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МАТЕРІАЛИ

**VIII науково-практичної internet-конференції з міжнародною участю
«АКТУАЛЬНІ ПРОБЛЕМИ РОЗВИТКУ ГАЛУЗЕВОЇ
ЕКОНОМІКИ ТА ЛОГІСТИКИ»**

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Секція 1 Сучасні механізми активізації соціально-економічного розвитку і підвищення конкурентоспроможності на рівні галузі, регіону, підприємства

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Tourists Generation Z: Features of Perception of Marketing Incentives and Advertising

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Focusing on the preferences of Generation Z in tourism is one of the latest trends in developed countries. Generation Z is a term used for people born since 1995. Often the term "Generation Z" is used as a synonym for the term "digital person" because they appeared in the era of mobile phones, computers and the Internet. By the end of 2020, Generation Z will become the largest population group in the world, so it makes sense for businesses that want to maintain their position in the market and develop to pay attention to their preferences and consumer habits.[1]

Representatives of Generation Z prefer impressions over things, look for great deals, use smartphones at almost every stage of purchase, and are influenced by advertising and social networks. In order to study the attitude to advertising and preferences for advertising channels of representatives of Generation Z, we conducted a survey among first-year students of Dmytro Motorny Tavria State Agrotechnological University, Faculty of Economics and business. The respondents are 16-18 years old. 50 people took part in the survey.

When asked which advertising media you pay attention to most of all, 80% of respondents answered – in social networks and other Internet resources, 8% – on television, 8% - on external media, i.e. billboards, flyers, etc., 2% - on radio and 2% - on other advertising media. To the question: "When was the last time you bought a product or used a service by contacting advertising, was it advertising on what advertising medium?" the answers are not fundamentally different: 74% – in social networks and other Internet resources, 16% - on television, 4% - on external media, i.e. billboards, flyers, etc., 2% - on radio and 2% - on other advertising media.

98% of respondents are registered in 2, 3 social networks and use the YouTube service. 38 people out of 50 are registered on Instagram, Vk.com -25, Pinterest – 10, Facebook – 5, YouTube is used by 33 people. Instagram is the most frequently used by 34 people, 12 by YouTube, and 5 by Facebook.

To the question "How much time do you spend on Instagram?" 28% answered – about 1 hour a day, 30% - 2 hours, 16% - 3 hours and 26% - 4 or more hours a day. YouTube users responded that they use the service for about 1 hour – 41%, 2 hours – 27%, 3 hours – 4% and 4 or more hours – 24%.

The survey showed that young people are not ready to devote much time to advertising. 78% – turn off ads immediately, 20 - watch for a while, and only 2% - watch to the end. Our research also showed that advertising must be visual – 91% of respondents said that they like to watch ads, not read that.

Representatives of Generation Z are less interested in advertising with famous people, i.e. stars – such advertising attracts the attention of 13% of respondents and is more open to advertising with creativity – 31%, humor - 28%, stories told by real people – 28%. At the same time, the advertising must have high-quality graphics and original design.

Young people have the most negative attitude to political advertising and advertising of medical products. In social networks and other Internet resources, they are most annoyed by advertising that cannot be interrupted.

To the question "Which media do you consider most effective advertising on?" 76% of respondents answered in social networks and other Internet resources, 16% – on television, 6% - on external media, 1% - on radio and 1% - on other advertising media.

Thus, based on the analysis of the results of our study, we can conclude that representatives of Generation Z spend a lot of time – in social networks and other Internet resources. It is difficult to attract them to view ads, so the ad should be short, interesting, with beautiful graphics and a creative, bright design. They value creativity, humor, and trust the experience of bloggers, i.e. real people, more than celebrities. They are especially negative about advertising that cannot be stopped at their request, i.e. they can control the viewing process. They consider advertising in social networks to be the most effective.

References

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Institute for Advanced Training of Pharmacy Specialists (IATPS) is a structural unit of the National University of Pharmacy (NUPh), Kharkiv

Application of SNW-approach for the strategic analysis of the internal environment of a pharmacy to determine its strengths and weaknesses

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Introduction. Ukraine's integration into the European community is impossible without reforms in the domestic social sphere and the creation of new principles of a socially oriented market economy, which provides for the improvement of social indicators through the introduction of social passports. Therefore, in today's conditions there is a particularly acute need for social certification of pharmacies, which will quickly and effectively monitor its socio-economic infrastructure.

Goal. Conducting the study of socio-economic indicators of the pharmacy and justification of the need to introduce a social passport of the pharmacy and justification using of SNW-analysis in the study of the internal environment of the pharmacy to analyze its strengths and weaknesses.

Materials and methods. formal-logical method, system analysis, method of analogy and comparison, analysis of documents, SNW-analysis.

Results of the research. In a situation of competition of similar pharmacies, when there is an opportunity to better meet consumer needs or there is a need to expand pharmaceutical services, we used SNW-approach, which primarily takes into account the strategic analysis of the internal environment from the strengths and weaknesses of the pharmacy and at the same time clearly fixes the situational average market situation - the zero point of competition. SNW is an abbreviation of three English words, which are meaning:

S - strength – it is a positive internal trend and a characteristic of the pharmacy, which can be used to achieve strategic goals; internal opportunity or resource that may lead to the formation of competitive advantage;

N - neutral - it is a neutral side - the average market situation for a particular situation; a kind of zero point of competition of the pharmacy;

W - weakness - it is a weak side an internal characteristic of a pharmacy that adversely affects it or limits its activities or potential, which is used incompletely or incorrectly.

Using this method of analysis, you can assess the level of competitive position of the pharmacy in the market, while assessing its strong, neutral and weak sides. This method is effective in assessing potential opportunities. The list of investigated factors is formed by the pharmacy independently, depending on its specificity of activity, but also includes risk factors. With this method, you can explore any managed system as an pharmacy management system, as well as a state management system. That is, we can say that this method is universal. As a result of using the NSW method when evaluating the external environment, the pharmacy can eliminate its weaknesses. Consequently, one of the most important elements of strategic management and planning of the pharmacy's activity is the analysis of its external environment. In the process of doing business there, both threats and opportunities arise for the development of the pharmacy. Their advantages were identified, and their disadvantages were listed. Thus, the given methods allow identifying the strengths and weaknesses of the organization, to investigate the threats and opportunities for its development, on the basis of which it is possible to carry out the planning and strategic direction of pharmacy development.

The using of SNW-analysis in the study of the internal environment of the pharmacy allows can immediately analyze its strengths and weaknesses in a high concentration of institutions of this type, the presence of socio-economic crisis and more.

Strategic positions (factors) for using SNW-analysis were grouped by the main components of the pharmacy for further development of the social passport of the pharmacy.