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Brand Positioning in Painkiller Drugs: An Application on Consumers

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Abstract

Together with the information age, developing technology and increasing competition cause some changes in the marketing understanding. The businesses are obliged to differentiate their brands and develop new strategies due to the changes and increasing competition. Therefore, the businesses need costumer-oriented understanding, which takes the consumers' requests and need in consideration, and marketing strategies. Further, they apply to various tools which help them gain a seat in the consumers' mind. One of the sectors in which the competition gathers speed is the pharmaceutical industry. The drugs market has been growing both in the world and in Turkey. Many brands, which are located in the same product category, take their place in the growing drug market. Also, the consumers are expected to choose one the drugs in the same product category and decide rationally by making the right choice. When the consumers make their choices, besides the positioning of brands in the consumers' minds, the family practitioners' advices are also effective.

This study was directed to patients who consult their family practitioners and it was aimed to determine the patients' brand positioning of drugs for painkillers (painkiller drug). In this context, it was tried to determine the positioning of painkiller drugs in the consumers' minds. In the study painkiller brand positioning scale, which was compiled from the brand positioning studies of Cengiz (2006), Özaslan (2007) and Özbay (2012), was used. The poll consists of two sections and 18 questions. In the first section there are some socio-demographic questions such as; patients' gender, age, education, monthly income, preference for health facilities, their health coverages, frequency of consulting to the family practitioners, their use of painkillers apart from the family practitioners' advices and their average frequency of consuming painkillers. In the second section of the scale there are questions to determine the brand positioning of drugs which are divided into two groups as original and generic. The study was applied to 196 people who consulted to the various family practitioners in Erzincan. Descriptive statistics, T-Test and ANOVA was used for the analysis of the obtained data. The results showed that when the painkillers were mentioned the first brand which came to participants' minds was Apranax with 47,0%, and when the brand recognition of painkillers were asked, it was again Apranax with 20,91%, the second was Voltaren with 14,79% and the third was Minoset with 14,28%. Also, when the situation of re-using the painkiller brand for the next time the results was as follows: Voltaren with 47,76% , Apranax with 46,16% and Dolarex with 43,33%. Accordingly, it was understood that the participants positioned these brands in their minds. Statistical significance ($p<0,005$)

was found between most commonly used painkiller brand (Apranax) and its price. Also there was statistical significance between the first three painkiller brands (Apranax, Voltaren and Minoset), the price of the painkillers and the variables of using the painkillers except for the family practitioners' advices ($p<0,005$). Further, the statistical significance was also determined between the variable of the first three painkiller brands when painkillers are spoken and variable of the level of education. Finally, there was statistically significance between the most commonly used painkiller brand and average frequency of consumption ($p<0,005$).

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1. Introduction

Today and especially since the second half of the 20th century, with the disappearance of the borders of the countries in the commercial sense, the spread of international trade and information exchange, the rapid development of communication, telecommunication and transportation technology, the great advances in information technology and the effect of globalization, businesses have begun fierce competition. One of the most important reasons of competition among enterprises is the high number of competitors and the competitive environment. Today, the features of the product or service are not sufficient for customers. When products or services start to imitate each other, the reasons for choosing brands for the consumer may begin to disappear. Therefore, in order to persuade consumers to choose a brand, it becomes the most important thing to ensure that the brand differentiates from its competitors. In order to be successful in this field and to be superior to the competitors, it has been a necessity to provide additional benefits other than the product quality and benefits. On the other hand, one of the most important indicators that measure the achievement of product or service positioning strategies is the awareness of brands by consumers. For the consumer, the fact that a brand is one of the options in the shopping process and can be preferred in comparison with other brands depends on brand awareness.

