

EVALUATING THE EFFECTIVENESS OF WORKING WITH CUSTOMERS IN PHARMACEUTICAL RETAIL OUTLETS

Bobojonov Bakhrombek Ruzimovich

Abstract— Identification of changes in consumer behavior and knowledge of the key factors influencing behavioral changes in the effective organization of sales in the pharmaceutical market, as well as the ability to adapt to consumers is one of the urgent problems requiring study.

Index Terms— pharmaceuticals, market conditions, consumer, product, consumer behavior, trade, market economy, production of pharmaceuticals, organization of direct sales.

1 INTRODUCTION

CREATING effective marketing tools based on the study of consumer behavior and influencing the target segments is an important element of the marketing activities of modern enterprises operating in the market of various goods and services. The market of pharmaceutical products is an area that should be constantly studied for any country and is one of the main directions in ensuring the health of consumers and improving the welfare of the population.

In developing the marketing strategy of enterprises operating in the pharmaceutical market, the main focus is on the effective satisfaction of consumer needs, the effective organization of direct sales of pharmaceutical products and the use of marketing technologies specific to each consumer segment.

In the organization of direct sales of pharmaceutical products, the main task of marketing activities of enterprises is the ability to identify and know the behavioral factors of consumers, as well as the ability to adapt to its changes.

Modern marketing theory has a wide range of tools and methods for studying consumer behavior, through which it is possible to predict consumer behavior and create effective marketing tools. However, the peculiarities of the pharmaceutical market do not allow to take full advantage of existing developments, as the formation of consumer needs for this group of products is reflected in different ways. In today's dynamically evolving market environment, a systematic study of the factors of consumer behavior in the pharmaceutical market is the main direction to ensure the qualitative change of the market.

2 LITERATURE REVIEW

2.1 Actuality

The development trends of the global pharmaceutical market are evolving in connection with the increase in life expectancy and healthy lifestyle, people's ability to maintain their age, and well-being in general. [1] A study by the marketing campaign A.C.Nielsen found that almost 99 percent of Russian women use pharmaceuticals and cosmetics on a regular basis, compared to 57 percent in Switzerland. Spanish women spend about 350 euros a year on pharmaceutical cosmetics, while Russian women spend 150 euros. [2] It is clear from these cases that the market for pharmaceuticals and cosmetics is promising.

A number of studies have been conducted to study consumer behavior in the pharmaceutical market, examining the impact of three most important factors on the process of purchasing and selecting drugs by pharmacy visitors, including; including the opinions and recommendations of formatters, family and friends, and the recommendations made by the brand or manufacturer to consumers. [3] Studies have shown that the impact of advertising on almost all consumers is high, with most people wanting to buy a prescription or vitamin supplement from a pharmacy, but studies show that male consumers typically buy on a doctor's prescription, while women are more flexible with advice.

2.2 Literature review

Empirical research on consumers' attitudes to drug price changes was conducted by R. James. The change in consumers' decisions on list-based drugs is determined by the characteristics of the change in the recommendations of the formats, as well as the importance of the recommendations of the formats on the price. [4]

Factors influencing consumer behavior in the pharmaceuti-

- Bobojonov Bakhrombek Ruzimovich, Senior teacher at "Marketing" Department of Tashkent state university of economics, Tashkent city, Republic of Uzbekistan

cal market are classified in the research of Yu.N. Kovalnogova [5], M.Ziyaeva [9] which is recommended to be divided into six groups: external factors, consulting factors, personal characteristics, product quality factors, marketing activities of pharmacies or manufacturers and the personal quality of consumers.

Factors influencing changes in consumer behavior in the pharmaceutical products market have been identified by Blackwell R.D. according to external and personal determinants. [6] grouped by F. Kotler, [7] N.Nabiyeva [11;12;13], the influence of social and cultural factors on the psychological state of the consumer studied by Dibbs [8], Ziyaeva M [10].

2.3 Other theoretical frames

Although research has been conducted on the development of the pharmaceutical industry in the country, almost no research has been conducted to study the impact of consumer behavior on pharmaceutical products.

