



УДК 338.242.4:619:615.1

Pharmaceutical marketing: objectives and types

I.B. Smolynets', B.V. Gutyj, I.I. Khariv, O.Y. Petryshak, R.I. Lytvyn
smolinecz86@mail.ru

*Lviv national university of veterinary medicine and biotechnologies named after S.Z. Gzhytskyj,
Pekarska Str., 50, Lviv, 79010, Ukraine*

Pharmaceutical marketing objectives and types depending on demand state are overviewed in this article. Pharmaceutical enterprise has always a certain idea of the desired level of market demand. In practice demand is not always in accordance with level that has been predicted. One can strictly outline eight situations that characterise the state of demand. Every such situation is in accordance with certain marketing managerial task and its types. Conversional marketing is related to medicines' negative demand and medical services availability, e.g. such kind of situation, when they cannot find their own buyer at substantial part of potential market. Stimulating marketing is related to demand absence, e.g. state, when potential market does not reveal (or almost does not reveal) interest towards concrete proposal. Marketing that develops is related to medicines demand, that is at the stage of formation (hidden demand). Potential (hidden) demand occurs when certain consumers part need real problem solving, that cannot remain satisfied with the medicines and medical services that are available at the market. Remarketing is related to medicines or medical services decreasing demand situation for a particular period of time, as a result of moral degradation, not consideration sale stimulation tools, advertising updates, and competition factors. Sync marketing (irregular marketing) is related to uneven demand, its fluctuation: seasonality (medicines against a cold, stomach–intestinal diseases and etc.); daily (pharmacies are more often attended during the weekdays, less – at the weekend); hourly (pharmacies are most often attended in a period of time from eight to eleven in the morning and from five to seven in the evening accordingly to research data). Supportive marketing is related to satisfied demand availability. Demarketing is related to surplus of demand, so medicines demand is higher than its supply (producing opportunities). Counteractive marketing is related to irrational (non rational) demand, with harmfulness in terms of health, consumer and society welfare. Market research provisions medicines demand study and projection, price analysis and rivals medicines, market capacity determination and enterprise's share on it. Such kind of analysis assists to estimate market opportunities and determine attractive marketing activity direction, where enterprise can acquire competitive advantages

Key words: pharmaceutical marketing, objectives and types, medicines, consumers.

Фармацевтичний маркетинг: цілі та види

І.Б. Смолинець, Б.В. Гутий, І.І. Харів, О.Й. Петришак, Р.І. Литвин
smolinecz86@mail.ru

*Львівський національний університет ветеринарної медицини та біотехнологій ім. С.З. Гжицького,
вул. Пекарська, 50, м. Львів, 79010, Україна*

В статті розглядаються цілі і види фармацевтичного маркетингу залежно від стану попиту. У фармацевтичного підприємства завжди існує певне уявлення щодо бажаного рівня попиту на ринку. На практиці ж не завжди попит, який передбачається, відповідає цьому рівню. Можна досить чітко виділити вісім ситуацій, що характеризують стан попиту. Кожній такій ситуації відповідає певне завдання щодо управління маркетингом та його видів. Конверсійний маркетинг пов'язаний з наявністю негативного попиту на ліки і медичні послуги, тобто такої ситуації, за якої на значній частині потенційного ринку вони не знаходять свого покупця. Стимулювальний маркетинг пов'язаний з відсутністю попиту, тобто стану, за якого потенційний ринок не виявляє (чи майже не виявляє) інтересу до конкретної пропозиції. Маркетинг, що розвивається, пов'язаний з попитом на ліки, який знаходиться у стадії формування (прихований попит). Потенційний (при-

Citation:

Smolynets', I.B., Gutyj, B.V., Khariv, I.I., Petryshak, O.Y., Lytvyn, R.I. (2016). Pharmaceutical marketing: objectives and types. *Scientific Messenger LNUVMBT named after S.Z. Gzhytskyj*, 18, 2(69), 151–154.

хований) попит має місце тоді, коли певна частина споживачів потребує реального розв'язання якоїсь проблеми, котра не може бути задоволена за допомогою наявних на ринку ліків і медичних послуг. Ремаркетинг пов'язаний із ситуацією спадного попиту на ліки чи медичні послуги за певний період часу внаслідок морального старіння, неврахування заходів стимулювання збуту, рекламних поновлень, факторів конкуренції. Синхромаркетинг (нерегулярний маркетинг) пов'язаний з нерівномірним попитом, коливанням його: сезонно (ліки від застуди, шлунково–кишкових захворювань тощо); щоденно (аптеки частіше відвідують у будні, мало – у вихідні); погодинно (за даними досліджень аптеки найчастіше відвідують у період з восьмої до одинадцятої ранку та з п'ятої до сьомої годин вечора). Підтримувальний маркетинг пов'язаний з наявністю задоволеного попиту. Демаркетинг пов'язаний з надмірним попитом, тобто попит на ліки значно перевищує пропозицію (виробничі можливості). Протидіючий маркетинг пов'язаний з ірраціональним (нераціональним) попитом, зі шкідливістю продукції з точки зору здоров'я, добробуту споживача і суспільства.

