228 pharmacies. In 2019, the chain had 665 pharmacies; its pharmacies appeared in every region of Ukraine.

In 2020, the coronavirus significantly changed the demand for medical products. During the pandemic, the pharmaceutical industry has become key in ensuring access to medicines. Due to the difficult situation with the pandemic, the company introduced online pharmacies. The "Podorozhnyk" pharmacy chain was able to save jobs and continue its development, and already in 2021 it opened its thousandth pharmacy. In 2021, another brand "Oschad Apteka" appeared.

In 2022, with the start of a full-scale war, the company lost part of its pharmacies. But, despite the difficult conditions, it continues to help people and grow.

During the high-scale war, the company made a large contribution to help the country. The joint project "Ambulance for the Armed Forces" of the chain of pharmacies "Podorozhnyk", Pharmacy "BAM" and "Oschad Apteka" has been ongoing since the beginning of the full-scale invasion. The purpose of the project is to collect funds for the purchase of vehicles for the Armed Forces of Ukraine for evacuation from the combat zone, transportation of goods and personnel. According to the terms of the project, from each package of Baum Pharm and Simply Care™ products sold, the pharmacy chain accumulates funds for the purchase of special vehicles for the Armed Forces. Since the beginning of the project, more than 75 cars have already been donated to the Armed Forces of Ukraine to save the lives of soldier and civilians [1].

At the moment, the "Podorozhnyk" pharmacy chain has a loyalty program for regular customers. Anyone can join the loyalty program by registering with a phone number in the Viber or Telegram bot or directly at the pharmacy. A bonus of 1% of the amount of the check is accrued for each purchase at Podorozhnyk, BAM and Oschad pharmacies. In the future, the consumer can exchange the accumulated bonuses for another product. As part of the loyalty program, customers are offered promotions, accumulation of bonuses (cashback) from each purchase, as well as personal offers for birthdays or holidays.

The pharmacy chain uses various means of sales promotion, including discounts and special offers. For example, a joint campaign with Mastercard was launched in December 2023. Customers of the pharmacy are offered to pay for purchases with a Mastercard card and withdraw the required amount of cash at the cash desk of any pharmacy. Within 24 hours after withdrawing cash, the client will receive 20 points on the bonus account.

According to our analysis, in March-April 2024, the podorozhnyk.ua website offers discounts on various product categories from 10% to 40%. Maximum discounts of up to 40% are offered on care products (shampoos, creams, shower gels, care cosmetics, etc.).

One of the ways of forming a positive external image of the pharmacy chain is the use of a convenient and understandable way of communicating with consumers [7]. The "Podorozhnyk" pharmacy chain uses a website, chatbot and mobile applications for this purpose. On the website of the pharmacy chain, customers can book a product with delivery to a selected pharmacy or to the "Nova Poshta" branch. Delivery will be free for orders worth UAH 750 or more. The product can be paid for in various ways: upon receipt at the pharmacy, with Google Pay and with a card on the website.

The website of the pharmacy offers a chat with an experienced pharmacist, which allows customers to get help in choosing OTC drugs.

To improve internal organizational communications with more than 8,000 employees, a separate site "BITRIX" is functioning — a specialized online service,

where information provision, training of employees, familiarization with new medicinal products is carried out. To encourage staff, professional competitions are held, the winners of which receive valuable gifts from the company [11].

In 2023, the Podorozhnyk pharmacy chain was rewarded as "The chain of the Year" according to the version of the Ukrainian People's Prize. The products of the Baum Pharm trademark became the best pharmaceutical brand of 2023, received the "Country's Choice" award and the "Panacea" pharmaceutical premium [1].

2.2 Analysis of directions of social responsibility of the "Podorozhnyk" pharmacy chain

Due to the presence of a large number of pharmacies and pharmacy chains in Ukraine, which offer a similar range of goods and services at approximately the same prices, each pharmacy chain makes significant efforts to form its own positive image [5]. One of the ways of image formation is the company's voluntary response to society's problems, that is, socially responsible activity.

As a socially responsible company, the "Podorozhnyk" chain does not stand aside from today's challenges. In total, since the beginning of the full-scale war, the «Podorozhnyk» pharmacy chain transferred more than UAH 35 million to charitable assistance. From the first days of the war, the "Podorozhnyk" team started its own project "Carriages for the Armed Forces". Since then, more than 75 special vehicles, including ambulances and off-road vehicles, have been handed over to the defenders. Machines help to carry out the wounded from the battlefield and to carry other tasks. In addition, specific requests of the military and volunteers are implemented, and medicines, thermal imaging devices, helmets, stretchers, charging stations, means of communication, body armor, etc. are transferred [14].

In 2023, the "Podorozhnyk" pharmacy chain launched the "Pharma Heroes" project, which in the form of a video tells about the heroic deeds of its employees during the war. The project highlights stories of indomitable pharmacists from

different regions of Ukraine. 370 employees of the pharmacy chain received awards from the management for conscientious work and dedication to their work in difficult times [6].

In August 2023, the "Podorozhnyk" pharmacy chain, together with its customers, joined the charity initiative "UNAYTY" to help demining the country. Customers of "Podorozhnyk" could buy cards with Unites at a special price and play with heroes in the mobile application, as well as collect cards, stickers and magnets. According to the results of the campaign, it was possible to collect over UAH 1.671 million. The profit from the charity initiative was directed by the company to the United24 fundraising platform for humanitarian demining of Ukraine [21].

In 2023, the "Podorozhnyk" pharmacy chain joined nationwide aid projects and began cooperation with charitable foundations. In October 2023, the company joined the "Bonus Armor" mega-fund from the Serhiy Prytula Charity Fund. Customers transferred UAH 1.790 million from bonus accounts for the purchase of the FV-432 armored personnel carrier. The pharmacy chain added UAH 1 million to these funds and the collection goal was achieved [21].

In addition, the pharmacy chain organizes Christmas parties for children in front-line cities, greets defenders undergoing treatment in a rehabilitation center, and sponsors sports competitions.

The "Podorozhnyk" chain pays attention to charity in the humanitarian direction, cooperating with the "Dobrolife" Charitable Foundation in the front-line Zaporizhzhia. People who need it receive food and hygiene kits. "Podorozhnyk" and "Dobrolife" repair children's playgrounds of the city, help the front and local hospitals [21].

The company also cooperates with the Charity Fund "Ukraine on Fire" and the National Agency for Strategic Communications. Thanks to joint work, "Podorozhnyk" equipped mobile hospitals for the Kherson region, handed over wheelchairs and first-aid kits for defenders to medical facilities in various regions.

Another important direction of social responsibility of the company is developing the psychological assistance and support in cooperation with the public organization "Moe Kolo". Together with professional psychologists, a variety of psychological support activities are organized, including online. They are working on the creation and dissemination of relevant information on the topic of mental health support in difficult life circumstances [21].

The "Podorozhnyk" pharmacy chain also supports Ukrainian sports and science. For example, it provides athlete and participant of the "Invincible Games" Viktor Legkodukh with the necessary drugs for treatment and maintenance of health. "Podorozhnyk" is a sponsor of the Ukrainian Kickboxing Championship, supports charity football tournaments and a volleyball team.

As part of the "First Polar Pharmacy" project, "Podorozhnyk" supports polar explorers not only in Antarctica, but also those of them who defend Ukraine and joined the ranks of the Armed Forces. In particular, it provides medical support to the "Fighting Penguins" unit [21].

The pharmacy chain "Podorozhnyk" pays considerable attention to the formation of the employer's image; it interacts with educational institutions, invites students for internships, work placement and offers employment. In relation to talented young people, the company directs its efforts to form the image of the pharmacy chain as a "leader of opportunities" [15, 18].

The "Podorozhnyk START" project has been operating for 2 years, offering career prospects, educational opportunities and development to students from all over the country. During the two years of its existence, "Podorozhnyk START" covered the entire country and involved 60 higher education institutions in cooperation. In total, more than 2,000 young people took part in the program, and more than 1,100 project participants were employed in the pharmacy network in various directions [19].

That platform was the first to unite students of various specialties in the pharmaceutical field. The company considered a study, according to which 56% of pharmacy graduates answered that they would not work in their specialty. They

admitted that they did not see prospects, did not know what was happening in the market, were afraid of working with people, the training was outdated. Another 43% indicated that they would like to work in their profession, but do not know how to realize themselves [12].

With the beginning of the war, when the company was faced with the problem of shortage of personnel, it was the youth who saved the situation. Institutions of higher education began to actively cooperate with the pharmacy network, the number of requests from students to gain practical experience and new knowledge increased. Thanks to the project, young people had the opportunity to undergo work placement, internship and employment [19].

In addition to pharmaceutical students, students of other specialties were recruited to work in the company's central office. To motivate program participants, meetings with management were organized, during which top managers shared knowledge and gave professional advice.

In the future, within the framework of the " Podorozhnyk START" platform, it is planned to open a specialized educational pharmacy in Lviv, and eventually in other cities. The company will continue to attract young people and open new perspectives for them.

2.3 Evaluation of the image components of pharmacy chains based on a survey of pharmacy visitors

An anonymous survey of pharmacy visitors was conducted to assess the image components of pharmacy chains. The questionnaire contained multiple-choice questions with the possibility to add your own answer option. The survey was conducted in the period from January to March 2024, answers were received from 120 respondents. Respondents of different ages, genders and occupations took part in the survey. The largest groups of respondents are 18-25 years old (34.3%), 26-40 years old (29.3%) and 41-55 years old (25.2%) (fig. 2.1).

The share of women is 67.3%, men — 32.7% (fig. 2.2). Among the survey participants, the largest groups are employees (35.2%) and students (26.8%) (fig. 2.3).

