



MINISTRY OF HEALTH OF UKRAINE  
NATIONAL UNIVERSITY OF PHARMACY  
DEPARTMENT OF MANAGEMENT, MARKETING AND QUALITY ASSURANCE IN  
PHARMACY

# BASICS OF CONSUMER BEHAVIOR IN PHARMACY

***Elective educational component***



# Main topics of the educational component



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1. Theoretical foundations of the study of consumer behavior.
2. Methodological foundations of the study of consumer behavior.
3. Control of content module 1.
4. Consumer behavior in the B2C market: features, tools study and influence.
5. Consumer behavior in the B2B market: features, tools study and influence.
6. Basics of consumer behavior in the pharmaceutical market.

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## Interdisciplinary connections



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1. Theoretical foundations of the study of consumer behavior.
2. Methodological foundations of the study of consumer behavior.
3. Control of content module 1.
4. Consumer behavior in the B2C market: features, tools study and influence.
5. Consumer behavior in the B2B market: features, tools study and influence.
6. Basics of consumer behavior in the pharmaceutical market.

# General competences



- GC 1. The ability to act socially responsibly and civically.**
- GC 4. Ability to think abstractly, analyze and synthesize, learn and be modernly trained.**
- GC 5. The ability to show initiative and entrepreneurship.**
- GC 6. Knowledge and understanding of the subject area and understanding of professional activity.**
- GC 7. Ability to adapt and act in a new situation.**
- GC 8. The ability to communicate in the state language both orally and in writing, the ability to communicate in a foreign language at a level that ensures effective professional activity.**
- GC 9. Skills in using information and communication technologies.**
- GC 10. The ability to choose a communication strategy, the ability to work in a team and with experts from other fields of knowledge/types of economic activity.**

## Professional competences

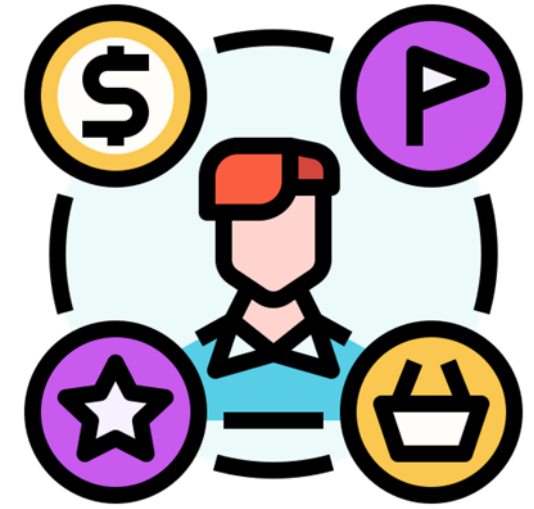
- PC 2. The ability to consult on prescription and non-prescription drugs and other products of the pharmacy assortment; pharmaceutical care during the selection and sale of an over-the-counter medicinal product by assessing the risk/benefit ratio, compatibility, indications and contraindications, guided by data on the health status of a particular patient.**
- PC 12. Ability to use knowledge of regulatory and legislative acts of Ukraine and recommendations of proper pharmaceutical practices in professional activity.**
- PC 13. The ability to demonstrate and apply in practical activities communicative communication skills, fundamental principles of pharmaceutical ethics and deontology, based on moral obligations and values, ethical standards of professional behavior and responsibility in accordance with the Code of Ethics of Pharmaceutical Workers of Ukraine and WHO guidelines.**

# Scope and structure of the course

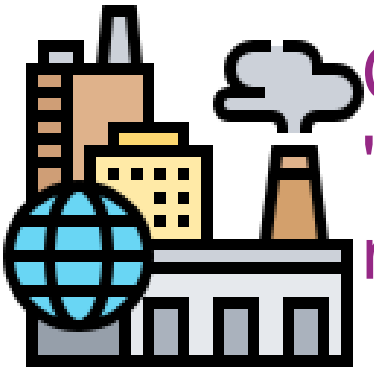
To study educational component is assigned  
90 hours  
3 ECTS credits.

## You will gain the skills to:

- Communicating with customers, establishing and maintaining a conversation.
- Determination of the need and motives for purchasing medicines.
- Work with goods: display, packaging, consultations.
- Verbal advertising of products with a focus on the buyer.
- Simultaneous service of several customers.
- Demonstrations of goods and explanations of their properties using the practices of NLP and psychology.
- Elimination of conflict situations in conditions of great emotional stress.







