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THE STUDY OF MODERN CONSUMERS' ATTITUDE TO DRUG ADVERTISEMENT IN UKRAINE

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The peculiarities of the current legislation about advertisement in Ukraine have been described in this article. Advertising and information means, which influence on decision making about purchasing goods, have been determined. The results of consumers' questioning have been given with the purpose of revealing the prevailing sources of information and advertisement of medicines, the consumers' attitude and impressions of advertisement of particular medicines. The levels of advertisement retention and recognition such as spontaneous (unprompted), prompted, tachistoscopic have been presented. Medicines, which advertisement consumers remember, have been determined.

Nowadays modern pharmaceutical enterprises can not function successfully without using advertisement. Decrease of the consumer demand on particular segments of the market, necessity to obtain the feedback from a consumer, wish to have measurable results in some spheres of activity demand new effective approaches to marketing development and information distribution about medicines with the help of advertisement [2, 5, 10].

According to fundamental changes in society, by virtue of colossal informational volume, the absence of borders and easy access the Internet and social webs such as Facebook, Vkontakte, Odnoclassniki become the most widespread means of advertisement distribution of different kinds of products, including medicines; it leads to the population self-treatment. According to the WHO data, the death rate from irregular and uncontrolled administration of medicines occupies the fifth position in the world among death causes. Drug advertisement in the world is subject to strict control from the side of the state [3, 4, 6].

Among the latest information devoted to analysis of the drug advertising market the works by V.M.Tolochko with so-authors [12], O.O.Udovenko with so-authors [13] and others could be noted.

The aim of this work is to study modern conditions of advertisement regulation in Ukraine and the consumer attitude to drug advertisement.

Materials and Methods

The content analysis and field investigations have been used. The consumer questioning has been conducted with the purpose of revealing their attitude to advertisement.

Results and Discussion

Recently the main legislation base regulating advertising in Ukraine were the Law of Ukraine «On adver-

tising» No.270/96-BP from 03.07.1996; the Law of Ukraine «On television and broadcasting» No.3759-XII from 21.12.1993; the decision of the Ukrainian Cabinet of Ministry «About approval of typical rules of outdoor advertisement arrangement» No.2067 from 29.12.2003; the decision of the Ukrainian Cabinet of Ministry «About approval of penalty imposition order for legislation violation concerning advertising» No.693 from 26.05.2004; the order of the Ministry of Public Health of Ukraine «About approval of legislative acts concerning drug advertising» No.177 from 10.06.1997, etc.

Nowadays the amendments No.4196-VI from 20.12.2011 to the Law of Ukraine «On Advertising» constitute prohibition on advertisement of prescription medicines, as well as OTC-drugs, which are in the list approved by the order of the Ministry of Public Health of Ukraine No.639 from 17.08.2012 «About approval of the list of OTC-drugs prohibited to advertise» [8].

According to the Law of Ukraine from August, 1, 2012 «On alteration to the fundamentals of legislation of Ukraine about health protection as to limitations for medical and pharmaceutical workers while performing their professional duties» the medical and pharmaceutical personnel is not allowed while performing their professional duties to obtain illegal profit from subjects, who produce or distribute medicines or medical products, as well as from their representatives.

By the Law of Ukraine from 20.12.2011 No.4196-VI «On alteration to some Ukrainian Laws in the sphere of health protection as to control strengthening of circulation of drugs, food products for special dietary consumption, functional food products and dietary additives» the concept of «information about medicines» has been introduced, and it includes the name, characteristics, medicinal properties and side effects of medicines. This information is allowed to be published in journals for medical and pharmaceutical professionals.

The question concerning the possibility of advertisement placing in the Internet is still one of the most actual. The current Ukrainian market of the Internet advertising is one of rapidly growing in Europe. According to the forecast of the Ukrainian Advertising Coalition the volume of this market in 2014 will reach 72 millions of dollars [1, 9].

It should be mentioned that nowadays a modern consumer use telephone, notebook, iPad or television connected with the Internet and even modern gadgets of all types. Marketing promotion takes place when consumer can obtain information and make final decision concern-