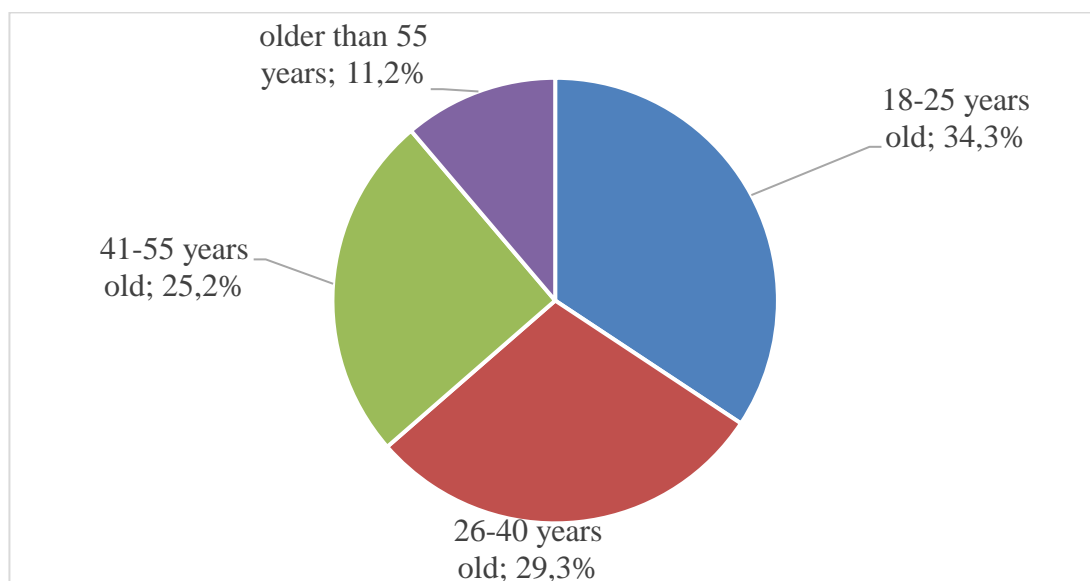


Fig. 2.1 Distribution of respondents by age

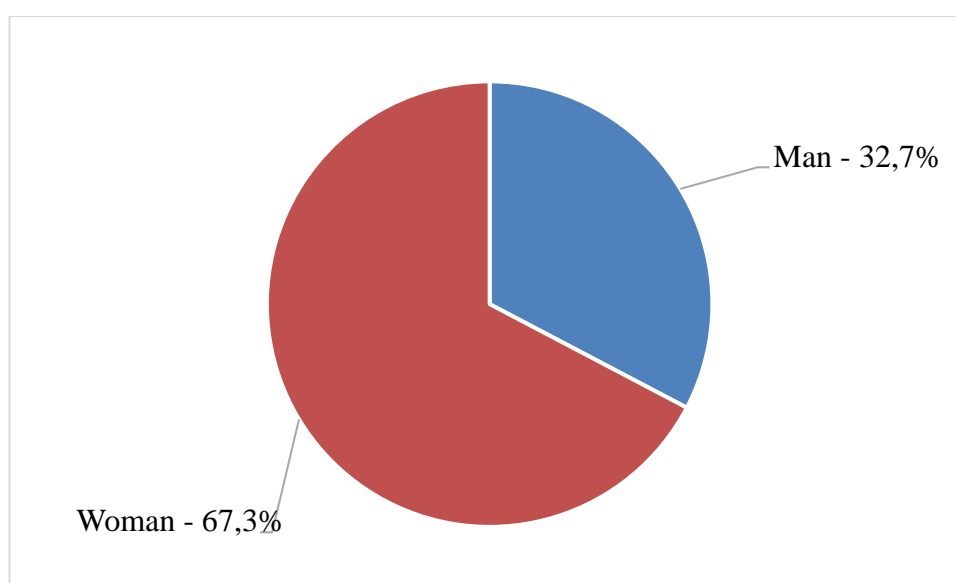


Fig. 2.2 Distribution of respondents by gender

The purpose of the survey was to find out how important the image of the pharmacy chain is for consumers when choosing a place to buy medicines and medical supplies. According to the responses of the survey participants, the image of the pharmacy chain is very important for 7.3% of respondents, important for

30.9% of respondents, and of moderate importance for 41.2% of respondents. Only 15.5% of respondents answered that the image of the pharmacy is of little importance to them, and 5.1% — unimportant (fig. 2.4).

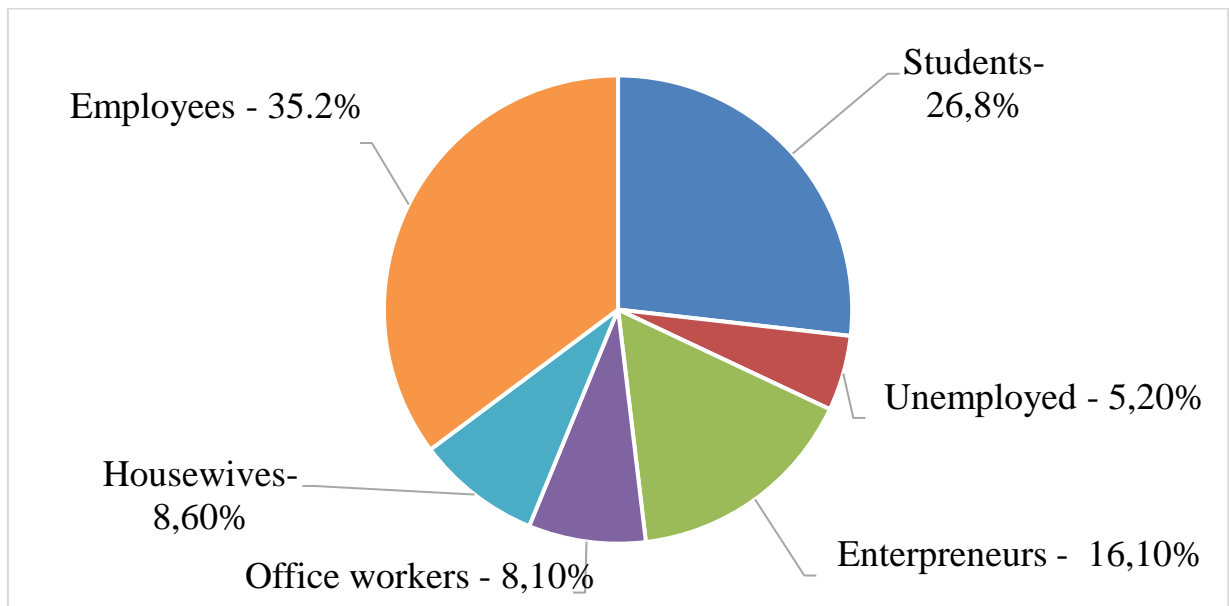


Fig. 2.3 Distribution of respondents by occupation

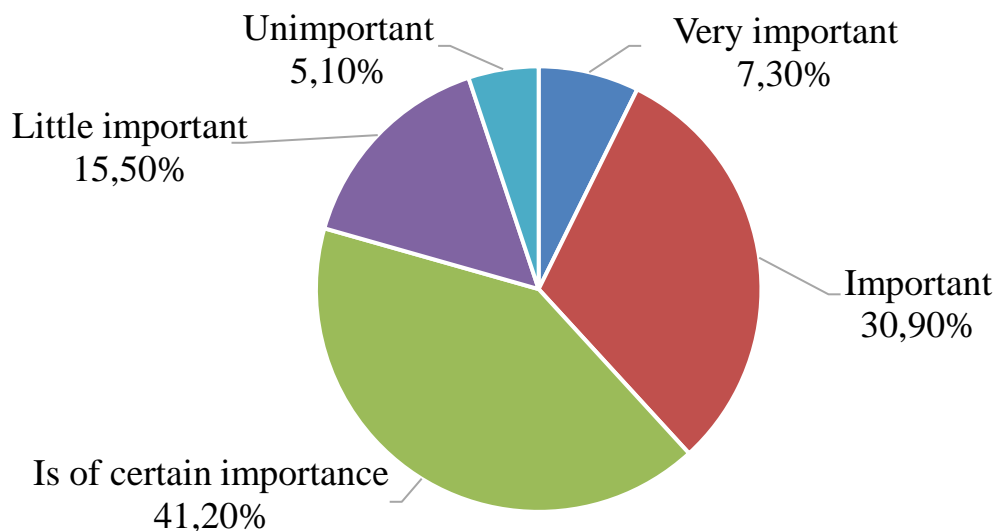


Fig. 2.4 Assessment of the importance of the image of a pharmacy or pharmacy chain when choosing a place to purchase medicines or medical supplies

The research hypothesis was that certain aspects of a pharmacy's image may have a greater influence on consumers' decision to choose a pharmacy [8].

According to the respondents' answers, price policy (81.4%) and service quality (79.4%) have the greatest influence on their choice (fig. 2.5).

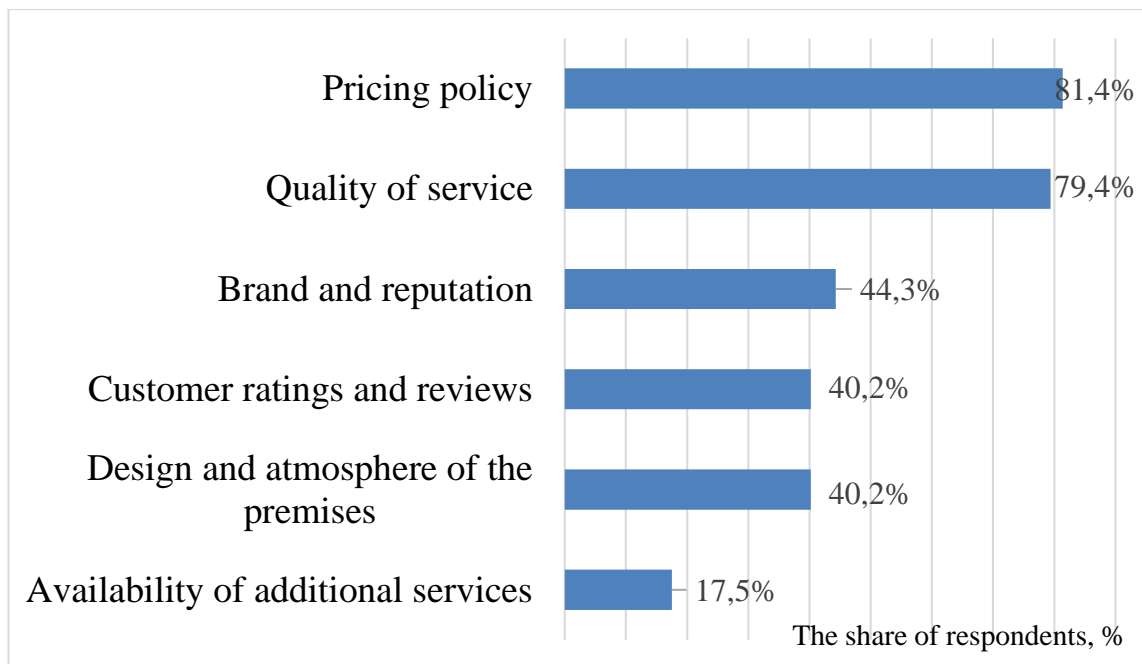


Fig. 2.5 Aspects of a pharmacy's image that most influence consumers' decisions about choosing a pharmacy

Such image components as brand and reputation, customer ratings and reviews, and the design and atmosphere of the pharmacy premises have a moderate influence (44.3%, 40.2% and 40.2% of respondents, respectively). The presence of additional services in pharmacies has the least influence on consumers' decisions regarding the choice of a pharmacy network (17.5%).