Consumer behavior is considered the science of "why people buy". The answer to this question helps marketers develop strategies to influence consumers.



## Yesterday

The manufacturer dictated  
what to buy



## Today

The consumer dictates  
what should be produced





# Consumers in the pharmaceutical market



## Yesterday

The range of pharmacies was about 500 trade names

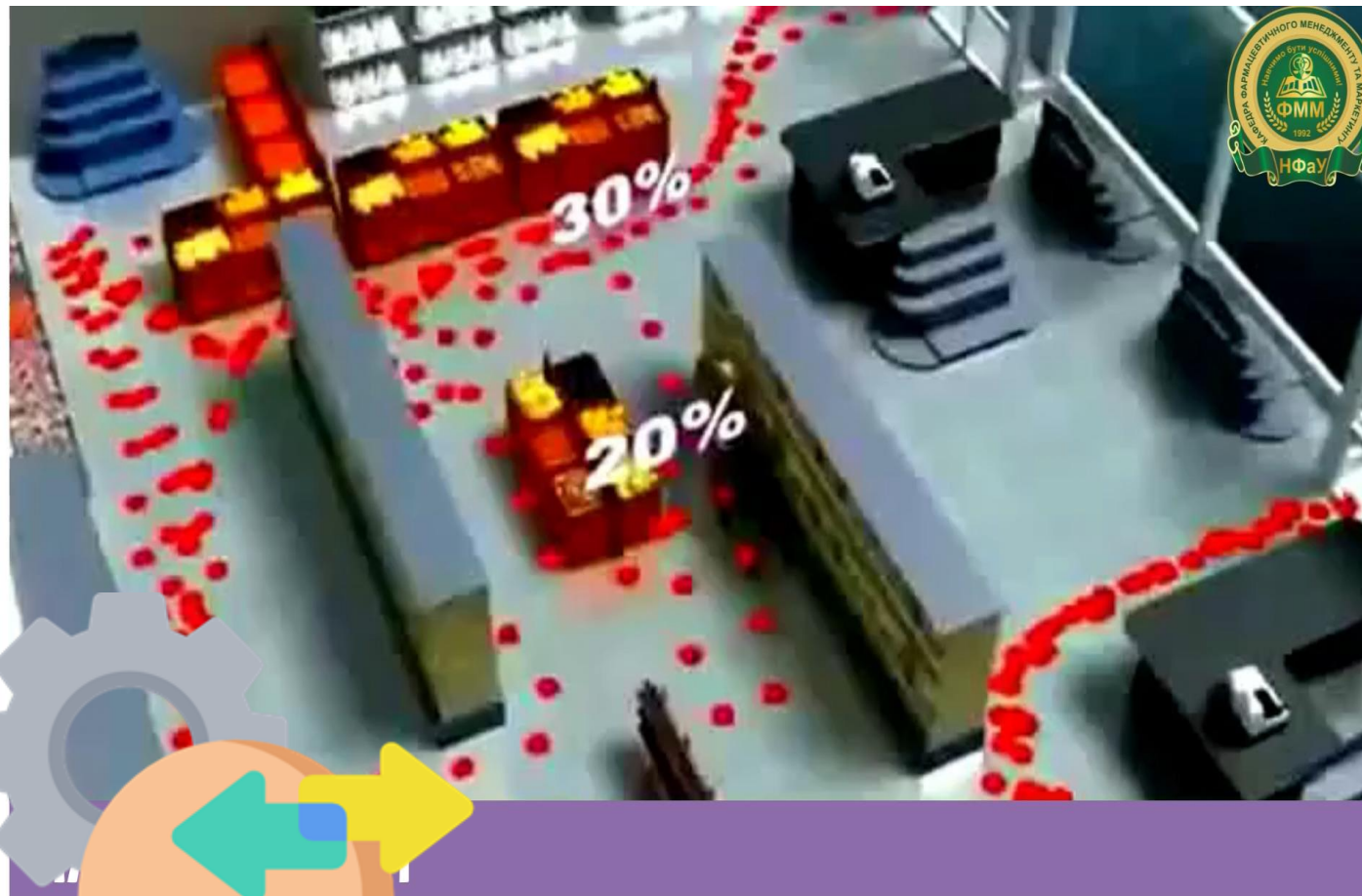


## Today

The assortment of pharmacies is more than 10,000 trade names



# Today you are a buyer, tomorrow you are a specialist



**In our course, you will learn how a buyer behaves:**

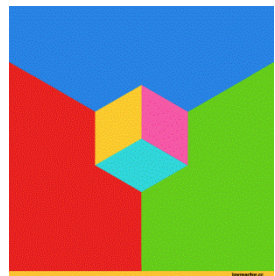
- where is he looking;
- how it moves;
- what product is being sought after;
- for what and how much is willing to pay;
- how to sell the product;
- how to return the customer to the pharmacy;
- and more...

