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INFLUENCE OF THE MARCO ENVIROMENT ON THE ACTIVITY OF FARMACEUTICAL ORGANIZATIONS IN UKRAINE

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Summary: theoretical approaches to influence estimation of the outer factors on the marketing activity of the pharmaceutical organizations were generalized, influence of socio-cultural component was analyzed in details.
Key words: macro environment factors, pharmaceutical organization, socio-cultural component.

Introduction. In order to select the right course and to take adequate decisions pharmaceutical organization (PhO) should avoid the state of uncertainty, thus, possess information as to the tendencies of the macro environment. Nowadays rising dynamics level of the PhO functioning environment is the question of estimation the macro environmental factors on its activity becomes more and more pressing. It is important to notice in time those changes influencing the PhO activity, define and realize measures aimed at adapting to new realities and tendencies in order to preserve and enforce its status on the market.

Complex influence of macro environmental factors on the activity of pharmaceutical organizations is being studied by different scientists, [1, 2, 3, 4], though socio-cultural component has not been studied enough in the international marketing activity of PhO.

The aim of the current work is to analyze development dynamics of macro environmental

factors, particularly socio-cultural environment and to define peculiarities of their influence on PhO.

Research methods. Methods of information search, questionnaire survey and data generalization were used within the research process.

Results and discussion. Macro environment consists of elements, which are not directly connected with PhO, but have influence on the formation of the general business atmosphere. It creates general conditions of PhO staying in the outer environment.

Economic, political, socio-cultural, scientific-technological, natural-climate, demographic etc., factors are considered as main (pic. 1) [5, 6].

We analyzed in details socio-cultural components, being the factors of influence on the PhO activity.

Socio-cultural factors include social institutions, peculiarities of popular traditions, habits, way of life, education level.

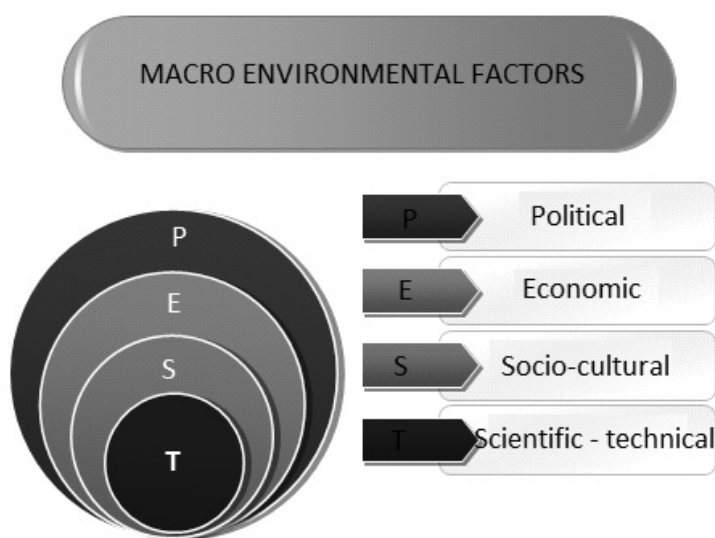


Fig. 1. Classification of macro environmental factors of pharmaceutical organization.

Taking into account that each country has its own traditions and habits, there are differences between the conditions of life, consumption preferences, communication means, it is necessary for PhO to know, which type of pharmaceutical product to choose on the current market, or which offers will be close to the target group of customers. Socio-cultural factors influence directly on all marketing instruments such as quality and components of the pharmaceutical product, their prices and distribution channels, promotion and stimulation means [3].

The deeper PhO wants to penetrate into the market of the foreign country, the more thoroughly it has to study the factors of the socio-cultural environment. In many countries it is rather difficult to perform such a survey, because traditionally different cultures have settled on one territory. For example, English speaking and French speaking population, culture and values, being drastically different, are co-existing in Canada. The same situation is in Belgium, where Flemish culture is characteristic to the North, and very different from it French one is on the South. These and other socio-cultural peculiarities are very important, as they influence on results of the marketing measures on the foreign markets. Thus, studying the peculiarities of the international socio-cultural environment is pressing and has theoretical and practical meaning.