Family physicians, who are the subject of this study and have an important role in the provision of health services, are required to carry out successful activities not only in medical aspects but also in commercial aspects. Because the units that family physicians provide services are also service enterprises. Businesses must make a profit, maintain presence in the sector and serving the public. In order to achieve these objectives, family physicians must have knowledge of marketing. Not only the private sector enterprises, but also the public sector enterprises have to carry out marketing activities. The pharmaceutical industry is a global industry with the highest R & D potential from the last quarter of the 20th century to the present. On the one hand, the discovery of new drugs in the fight against increasing specialized and deadly diseases, on the other hand the desire to live quality with the prolongation of life, intense competition conditions exceeding the boundaries in the global economy, the increasing and control of state intervention in the sector cause the pharmaceutical industry to differentiate from other industries [12]. The worldwide development of competition in the pharmaceutical industry and the pharmaceutical market causes social security institutions to suffer from health and pharmaceutical expenditures and to face certain obstacles.

As a result, national and international drug policies have begun to change, and the role of generic drug practices, pricing and reimbursement policies has become more important [13]. First of all, the awareness levels of painkiller drug brands were determined. In the finding part of the study, it was examined whether there is a significant relationship between the positioning strategies used by the pharmaceutical brands and the awareness levels of the brands.

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2. Conceptual Framework

The pharmaceutical sector, which is one of the important parts of the health sector; synthetic, herbal, animal and biological based chemical substances used as therapeutic, preventive, rehabilitative and nutritious in medical and veterinary medicine, in accordance with pharmaceutical technology, in simple doses according to scientific standards and in the form of compound pharmaceutical forms and mass production is a branch of industry [1]. The main purpose of the pharmaceutical sector; is the creation of the pharmaceutical industry based on international competitiveness, improving the quality of life and meeting most of the country's pharmaceutical needs [2]. The pharmaceutical industry throughout the world while the net worth of 800 billion dollars, while Turkey has a $ 10 billion net worth. It is also a constantly developing market in strict competition. There are four basic elements in the pharmaceutical sector in Turkey. *The first* of these elements is the payers, including government agencies, who repay 85% of market sales through various insurances. *The second* is pharmaceutical companies that research, develop, produce and sell drugs in the market. Wholesalers and pharmacies deliver drugs to patients who is end-user. The state not only buys drugs, but also has important roles in competition in market conditions and the pricing of all drugs [3].

In addition, there are legal regulations related to advertising in the pharmaceutical industry. Article 7 of the regulation on promotion of human and medical preparations published on 7 September 1990 that the promotion of human pharmaceuticals and medical preparations for society and children cannot be done”. In addition, Article 12: drug advertisements shall be published in newspapers and in other journals except for scientific journals intended for the professional groups specified in Article 7. " For the announcements to be published in the newspapers, there is a provision “permission from the Ministry of Health”.

Increasing competition in today's economic conditions and having to share the area where each business is located with competing companies operating in the same field causes competition to become more difficult for enterprises. Considering that differentiation is important in the eyes of the consumer at this stage, the most important criterion will be consumers and consumers' opinions about the brand. Therefore, one of the most important targets for businesses is to determine how their brands are positioned and perceived in the minds of consumers [4]. Brands are the symbols of the values a company creates and reflects to its customers. In fact, brands reflect the values strategically imposed on businesses through their activities [5]. A brand is a name, term, sign, symbol, design, or mixture of all these concepts that identifies the manufacturer or seller of a good or service. Consumers see the brand as one of the most important parts of the product and the brand can add value to the product or service. Consumers of a product or service stored value to the brand. Therefore, consumers develop a relationship with the brand [6].

According to the Decree Law No. 556 on the Protection of Brands, the concept of trademark according to the Decree Law No 556 on the Protection of Trademarks, provided that an undertaking is able to distinguish goods or services from the goods or services of another undertaking can be displayed by drawing as packages or including contact names, especially words, figures, letters, numbers, format of goods or can be expressed in a similar way defined as any sign that can be published and reproduced by printing [7].