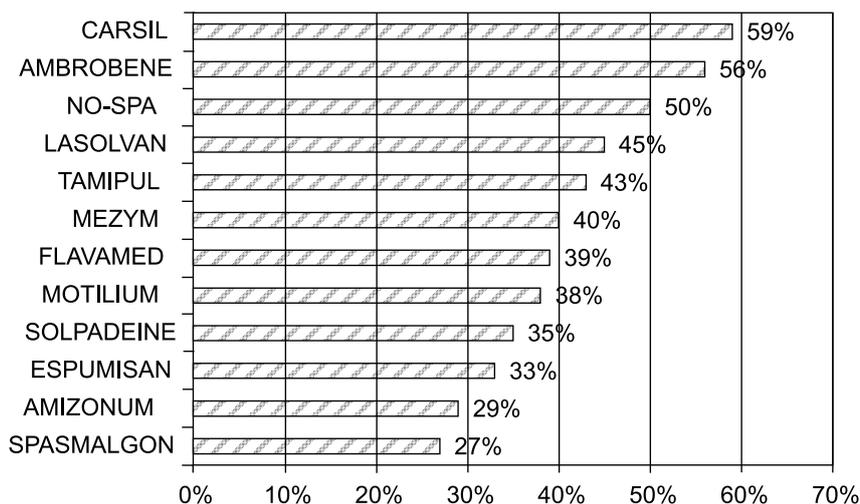


Fig. 1. The names of medicines, which advertisement are remembered by consumers.

ing the goods. «Google» company called this moment «Zero Moment of Truth» or «Zee-MOT». Nowadays a modern consumer can thoroughly study all available information with the help of the Internet, such «web-search» can be done even every day. Such model of making decisions about purchasing can be called «pre-shopping» [5, 11].

Taking into consideration the specificity of medicines and their harm when using incorrectly, advertisement in the Internet has a particular influence while making a decision. Though a number of changes have been brought to the Ukrainian Law «On Advertising», but at present this law does not regulate the market of the Internet drug advertising. Regulation of the market participants activity begins with the population protection from harmful information, which can be included in advertisement materials [14].

«Google» company conducted the questioning of 5 thousand respondents in 12 commodity categories with the aim to reveal what influences on the final decision when purchasing [7]. It has been found that in 2010 the purchaser used in average 5.3 sources for making decisions when purchasing, while in 2011 such sources were two times more (10.4 sources). These sources include advertisement on TV, articles in magazines, recommendations of friends and relatives, web-sites, on-line-ratings and blogs.

We have conducted the questioning among the population on the base of Kharkiv chemist's shops in order to study the consumer attitude to drug advertising. 100 respondents took part in the investigation.

The majority of respondents are women – 65%, and men comprise 35%. The most widely spread group of respondents is people aged from 31 to 40 years old – 40%; people from 41 to 50 years old are 25%; people from 21 to 30 years old are 20%; young people under 20 are 10%, and 5% are aged persons from 51 years old and more.

It has been found that consumers know about new medicines from mass media, namely advertisement on TV – 60%, advertisement in magazines – 35%, point-of-sale advertising – 20%, Internet-advertising – 15%.

In spite of self-treatment development a doctor has an unquestioned authority – 75%, but a pharmacist has a certain influence. In consumers' opinion, the pharmacist advice influences on purchasing of medicines in 45% of cases, the friends' advice – in 25% of cases and 8% of the respondents know about medicines from specialized literature.

Consumers were offered to estimate their attitude to drug advertising. 40% of consumers have a positive attitude towards it, 34% – have a negative attitude and 26% – are indifferent.

Levels of retention and recognition of advertisement play an important role in assessment of its efficiency. The following levels of advertisement retention are distinguished: spontaneous (unprompted), prompted, tachistoscopic [7]. In order to estimate the advertisement popularity a respondent is asked to name a medicine, which advertisement comes to mind first. There are some models of approval of purchasing decision, which put the prompted popularity first: recognition of a medicine when seeing it at the chemist's shop. To estimate tachistoscopic recognition such device as tachistoscope is used; during the interview it shows different pictures of medicines to a respondent, then the respondent is asked to show what medicines among mentioned he knows.

In order to reveal the spontaneous level of advertisement perception consumers were proposed to recollect a medicine, which advertisement they remember. Among medicines, which were remembered first, consumers mentioned the following ones: Spasmalgon (27%), Amizonum (29%), Espumisan (33%), Solpadeine (35%), Motilium (38%), Flavamed (39%), Mezym (40%), Tamipul (43%), Lasolvan (45%), No-spa (50%), Ambrobene (56%), Carsil (59%). The data are presented in Fig. 1.

Consumers had to estimate if advertising information about medicines they mentioned were interesting or not. For 41% of consumers the advertisement was interesting, but 35% of consumers answered that it was somewhat interesting and for 24% of consumers it wasn't interesting.

