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QUALIFICATION WORK

on the topic: **«DIGITAL MARKETING AS A TOOL FOR BUILDING TRUST IN THE QUALITY OF PHARMACEUTICAL PRODUCTS»**

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АНОТАЦІЯ

У даній роботі досліджено цифровий маркетинг як інструмент формування довіри до якості фармацевтичної продукції. Визначено основні цифрові канали та методи комунікації, які є найбільш ефективними для підвищення прозорості та підтвердження стандартів якості фармацевтичних товарів серед споживачів та медичних фахівців. Кваліфікаційна робота містить 45 сторінок, 2 таблиці, 19 рисунків, 30 джерела літератури.

Ключові слова: цифровий маркетинг, довіра, якість, фармацевтична продукція, прозорість, digital-стратегії.

ANNOTATION

This paper examines digital marketing as a tool for building trust in the quality of pharmaceutical products. The main digital channels and communication methods that are most effective for increasing transparency and confirming the quality standards of pharmaceutical products among consumers and medical professionals are identified. The qualification work contains 45 pages, 2 tables, 19 figures, 30 sources of literature.

Keywords: digital marketing, trust, quality, pharmaceutical products, transparency, digital strategies.

CONTENT

INTRODUCTION

Relevance of the research topic. In the digital age, where information is available instantly and consumers actively seek out data before making decisions, digital marketing is becoming more than just a promotional tool; it is a vital mechanism for building and maintaining trust in the quality of pharmaceutical products. For an industry where trust is the de facto currency, as it concerns health and life, the use of digital channels opens up unprecedented opportunities for transparency, education, and direct interaction [4].

The foundation for building trust is high-quality, educational content. Using content marketing (blogs, articles, medical explainer videos, infographics, webinars), pharmaceutical companies can transform complex scientific information into understandable and accessible knowledge. Posting materials about diseases, treatments, clinical trial results, and manufacturing quality standards on corporate websites and social media demonstrates openness and scientific validity. This allows patients and healthcare professionals (HCPs) to feel more informed and empowered about their own health, which directly strengthens trust in the product. In particular, video marketing and webinars are effectively used to educate and build trust by visualizing processes and engaging experts [11].

An important aspect is the use of authority and scientific leadership. Digital marketing allows pharma companies to activate thought leadership tactics by posting blogs, video interviews and publications with their own researchers and scientists [11, 16]. People tend to trust scientific voices more than corporate brands. Publishing white papers on groundbreaking research, engaging in online continuing medical education (CME) events for physicians and sharing product training for pharmacists through digital channels confirms professionalism and a commitment to innovation, which are synonymous with high quality [5].

Social media and online platforms are critical channels for two-way dialogue and brand humanization [2, 8]. Unlike traditional, one-way advertising, social media provides opportunities to listen to patients and physicians [16], respond to questions

promptly, resolve crises, and manage online reputation [23]. Conducting awareness campaigns, Q&A sessions, and live broadcasts on social media makes the brand more accessible and empathetic. Open and prompt disclosure of risks and benefits of medicines, as well as monitoring comments to maintain accurate and relevant information, are key elements of compliance and integrity that fundamentally support trust [4]. In addition, personalization through tools such as email marketing and AI-powered analytics allows for the delivery of relevant and timely information [7]. For example, sending medication reminders to patients or specialized updates to physicians based on their area of expertise creates a sense of care and focus on the customer (patient), rather than just selling. Such a patient-centric approach is critical for long-term loyalty and trust [8].

However, the use of digital marketing in pharmaceuticals requires strict ethics and regulatory compliance [8]. In an industry where trust is fragile, any inaccuracy, inconsistency, or aggressive marketing can have serious reputational consequences. Therefore, transparency, honesty, and a focus on education rather than just promotion should remain the guiding principles of a digital strategy. Success in this regulated and competitive environment requires a comprehensive approach (omnichannel) that combines innovative digital tactics with a traditional approach to building relationships, where digital marketing acts as a powerful catalyst to confirm high quality and increase trust in pharmaceutical products [5].

The purpose of the qualification work is to study digital marketing as a tool for building trust in the quality of pharmaceutical products.

To achieve the goal of the qualification work, it is necessary to solve the following **tasks**:

- to reveal the essence of digital marketing in the healthcare industry and its role in communicating product quality;
- to study the concept of consumer loyalty in pharmaceutical products: structure and factors of formation;
- to analyze of regulatory and ethical requirements for the promotion of pharmaceutical products through digital channels;

▪ to evaluate of current digital marketing strategies used by the company to communicate quality;

▪ to analyze of the relationship between the use of specific digital tools and the level of consumer loyalty;

▪ to develop of a targeted digital marketing strategy for enhancing transparency and quality perception;

▪ to substitute of key performance indicators and assess the potential effectiveness of the proposed recommendations.

The object of the study is the process of building trust in the quality of pharmaceutical products using modern marketing communications.

The direct focus of the scientific study is the **subject of the study**: digital marketing as a tool for influencing the formation and increase of consumer trust in the quality of pharmaceutical products.

For a comprehensive study of the subject and achieving the goal of the qualification work, a set of complementary **research methods** were used. Among the theoretical methods, analysis and synthesis are used to reveal the essence of digital marketing, its role, as well as the concept of consumer loyalty and the structure of its factors, as well as generalization to formulate conclusions regarding the theoretical foundations of digital marketing in pharmaceuticals. In addition, the systemic approach provides for the consideration of digital marketing as a comprehensive system of tools. Given the specifics of the industry, regulatory and ethical methods are necessary, in particular legal analysis to study the regulatory and ethical requirements for the promotion of pharmaceutical products through digital channels. The group of empirical and analytical methods includes analysis to assess the current digital marketing strategies of the company and study the relationship between the use of digital tools and the level of consumer loyalty, comparison to compare different digital strategies and tools, as well as statistical analysis / correlation-regression analysis to quantitatively analyze the relationship between digital tools and loyalty/trust. Additionally, the method of expert assessments can be used to assess the potential effectiveness of the developed recommendations. At the

stage of developing practical solutions, design-constructive and predictive methods are used, which include strategy development methods to create a targeted digital marketing strategy, as well as justification and forecasting to substantiate key performance indicators (KPIs) and assess the potential effectiveness of the proposed recommendations.

Practical significance of the obtained results. The practical significance of the results of the qualification work lies in their direct applicability for the formation of an effective marketing policy of pharmaceutical companies aimed at strengthening consumer confidence in the quality of products in the context of digitalization.

Approbation of research results and publication. Qualification work is approved on V International Scientific and Practical Conference "Fundamental and applied research in the field of pharmaceutical technology". Abstracts of reports has been published: Malyi V.V., Bondarieva I. V., Elbardani J. Study the concept of consumer loyalty to pharmaceutical products. Fundamental and applied research in the field of pharmaceutical technology: Collection of scientific materials of the V International Scientific and Practical Conference (Kharkiv, October 23, 2025). Kh.: Publishing house of the National University of Pharmacy, 2025.-P. 261-262.

Structure and scope of the qualification work. The qualification work consists of an introduction, a literature review, an experimental part, general conclusions, a list of used literature and appendices. The total volume of the work is 45 pages, including 19 figures and 2 tables. 30 literary sources were used for research and analysis in the work.

CHAPTER I
THEORETICAL PRINCIPLES OF DIGITAL MARKETING

1.1. The essence of digital marketing in the healthcare industry and its role in communicating product quality

The essence of digital marketing in the healthcare and pharmaceutical industries is to use all available online channels and digital technologies to interact with target audiences — both end patients (DTC — Direct-to-Consumer) and healthcare professionals (HCPs — Healthcare Professionals). This approach encompasses not only traditional promotion elements such as advertising, but also more complex, data-driven strategies: search engine optimization (SEO), content marketing, social media marketing (SMM), email marketing, as well as the use of mobile applications and webinars. Pharmaceutical digital marketing differs significantly from other industries due to its high regulatory and ethical responsibility, which makes its key mission not to sell, but to provide reliable, balanced and educational information [30].

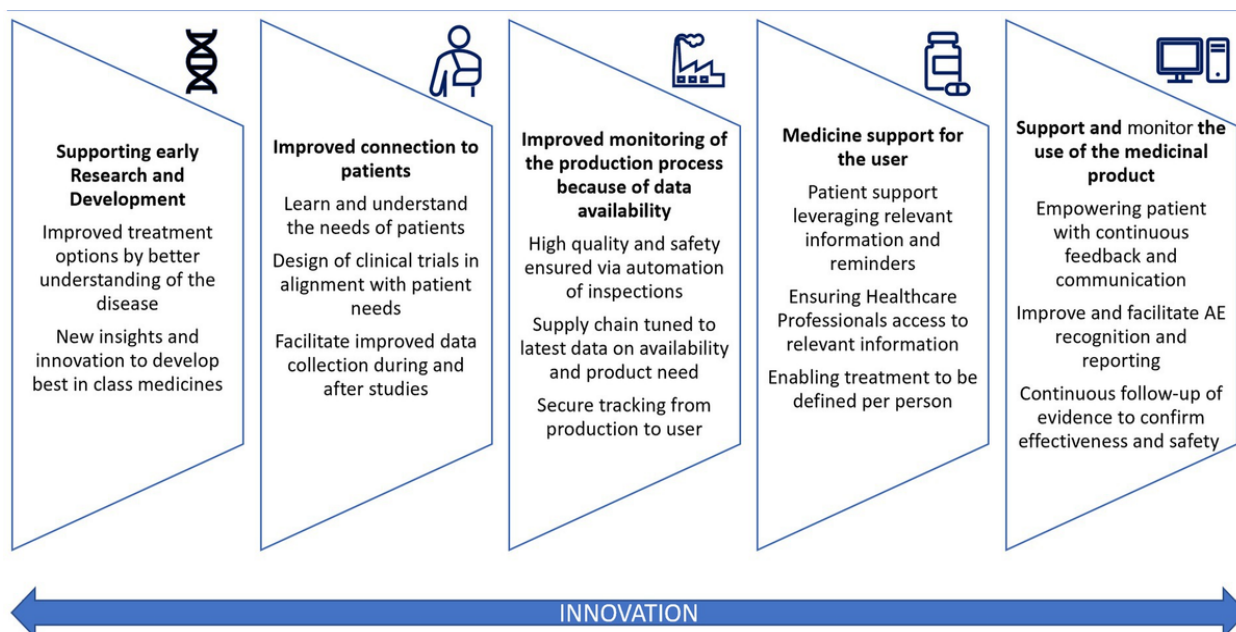Use of digital technologies and data in the medicine life cycle is presented in Fig. 1.1.

Fig. 1.1. Using of digital technologies and data in the medicine life cycle

The role of digital marketing in communicating product quality is critically important, since in conditions of information asymmetry (when the consumer cannot independently verify the quality of a medical product), trust becomes a determining factor in choice. Digital tools fulfill this role in several ways [13].

Building transparency and scientific validity. Through content marketing, pharmaceutical companies can communicate the evidence base of quality: publishing clinical trial summaries, quality control results, manufacturing certificates (GMP) and details of technological processes. Such transparency, supported by scientific data placed on SEO-optimized websites, transforms the brand from a commercial object to an authoritative scientific source [8].

Digital marketing channel is presented in Fig. 1.2.

Fig. 1.2. Digital marketing Channel

Involvement of experts: the use of webinars, video interviews and expert articles with the participation of in-house scientists and leading HCPs strengthens trust in quality through association with high professionalism. When consumers see that the product is supported by recognized experts, this serves as a powerful indirect confirmation of its effectiveness and safety [11].

Operational reputation and crisis management (SERM): unlike traditional channels, social media and forums are a place where opinions about quality are formed and spread instantly [8].

Digital marketing allows companies to track mentions, respond quickly to negative reviews or incorrect information, and provide official, authoritative clarifications. This demonstrates the brand's responsibility and commitment to quality at all levels of interaction [7].

Tools such as email marketing and mobile applications allow patients to be provided with personalized educational materials on the correct use of the medicine, possible interactions, or dosing schedules. Accurate, timely information increases the effectiveness of treatment and minimizes the risk of misuse, confirming the overall quality of service, which is inextricably linked to the quality of the product itself [5].

Definitions of digital marketing is presented in table 1.1.

Table 1.1

Definitions of digital marketing

Author	Definition
American Marketing Association (AMA) (2013)	Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
Kotler (2008)	"What a company does to publicize, promote and sell products and services on the Internet."

Thus, digital marketing in pharmaceuticals is a two-way dialogue that transforms scientific complexity into understandable information, ensuring maximum transparency, reinforcing quality with authority, and, most importantly, building a strong foundation of trust [20].

1.2. The concept of consumer loyalty in pharmaceutical products: structure and factors of formation

Consumer loyalty is a cornerstone of success in any industry, but within the realm of pharmaceutical products, its significance is profoundly amplified. Here, loyalty transcends a mere repeat purchase; it encompasses a deep trust in the brand, the medication, and the recommendations of healthcare professionals, all of which directly impact patients' health and quality of life. Understanding the inherent structure and the complex factors that drive the formation of this loyalty is therefore critical for pharmaceutical companies [9].

The loyalty of a pharmaceutical consumer is a multifaceted construct that extends well beyond simple behavioral habit. It can be conceptually divided into two principal components [15].

The first dimension is behavioral loyalty, which pertains to the actual repeat purchasing or consistent selection of a specific medication. In the pharmaceutical context, this is often measured by the adherence rate (regular taking of prescribed medicine), the frequency of purchase (especially for chronic conditions), and the resistance to switching to competing generics or alternative brands. While this loyalty can sometimes be "forced" (e.g., if a drug has a unique, irreplaceable active ingredient), it must ideally be reinforced by the patient's positive experience [12].

The second, and arguably more powerful, dimension is attitudinal (emotional) loyalty. This represents the psychological bond between the consumer and the brand. It reflects a positive disposition, deep-seated trust, and a willingness to advocate for the product. This component is far more resilient to competitive marketing efforts and includes factors like trust in efficacy and safety (confidence that the drug works as claimed with minimal side effects), brand affinity, and the willingness to recommend (reflected in metrics like the net promoter score, or NPS). True loyalty in pharmaceuticals emerges when both behavioral consistency and emotional commitment align [15].

The factors that shape patient loyalty are unique and differ from those influencing fast-moving consumer goods. These drivers can be categorized into

three key areas [14].

The foundation of all pharmaceutical loyalty rests on clinical efficacy. A drug that delivers a tangible, stable therapeutic outcome immediately builds trust and loyalty. Closely linked is safety and tolerability; fewer or milder side effects reduce the patient's desire to seek alternatives. Furthermore, factors like the formulation and administration convenience (e.g., once-a-day dosing, easy-to-use devices) are crucial for increasing patient compliance (adherence to the treatment regimen), which directly translates into sustained loyalty. Finally, the guaranteed consistent quality of every batch is the bedrock of long-term trust [12].