Positioning means that consumers classify a product or service according to its important characteristics. In other words, what is the position of a product compared to its competitors in the minds of consumers. Positioning is the position of a brand and how it is perceived in consumers' minds compared to competing brands [9]. The positioning process operates with the development of an attractive set of opportunities based on the organization's goals, objectives and growth strategies. Basically, market opportunity is an area in which a company will have a distinctive edge over the competition [10]. Based on the definitions, the most important objective of positioning is not the product or service, but the consumers' thoughts about the product or service [11]. If the relationship between brand identity and market positioning is

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examined, the most important thing about market positioning is that the brand identity should not be distracted from the facts. This is because if there is a distortion from the facts, there is a risk of giving a deficit to consumers in the long run. For this reason, it is useful to introduce the brand with its real identity and identity components in the brand positioning stage. This process should be in the form of a detailed identification, clear positioning and consistent communication efforts [4].

Finally, the fact that many brands are competing at the level of many products or services in the market shows that the positioning strategies of the brands cover a challenging process. The intense competitive environment also creates a lot of cost items for firms in the implementation of the selected positioning strategy. The most important reason for this is that brands use their communication activities intensively in order to occupy a different area in the minds of consumers. As a result, brands need to be able to differentiate their communication efforts among the many messages sent to consumers [11].

Research Method

This study was designed as a cross-sectional study. Patients admitted to family medicine (consumers) at Erzincan (Turkey) are conducted to determine positioning the brand in the painkiller drug category. For the study, firstly the commercially available pain relief brands were grouped as original and generic (Table 1). Afterwards, patients who applied to family physicians working in Erzincan were administered a drug positioning questionnaire. In the study, no sample was selected and a questionnaire was applied to all patients (n = 196) who agreed to participate voluntarily. In order to collect data, “Personal Information Form” prepared by the researchers and “painkiller drugs brand positioning” survey compiled from Cengiz (2006), Özaslan (2007) and Özbay's (2012) brand positioning studies were collected and the data were collected. “Personal Information Form” consists of socio-demographic questions to determine the gender, age, education, monthly income, health institution preferences, health assurance status, frequency of referral to family physician, use of painkiller drugs other than family physician's advice, and average frequency of painkiller drug consumption. In the second part of the questionnaire, there are questions to determine the brand positioning of the drug groups divided into two groups as original and generic. The data were evaluated by means of statistical program on computer and the significance level was taken as ($p <0.05$). Firstly, descriptive characteristics of the patients were determined by frequency analysis. In order to control the distribution of the data, Kolmogorow Smirnow and Shapiro Wilk tests ($z = 0,124$; $p <0,005$) were found to be in a normal distribution. The analyzes were continued with parametric tests and comparisons were made with t-test, Anova analysis and Tukey test. Before starting the study, written permission was obtained from Erzincan Binali Yıldırım University Human Research Ethics Committee and Erzincan Provincial Health Directorate dated 24.10.2018. Patients were informed about the data collection tools. The aim of the study was explained to the patients.

Table 1: Painkiller Drugs Group

Active ingredient	Asetaminofen	İbuprofen	Naproksen Sodyum	Diklofenak Sodyum
Original Drug	Panadol 500 MG.TB	Brufen 400 MG.DRJ	Apranax 275 MG.TB	Voltaren Retard 100 MG.TB
Generic-1	Parol 500 MG.TB	Suprafen 400 Film TB.	Apraljin 275 MG.TB	Dicloflam 50 MG.DRJ
Generic-2	Vermidon 500 MG.TB	Nurofen 400 MG.DRJ	Aprol 275 MG.TB	Dolorex 50 MG.TB

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Generic-3	Tamol 500 MG.TB	Dolven 400 MG. FİLM TB.	Aprowell 275 MG.TB	Dikloron 100 MG.TB
Generic-4	Minoset 500 MB.TB	Artril 400 MG. FİLM TB.	Naprosyn EC 250 MG.TB	Diclomec SR 100 MG.TB

Results of the Research

This section includes the demographic distribution of the participants, means, standard deviations, t-test and Anova analysis results.