During the research the criteria characterizing advertisement completely were determined. As it turned

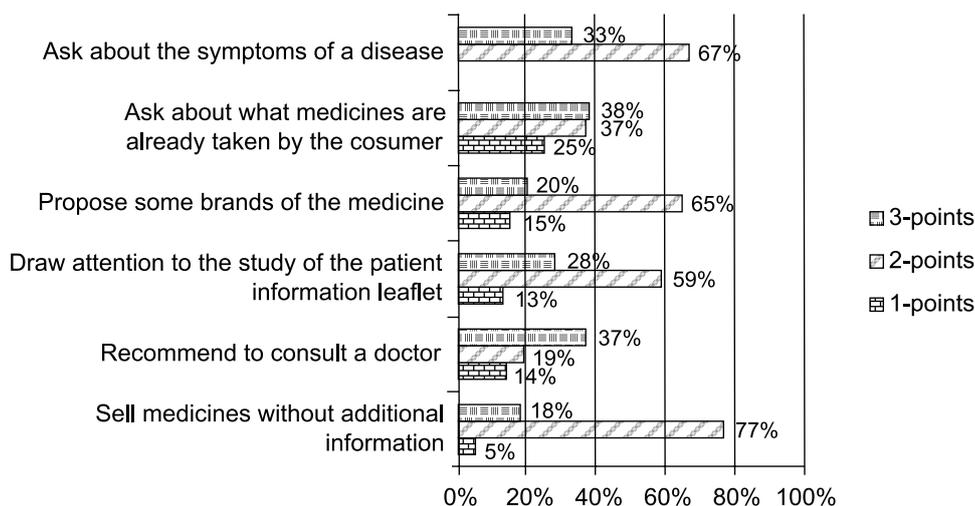


Fig. 2. Questions that pharmacists are often asked about when dispensing medicines.

out the maximum importance (9-10 points) is trust to advertisement – 42% and interest to advertisement – 45%. Such characteristics of advertisement as appeal – 68%, effectiveness – 55%, originality – 53%, vitality – 47% are of a great importance (7-8 points) for consumers. Information value (1-4 points) is less important – 20%.

Consumers were proposed to estimate if they liked or didn't like drug advertising they had remembered. Results were as follows: those who liked it very much – 43%, those who liked it to some extent – 25%, with the neutral attitude – 22%, those who don't like partially – 6%, those who don't like at all – 4%.

During the investigation consumers also estimated questions asked by pharmacists when purchasing medicines according to the 3-points scale. As it turned out seldom (1 point): 23% – ask about what medicines are already taken by the consumer, 15% – propose some brands of the medicine. Often (2 points): 77% – sell medicines without additional information, 67% – ask about the symptoms of a disease, 65% – propose some brands of the medicine, 59% – draw attention to the study of the patient information leaflet. Systematically – constantly (3 points): 37% – recommend to consult a doctor, 38% – ask about what medicines are already

taken by the consumer, 33% – ask about the symptoms of a disease (Fig. 2).

CONCLUSIONS

1. The peculiarities of the current legislation of advertisement in Ukraine have been analyzed.

2. Modern advertising and information methods, which influence on making decisions about goods purchasing, have been singled out.

3. Consumers questioning as to drug advertising has been carried out. It has been found that consumers know about new medicines from advertisement on TV and the Internet and most of them have a positive attitude towards drug advertising.

4. The levels of advertisement retention and recognition such as spontaneous (unprompted), prompted, tachistoscopic have been presented.

5. Medicines, which advertisement consumers remember, have been determined. The assessment of impression from advertisement of the medicines chosen has been performed.

Further investigations should be focused on the study of the influence of current limitations of drug advertisement on the service efficiency of drug consumers by a pharmacist.

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ИССЛЕДОВАНИЕ СОВРЕМЕННОГО ОТНОШЕНИЯ ПОТРЕБИТЕЛЕЙ К РЕКЛАМЕ ЛЕКАРСТВЕННЫХ СРЕДСТВ В УКРАИНЕ
М.Н.Кобець

Освещены особенности современного законодательства рекламы в Украине. Выделены рекламно-информационные средства, которые влияют на принятие решений о покупке товаров. Приведены результаты опроса потребителей с целью выявления доминирующих источников информации и рекламы лекарственных препаратов, их отношения к рекламе лекарственных средств и впечатления от рекламы отдельных препаратов. Представлены уровни запоминания и узнавания рекламы: спонтанный (неподсказанный), подсказанный, тахистоскопический. Установлены лекарственные препараты, рекламу которых помнят потребители.

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ДОСЛІДЖЕННЯ СУЧАСНОГО СТАВЛЕННЯ СПОЖИВАЧІВ ДО РЕКЛАМИ ЛІКАРСЬКИХ ЗАСОБІВ В УКРАЇНІ
М.М.Кобець

Висвітлені особливості сучасного законодавства про рекламу в Україні. Виділені рекламно-інформаційні засоби, що впливають на прийняття рішень про купівлю товарів. Наведені результати опитування споживачів з метою виявлення домінуючих джерел інформації і реклами лікарських препаратів, їх ставлення до реклами лікарських засобів та враження від реклами окремих препаратів. Представлені рівні запам'ятовування та впізнавання реклами: спонтанний (непідказаний), підказаний, тахистоскопічний. Визначені лікарські препарати, рекламу яких пам'ятають споживачі.