To build the image of a pharmacy, it is important to take into account what the population associates with a pharmacy as a health care facility. According to the respondents' answers, any pharmacy is primarily associated with help (74.2%), availability (61.9%), quality guarantee (51.5%) (fig. 2.6). Therefore, it is help, accessibility and quality guarantee that should become fundamental attributes in forming the image of a pharmacy. A slightly smaller, but significant share of respondents pointed to the association of a pharmacy with professionalism (43.3%), reliability (42.3%), trust (39.2%) and modernity (33.2%).

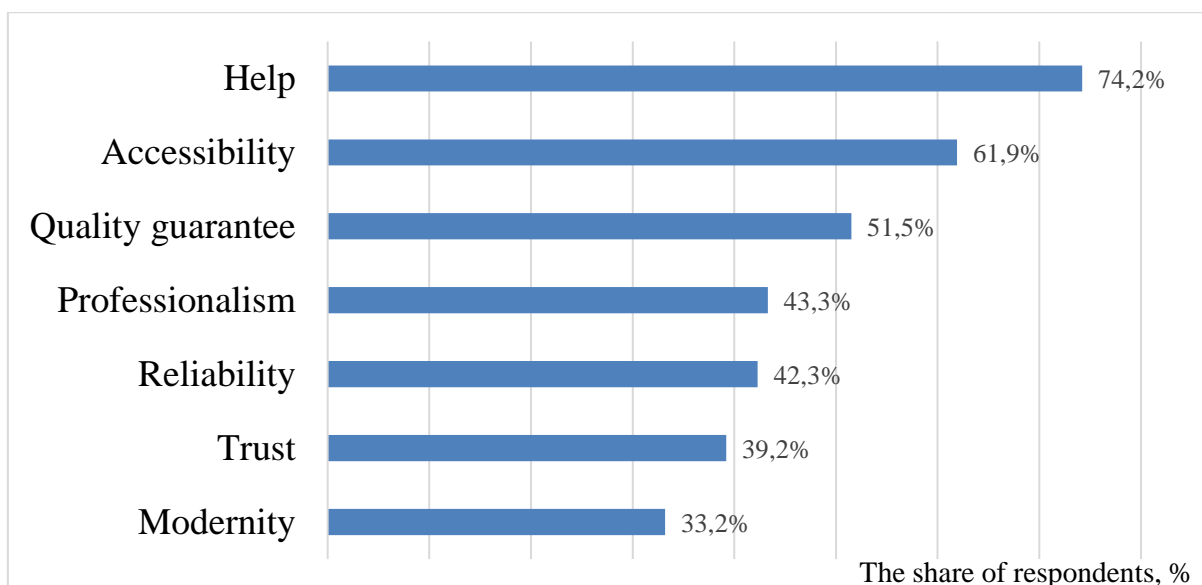


Fig. 2.6 Associations that the pharmacy as a health care facility evokes in pharmacy visitors

At the next stage of the survey, respondents were asked to choose from the list of pharmacy chains the ones they trust the most. Survey participants could also add their own variants of the names of pharmacies or pharmacy chains. It was revealed that the respondents most trust such pharmacy chains as "Podorozhnyk" (51.0%), "ANC" (43.8%), "Apteka 911" (37.5%), "Apteka Optovyh Tsin" (34.4%), "Apteka Dobroho Dnya" (33.3%) and "Bazhaemo Zdorovia" (28.1%) (fig. 2.7). Other pharmacy chains received individual responses ("Konex", "Sanitas", "Family Pharmacy" and others). Therefore, respondents most trust large pharmacy chains, which are the leaders of the pharmacy market.

The next question in the survey was about services and additional features of pharmacies that consumers consider appropriate to ensure their convenience. The most requested pharmacy services were the ability to reserve goods on the pharmacy website (84.4%) and ensuring the operation of pharmacies in the absence of electricity (80.2%) (fig. 2.8).

It should be noted that all pharmacy chains provide the possibility to book the product both directly on the pharmacy website and through the aggregator sites [tabletki.ua](#) or [liki.24](#). But at the same time, in various pharmacy chains, there are

peculiarities regarding customer feedback, the duration of order processing, restrictions on the operation of the reservation service in the evening and at night, the convenience of using the website, etc.

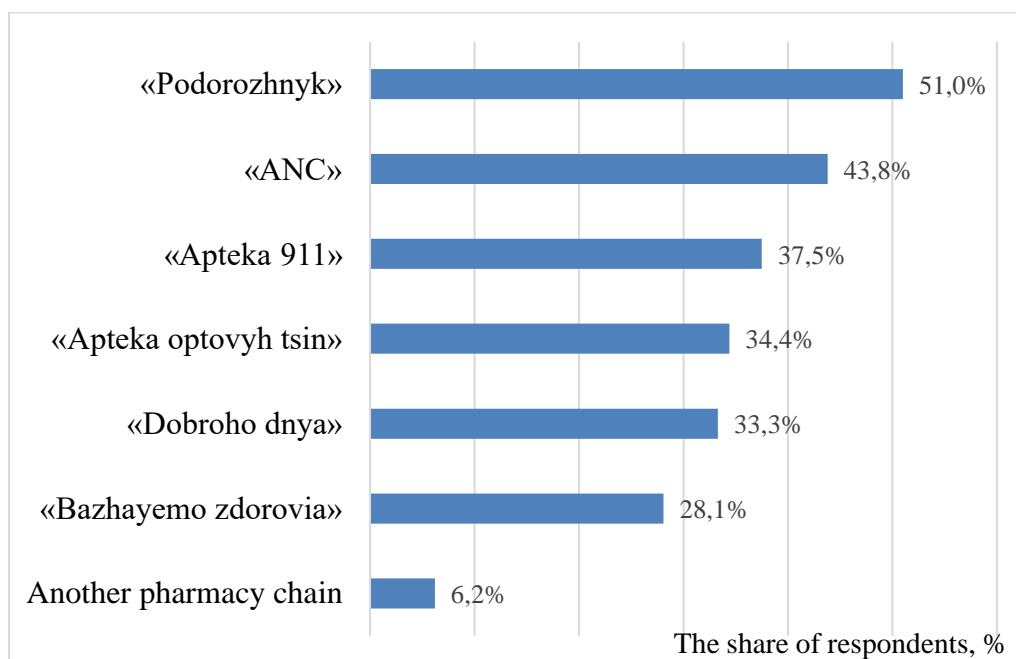


Fig. 2.7 Pharmacy chains that respondents trust the most

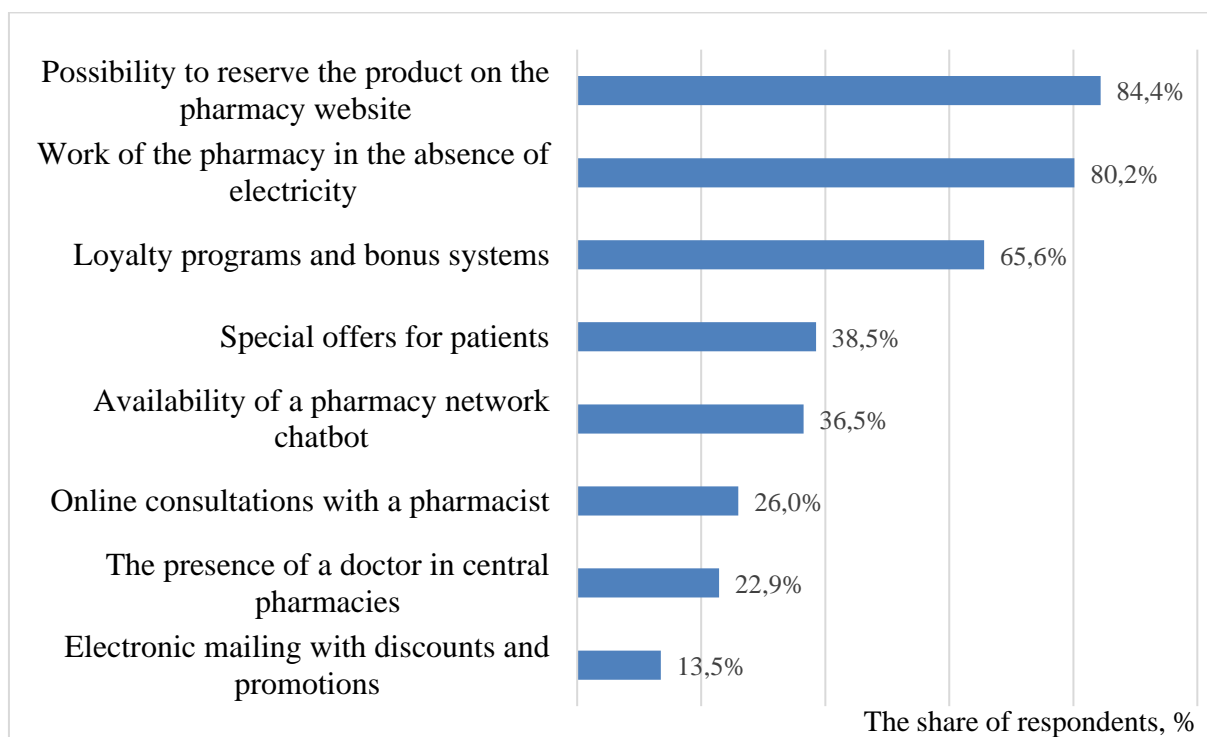


Fig. 2.8 Respondents' opinion about the most appropriate pharmacy services to ensure the convenience of customers

The operation of pharmacies in the absence of electricity is extremely important, as it allows to ensure the availability of pharmaceutical assistance to the population during power outages.