In pharmaceuticals, the end consumer's choice is frequently mediated. physicians and pharmacists act as crucial gatekeepers. The most potent driver of behavioral loyalty is the physician's recommendation; a patient's trust in their doctor is directly transferred to the prescribed medication. Furthermore, the pharmacist's professional support, providing quality counseling and clarifying usage instructions, reinforces loyalty to both the drug and the pharmacy chain. Pharmaceutical companies that engage in educational outreach to HCPs, providing unbiased clinical data, foster loyalty among prescribers, which indirectly shapes patient behavior [1].

A company's overall reputation – its history, scientific contribution, and commitment to social responsibility – is vital. Brands known for innovation and reliability inspire greater confidence. Patient support programs and comprehensive information access (e.g., clear educational materials, dedicated hotlines) help patients manage their condition and build a stronger relationship with the brand. Finally, pricing and accessibility – including sensible pricing policies or participation in reimbursement schemes – significantly impact loyalty, especially for long-term treatments for chronic diseases 4].

In conclusion, consumer loyalty in pharmaceutical products is a sophisticated blend of scientific confidence, clinical experience, and emotional devotion. It is forged at the intersection of a high-quality product, the trusted guidance of healthcare providers, and the responsibility of the brand. The imperative for pharmaceutical companies is not just to create effective medicines but to build a

holistic ecosystem that supports the patient through every stage of their treatment journey, transforming a repeat purchase into a conscious, health-driven choice [1].

1.3. Analysis of regulatory and ethical requirements for the promotion of pharmaceutical products through digital channels

The promotion of pharmaceutical products through digital channels exists at a complex intersection of cutting-edge technology, stringent legal frameworks, and profound ethical responsibilities. Unlike most consumer goods, pharmaceutical marketing is fundamentally regulated to safeguard public health, ensuring that patients and healthcare professionals receive information that is accurate, balanced, and non-misleading. This landscape is primarily governed by regulatory bodies such as the U.S. Food and Drug Administration and the European Medicines Agency, supplemented by robust industry codes of practice [5].

The central regulatory challenge across all digital platforms – from websites and mobile apps to social media and interactive content – is maintaining truthful, balanced, and substantiated communication [9].

The most critical requirement, particularly emphasized by the FDA, is the necessity of providing a "fair balance" between a product's benefits and its risks. Promotional material, regardless of format, must disclose all known side effects, contraindications, and warnings with equivalent prominence in terms of presentation, layout, typography, and clarity. The EMA similarly prohibits any advertising that could mislead or omit significant risk information [11].

Pharmaceutical companies are strictly prohibited from promoting a product for any use that has not been specifically approved by the relevant regulatory authority. This "off-label" promotion is a major compliance violation, carrying the risk of significant fines and legal repercussions. Digital content must align precisely with the product's approved labeling [7].

Every claim regarding a product's effectiveness, safety, or superiority must be supported by substantial scientific evidence and approved clinical data. Claims must be factual and cannot be exaggerated or unsubstantiated. This principle applies

universally, from a brief social media post to a detailed clinical video.

Platforms like Twitter or small banner ads challenge the "fair balance" requirement. Regulators often require clear mechanisms to direct the audience to the full prescribing information, ensuring that abbreviated risk statements are still prominent and accessible. Digital promotion of prescription-only medicines to the general public is strictly prohibited in most of Europe, making geotargeting and audience verification for HCP-only content paramount. Failure to effectively wall off professional content from consumer view is a compliance breach [4].

Companies must have clear procedures for monitoring and responding to user-generated content, especially testimonials or claims on their own digital properties, to ensure that unsolicited positive feedback does not result in the dissemination of unapproved or unsubstantiated claims [8].

Compliance with global data protection laws, such as GDPR in Europe and HIPAA in the US, is a non-negotiable aspect of digital marketing. The collection, storage, and use of patient data must be transparent and secure. While regulatory adherence is mandatory, ethical requirements guide the spirit of communication, prioritizing the health and well-being of patients above commercial interests [1].

Ethical promotion demands that companies be fully transparent about the promotional nature of their digital content. There must be no disguise of marketing messages as independent information. Endorsements by key opinion leaders or patient advocates must clearly disclose any financial relationship [22].

Ethical standards require heightened sensitivity when targeting digital content. Advertising should not be directed at or exploit vulnerable populations, such as the elderly or the chronically ill, by creating false hope or fear-based urgency. Promotion must encourage the rational use of medicines. This means providing information that allows HCPs and (where permitted) patients to make independent, informed decisions, rather than engaging in manipulative sales tactics. Financial incentives offered to HCPs, whether digital or physical, are subject to intense scrutiny and are prohibited if they lead to an improper influence on prescribing decisions [2].

In conclusion, the digital promotion of pharmaceutical products is a high-stakes activity where compliance with the law is the minimum standard. Success requires a robust internal review process – ensuring legal and regulatory counsel vets every piece of content – and an ingrained ethical culture that sees patient safety, accuracy, and transparency as the defining metrics of promotional excellence. Violations not only incur massive financial penalties but also severely damage the public trust essential to the industry's operation [5].

Conclusions to chapter I

1. The essence of digital marketing in the healthcare industry and its role in communicating product quality was studied.

2. The concept of consumer loyalty in pharmaceutical products: structure and factors of formation was revealed.

3. Analysis of regulatory and ethical requirements for the promotion of pharmaceutical products through digital channels was conducted.

CHAPTER II
ANALYSIS OF DIGITAL MARKETING TOOLS AND THEIR IMPACT ON LOYALTY IN PHARMACEUTICAL PRODUCTS

2.1. Evaluation of current digital marketing strategies used by the company to communicate quality of goods

To assess the effectiveness and reach of a company's current digital marketing strategies used to communicate the quality of its products or services, a survey was conducted among 37 employees of a pharmaceutical company. The distribution of respondents across different functional areas is crucial, as the perspective of each department directly influences their evaluation of the company's communication efforts regarding quality. The results show a balanced, multi-functional representation, with a slight emphasis on core communication and compliance groups. The largest single group of participants – Marketing/Digital Marketing, representing 31% of the total respondents. This high representation is vital, as this group is directly responsible for the creation and execution of the digital quality communication strategies being evaluated. Their input focuses heavily on content delivery, channel performance, and tactical effectiveness. Following closely were the departments responsible for oversight and customer interaction. The Regulatory/Legal team constituted 18% of the sample, providing an essential compliance perspective. Their responses are critical for determining if the strategies adhere to stringent pharmaceutical regulations concerning claims about quality and safety. The Sales/Customer Service group accounted for 16%, offering a crucial link to real-world customer perception and the ultimate commercial impact of the quality messaging. A significant portion of the respondents – nearly one-third combined – represented the technical and scientific backbone of the company's quality claims. Manufacturing/R&D made up 15%, focusing on the scientific validity and innovation aspects of the products, while Quality Assurance (QA) contributed 14%. The perspectives of these two groups are fundamental for assessing the authenticity and accuracy of the quality data communicated digitally [8].

Finally, the "other" category, encompassing roles like Administration and Finance, represented the smallest segment at just 6%. This minimized representation from non-core functions ensures that the survey's findings are driven primarily by the employees who directly influence, monitor, or are impacted by the quality communication process (Fig. 2.1.).
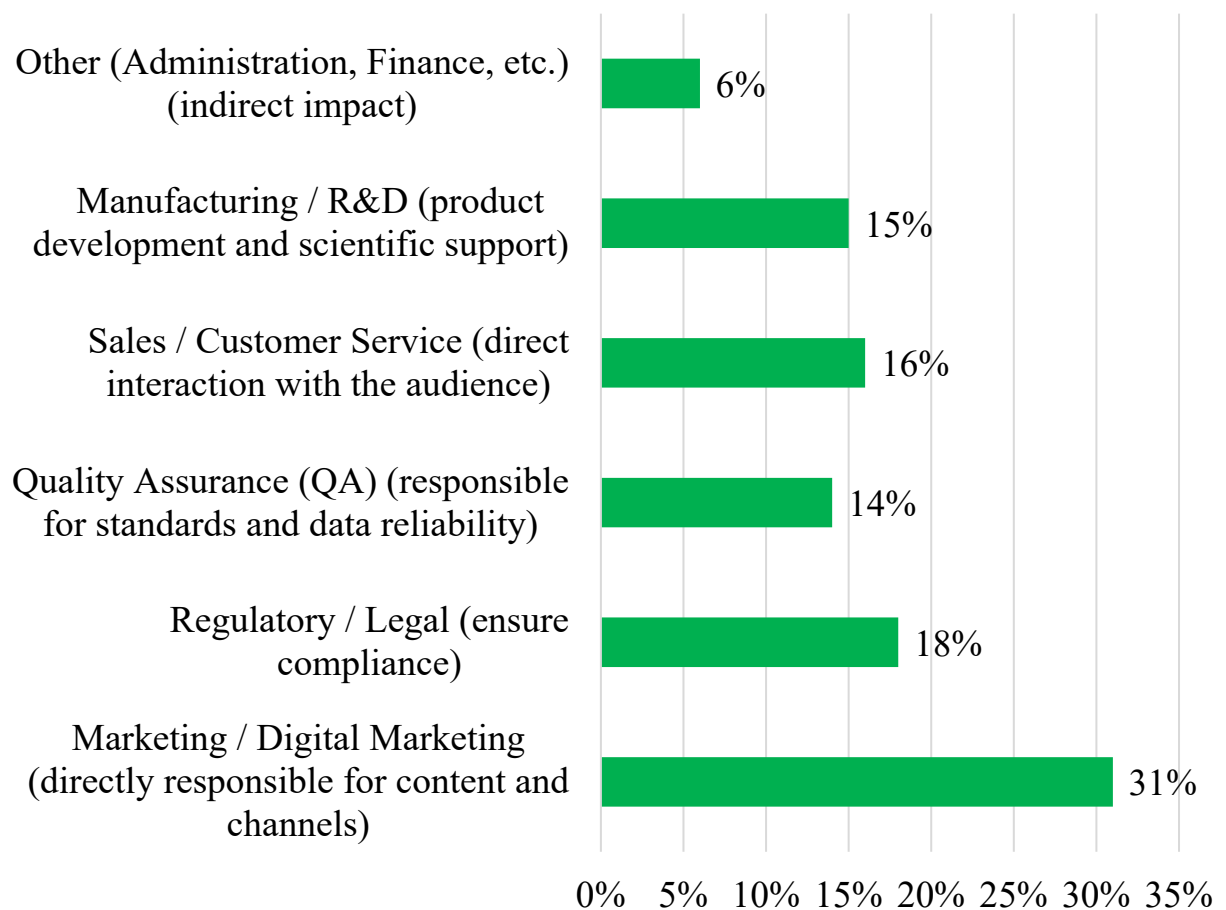

Fig. 2.1 Distribution of survey respondents by functional role

It was determined that social networks are the most frequently used digital channel for communication, accounting for 38% of the responses. This category specifically includes popular platforms such as Facebook and Instagram. Following closely is the corporate website, with particular emphasis on sections like "About Us" or similar information pages, which represents the second-largest portion at 32%. Email marketing, encompassing mailings and newsletters, is a considerably less-used channel, making up 15% of the total. Even further down the list are Industry-specific platforms/blogs, which only account for 10%. Finally, a small

segment, 5% of respondents, indicated they utilize "all of the above" digital channels for their communication efforts. The data clearly shows a strong preference for social media and the corporate website over more direct or niche channels like email or industry-specific blog (Fig. 2.2).
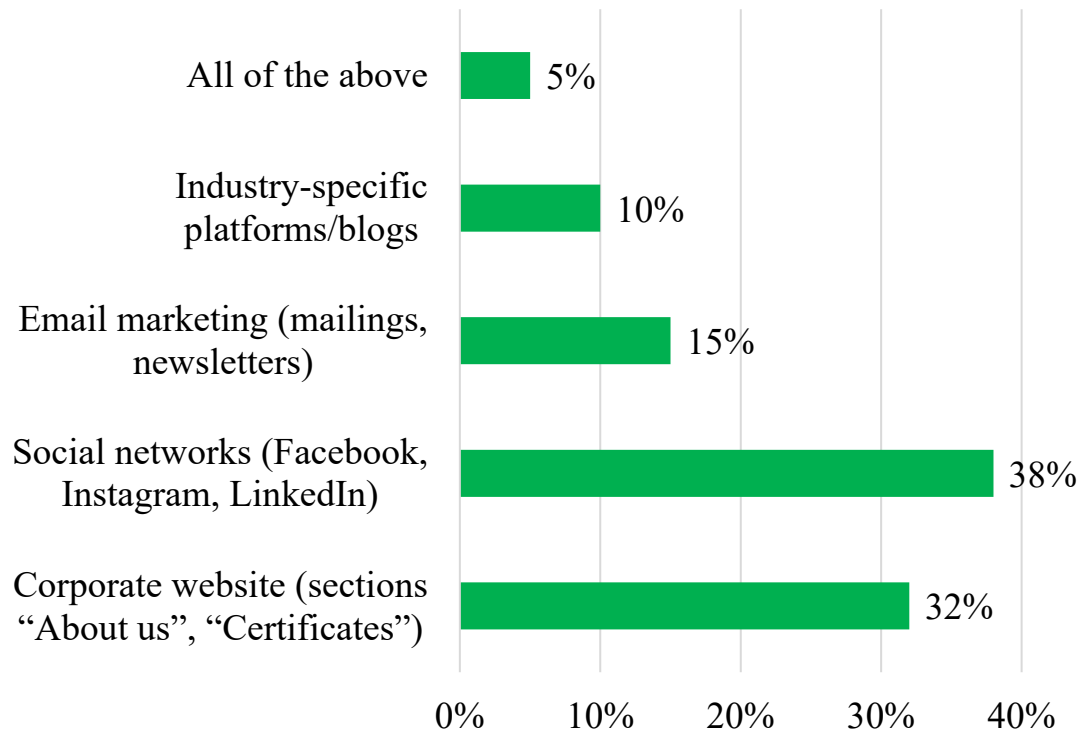

Fig. 2.2 Digital channels used for communication

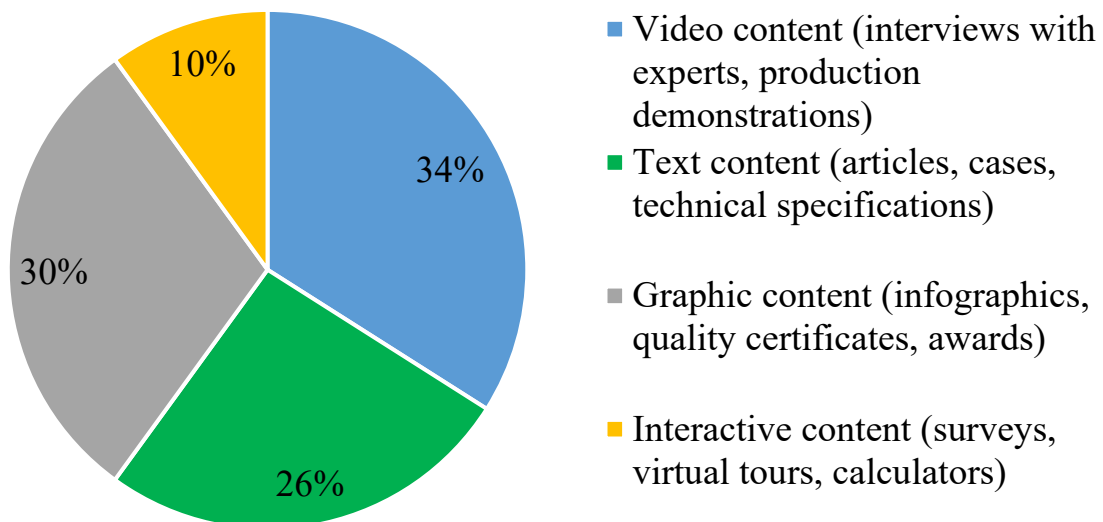The types of quality content used were analyzed (Fig. 2.3).