Table 2: Distribution of Demographic Characteristics of Participants

Socio-Demographic Characteristics		f	(%)
Gender	Female	102	52,04
	Male	94	47,96
Age	20↓	32	16,3
	21-35	47	23,9
	36-45	39	19,8
	46-55	41	20,9
	55↑	37	18,8
Education Level	Primary school	36	18,3
	Middle School	43	21,9
	High school	51	26,7
	University	65	33,1
Income Status	750 ₺↓	61	31,1
	1600-2000 ₺ arası	73	37,2
	2001-3000 ₺ arası	42	21,4
	3001 ₺↑	20	10,2
Health Institution Preference	Family doctor	51	25,2
	State Hospitals	18	9,1
	University Hospitals	71	35,2
	Private Hospital	56	28,5
Health Assurance	There is	191	97,4
	No	5	2,6
Annual Family Physician Application	1 time	101	51,5
	2-4 times	88	44,8
	5-10 times	7	3,5
Use of Painkiller drug Other than Family Physician Advice	Yes	183	93,3
	No	13	6,7
Average Painkiller drug Consumption	Everyday	4	2,0

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	3-4 times a week	12	6,1
	Once a week	17	8,6
	Biweekly	11	5,6
	Less frequently	152	77,5
Total		**196**	**100,0**

The majority of the participants were women (52.04%) and between 21-35 years old (23.9%). 32.6% of the participants have university level education. When the income status variable was examined, it was found that the majority had income between 1600-2000 TL (37.2%) and that 35.2% received service from university hospitals (97.4%) and had health insurance. In addition, it was determined that 51.5% of the participants applied to family physicians once a year (93.3%), they used painkiller drug except for the advice of family physicians and (77.5%) consumed less painkiller drug (Table 2).

Table 3: The First Three Brands That Come to Mind in Painkiller Drug

Drug Type	Brand	f	%	Total
Original Drug	Apranax 275 MG.TB	93	47,0	
Original Drug	Voltaren Retard 100 MG.TB	61	31,1	196
Generic-4	Minoset 500 MB.TB	43	21,9	

When the participants were asked about the first three brands that came to their minds, 47.0% of them were Apranax 275 MGTB, 31.1% were Voltaren Retard 100 MGTB and lastly 21.9% were generic drug Minoset 500 MGTB. (Table 3).

Table 4: Preferred Painkiller Drug

		f	%	Total
Since when do you use your preferred painkiller drug?	1 year↓	94	47,9	
	1-3 year	84	42,8	196
	4-5 year	11	5,8	
	6 year↑	7	3,5	
Do you always prefer the same brand when buying painkiller drug?	Always	69	35,2	
	Generally	62	31,4	196
	Sometimes	49	25,3	
	Never	16	8,1	

When the participants were asked how long they used painkiller drug they preferred, 47.9% stated that they used less than 1 year and 3.5% used the same drug for 6 years or more. At the same time, 35.2% of the participants preferred the same brand and 8.1% stated that they never used the same brand medicine when they were asked to buy the same brand for painkillers (Table 4).

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Table 5: Painkiller Drugs Brand Awareness and Usage Status

Active ingredient	Asetami-nofen	f	%	İbuprofen	F	%	Naproksen Sodyum	F	%	Diklofenak Sodyum	F	%
Original Drug	Panadol	14	7.14	Brufen	4	2,04	Apranax	41	20,91	Voltaren Retard	29	14,79
Generic-1	Parol	9	4,59	Suprafen	0	0	Apraljin	0	0	Dicloflam	3	1,53
Generic-2	Vermidon	2	1,02	Nurofen	1	0,51	Aprol	13	6,63	Dolorex	19	9,69
Generic-3	Tamol	3	1,53	Dolven	0	0	Aprowell	0	0	Dikloron	15	7,65
Generic-4	Minoset	28	14,28	Artril	3	1,53	Naprosyn	0	0	Diclomec	11	5,61