65.6% of respondents consider loyalty programs and bonus systems appropriate, and 38.5% of them — special offers for customers.

Since pharmacy chains are actively developing their communications with consumers in the digital environment, respondents evaluated the feasibility of chatbots, online consultations and electronic mailings. 36.5% of respondents consider it appropriate to have a pharmacy network chatbot, 26.0% — online consultation with a pharmacist, and only 13.5% — electronic mailing of letters with promotional codes, discounts, and promotions. So, among all the digital communication channels of pharmacy chains, the most popular and in demand is the website. 22.9% of respondents consider it advisable to have a doctor in central pharmacies.

One of the hypotheses of the study is that some consumers will show loyalty to the pharmacy chain and tend to pay more for goods and services in the pharmacy if they like the image of the pharmacy and the quality of service. According to the results of the survey, only 16.7% of respondents are not ready to pay more. 38.5% are ready to pay more if the pharmacy has a proper image and service quality. For 49.5% of respondents, the answer depends on the difference in price (fig. 2.9).

A positive customer experience can significantly influence the image of a particular company. According to the results of the survey, the opinion about the image of the pharmacy was influenced by the positive experience of pharmacy visitors, such as the pharmacist's help in selecting drugs (77.1%), the friendliness and politeness of the staff (76.0%). For 58.3% of respondents, fast service was such a positive experience, and for 40.4%, additional advice from a pharmacist. 21.9% of respondents named charity events in pharmacies. Only 1.5% of survey participants did not remember a positive experience when visiting pharmacies (fig. 2.10).

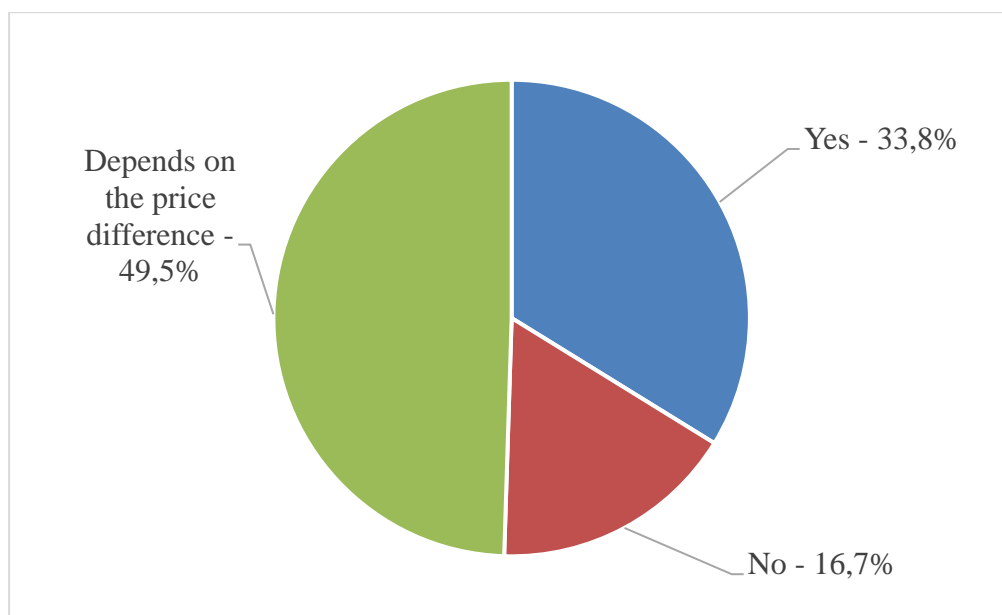


Fig. 2.9 Respondents' willingness to pay more for goods or services in a pharmacy if they like its image and service quality

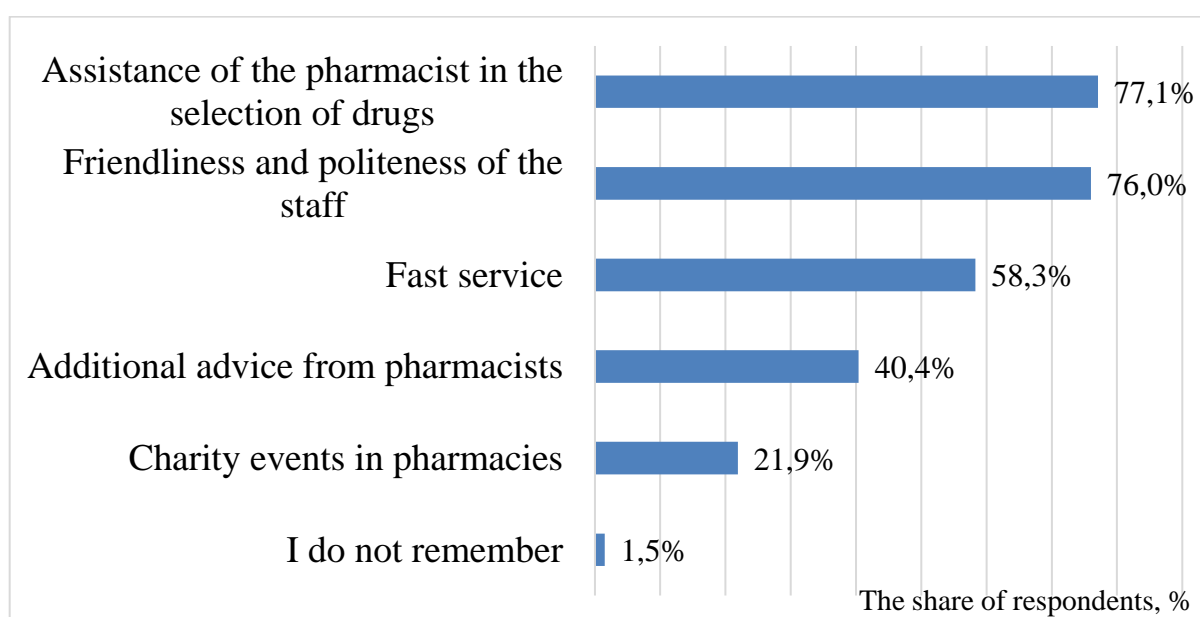


Fig. 2.10 Positive experience of the respondents, which influenced the opinion about the image of the pharmacy

Unfortunately, negative customer experience also happens. Respondents indicated the presence of such negative experiences as the incompetence of the pharmacy staff (56.3%), the imposition of drugs (54.2%), the purchase of drugs at an inflated price (43.8%), a long wait in line (33.3%) and even dirt and mess in the

sales hall (27.1%). This experience has a negative impact on the perception of the pharmacy's image.

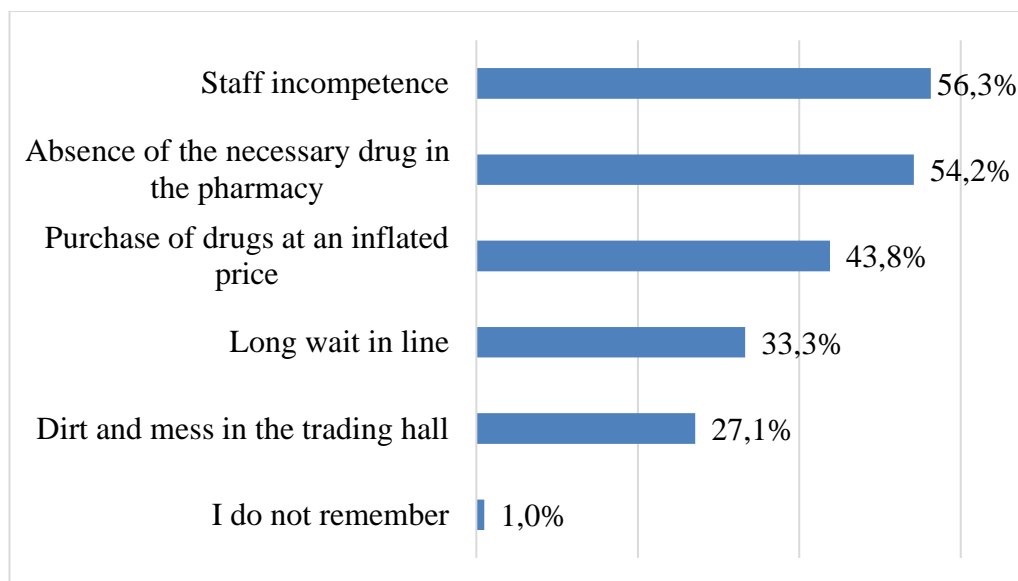


Fig. 2.11 Negative experience of the respondents, which influenced their opinion about the image of the pharmacy

According to the results of the survey, 28.1% of respondents consider the rating of the pharmacy chain and customer reviews on the Internet when choosing a pharmacy, while 43.8% of respondents do not take them into account (fig. 2.12).

