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ANALYSIS OF MODERN CONSUMER BEHAVIOR IN THE DIGITAL ENVIRONMENT

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Abstract. The article is devoted to the analysis of modern consumer behavior in the digital environment with an emphasis on the pharmaceutical market. The study identified the technical preferences of users, in particular, it was found that 40% of respondents most often use a smartphone to access the network. The average time spent online was analyzed, where the largest share (35%) spends 5 to 6 hours a day with gadgets. Key communication platforms were identified. Purchasing habits were studied: consumers most often make purchases through Instagram stores and popular marketplaces. Special attention was paid to factors influencing decision-making, where it was found that almost half of the respondents (47.5%) purchased goods on the recommendation of bloggers. The results confirm the high level of digitalization of consumption and the need to adapt the marketing strategies of pharmaceutical companies to mobile platforms and influence marketing. The study emphasizes that only 2% of consumers do not make online purchases, which indicates almost complete market coverage by e-commerce. The article contains detailed statistics on the distribution of screen time and the popularity of mobile applications, which can be used to optimize advertising budgets in the pharmaceutical industry.

Keywords: consumer behavior, pharmaceutical market, online shopping, influencer marketing, e-commerce

Анотація. Стаття присвячена аналізу сучасної поведінки споживачів у цифровому середовищі з акцентом на фармацевтичний ринок. У ході дослідження було визначено технічні переваги користувачів, зокрема встановлено, що 40% респондентів найчастіше використовують смартфон для доступу до мережі. Проаналізовано середній час перебування онлайн, де найбільша частка (35%) проводить з гаджетами від 5 до 6 годин на день. Виявлено ключові платформи комунікації. Досліджено купівельні звички: споживачі найчастіше здійснюють покупки через Instagram-магазини та популярні маркетплейси. Окрему увагу приділено факторам впливу на прийняття рішень, де встановлено, що майже половина респондентів (47,5%) купували товари за рекомендацією блогерів. Результати підтверджують високий рівень діджиталізації споживання та необхідність адаптації маркетингових

стратегій фармацевтичних компаній до мобільних платформ та інфлюенс-маркетингу. Дослідження підкреслює, що лише 2% споживачів не здійснюють онлайн-покупок, що свідчить про майже повне охоплення ринку електронною комерцією. Стаття містить детальні статистичні дані щодо розподілу екранного часу та популярності мобільних застосунків, що може бути використано для оптимізації рекламних бюджетів у фармацевтичній галузі.

Ключові слова: поведінка споживачів, фармацевтичний ринок, онлайн-покупки, інфлюенс-маркетинг, електронна комерція.

Introduction. The rapid transformation of the global economic landscape, driven by the total digitalization of society, has fundamentally altered the interaction between pharmaceutical market participants and their end-users. Traditional pharmacy retail models are increasingly being integrated with or replaced by digital health ecosystems, where the consumer's journey begins long before the physical or digital checkout [1-6]. In the current pharmaceutical market, understanding digital touchpoints is no longer optional but a necessity for crisis management and logistical optimization. The shift toward e-commerce and m-commerce (mobile commerce) necessitates a deeper investigation into how consumers allocate their attention, which devices they prioritize, and which information channels exert the greatest influence on their purchasing decisions. Given the high competition and the sensitive nature of pharmaceutical products, analyzing these behavioral patterns is crucial for ensuring the sustainability and accessibility of pharmaceutical care in a digital-first world.

The aim of this study is to analyze the characteristics of consumer digital behavior, examine gadget usage, and identify the priority channels for online shopping.

Methods and materials. The study used an online consumer survey method. Statistical data processing was carried out using frequency distribution analysis. The research materials were respondents' answers about their digital habits and purchasing activity.

Results and discussion. The current state of the pharmaceutical market is characterized by a rapid transition into the digital space, leading to a shift in traditional consumer behavior models. This study has identified key features of user interaction with gadgets and online platforms in the context of making purchases.

It was established that the primary tool for accessing the network is the smartphone, used by 40% of respondents, while laptops account for 16%, desktop computers for 8%, tablets for 5%, and smartwatches for 4% of the audience. This indicates a dominance of mobile traffic, which should be a decisive factor in developing digital strategies for pharmacy chains.