When the participants were asked about the awareness of painkiller drug brands, 41 (20.91%) of the participants reported that it was the original drug called Apranax, 29 (14.79%) was Voltaren, 28 (14.28%) were informed about the awareness and use of the generic drug called Minoset. In addition, Suprafen, Dolven, Apraljin, Aprowell, Naprosyn 0 (0%) brand drugs were found to have no brand awareness by the participants. Finally, Vermidon 2 (1.02%), Tamol 3 (1.53%), Nurofen 1 (0.51%), Arthritis 3 (1.53%) and Dicloflam 3 (1.53%) by the participants of the drugs brand awareness was found to be less (Table 5).

Table 6: Painkiller Drug Brands Awareness

	Drugs	f	%	Total
What brand of painkiller drug do you use most often?	Apranax	96	47,9	196
	Voltaren	41	42,8	
	Minoset	37	5,8	
	Dolorex	22	3,5	

When the participants were asked about the most commonly used painkiller drug brand, it was found that 96 (47.9%) of the participants used the original drug called Apranax very often and 22 (3.5%) used less generic drug called Dolorex (Table 6).

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Table 7: Probability of Using The Painkiller Drug Brand In The Next Case

	I definitely don'tuse it		I don't use it		Neither I use it nor I don't		I use it		I definitely use it	
	F	%	F	%	F	%	F	%	F	%
Panadol	1	2,27	4	9,09	3	6,81	17	38,63	19	43,18
Minoset	1	6,25	1	6,25	0	0	5	31,25	9	36,25
Parol	0	0	2	20	4	40	3	30	1	10
Vermidon	6	12,76	14	29,78	7	14,89	13	27,65	7	14,89
Tamol	21	48,83	18	33,96	4	7,54	9	16,98	1	1,88
Apranax	3	5,76	2	3,84	6	11,53	17	32,69	24	46,15
Apraljin	11	24,44	5	11,11	7	15,55	13	28,88	9	20
Aprol	21	48,83	3	6,97	11	25,58	6	13,96	2	4,65
Aprowell	0	0	0	0	4	57,14	3	42,85	0	0
Naprosyn	0	0	0	0	0	0	0	0	0	0
Voltaren	2	2,98	5	7,46	8	11,94	20	29,85	32	47,76
Dicloflam	0	0	0	0	2	25	5	62,5	1	12,5
Dolorex	5	8,33	3	5	11	18,33	15	25	26	43,33
Dikloron	2	3,03	2	3,03	13	19,69	27	40,90	22	33,33
Diclomec	0	0	0	0	2	3,84	29	55,76	21	40,38
Brufen	0	0	0	0	0	0	2	66,66	1	33,33
Suprafen	0	0	0	0	0	0	0	0	3	100
Nurofen	4	44,44	0	0	5	55,55	0	0	0	0
Dolven	2	33,33	1	16,66	1	16,66	1	16,66	1	16,66
Artril	0	0	0	0	0	0	0	0	0	0

When participants were asked "probability of using the painkiller drug brand in the next case",

Voltaren was the first with a rate of 47.76% (F = 32). Voltaren is followed by Apranax with 46.15% (F = 24) and Dolorex with 43.33% (F = 26). When the respondents who answered as "I use them" and their next purchase were examined, it was found that 55.76% (F = 29) of the participants preferred Diclomec drug in the first place. Diclomec is followed by Dichloron at a rate of 40, 90% (F = 27), and Voltaren at a rate of 29, 85% (F = 20). When the respondents who answered "I never use it" were examined, Aprol and Tamol came first in 48.83% (F = 21) and Apralgin was second in 24.44% (F = 11) (Table 7).