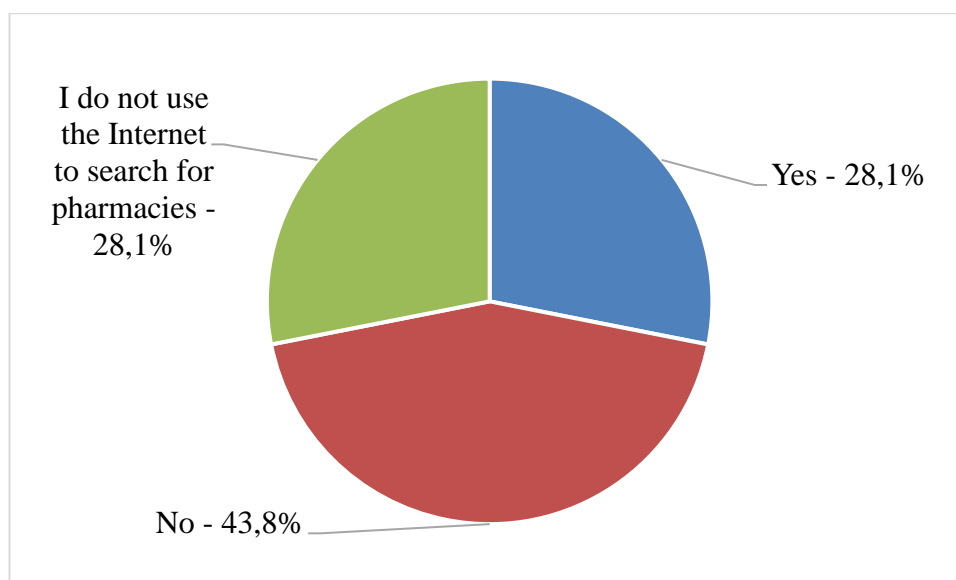


Fig. 2.12 The answer to the questionnaire question "Do you take into account customer ratings and reviews on the Internet when choosing a pharmacy?"

73.9% of respondents answered that the location, in particular the proximity of the pharmacy to the place of residence or place of work, affects their choice (fig. 2.13).

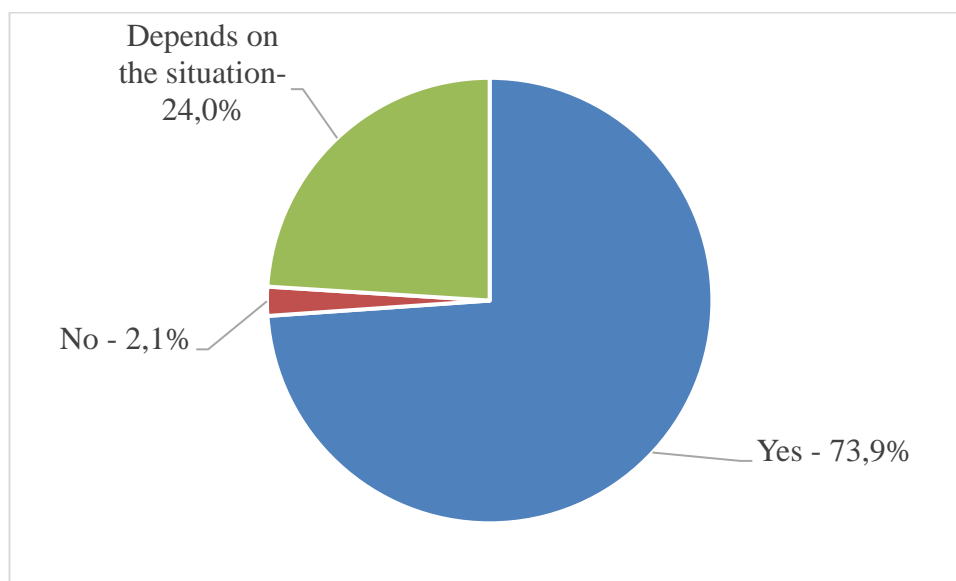


Fig. 2.13 The answer to the question "Does the location of the pharmacy, in particular, the proximity to the place of residence or work, influence your choice?"

Among all the online resources of pharmacies, the most respondents use websites (55.2%), followed by mobile applications (39.6%), social networks (31.3%), chatbots (28.1%) (fig. 2.14).

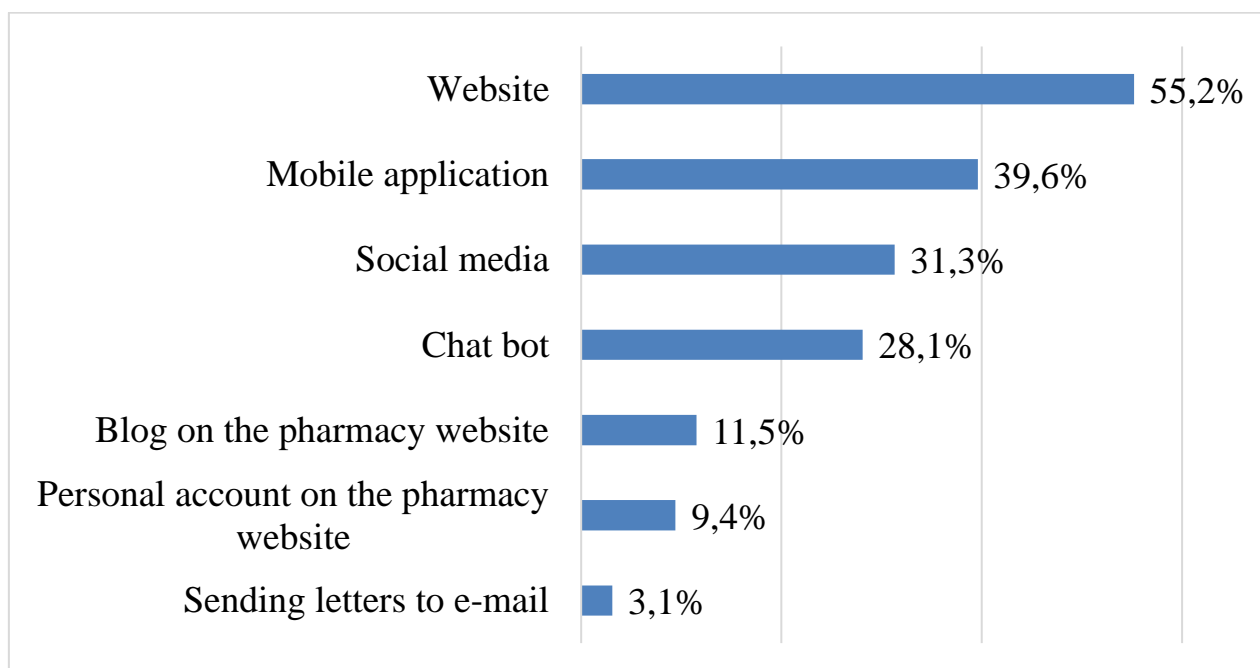


Fig. 2.14 Share of respondents using online pharmacy resources

Much less popular are blogs on the pharmacy's website (11.5%), personal account on the pharmacy's website (9.4%) and subscription to the pharmacy network's electronic newsletter (3.1%). For 50% of respondents, the availability of convenient online services affects the choice of a pharmacy (fig. 2.15).

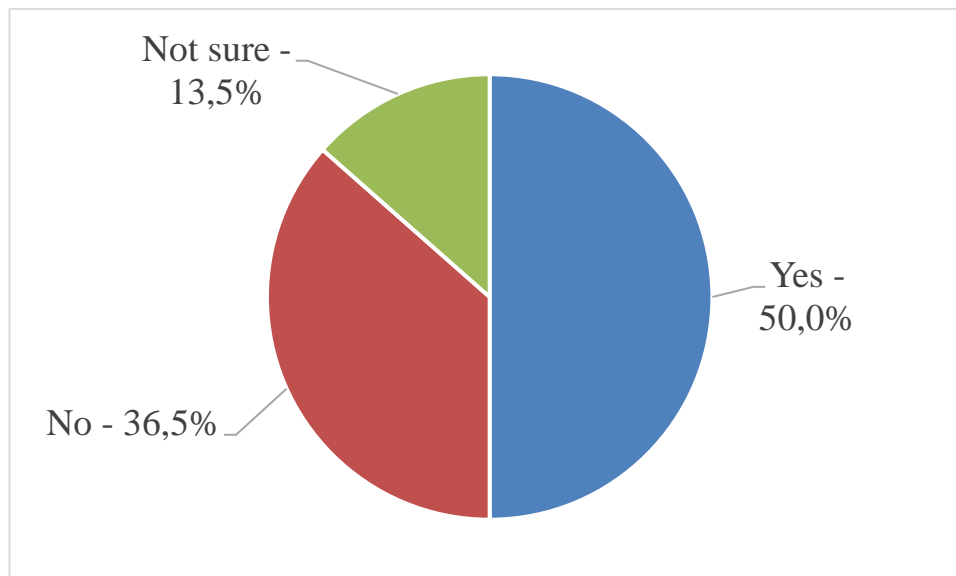


Fig. 2.15 The answer to the question "Does the availability of convenient online services affect your choice of pharmacy?"

Therefore, improving the online services of the pharmacy network and value-oriented communications with consumers is an essential reserve for improving the image and building consumer loyalty and trust.

Conclusions to the part 2

1. "Podorozhnyk" pharmacy chain has more than 1,700 pharmacies and more than 13 million clients. The company's mission is to provide high-quality pharmaceutical care to every Ukrainian under any circumstances. The pharmacy chain uses a loyalty program and sales promotion tools, including discounts and special offers.

2. For communications with consumers, a website, chatbot and mobile applications are used. For internal communications with employees, a separate specialized online service "BITRIX" functions, which provides information

support and training for employees. To encourage the staff, professional competitions are held, the winners of which receive gifts.

3. The "Podorozhnyk" pharmacy chain carries out purposeful socially responsible activities, the main directions of which are the projects "Carriages for the Armed Forces of Ukraine", "Pharma Heroes", fundraising for demining of Ukraine, participation in the "Bonusna Bronya" mega-collection, cooperation with charitable funds, development of psychological assistance, support of sports championships. The "Podorozhnyk START" project contributes to the formation of the employer's image. In relation to talented young people, the company creates an image as a "leader of opportunities".

4. According to the results of the survey, it was established that for 7.3% of consumers the image of the pharmacy chain is very important, for 30.9% it is important, and for 41.2% of respondents it is of some importance. Price policy (81.4%) and service quality (79.4%) have the greatest influence on consumers' decisions about choosing a pharmacy. Brand and reputation, customer ratings and reviews, and the design and atmosphere of the pharmacy premises have a moderate influence (44.3%, 40.2% and 40.2% of respondents, respectively).