As well, it is worth mentioning, that there is no unique approach for defining directions of socio-cultural researches on the foreign markets. Problems of socio-cultural researches on pharmaceutical markets are still studied not enough, and organization of pharmaceutical business on the foreign markets has its specificity, which is to be taken into account. [7]

Great influence on the international marketing activity of PhO has the religion. It defines the system of moral principles and values of the person, forms consumption behavior in the society and also relation to work and other people. Above this, due to the restrictions system, religion has the influence on the consumption of these or other types of products, where medical products also belong.

Taking into account the aspect provided, we executed more detailed research of socio-cultural environment of the Muslim market. This market, joined under the leadership of religion, is bigger than markets of India and China taken together. The only demographic factor already makes the Muslim market attractive for the broad spectrum of companies, pharmaceutical companies are not exception. Islamic doctrine is not an ascetic one, and does not block trading or consumerism. But from the other side it does not separate religion and authority.

Muslim market is big, perspective and unexplored. It has already caught attention of many Western companies, which involve a lot of resources, use Halal processes in manufacturing, certification and standardization, collaborate with Halal credited companies for quick distribution of their products.

The biggest potential for growth, of course, has the food market. The term 'Halal' itself is mostly associated with food. But according to forecasts of the experts pharmaceutical branch will become the new growing part of the Islamic market. Many Moslems, who adhere to Sharia law and want to use only those products, which do not contain forbidden products and want to buy only those products, which are Halal, thus do not contain forbidden animal components, will first of all choose Halal-certified medicines. If one considers Middle East as a perspective segment of the pharmaceutical market, this question requires more detailed research and definition of the main analysis objects.

We have studied the influence of the religious component on the development of pharmaceutical market. Islam and Judaism were chosen as the research objects, as they are representatives of the most contrast confessions. Questionary survey was performed among the students of the 5th course on the Pharmaceutical faculty of Danylo Halytskyi Lviv National Medical University (English speaking department), selection made up 257 respondents (all respondents are Muslims). As a result of the questionnaire it was defined that 59% of the interviewed possessed the information about the division of the medical products onto Haram-pharmaceuticals and Halal-pharmaceuticals, 43% distinctly differentiated these terms and only 1,2% while choosing medical products preferred those allowed for usage in accordance with Sharia law, thus being Halal-pharmaceuticals. It was also developed that the Halal part of medical products make up 26% of the whole market, part of the kosher medical products (allowed in Judaism) make up 13% correspondingly.

Conclusions. Taking into account modern scientific approaches and specificity of the PhO functioning, economic, demographic, political-juridical, socio-cultural, scientific-technical and ecological components are referred to main macro environmental factors.

Influence of the socio-cultural component on the development of the pharmaceutical market was analyzed in details. Islam and Judaism were chosen as objects of the research, as the objects of the most contrast confessions. Parts of Halal and kosher medical products on the market were defined. Questionary survey of students was performed, it defined whether the students possessed information

about the division of the medical products onto Haram and Halal.

The research of the macro environmental influence reflects possibilities and risks of the outer

environment and provides basis for development of measures in order to enforce market positions and provide enough competition level of the pharmaceutical organization.

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ВПЛИВ МАКРООТОЧЕННЯ НА ДІЯЛЬНІСТЬ ФАРМАЦЕВТИЧНИХ ОРГАНІЗАЦІЙ В УКРАЇНІ

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Резюме: узагальнено теоретичні підходи щодо оцінки впливу зовнішніх факторів на маркетингову діяльність фармацевтичної організації, детально проаналізовано вплив соціокультурної компоненти.

Ключові слова: фактори макросередовища, фармацевтична організація, соціокультурна компонента.

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Резюме: обобщены теоретические подходы к оценке влияния внешних факторов на маркетинговую деятельность фармацевтической организации, подробно проанализировано влияние социокультурной компоненты.

Ключевые слова: факторы макросреды, фармацевтическая организация, социокультурная компонента.

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