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Щорічний збірник наукових робіт містить матеріали IX Міжнародної науково-практичної конференції науковців та практиків, що здійснюють діяльність в цілому в сфері менеджменту й маркетингу та в галузі фармації зокрема з різних країн світу.

Розглянуто досягнення та використання менеджменту й маркетингу у сучасній економіці; форм та методів викладання дисциплін організаційно-економічного й управлінського спрямування на основі теорії менеджменту та маркетингу; практичні аспекти управління виробництвом, контролем якості, маркетингові дослідження ринків; реалізацією та споживання лікарських засобів, підвищення якості фармацевтичної допомоги, управління раціональним використанням лікарських засобів та відповідальним самолікуванням тощо.

Для широкого кола наукових, науково-педагогічних і практичних працівників, що займаються питаннями менеджменту й маркетингу та лікознавством.

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APPROBATOIN OF THE MARKETING METHOD OF CONJOINT ANALYSIS ON THE EXAMPLE OF CONTRACEPTIVES

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Improving the methods of strategic management of any system is crucial for the growth of functional efficiency and is inextricably linked with its marketing activities, especially with its analytical aspect. The most important thing for analytical marketing is the study of the characteristics of the consumer, who shows his needs to the system. Therefore, consumer research is relevant, considering drug supply systems in the prism of patient-oriented treatment and prevention.

The aim of the study was approbation of the conjoint analysis on an example of contraceptives for the establishment of reproductive age women`s preferences of the Zaporizhzhia area with the subsequent use of the received results for improvement of the supply system of the target segment`s consumers.

Materials and methods. The research method was a regular conjoint analysis (RCA) based on a women's survey. The quota sample was 420 people ($N = 384369$; $n = 384 \pm 19$; $\alpha = 0.05$), which meets the requirements for such samples. Age, level of education, and per capita income were chosen as quota factors. The women were given 3 sets of cards in turn (hormonal contraceptives, non-hormonal contraceptives, and contraceptive medical devices) with profiles of contraceptives. The card consisted of a set of main attributes - characteristics of the contraceptive: image, level of protection, method of application, and cost from 0% to 100% in increments of 20%. The woman's task was to rank the cards with the profiles of contraceptives in order of decreasing their preferences.

The calculations were conducted in the software environment SPSS 23 (SPSS Inc., Chicago, IL, USA) and Excel 2010. Respondents' preferences for contraceptives were collected for each respondent individually and age quotas as a whole. The ordinary least squares regression model (OLS) was used to estimate the parameters. The utility coverage for each attribute was calculated by dividing the difference between the minimum and maximum value of utility of an attribute in a group by the total of the utility of all attributes.

Results. All 420 questionnaires received were valid and were included in the study. Pearson's and Kendall's τ coefficients, which were used to assess the conformity of the model, showed high correlation scores in all age groups for 3 hypothetical scenarios. The coefficient of determination was $R2 > 0.95$.

In the process of the research, partial values of contraceptive attribute levels for each age quota were estimated according to 3 hypothetical scenarios. There is a

significant difference between the preferences of women of different ages. Thus, among hormonal contraceptives, girls between the ages of 16 and 19 preferred more expensive but long-term contraceptives: the intrauterine therapeutic system and the implant. Older age groups preferred the cutaneous form and vaginal ring and other cheaper contraceptives.

Among non-hormonal contraceptives, the most preferred medications, according to women, in all age groups were suppositories, and a sponge with spermicide has obtained the lowest values of β coefficients. These results are explained primarily by the limited existing offers of non-hormonal contraception in the pharmaceutical market, as well as the lack of information among women about all possible types of contraception. In the age groups of 16 to 34 years old, and the 40-44 year-old, spermicide in aerosol form was next in preference after suppositories.

Among medical devices, women of all ages gave the greatest preference to the male condom, due to the depth of the range and price features. Next in preference was the IUD with silver/copper/gold. The lowest β coefficients were obtained for the cervical cap and vaginal diaphragm. Their β coefficient values range from -4.64 to 0.19, being the lowest values for the groups.

The obtained coefficients of the utility of the cost attribute`s values confirmed the economic law of Alfred Marshall: with the increasing value of price, the level of attractiveness decreases, and this connection is almost linear.

It also was established the coverage of attributes` utilities of the contraceptive`s cost and the contraceptive`s characteristics. Attribute significance shows how important each attribute is in making a purchasing decision, the "contribution" of an attribute to a decision when choosing a contraceptive.

Thus, in the two age groups of 20-24 years and 45-49 years, women first paid attention to the price of the medications, and then to the contraceptive itself. In general, only in the second scenario for women during the choice, the price is more important than the properties of the contraceptive. These results allow predicting the reaction of women during the choice of contraceptives when the price changes. That is, in the groups where the "contribution" of the price attribute is more than the "contribution" of other attributes, possible to talk about a change in women's preferences among contraceptives with a change of the price and vice versa.

Conclusion. As a result of the study, the regular conjoint analysis on the example of contraceptives among women of reproductive age in the Zaporizhzhia region was tested experimentally. The possibility of further application of this method for analytical studies aimed at the patient to improve the functioning of health care systems was established. The most attractive contraceptives for fertile women were identified that makes it possible to use the obtained results to improve the supply system of contraceptives.