Дослідження ринку передбачає вивчення і прогнозування попиту на ліки, аналіз цін і препаратів конкурентів, визначення місткості ринку і частки підприємства на ньому. Такий аналіз допомагає оцінити ринкові можливості і визначити приєднаний напрям маркетингової діяльності, на якому підприємство може набути конкурентних переваг

Ключові слова: фармацевтичний маркетинг, попит, цілі та види, ліки, споживачі.

Фармацевтический маркетинг: цели и виды

И.Б. Смолинец, Б.В. Гутый, И.И. Харив, О.О. Петрышак, Р.И. Литвин
smolincez86@mail.ru

Львовский национальный университет ветеринарной медицины и биотехнологий им. С.З. Гжицького,
ул. Пекарская, 50, г. Львов, 79010, Украина

В статье рассматриваются цели и виды фармацевтического маркетинга в зависимости от состояния спроса. У фармацевтического предприятия всегда существует определенное представление о желаемом уровне спроса на рынке. На практике же не всегда спрос, предполагается, соответствует этому уровню. Можно достаточно четко выделить восемь ситуаций, характеризующих состояние спроса. Каждой такой ситуации соответствует определенная задача по управлению маркетингом и его видов. Конверсионный маркетинг связан с наличием негативного спроса на лекарства и медицинские услуги, то есть такой ситуации, при которой на значительной части потенциального рынка они не находят своего покупателя. Стимулирующий маркетинг связан с отсутствием спроса, то есть состояния, при котором потенциальный рынок не проявляет (или почти не проявляет) интерес к конкретной пропозиции. Маркетинг развивающейся связан со спросом на лекарства, который находится в стадии формирования (скрытый спрос). Потенциальный (скрытый) спрос имеет место тогда, когда определенная часть потребителей требует реального решения какой-то проблемы, которая не может быть удовлетворена за счет имеющихся на рынке лекарств и медицинских услуг. Ремаркетинг связан с ситуацией нисходящего спроса на лекарства или медицинские услуги за определенный период времени вследствие морального старения, неучет мер стимулирования сбыта, рекламных обновлений, факторов конкуренции. Синхромаркетинг (нерегулярный маркетинг) связан с неравномерным спросом, колебания его: сезонно (лекарства от простуды, желудочно–кишечных заболеваний и т.д.); ежедневно (аптеки чаще посещают в будни, мало – в выходные); почасово (по данным исследований аптеки чаще всего посещают в период с восьми до одиннадцати утра и с пяти до семи часов вечера). Поддерживающий маркетинг связан с наличием довольно высокого спроса. Демаркетинг связан с чрезмерным спросом, то есть спрос на лекарства значительно превышает предложение (производственные возможности). Противодействующий маркетинг связан с иррациональным (нерациональным) спросом, с вредностью продукции с точки зрения здоровья, благополучия потребителя и общества. Исследование рынка предполагает изучение и прогнозирование спроса на лекарства, анализ цен и препаратов конкурентов, определение емкости рынка и доли предприятия на нем. Такой анализ помогает оценить рыночные возможности и определить привлекательное направление маркетинговой деятельности, на котором предприятие может приобрести конкурентных преимуществ.

Ключевые слова: фармацевтический маркетинг, спрос, цели и виды, лекарства, потребители.

Introduction

However marketing is oriented on consumers' needs satisfaction, then marketing activity always begins with complex pharmaceutical market research (Gromovyk et al., 2004; Olenych et al., 2012). During the market research consumers' behaviour is being studied, their needs, consumer advantages, motives, that urge them to make decisions regarding medicines purchase. Consumers behaviour deep understanding affords to satisfy their needs better than rivals do.

The aim of this scientific work was to overview pharmaceutical marketing objectives and types depending on demand condition.

Results and its discussions

Pharmaceutical enterprise always has some imagination about desirable demand level at the market. On practice not always demand that is foreseen, related to such level. One can strictly define eight situations, which characterise demand state. Every such kind of situation is in accordance with certain marketing management task and its types (tabl. 1).

Conversional marketing is related to availability of negative demand on medicines and medical services, e.g. such situation, when it cannot find their own buyer at substantial part of potential market. For example: majority of people have a negative demand on vaccination, in children – on tablet medicines and medicines without any excipients.