Since the purpose of the study is to study the factors that determine consumer behavior in the pharmaceutical market, the following problems are recommended as the main methodological approach:

- the formation of a system of factors that determine consumer behavior in the pharmaceutical market and affect the sales process;
- determine the significance of each factor;
- Evaluation of the quality of services of pharmacies and manufacturers according to the level of customer satisfaction;
- Demonstrate the need for certain factors that affect consumer behavior;
- make recommendations on the decision-making process, taking into account the important factors in the process of sales in pharmacies;

Most of the research conducted to study consumer behavior in the pharmaceutical market has been based on consumer surveys, questionnaires, focus group and a number of other marketing research methods.

In V.V. Dorofeeva, G.A. Galkina, K.V.Sudarenko's study, consumers' behavioral behaviors were studied using qualitative research methods by observing their behavioral behavior in pharmacies according to segment characteristics.

3 RESEARCH METHODOLOGY

The article uses methods of research such as analysis of selected literature, synthesis, comparison, scientific observation, deduction, induction, systematic analysis, comparative analysis, expert evaluation, statistical analysis.

4 ANALYSIS AND RESULTS

Expert assessment methods are widely used in the study of the importance of factors influencing consumer behavior in the pharmaceutical market, and it is one of the most effective methods. The method of expert evaluation is carried out in the following stages: formation of a group of experts; formation of a questionnaire of expert assessment on the selected factors;

analysis of survey results; determination of the level of importance of factors influencing consumer behavior on the basis of analytical data; to determine the factors influencing behavior according to the level of importance.[11]

It is also possible to identify the factors influencing changes in consumer behavior in the pharmaceutical market on the basis of the use of the method of expert evaluation on the basis of the organization of focus group work.

Based on the results of scientific research, we represent a model of changes in consumer behavior in the pharmaceutical market according to Figure 1.

According to the model of consumer behavior change in pharmaceutical products, the following are the main stages of consumer decision-making: purchasing decision-making, purchasing desire, the purchasing process.

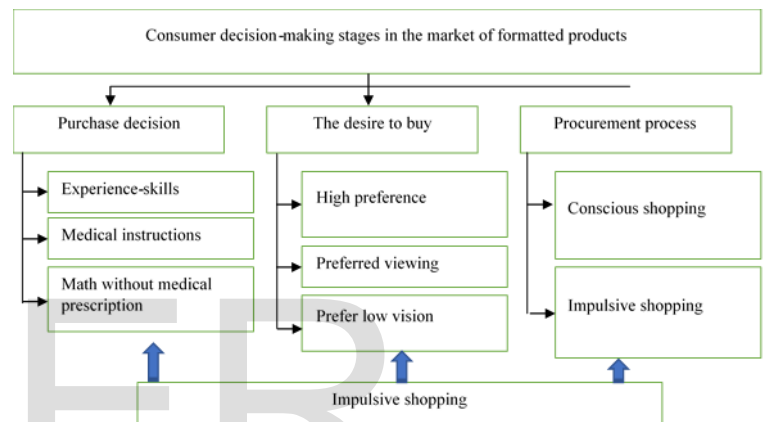


Figure 1. The decision-making process of consumers in the pharmaceutical products market

Source: Author's development

One of the most important aspects influencing consumer behavior in the pharmaceutical market is that consumers often buy medical and pharmaceutical products not voluntarily but compulsorily. Therefore, it is important to make the purchase when you feel unwell under the influence of the symptoms of the disease, and therefore the patient should buy the opportunity to correct the disease, to restore health, not the drug.[13]

The use of drugs also depends on various sociological factors, as different groups of the population have different ability to pay. For example, in a number of countries, the retail prices of medicines were much lower than their original prices, and patient care products were sold at wholesale prices. The installation of this system has led to a sharp decline in the purchasing power of the population, a decrease in demand for expensive drugs, an increase in demand for cheaper drugs with similar pharmacological effects.

