

**FARMATSEVTIK BREND IMIDJINI SHAKLLANTIRISHDA
QADOQLASH VA DIZAYNING ROLI**

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***Annotatsiya.** Farmatsevtika sohasida global raqobatning kuchayishi dorilar sifati bilan bir qatorda ularning tashqi ko'rinishi — qadoqlanishi, dizayni va vizual identifikatsiyasiga bo'lgan talabni sezilarli darajada oshirdi. Dori vositalarining qadoqlanishi nafaqat mahsulotni himoya qilish, balki xaridor ongida brendga nisbatan birlamchi taassurotni shakllantiruvchi marketing vositasi sifatida ham muhim rol o'ynaydi. O'zbekiston farmatsevtika bozori so'nggi yillarda jadal rivojlanmoqda, ammo import dorilarga nisbatan ishonch hali ham yuqori. Mahalliy ishlab chiqaruvchilar esa ko'pincha sifatli mahsulotga ega bo'lsa ham, dizayn va brendlash jihatidan orqada qolmoqda. Shu bois qadoqlash va dizayn orqali iste'molchi ishonchini oshirish, brend imidjini shakllantirish va bozorda raqobatbardoshlikni ta'minlash dolzarb vazifaga aylangan.*

***Kalit so'zlar:** dizayn, brend, qadoqlash, import. Mahalliy farmatsevtik brendlarning bozordagi imidjini shakllantirishda qadoqlash va dizayn elementlarining o'rni hamda ularning iste'molchi ishonchi va tanloviga ta'sirini aniqlash.*

Tadqiqot davomida O'zbekiston dorixona tarmog'ida sotilayotgan mahalliy va import dorilarning qadoqlash dizayni tahlil qilindi. Shuningdek, 83 nafar iste'molchi o'rtasida so'rovnoma o'tkazilib, ularning dori tanlashda qadoqlashga e'tibor berish darajasi baholandi. Natijalar statistik tahlil (foizli taqsimot) asosida

umumlashtirildi.

So'rov natijalariga ko'ra, 83 kishidan 33 nafari mahaliy dorilarning tashqi ko'rinishi sifatli ekanligini aytgan, qolgan 50 nafar tibbiyot hodimlari dorilarning sifati yetarli darajada mukammal deb topmadi. Bu statistik ma'lumotlarni foizda hisoblasak 40% qoniqarli, 60% qoniqarsiz natijani beradi. Mahalliy brendlar orasida minimalistik, ekologik va ergonomik qadoqlash elementlarini qo'llayotgan kompaniyalarning mahsulotlari yuqori ishonchga ega bo'lgan.

Qadoqlash va dizayn farmatsevtik brend imidjini shakllantirishda muhim marketing vositasi hisoblanadi. Mahalliy ishlab chiqaruvchilar uchun innovatsion, ekologik toza va estetik jozibador qadoqlash yechimlarini joriy etish iste'molchilar ishonchini oshiradi, brend raqobatbardoshligini kuchaytiradi. Kelgusida O'zbekiston farmatsevtika sanoatida qadoqlash dizaynini standartlashtirish va marketing strategiyasining ajralmas qismi sifatida rivojlantirish tavsiya etiladi.1. Farmatsevtik mahsulotlarning qadoqlanishi va dizayni iste'molchining brendga bo'lgan ishonchi va tanlov qaroriga sezilarli ta'sir ko'rsatadi.2. Mahalliy ishlab chiqaruvchilar uchun brend imidjini shakllantirishda zamonaviy, ergonomik va estetik dizayn yondashuvini tatbiq etish muhim.3. Qadoqlashning ekologik jihatdan xavfsiz va qulay bo'lishi iste'molchi e'tiborini oshiradi va kompaniya obro'sini mustahkamlaydi.4. Dizaynni marketing strategiyasining ajralmas tarkibiy qismi sifatida rivojlantirish — O'zbekiston farmatsevtika sanoati raqobatbardoshligini oshiruvchi omil bo'lib xizmat qiladi.

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