

**MINISTRY OF HEALTH OF UKRAINE  
NATIONAL UNIVERSITY OF PHARMACY  
pharmaceutical faculty  
department of management, marketing and quality assurance in pharmacy**

**QUALIFICATION WORK**  
on the topic: «**ANALYSIS OF THE INFLUENCE OF SOCIAL NETWORKS  
ON THE FORMATION OF CONSUMER LOYALTY TO  
PHARMACEUTICAL BRANDS**»

**Prepared by:** higher education graduate of group

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educational and professional program Pharmacy

Hiba LALAOUI RACHIDI

**Supervisor:** head of the department of management,  
marketing and quality assurance in pharmacy, doctor of  
pharmaceutical sciences, professor Volodymyr MALYI

**Reviewer:** head of the department of social pharmacy,  
candidate of pharmaceutical sciences, associate professor  
Alina VOLKOVA

## АНОТАЦІЯ

У даній роботі проаналізовано вплив соціальних мереж на формування споживчої лояльності до фармацевтичних брендів. Розроблено рекомендації щодо підвищення споживчої лояльності до фармацевтичних брендів засобами соціальних мереж. Кваліфікаційна робота містить 43 сторінки, 19 рисунків, 30 джерел літератури.

*Ключові слова:* соціальні мережі, споживча лояльність, фармацевтичний бренд, фармацевтичні організації, засіб.

## ANNOTATION

This work analyzes the impact of social networks on the formation of consumer loyalty to pharmaceutical brands. Recommendations are developed for increasing consumer loyalty to pharmaceutical brands using social networks. The qualification work contains 43 pages, 19 figures, 30 sources of literature.

*Keywords:* social networks, consumer loyalty, pharmaceutical brand, pharmaceutical organizations, product.

## CONTENT

	p.
INTRODUCTION.....	4
CHAPTER I. THEORETICAL FOUNDATIONS OF CONSUMER LOYALTY FORMATION AND THE USE OF SOCIAL NETWORKS IN PHARMACEUTICAL MARKETING.....	8
1.1. Study the essence and models of consumer loyalty.....	8
1.2. Peculiarities of the pharmaceutical brand.....	11
Conclusions to chapter I .....	15
CHAPTER II. ANALYSIS OF THE PRACTICE OF USING SOCIAL NETWORKS BY PHARMACEUTICAL ORGANIZATIONS.....	16
2.1. Study of consumer perception of social network content and their reaction...	16
2.2. Identifying the correlation between brand activity in social networks and consumer loyalty metrics.....	29
Conclusions to chapter II .....	34
CHAPTER III. DEVELOPMENT OF RECOMMENDATIONS FOR INCREASING CONSUMER LOYALTY TO PHARMACEUTICAL BRANDS THROUGH SOCIAL NETWORKS.....	36
3.1. Development recommendations for managing crisis situations and negative feedback in social networks.....	36
3.2. Development prospects and innovative approaches to using social networks in pharmaceutical marketing .....	39
Conclusions to chapter III .....	41
CONCLUSIONS .....	42
LIST OF SOURCES USED.....	44
APPENDICES.....	48

## INTRODUCTION

**Relevance of the research topic.** The investigation into the influence of social networks on the formation of consumer loyalty towards pharmaceutical brands is of paramount and urgent relevance in the current digital age. This relevance stems from the confluence of three critical factors: the unprecedented digital transformation of consumer behavior, the highly regulated and sensitive nature of the pharmaceutical sector, and the necessity for companies to build sustainable, trust-based relationships with patients in an increasingly transparent and interactive environment [5].

Firstly, the global shift towards digital platforms has fundamentally altered how individuals seek, process, and trust health-related information. Social media platforms, once primarily spaces for personal connection, have evolved into dominant information sources, significantly influencing purchasing decisions and brand perception across all industries, including healthcare. Consumers are actively researching treatments, sharing experiences, and forming communities around specific health conditions or medications. This necessitates that pharmaceutical companies move beyond traditional marketing channels and engage with consumers where they spend their time. The study is relevant because it seeks to quantify and qualitatively assess the mechanisms by which this engagement be it through educational content, patient testimonials, or direct interaction translates into tangible consumer loyalty, a key driver of long-term commercial success and medication adherence [21].

Secondly, the pharmaceutical industry operates under stringent regulatory and ethical constraints that are unique and complex. Unlike fast-moving consumer goods (FMCG), pharmaceutical marketing is heavily restricted, particularly concerning the promotion of prescription-only medicines directly to the public. Social media presents a high-risk, high-reward environment where a single non-compliant post can result in significant legal and reputational damage. This research is crucial for providing a framework for navigating this complexity. It will analyze effective and

compliant communication strategies, focusing on the creation of trust, transparency, and expert authority, which are the true currencies of loyalty in the health sector. The core relevance lies in determining how pharmaceutical brands can leverage the interactive power of social media to foster loyalty through disease awareness, education, and patient support, rather than purely product promotion, thereby adhering to ethical guidelines while maximizing digital reach [15].

Finally, consumer loyalty in healthcare is fundamentally rooted in trust and perceived value. A loyal pharmaceutical consumer is one who adheres to their treatment plan, trusts the brand's scientific integrity, and acts as a positive advocate within their social circles. Social media platforms facilitate two-way communication, enabling real-time feedback and dialogue that traditional advertising cannot replicate. The study's relevance is underscored by the need to understand how pharmaceutical brands can use these tools for active reputation management, crisis communication, and the creation of personalized patient experiences. Analyzing the correlation between brand activity (e.g., responsiveness, quality of information) and loyalty metrics (e.g., patient adherence, net promoter score) is vital for developing data-driven SMM strategies. In an era where patient empowerment is growing, this research provides the empirical evidence necessary for pharmaceutical organizations to strategically invest their digital marketing resources, transforming passive users into informed and loyal brand advocates, thereby ensuring the long-term sustainability and ethical growth of the brand in the digital healthcare ecosystem [17].

This analysis, therefore, is not merely an academic exercise but a critical contemporary study offering essential strategic insights for the pharmaceutical industry, regulators, and digital marketing professionals operating within the sensitive health sector [4].

**The purpose of** the qualification work is to analyze the influence of social networks on the formation of consumer loyalty to pharmaceutical brands.

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

- to reveal the essence of essence and models of consumer loyalty;
- to analyze the peculiarities of the pharmaceutical brand;
- to assess communication strategies used by leading pharmaceutical organizations in social media;
- to study consumer perception and reaction to pharmaceutical brand content on social networks;
- to establish the relationship between brand activity in social networks and consumer loyalty indicators;
- to develop practical recommendations for managing crisis communication and utilizing innovative approaches for loyalty enhancement.

**The object of the study** is the system of marketing communications within the pharmaceutical industry, specifically focusing on the mechanisms and channels utilized in the digital environment. This encompasses the interaction, content creation, and feedback management processes that occur between pharmaceutical brands (companies, products) and their target audiences (consumers, patients, healthcare professionals) via online platforms.

The direct focus of the scientific study is the **subject of the study** is the influence of social network marketing strategies on the formation, maintenance, and enhancement of consumer loyalty towards pharmaceutical brands.

To achieve the defined goal and solve the set tasks, the following general scientific and special **methods** of research were utilized: systemic analysis and synthesis; inductive and deductive methods; statistical and comparative analysis; content and quantitative analysis; expert survey.

**Practical significance of the obtained results.** The practical significance of this qualification work lies in providing structured, practically applicable recommendations and analytical models for pharmaceutical organizations, marketing agencies and regulatory authorities seeking to optimize their digital presence and build long-term consumer loyalty in a highly regulated field. The results of the study offer a strategic guide for pharmaceutical brands, helping them develop effective SMM strategies that are both engaging and regulatory compliant.

In particular, they allow them to increase brand trust and authority by providing educational and expert content, as well as optimize resource allocation by establishing a clear correlation between social media metrics (such as engagement levels) and key loyalty indicators (KPIs). In addition, the work proposes a protocol for managing crisis situations and negative reviews on social media, which is critical for minimizing reputational risks, ensuring a rapid, ethical and legally sound response. Ultimately, the study contributes to the regulatory environment by offering a clearer understanding of the ethical challenges of promoting healthcare content and facilitating the adaptation of existing industry guidelines. Thus, the practical value lies in transforming the careful interaction of pharmaceutical brands on social media into a strategic asset for sustainable growth and consumer trust.

**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., Lalaoui Rachidi H. Analysis of the influence of social networks on the formation of consumer loyalty to pharmaceutical brands 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.276-277

**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 43 pages, including 19 figures. 30 literary sources were used for research and analysis in the work.

# **CHAPTER I**

## **THEORETICAL FOUNDATIONS OF CONSUMER LOYALTY FORMATION AND THE USE OF SOCIAL NETWORKS IN PHARMACEUTICAL MARKETING**

### **1.1. Study the essence and models of consumer loyalty**

Consumer loyalty stands as the cornerstone of modern business strategy and a critically important asset, especially for industries characterized by high trust and risk, such as the pharmaceutical sector. Loyalty is not merely repeat purchasing; it is a deep, multifaceted phenomenon reflecting a consumer's positive attitude and behavioral predisposition to consistently choose a specific brand or product, while ignoring the marketing efforts of competitors. At its core, loyalty combines two key dimensions: behavioral (what the consumer does i.e., frequency and volume of purchases) and attitudinal (what the consumer feels i.e., emotional attachment, satisfaction, and the intention to continue the relationship) [5].

Limiting the focus solely to the behavioral aspect risks confusing genuine loyalty with spurious loyalty, where a consumer repeats a purchase not due to allegiance, but due to external factors like a lack of alternatives, high switching costs, or geographical convenience. For this reason, academic and practical attention is concentrated on the attitudinal component, which is the guarantor of loyalty stability amid changing market conditions. The fundamental elements of genuine loyalty include satisfaction, which is the primary emotional reaction to the interaction experience; trust, which reflects the consumer's belief in the brand's reliability and ethics; and commitment, which is the desire to maintain the relationship with the brand even when faced with more favorable offers [11].

Understanding loyalty requires its modeling. Among the most influential concepts is Richard Oliver's four-stage loyalty model. This model views loyalty as a sequential process that evolves from simple awareness to deep commitment [30].

Cognitive loyalty is based on rational knowledge. The consumer evaluates the brand based on its attributes (price, quality, effectiveness) compared to competitors.



This is the most fragile level, as it can be easily altered by external information or a better proposition [22].

Affective loyalty arises after a positive usage experience and is linked to satisfaction. At this stage, an emotional attachment is formed, based on feelings of comfort, relief, or pleasure from using the product [5].

Conative loyalty is the level of intention. The consumer has a firm, conscious intent to repeat the purchase, often forming an "action plan" for acquiring the brand in the future. This is already a strong promise, but not yet fully executed [18].

Customer loyalty measurement framework is presented in Fig. 1.1.

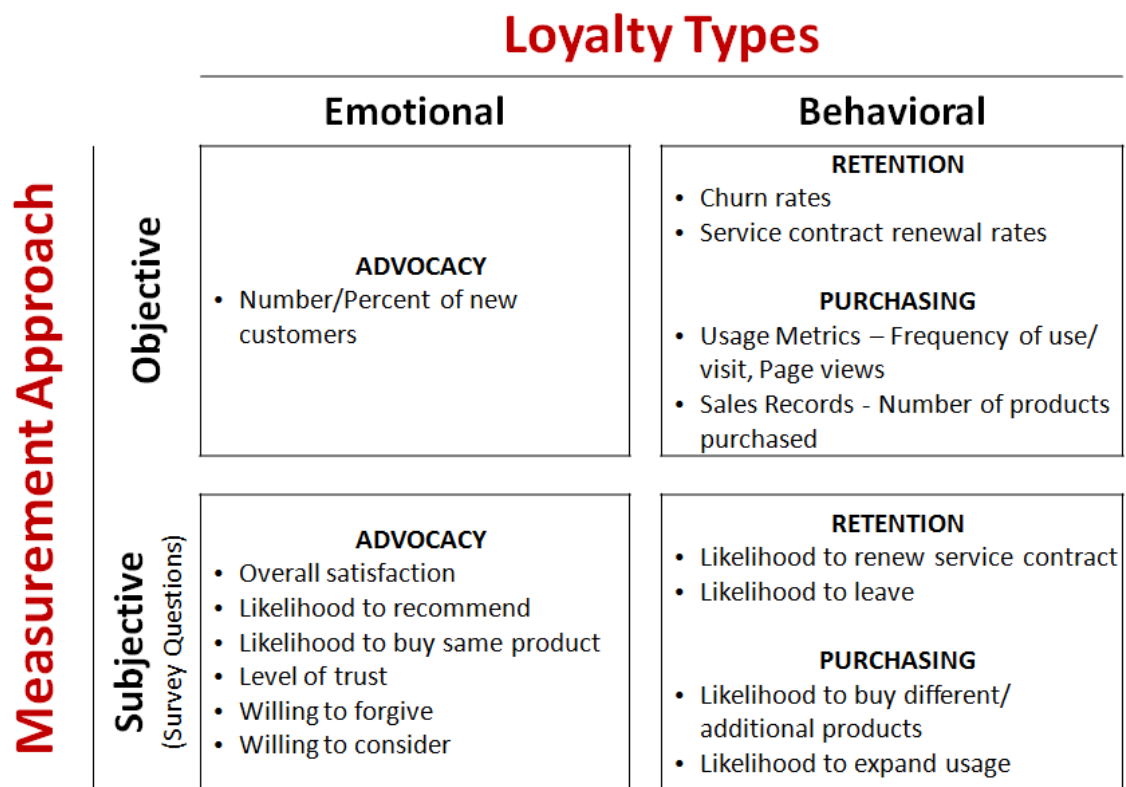


Fig. 1.1. Customer loyalty measurement framework

Action/behavioral loyalty is the highest level, characterized by consistent, repeated purchasing behavior, accompanied by a high level of engagement and willingness to overcome obstacles to purchase that specific brand. It is at this stage that loyalty becomes resilient and independent of situational factors [2].