Technological processes of retail trade are an important link in the overall single chain of the movement of pharmaceutical goods. Because in the process of delivery of consumer goods from the enterprise to the consumer, it is necessary to select the range of goods and create the necessary conditions to meet the growing needs of the population for these drugs (in cases of infection, etc.). The quality of trade services to the population, ie the culture of trade depends on the level of organization of technological processes in retail trade, especially the

sale of goods, so the entire trade and operational activities of retail enterprises are subject to this task.

Based on the above, the description of the time of the decision to purchase a drug, including the assessment of consumer behavior in the pharmaceutical market, the definition and evaluation of actions aimed at purchasing a reputable brand and their satisfaction with the pharmaceutical service or drug consumed; takes the degree of dissatisfaction.

In the process of making a decision on the purchase of pharmaceutical products by consumers, a specialist pharmacologist should take into account the factors that affect consumer behavior. According to the results of bibliographic research, the factors influencing consumer behavior in the pharmaceutical market are systematized on the basis of Table 1.

Table 1
Factors influencing consumer behavior in the pharmaceutical market

№	System of factors	Marking	Features
1	External environmental factors	F1	Family status, cultural environment, social status, suitability for reference groups
2	Internal environmental factors	F2	Education, competence, problem culture, personal training, level of professionalism, personal behavior
3	Quality of consulting by a format consultant	F3	Flexibility, communicativeness, persuasiveness, non-contradiction, ability to evoke imagination, ability to suggest
4	Personal communication factors	F4	Medical guidelines, age, gender, occupation, education, personal characteristics, lifestyle, cultural level, nationality, etc.
5	Customer personal quality	F5	Compliance with the standard, quality characteristics, level of safety, composition, price, brand, packaging, etc.
6	Quality of pharmaceutical products	F6	Brand quality, assortment policy, price level, advertising, merchandising, brand, market status

7	Marketing	F7	The state of presentation of goods, exhibitions, the state of the organization of the trade flow, etc.
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Source: Author's development

It is possible to determine the level of significance of the selected factors using the expert evaluation method. The experts involved in the expert evaluation consisted of 5 experts, and since the number of factors was 7, each factor was evaluated on the level of significance.

Table 2
Expert assessment of the level of significance of factors influencing consumer behavior

Experts	Factors						
	F1	F2	F3	F4	F5	F6	F7
1	3	5	2	4	1	6	7
2	4	6	2	1	3	7	5
3	4	5	3	2	1	6	7
4	5	6	2	1	3	7	4
5	6	5	3	2	1	7	4

The following results were obtained on the basis of the Excell program in the ranking of the importance of the selected factors according to the results of expert assessments on the level of importance of factors influencing consumer behavior (Tables 3,4).

Table 3
Results of expert evaluation

Factors	Experts					$\sum F_n$	$\sum \bar{F}_n$
	1	2	3	4	5		
F1	3	4	4	5	6	22	4,4
F2	5	6	5	6	5	27	5,4
F3	2	2	3	2	3	12	2,4
F4	4	1	2	1	2	10	2
F5	1	3	1	3	1	9	1,8
F6	6	7	6	7	7	33	6,6
F7	7	5	7	4	4	27	5,4
Competence coefficient	0,197	0,202	0,201	0,200	0,200		

Table 4
Results of calculating the significance of factors

Factors	Experts					Significance coefficient
	1	2	3	4	5	
F1	0,59	0,81	0,80	1,00	1,20	4,4
F2	0,98	1,21	1,01	1,20	1,00	5,4
F3	0,39	0,40	0,60	0,40	0,60	2,4
F4	0,79	0,20	0,40	0,20	0,40	1,9
F5	0,20	0,61	0,20	0,60	0,20	1,8

F6	1,18	1,41	1,21	1,40	1,40	6,602
F7	1,38	1,01	1,41	0,80	0,80	5,402

The opinion of the experts is determined by the concordance coefficient, through which their appropriateness of the assessment is checked. The concordance coefficient is tested on the basis of the hypothesis that 0 is unreliable and 1 is completely reliable, generating values between 0 and 1. The concordance coefficient is determined by the following formula:

$$W=(12*S)/(n^2*(m^2-m))$$

here,

S- square deviation of colors;

n- number of experts;

m – the number of factors evaluated.