5. Consumers associate a pharmacy first with help (74.2%), availability (61.9%) and quality assurance (51.5%). A significant proportion of respondents indicated the association of a pharmacy with professionalism (43.3%), reliability (42.3%), trust (39.2%) and modernity (33.2%). It was revealed that the respondents trust the pharmacy chains "Podorozhnyk" (51.0%), "ANC" (43.8%), "Pharmacy 911" (37.5%), "Apteka optovyyh tsin" (34.4%) the most "Apteka Dobroho Dnya" (33.3%) and "Bazhaiemo zdorovia" (28.1%).

6. The most requested services of pharmacies are the reservation of goods on the website (84.4%) and ensuring the operation of pharmacies in the absence of electricity (80.2%). 65.6% of respondents consider loyalty programs and bonus systems appropriate, and 38.5% — special offers for customers. 36.5% of respondents consider it appropriate to have a chatbot, 26.0% — online consultation

with a pharmacist, and 13.5% — electronic letters with promotional codes, discounts and promotions.

7. According to the results of the survey, 38.5% of respondents are ready to pay more for goods and services provided the pharmacy has a proper image and service quality. It was found that the opinion about the image of the pharmacy was influenced by the positive experience of pharmacy visitors, such as the pharmacist's help in selecting drugs (77.1%), the friendliness of the staff (76.0%). The largest share of respondents indicated the presence of such negative experiences as the incompetence of staff (56.3), the imposition of drugs (54.2), the purchase of drugs at an inflated price (43.8), long waiting in line (33.3 %).

8. 28.1% of respondents take into account the rating of the pharmacy chain and customer reviews on the Internet when choosing a pharmacy. 73.9% of respondents answered that the location, in particular the proximity of the pharmacy to their place of residence or place of work, influences their choice.

9. Among all the online resources of pharmacies, the most respondents use websites (55.2%), mobile applications (39.6%), social networks (31.3%) and chatbots (28.1%). For 50% of respondents, the availability of convenient online services affects the choice of a pharmacy.

PART 3

ANALYSIS OF THE IMAGE OF THE PHARMACY CHAIN BASED ON DIGITAL COMMUNICATIONS WITH CONSUMERS

3.1 Evaluation of the effectiveness of the website of the "Podorozhnyk" pharmacy chain

The development of information technologies and changes in consumer behavior led to the need to build external communications of pharmacy networks and build an image in the digital environment [17, 29]. Pharmacy chains use various digital channels to interact with consumers, including websites, chatbots, social media, and mobile applications [24, 26].

The process of transition of marketing communications of pharmacy chains into the digital space was significantly accelerated during the COVID-19 pandemic and the emergence of online drug sales in Ukraine. Websites have become one of the most important channels of marketing communications of pharmacy chains [16].

Through pharmacy websites, consumers could get up-to-date information about working pharmacies, the availability of medicines, order medicines on the pharmacy website and buy medicines with delivery [9].

A website (a place, an area on the Internet) is a set of web pages designed as a single entity, available on the Internet and united by content and navigation. One of the important tasks of the site is to provide traffic, that is, the largest possible number of visitors to the site in a certain period of time. Targeted traffic refers to users who have a clear purpose for visiting the site, for example, booking a product [17].

We found that the functionality of the website of the "Podorozhnyk" pharmacy chain is not particularly different from the functionality of other pharmacy chains. The user has the opportunity to register in the personal account, choose the language of communication, view products and promotional offers, book products on the website or with delivery to the Nova Poshta branch, choose a convenient payment method (at the pharmacy, by card on the website or through

the Google pay payment system). Thanks to the personal account, the user can add goods to the basket, view his orders and accumulated bonuses.

To evaluate the effectiveness of the "Podorozhnyk" pharmacy chain website and compare it with the websites of other large pharmacy chains, we obtained quantitative indicators using the Similar Web analyzer site [38].

The following indicators characterizing the effectiveness of website use were analyzed:

- the number of visits to the site over a certain period of time — characterizes the intensity of traffic to the site and can indicate the number of potential buyers;
- the average time spent by the user on the site — too little time spent on the site may indicate that the content does not match the requests or dissatisfaction with the prices;
- bounce rate — the share of users who leave the site after viewing only one page;
- the number of pages viewed per visit — can indicate a successful site design, the presence of interesting and useful content on the site that meets the interests of users.

In order to evaluate the effectiveness of the website of the "Podorozhnyk" pharmacy chain and compare it with the websites of other large pharmacy chains, we obtained quantitative indicators using the Similar Web analyzer site [9, 38].

It was found that in the three months of 2023 (September-November), the podorozhnyk.ua website had 1.654 million visits. In November, the number of visits to the site was 584,000, which is 7% less than in the previous month (fig. 3.1). This does not correspond to the general trend, according to which the number of visits to the sites of other pharmacy chains was mostly increasing in November.

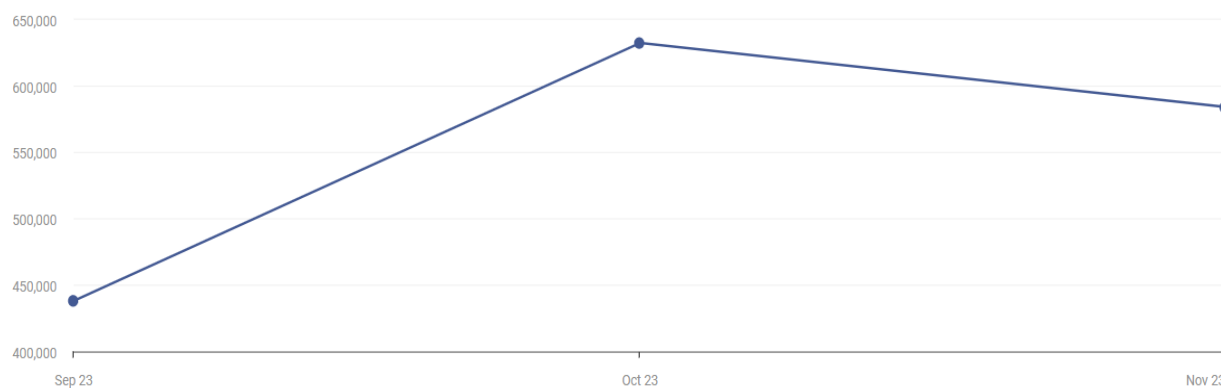


Fig. 3.1 Dynamics of visits to the website podorozhnyk.ua in September-November 2023

We conducted a comparative assessment of the obtained quantitative indicators with the indicators of other largest pharmacy chains and identified certain features of the website of the "Podorozhnyk" pharmacy chain (table 3.1).

Table 3.1

Comparative evaluation of quantitative indicators of websites of pharmacy chains

Indicators	Podorozhnyk	Apteka 911	ANC	Bazhaemo zdorovia	Apteka Dobroho Dnya
Number of site visits per month, million	0.551	4.960	1.788	1.040	3.127
Average time spent on the site	1 min 51 c	3 min 08 s	2 min 31 s	4 min 48 s	1 min 43 s
Bounce rate, %	58.95	47.14	54.23	37.77	59.10
Number of page views per visit	2,3	4,4	3,3	4,3	2,4

Thus, a feature of the website of the "Podorozhnyk" pharmacy chain compared to the websites of other pharmacy chains is a low number of visits, although "Podorozhnyk" is positioned as the largest pharmacy chain in Ukraine;

relatively short average time spent on the site; high bounce rate and the lowest number of pages viewed per visit.

A pharmacy chain can increase the traffic to the website and the average time spent on the website by e-mailing and blogging with useful information on health issues. In addition, the presence of a blog will contribute to the formation of the image of the pharmacy chain as an expert in matters of health and medicines.

For example, the website of the "Bazhaemo zdorovia" pharmacy chain, which has the highest average time spent on the site (4 min 48 s), contains a regularly updated blog and information about vacancies in the pharmacy network. On the "Apteka 911" website, which occupies the second position in terms of the time visitors stay (3 min 8 s), there is also a blog with articles on the topic of health. The existence of a blog is also characteristic of the "ANC" pharmacy chain. The blog on the "Apteka Dobroho Dnya" website is present, but has not been updated since August 2023. Perhaps this is what influenced the relatively short time spent on the site (1 min 43 s).

We analyzed the structure of incoming traffic to the "Podorozhnyk" pharmacy chain website and compared it with other pharmacy chains (fig. 3.2).

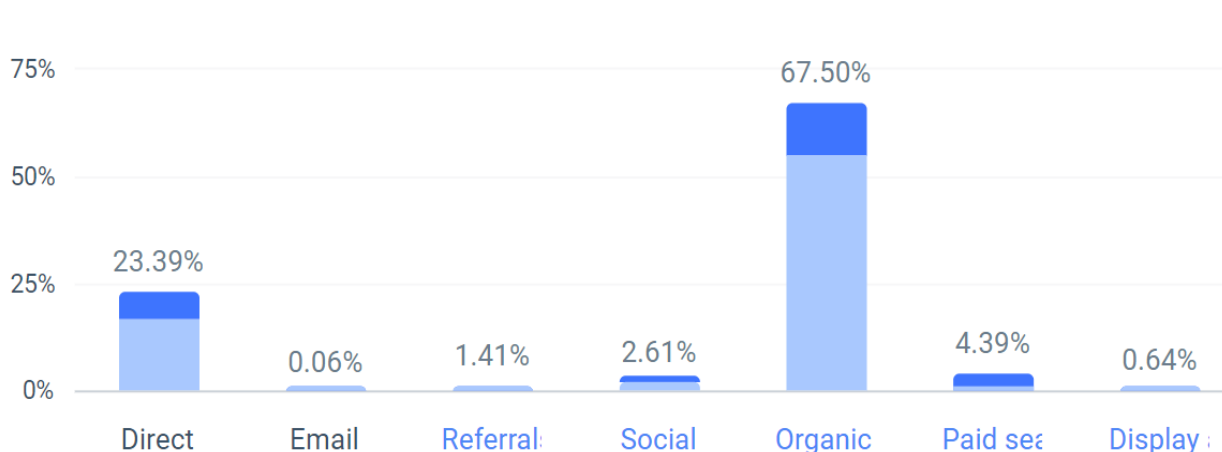


Fig. 3.2. The structure of incoming traffic to podorozhnyk.ua website

It was found that the largest share of traffic (67.5%) is provided by organic search, i.e. search by keywords containing the name of the pharmacy chain. A high share of organic traffic indicates that users are purposefully searching for the site in the Google search engine. It is worth noting that the share of organic traffic is even

higher for other pharmacy chains: "Apteka 911" — 80.42%; "Apteka Dobroho Dnya" — 74.4%; "ANC" — 69.08%.