Another useful concept is the Loyalty Matrix, which graphically combines the behavioral and attitudinal dimensions. This matrix allows consumers to be classified

into four groups [10].

A three-dimensional model of customer brand commitment is presented in Fig. 1.2.

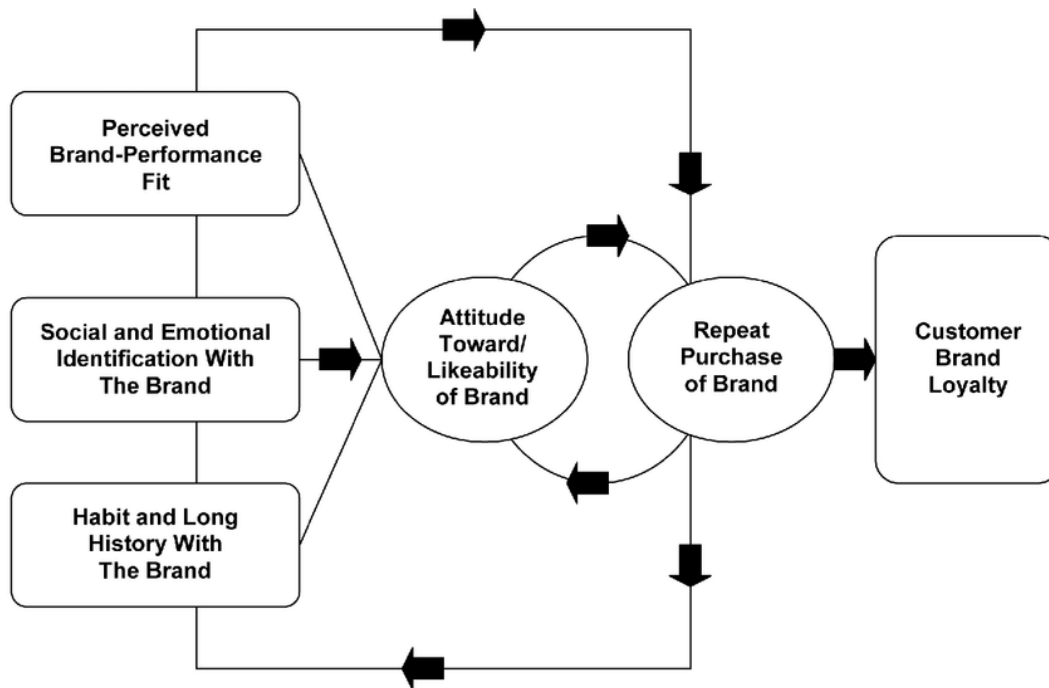


Fig. 1.2. A three-dimensional model of customer brand commitment

In the context of pharmaceutical brands, where consumers often lack full control over their choice (e.g., due to a doctor's prescription), attitudinal loyalty (trust and emotional attachment to the manufacturer/company) becomes more crucial than behavioral loyalty to a specific product [20].

The role of social networks in this process is transformative: they allow brands to transition from cognitive loyalty, based on efficacy data, to affective loyalty, by forming an emotional bond through informational support, education, and patient community management [7].

Thus, SMM strategies should aim to deepen trust (reducing risks and uncertainty) and strengthen conative intent (the desire to stay with the brand) based on the transparency and expertise of the communication [30].

Customer loyalty and satisfaction helps measure business performance is presented in Fig. 1.3.

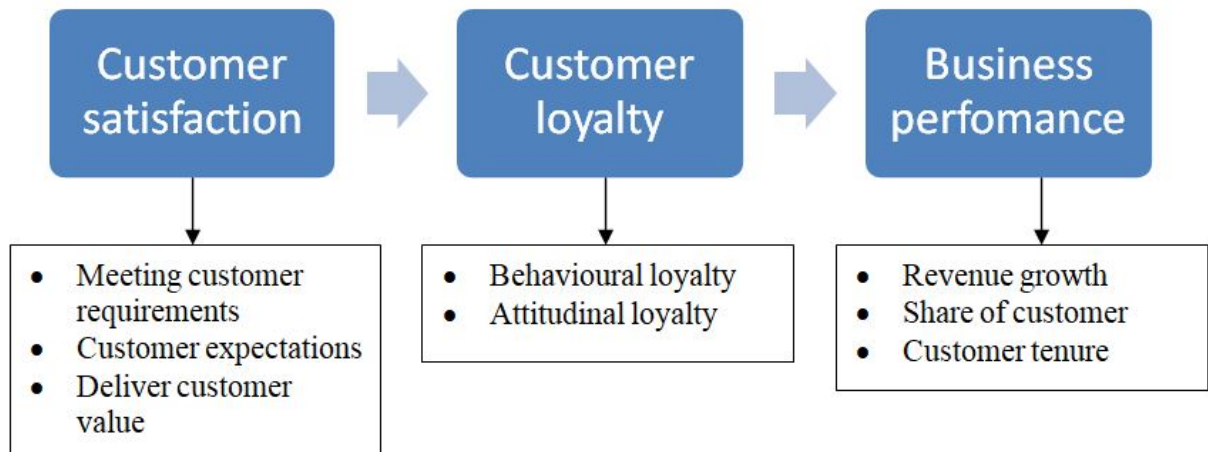


Fig. 1.3. Customer loyalty and satisfaction helps measure business performance

## 1.2. Peculiarities of the pharmaceutical brand

In the modern healthcare environment, the pharmaceutical brand represents a unique and multifaceted phenomenon that differs significantly from traditional consumer goods branding. Unlike fast-moving consumer goods (FMCG), where brand perception is primarily influenced by emotional appeal, lifestyle associations, or aesthetic preferences, pharmaceutical brands operate within a strictly regulated framework and are deeply intertwined with issues of public health, ethics, and trust. The pharmaceutical brand thus functions as a complex combination of scientific credibility, therapeutic efficacy, and reputational reliability that shapes the attitudes of healthcare professionals, patients, and other stakeholders toward both the product and the manufacturer [7].

The essence of a pharmaceutical brand extends far beyond its name, logo, or packaging. It embodies a promise of safety, quality, and effectiveness that is grounded in scientific evidence and reinforced by consistent clinical performance. This trust-based relationship between the brand and its audience is particularly critical, as consumers of pharmaceutical products often have limited knowledge about the complex mechanisms of action or biochemical properties of medications. Consequently, brand reputation serves as a key heuristic tool, helping patients and physicians navigate the crowded and technically sophisticated pharmaceutical

market. The brand thus becomes a symbolic assurance that the product has undergone rigorous testing, adheres to regulatory standards, and delivers the expected therapeutic outcomes [3].

A distinctive feature of pharmaceutical branding is the dual audience it must address. On the one hand, healthcare professionals, such as physicians and pharmacists, play a decisive role in prescribing or recommending drugs. Their perceptions are shaped by clinical trial data, peer-reviewed publications, continuing medical education, and direct interactions with pharmaceutical representatives. On the other hand, patients — the end users — often encounter brands through advertising, online information, or word of mouth, and their choices are guided by personal experience, perceived efficacy, and trust in the manufacturer. Therefore, successful pharmaceutical branding requires a careful balance between scientific communication and emotional engagement, with a strong emphasis on credibility and transparency [8].

Pharmaceutical brand building is presented in Fig. 1.4.



Fig. 1.4. Pharmaceutical brand building

Regulatory restrictions represent another crucial aspect that shapes the peculiarities of pharmaceutical branding. Unlike other industries, the promotion of prescription drugs is heavily controlled by national and international legislation,

including the guidelines of the World Health Organization (WHO), the Food and Drug Administration (FDA), and the European Medicines Agency (EMA). Direct-to-consumer advertising of prescription medicines is prohibited in most countries, except for a few markets such as the United States and New Zealand. As a result, branding efforts must often focus on professional audiences, using scientific conferences, digital medical platforms, and academic journals as the primary communication channels. In contrast, over-the-counter (OTC) medicines allow for more traditional branding tools, including television commercials, digital marketing, and point-of-sale promotion, though even these are subject to strict regulatory oversight to ensure truthful and non-misleading claims [5].

Trust is perhaps the most valuable intangible asset of a pharmaceutical brand. It is built over time through consistent adherence to ethical standards, transparency in clinical research, and responsiveness to public concerns. Scandals involving data manipulation, hidden side effects, or aggressive marketing tactics can severely damage a brand's image, as seen in several high-profile cases in the global pharmaceutical industry. Therefore, modern pharmaceutical branding increasingly emphasizes corporate social responsibility (CSR), patient education, and sustainable healthcare practices. Companies invest in initiatives that demonstrate their commitment to public well-being, such as supporting disease awareness campaigns, funding medical research, and promoting equitable access to medicines [6].

An additional peculiarity of the pharmaceutical brand lies in its close connection with innovation. In this sector, brand equity is often built upon scientific breakthroughs and technological advancements. A new molecule or therapeutic platform can serve as the foundation for long-term brand differentiation, as seen in the cases of leading pharmaceutical innovators. The process of bringing a new drug to market — from discovery through preclinical studies, clinical trials, and regulatory approval — can take more than a decade and requires substantial financial investment. Consequently, the brand name becomes not only a marketing tool but also a strategic instrument for protecting intellectual property and extending the product's lifecycle beyond patent expiration. Once the patent expires and generic

competitors enter the market, the strength of the original brand often determines whether it can maintain market share and consumer loyalty [9].

In recent years, digital transformation has introduced new dimensions to pharmaceutical branding. The rise of digital health platforms, social media, and online pharmacies has significantly altered how patients and healthcare professionals' access and evaluate information. Digital tools enable more personalized and interactive communication, allowing brands to build long-term relationships based on engagement and education rather than mere promotion. However, digital branding in the pharmaceutical sector also entails challenges related to data privacy, misinformation, and the ethical use of artificial intelligence in patient interaction. Therefore, pharmaceutical companies must navigate these innovations with caution, ensuring compliance with both legal and ethical standards [14].

Another distinctive characteristic of pharmaceutical brands is their emotional dimension, which, although secondary to scientific credibility, has become increasingly relevant. In a context where health and well-being are deeply personal matters, brands that convey empathy, care, and reliability can strengthen patient adherence to treatment and foster loyalty. Emotional branding in pharmaceuticals often takes the form of patient-centered storytelling, emphasizing recovery journeys, hope, and quality of life improvements. Such narratives humanize the brand and differentiate it from competitors that rely solely on technical superiority [2].

Moreover, the global nature of the pharmaceutical market adds complexity to brand management. Multinational companies must adapt their brand strategies to different cultural, linguistic, and regulatory contexts while maintaining consistency in their core values and visual identity. Local market adaptation involves considering differences in healthcare systems, prescription habits, and patient expectations. For example, a drug brand that emphasizes innovation and high technology in developed countries might focus on affordability and accessibility in emerging markets. Achieving this balance between global brand coherence and local relevance is one of the defining challenges of contemporary pharmaceutical branding [27].

In conclusion, the peculiarities of the pharmaceutical brand are shaped by a unique combination of scientific, ethical, regulatory, and emotional factors. Unlike traditional consumer brands, pharmaceutical branding operates within a framework where trust, responsibility, and evidence-based communication are paramount. The brand serves not only as an identifier of a product but also as a symbol of therapeutic reliability, corporate integrity, and social value. In an era marked by rapid technological progress and growing consumer awareness, pharmaceutical companies must continuously evolve their branding strategies, integrating scientific excellence with human-centered communication. Ultimately, the success of a pharmaceutical brand depends not merely on its market share, but on its ability to inspire confidence, promote health, and contribute meaningfully to the well-being of society [22].

### **Conclusions to chapter I**

1. The essence and models of consumer loyalty were studied.
2. The peculiarities of the pharmaceutical brand were described.