Analysis of daily screen time demonstrates high levels of engagement: the largest group of respondents (35%) spends 5 to 6 hours online daily, a quarter of respondents (25%) devote 7 to 8 hours to their gadgets, and 15% spend 3 to 4 hours. Less numerous groups use devices for 9–10 hours (10%), 11–12 hours (7.5%), one to two hours (5%), or even more than 13 hours (2.5%).

The distribution of attention among mobile applications also shows a clear hierarchy, with Telegram leading at a share of 61.5%. Users spend significantly less time on Instagram (17.9%), YouTube (10.3%), TikTok (7.7%), and Viber (2.6%). Such a structure of media consumption points to a shift in priorities regarding information channels. Concerning direct commercial activity, Instagram stores are the most popular for making purchases, followed by marketplaces such as Prom and Rozetka. Furthermore, consumers actively use platforms like OLX, Kasta, Shafa, AliExpress, and Shein (Fig. 1).

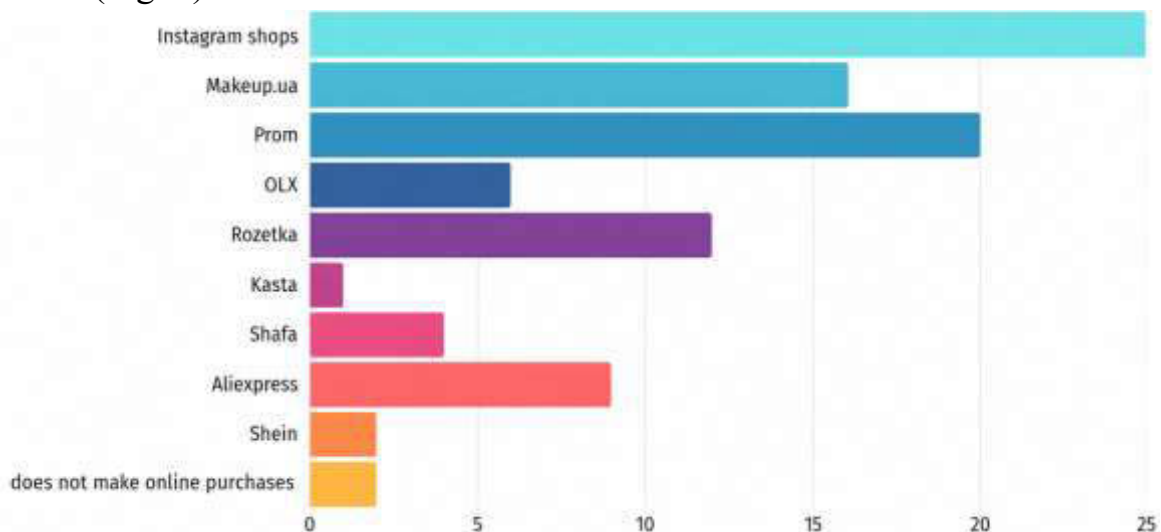


Fig. 1. Analysis of applications in which purchases were made

Notably, only a small fraction of respondents (2%) do not make online purchases at all, confirming the total penetration of e-commerce into daily life. The frequency of online shopping is also quite high: almost 49% of those surveyed buy goods on the internet several times a month. A vital aspect of modern marketing is the influence of opinion leaders, as 47.5% of consumers have made a purchase based on a direct recommendation from bloggers.

Consequently, successful operation in the pharmaceutical market today is impossible without considering the mobile-centric nature of consumers, maintaining an active presence in messengers, and utilizing influencer marketing as one of the most effective tools for influencing purchasing decisions.

Conclusions. The findings of this study confirm that the pharmaceutical consumer has fully transitioned into a "mobile-first" digital actor. With 40% of users

relying on smartphones and a significant majority spending over five hours online daily, the digital environment has become the primary arena for pharmaceutical marketing and sales.

The study highlights a significant shift in consumer priorities, where traditional information channels are being replaced by instant messaging services and social media ecosystems. Furthermore, the substantial influence of digital opinion leaders, affecting nearly 48% of purchasing decisions, underscores a move toward recommendation-driven social commerce. Since only 2% of respondents abstain from online shopping, it is evident that e-commerce is no longer a niche segment but the standard for the modern pharmaceutical market.

For pharmacy networks to remain competitive and resilient against crises, they must prioritize mobile-optimized platforms, integrate their logistics with popular marketplaces, and leverage influencer marketing to build trust and drive engagement.

Future strategies should focus on personalized digital interactions within high-traffic social environments to meet the evolving expectations of the modern consumer.

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