

USING OF RESULTS OF MARKETING RESEARCH IN CUSTOMER LOYALTY DEVELOPMENT SYSTEM

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Upcoming trend in development of pharmaceutical business, which is accompanied by new customer acquisition and extra profit earning, is improvement of pharmaceutical assortment based on appending of parapharmaceutical products, usage of loyalty programs, focused at enhancement of consumer interaction, decision taken is based on results of marketing research. At present loyalty programs in pharmaceutical business at macro level, meso level and micro level are widely integrated. At micro level pharmacy institutions use programs of loyalty of employees to company and the company's to customers loyalty programs. According to statistics loyal customers can increase the profit of 25 to 85%. Thus, the problems of elaboration and maintaining of loyalty require investigation and resolution.

In this regard we implemented a research to develop methodological approach to the evaluation of loyalty of curative cosmetics consumers based on results of marketing research. Consequently was created a methodology that helps to evaluate the association between customer satisfaction, derived in grades as a result of marketing researches, and customer loyalty to manufacturer's trademark.

It was found that segment of conservative customers, who kept loyalty to trademark, was 37,3%, segment of customers who occasionally agreed to try a new good of different trademark was 46,8%. Enquiry results and calculations of average values of satisfaction and importance of showings say that following parameters best of all satisfy consumer's requirements: hypoallergenicity (91,1%), the price of products (87,0%), efficiency (86,7%), product quality (83,3%). Thus, the integral indicator of customer satisfaction with therapeutic cosmetics, calculated on the basis of loyalty, is 51,3% versus 84,9%, calculated using the average value of the average ratings of satisfaction and importance. This means that customer satisfaction with the most important attributes of product and marketing indicators of activities will enable the company to rely on 51,3% of secondary purchases.

Thus, it has been found that to increase loyalty it is necessary to specify criteria of evaluation of customer allegiance, methodologies and frequency of analysis of customers database and develop procedures that will control relationships with customers. Implementation of components for establishment of loyalty control process will allow the company attract a number of loyal customers, gain a competitive edge at the market, and improve pharmacy's income level.