## CHAPTER II

### ANALYSIS OF THE PRACTICE OF USING SOCIAL NETWORKS BY PHARMACEUTICAL ORGANIZATIONS

#### 2.1. Study of consumer perception of social network content and their reaction

To analyze the influence of social networks on the formation of consumer loyalty to pharmaceutical brands, a survey was conducted among 69 consumers. It was set that respondents were represented by different age groups. The majority of participants were between 25 and 34 years old (22%), followed by those aged 35–44 (20%) and 45–54 (19%). Young consumers aged 18–24 accounted for 18% of respondents, while older groups aged 55–64 and 65 and older made up 10% and 9%, respectively. The smallest share of participants was under 18 years old (2%). These results indicate that the survey primarily involved adult consumers of active working age, who are the most likely to engage with pharmaceutical brands on social media platforms (Fig. 2.1.).

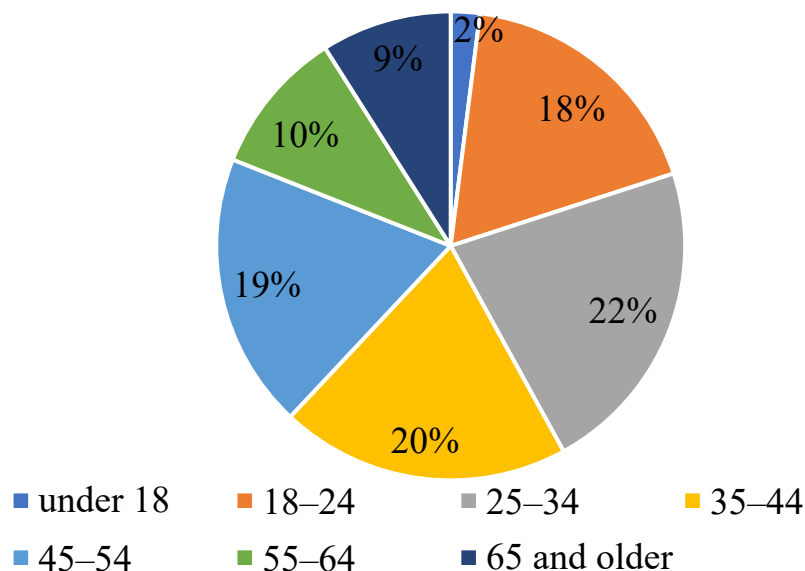


Fig. 2.1 Distribution of respondents by age group

According to the survey results, the gender distribution of respondents shows a slight predominance of females. Women accounted for 55% of all participants,



while men represented 45%. This indicates that both genders were almost equally represented in the study, which ensures a balanced view of consumer attitudes toward pharmaceutical brands on social networks.

The higher share of female respondents may reflect the greater activity of women in online health-related discussions and their higher engagement with pharmaceutical content on social media (Fig. 2.2).

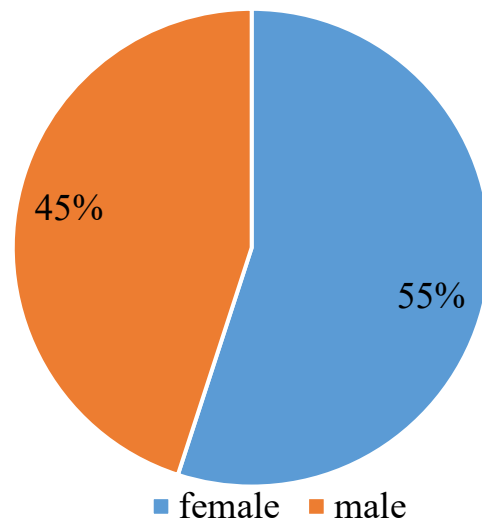


Fig. 2.2 Distribution of respondents by gender

The analysis of respondents' education levels revealed that the majority of participants possessed a high level of education. More than half of the surveyed individuals (56%) held a master's degree, while 22% had completed a bachelor's degree. Respondents with vocational or technical education accounted for 15%, and only 2% had completed secondary school.

A smaller group of respondents (5%) possessed a PhD or higher academic qualification. These results indicate that the survey mainly involved well-educated individuals, which may positively influence the reliability of their assessments and the depth of their understanding of pharmaceutical brands and social media communication (Fig. 2.3).

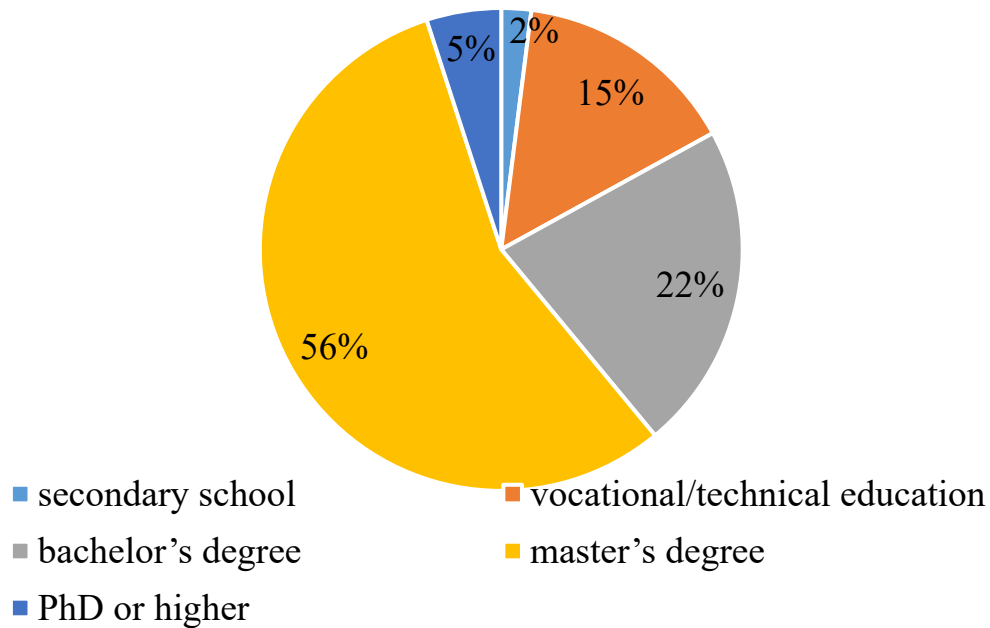


Fig. 2.3 Distribution of respondents by education level

It was determined that the largest occupational group was healthcare professionals (pharmacists), accounting for 38% of the total. The second-largest group was retired individuals at 19%. Following closely were office employees at 17% and those who are entrepreneur/self-employed at 15%. The remaining categories included unemployed individuals at 8% and students, who represented the smallest group, making up only 3% of the total (Fig. 2.4).

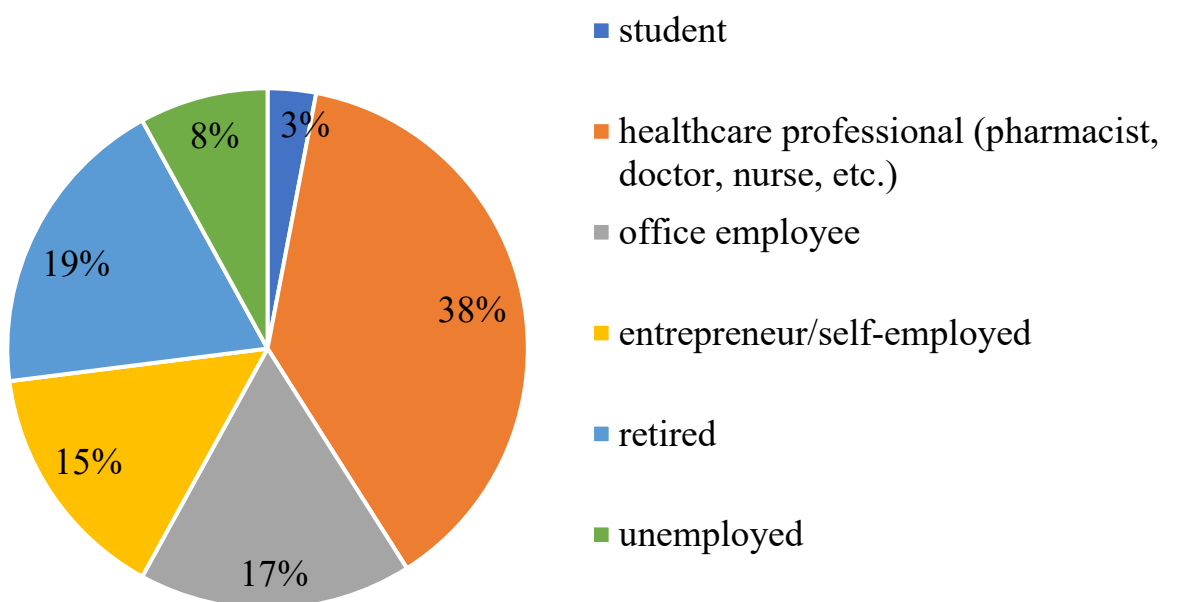


Fig. 2.4. Occupation of respondents

It was determined that a significant majority of respondents rely on Telegram, with a commanding 37% usage rate, making it the primary social communication tool in this group. Following the dominant platform, the traditional social media giants, Facebook and Instagram, maintain strong positions. Facebook captures 21% of usage, while Instagram is slightly behind at 17%. The short-video platform TikTok shows competitive engagement, securing 16% of the responses. In contrast, platforms primarily focused on video content and professional networking see much lower usage. YouTube is reported by only 5% of respondents, and the professional network LinkedIn has the lowest usage, cited by just 4%. This distribution clearly highlights a preference for messaging-centric and established social platforms over professional or purely video-streaming services among the surveyed group (Fig. 2.5).

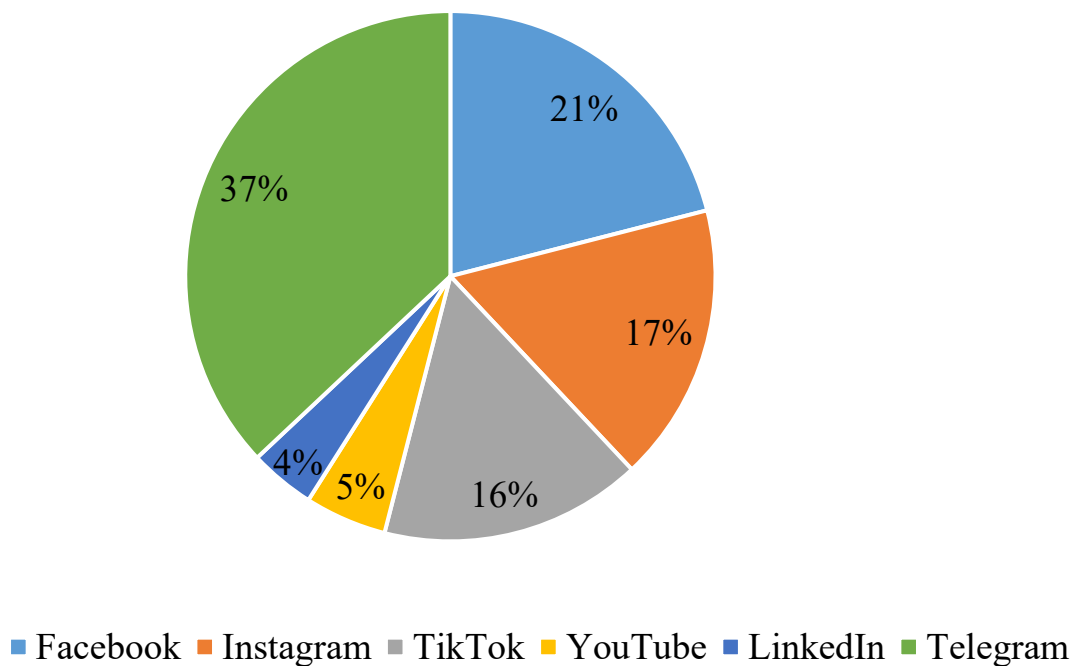


Fig. 2.5. Analysis of the detailed analysis of social network preferences

It was determined that the majority of respondents use social networks for a moderate duration daily, with the largest group falling into the 30 minutes to 1 hour category, accounting for 35% of the responses. A significant portion of users dedicate even more time, as the second-largest segment, at 29%, reports using social networks for 1 to 2 hours.

The usage decreases for both shorter and longer durations. Only 15% of individuals spend less than 30 minutes on social media, while those reporting heavy use (2–4 hours) constitute 14%. The most intensive usage patterns are the least common: only 4% use social media for more than 4 hours, and a mere 3% report being on the networks constantly (throughout the day). In summary, over half of the users (64%) engage with social networks for a period between 30 minutes and 2 hours daily (Fig. 2.6).