We calculate the concordance coefficient

$$W=(12*S)/(n^2*(m^2-m))= (12*556)/(5^2*(7^2-7))=6672/7775=0,85$$

Acceptance of the value of 0.85 of the concordance coefficient indicates that it is possible to accept with full confidence the results of expert assessments on the level of significance of factors influencing consumer behavior in the pharmaceutical market. Given this situation, we render it in Table 5, ranking the accepted values according to the level of significance of the selected factors.

According to the results of the methodology for assessing the factors of consumer behavior, based on the data in Table 5, the highest score, that is, high variability of consumer attitudes to drug purchases as a result of marketing activities was identified. It has also been found that in pharmacies, consumers are more likely to rely on the advice of consultants and change their purchasing decisions.

Table 5

The level of importance of factors influencing changes in consumer behavior in the pharmaceutical market

№	Factors	Marking	Significance coefficient
1	Marketing	F6	6,602
2	Quality of consulting by a format consultant	F2	5,402
3	Merchandizing	F7	5,396
4	External environmental factors	F1	4,403
5	Personal communication factors	F3	2,401
6	Customer personal quality	F4	1,992
7	Quality of pharmaceutical products	F5	1,804

Most importantly, the effective implementation of merchandising measures in pharmacies also strongly depends on the decision of consumers to buy from pharmacies. The most insignificant factor is the quality of pharmaceutical products, pharmacies do not pay much attention to the quality of drugs, are not interested in the composition of drugs, quality certi-

factors on the personal quality of consumers were also based on the fact that the reaction of consumers to behavioral change was low.

The results of research on consumer behavior research technology in the pharmaceutical market have allowed us to achieve a number of significant results.

4 CONCLUSION

Although a conclusion may review the main points of the paper, do The results of the study show that the most influential factor in changes in consumer behavior in the pharmaceutical market is marketing measures, according to the results of expert assessments. This shows that the pharmaceutical company, which is interested in studying the attitude of consumers to the offer of an existing drug and trying to identify marketing measures, has a wide range of opportunities to operate effectively in the market. It was argued that pharmacies and pharmaceutical companies need to know the characteristics of the drug and the level of satisfaction of consumers with its price, as well as analyze the extent to which price and quality are perceived in the minds of consumers.

In the pharmaceutical market of the Republic, mainly through the use of simplified questionnaires of consumers of medicines, it is necessary to conduct research to conduct marketing research to identify the demand and needs for these products, as well as behavioral changes. The questionnaire asks the pharmaceutical company to provide information about the disadvantages of goods, advantages, sales conditions, the culture of pharmacists, the price of the goods. Surveys are grouped by income, gender, and age. The identified deficiencies are analyzed for severity, prevalence, and cost of remediation. After all, timely detection and elimination of consumer "dissatisfaction" is important for any commercial enterprise.

In addition to the above, the pharmaceutical company should conduct inquiries (blitz, fast) among consumers and professionals about the new drug being brought by the commercial enterprise. The main purpose of this is to assess the process of recognition of the product and the growth rate of the target market diffusion relative to it. Pharmaceutical companies should always keep in mind that the quality of the drug offered by them must be higher than the level of demand.

Bringing pharmaceuticals to market, holding roundtables and exhibitions among consumers in the process of their trial sales should also be considered as key marketing activities. During their implementation, it is necessary to determine how well the proposed pharmaceutical product can meet the expected results of consumers.

In practice, the analysis of the characteristics of the pharmaceutical product, the comparison of the advantages and disadvantages of individual brands is often carried out by the consumer not consciously, but on the basis of a doctor's advice or prescription. Therefore, the main task of marketing research in

the pharmaceutical market is to substantiate the reasons why the consumer chooses a particular brand of drug, to "force" to assess its quality, and then to develop recommendations that correspond to the financial capabilities of the enterprise.

The implementation of the above considerations will lay the foundation for further development of the pharmaceutical market in the country and the provision of quality and affordable goods to the general population, further improving the quality of services in pharmacies, raising the living standards of our people.

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ACKNOWLEDGMENT

I am hereby to Dr.Ziyaeva Mukhtasar for her advising in publication of this paper.

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