

CUSTOMER-CENTRIC APPROACH IN PHARMACEUTICAL MARKETING

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Resume: *in the article investigated and analyzed the behavior of modern consumers. Questionnaire made the basis of the research materials, the purpose of which was to obtain relevant information about the social and psychological aspects of the behavior of end-users. The results indicate the need for use in the pharmaceutical practice, customer-centric approach.*

Резюме: *в статье исследовано и проанализировано поведение современных потребителей лекарственных средств. Основу проведенных исследований составили материалы анкетного опроса, целью которых было получение релевантной информации о социально-психологических особенностях поведения конечных потребителей. Полученные результаты свидетельствуют о необходимости использования в фармацевтической практике клиенто-центрического подхода.*

Relevance. The pace of technological progress with high speed changing modern world and its people. Every year, the consumer is becoming more demanding, he better understands the product, know how and where to find information about it. Another 10 years ago, consumers are buying everything that was said to him from the TV screens and could give a monthly salary for the kitchen combine. Now, the consumer can make purchases without leaving home through online stores. In a number of cities in Ukraine there is free delivery of products straight from the supermarket. All of this suggests necessity of full integration of businesses in the Internet space.

Modern Ukrainian pharmaceutical companies are paying very little attention to their online audience. In most cases it is only the creation of branded sites and updating news line. This is far from enough to keep afloat in the current conditions, and even more so to win customer loyalty.

Purpose. To analyze the need to use content marketing in the modern pharmacy, to develop methodological approaches to its practical application.

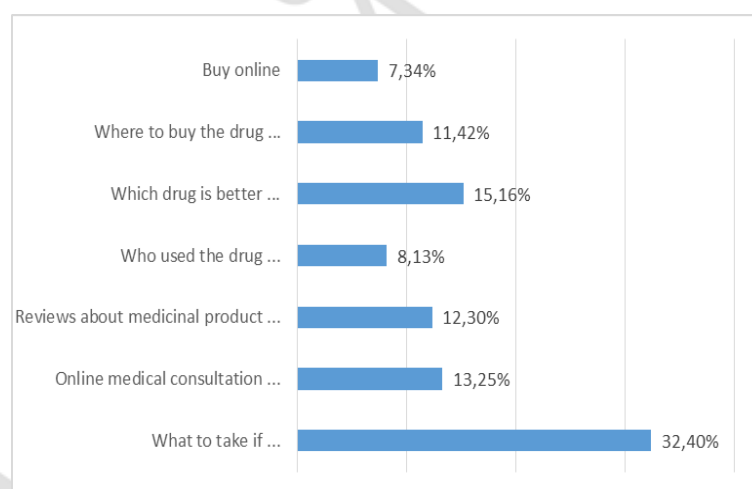
Tasks. The main tasks of the study was the identification of key audiences of consumers, located in networks; the synthesis of useful content for consumers; analysis of the degree of obsolescence of the classical methods applied in pharmaceutical marketing etc.

Materials and methods. The basis of the research materials made questionnaire, the purpose of which was to obtain relevant information about the social and psychological characteristics of consumer behavior. Surveyed more than 500 respondents, selected high quality 300 completed questionnaires. During analyzing the results of the questionnaire are used methods of statistical, graphical and logical analysis.

Results and discussion. Our studies was conducted in Ukraine for the period of 2015 and show that 78% of consumers from the aged 23 to 55 years before the acquisition

of any of the drug carried out a preliminary request into the network. Basic requests of consumers are shown in figure (Picture1).

The diagram shows that the biggest part of the audience often sets the request "that to take if ..." This again underlines the increasing importance of information about drugs in the networks. At the many studies have emphasized that the majority of consumers bypass the access to a doctor and go directly to the pharmacy for medication [1, 2]. 5 years ago, opinions and advice of pharmacist weighty influence on decision-making, now the buyer comes to the pharmacy with already chosen drug from network, and only asked pharmacist for clarification of the conditions of taking the drug. This process is not only detrimental to the health of the nation, but also affect the pharmaceutical market as a whole.



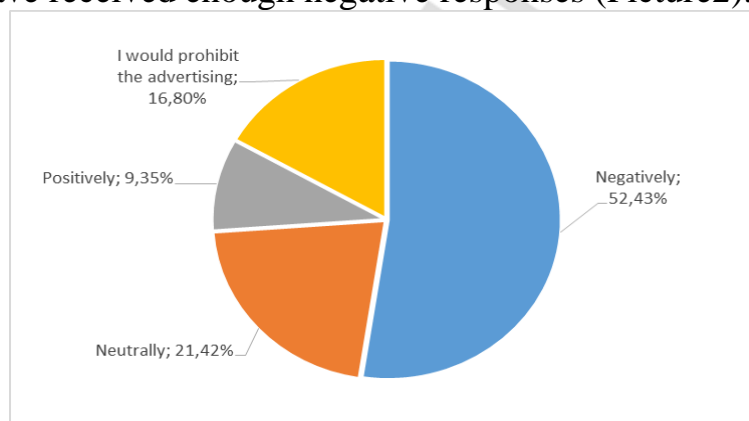
Picture 1 - The basic requests of consumers of drugs in Ukraine

It is also necessary to note that not only consumers are turning to online information but also professionals (doctors and pharmacists). However, the main questions are not related to the standards of treatment or reference books. This is mainly educational requests; professionals are seeking to keep up with modern trends, read articles, monographs, etc. The question: "What is the main purpose of the request on the network," we got in 93.4% of cases the answer – to raise awareness and competitiveness. Thus, consumers, and experts are looking for answers to their questions online. Here raises the question, is there a network answers provided by producers and how widely the manufacturer uses the Internet platform to increase customer loyalty?