Fig. 2.3 Analysis of the types of quality content used

It was determined that video content is the most preferred type of quality content used, representing 34% of the total responses. This category specifically includes formats such as interviews with key stakeholders or experts. The second most popular content type is graphic content, which includes items like infographics and visual summaries, accounting for a significant 30%. Text content, which covers traditional formats such as articles, case studies, and technical papers, is used by 26% of respondents, making it the third most common choice. Finally, interactive content, such as surveys, virtual tours, or other engaging elements, is the least utilized format, making up only 10% of the responses. This data highlights a clear preference for dynamic and visually engaging content, with video and graphics leading the way over more static text or interactive formats.

Next, we analyzed frequency of company publishing new content that directly relates to quality (Fig. 2.4).

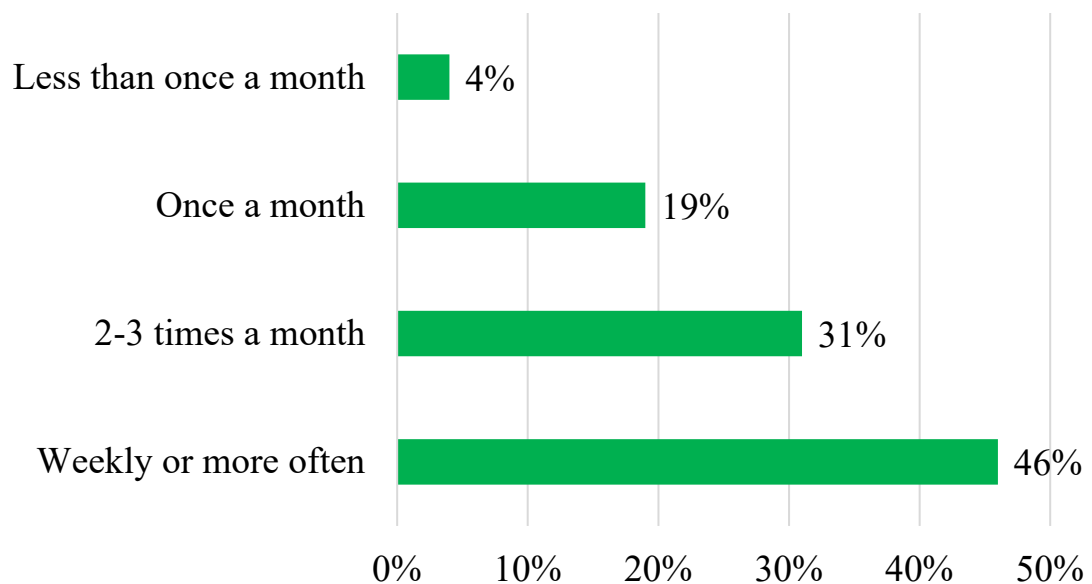Fig. 2.4. Frequency of company publishing new content that directly relates to quality

It was set that the majority of companies communicate with a high degree of frequency. Specifically, the most common response was weekly or more often, accounting for 46% of all replies, indicating that nearly half of the companies maintain a very regular communication schedule. The second most frequent rate is

2-3 times a month, which represents a significant 31% of the responses. Combining these two categories shows that over three-quarters of the companies communicate at least bi-weekly. A substantial group, 19%, communicates once a month. Finally, a very small minority, only 4%, communicate less than once a month. This data strongly suggests that the surveyed companies prioritize frequent, consistent communication, with weekly updates being the most prevalent approach (Fig. 2.4).

It was found that the primary goal of communication is building trust and reputation, which was selected by the largest share of respondents at 32%. This indicates a strong focus on long-term brand equity and credibility. The second most important goal is maintaining a high price position, accounting for 26% of the responses, suggesting that communication is heavily leveraged to justify premium pricing. Differentiating from competitors is the third most common objective, chosen by 17% of the participants. Closely following this is the goal of attracting new customers, which represents 15% of the responses. Finally, 10% of respondents stated that all of the above goals equally represent the main purpose of their communication efforts. Overall, the data clearly shows that strategic, reputation-focused goals (trust/reputation and price position) significantly outweigh immediate growth goals (attracting new customers) (Fig. 2.5).
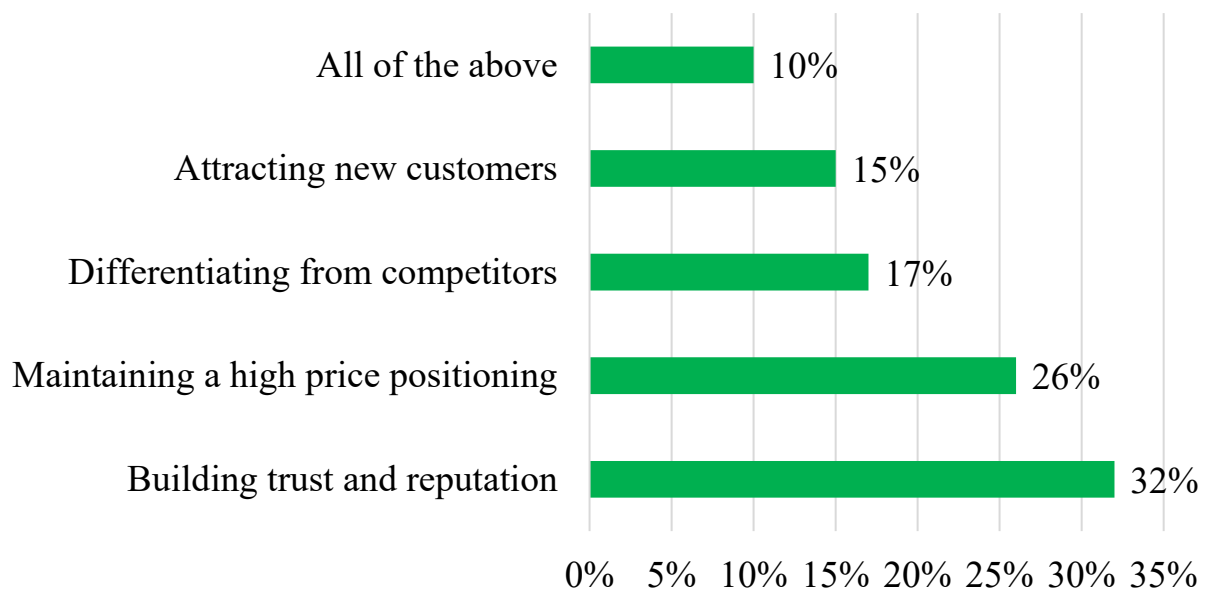

Fig. 2.5. Analysis of the main goals of communicating quality through digital marketing

It was determined that there is a near-even split in content adaptation strategies among respondents. The largest single group, accounting for 49%, stated that content is created uniquely for each digital channel. This indicates a high level of customization and channel-specific strategic planning. However, a very close second, at 40%, responded no, the same content is used across all channels, suggesting a significant number of companies prioritize efficiency and simplicity over platform-specific tailoring. A smaller proportion, only 11%, indicated that they adapt in part, the core message is similar, implying a strategy of minor adjustments while maintaining a consistent central theme. This data reveals a key divergence in content strategy: nearly half of the companies fully customize their content, while another large portion uses a 'one-size-fits-all' approach (Fig. 2.6).
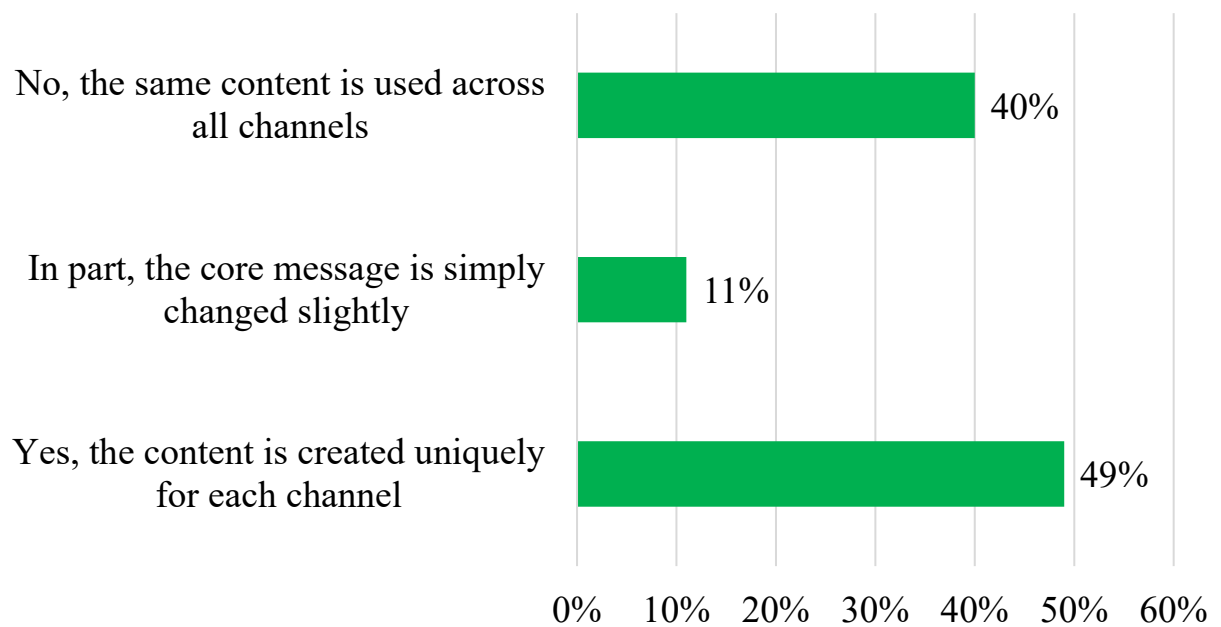
Fig. 2.6. Adaptation of quality content for different digital channels

It was set that the overwhelming focus of communication regarding quality centers on regulatory and structural aspects. Specifically, certification and compliance with standards represents the dominant aspect, accounting for a substantial 58% of the total responses. This indicates that demonstrating adherence to industry regulations and achieving certifications is the most critical element companies choose to communicate about. The second most important focus is

Product reliability and durability, which is cited by 20% of respondents. The remaining quality aspects are addressed significantly less often. Customer service and support accounts for only 9%, while innovation and science are a focus for 8%. The least prioritized area for communication is environmental and social responsibility, which makes up a mere 5% of the responses. This data clearly demonstrates that, when communicating quality, companies place a disproportionately high emphasis on formal validation and compliance over performance, service, or ethical considerations (Fig. 2.7).
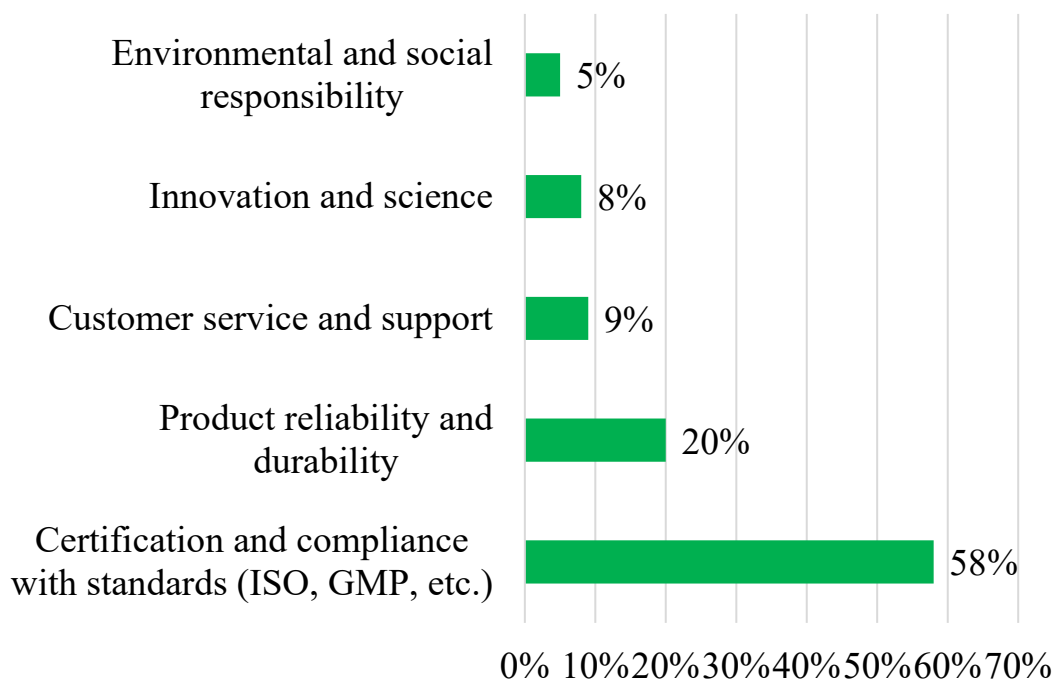
Fig. 2.7. Analysis of the aspect of quality which the company emphasize most in its communications

It was found that the inclusion of the specific content element referenced in the question occurs in the vast majority of communications. The most frequent response was often, accounting for 40% of the replies, indicating regular, though not constant, inclusion. The second largest group, 31%, stated the element is always included. When combined, these two categories show that the content element is present in the quality communication of 71% of respondents either always or often. Conversely, a smaller portion of companies includes the element less frequently.