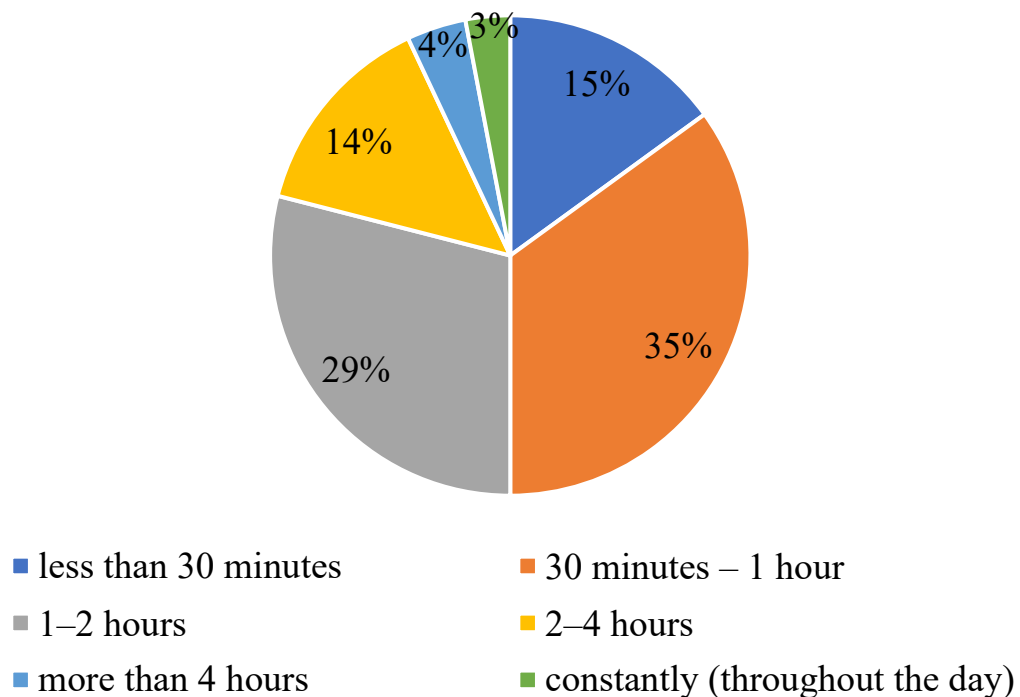


Fig. 2.6. Daily social network usage frequency

It was set that a significant majority of respondents have engaged with pharmacist-created social media content, at least in passing. The largest single group, accounting for 39%, reports having followed a pharmacist occasionally. Adding those who follow a pharmacist regularly (18%), a total of 57% have actively followed a pharmacist at some point.

Furthermore, 19% state they have seen the content even if they have not followed a pharmacist, indicating broad exposure to this type of information. Conversely, only a minority is uninterested or unaware: 14% have not followed a pharmacist and are not interested, and 10% simply don't remember. Overall, the data

suggests a high level of receptiveness, as over three-quarters of respondents (76%) have either followed a pharmacist or encountered their content (Fig. 2.7).

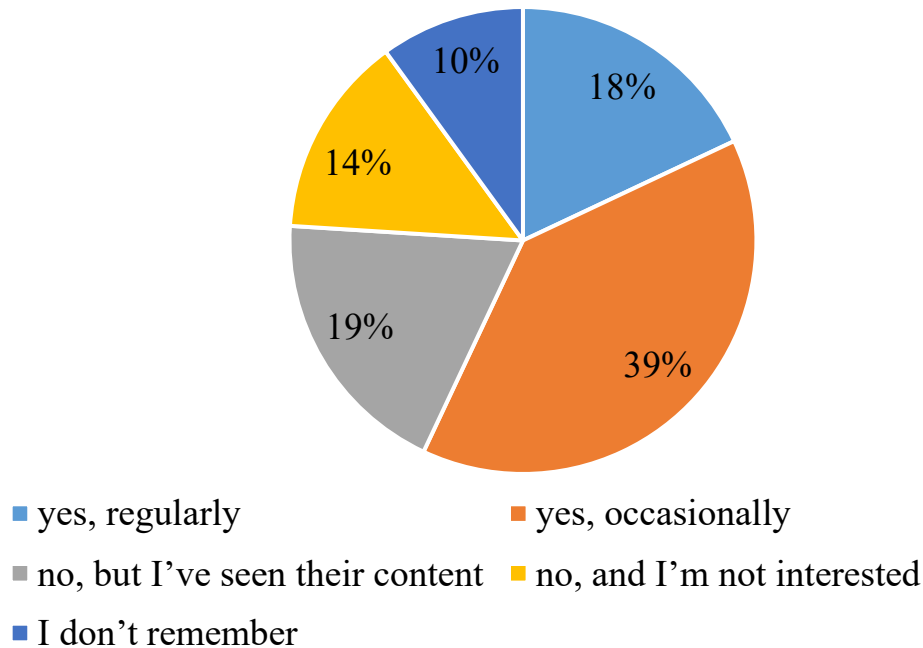


Fig. 2.7. Analysis of respondents following a pharmaceutical brand on social media

It was found that the content respondents are most interested in seeing from pharmacists on social media is health tips and educational posts, which is the most preferred category by a significant margin, chosen by 25% of the participants.

The next most popular content type is expert opinions or interviews, selected by 17% of respondents, closely followed by product information and promotions at 16%. Interactive engagement is also valued, with interactive posts (polls, quizzes) accounting for 14% of preferences. Supporting social causes is another preferred area, as charity or social responsibility campaigns received 13% of the votes.

Lower preference was shown for reviews and testimonials from patients, which accounted for 12%. Finally, a minimal 3% of respondents indicated interest in none of the above options. This data clearly suggests a primary interest in educational and informational content from pharmacists (Fig. 2.8).

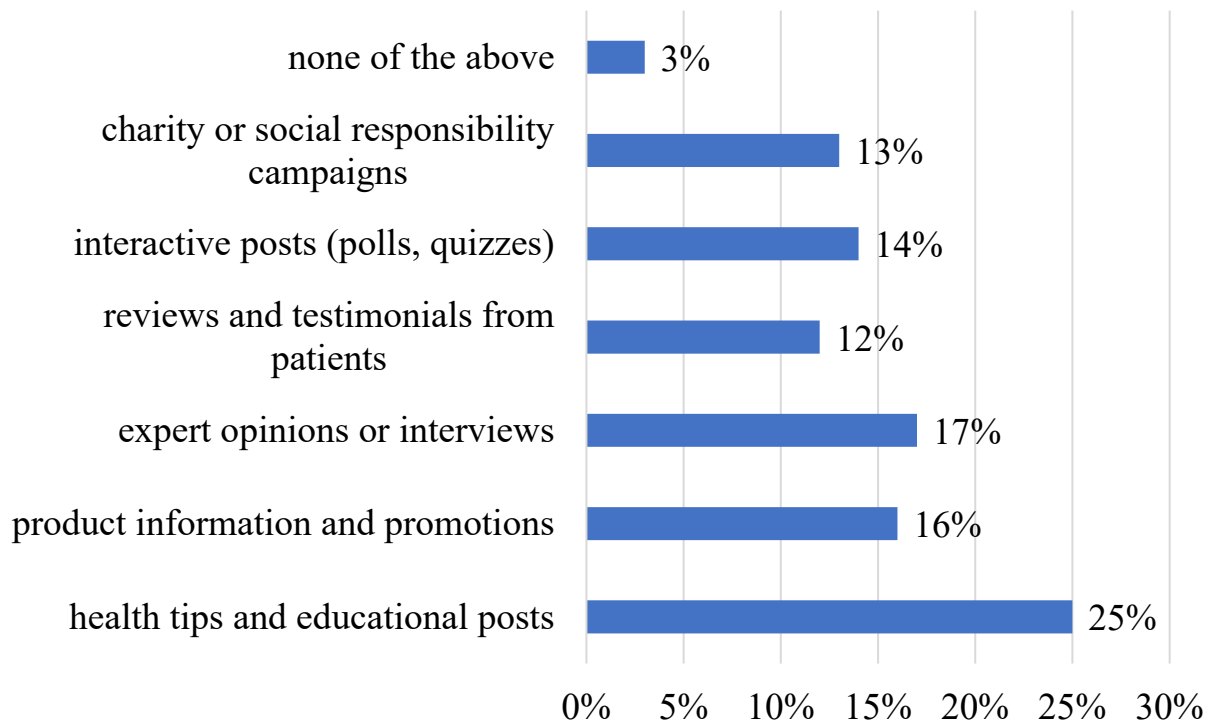


Fig. 2.8. Analysis of the types of content of pharmaceutical brands that attract the attention of respondents

Determined that the level of trust in pharmaceutical information varies significantly among the respondents. A total of 50% of the consumers expressed a positive view, with 30% reporting they completely trust the information, making it the largest single response group, and an additional 20% stating they mostly trust it. Furthermore, 20% of respondents indicated that their trust depends on the source, suggesting a discerning approach rather than a blanket judgment. The neutral position was adopted by 15% of the participants.

Conversely, a minority expressed active distrust: 10% mostly distrust the information, and only 5% report that they completely distrust it. This suggests that the majority of respondents either trust the information outright or are at least willing to trust it if it comes from a credible source. Overall, a clear majority of 70% either trust the information (completely or mostly) or base their trust on the source (Fig. 2.9).

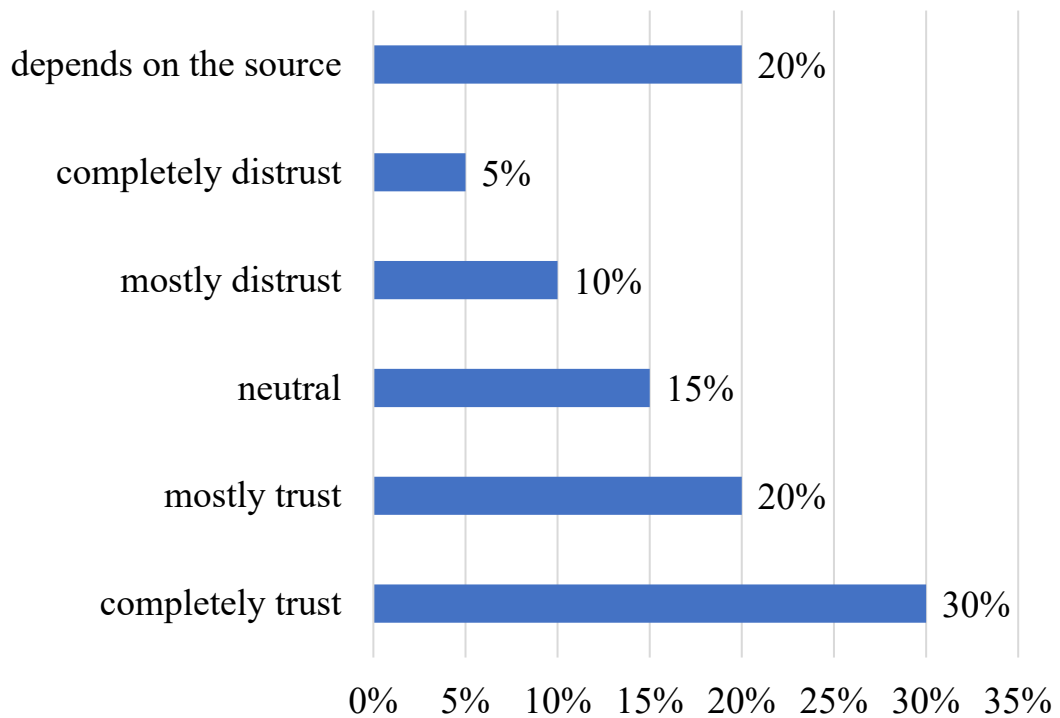


Fig. 2.9. Respondents' assessment of trust information about medicines or health products shared on social network

It was determined that positive reviews from users is the most significant factor increasing consumer loyalty, with two entries for this category receiving a combined total of 28% (16% + 12%) of the responses. Assuming the duplicated entry represents two distinct aspects or independent selections, the individual responses show a nuanced set of priorities.

The highest single response belongs to positive reviews from users at 16%. Following closely are two factors tied at 14%: professional and reliable information and collaboration with healthcare professionals.

Lower, but still important, factors include quick response to comments/queries and the second entry for positive reviews from users, both at 12%. Finally, the factors with the least emphasis are attractive design and visuals and ethical and transparent communication, both at 11%. It is worth noting the last row, social responsibility and charity programs, which is incomplete in the image, preventing a full assessment of its impact, but the data suggests that content

credibility (professional information and healthcare collaboration) and social proof (user reviews) are the primary drivers of consumer loyalty (Fig. 2.10).