Direct traffic drives 23.39% of website visits. Direct traffic means that the user enters the website address in the search bar or has purposefully saved it on their device. Direct and organic traffic together drive about 91% of website visits.

To attract users to the website, the "Podorozhnyk" pharmacy chain uses paid search, which provides 4.39% of traffic.

Social media generate 2.61% of traffic to podorozhnyk.ua. The largest share of traffic from social media is provided by YouTube (65.20%), followed by Instagram (19.08%), and third by Facebook (15.73%).

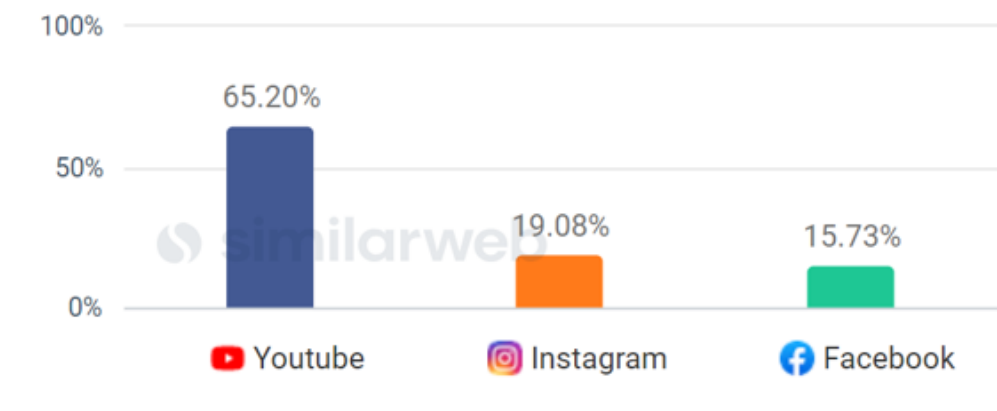


Fig. 3.3 Social media that generate traffic to the website podorozhnyk.ua

YouTube provides the largest share of traffic from social media for pharmacy chains "Apteka 911", "Bazhaemo zdorovia" and "Apteka Dobroho Dnya".

Features of traffic from social media for other pharmacy chains are:

- the dominant role of Facebook in generating traffic to the "ANC" website (62.81%);
- a significant share of traffic from TikTok to the pharmacy chain "Bazhaemo zdorovia" website (10.42%).

3.2 Analysis of the positioning of the image of the "Podorozhnyk" pharmacy chain in social media

The "Podorozhnyk" pharmacy chain supports feedback with consumers through hotline phones, as well as Telegram, Messenger, and Viber chats. This allows each user to choose a convenient way of communication. Telegram, Viber, and Messenger bots work 24/7, which allows pharmacy chain to reach a large number of users. With the help of chatbots, a company can find the necessary drugs or the nearest pharmacies, get information and recommendations on the choice of drugs, available discounts, special offers and promotions [4].

The "Podorozhnyk" pharmacy chain uses such social media as YouTube, Instagram, Facebook, LinkedIn and TikTok. The use of LinkedIn in digital marketing has the following advantages: connection with a professional audience, promotion of the brand and formation of the image of the company, as well as the search for talent. LinkedIn is considered one of the most professional social media, which is oriented towards the business community. Its audience consists of specialists in various fields, which gives a company the opportunity to address the target audience in the field of business and professionalism. LinkedIn is an important tool for a company to find new employees and talented professionals [4].

Today, TikTok has become a significant digital marketing platform. The advantages of its use are a young and active audience of users, global coverage and special advertising formats. TikTok attracts primarily young users, which can be important for brands that target the youth segment or want to rejuvenate their target audience. TikTok is famous for its trending and viral challenges that can be used to engage with audiences and increase brand awareness. TikTok users are known for their high activity and engagement, particularly for short videos with a non-standard plot. The platform encourages creative and original approaches to content, which can be attractive to brands looking to stand out. On the TikTok platform, "Traveler" is building a strategy adapted to different age categories of pharmacy visitors with different values. By building scenarios of video content that are close to people's lives, the pharmacy network thereby becomes closer to people [4].

"Podorozhnyk" pharmacy chain strives to facilitate the purchase of medicines by all methods, therefore it created its mobile application, which has been downloaded by about 50 thousand people so far. With the help of the application, consumers can buy medicine with delivery to the nearest pharmacy or Nova Poshta branch, receive a pharmacist's consultation, accumulate bonuses that can be used for the next purchase or as a donation.

The "Podorozhnyk" pharmacy chain actively uses pages in social media Instagram (about 95 thousand followers) and Facebook (with 39 thousand followers). On these websites, the company publishes a variety of content: posts about promotions and special offers, informative and entertaining videos on various topics, meetings to help the defenders of Ukraine, posts about diseases and methods of their treatment, and prize draws.

To attract employees and popularize the "Podorozhnyk START" program, the chain of pharmacies uses special accounts on Instagram and Facebook, where it talks about opportunities for work placement, internships and employment for talented young people and the start of a career at the company.

We found that the Facebook profile most fully reflects all aspects of the activity of the "Podorozhnyk" pharmacy chain, aimed mainly at end consumers (pharmacy visitors), but also contains posts for positioning in the business environment. Facebook uses all types of content: text, photos, videos, links to publications in mass media.

To analyze the image positioning of the pharmacy chain, we conducted a study of the publications of the "Podorozhnyk" pharmacy's Facebook profile in 2023. Each post or video was analyzed by subject and content and assigned to a certain category in accordance with the attributes of the image positioning of the pharmacy chain. When creating the content analysis matrix, we used the most important attributes of positioning the organization's image according to the international study "Global Trustworthiness Monitor" of the company Ipsos. Next, the frequency of publications of each type was determined (table 3.2).

Table 3.2

**The results of the content analysis of the "Podorozhnyk" social media
according to the image positioning attributes**

Frequency of publications	Attributes of pharmacy chain image positioning	Application examples
most often	Shared values with pharmacy visitors	Assistance to the military and the approach of Victory, support for the defenders of Ukraine in the rehabilitation center, assistance in demining Ukraine, carols from pharmacists, Christmas greetings, New Year's holiday for children in a front-line city, support for children's sports competitions, support for culture and others
most often	Doing your job well (professionalism)	Video with professional advice from pharmacists on the rules of using medicines, self-medication and a healthy lifestyle; the "Panacea" award for the "ProBAM" product line in the "Drug of the Year" nomination among dietary supplements
most often	Availability of medicines	Discounts and special offers, discounts for Christmas and New Year holidays, special offer "Anti-damage"
often	Reliability (keeping promises)	Sending cars for the needs of the military (75 cars were purchased and sent)
often	Best Intentions (Help)	Advice from a psychologist on mental health, how to quickly calm down in a stressful situation, etc.
often	Availability of pharmacies	Opening of new pharmacies in big cities and small villages, restoration of destroyed pharmacies
rarely	Openness and transparency	Summary for 2023, interviews with top managers of the pharmacy chain
rarely	Modernity	Publication of medical news, work with the innovative E-tender platform.
rarely	Responsible behavior	Quality assurance of medicines [22]

As can we see from the table. 3.2, most often the "Podorozhnyk" pharmacy chain publishes posts emphasizing common values with consumers, professionalism and availability of medicines. Posts emphasizing the reliability of the pharmacy network (fulfillment of promises), the best intentions (to-help) and the availability of pharmacies are published quite often. Materials emphasizing openness and transparency, modernity and responsible behavior are published relatively rarely. No publications were found in 2023 on such topics as environmental sustainability, prevention of the spread of misinformation, and countering dissatisfaction with drug prices.

Therefore, the pharmacy chain "Podorozhnyk" carries out a purposeful policy of image formation using social networks.

Conclusions to the part 3

1. The website of the "Podorozhnyk" pharmacy chain is an important means of communication with consumers, which allows customers to register in their personal account, view products and promotional offers, book products on the website or with delivery to the "Nova poshta" branch, choose a convenient method of payment. Thanks to the personal account, the user can add goods to the cart, view his orders and accumulated bonuses.

2. It was revealed that in September-November 2023, the website podorozhnyk.ua had 1.654 million visits, in November the number of visits to the site was 584 thousand, which is 7% less than in the previous month.

3. The peculiarity of the website podorozhnyk.ua, compared to the other pharmacy chains' websites, is the low number of visits, although "Podorozhnyk" is positioned as the largest pharmacy chain in Ukraine; relatively short average time spent on the site (1 min 51 s); high bounce rate (58.95%) and the lowest number of pages viewed per visit (2.3). A company can increase traffic to the website and the average time spent on the website by sending e-mails with discounts and special offers and blogging with useful information on health issues.

4. It was found that direct and organic traffic together provide about 91% of website visits; paid search is used to attract users (4.39% of traffic); social media generate 2.61% of traffic to the website (among them: YouTube — 65.20%, Instagram — 19.08% and Facebook — 15.73%).

5. It has revealed that the pharmacy chain "Podorozhnyk" uses such social media as YouTube, Instagram, Facebook, LinkedIn and TikTok. The Facebook profile most fully reflects all aspects of the pharmacy chain's activities, is aimed mainly at end consumers, but also contains content for positioning in the business environment. Facebook uses all types of content: text, photos, videos and links to publications in mass media.