Rarely was selected by 17% of participants, and never was the response for 12%. This distribution clearly highlights that the surveyed organizations place significant importance on this particular element, ensuring its frequent appearance in their quality content (Fig. 2.8).
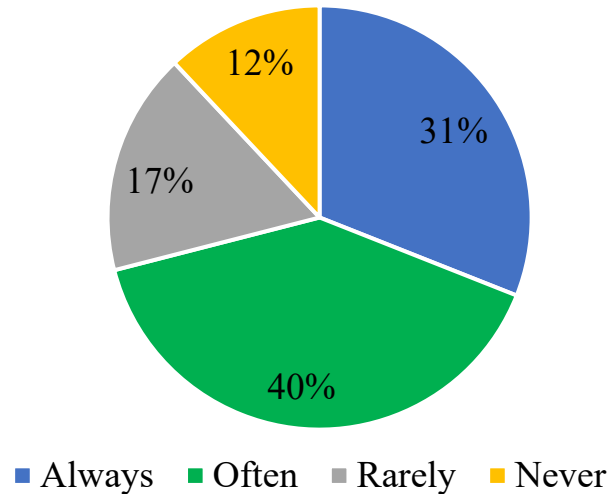
Fig. 2.8. Inclusion frequency of quality content of direct links to independent research, tests or external audits

It was determined that the largest group, at 60%, reported a "Medium" level of transparency, defined as the company only responding to direct inquiries from customers or stakeholders. This suggests that while the company does not actively hide problems, it lacks a dedicated, proactive digital strategy for managing quality crises or addressing common concerns publicly. This reactive posture in the digital age can be detrimental, as it leaves the narrative open to speculation and uncontrolled discussion on external forums.

Furthermore, 35% believes the company maintains a "Low" level of transparency, stating that the firm actively attempts to avoid this topic entirely in its digital communications. This perception highlights a substantial risk, as attempting to suppress discussion about known issues can severely erode customer trust and lead to accusations of unethical practice, particularly in the sensitive pharmaceutical sector.

Crucially, only a minimal 5% of the respondents perceived the company's approach as "High" transparency, where information is actively provided and solutions are proactively communicated. This result suggests a major disconnect between the company's aspirational values and its perceived operational reality in digital crisis communication. In conclusion, the findings reveal that the company's current digital marketing strategy for communicating quality issues is primarily reactive (60%) or avoidant (35%), indicating a critical vulnerability in trust and reputation management. To strengthen its position, the company must transition from merely responding to inquiries to actively implementing a transparent and proactive digital strategy for addressing quality concerns (Fig. 2.9).
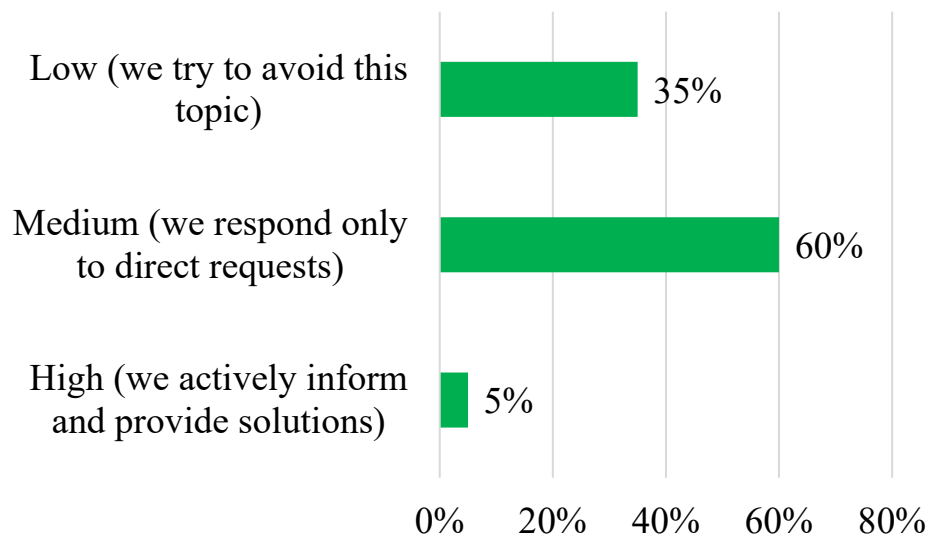
Fig. 2.9. Respondents' assessment of level of transparency of company maintain when communicating about possible defects or warranty cases

It was determined that the data shows that only a minority, 22% of employees, believe that the quality communication is predominantly focused on customer benefits. This suggests that only about one-fifth of the effort is dedicated to clearly articulating why the high-quality matters to the consumer (e.g., better health outcomes, reduced risk, greater convenience). The largest single group, 40%, indicated a mixed approach, stating that there is a "balance" between technical characteristics (e.g., process standards, chemical purity) and customer benefits.

While a balance is an improvement over purely technical language, this still indicates a hesitancy to fully embrace a benefits-driven, market-oriented narrative. Crucially, a substantial 38% of the respondents reported that the quality communication is "mostly technical." When this group is combined with the "Somewhat" category, it highlights that 78% of the company's quality messaging is either balanced with or dominated by technical, characteristic-based language. In the pharmaceutical sector, while technical accuracy is non-negotiable, a failure to effectively communicate the resulting benefit can lead to poor differentiation and a lack of emotional resonance with both HCPs and patients.

In summary, the findings indicate that the digital quality communication strategy is currently overly technical, requiring a significant shift toward translating technical superiority into clear, compelling customer and patient benefits to enhance marketing effectiveness and competitive positioning (Fig. 2.10).
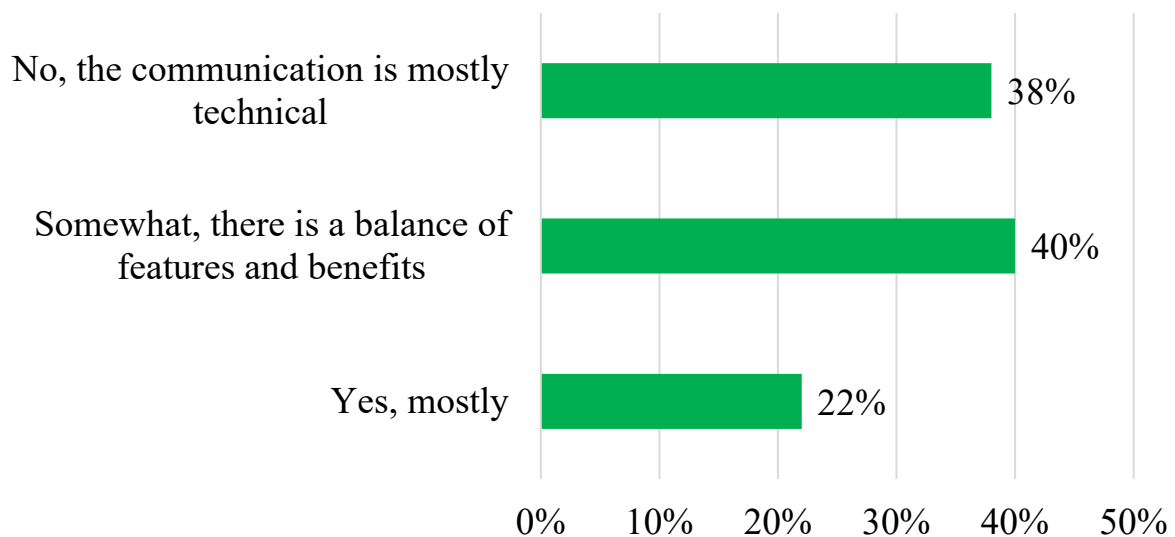
Fig. 2.10. Analysis of quality communication use language that focuses on the benefits for the customer, not just the product features

It was found that the company's digital marketing strategy for communicating product quality is overwhelmingly oriented toward the final users, despite operating within the heavily regulated pharmaceutical sector where intermediaries hold significant influence (Fig. 2.11). A dominant majority of employees, 65%, identified

end users/patients as the main target audience for the company's digital quality messaging. This strong focus on the consumer aligns with a Direct-to-Consumer (DTC) marketing approach, aiming to build brand loyalty and drive patient demand, even for prescription-based products. However, the low prioritization of key professional audiences is notable. Partners (distributors, retailers) were cited as the main target by only 15%, and industry experts and physicians the group responsible for prescribing and recommending the products were the main focus for a mere 11%. In the pharmaceutical industry, the HCP audience (physicians and experts) is typically the most critical audience for communicating detailed, evidence-based quality information. The low figure suggests a potential strategic misallocation of digital resources, where the focus on consumers may dilute the effectiveness of communication aimed at prescribers. Furthermore, investors accounted for only 5%, and only 4% felt the strategy targeted all audiences equally.

In summary, the findings indicate a pronounced consumer-centric bias in the company's digital quality communication strategy. While engaging end-users is important, the minimal focus on crucial intermediaries, particularly Industry experts and physicians, suggests a strategic vulnerability. The company risks under-serving the professional audience whose endorsement is essential for legitimate product adoption and market success.
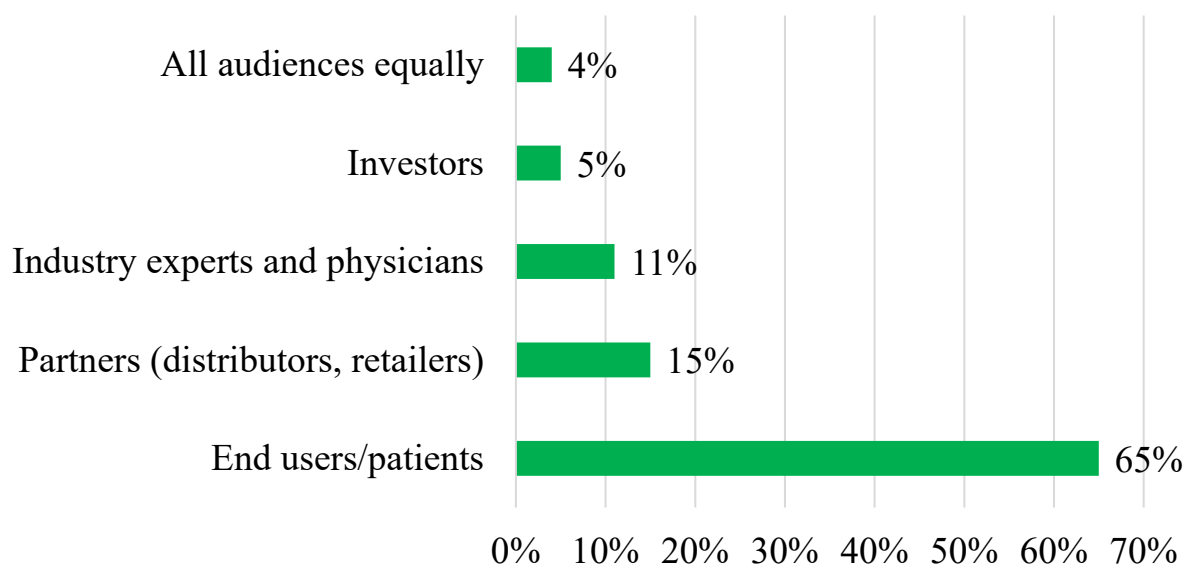
Fig. 2.11. Main target audience for digital quality communication

The company was found to rely heavily on passive and generic methods to drive audience engagement around its quality content. The vast majority (62%) of respondents indicated the use of generic feedback requests and comments. This suggests that the primary method of engagement is broad and does not require significant resources. Interactive and value-based formats are used much less frequently: only 16% of respondents indicated that they hold Q&A sessions with experts, and 19% use special offers (likely incentives) to solicit feedback (Fig. 2.12).
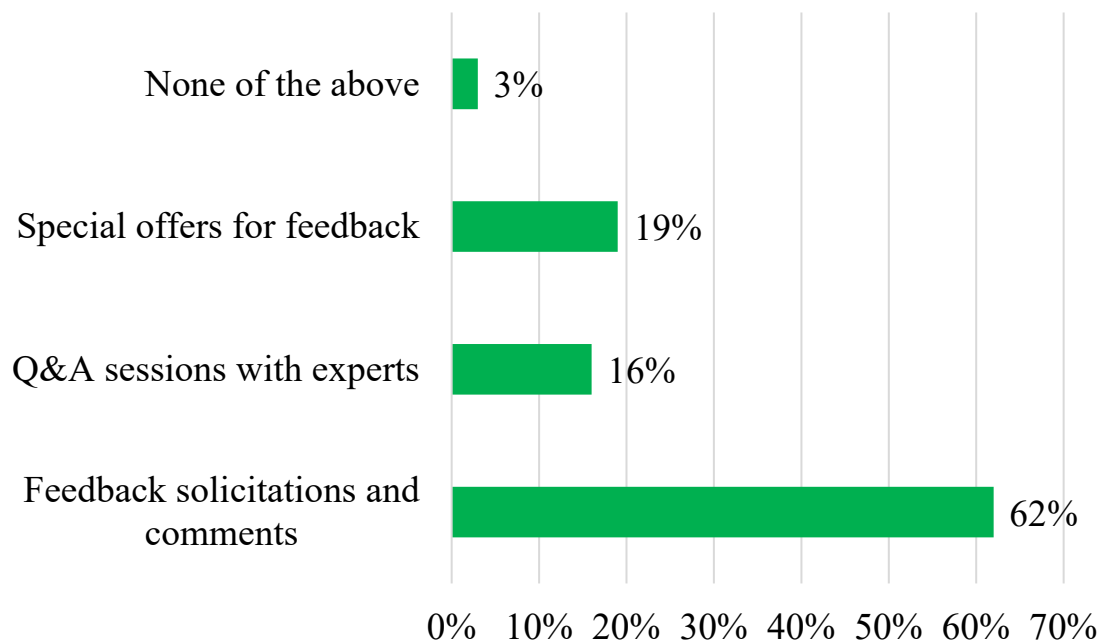
Fig. 2.12. Assessment of the methods used to encourage audience interaction on quality content