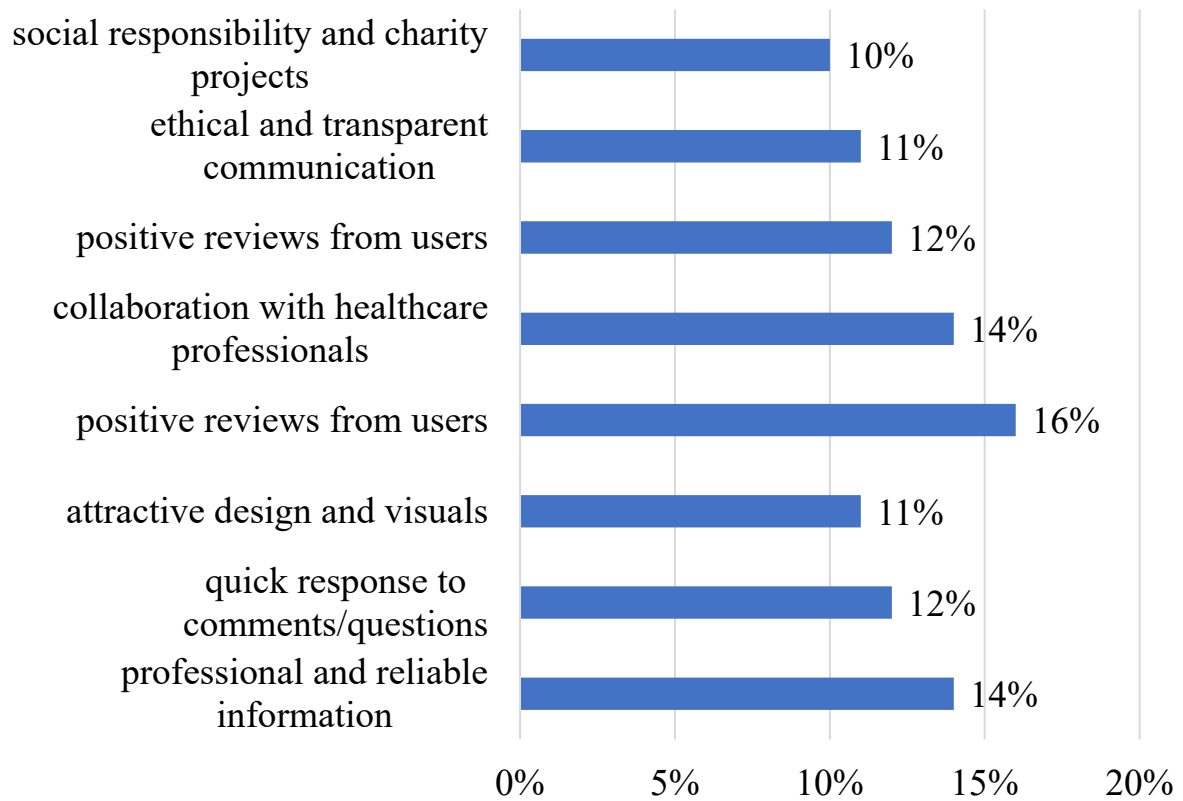


Fig. 2.10. Analysis of factors driving consumer loyalty to pharmaceutical brands

It was found that the majority of respondents are willing to recommend pharmaceutical brands, indicating a generally positive level of satisfaction and loyalty. The largest single response category is very likely, accounting for a strong 47% of the participants. This high willingness to recommend is further supported by an additional 21% who stated they are likely to recommend, bringing the total proportion of those likely to recommend a brand to a substantial 68%.

In contrast, the proportion of those unwilling to recommend is significantly smaller. Only 10% reported being unlikely to recommend, and 7% were very unlikely. The combined proportion of those unlikely or very unlikely to recommend is 17%. Furthermore, 10% of respondents remained neutral on the matter, while a small group of 5% stated they never recommend brands, regardless of their



experience. This distribution strongly suggests that word-of-mouth marketing is a potent channel for the pharmaceutical brands surveyed (Fig. 2.11).

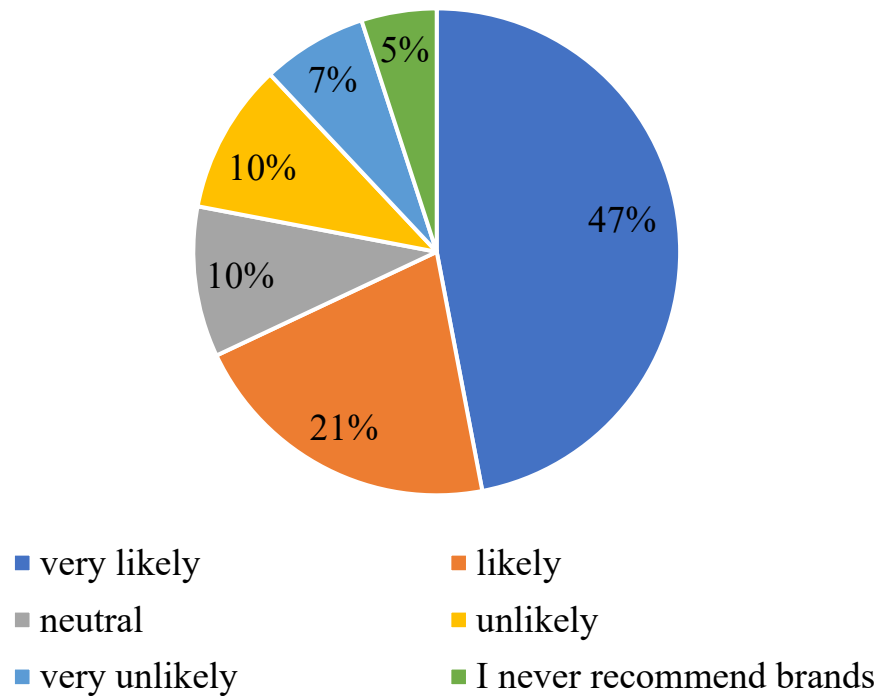


Fig. 2.11. Consumer likelihood to recommend pharmaceutical brands

It was determined that affordable prices are the single most important factor motivating consumers to maintain loyalty to a pharmaceutical brand, cited by 20% of respondents. Price is closely followed by two factors tied at 19%: brand reputation and discounts, bonuses, or loyalty programs, indicating that both the perception of the brand and financial incentives are nearly equally persuasive.

Another crucial factor is external validation: recommendations from doctors or pharmacists motivates 14% of consumers. Furthermore, high product quality is a significant driver at 13%.

The influence of positive social media communication is present, but less impactful, motivating 10% of the respondents. The final entry, long-term personal experience, is incomplete in the provided data, but the current breakdown clearly shows that financial considerations (price and loyalty programs) and the perceived standing of the brand (reputation and professional recommendations) are the top priorities for sustained consumer loyalty (Fig. 2.12).



Fig. 2.12. Assessment of the key drivers of consumer loyalty to pharmaceutical brands

It was established that the most motivating social media activity that encourages engagement with a pharmaceutical brand is sharing verified medical information, which was overwhelmingly selected by 29% of respondents. This finding strongly emphasizes the consumer's need for reliable and factual content.

The second most engaging activity is influencer collaborations, cited by 17%, suggesting that leveraging trusted voices on social platforms is an effective strategy. Following this, there is a tie between two activities, each motivating 15% of consumers: live Q&A sessions with experts and patient stories or success cases, highlighting the value of both direct expert interaction and relatable personal narratives.

The remaining activities have a lesser, but still notable, impact. Interactive campaigns and challenges motivate 13% of users, while transparent responses to negative feedback is the least influential of the listed options, at 11%. In summary,

the data clearly indicates that providing high-quality, verified medical information is the primary driver for consumer engagement with pharmaceutical brands on social media (Fig. 2.13).

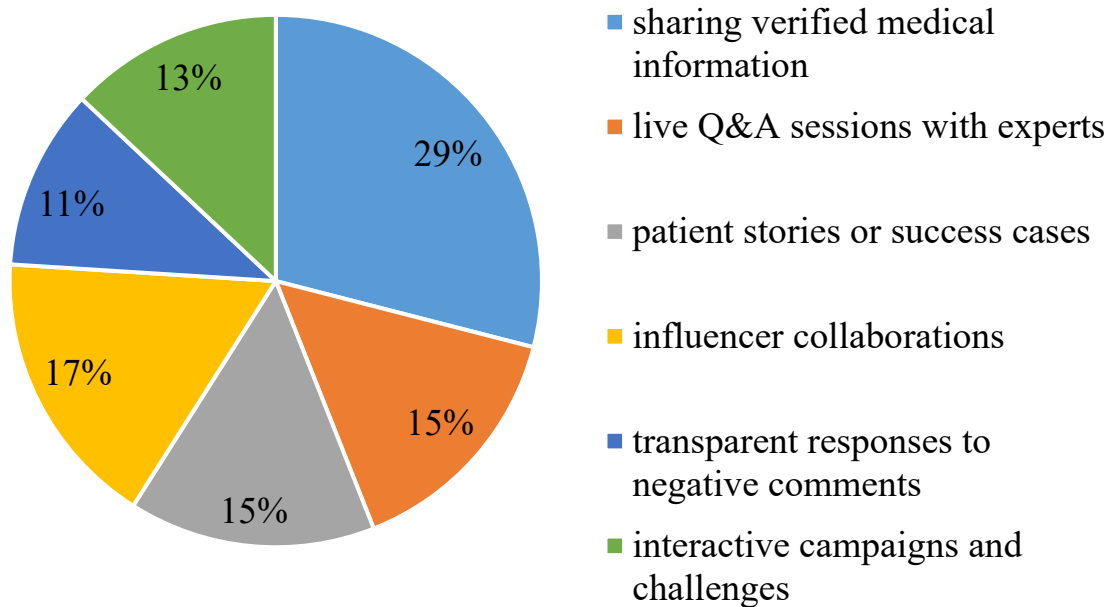


Fig. 2.13. Most engaging social media activities for pharmaceutical brands

It was determined that a significant majority of respondents have, at some point, purchased a pharmaceutical product after engaging with its content on social media. The largest group, 34%, reported having purchased a product many times. Combined with those who purchased a few times (28%) and those who purchased once (17%), a substantial 79% of consumers have completed a purchase based on social media influence.

Furthermore, an additional 16% stated that they have considered it but not yet purchased, indicating a very high level of purchasing intent influenced by social media. The proportion of people who have never made a purchase and have not considered it is a minimal 5%.

This data clearly demonstrates that social media engagement is highly effective in translating into direct sales or strong consumer interest for pharmaceutical products (Fig. 2.14).

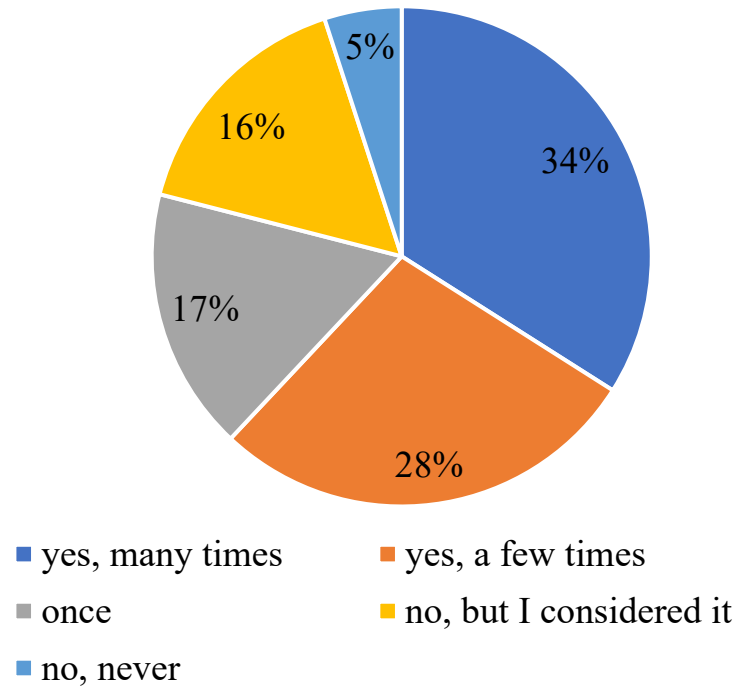


Fig. 2.14. Analysis of consumer purchase behavior after social media engagement

It was established that a vast majority of respondents believe social media exerts a strong to moderate influence on their decision to purchase pharmaceutical products.

The largest group, comprising 41% of participants, reported that social media has a very strong influence on their purchase decisions. An additional 29% cited a moderate influence. Combined, 70% of consumers perceive social media's impact on their purchasing behavior to be significant.

Only a small minority reported minimal or no influence: 18% stated there is a slight influence, and a minimal 2% believe there is no influence at all. Furthermore, 10% of respondents found the strength of the influence difficult to say.

This data strongly reinforces the previous findings on high purchase rates, confirming that consumers are highly aware of and acknowledge the powerful role social media plays in shaping their choices regarding pharmaceutical products. (Fig. 2.15).