6. It is shown that the pharmacy chain "Podorozhnyk" carries out a purposeful policy of image formation using social networks. Based on the results of the content analysis, it was revealed that the posts emphasizing common values with consumers, professionalism and availability of medicines are published most often. Posts about reliability (keeping promises), best intentions (help), and pharmacy availability are quite common.

7. Materials emphasizing openness and transparency, modernity and responsible behavior are published relatively rarely. No publications were found for 2023 on such topics as environmental sustainability, prevention of the spread of misinformation, and countering dissatisfaction with drug prices.

CONCLUSIONS

1. The image of the organization includes a visual image, reputation, communication strategy, values and positioning in the market. Important attributes of trust in the organization are reliability, openness and transparency, responsible behavior and professionalism. Data from the literature indicate a low level of public trust in pharmaceutical companies in a number of countries. High prices, aggressive marketing practices and other factors cause problems with the reputation of pharmaceutical companies.

2. In order to improve the image of the pharmacy chain, it is recommended to work with customer reviews, establish communication with customers, automated text marketing, transparency of operations, exemplary service, presence in social media, support of online services, development of brand identification and promotion of health awareness.

3. The Podorozhnyk pharmacy chain has more than 1,700 pharmacies and more than 13 million users of the loyalty program. The company's mission is to provide quality pharmaceutical care to every consumer under any circumstances. A loyalty program and sales promotion tools are used. A website, chatbot and mobile applications are used for communications with consumers, a separate online service provides internal communications with employees.

4. The Podorozhnyk pharmacy chain carries out purposeful socially responsible activities, the main areas of which are support for defenders of Ukraine, demining, participation in mega-gatherings, cooperation with charitable funds, psychological assistance, support for culture and sports. The "Podorozhnyk START" project contributes to the formation of the employer's image as a "leader of opportunities" in relation to talented young people.

5. It was found that for 7.3% of consumers the image of the pharmacy chain is very important, for 30.9% it is important, and for 41.2% it is of some importance. Price policy (81.4%) and service quality (79.4%) have the greatest influ-

ence on consumers' decisions about choosing a pharmacy. Brand and reputation, customer ratings and reviews, and the design and atmosphere of the pharmacy premises have a moderate impact. Consumers associate a pharmacy primarily with help (74.2%), availability (61.9%), quality guarantee (51.5%), and to a lesser extent with professionalism, reliability, trust and modernity.

6. 38.5% of respondents are ready to pay more for goods and services provided the pharmacy has a proper image and quality of service. The opinion about the image of the pharmacy was influenced by the following positive experience of pharmacy visitors: the help of the pharmacist in the selection of drugs (77.1%), the friendliness and friendliness of the staff (76.0%), or the negative experience: the incompetence of the staff (56.3%). buying drugs (54.2%), buying drugs at an inflated price (43.8%), waiting in line for a long time (33.3%).

7. The most requested services of pharmacies are the reservation of goods on the website (84.4%) and ensuring the operation of pharmacies in the absence of electricity (80.2%). For 50% of respondents, the availability of convenient online services affects the choice of a pharmacy. Among all the online resources of pharmacies, the most respondents use websites (55.2%), mobile applications (39.6%), social networks (31.3%) and chatbots (28.1%).

8. The website podorozhnyk.ua has a relatively low number of visits; short average stay time (1 min 51 s); high bounce rate (58.95%) and low number of pages viewed per visit (2.3). It is possible to improve these indicators due to electronic mailing and blogging. Direct and organic traffic combined have been found to drive about 91% of website traffic.

9. "Podorozhnyk" pharmacy chain conducts a purposeful policy of image formation in social networks, uses social networks YouTube, Instagram, Facebook, LinkedIn, TikTok. A Facebook profile most fully reflects all aspects of activity and uses text, photo, video content, links to publications in mass media.

10. Posts are most often published about shared values with consumers, professionalism and availability of medicines, quite often about reliability, help and availability of pharmacies, relatively rarely about openness and transparency,

modernity and responsible handling. There are no publications on environmental sustainability, preventing the spread of misinformation, and countering price dissatisfaction.

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APPENDICES



Міністерство охорони здоров'я України
Національний фармацевтичний університет
Кафедра фармацевтичного менеджменту та маркетингу



**XI Міжнародна науково-практична дистанційна конференція
«МЕНЕДЖМЕНТ ТА МАРКЕТИНГ У СКЛАДІ СУЧАСНОЇ ЕКОНОМІКИ,
НАУКИ, ОСВІТИ, ПРАКТИКИ»**

СЕРТИФІКАТ УЧАСНИКА № 22

Chamseddine BOUKHRISS

21 березня 2024 р. брав(ла) участь у круглому столі

«ПРАКТИЧНІ АСПЕКТИ ЗАСТОСУВАННЯ МЕНЕДЖМЕНТУ ТА МАРКЕТИНГУ У ФАРМАЦІЇ»
за програмою обсягом 6 годин (0,2 кредиту ЄКТС)

Досягнуті результати навчання:

інтегрувати у професійну діяльність сучасні тренди менеджменту та маркетингу;
адапування отриманих знань до специфіки фармацевтичного ринку.

В.о. ректора Національного фармацевтичного університету,
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Алла КИТВИЦЬКА
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Інна ВЛАДИМИРОВА
Інна ВЛАДИМИРОВА

Володимир МАЛИЙ
Володимир МАЛИЙ

**МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ
НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ
КАФЕДРА ФАРМАЦЕВТИЧНОГО МЕНЕДЖМЕНТУ ТА
МАРКЕТИНГУ
УКРАЇНСЬКА АСОЦІАЦІЯ МАРКЕТИНГУ**



**МАТЕРІАЛИ
ХІ МІЖНАРОДНОЇ НАУКОВО-ПРАКТИЧНОЇ
ДИСТАНЦІЙНОЇ КОНФЕРЕНЦІЇ
(м. Харків, 21 березня 2024 р.)**

**МЕНЕДЖМЕНТ ТА МАРКЕТИНГ У СКЛАДІ
СУЧАСНОЇ ЕКОНОМІКИ, НАУКИ, ОСВІТИ, ПРАКТИКИ**

**MANAGEMENT AND MARKETING IN THE MODERN ECONOMY,
SCIENCE, EDUCATION AND PRACTICE**

Харків 2024

**МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ
НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ
КАФЕДРА ФАРМАЦЕВТИЧНОГО МЕНЕДЖМЕНТУ ТА
МАРКЕТИНГУ**

**МЕНЕДЖМЕНТ ТА МАРКЕТИНГ У СКЛАДІ
СУЧАСНОЇ ЕКОНОМІКИ, НАУКИ, ОСВІТИ, ПРАКТИКИ**

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Збірник наукових робіт містить матеріали XI Міжнародної науково-практичної конференції науковців та практиків, що здійснюють діяльність в цілому в сфері менеджменту й маркетингу та в галузі фармації зокрема з різних країн світу.

Розглянуто досягнення та використання менеджменту й маркетингу у сучасній економіці; форми та методи викладання дисциплін організаційно-економічного й управлінського спрямування на основі теорії менеджменту та маркетингу; практичні аспекти управління виробництвом, контролем якості; маркетингові дослідження ринків; проблеми реалізації та споживання лікарських засобів, підвищення якості фармацевтичної допомоги; результати фармакоекономічних досліджень лікарських засобів. Для широкого кола наукових, науково-педагогічних і практичних працівників, що займаються питаннями менеджменту й маркетингу та лікознавством.

Матеріали відредаговані членами редакційної колегії у відповідності до вимог, що представлені в Інформаційному листі. За достовірність матеріалів відповідальність несуть автори. Будь-яке відтворення тексту без згоди авторів забороняється.

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ХІМІЖНАРОДНА НАУКОВО-ПРАКТИЧНА ДІСТАНЦІЙНА КОНФЕРЕНЦІЯ
«МЕНЕДЖМЕНТ ТА МАРКЕТИНГ У СКЛАДІ СУЧАСНОЇ ЕКОНОМІКИ, НАУКИ, ОСВІТИ, ПРАКТИКИ»

ENHANCING THE IMAGE OF PHARMACY CHAINS: STRATEGIES FOR BUILDING TRUST AND LOYALTY

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Pharmacy chains should strive to cultivate a positive image to build trust and loyalty among customers, which can lead to increased patronage and favorable recommendations. Investing efforts in creating a favorable image also helps pharmacy chains differentiate themselves in the competitive healthcare market and establish themselves as reliable and reputable healthcare providers.

The aim of this work is to analyze components of the image of the pharmacy and measures that can contribute to improving the image of a pharmacy chain.

The key components of a pharmacy chain's image include brand, accessibility, and convenience, communications and public relations, services and collaboration programs, ethics, and social responsibility. The location of branches, operating hours, service speed, and availability of online services can influence the image of the pharmacy chain. The ways in which a pharmacy chain communicates with customers include advertising, social media, loyalty programs, and other marketing initiatives. Pharmacy chains may offer additional services such as vaccination, consultations, health programs, and charity, which also impact their image. Commitment to ethical practices, adherence to quality standards, and community involvement can strengthen customers' trust in the pharmacy chain.

The perception of the pharmacy's image is influenced by both positive and negative customer experiences. Examples of positive consumer experiences are friendly and helpful staff, a wide range of products, and fast and efficient service. Negative consumer experiences include long queues and waiting times, lack of necessary medications, and poor pharmacist consultation. These examples underscore the importance of quality service and product availability in pharmacies to meet customer needs. According to experts, several measures can contribute to improving the image of a pharmacy chain: providing excellent customer service, personalized interactions, and efficient problem resolution; being transparent about pricing, policies, and procedures fosters trust and confidence among customers and stakeholders; engaging with the local community through health education programs, sponsorships, and participation in community events; introducing innovative services such as telepharmacy, medication synchronization programs, or health screenings; maintaining an informative and user-friendly website, as well as active engagement on social media platforms; actively seeking and responding to customer feedback; investing in employee training, development, and satisfaction.

Наукове електронне видання

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XI МІЖНАРОДНОЇ НАУКОВО-ПРАКТИЧНОЇ
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