It was established that this figure displays the results of a survey, likely pertaining to content or marketing performance, detailing the most important Key Performance Indicators. The category of engagement, including likes, shares, and comments, is the most frequently cited metric at 31%. Following this, the number of clicks to certification accounts for 25% of responses, suggesting a focus on lead generation or specific goal completion. It is notable that 23% of respondents selected "All of the above," indicating that a comprehensive set of metrics is valued by a significant portion of the audience. Brand mentions related to the work and direct impact on sales were reported as less popular primary KPIs, scoring 11% and 10%

respectively. The total percentage exceeding 100% suggests that multiple selections were permitted in the survey (Fig. 2.13).
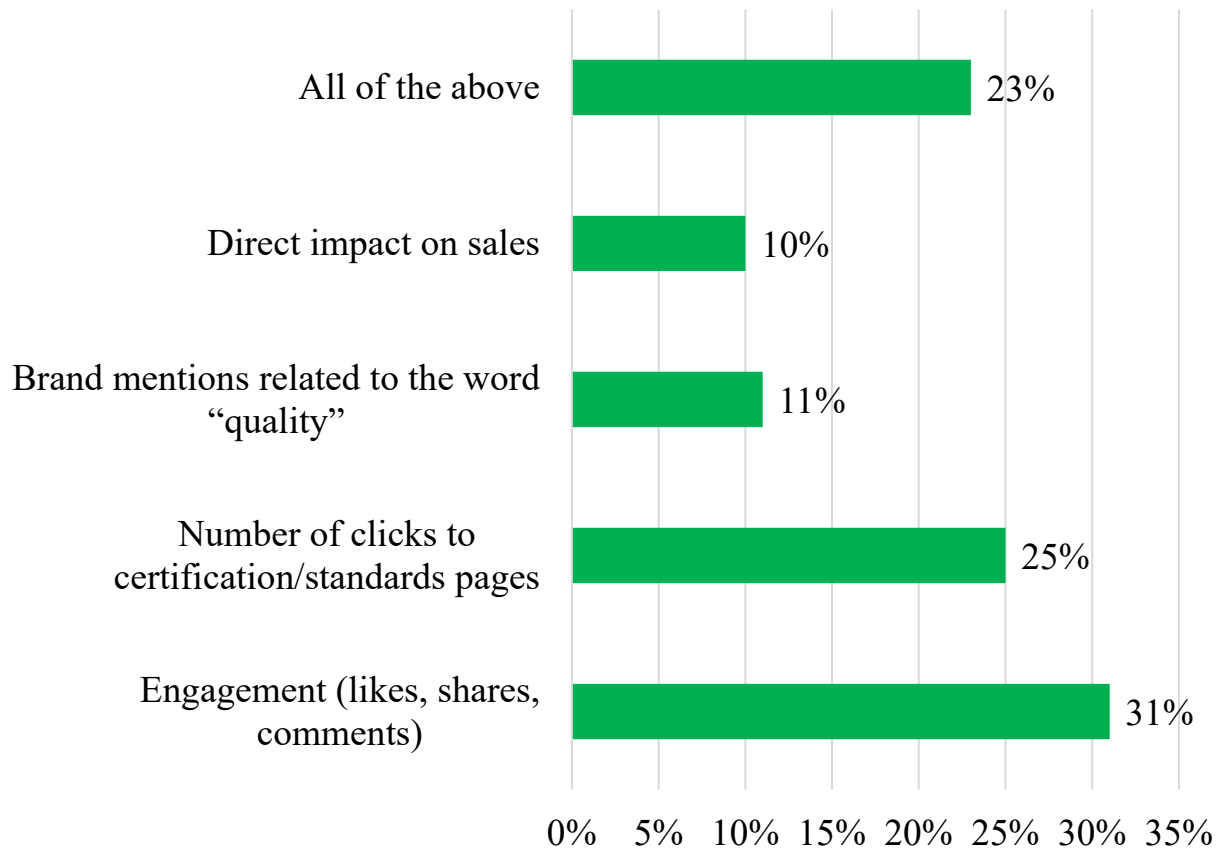
Fig. 2.13. Key Performance Indicators (KPIs) based on survey results

It was determined that fig. 2.14 presents the results of a survey addressing the frequency with which digital campaigns utilize testimonials. The data clearly indicates a very high reliance on this marketing tactic, as a dominant 75% of respondents reported that their digital campaigns "Always/Often" incorporate testimonials.

A further 23% indicated that testimonials are used "Sometimes," suggesting that almost all digital campaigns utilize them to some extent.

The percentage of campaigns that "Rarely/Never" use testimonials is minimal, accounting for only 2% of the responses, which strongly suggests that testimonials are considered an essential and highly effective component of modern digital marketing strategies. (Fig. 2.14).
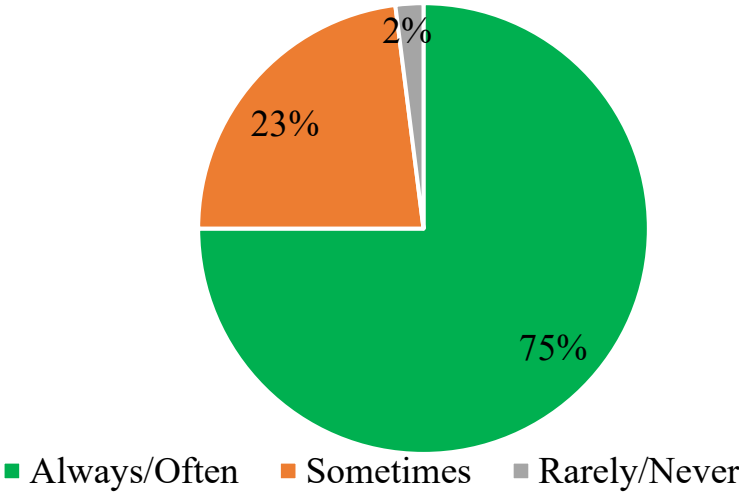
Fig. 2.14. Analysis of frequency of using testimonials and customer success stories as evidence of quality by digital campaigns

It was established that a strong preference for technological solutions, with automated compliance software being the most dominant tool, accounting for 57% of responses. The internal legal department is the second most common resource, cited by 24% of the respondents, indicating a reliance on in-house legal expertise. Expert review by external consultants is also used, though less frequently, at 15%. Only a very small percentage, 4%, reported using none of the above options. Overall, the results highlight that automated software is the primary method employed for company monitoring in the surveyed group (Fig. 2.15).
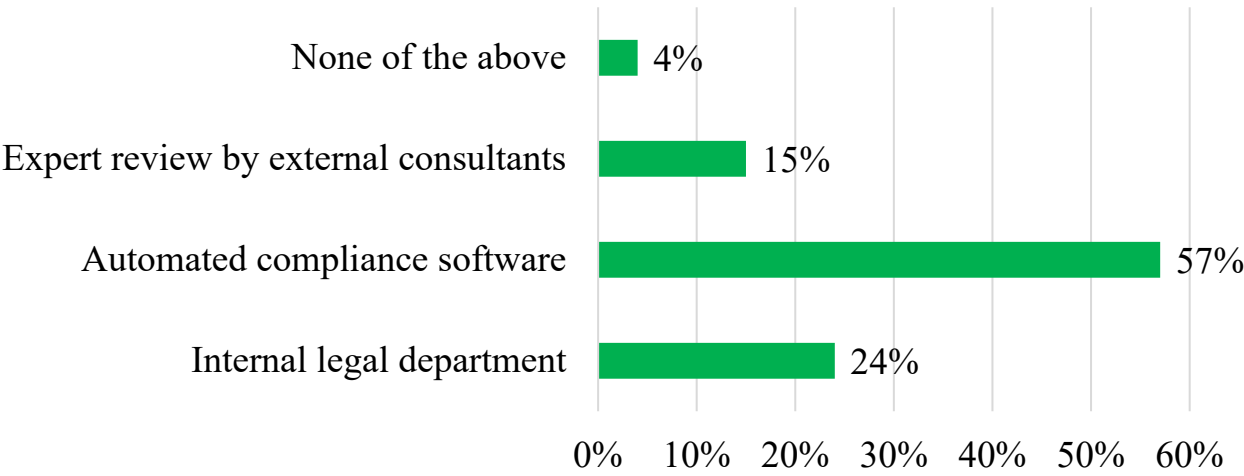
Fig. 2.15. Analysis of tools which helps a company monitor the completeness and compliance of digital content on quality with regulatory requirements

Analysis of company's respond to negative feedback or comments regarding product quality in the digital space is presented in fig. 2.16. It was established that majority of respondents fall within moderate response categories, with the largest portion, 39%, indicating a response time "within a few days." The next most frequent response, at 33%, is "within 1 business day," suggesting a significant commitment to relatively swift action. A smaller group, 11%, reported a very quick response time of "within 1-3 hours." However, a notable segment of 17% stated that the entity is "not always responsive," which indicates a measurable challenge with consistency in timeliness for nearly one-fifth of the respondents (Fig. 2.16).
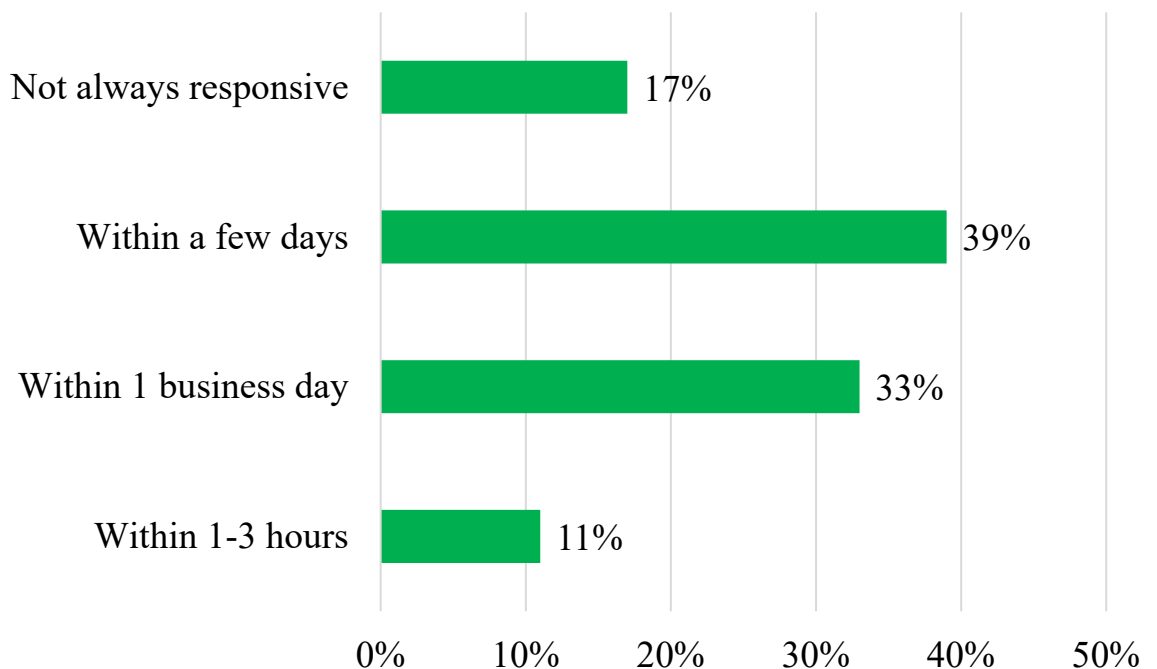
Fig. 2.16. Analysis of company's respond to negative feedback or comments regarding product quality in the digital space

It was established that a strong commitment to regular oversight, with a commanding 74% of respondents reporting that monitoring is conducted regularly. A smaller segment, 20%, indicated that monitoring happens "sometimes", suggesting less consistent but still occasional attention to the metric. Only a minimal fraction of respondents, 6%, reported that the company does "no" monitoring at all.

These results collectively show that monitoring of the specified metric is a standard and regular practice for the vast majority of the companies surveyed (Fig. 2.17).
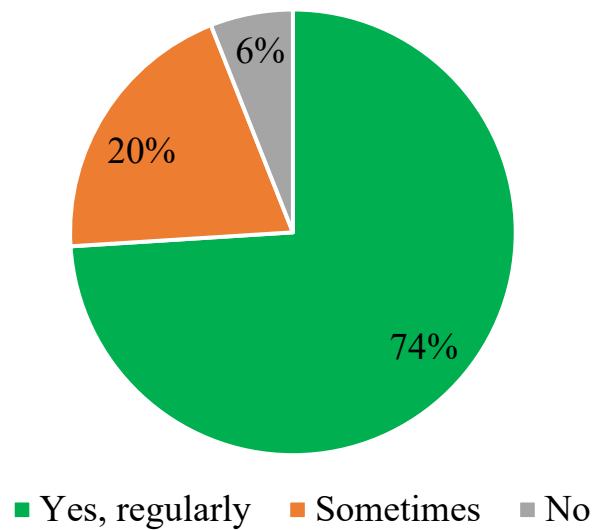
Fig. 2.17. Analysis of company monitoring of competitors' quality communication in digital channels

2.2. Analysis of the relationship between the use of specific digital tools and the level of consumer loyalty

Consumer loyalty is the bedrock of sustained business growth, representing a customer's willingness to repeatedly engage with a brand and resist the competitive pull of rivals. In the modern, digitized marketplace, this loyalty is not simply earned through a quality product, but is actively constructed and maintained through the strategic deployment of digital tools. These tools transform transactional interactions into enduring, value-based relationships, acting as the primary architects of the customer experience. The most influential tools can be categorized by their primary function: data management, immediate communication, feedback collection, and convenience provision, each having a distinct yet intertwined effect on loyalty metrics like net promoter score and customer lifetime value [8].

The foundational tool is the customer relationship management system, which serves as the single source of truth for all customer data. A sophisticated CRM, often enhanced by machine learning, is vital because it enables personalization at scale.

By aggregating historical purchases, communication logs, browsing behavior, and demographic data, the CRM allows businesses to deliver hyper-personalized offers and marketing messages. This level of tailored communication creates a feeling of being understood and valued by the brand, moving the customer experience beyond a generic transaction. Furthermore, the CRM ensures consistency across all touchpoints. When a customer transitions from a mobile app query to a live chat, the agent, armed with the customer's complete history, can provide seamless service, eliminating the frustrating need for the customer to repeat their issue. This reduction in customer effort (a key loyalty driver) directly strengthens the bond of trust [11].

Complementing the CRM are Artificial Intelligence (AI)-powered communication tools, such as chatbots and virtual assistants. These tools critically address the modern consumer's demand for speed and accessibility. Providing 24/7, instantaneous responses to common queries, chatbots significantly lower the customer effort score. While they may not resolve every complex problem, their ability to triage issues, provide quick resolutions, and gather initial context ensures that the customer's time is respected. Advanced AI goes a step further by enabling proactive engagement, using data to predict a potential issue like a delivery delay or a payment problem and addressing it before the customer even complains. This anticipation of needs is a powerful loyalty builder, transforming the brand from a service provider into a trusted partner [7].