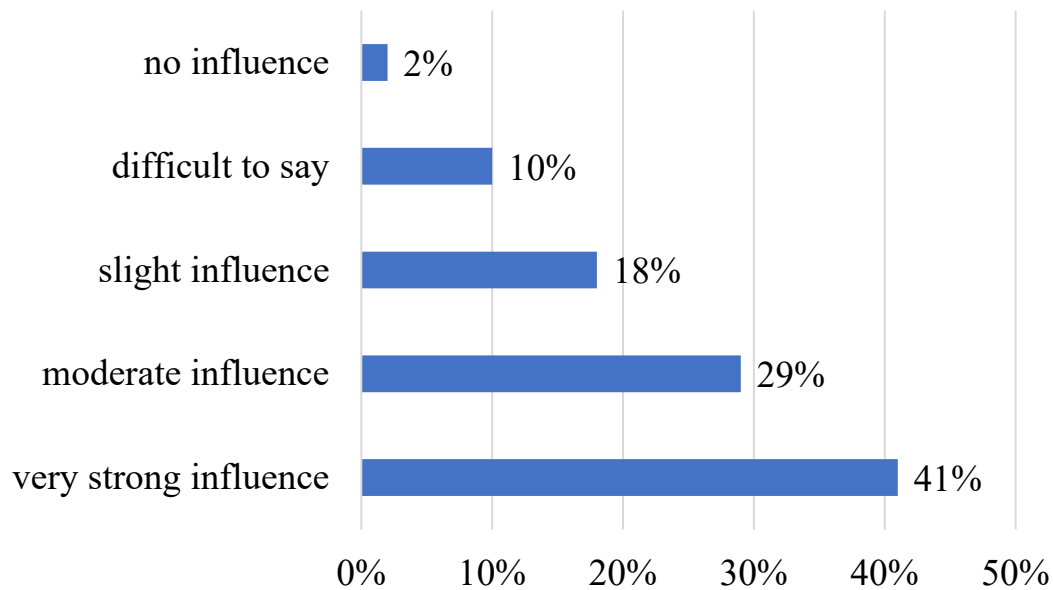


Fig. 2.15. Analysis of perceived strength of social media influence on purchase decisions

## 2.2. Identifying the correlation between brand activity in social networks and consumer loyalty metrics

The digital transformation has fundamentally reshaped the landscape of consumer-brand relationships, positioning social networks as a critical arena for engagement, communication, and, ultimately, the cultivation of consumer loyalty. Understanding the intricate correlation between a brand's activity on these platforms and measurable loyalty outcomes is paramount for modern marketing strategy. This analysis delves into the theoretical underpinnings, key mechanisms, relevant metrics, and empirical evidence illustrating this vital connection, establishing social media activity not merely as a promotional channel but as a core component of long-term customer relationship management and value creation [2].

Consumer loyalty is a deeply rooted behavioral and attitudinal commitment to repurchase a preferred product or service consistently, despite situational influences and competitive marketing efforts. It moves beyond simple repeat purchase behavior to encompass a favorable psychological disposition towards the brand, often manifesting as advocacy and resistance to switching. Social media activity, encompassing all forms of content dissemination, interaction, customer

service, and community building, serves as a pervasive and continuous touchpoint that influences this disposition. The theoretical link posits that consistent, valuable, and authentic brand presence on social networks translates into increased brand affinity, trust, and emotional attachment the crucial precursors to true loyalty. Unlike traditional one-way mass media, social networks facilitate a two-way dialogue, which is essential for building relationship quality. This interactive capacity allows brands to move from transactional marketing to relational marketing, where the focus shifts from a single sale to nurturing a long-term, mutually beneficial relationship. When consumers feel seen, heard, and valued through personalized and timely interactions on platforms like Instagram, Twitter, or Facebook, their emotional bond with the brand strengthens, directly bolstering their loyalty [12].

The correlation is not direct but is mediated by several critical mechanisms fostered by effective social media engagement: enhanced customer engagement and community building. Engagement is the primary currency of social media. This refers to the consumer's cognitive, emotional, and behavioral investment in a brand's offerings. Activities such as responding to comments, running interactive polls, hosting live Q&A sessions, and sharing user-generated content (UGC) significantly increase this engagement. High engagement fosters a sense of community around the brand. When a brand successfully cultivates an online community, consumers share experiences, provide peer support, and collectively reinforce their positive perception of the brand. This social validation and sense of belonging act as a powerful psychological barrier to switching, as leaving the brand would mean leaving the community. Loyalty, in this context, becomes a collective phenomenon, not just an individual one [16].

Brand activity on social networks is a continuous demonstration of its values and commitment. Transparency is key; brands that openly address concerns, admit mistakes, and communicate product changes clearly build far greater trust than those that remain silent or heavily curate their image. Customer service delivered through social channels, characterized by swift and empathetic responses to queries and complaints, further solidifies brand credibility. Trust is a foundational element of

attitudinal loyalty, and social media provides the most public and immediate forum for brands to prove their trustworthiness through consistent, ethical behavior. Studies consistently show that trust, mediated by social media interaction, is a strong predictor of both behavioral and attitudinal loyalty [4].

Social media platforms offer sophisticated data analytics tools that allow brands to tailor content to specific audience segments or even individual users. By tracking interaction patterns, preference signals, and demographic data, brands can deliver highly personalized content (e.g., targeted promotions, product recommendations, or geographically specific updates). This personalization signals to the consumer that the brand understands and values their individual needs, moving beyond generic mass communication. This level of individualized attention deepens the perceived relationship quality, making the consumer feel appreciated and less likely to seek alternatives that offer a less tailored experience [30].

Identifying the correlation requires aligning social network performance indicators with established consumer loyalty metrics. The challenge lies in moving beyond "vanity metrics" to indicators that genuinely reflect loyalty [11].

The number of unique users exposed to brand content and the average number of times they see it. This measures visibility and presence [2].

Calculated as the number of interactions (likes, comments, shares, saves) divided by the number of impressions or followers. Shares and saves are particularly strong indicators of content value and intent to revisit [10].

The speed and consistency with which a brand replies to customer inquiries and comments. This is a direct measure of customer service quality on social media.

Monitoring the tone (positive, negative, neutral) of comments and mentions. A high ratio of positive to negative sentiment is a clear proxy for brand affinity and satisfaction. The number of posts, reviews, or testimonials created by consumers featuring the brand. UGC is the ultimate form of brand advocacy, a key loyalty dimension [30].

Customer retention rate (CRR) is the percentage of existing customers who continue to purchase over a specific period. This is the fundamental measure of

behavioral loyalty. The total revenue a brand can reasonably expect to earn from a single customer over their entire relationship. Higher CLV is the ultimate financial outcome of successful loyalty strategies. Measures a customer's willingness to recommend a company's products or services to others. It is the gold standard for measuring attitudinal loyalty and advocacy. The average number of purchases made by a customer within a given time frame. The percentage of a customer's spending in a particular category that goes to the brand [2].

Correlation studies typically involve regression analysis to determine the statistical significance of social media metrics on loyalty metrics. For example, a study might find that a one-unit increase in the engagement rate (driven by interactive content) on a brand's platform leads to a statistically significant increase in NPS within the following quarter. Similarly, a high response rate and low response time for customer service messages could be inversely correlated with customer churn rate (the opposite of CRR). Longitudinal studies are crucial here, as the effects of social media activity on loyalty are often lagged, meaning today's engagement may not yield a loyalty metric increase until several months later. The most compelling correlations emerge when brands can link the exposure of specific high-value social content (e.g., exclusive content for loyal customers) directly to increased CLV for the exposed segment [19].

While the empirical evidence strongly suggests a positive correlation, several challenges complicate its precise measurement and attribution [11].

Social media is rarely the sole driver of loyalty; it is part of a broader, multi-channel customer journey. Attributing a final loyalty metric, like a high CLV, specifically to a brand's Instagram activity is difficult because the customer may also be influenced by email marketing, in-store experience, or traditional advertising. Modern marketing mix modeling and multi-touch attribution models attempt to solve this by assigning weighted credit to each touchpoint, including social media interactions, based on their position in the customer's journey. However, the exact contribution of the emotional and community-building aspects of social media remains notoriously hard to quantify fully [12].



There is a saturation risk. Simply increasing the quantity of posts (high frequency) can lead to content fatigue or the perception of spam, which can negatively impact loyalty. The correlation, therefore, is driven by the quality of the activity: content must be relevant, value-driven (informative or entertaining), and authentic. A brand that posts ten times a day with low-value, overtly promotional content may see a negative correlation with loyalty, while a brand posting three times a week with highly engaging, community-focused content may see a strong positive correlation. This non-linear relationship underscores the need for nuanced content strategy [6].

The correlation is constantly being recalibrated by the ever-changing nature of social media platforms. Algorithmic shifts dictate who sees brand content, and the rise of new platforms (e.g., TikTok) demands different forms of activity (short-form video, trend-following). A successful loyalty-driving strategy on one platform may fail on another. Brands must remain agile and adaptive, ensuring their core loyalty-building mechanisms authenticity, value, and responsiveness are translated effectively across diverse and evolving digital environments [11].

The relationship between brand activity in social networks and consumer loyalty metrics is unequivocally positive and strategically essential. It is characterized not by a simple direct line but by a complex web of mediating factors, primarily customer engagement, trust, community building, and personalization. Effective brand activity moves beyond mere promotion; it is a commitment to continuous, valuable interaction that fosters a deep, emotional bond with the consumer. By meticulously tracking advanced social metrics (like response time and UGC volume) and correlating them with established loyalty metrics (like NPS and CLV), brands can quantify the return on their social investment and refine their strategies. In the modern marketplace, social networks are the digital extension of the brand's relational efforts, and their judicious use is no longer optional but a fundamental requirement for cultivating a resilient, loyal customer base and ensuring long-term business success. The future of loyalty is intrinsically tied to the continued

evolution and strategic deployment of digital relationship management on social platforms [3].

## **Conclusions to chapter II**

1. The comprehensive survey of 69 consumers provides robust evidence of the critical and multi-faceted role social networks play in shaping consumer perception, engagement, and loyalty toward pharmaceutical brands. The findings underscore that a strategic and content-driven approach to social media is essential for modern pharmaceutical organizations to build trust, drive purchases, and foster advocacy.

2. The survey sample, largely composed of adult consumers of active working age (18-54 years old, totaling 79%) with a high level of education (master's degree or higher for 61%), represents a discerning and influential consumer base. A significant part of the participants was healthcare professionals (pharmacists) at 38%, suggesting a high level of professional interest in the data. The dominant social platform preference was Telegram (37%), followed by Facebook (21%) and Instagram (17%), highlighting a primary preference for messaging-centric and established social platforms. The majority of users (64%) engage with social networks for a moderate duration (30 minutes to 2 hours daily), confirming ample opportunity for brand content exposure.

3. A key finding is the high exposure and receptiveness to professional content: over three-quarters (76%) of respondents have either followed a pharmacist or encountered their content on social media. This indicates a strong consumer willingness to seek and consume health-related information directly from professional sources online. The study clearly establishes that consumers prioritize educational and informational content from pharmaceutical brands. The most preferred content is health tips and educational posts (25%), followed by expert opinions or interviews (17%) and product information (16%). This preference for verified information aligns with the primary driver for engagement, which was overwhelmingly sharing verified medical information (29%). This strongly suggests

that pharmaceutical organizations should focus their social media strategy on thought leadership and educational outreach rather than pure promotion.

4. Furthermore, trust in pharmaceutical information shared on social networks is relatively high. A clear majority of 70% either trust the information (completely or mostly - 50%) or base their trust on the source (20%), indicating that credibility is a crucial component of content strategy. A substantial 79% of consumers reported having purchased a pharmaceutical product after engaging with its content on social media (purchased many times at 34%, a few times at 28%, or once at 17%). 70% of consumers perceive social media's influence on their purchase decisions to be significant (very strong at 41% or moderate at 29%). This demonstrates that engagement translates directly into strong purchase behavior and high intent.

5. While social media is highly effective at driving purchases, the factors that sustain long-term loyalty are broader. The single most important factor motivating sustained loyalty was affordable prices (20%), closely followed by brand reputation (19%) and discounts/loyalty programs (19%). However, within the social media context, positive reviews from users emerged as the most significant factor increasing consumer loyalty (with two mentions totaling 28% of responses). Professional credibility also played a major role, with professional and reliable information and collaboration with healthcare professionals both tied at 14%. Crucially, advocacy is high: a substantial 68% of respondents were either very likely (47%) or likely (21%) to recommend pharmaceutical brands, underscoring the potential for strong word-of-mouth marketing fueled by positive online experiences.

6. The analysis confirms that social network activity is a powerful lever for pharmaceutical organizations. However, success hinges on delivering high-quality, verified medical information to build trust and credibility, while leveraging social proof and professional endorsement to drive advocacy. The ultimate challenge remains integrating these digital relationship-building efforts with traditional drivers of loyalty, such as affordability and brand reputation. The correlation between brand activity in social networks and consumer loyalty metrics was identified.

## CHAPTER III

### DEVELOPMENT OF RECOMMENDATIONS FOR INCREASING CONSUMER LOYALTY TO PHARMACEUTICAL BRANDS THROUGH SOCIAL NETWORKS

#### **3.1. Development recommendations for managing crisis situations and negative feedback in social networks**

The instantaneous, viral nature of social networks has made them both a powerful marketing tool and a primary vector for organizational crises and reputational damage. Unlike traditional media, social crises escalate rapidly, often demanding a response within minutes, not hours. Effective management of these situations – ranging from isolated negative comments to large-scale, brand-threatening crises – requires a proactive, prepared, and perpetually responsive strategy built on clear protocols and a culture of transparency. Developing robust recommendations for this management must encompass pre-crisis preparation, in-crisis response mechanics, and post-crisis analysis and recovery, recognizing that every negative comment is a potential crisis seed and every crisis is a public test of a brand's integrity [2].