Producers in 98% of cases uses the network only to host their branded sites. 99% of producers answered no on the question: "Do you have your channel on YouTube?" They do not see any sense in creating a channel and filling it with videos and information about products and services. Just few producers pay attention to the advertising in social networks (67.23%). In most cases, this is pop-up "nonintellectual" advertising.

Another object of the study was to examine the degree of "fatigue" advertising and irritation level of it. Most producers of Ukraine consider the most effective advertising on television and radio. Such advertising depending on the budget can be not only at the level of Ukrainian or regional, but it can covers a very high audience. At the same time, the

quality of advertising, which produced in Ukraine, is quite low, companies, which are able to produce a quality product charge high fees for it. Therefore, most pharmaceutical companies are turning to conventional advertising campaigns, and as a consequence receive shoddy products, which not only increases sales but also a negative effect on loyalty [3]. So the question to consumers how you feel about the advertising of medicines on television, we have received enough negative responses (Picture2).



Pic. 2 - Consumer attitudes to advertising of medicines on television

The majority of respondents have a negative attitude to the advertising of medicines on television (52.43%). During the interview it became clear that the main reason is persuasive advertising, respondents don't like when during one advertising block can be up to 10 commercials about drugs. In their view, it is very annoying and makes wonder, may be you have a disease that is treated by the advertised drug. Enough large part of respondents 16.8% generally would prohibit advertising of medicines on television.

Such a reaction on advertising mainly indicates its "poor quality" and not proper use. Producers should listen to customers, many of them supporters of the view that, if need any information about the medicines they are will certainly find it. Such responses should bring modern pharmaceutical producers to content marketing.

Content marketing allows the company to carry out the process of creating and publishing the required information (content), which seeks and asks his audience in a variety of sources [4]. By pharmaceutically content to be understood reliable and useful information for the consumer. Today, there are more than 40 types of content – from forums and articles in journals – to microsites and specialized media platforms.

Content marketing provides an opportunity not only to increase the loyalty of their customers and raise awareness of the audience about modern diseases and measures for their prevention and treatment.

The methods and tools used in marketing considering the high speed of technological development are constantly changing. The use of "classical" methods leads to "commoditize" of the pharmaceutical industry in the unification and availability of drugs. The market is filled with the same type of offers (generic) and the consumer no longer distinguish between producers, even if a drug has a significant difference. This situation provides the basis for the price wars.

Similar problems faced by many industries and more advanced in recent years have been paying considerable attention to Inbound-marketing as a new direction of customer-centric. The basis of this type of marketing is the creation of useful content to users in most cases without direct advertisement, which as previously described annoying customers. The main objective of Inbound-marketing is to create loyalty and increase confidence in the brand. In contrast to the traditional type of marketing Inbound-marketing is not using advertising. Popularization of the manufacturer of the goods is due to the viral distribution of content between users and as a result raising the position in search queries [5].

Pharmaceutical companies need to pay attention that this kind of marketing is more effective than conventional advertising, and makes it possible to obtain "quality" customers. In addition, it should be noted the difference in budgets, much cheaper to create quality content than pay for banner impressions on social networking sites.

Carried out researches show that consumers of medicines often come with a variety of requests to the Internet. Now, consumers are willing to look for the manufacturer's own, but for the fact that they have found the manufacturer must create all conditions. The manufacturer must find out what information is needed to the consumer, that he is seeking (a content), which channels used and in what and in which order effects on his choice.

At this time, the pharmaceutical industry in the last ranks of those who use content marketing. In the advanced sectors 9 of 10 specialists marketers use content marketing at the same time they operate 7-12 types of content. This is mainly blogs, articles, content, social networking, e-books, webinars, podcasts, etc.

In Ukraine, content marketing are using large online stores and business services (mobile banking) operating on the system B2C. Ukrainian marketers use from 4 to 7 types of content, and these indicators may fall depending on the industry. The pharmaceutical industry does not practically use content marketing, this situation is due not only to the lack of knowledge of the content analysis capabilities, but also with the low budget allocated to it. If in the Western, countries in average industry secrete up to 30%, in the pharmaceutical field it is only 20%. It should be noted that this is western indicators in Ukrainian statistics the budget for content marketing does not exist. Only some of the producers allocate a budget to support web sites and advertising on the Internet.

Conclusions. Manufacturers need to allocate part of the budget on content marketing, and pay attention to media companies that specialize in the Internet network. To use in activity special program which storage the requests of its visitors, and give only the necessary, reliable and high-quality content. Such useful content are necessary for a modern consumer and able to increase their loyalty. Correctly, created content based on the fundamentals of neuromarketing is able to influence on the "prehistoric" human brain and the buyer will be able to make a decision in favor of the necessary goods.

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