Another crucial category includes digital feedback and analytics platforms (e.g., NPS, CSAT, or customer journey mapping tools). These systems digitize the process of "listening" to the customer, moving beyond passive observation to active solicitation of opinions via in-app surveys, email, or post-interaction forms. The very act of asking for feedback demonstrates that the customer's opinion is valued, reinforcing their relationship with the brand. More importantly, when paired with sentiment analysis, these platforms convert unstructured text feedback into actionable insights. A company that quickly identifies a recurring "pain point" and visibly implements a change based on this feedback shows responsiveness and

accountability, directly translating into increased customer satisfaction and, consequently, long-term loyalty [12].

Finally, branded mobile applications and digital loyalty program platforms directly incentivize repeat business through convenience and exclusive value. Mobile apps place the brand directly into the customer's hand, providing maximum ease for ordering, tracking, and managing their account. The integration of gamification through points, tiers, or badges into a digital loyalty platform encourages habit formation and repeat engagement. By offering tiered, exclusive benefits, such as early access to products or special members-only events, these tools foster a sense of exclusivity and belonging. This emotional connection, facilitated by the app's convenience and the program's perceived value, ensures that the customer remains invested in the brand ecosystem, significantly raising the barriers to switching to a competitor. Ultimately, the successful use of digital tools hinges not on the technology itself, but on its strategic application to minimize customer effort, maximize personalization, and consistently deliver a seamless, high-value [9].

Conclusions to chapter II

1.   To assess the effectiveness and reach of the pharmaceutical company's digital marketing strategies for communicating product quality, a survey was conducted among 37 employees from diverse functional areas. The respondent distribution provided critical perspectives, with marketing/digital marketing (31%) offering insight into execution, regulatory/legal (18%) ensuring compliance, and quality assurance (14%) and manufacturing/R&D (15%) vouching for scientific accuracy. The study established that the company relies heavily on high-reach, consumer-facing channels: social networks (38%) and the corporate website (32%) are the most frequently used digital communication channels. The content strategy prioritizes dynamic, visually engaging formats, with video (34%) and graphic content (30%) being the most preferred, significantly outweighing static text. Furthermore, the communication cadence is highly frequent, with 46% of companies publishing quality content weekly or more often, and a combined 77%

communicating at least bi-weekly, underscoring a commitment to consistent presence.

2.	It was determined that the primary strategic focus of quality communication is long-term brand equity rather than immediate sales, with the top goals being building trust and reputation (32%) and maintaining a high price position (26%). However, the content focus exhibits a critical misalignment: an overwhelming 58% of the communication centers on certification and compliance with standards, while core performance attributes like product reliability (20%) and ethical considerations like environmental and social responsibility (5%) are severely underrepresented. This technical emphasis permeates the messaging style: a significant 78% of communication is either "mostly technical" (38%) or a "balance" (40%) of technical and benefit-driven language, leaving only 22% predominantly focused on clear customer benefits. While the effort to adapt content to specific channels is split (49% customize vs. 40% use a single approach), the overall messaging risks lacking emotional resonance and clear market differentiation due to this technical bias.

3.	Crucially, the findings reveal a significant strategic vulnerability in audience targeting and digital transparency. The digital quality communication strategy is overwhelmingly oriented toward the final users, as a dominant 65% of employees identified end users/patients as the main target. This strong consumer focus comes at the expense of crucial professional audiences: industry experts and physicians the gatekeepers of product adoption in the pharmaceutical sector—were cited as the main target by a mere 11%. This suggests a potentially strategic misallocation of resources that risks undermining professional endorsement. Furthermore, the company's approach to digital transparency is primarily reactive (60%) only responding to direct inquiries or avoidant (35%) of the topic altogether. Only a minimal 5% demonstrated a proactive, high-transparency strategy. This reactive posture is a critical vulnerability that can severely erode customer trust in the event of a quality issue.

4.   The company was found to utilize mostly passive methods for driving audience engagement around quality content, with the majority (62%) relying on generic feedback requests and comments. More interactive, high-value formats like Q&A sessions with experts (16%) are underutilized. Nonetheless, the use of testimonials is an extremely popular and established tactic, with a dominant 75% of respondents reporting their campaigns "always/often" incorporate them. Monitoring of digital communication is standard practice: a commanding 74% of respondents report regular oversight. The primary Key Performance Indicators (KPIs) reflect an immediate focus on post-content engagement (31% for likes/shares/comments) and specific goal completion (25% for clicks to certification). Analysis of the response to negative feedback indicates a commitment to relatively swift action, with 33% responding within 1 business day, though an inconsistency challenge remains, as 17% reported the entity is "not always responsive".

5.   In conclusion, the findings indicate that while the surveyed pharmaceutical company demonstrates high frequency, strong reach, and technological preference (e.g., automated compliance software, 57%) in its digital quality communication, the strategy is hampered by four key weaknesses. First, an overly technical content focus dominated by compliance (58%). Second, an imbalanced audience strategy that neglects critical professional intermediaries (physicians/experts, 11%). Third, a vulnerable, reactive stance on digital transparency (60% medium, 35% low). To strengthen its market position and brand loyalty, the company must shift its digital strategy from merely reporting on quality to proactively communicating the benefits of quality in a transparent, benefits-driven narrative tailored to both the consumer and the essential professional.

CHAPTER III
DEVELOPMENT OF DIGITAL MARKETING RECOMMENDATIONS FOR BUILDING LOYALTY IN THE QUALITY OF PHARMACEUTICAL PRODUCTS

3.1. Development of a targeted digital marketing strategy for enhancing transparency and quality perception

In today's hyper-connected digital economy, a brand's reputation and the perception of the quality of its offerings are inextricably linked to its commitment to transparency. For industries operating under intense regulatory scrutiny, such as pharmaceuticals, this connection is even more pronounced. A proactive, targeted digital marketing strategy is essential not just for promotion, but for actively managing the narrative around quality, building trust, and improving perception. The essence of such a strategy is to move from a reactive, technical communication style to one that is transparent, benefit-oriented, and targeted to a specific audience. The first pillar of this strategy is a radical overhaul of content strategy: effectively communicating quality requires transforming a complex technical advantage into a clear, compelling value proposition for the consumer. Rather than overwhelming the audience with language focused solely on "certification and compliance," the strategy should prioritize the end user outcome: technical requirements (e.g., "double-filtered manufacturing process") should be immediately followed by customer benefits (e.g., "…providing the highest purity, directly translating into fewer side effects and better patient outcomes"). Digital content should devote a significant portion of its efforts to clearly articulating why high-quality matters to the end user, thereby creating emotional and functional resonance. Transparency should be a stand-alone content theme, not a crisis response; this involves creating "Trust Assets," such as "Behind the Scenes" videos that use the popular format to show quality control labs, R&D processes, and rigorous testing methods [8].

The lack of targeting for regulated professionals and consumers needs to be addressed. The strategy should deploy separate content streams optimized for

specific digital channels. To engage a professional audience (healthcare professionals and experts), focus on professional platforms such as LinkedIn and dedicated secure email newsletters, using high-value, evidence-based content such as original research papers, data-rich case studies, and live Q&A sessions with R&D leaders. The goal is to provide scientific validity that guarantees professional support, which is crucial for product adoption. Conversely, to engage the end-user/patient audience, use social media (Facebook, Instagram) and the corporate website, using dynamic, short-form content (videos, infographics) focused solely on benefits and testimonials that create social validation. Despite the content adaptation, the core message of quality and transparency must remain consistent across all channels, which requires CRM integration to ensure a seamless customer journey [22].

Finally, a reactive or evasive stance on digital transparency is the biggest strategy risk. Moving to a high-transparency protocol is imperative for enduring trust. This means embedding a commitment to transparency into digital policies, setting a clear expectation that all customer complaints or negative feedback should be acknowledged and addressed publicly, where appropriate, in accordance with regulatory guidance. A Rapid Response System should be implemented and a strict KPI should be set that requires responding to all negative quality comments on social media within 1-3 hours during business hours. This speed, combined with a compassionate tone that acknowledges the issue and redirects the conversation to a secure private channel for resolution, demonstrates that the company is listening and taking ownership. By adopting this targeted digital approach, a company can transform regulatory compliance from a mere requirement into a key competitive advantage. Proactive transparency, combined with benefit-oriented content tailored to the audience, transforms the perception of quality from an abstract corporate statement into a reliable, demonstrated, and trustworthy brand asset [16].

Targeted digital marketing strategy transparency and quality perception is presented in table 3.1.

Table 3.1

Targeted digital marketing strategy: transparency and quality perception

Strategic direction	Key goal	Target audience	Recommended digital tools and content
I. Shift to benefit-driven content	Transform technical quality into clear consumer value.	All Audiences (patients, customers, HCPs)	Video content: "Behind the scenes" of QA, R&D. Infographics: simplified explanations of certifications and standards compliance. Content: narratives showing "Technical advantage patient/User benefit".
II. Targeted audience segmentation	Ensure message relevance by eliminating consumer bias.	A. Professionals (HCPs/Experts)	Channels: LinkedIn, professional Email newsletters, webinars. Content: research papers, technical white papers, Q&A sessions with experts.
		B. End-users/patients	Channels: social media (Facebook, Instagram), corporate website. Content: short videos, testimonials, success stories, content on benefits and usage.
III. Proactive digital transparency	Transform transparency from a crisis reaction into a permanent trust asset.	All stakeholders	Platforms: Dedicated "Transparency" section on the website (quality hub). Content: "Trust Assets" – proactive public quality reports. Protocol: systematic public

Strategic direction	Key goal	Target audience	Recommended digital tools and content
			acknowledgement and response to negative feedback.
IV. Rapid response and monitoring	Reduce the risk of reputational loss through swift and consistent crisis management.	Customers providing feedback	Tools: Social media monitoring software and automated compliance tracking. KPI: response time to negative feedback (Target: 1-3 hours).
V. Measurement and optimization	Use data to evaluate the effectiveness of quality communication.	Internal Teams (Marketing, QA)	KPIs: Engagement with quality content, clicks to certification pages, number of positive/neutral brand mentions, NPS post-quality communication.

3.2. Substantiation of key performance indicators (KPIs) and assessment of the potential effectiveness of the proposed recommendations

The effectiveness of digital marketing strategy aimed at enhancing transparency and quality perception must be measured against clear, substantiated Key Performance Indicators (KPIs) that directly reflect the strategic goals. In a highly regulated sector like pharmaceuticals, these KPIs must balance traditional marketing metrics with crucial indicators of trust and compliance. Following the proposed shift towards a proactive, benefit-driven, and audience-segmented approach, the following KPIs are justified to assess both implementation and impact.

The primary KPIs are structured across the three core strategic pillars: content & engagement, transparency & trust, and audience segmentation [14].

Video view completion rate and graphic share rate: these metrics directly measure the success of the shift towards dynamic content. Given that video and

graphics were identified as the most preferred formats, a high VVCR (e.g., above 60% for short-form content) indicates that the benefit-driven narrative is compelling enough to retain attention. A high share rate demonstrates the content's perceived value and its potential to build organic reach, confirming the content strategy's effectiveness [5].

Customer Effort Score (CES) for Self-Service Quality Content: This KPI measures how easily users can find answers to their quality-related questions on the website's "Quality Hub." A low CES score confirms that the "Trust Assets" (like simplified quality reports) are well-organized and accessible, reducing reliance on direct support and improving the user experience, which is a key driver of trust [3].

Response Time to Negative Quality Mentions: This is a crucial metric for the Rapid Response System. The proposed target of 1–3 hours reflects best-in-class digital crisis management standards. Tracking the percentage of responses that meet this SLA (Service Level Agreement) directly validates the successful implementation of the new proactive digital transparency protocol [11].

Net promoter score or customer satisfaction post-interaction: tracking these metrics immediately following a quality-related interaction (e.g., after viewing a transparency video or after receiving a rapid response to a complaint) measures the immediate emotional impact of the new strategy. An improvement in post-interaction NPS/CSAT confirms that the transparent and rapid handling of issues successfully mitigates reputational risk [8].

Search volume for branded quality/compliance terms: an increase in organic search traffic for terms like Quality Report" or "[Brand Name] Compliance" indicates that the proactive distribution of "Trust Assets" is working, driving audiences to the authoritative source rather than external, potentially speculative forums [22].

Conversion rate on professional platforms (HCPs) measures the percentage of targeted HCPs on platforms like LinkedIn who click through to high-value, evidence-based content (e.g., downloading a research paper). This directly assesses

whether the segmented content strategy is effectively engaging the crucial professional audience, whose endorsement is vital for product adoption [8].

Conversion rate from transparency content to purchase/lead. This KPI measures how often content focused purely on quality and trust leads to a desired bottom-funnel action (e.g., subscribing to a patient program or requesting a sales inquiry). It validates the hypothesis that enhanced quality perception justifies premium value and drives commercial outcomes [15].

The proposed strategy is highly effective because it directly addresses the identified vulnerabilities (overly technical content, low transparency, and misaligned audience focus) while leveraging current strengths (high content frequency and testimonial usage) [11].

The shift to proactive digital transparency is the most powerful element. Given the low perceived transparency (60% reactive/35% avoidant), any visible, consistent commitment to honesty will deliver an outsized return on trust, rapidly bridging the gap between aspirational values and operational reality. By openly acknowledging and addressing issues quickly, the company shifts the narrative from avoidance to accountability [14].

The move from generic, technical content to benefit-driven content (pillar i) immediately improves the value proposition. In a crowded digital space, content that answers "What's in it for me?" dramatically increases engagement and retention (measured by VVCR and share rate), ensuring that marketing spend results in compelling, shareable messages, rather than unused technical documents [12].

The targeted audience segmentation (pillar II) corrects the strategic flaw of neglecting key intermediaries. While shifting attention from consumers to HCPs requires resource reallocation, providing high-value scientific content on appropriate professional platforms will quickly enhance the brand's credibility and authority, ultimately justifying its premium price position (a key strategic goal) [16].

In summary, the proposed strategy leverages a disciplined set of KPIs to prove that operational changes (like response time and content focus) lead directly to strategic outcomes (trust, reputation, and competitive positioning). The potential

effectiveness is high because the strategy is not merely promotional; it is structural, embedding transparency and value-based communication at the core of the digital ecosystem [2].

Conclusions to chapter III

1.   The combined strategy for enhancing transparency and quality perception is a vital structural intervention that directly corrects the company's biggest vulnerabilities: overly technical content, neglect of professional audiences, and risky reactive transparency.

2.   The core of the strategy is the shift to benefit-driven narratives and the implementation of a proactive digital transparency protocol, which includes a rapid response system. This move will rapidly build trust by acknowledging and quickly addressing issues, effectively bridging the gap between stated values and market perception.