The single most effective strategy for managing a social network crisis is proactive preparation. This begins with the development of a comprehensive social media crisis communication plan (SMCCP), which should be integrated into the organization's broader crisis management framework. The SMCCP must clearly define what constitutes a crisis (e.g., a sudden, significant spike in negative sentiment or mentions exceeding a predefined threshold, perhaps a 500% increase in negative comments within one hour). Key to this plan is establishing a dedicated crisis response team with defined roles and responsibilities, including a designated social media lead, a legal counsel, a public relations expert, and a decision-making executive. Crucially, the team must be granted the authority for rapid response, eliminating bureaucratic bottlenecks that delay crucial early communication. Furthermore, the organization must invest in social listening and monitoring tools

capable of real-time tracking of brand mentions, keywords, and sentiment across all relevant platforms. Setting up alerts for high-volume or high-severity keywords (e.g., "recall," "scam," "lawsuit") ensures the team is alerted immediately to the earliest signs of trouble. This preparatory phase also involves developing an internal communications protocol to ensure all employees are aware of the crisis and know their role, including a mandate for silence on social media for non-spokespersons to prevent rogue commentary that could exacerbate the situation. Finally, creating a pre-approved message bank with templated holding statements for various common scenarios significantly reduces response time and ensures consistency when time is of the essence [18].

The immediate response phase is the most critical and requires a nuanced approach that differentiates between isolated negative feedback and a full-blown crisis [11].

Negative comments, complaints, or questions are not crises but opportunities to demonstrate superior customer service. The recommended approach is the HEART method: hear (acknowledge the complaint), empathize (show understanding), apologize (if appropriate, without admitting legal guilt), respond (provide a solution or explanation), and thank (express gratitude for the feedback). Responses should be prompt, personalized, and transparent. While the initial acknowledgment should be public, the resolution should often be moved to a private channel (direct message or email) to protect the customer's privacy and prevent the conversation from cluttering the public feed. Consistency across all replies reinforces the brand's reliability. Never delete negative comments unless they are spam, abusive, or violate platform rules, as deletion often fuels suspicion and further backlash, known as the "Streisand effect" [20].

When a crisis is confirmed, the response must adhere to the four R's of social crisis management: rapid response – acknowledge the crisis within the first hour. Silence is often perceived as guilt, apathy, or incompetence [14].

Real-time information – post the pre-approved holding statement immediately. This buys time for the crisis team to gather verified facts. Subsequent communication must be regular and factual [3].

Responsibility and regret – if the organization is at fault, issue a sincere, unreserved apology from a senior executive. The apology should take responsibility for the error and express genuine regret for the impact on customers. Avoid defensive language or attempts to shift blame [2].

Remedy – clearly articulate the steps being taken to fix the problem and prevent recurrence. Customers want to see action, not just words. This could involve a product recall, policy change, or employee retraining. The social channel must become the single source of truth for all official updates, linking back to a dedicated crisis landing page on the corporate website for full details [2].

Once the immediate threat has subsided and the volume of negative mentions has returned to baseline levels, the focus shifts to recovery, learning, and rebuilding trust [14].

The crisis response team must conduct a thorough review to determine what happened, why it happened, and how the response performed. This includes analyzing the timeline of the crisis, identifying the root cause of the failure (whether it was a product flaw, poor service, or an internal communications lapse), and evaluating the effectiveness of the SMCCP protocols and messaging. Metrics such as the time-to-first-response, the overall sentiment shift during the crisis, and the rate of user advocacy retention should be carefully analyzed. This stage is crucial for continuous improvement and updating the SMCCP [6].

Restoring reputation is a long-term endeavor. Recommendations here include a deliberate shift back to value-driven, positive, and engaging content that aligns with core brand values. Brands should focus on increasing user-generated content (UGC) that shows positive brand experiences, as peer endorsements are far more effective than self-promotion in a post-crisis environment. Furthermore, the brand should follow up publicly on the remedy steps promised during the crisis, demonstrating that the fix was permanent. This shows accountability and rebuilds

the integrity that may have been damaged. The organization should also actively and consistently engage with its loyal customers who supported the brand during the crisis, often with special recognition or exclusive access. By treating every interaction as an opportunity to reinforce trust and transparency, the brand transitions from crisis reaction to relationship reinforcement, successfully leveraging the lessons learned to emerge stronger and more resilient in the digital public square [12].

### **3.2. Development prospects and innovative approaches to using social networks in pharmaceutical marketing**

The digital landscape presents pharmaceutical marketing with both its greatest opportunity and its most complex challenge. Given the stringent regulatory environment governing pharmaceutical promotion and the pervasive consumer demand for credible health information, the era of using social media purely for direct advertising is rapidly fading. The future success of pharmaceutical organizations (pharma) in the social sphere hinges on an urgent pivot towards verified educational content, ethical hyper-personalization, and compliant, community-driven engagement. This necessary shift requires pharmaceutical companies to adopt innovative approaches that leverage emerging technologies – from artificial intelligence (AI) to immersive reality – to build genuine trust and deliver meaningful patient value, all while maintaining absolute adherence to legal and safety requirements [8].

The most crucial development prospect is the transformation of content strategy from promotional monologue to health literacy enablement. Consumers, as demonstrated by recent surveys, actively seek verified medical facts and expert opinions. Therefore, pharma must elevate the role of Key Opinion Leaders (KOLs) and verified Healthcare Professionals (HCPs) on their platforms. This involves hosting regular, moderated live Q&A sessions, developing short-form, fact-checked educational videos, and shifting messaging to focus on disease awareness, management, and treatment adherence rather than product-specific selling points

[11]. Furthermore, this expert-led content must be seamlessly integrated with robust compliance protocols. This necessitates the deployment of sophisticated AI and machine learning (ML) tools capable of real-time regulatory screening. These tools can instantly monitor all user-generated content (UGC), flag any mentions of off-label use or adverse events (AEs), and ensure that every piece of published material adheres to global and local regulatory standards before it goes live. This AI-powered compliance layer is essential for mitigating the rapid viral spread of misinformation or non-compliant claims, thereby turning the liability of UGC into a controlled source of customer insight [7].

Beyond content, innovative approaches must revolutionize how pharma engages with patient groups. Instead of viewing social media as a broadcast channel, the focus must shift to creating controlled, secure patient communities or 'hubs'. These communities, often built within privacy-compliant platforms or moderated groups, provide a safe space for patients dealing with similar conditions to offer peer support, share coping mechanisms, and discuss adherence challenges. For the pharmaceutical company, these hubs serve as invaluable sources of real-world evidence (RWE), offering deep, qualitative insights into the patient journey that traditional clinical trials often miss. This RWE, when anonymized and aggregated, can directly inform drug development, patient support programs, and clinical trial design, thereby closing the loop between marketing, R&D, and patient outcomes. The next iteration of this approach involves ethical hyper-personalization. Using synthetic or aggregated, anonymized patient data, pharma can deliver highly relevant educational content, follow-up messages, and adherence reminders tailored to an individual's specific stage of therapy or disease progression, dramatically increasing the effectiveness of digital outreach and demonstrating a commitment to personalized care rather than mass marketing [14].

Looking toward the future, the integration of immersive technologies represents a significant development prospect. The metaverse and augmented reality offer opportunities to move beyond 2D content. Imagine virtual reality simulations for HCPs to practice complex medical procedures or AR filters that allow patients



to visualize the impact of a chronic condition on their organs or body systems in an educational, non-promotional manner. These immersive experiences provide a depth of understanding and memorability that static posts cannot match. Furthermore, Digital Opinion Leaders (DOLs), who are often influential patient advocates or non-traditional digital HCPs, will increasingly replace celebrity endorsements. Collaborating with these validated voices allows pharma to tap into established, trusted online networks, provided the collaborations are executed with absolute transparency regarding compensation and medical review. Ultimately, the successful future of social media in pharmaceutical marketing is not about volume or reach, but about trust, transparency, and the verifiable quality of the health information exchanged, making compliance and patient-centric value its central, defining competitive advantage [5].

### **Conclusions to chapter III**

1. Recommendations for managing crisis situations and negative feedback in social networks were developed.
2. Prospects and innovative approaches to using social networks in pharmaceutical marketing were developed.

## CONCLUSIONS

1. The essence and models of consumer loyalty were studied. The peculiarities of the pharmaceutical brand were described.

2. The comprehensive survey of 69 consumers provides robust evidence of the critical and multi-faceted role social networks play in shaping consumer perception, engagement, and loyalty toward pharmaceutical brands. The findings underscore that a strategic and content-driven approach to social media is essential for modern pharmaceutical organizations to build trust, drive purchases, and foster advocacy.

3. The survey sample represents a discerning and influential consumer base. A significant part of the participants was healthcare professionals (pharmacists) at 38%, suggesting a high level of professional interest in the data. The dominant social platform preference was Telegram (37%), followed by Facebook (21%) and Instagram (17%), highlighting a primary preference for messaging-centric and established social platforms. The majority of users (64%) engage with social networks for a moderate duration (30 minutes to 2 hours daily), confirming ample opportunity for brand content exposure.

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5. Furthermore, trust in pharmaceutical information shared on social networks is relatively high. A clear majority of 70% either trust the information (completely or mostly - 50%) or base their trust on the source (20%), indicating that credibility is a crucial component of content strategy. A substantial 79% of consumers reported having purchased a pharmaceutical product after engaging with its content on social media (purchased many times at 34%, a few times at 28%, or once at 17%). 70% of consumers perceive social media's influence on their purchase decisions to be significant. This demonstrates that engagement translates directly into strong purchase behavior and high intent.

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7. The analysis confirms that social network activity is a powerful lever for pharmaceutical organizations. However, success hinges on delivering high-quality, verified medical information to build trust and credibility, while leveraging social proof and professional endorsement to drive advocacy. The ultimate challenge remains integrating these digital relationship-building efforts with traditional drivers of loyalty, such as affordability and brand reputation. The correlation between brand activity in social networks and consumer loyalty metrics was identified. Recommendations for managing crisis situations and negative feedback in social networks were developed. Prospects and innovative approaches to using social networks in pharmaceutical marketing were developed.

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## **APPENDICES**



**APPENDIX A*****Questionnaire***

for analysis of the influence of social networks on the formation of consumer  
loyalty to pharmaceutical brands

**1. Your age group:**

- ☐ Under 18
- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45–54
- ☐ 55–64
- ☐ 65 and older

**2. Your gender:**

- ☐ female
- ☐ male
- ☐ non-binary
- ☐ prefer not to say
- ☐ other (please specify) \_\_\_\_\_

**3. Your education level:**

- ☐ secondary school
- ☐ vocational/technical education
- ☐ bachelor's degree
- ☐ master's degree
- ☐ PhD or higher

**Occupation:**

- ☐ student
- ☐ healthcare professional (pharmacist, doctor, nurse, etc.)
- ☐ office employee
- ☐ entrepreneur/self-employed
- ☐ retired
- ☐ unemployed
- ☐ other (please specify) \_\_\_\_\_

**5. Which social networks do you use most often? (Select up to 3)**

- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ YouTube
- ☐ LinkedIn
- ☐ X (Twitter)

☐ Telegram

**How often do you use social networks per day?**

☐ less than 30 minutes

☐ 30 minutes – 1 hour

☐ 1–2 hours

☐ 2–4 hours

☐ more than 4 hours

☐ constantly (throughout the day)

**6. Have you ever followed a pharmaceutical brand on social media?**

☐ yes, regularly

☐ yes, occasionally

☐ no, but I've seen their content

☐ no, and I'm not interested

☐ I don't remember

**7. What type of content from pharmaceutical brands attracts you the most?**

☐ health tips and educational posts

☐ product information and promotions

☐ expert opinions or interviews

☐ reviews and testimonials from patients

☐ interactive posts (polls, quizzes)

☐ charity or social responsibility campaigns

☐ none of the above

**8. How much do you trust information about medicines or health products shared on social networks?**

☐ completely trust

☐ mostly trust

☐ neutral

☐ mostly distrust

☐ completely distrust

☐ depends on the source

**9. What factors increase your loyalty to a pharmaceutical brand on social media?**

☐ professional and reliable information

☐ quick response to comments/questions

☐ attractive design and visuals

☐ positive reviews from users

☐ collaboration with healthcare professionals

☐ positive reviews from users

- ☐ ethical and transparent communication
- ☐ social responsibility and charity projects

**10. How likely are you to recommend a pharmaceutical brand that you follow on social media to others?**

- ☐ very likely
- ☐ likely
- ☐ neutral
- ☐ unlikely
- ☐ very unlikely
- ☐ I never recommend brands

**11. What motivates you to stay loyal to a particular pharmaceutical brand?**

- ☐ high product quality
- ☐ affordable prices
- ☐ brand reputation
- ☐ positive social media communication
- ☐ discounts, bonuses, or loyalty programs
- ☐ recommendations from doctors or pharmacists
- ☐ long-term personal experience

**12. Which social media activity most effectively strengthens your trust in a pharmaceutical brand?**

- ☐ sharing verified medical information
- ☐ live Q&A sessions with experts
- ☐ patient stories or success cases
- ☐ influencer collaborations
- ☐ transparent responses to negative comments
- ☐ interactive campaigns and challenges

**13. Have you ever purchased a product after seeing it promoted on social media by a pharmaceutical brand?**

- ☐ yes, many times
- ☐ yes, a few times
- ☐ once
- ☐ no, but I considered it
- ☐ no, never

**14. In your opinion, how strong is the influence of social networks on your loyalty to pharmaceutical brands?**

- ☐ very strong influence
- ☐ moderate influence
- ☐ slight influence ☐ no influence
- ☐ difficult to say

## 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. Вишнеvsька 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

## ANALYSIS OF THE INFLUENCE OF SOCIAL NETWORKS ON THE FORMATION OF CONSUMER LOYALTY TO PHARMACEUTICAL BRANDS

*Malyi V.V., Bondarieva I. V., Lalaoui Rachidi H.*  
National University of Pharmacy, Kharkiv, Ukraine

**Introduction.** The digital transformation has fundamentally altered how consumers seek information and make decisions, positioning social networks as critical communication channels across all sectors. For the pharmaceutical industry, a domain traditionally constrained by stringent regulatory oversight and reliance on professional healthcare provider (HCP) outreach, this shift presents both immense opportunities and significant challenges. As patients increasingly turn to platforms like Facebook, X, and specialized online communities to research health conditions, medications, and product reviews, the direct and indirect influence of social media on consumer loyalty to pharmaceutical brands can no longer be ignored. Unlike consumer-packaged goods (CPG) or fashion, where loyalty is often driven by aesthetic appeal or price, pharmaceutical loyalty is intrinsically tied to trust, efficacy, and perceived safety, making the digital communication strategy a delicate but powerful instrument for long-term brand equity.