You will learn to understand what happens in the "black box" of the consumer's mind between the awareness of the need for the product and its purchase

# Sense organs of the pharmacy buyer

*Melodies (about 60 beats per minute) stimulate impulse purchases in the middle and high price category Melodies (90-110 beats per minute) are used in inexpensive stores*

*Photos, not text, attract the eye first of all video, not photo*



*Braille font*

*Sensory marketing*

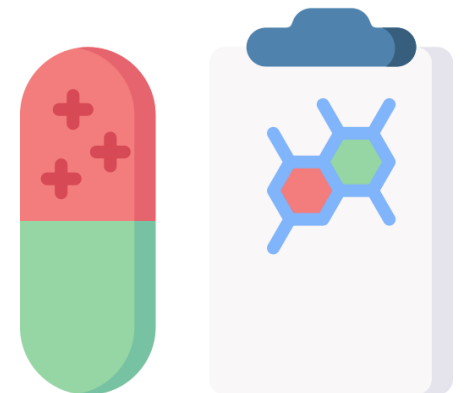
*Sales increase up to 20%*



*Aromamarketing*

*Sales increase by 6-15%  
Perception improves by 15%  
Stay increases by 18%*

*Masking the unpleasant taste is important for medicines*

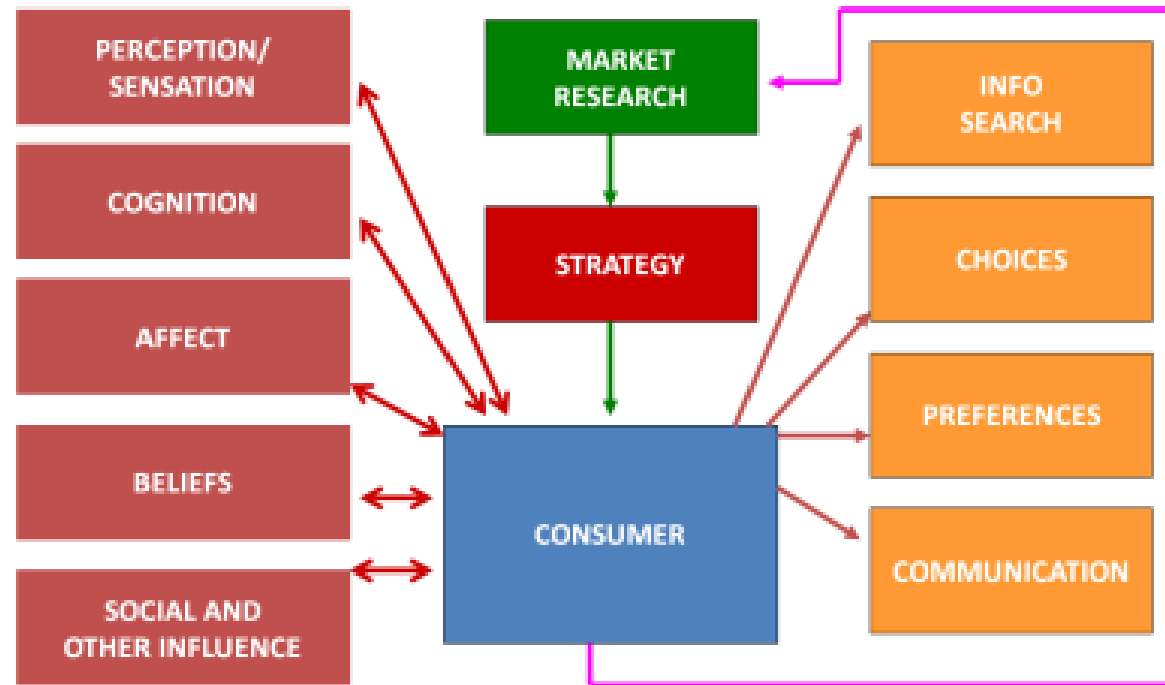




# We will teach you to find a common language with any client!!!



## INFLUENCES ON AND OF CONSUMER BEHAVIOR



# THANK YOU FOR YOUR ATTENTION!



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