Table 1

Objectives and types of pharmaceutical marketing depending upon demand

Demand state	Pharmaceutical marketing objective	Pharmaceutical marketing type
Negative	Demand formation	Conversional
Absent	Demand stimulation	Stimulation
Potential	Creation of the new medicinal means	Marketing that develops
Decreasing	Demand increase	Remarketing
Uneven	Demand leveling	Sync marketing
Satisfied	Demand support	Supportive
Excessive	Demand decrease	Demarketing
Irrational	Restriction of access to medicines	Counteractive

A cause of mentioned situation is research elements neglecting of the previous sale of consumer information.

Pharmaceutical marketing task is to create demand as a result of analysis of the causes of negative demand, the development of tactics and strategy of influence upon demand or supply, which can project assortment improvement of the structure or medicines quality, price reduction, searching for new forms of medicines advancement at a market (Olenych et al., 2013).

Stimulating marketing is related to demand absence, condition when potential market does not reveal (or almost does not reveal) interest towards concrete proposal. The reasons of absent demand can be advertising neglecting, medicines competitiveness research.

Marketing task – is to awake consumers activeness based on finding ways of connection specific medicinal qualities with natural needs and interests of the human being (Gromovyk et al., 2004; Olenych et al., 2011).

Marketing, that develops, is related to medicines demand that is at the stage of formation (hidden demand). Potential (hidden) demand occurs when certain consumers part need real problem solving, that cannot remain satisfied with the medicines and medical services that are available at the market. For example: nowadays health care system has unsatisfied need in medicines, which might be efficient in oncologic diseases, strokes and AIDS treatment. Marketing task – is to estimate the volume of potential market and create efficient medicines and medical services, that really can satisfy the demand (Gromovyk et al., 2004; Kanjuka et al., 2012; Olenych et al., 2012).

Remarketing is related to medicines or medical services decrease demand situation for a particular period of time, as a result of moral degradation, not consideration sale stimulation tools, advertising updates, and competition factors (Gromovyk et al., 2004). Pharmaceutical marketing objective – not only to extent medicine life cycle that is situated in a phase of demand lower, as creation new life cycle of the medicine. It might be achieved by advertising the unknown or little known consumer features and benefits of this medicine. For example, it was revealed that regular usage of aspirin reduces risk of the stroke by 15 percents. Besides, for aspirin’s life cycle creation its effervescent medicinal forms were produced, also medicinal forms with vitamins additives.

Sync marketing (irregular marketing) related to uneven demand, its fluctuations:

a) seasonally (medicines against a cold, stomach-intestinal diseases);

б) daily (pharmacies is more often attended on a week days, less – at the weekend);

в) hourly (pharmacies are most often attended in a period of time from eight to eleven in the morning and from five to seven in the evening accordingly to research data).

As of many medicines cannot smooth demand fluctuations, the pharmaceutical marketing task is to study these fluctuations and adjustment for them (Gromovyk et al., 2004; Vasnecova, 2005; Grymak et al., 2013).

Supportive marketing is related to satisfied demand availability. Marketing objective – is to maintain demand, as a result of constant attention towards factors that can change the demand: change of the need (for instance, decrease or increase level of morbidity); appearance on the market of similar drugs and medical services of other companies at lower prices.

It is necessary to solve a series of tactical tasks, which are related to price policy, maintaining desirable quantity of sales, activity coordination, and performance of cost control.

Demarketing is related to surplus of demand, so medicines demand is higher than its supply (producing opportunities). Pharmaceutical marketing objective – is to reduce excessive demand by price raise, termination of sales stimulation, advertising of analogues or substitutes, etc.

Counteractive marketing is related to irrational (non rational) demand, with harmfulness in terms of health, consumer and society welfare. For example: alcohols demand, tobacco, drugs and psychotropic means, etc. (Gromovyk et al., 2004; Bab’jak et al., 2012).

The main reason of this phenomenon is lack of consumer behaviour with regards to social and ethical moral. Marketing objective – is to eliminate or redirect demand or significantly restrict access to products or change the terms of its sale. For example, there is an irrational demand in a health care system on drugs and psychotropic medicines that regulates through standardisation needs per one thousand people of population and dispensing of medicines from state and municipal pharmacies by prescription special forms.

Medicines as a goods are very special because of social meaning, as the benefits of their usage are shown in reduction of disease duration, loss of work time due to disability, payments on this occasion, also utilization additional fund of working time. At the end medicines are an important indicator of human life guarding. On the other hand, some medicines are poisonous and potent means. Failure to comply with the rules of its application may cause health worsening and even death. Moreover,

most medicines are biologically active synthetic compounds; its analogues are scarcely found in nature that makes its safe natural utilisation process hard enough.

