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FACTORS AFFECTING CONSUMER MOTIVATION TO PARTICIPATE IN PHARMACEUTICAL WASTE COLLECTION PROGRAMS AT PHARMACY ORGANIZATIONS

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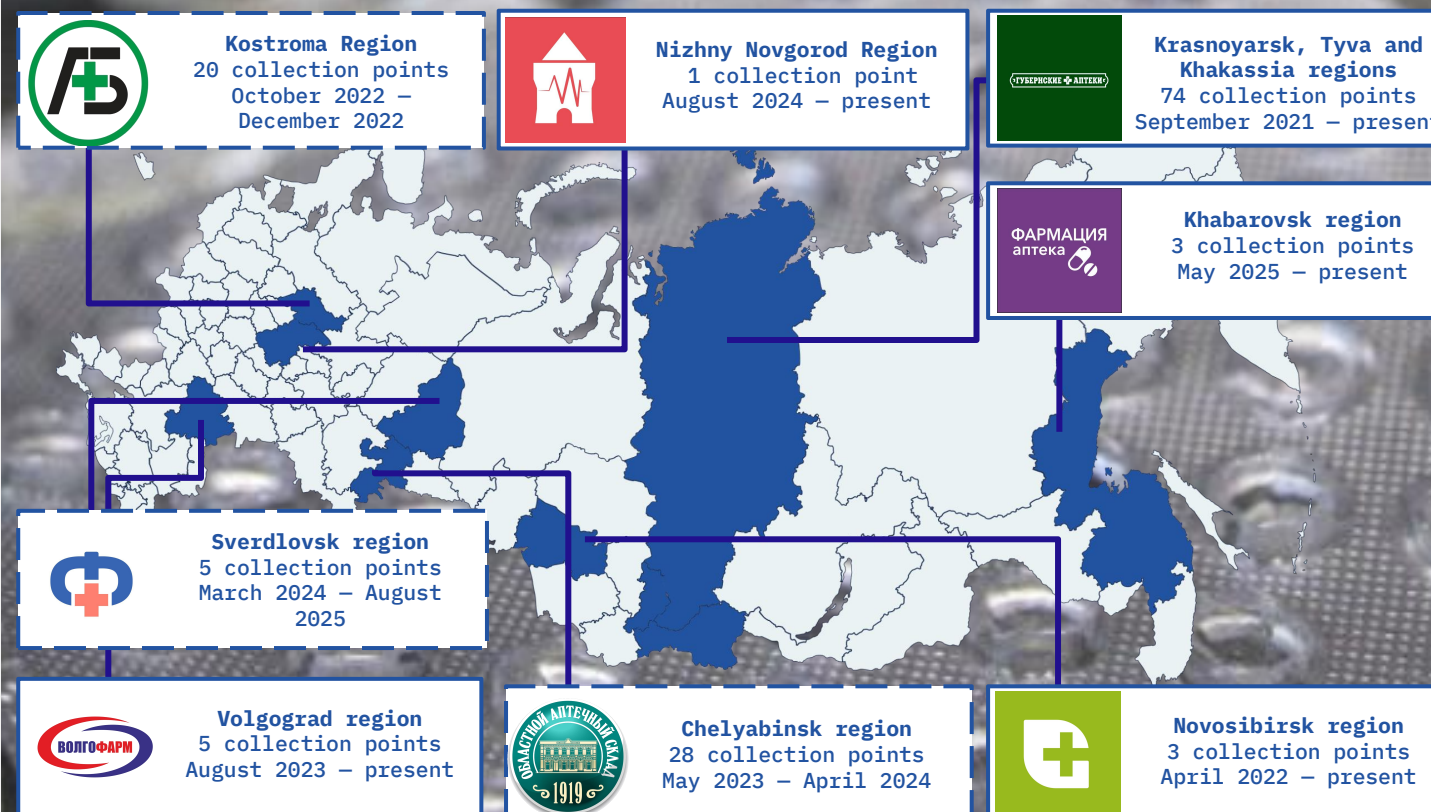
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Relevance. Each resident of Russia purchases more than 32 packages of medicines per year. This creates a significant volume of pharmaceutical waste that requires proper disposal. Few pharmacies offer programs for collecting such waste, despite the growing interest of consumers in such initiatives. A key problem in their implementation is the low motivation of consumers to participate.

Purpose: identification and analysis of key factors affecting consumer motivation to participate in pharmacy waste collection programs in Russia.

Objectives: identify and systematize the key motivating factors influencing consumers' willingness to participate in pharmaceutical waste collection programs based on pharmacy organizations; establish the importance of key motivation factors from the point of view of the target audience; to analyze correlations between socio-demographic and behavioral characteristics of consumers with the significance of motivation factors.



Pic. 1. Russian regions where pharmacy chains conducted pharmaceutical waste collection campaigns



Pic. 2. Average values of the importance ratings of consumer motivation

	Awareness and Knowledge	Transparency and Trust	Economic Benefit	Gamification	Convenience and Accessibility	Opportunity to be Part of a Community	Opportunity to Learn Something New
Age	0,18	0,15	0,28	0,19	0,32	0,21	0,20
Financial situation	0,10	0,07	0,35	0,12	0,22	0,15	0,13
Frequency of purchasing drugs	0,31	0,29	0,41	0,27	0,45	0,33	0,30
Frequency of waste accumulation	0,38	0,35	0,48	0,32	0,51	0,39	0,36
Importance of ecology	0,62	0,58	0,45	0,38	0,52	0,48	0,44
Awareness	0,55	0,51	0,38	0,30	0,45	0,40	0,37

Materials and Methods. The study was conducted from May to August 2025 using an online survey of 207 respondents. The questionnaire included factors that motivated respondents to participate in environmental programs, as well as the characteristics of the respondents.

Results. The convenience and accessibility of the programs are of the greatest importance to the respondents. Equally important are the factors of transparency of the recycling process and trust in the organizers, as well as awareness and awareness of the consequences of improper disposal.

Correlation analysis revealed the strongest and most significant links: willingness to participate in programs is most strongly determined by the respondents' personal environmental responsibility and their level of awareness about the problem of pharmaceutical waste pollution.

Conclusion. In a situation where the choice of a pharmacy organization is limited by geography and logistics, the main competitive advantage is its ability to become a center of education and environmental competence. Investments in building trust through transparency and systematic educational work are not an additional option, but rather a key strategy for increasing public engagement in pharmaceutical waste management programs and, as a result, creating a sustainable competitive advantage, increasing loyalty, and attracting a conscious customer base.