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Table 8: The First Three Brands That Come to Mind in Painkiller Drug T-Test

	Do you use painkillers other than your family physician advice?	N	Mean	SD	t	Sig.
What are the first three brands that come to your mind when you say painkiller drug?	Yes	183	6.83	3.28	2.451	0.015
	No	13	4.53	2.78		

When brand positioning of pain medications and demographic variables are examined, “The first three brands that come to mind when you talk about pain relief” (Apranax, Voltaren, Minoset) with the variable "Do you use painkillers other than your family doctor's advice? ” and the relationship between the variables were examined, statistical signifance was found between them (p=0.015 t=2.451). When the averages were examined, yes (6.83 ± 3.28) of those who answered no (4.53 ± 2.78) than those who answered when it comes to pain relief, the brand preferences that come to mind are Apranax, Voltaren and Minoset. It was observed that most of the participants preferred the drugs called Apranax, Voltaren and Minoset except for the advice of family physicians.

Table 9: The First Three Brands That Come To Mind When We Talk About Pain Relief T-Test Analysis

	Does the price of the painkiller you use affect your preferences?	N	Average	S.S	T testi	Sig.
What are the first three brands that come to your mind when you say painkillers?	Yes	58	5.68	3.00		
	No	138	7.09	3.33	-2.886	0.005

The first three brands that come to mind when you talk about pain relief” (Apranax, Voltaren, Minoset) with the variable "Does the price of the painkiller you use affect your preferences? ” and the relationship between the variables were examined, statistical signifance was found between them (p=0.005 t=-2.886). When the averages were examined, it was found that those who answered no (7.09 ± 3.33) compared to those who answered yes (5.68 ± 3.00) and to pain relief, the brand preferences that come to mind were Apranax, Voltaren and Minoset. It was found that the majority of the participants who used the pain relief brand (Apranax, Voltaren and Minoset) were not affected by their price preferences.

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Table 10: Most Commonly Used Pain Relief Brand T-Test Analysis

	Use of Painkiller drug Other than Family Physician Advice	N	Average	S.S	T testi	Sig.
What brand of painkillers do you use most often?	Yes	183	6.91	3.50	-2.452	0.015
	No	13	9.38	3.68		

“Your most frequently used pain relief brand" (Apranax) with the variable "Do you use painkillers other than your family doctor's advice? ” and the relationship between the variables were examined, statistical signifance was found between them (p=0.015 t=-2.452). According to the average of those who answered no (9.38 ± 3.68) compared to those who answered yes (6.91 ± 3.50), the most commonly used brand of pain relief is Apranax and it can be stated that most of the participants consumed Apranax without the advice of family doctor.

Table 11: Anova Analysis for The First Three Brands That Come to Mind When It Comes to Pain Relief

	Education Level	N	Average	S.S	Anova	Sig.
What are the first three brands that come to your mind when you say painkillers?	Primary school	36	7.41	3.37	5.663	**0.001**
	Middle School	43	5.63	3.16		
	High school	53	7.71	3.14		
	University	65	6.37	3.12		

“The first three brands that come to mind when you talk about pain relief” (Apranax, Voltaren,Minoset) with the variable “Educatonal status” and the relationship between the variables was examined, statistical signifance was found between them (p=0.001 F=5.663). According to Tukey test results of advanced analysts, participants with high level of education (7.71 ± 3.14) had this level of significance with Primary school (7.41 ± 3.37) and secondary school (5.63 ± 3.16) level of education was determined to be caused by the statistical difference between participants. As the training level of the participants increased, it can be stated that the pain relief brand positioning is on Apranax, Voltaren and Minoset.