3.   The effectiveness is high because the strategy is highly targeted: it corrects the bias by prioritizing HCPs with high-value scientific content, while ensuring the entire effort is measurable against substantiated KPIs. Key metrics like improved response time to negative mentions and higher professional conversion rates prove that operational changes directly deliver the strategic outcomes of trust, credibility, and sustained competitive positioning.

CONCLUSIONS

1.   The essence of digital marketing in the healthcare industry and its role in communicating product quality was studied. The concept of consumer loyalty in pharmaceutical products: structure and factors of formation was revealed. Analysis of regulatory and ethical requirements for the promotion of pharmaceutical products through digital channels was conducted.

2.   To assess the effectiveness and reach of the pharmaceutical company's digital marketing strategies for communicating product quality, a survey was conducted among 37 employees from diverse functional areas. The respondent distribution provided critical perspectives, with marketing/digital marketing (31%) offering insight into execution, regulatory/legal (18%) ensuring compliance, and quality assurance (14%) and manufacturing/R&D (15%) vouching for scientific accuracy. The study established that the company relies heavily on high-reach, consumer-facing channels: social networks (38%) and the corporate website (32%) are the most frequently used digital communication channels. The content strategy prioritizes dynamic, visually engaging formats, with video (34%) and graphic content (30%) being the most preferred, significantly outweighing static text. Furthermore, the communication cadence is highly frequent, with 46% of companies publishing quality content weekly or more often, and a combined 77% communicating at least bi-weekly, underscoring a commitment to consistent presence.

3.   It was determined that the primary strategic focus of quality communication is long-term brand equity rather than immediate sales, with the top goals being building trust and reputation (32%) and maintaining a high price position (26%). However, the content focus exhibits a critical misalignment: an overwhelming 58% of the communication centers on certification and compliance with standards, while core performance attributes like product reliability (20%) and ethical considerations like environmental and social responsibility (5%) are severely underrepresented. This technical emphasis permeates the messaging style: a significant 78% of communication is either "mostly technical" (38%) or a "balance"

(40%) of technical and benefit-driven language, leaving only 22% predominantly focused on clear customer benefits. While the effort to adapt content to specific channels is split (49% customize vs. 40% use a single approach), the overall messaging risks lacking emotional resonance and clear market differentiation due to this technical bias.

4.   Crucially, the findings reveal a significant strategic vulnerability in audience targeting and digital transparency. The digital quality communication strategy is overwhelmingly oriented toward the final users, as a dominant 65% of employees identified end users/patients as the main target. This strong consumer focus comes at the expense of crucial professional audiences: industry experts and physicians the gatekeepers of product adoption in the pharmaceutical sector—were cited as the main target by a mere 11%. This suggests a potentially strategic misallocation of resources that risks undermining professional endorsement. Furthermore, the company's approach to digital transparency is primarily reactive (60%) only responding to direct inquiries or avoidant (35%) of the topic altogether. Only a minimal 5% demonstrated a proactive, high-transparency strategy. This reactive posture is a critical vulnerability that can severely erode customer trust in the event of a quality issue.

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responding within 1 business day, though an inconsistency challenge remains, as 17% reported the entity is "not always responsive".

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APPENDICES

Questionnaire

for assessing a company's current digital marketing strategies for communicating

quality

1. On which digital channels does the company most actively communicate the quality of its products/services?
- ☐ Corporate website (sections "About us", "Certificates")
- ☐ Social networks (Facebook, Instagram, LinkedIn)
- ☐ Email marketing (mailings, newsletters)
- ☐ Industry-specific platforms/blogs
- ☐ All of the above
- ☐ Other (specify)

2. What type of quality content is used most often?
- ☐ Video content (interviews with experts, production demonstrations)
- ☐ Text content (articles, cases, technical specifications)
- ☐ Graphic content (infographics, quality certificates, awards)
- ☐ Interactive content (surveys, virtual tours, calculators)

3. How often does the company publish new content that directly relates to quality?
- ☐ Weekly or more often
- ☐ 2-3 times a month
- ☐ Once a month
- ☐ Less than once a month

4. What is the main goal of communicating quality through digital marketing?
- ☐ Building trust and reputation
- ☐ Maintaining a high price positioning
- ☐ Differentiating from competitors (differentiation)
- ☐ Attracting new customers
- ☐ All of the above

5. Is quality content adapted for different digital channels?
- ☐ Yes, the content is created uniquely for each channel.
- ☐ In part, the core message is simply changed slightly.
- ☐ No, the same content is used across all channels.

6. What aspect of quality does the company emphasize most in its communications?
- ☐ Certification and compliance with standards (ISO, GMP, etc.)
- ☐ Product reliability and durability
- ☐ Customer service and support
- ☐ Innovation and science
- ☐ Environmental and social responsibility

7. Does the quality content include direct links to independent research, tests or external audits?

☐ Always
☐ Often
☐ Rarely
☐ Never

8. What level of transparency does the company maintain when communicating about possible defects or warranty cases?

☐ High (we actively inform and provide solutions)
☐ Medium (we respond only to direct requests)
☐ Low (we try to avoid this topic)

9. Does the quality communication use language that focuses on the benefits for the customer, not just the product features?

☐ Yes, mostly
☐ Somewhat, there is a balance of features and benefits
☐ No, the communication is mostly technical

10. Who is the main target audience for quality communication?

☐ End users/patients
☐ Partners (distributors, retailers)
☐ Industry experts and physicians
☐ Investors
☐ All audiences equally

11. How does the company encourage interactivity and dialogue around quality content?

☐ Feedback solicitations and comments
☐ Q&A sessions with experts
☐ Special offers for feedback
☐ None of the above

12. What are the key performance indicators (KPIs) used to measure the effectiveness of digital quality content?

☐ Engagement (likes, shares, comments)
☐ Number of clicks to certification/standards pages
☐ Brand mentions related to the word "quality"
☐ Direct impact on sales
☐ All of the above

13. Do digital campaigns use testimonials and customer success stories as evidence of quality?

☐ Always/Often
☐ Sometimes
☐ Rarely/Never

14. What tool helps a company monitor the completeness and compliance of digital content on quality with regulatory requirements?

☐ Internal legal department

☐ Automated compliance software

☐ Expert review by external consultants

☐ None of the above

15. How quickly does the company respond to negative feedback or comments regarding product quality in the digital space?

☐ Within 1-3 hours

☐ Within 1 business day

☐ Within a few days

☐ Not always responsive

16. Does the company monitor how competitors communicate about quality in digital channels?

☐ Yes, regularly

☐ Sometimes

☐ No

19. What is your role in the company (in terms of impact on quality communication)?

☐ Marketing / Digital Marketing (directly responsible for content and channels)

☐ Regulatory / Legal (ensure compliance)

☐ Quality Assurance (QA) (responsible for standards and data reliability)

☐ Sales / Customer Service (direct interaction with the audience)

☐ Manufacturing / R&D (product development and scientific support)

☐ Other (Administration, Finance, etc.) (indirect impact)

APPENDIX B

МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ
НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ
КАФЕДРА ПРОМИСЛОВОЇ ТЕХНОЛОГІЇ ЛІКІВ ТА КОСМЕТИЧНИХ ЗАСОБІВ
КАФЕДРА АПТЕЧНОЇ ТЕХНОЛОГІЇ ЛІКІВ

MINISTRY OF HEALTH OF UKRAINE
NATIONAL UNIVERSITY OF PHARMACY
DEPARTMENT OF INDUSTRIAL TECHNOLOGY OF MEDICINES AND COSMETICS
DEPARTMENT OF DRUG TECHNOLOGY

Матеріали
V міжнародної науково-практичної конференції
Proceedings of the V International Scientific and Practical Conference

ФУНДАМЕНТАЛЬНІ ТА ПРИКЛАДНІ ДОСЛІДЖЕННЯ У ГАЛУЗІ ФАРМАЦЕВТИЧНОЇ ТЕХНОЛОГІЇ

FUNDAMENTAL AND APPLIED RESEARCH IN THE FIELD OF PHARMACEUTICAL TECHNOLOGY

23 жовтня 2025 р.
October 23, 2025
Харків, Україна
Kharkiv, Ukraine

УДК:615.014.2:615.2

Редакційна колегія: проф. Вишневська Л. І., проф. Рубан О. А., проф. Ковалевська І. В., проф. Семченко К. В., доц. Солдатов Д.П.

Відповідальні секретарі : проф. Ковалевська І. В., проф. Семченко К. В.

Фундаментальні та прикладні дослідження у галузі фармацевтичної технології: Збірник наукових матеріалів V Міжнародної науково-практичної конференції (м. Харків, 23 жовтня 2025 р.). Х.: Вид-во НФаУ, 2025.- 310 с. (Серія «Наука»)

Збірник містить матеріали V Міжнародної науково-практичної конференції «Фундаментальні та прикладні дослідження у галузі фармацевтичної технології».

Розглянуті теоретичні аспекти та перспективи розробки лікарських препаратів, висвітлені напрямки наукової роботи спеціалістів фармацевтичної галузі, що стосуються питань сучасної технології створення лікарських препаратів, контролю їх якості, організаційно-економічних аспектів діяльності фармацевтичних підприємств, маркетингових досліджень сучасного фармацевтичного ринку, фармакологічних досліджень біологічно активних речовин.

Для широкого кола наукових, науково-педагогічних і практичних працівників, що займаються питаннями розробки та впровадження сучасних лікарських препаратів.

Матеріали подаються мовою оригіналу.
За достовірність матеріалів відповідальність несуть автори.

УДК:615.014.2:615.2

НФаУ, 2025

«Фундаментальні та прикладні дослідження у галузі фармацевтичної технології» (23 жовтня 2025 р., м. Харків)

STUDY THE CONCEPT OF CONSUMER LOYALTY TO PHARMACEUTICAL PRODUCTS

Malyi V.V., Bondarieva I. V., Elbardani J.
National University of Pharmacy, Kharkiv, Ukraine

Introduction. In the pharmaceutical industry, consumer loyalty is a critical determinant of success, influencing not only market share but also patient health outcomes. Unlike other consumer goods, pharmaceutical products are tied to trust, clinical efficacy, and professional recommendations, making loyalty a complex interplay of behavioral and emotional factors. Understanding how loyalty is formed and sustained is essential for pharmaceutical companies aiming to build lasting relationships with patients and healthcare professionals. This study explores the concept of consumer loyalty in the pharmaceutical sector, analyzing its dimensions, driving factors, and unique characteristics compared to other industries. By examining the interplay of clinical, professional, and patient-centric factors, this research aims to provide insights into fostering loyalty in this highly regulated and trust-dependent market.

Aim. The aim of the work is to study the concept of consumer loyalty to pharmaceutical products.

Methods. To study the factors impacting consumer loyalty, a content analysis was conducted, focusing on existing literature, industry reports, and consumer behavior studies in the pharmaceutical sector.

Results. Consumer loyalty is a cornerstone of success in any industry, but its significance in the pharmaceutical sector is profoundly amplified. Here, loyalty transcends mere repeat purchases; it encompasses deep trust in the brand, the medication, and the recommendations of healthcare professionals, all of which directly impact patients' health and quality of life. Understanding the inherent structure and complex factors that drive the formation of this loyalty is critical for pharmaceutical companies. The loyalty of a pharmaceutical consumer is a multifaceted construct that extends beyond simple behavioral habits and can be conceptually divided into two principal components.

The first dimension is behavioral loyalty, which pertains to the consistent selection or repeat purchasing of a specific medication. In the pharmaceutical context, this is often measured by adherence rates (regular use of prescribed medicine), frequency of purchase (particularly for chronic conditions), and resistance to switching to competing generics or alternative brands. While this loyalty can sometimes be "forced" (e.g., due to a drug's unique, irreplaceable active ingredient), it is ideally reinforced by positive patient experiences.

The second, and arguably more powerful, dimension is attitudinal (emotional) loyalty. This represents the psychological bond between the consumer and the brand, reflecting a positive disposition, deep-seated trust, and a willingness to advocate for the product. This component is more resilient to competitive marketing efforts and is driven by factors such as trust in efficacy and safety (confidence that the drug works as claimed with minimal side effects), brand affinity, and the willingness to recommend (reflected in metrics like the Net Promoter Score, or NPS). True loyalty

in pharmaceuticals emerges when both behavioral consistency and emotional commitment align.

The factors shaping patient loyalty in pharmaceuticals are unique and differ significantly from those influencing fast-moving consumer goods. These drivers can be categorized into three key areas. The foundation of pharmaceutical loyalty rests on clinical efficacy. A drug that delivers tangible, stable therapeutic outcomes immediately builds trust and fosters loyalty. Closely linked is safety and tolerability; fewer or milder side effects reduce the patient's desire to seek alternatives. Additionally, factors such as formulation and administration convenience (e.g., once-a-day dosing or easy-to-use devices) enhance patient compliance (adherence to the treatment regimen), which directly translates into sustained loyalty. Finally, guaranteed consistent quality across every batch is the bedrock of long-term trust.

In pharmaceuticals, the end consumer's choice is frequently mediated by healthcare professionals. Physicians and pharmacists act as crucial gatekeepers. A physician's recommendation is the most potent driver of behavioral loyalty, as a patient's trust in their doctor is directly transferred to the prescribed medication. Furthermore, pharmacists' professional support, through quality counseling and clear usage instructions, reinforces loyalty to both the drug and the pharmacy chain. Pharmaceutical companies that engage in educational outreach to HCPs, providing unbiased clinical data, foster loyalty among prescribers, which indirectly shapes patient behavior.

Beyond clinical and professional influences, patient-centric factors such as brand reputation, accessibility, and affordability also play a role. Positive patient experiences, including ease of access to medications and trust in the brand's reliability, further solidify loyalty. Emotional connections, such as a brand's alignment with patient values or its reputation for corporate social responsibility, can also enhance attitudinal loyalty.

Conclusions. Consumer loyalty in the pharmaceutical industry is a complex and multifaceted phenomenon, encompassing both behavioral and attitudinal dimensions. Behavioral loyalty is driven by consistent purchasing and adherence, often influenced by the drug's unique properties or physician recommendations, while attitudinal loyalty stems from trust, emotional connection, and brand advocacy. Key drivers include clinical efficacy, safety, ease of use, and the pivotal role of healthcare professionals as trusted mediators. Unlike other consumer goods, pharmaceutical loyalty is deeply rooted in trust and health outcomes, making it essential for companies to prioritize quality, transparency, and patient-centric strategies. By fostering strong relationships with both patients and HCPs through reliable products and educational outreach, pharmaceutical companies can build and sustain long-term loyalty, ultimately improving patient adherence and health outcomes. Future research should explore quantitative metrics, such as adherence rates and NPS, to further validate these findings and guide strategic marketing efforts in the pharmaceutical sector.