**Aim.** The aim of the work is to thoroughly investigate the core mechanisms and influencing factors through which social networks contribute to the formation and reinforcement of consumer loyalty towards pharmaceutical brands, while also identifying the unique regulatory and ethical constraints that define and often limit the industry's digital engagement strategies.

**Methods.** This study employed a comprehensive research methodology, beginning with an extensive literature review and synthesis of recent academic studies, white papers, and industry reports focusing on digital marketing in healthcare, patient behavior, and e-WOM within health-related communities. This was followed by a conceptual analysis of established marketing principles such as content marketing, community building, and transparency as they are specifically adapted and applied within the highly regulated pharmaceutical environment. Finally, a systemic approach was utilized to evaluate how social network activities impact the fundamental drivers of brand loyalty: trust, perceived value, and emotional attachment to the pharmaceutical company and its products.

**Results.** The analysis confirmed that social networks exert a substantial, albeit nuanced and often indirect, influence on pharmaceutical brand loyalty, operating primarily through three distinct channels. Firstly, the most crucial impact is achieved through the reinforcement of trust via educational content. Given the life-critical nature of pharmaceutical products, brands that consistently publish accurate, science-backed, and relevant educational content about diseases, prevention, and proper product usage effectively position themselves as authoritative and reliable sources. This strategic provision of high-value information builds consumer confidence, directly translating into foundational brand trust, which is the bedrock of loyalty in the health sector.

Secondly, social media excels at facilitating e-WOM and fostering online communities. User-Generated Content (UGC), particularly genuine testimonials and

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

positive experiences shared by real patients or caregivers, carries immense weight, often perceived as more credible than branded advertising, thereby significantly boosting loyalty among prospective consumers. By actively managing and supporting these brand communities, pharmaceutical companies help to create a collective identity and sense of mutual support among users, deepening the emotional connection and attachment to the brand that supplies the product.

Thirdly, social platforms enable the humanization and demonstration of brand transparency. By highlighting Corporate Social Responsibility (CSR) initiatives, patient support programs, ethical practices, and by maintaining a responsive (while compliant) presence in comments and direct messages, pharmaceutical brands can shed their often-impersonal corporate image. This approach cultivates an emotional bond with the consumer, demonstrating genuine care and commitment beyond sales, which is vital for securing long-term, sustained loyalty.

However, the efficacy of these social media strategies is heavily moderated by significant industry-specific limitations. These include stringent regulatory oversight that mandates detailed disclosure of indications and side effects, severely restricting the spontaneity and creative freedom typical of other sectors. Furthermore, the high ethical responsibility necessitates careful management of patient data and the urgent combating of health-related misinformation, which poses a direct threat to patient safety and brand reputation. The need for precise targeting of HCPs for ethical communication also often redirects marketing efforts away from the general consumer audience.

**Conclusions.** In conclusion, the influence of social networks on pharmaceutical consumer loyalty is robust, yet highly dependent on a strategy rooted in compliance and integrity. Loyalty is not built through aggressive promotion, but rather indirectly secured by consistently building and maintaining deep trust through credible educational content, fostering genuine emotional connections via brand transparency and meaningful CSR, and actively supporting strong online communities where positive e-WOM can flourish. The most successful pharmaceutical brands in the digital age are those that master the delicate balance between active, engaging communication and strict adherence to the critical ethical and regulatory standards that govern the industry.





**National University of Pharmacy**

Faculty pharmaceutical

Department management, marketing and quality assurance in pharmacy

Level of higher education master

Specialty 226 Pharmacy, industrial pharmacy

Educational and professional program Pharmacy

**APPROVED**

**The Head of Department  
management, marketing and  
quality assurance in pharmacy**

---

**Volodymyr MALYI**

«01» September 2025

**ASSIGNMENT  
FOR QUALIFICATION WORK  
OF AN APPLICANT FOR HIGHER EDUCATION**

Hiba LALAOUI RACHIDI

1. Topic of qualification work: «Analysis of the influence of social networks on the formation of consumer loyalty to pharmaceutical brands», supervisor of qualification work: Volodymyr MALYI, D.Sc.Ph, prof.

approved by order of NUPh from “31” of March 2025 № 81

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

3. Outgoing data for qualification work: 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.

4. Contents of the settlement and explanatory note (list of questions that need to be developed): to reveal the essence of essence and models of consumer loyalty; to analyze the peculiarities of the pharmaceutical brand; to assess communication strategies used by leading pharmaceutical organizations in social media; to study consumer perception and reaction to pharmaceutical brand content on social networks; to establish the relationship between brand activity in social networks and consumer loyalty indicators; to develop practical recommendations for managing crisis communication and utilizing innovative approaches for loyalty enhancement.

5. List of graphic material (with exact indication of the required drawings):  
Figures – 19

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6. Consultants of chapters of qualification work

Chapters	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 the essence and models of consumer loyalty	September 2025	done
3	Study of consumer perception of social network content and their reaction	September 2025	done
4	Identifying the correlation between brand activity in social networks and consumer loyalty metrics	September 2025	done
5.	Development recommendations for managing crisis situations and negative feedback in social networks	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 \_\_\_\_\_ Hiba LALAOUI RACHIDI

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			
Лалауї-Рашіді Хіба	Аналіз впливу соціальних мереж на формування споживчої лояльності до фармацевтичних брендів	Analysis of the influence of social networks on the formation of consumer loyalty to pharmaceutical brands	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. № 332603514

Проаналізувавши кваліфікаційну роботу здобувача вищої освіти ЛАЛАУІ-РАШПДІ Хіба, групи Фм21\*(4,10д)-01, спеціальності 226 Фармація, промислова фармація, освітньої програми «Фармація» очної (денної) форми навчання на тему: «Аналіз впливу соціальних мереж на формування споживчої лояльності до фармацевтичних брендів / Analysis of the influence of social networks on the formation of consumer loyalty to pharmaceutical brands», експертна комісія дійшла висновку, що робота, представлена до Екзаменаційної комісії для захисту, виконана самостійно і не містить елементів академічного плагіату (копіляції).

Голова комісії,  
проректор ЗВО з НІР,  
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**

**Hiba LALAOUI RACHIDI**

**on the topic: «Analysis of the influence of social networks on the formation of consumer loyalty to pharmaceutical brands»**

**Relevance of the topic.** The global shift towards digital platforms has fundamentally altered how individuals seek, process, and trust health-related information. Social media platforms, once primarily spaces for personal connection, have evolved into dominant information sources, significantly influencing purchasing decisions and brand perception across all industries, including healthcare.

**Practical value of conclusions, recommendations and their validity.** This qualification work is providing structured, practically applicable recommendations and analytical models for pharmaceutical organizations, marketing agencies and regulatory authorities seeking to optimize their digital presence and build long-term consumer loyalty in a highly regulated field.

**Assessment of work.** Hiba LALAOUI RACHIDI 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 Hiba LALAOUI RACHIDI on the topic: "Analysis of the influence of social networks on the formation of consumer loyalty to pharmaceutical brands" 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  
12 November 2025

\_\_\_\_\_  
Volodymyr MALYI

## **REVIEW**

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

**Hiba LALAOUI RACHIDI**

**on the topic:** «Analysis of the influence of social networks on the formation of consumer loyalty to pharmaceutical brands»

**Relevance of the topic.** The relevance stems from the confluence of three critical factors: the unprecedented digital transformation of consumer behavior, the highly regulated and sensitive nature of the pharmaceutical sector, and the necessity for companies to build sustainable, trust-based relationships with patients in an increasingly transparent and interactive environment.

**Theoretical level of work.** Theoretical foundations of consumer loyalty formation and the use of social networks in pharmaceutical marketing have been revealed.

**Author's suggestions on the research topic.** Based on the results of the study, recommendations for increasing consumer loyalty to pharmaceutical brands through social networks has been developed.

**Practical value of conclusions, recommendations and their validity.** This qualification work provides structured, practically applicable recommendations and analytical models designed to assist pharmaceutical organizations, marketing agencies, and regulatory authorities. Its purpose is to help them optimize their digital presence and cultivate long-term consumer loyalty within this highly regulated field.

**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.** Hiba LALAOUI RACHIDI qualification work "Analysis of the influence of social networks on the formation of consumer loyalty to pharmaceutical brands" 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  
Хіба ЛАЛАУІ-РАШІДІ до захисту кваліфікаційної роботи в Екзаменаційній  
комісії НФаУ. Кваліфікаційна робота на тему «Аналіз впливу соціальних мереж  
на формування споживчої лояльності до фармацевтичних брендів».

**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 Хіба ЛАЛАУІ-РАШІДІ  
до захисту кваліфікаційної роботи на тему «Аналіз впливу соціальних мереж на  
формування споживчої лояльності до фармацевтичних брендів» в  
Екзаменаційній комісії НФаУ.

Зав. каф. ММЗЯФ, доктор фарм. наук,  
професор  
Секретар, доцент ЗВО,  
канд. фарм. наук, доцент

Володимир МАЛИЙ  
Світлана ЖАДЬКО

**НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ**

**ПОДАННЯ  
ГОЛОВІ ЕКЗАМЕНАЦІЙНОЇ КОМІСІЇ  
ЩОДО ЗАХИСТУ КВАЛІФІКАЦІЙНОЇ РОБОТИ**

Направляється здобувач вищої освіти Хіба ЛАЛАУІ-РАШІДІ до захисту кваліфікаційної роботи за галуззю знань 22 Охорона здоров'я спеціальністю 226 Фармація, промислова фармація освітньо-професійною програмою Фармація на тему: «Аналіз впливу соціальних мереж на формування споживчої лояльності до фармацевтичних брендів».

Кваліфікаційна робота і рецензія додаються.

Декан факультету \_\_\_\_\_ / Олександр ГОНЧАРОВ /

**Висновок керівника кваліфікаційної роботи**

Здобувач вищої освіти Хіба ЛАЛАУІ-РАШІДІ виконав на кафедрі менеджменту, маркетингу та забезпечення якості у фармації НФаУ кваліфікаційну роботу, яка присвячена дослідженню впливу соціальних мереж на формування споживчої лояльності до фармацевтичних брендів.

Перший розділ присвячено дослідженню теоретичних засад формування лояльності споживачів та особливостей використання соціальних мереж у фармацевтичному маркетингу. У другому розділі проаналізовано практику використання соціальних мереж фармацевтичними організаціями, вивчено сприйняття контенту споживачами та визначено кореляцію між активністю брендів і метриками лояльності. Третій розділ містить розробку конкретних рекомендацій щодо підвищення лояльності споживачів до фармацевтичних брендів через соціальні мережі, включаючи управління кризовими ситуаціями та інноваційні підходи.

У цілому подана до захисту кваліфікаційна робота Хіба ЛАЛАУІ-РАШІДІ на тему «Аналіз впливу соціальних мереж на формування споживчої лояльності до фармацевтичних брендів» 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 Хіба ЛАЛАУІ-РАШІДІ 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  
«26» of November 2025

With the grade \_\_\_\_\_

Head of the State Examination commission,

D.Pharm.Sc, Professor

\_\_\_\_\_ /Volodymyr YAKOVENKO/