Price is not primary factor that influence purchase, because sales feature depends on disease, its nosology, course and severity, specific medicines properties. Thus group of vital medicines, in particular, where they are bought by the state (insurance companies) or its purchase cost is compensated by the state (insurance companies), price in most cases is inelastic or slightly elastic (Gromovyk et al., 2004; Kanjuka et al., 2012).

Circulation – feature of drugs distribution is that its production, wholesale and retail sales may be performed only by special permission, e.g. licensing features.

Distribution is based on communications methods, as medicines – are products of the forced demand. Utilisation of its majority cannot be based on relatives and acquainted advices, and also on personal experience or own likes. Besides, legislation only allows advertising non prescribed medicines. Motivation role in medicines consumption mainly play medical and pharmaceutical experts, therefore advertising and most drugs are designed for them, personal sales are directed at them, and to a great extent, methods of sales promotion.

Conclusions

Market research provisions study and projection of medicines demand, price analysis and rivals' medicines, market capacity determination and enterprise's share in it. Such type of analysis assists to estimate market opportunities and determine marketing activity attractive direction, where enterprise can acquire competitive advantages.

References

Bab'jak, G.V., Olenych, I.R., Hariv, I.I., Gutyj, B.V. (2012). Harakterystyka farmacevtychnogo rynku. Naukovyj visnyk L'viv'skogo nacional'nogo universytetu veterynarnoi' medycyny ta biotehnologij im. G'zhyc'kogo. 14, 3(4), 3–7 (in Ukrainian).
 Vasnecova, O.A. (2005). Medicinskoe i farmacevticheskoe tovarovedene: [Tekst dlja vyssh. uch. zav.]. M.: GJeOTAR–Medja (in Russian).

Grymak, O.Ja. Olenych, I.R., Gutyj, B.V., Hariv, I.I., Smolynec', I.B. (2013). Zovnishn'oekonomichna dij'al'nost' farmacevtychnyh pidpryjemstv u sferi zbutu. Naukovyj visnyk L'viv'skogo nacional'nogo universytetu veterynarnoi' medycyny ta biotehnologij im. G'zhyc'kogo. 15, 1(5), 50–53 (in Ukrainian).
 Gromovyk, B.P., Gasjuk, G.D., Levyc'ka, O.R. (2004). Farmacevtychnyj marketyng: teoretychni ta prykladni zasady: navch. posib. [dlja vyssh. navch. zakl.]. Vinnycja: Nova knyga (in Ukrainian).
 Kanjuka, O.I., Gunchak, V.M., Gufrij, D.F., Homyk, R.I., Hariv, I.I., Vasiv, R.O., Gutyj, B.V., Pavliv, O.V. (2012). Kazui'styka v nazvah veterynarnyh preparativ [Elektronnyj resurs] / O. I. Kanjuka, // Naukovyj visnyk L'viv'skogo nacional'nogo universytetu veterynarnoi' medycyny ta biotehnologij im. G'zhyc'kogo. 14, 3(1), 80–83 (in Ukrainian).
 Olenych, I.R., Hariv, I.I., Gutyj, B.V. (2012). Osoblyvosti segmentuvannja rynku veterynarnyh preparativ. Naukovyj visnyk L'viv'skogo nacional'nogo universytetu veterynarnoi' medycyny ta biotehnologij im. G'zhyc'kogo. 14, 1(2), 113–116 (in Ukrainian).
 Olenych, I.R., Grymak, O.Ja., Gutyj, B.V., Hariv, I.I., Smolynec', I.B. (2013). Sutnist' i cili mizhnarodnogo farmacevtychnogo marketyngu. Naukovyj visnyk L'viv'skogo nacional'nogo universytetu veterynarnoi' medycyny ta biotehnologij im. G'zhyc'kogo. 15, 1(5), 127–132 (in Ukrainian).
 Olenych, I.R., Dushka, V. I., Myhajlovs'kyj, V.I., Hariv, I.I., Seniv, R.V., Gutyj, B.V. (2011). Suchasna polityka zbutu v zovnishn'oekonomichnij dij'al'nosti farmacevtychnyh pidpryjemstv. Naukovyj visnyk L'viv'skogo nacional'nogo universytetu veterynarnoi' medycyny ta biotehnologij im. G'zhyc'kogo. 13, 1(1), 444–447 (in Ukrainian).
 Olenych, I.R., Gutyj, B.V., Hariv, I.I., Shybun'ko, V.V. (2012). Formuvannja kompleksu marketyngu vitchyznjanogo vyrobnyka veterynarnyh preparativ. Naukovyj visnyk L'viv-s'kogo nacional'nogo universytetu veterynarnoi' medycyny ta biotehnologij im. G'zhyc'kogo. 14, 1(2) (in Ukrainian).

Стаття надійшла до редакції 14.09.2016