Ministry of Health of Ukraine
National University of Pharmacy
Department of Industrial Technology of Medicines and Cosmetics
Department of Technology of Drugs

Certificate

This is to certify that

Elbardani J.

has participated in the V International Scientific and Practical Conference

"FUNDAMENTAL AND APPLIED RESEARCH IN THE FIELD OF PHARMACEUTICAL TECHNOLOGY"

October 23, 2025, Kharkiv, Ukraine

Vice-Rector for scientific and
pedagogical work of NUPh, prof.

Natalia POLOVKO

National University of Pharmacy

Faculty <u>pharmaceutical</u>
Department <u>management, marketing and quality assurance in pharmacy</u>
Level of higher education <u>master</u>
Specialty <u>226 Pharmacy, industrial pharmacy</u>
Educational and professional program <u>Pharmacy</u>

<div align="right">

APPROVED
The Head of Department
<u>**management, marketing and**</u>
<u>**quality assurance in pharmacy**</u>

<u>**Volodymyr MALYI**</u>
«01» September 2025

</div>

ASSIGNMENT
FOR QUALIFICATION WORK
OF AN APPLICANT FOR HIGHER EDUCATION
Jalal ELBARDANI

1. Topic of qualification work: «Digital marketing as a tool for building trust in the quality of pharmaceutical products», supervisor of qualification work: Volodymyr MALYI, D.Sc.Ph, prof.

approved by order of NUPh from <u>"31" of March 2025 № 81</u>

2. Deadline for submission of qualification work by the applicant for higher education: <u>November 2025</u>

3. Outgoing data for qualification work: <u>sources of scientific literature, directories, retail sector of the pharmaceutical market, legislative and regulatory framework, statistical and reporting data, activity of pharmacy enterprises, analysis of professional periodicals.</u>

4. Contents of the settlement and explanatory note (list of questions that need to be developed): <u>to reveal the essence of digital marketing in the healthcare industry and its role in communicating product quality; to study the concept of consumer loyalty in pharmaceutical products: structure and factors of formation; to analyze of regulatory and ethical requirements for the promotion of pharmaceutical products through digital channels; to evaluate of current digital marketing strategies used by the company to communicate quality; to analyze of the relationship between the use of specific digital tools and the level of consumer loyalty; to develop of a targeted digital marketing strategy for enhancing transparency and quality perception; to substitute of key performance indicators and assess the potential effectiveness of the proposed recommendations.</u>

5. List of graphic material (with exact indication of the required drawings):
<u>Figures – 17, tables – 10.</u>

6. Consultants of chapters of qualification work

Cha pters	Name, SURNAME, position of consultant	Signature, date	
		assignment was issued	assignment was received
1	Volodymyr MALYI, professor of department management, marketing and quality assurance in pharmacy	01.09.2025	01.09.2025
2	Volodymyr MALYI, professor of department management, marketing and quality assurance in pharmacy	30.09.2025	30.09.2025
3	Volodymyr MALYI, professor of department management, marketing and quality assurance in pharmacy	15.10.2025	15.10.2025

7. Date of issue of the assignment: «01» September 2025.

CALENDAR PLAN

№ з/п	Name of stages of qualification work	Deadline for the stages of qualification work	Notes
1	Collection and generalization of data from scientific literature by areas of qualification work	September 2025	**done**
2	Study of the essence of digital marketing in the healthcare industry and its role in communicating product quality	September 2025	**done**
3	Evaluation of current digital marketing strategies used by the company to communicate quality of goods	September 2025	**done**
4	Analysis of the relationship between the use of specific digital tools and the level of consumer loyalty	September 2025	**done**
5.	Development of a targeted digital marketing strategy for enhancing transparency and quality perception	October 2025	**done**
6	Writing and design of qualification work	October 2025	**done**
7	Approbation of qualification work	October 2025	**done**
8	Submission of the qualification work to the EC of the National University of Pharmacy	November 2025	**done**

An applicant of higher education   _____ Jalal ELBARDANI

Supervisor of qualification work   _____ Volodymyr MALYI

ВИТЯГ З НАКАЗУ №81

По Національному фармацевтичному університету

від 31 березня 2025 року

Затвердити теми кваліфікаційних робіт здобувачам вищої освіти 5-го курсу першого циклу Фм21*(4,10д)англ-01 2025-2026 навчального року, освітньо-професійної програми – Фармація, другого (магістерського) рівня вищої освіти, спеціальності 226 – Фармація, промислова фармація, галузь знань 22 Охорона здоров'я, денна форма здобуття освіти (термін навчання 4 роки 10 місяців), які навчаються за контрактом (мова навчання англійська).

Прізвище, ім'я здобувача вищої освіти	Тема кваліфікаційної роботи		Посада, прізвище та ініціали керівника	Рецензент кваліфікаційної роботи
• **по кафедрі менеджменту, маркетингу та забезпечення якості у фармації**				
Ельбардані Джалал	Цифровий маркетинг як інструмент формування довіри до якості фармацевтичної продукції	Digital marketing as a tool for building trust in the quality of pharmaceutical products	проф. Малий В.В.	доц. Волкова А.В.

Ректор
Вірно. Секретар

ВИСНОВОК

експертної комісії про проведену експертизу

щодо академічного плагіату у кваліфікаційній роботі

здобувача вищої освіти

«11» листопада 2025 р. № 332603508

Проаналізувавши кваліфікаційну роботу здобувача вищої освіти ЕЛЬБАРДАНІ Джалал, групи Фм21*(4,10д)-01, спеціальності 226 Фармація, промислова фармація, освітньої програми «Фармація» очної (денної) форми навчання на тему: «Цифровий маркетинг як інструмент формування довіри до якості фармацевтичної продукції / Digital marketing as a tool for building trust in the quality of pharmaceutical products», експертна комісія дійшла висновку, що робота, представлена до Екзаменаційної комісії для захисту, виконана самостійно і не містить елементів академічного плагіату (компіляції).

Голова комісії,

проректор ЗВО з НПР,

професор   Наталя ПОЛОВКО

REVIEW

of scientific supervisor for the qualification work of the master's level of higher education of the specialty 226 Pharmacy, industrial pharmacy

Jalal ELBARDANI

on the topic: «Digital marketing as a tool for building trust in the quality of pharmaceutical products»

Relevance of the topic. An important aspect is the use of authority and scientific leadership. Digital marketing allows pharma companies to activate thought leadership tactics by posting blogs, video interviews and publications with their own researchers and scientists. People tend to trust scientific voices more than corporate brands.

Practical value of conclusions, recommendations and their validity. This qualification work is applicable to forming an effective marketing policy for pharmaceutical companies, specifically aiming to strengthen consumer confidence in product quality within the context of digitalization.

Assessment of work. Jalal ELBARDANI conducted a significant research work and successfully coped with it, showed the ability to analyze and summarize data from literary sources, to work independently. In the work, the research results are properly interpreted and illustrated with figures. While completing the qualification work, the higher education applicant showed creativity, purposefulness, independence, and perseverance.

General conclusion and recommendations on admission to defend. The qualification work of the 6th year applicant of higher education Phm21*(4,10) eng-01 group Jalal ELBARDANI on the topic: "Digital marketing as a tool for building trust in the quality of pharmaceutical products" is a completed scientific study, which in terms of relevance, scientific novelty, theoretical and practical significance meets the requirements for qualification works, and can be presented to the EC of the National University of Pharmacy.

Scientific supervisor _____ Volodymyr MALYI

12 November 2025

REVIEW

for qualification work of the master's level of higher education, specialty 226 Pharmacy, industrial pharmacy

Jalal ELBARDANI

on the topic: «Digital marketing as a tool for building trust in the quality of pharmaceutical products»

Relevance of the topic. Transparency, honesty, and a focus on education rather than just promotion should remain the guiding principles of a digital strategy. Success in this regulated and competitive environment requires a comprehensive approach (omnichannel) that combines innovative digital tactics with a traditional approach to building relationships, where digital marketing acts as a powerful catalyst to confirm high quality and increase trust in pharmaceutical products.

Theoretical level of work. The essence of digital marketing in the healthcare industry and its role in communicating product quality have been revealed. The concept of consumer loyalty in pharmaceutical products is described.

Author's suggestions on the research topic. Based on the results of the study, a targeted digital marketing strategy for enhancing transparency and quality perception has been developed.

Practical value of conclusions, recommendations and their validity. Practical significance lies in their direct applicability for the formation of an effective marketing policy of pharmaceutical companies aimed at strengthening consumer confidence in the quality of products in the context of digitalization.

Disadvantages of work. As a remark, it should be noted that some results of the literature review, which are presented in the first chapter, need stylistic refinement. In general, these remarks do not reduce the scientific and practical value of the qualification work.

General conclusion and assessment of the work. Jalal ELBARDANI qualification work "Digital marketing as a tool for building trust in the quality of pharmaceutical products" is a scientifically based analytical study that has theoretical and practical significance. The qualification work meets the requirements for qualification papers and can be submitted to the EC of the National University of Pharmacy.

Reviewer _____ assoc. prof. Alina VOLKOVA

13 November 2025

МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ
НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ
ВИТЯГ З ПРОТОКОЛУ № 5

14 листопада 2025 року

м. Харків

засідання кафедри менеджменту, маркетингу
та забезпечення якості в фармації

Голова: завідувач кафедри ММЗЯФ, доктор фарм. наук, професор Малий В. В.

Секретар: доцент ЗВО, канд. фарм. наук, доц. Жадько С.В.

ПРИСУТНІ: зав. кафедри ММЗЯФ, доктор фарм. наук, проф. Малий В.В., професор ЗВО, докт. фарм. наук, проф. Пестун І.В., професор ЗВО, докт. фарм. наук, проф. проф. Літвінова О.В., професор ЗВО, докт. фарм. наук, проф. проф. Коваленко С.М., професор ЗВО, докт. фарм. наук, проф. Крутських Т.В., професор ЗВО, докт. фарм. наук, проф. проф. Посилкіна О.В., доцент ЗВО, канд. фарм. наук, доц. Бабічева Г.С., доцент ЗВО, канд. фарм. наук, доц. Бондарєва І.В., канд. екон. наук, доц. Деренська Я.М., доцент ЗВО, канд. фарм. наук, доц. Жадько С.В., канд. фарм. наук, доц. Зборовська Т.В., канд. юрид. наук, доц. Коляда Т.А., канд. фарм. наук, доц. доц. Лісна А.Г., доцент ЗВО, канд. фарм. наук, доц. Малініна Н.Г., доцент ЗВО, канд. фарм. наук, доц. Рогуля О.Ю., здобувачі вищої освіти фармацевтичного факультету.

ПОРЯДОК ДЕННИЙ: Про допуск здобувачів вищої освіти випускного курсу фармацевтичного факультету спеціальності 226 Фармація, промислова фармація, освітньо-професійної програми Фармація до захисту кваліфікаційних робіт в Екзаменаційній комісії НФаУ.

СЛУХАЛИ: Про допуск здобувача вищої освіти факультету фармацевтичного випускного курсу спеціальності 226 Фармація, промислова фармація освітньо-професійної програми Фармація групи Фм21*(4,10д)англ-01 Джалал ЕЛЬБАРДАНІ до захисту кваліфікаційної роботи в Екзаменаційній комісії НФаУ. Кваліфікаційна робота на тему «Цифровий маркетинг як інструмент формування довіри до якості фармацевтичної продукції».

ВИСТУПИЛИ: В обговоренні кваліфікаційної роботи взяли участь проф. ЗВО Пестун І.В., доц. ЗВО Бабічева Г.С. Керівник кваліфікаційної роботи: проф., д. фарм. наук Малий В.В.

УХВАЛИЛИ: Допустити здобувача вищої освіти Джалал ЕЛЬБАРДАНІ до захисту кваліфікаційної роботи на тему «Цифровий маркетинг як інструмент формування довіри до якості фармацевтичної продукції» в Екзаменаційній комісії НФаУ.

Зав. каф. ММЗЯФ, доктор фарм. наук,
професор   Володимир МАЛИЙ

Секретар, доцент ЗВО,
канд. фарм. наук, доцент   Світлана ЖАДЬКО

НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ

ПОДАННЯ
ГОЛОВІ ЕКЗАМЕНАЦІЙНОЇ КОМІСІЇ
ЩОДО ЗАХИСТУ КВАЛІФІКАЦІЙНОЇ РОБОТИ

Направляється здобувач вищої освіти Джалал ЕЛЬБАРДАНІ до захисту кваліфікаційної роботи

за галуззю знань 22 Охорона здоров'я

спеціальністю 226 Фармація, промислова фармація

освітньо-професійною програмою Фармація

на тему: «Цифровий маркетинг як інструмент формування довіри до якості фармацевтичної продукції».

Кваліфікаційна робота і рецензія додаються.

Декан факультету _____ / Олександр ГОНЧАРОВ /

Висновок керівника кваліфікаційної роботи

Здобувач вищої освіти Джалал ЕЛЬБАРДАНІ виконав на кафедрі менеджменту, маркетингу та забезпечення якості у фармації НФаУ кваліфікаційну роботу, яка присвячена дослідженню цифрового маркетингу як інструменту формування довіри до якості фармацевтичної продукції.

Перший розділ присвячено дослідженню теоретичних засад цифрового маркетингу. У другому розділі проаналізовано інструменти цифрового маркетингу та їх вплив на лояльність до фармацевтичної продукції. Третій розділ містить розробку рекомендацій щодо цифрового маркетингу для формування лояльності до якості фармацевтичної продукції.

У цілому подана до захисту кваліфікаційна робота Джалал ЕЛЬБАРДАНІ на тему «Цифровий маркетинг як інструмент формування довіри до якості фармацевтичної продукції» відповідає вимогам, що висуваються до кваліфікаційних робіт, оцінюється позитивно і може бути рекомендована для захисту в Екзаменаційну комісію НФаУ.

Керівник кваліфікаційної роботи

_____ Володимир МАЛИЙ

12 листопада 2025 року

Висновок кафедри про кваліфікаційну роботу

Кваліфікаційну роботу розглянуто. Здобувач вищої освіти Джалал ЕЛЬБАРДАНІ до захисту даної кваліфікаційної роботи в Екзаменаційній комісії.

Завідувач кафедри
менеджменту, маркетингу та
забезпечення якості у фармації

_____ Володимир МАЛИЙ

14 листопада 2025 року

Qualification work was defended

of Examination commission on

« » of November 2025

With the grade _____

Head of the State Examination commission,

D.Pharm.Sc, Professor

_____ /Volodymyr YAKOVENKO/