Table 12: Anova Analysis for Your Most Commonly Used Pain Relief Brand

	Average Painkiller drug Consumption	N	Average	S.S	Anova	Sig.
What brand of painkillers do you use most often?	Everyday	4	4.00	2.30	9.609	0.000
	3-4 times a week	17	9.64	3.75		
	Once a week	12	9.33	4.20		
	Biweekly	11	10.63	3.52		
	Less frequently	152	6.43	3.14		

“Your most frequently used pain relief brand" (Apranax) with the variable “How often do you consume painkillers on average?” and the relationship between the variables were examined, statistical signifance was found between them (p=0.000 t=9.609). According to Tukey's test results, this significance was observed once a week (9.64 ± 3.75) and 3-4 times (9.33 ± 4.20) with participants who consumed less pain (6.43 ± 3.14) and It was determined that it was caused by the difference between the participants consuming painkillers once in two weeks (10.63 ± 3.52). It can be stated that the participants consumed Apranax, the most commonly used painkiller brand, once a week, 3-4 times a week or once a week.

Conclusion

As in many other sectors, marketing activities in the health sector are an important factor for the existence of businesses in an increasingly competitive environment. In the competitive environment, the product and service preferences of health enterprises, especially family medicine, also come to the forefront. For this reason, our study is to determine the pain relief brand positioning of patients who apply to family medicine. The results of the survey conducted to the health service consumers applying to family medicine are as follows:

Participants in the study "the first three brands that come to mind when it comes to pain relief ”when asked, nearly half of the participants stated that the drug called Apranax, Voltaren Retard in second place and followed by painkillers called Minoset was determine. Participants also “Do you always prefer the same brand when buying painkillers?" when asked the question of the majority of consumers "Always" or "Usually" was determined to choose. When consumers were asked how long they used their preferred pain relief brand, it was determined that half of the participants used it for less than one year or between one and three years. It can be stated that the average consumption of a painkiller brand of consumers is less than one year or less than one year and they generally prefer the same brand. When consumers were asked how long they used their preferred pain relief brand, it was determined that half of the participants used it for less than one year or between one and three years.It can be stated that the average consumption of a painkiller brand of consumers is less than one year or less than one year and they generally prefer the same brand.

When consumers were asked about the brand awareness and use of painkillers (original-generic), it was found that the awareness and usage of Apranax, Voltaren and Minoset drugs of the participants were high. In addition, it was determined that Suprafen, Dolven, Apraljin, Aprowell and Naprosyn branded drugs were less known and used by the participants.It can be stated that Vermidon, Tamol, Nurofen, Artril and Dikloflam brand drugs are less known by consumers.Finally, when consumers were asked about your most common painkiller brand, it was observed that the participants expressed Apranax, Voltaren, Minoset and Dolorex brand drugs respectively.

When consumers were asked about the possibility of using the network cutter brand in the next case, it was determined that the participants responded that I would definitely use Voltaren brand medicine. In addition, Voltare brand drug was followed by Apranax and Dolorex brand drugs. It can be stated that consumers tend to prefer Voltaren, Apranax and Dolorex drugs in case of next pain.When consumers respond to the use of strictly in the form of examination of Aprol and Tamol followed by Apraljin drug was determined to come first. It can be stated that participants tend to prefer drugs called Aprol, Tamol and Apraljin in case of next pain.

When consumers are asked about the first three brands that come to your mind when they say pain relief (Apranax, Voltaren, Minoset), it can be stated that consumers consume or prefer such brands other than the advice of family physicians.Participants' inclination to consume such medicines without the advice of a family physician may be related to brand awareness. It was also determined that these three brands of drugs do not affect the price preferences of consumers. Most of the participants stated that there is no difference between drug prices and these three brands. Finally, it was found that there was a relationship between these three drug preferences of consumers and their educational status.

As the educational status of the participants increased, it was observed that the pain relief brand positioning was on Apranax, Voltaren and

Minoset.

When consumers were asked " What is your most common painkiller brand?" (Apranax), it was determined that consumers consumed or preferred this medicine most, except for the advice of a family physicians. Apranax, which is consumed or preferred by the participants without the advice of a family physician, can be attributed to the cheapness of the price and the high level of awareness.Finally, there was a relationship between the question " What is your most common painkiller brand?" and the variable ne How often do you consume painkillers?".Consumers consumed Apranax once a week, two to three times a week or once every two weeks.

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