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## **MARKETING AS A FORMING MEANS OF OUR NEEDS**

Marketing is a great science. Through the ages it has been building the society. In my opinion, the concept of marketing in Ukraine is not interpreted correctly. It happens because the social and economic situation in this country looks like a mess. As a result, the main goal of marketing – «maximal customer's satisfaction» is dropped out, and at the forefront comes «maximal enterprise's profit».[1]

Marketing is an essential part of business and political life. Nowadays, interests of some countries yield to company interests. Rapid technological development and high competition creates a system which is constructed like a malignant tumour, and the larger it grows the less chance we've got to get out of financial and credit troubles. Instead of improving the quality of the product, its real efficiency and life cycle, companies deceive customers with pseudo-innovations and impose unnecessary needs on them.

Man, by nature, can be subject to external factors, which consequently form a personality. So there is a need to have a right environment if we want to have a healthy society.

Marketing in this case serves as the main instrument to form the necessities of a modern consumer. Satisfying human's needs is a continuous life process on the Earth. It leads to the conclusion that the knowledge and a proper use of marketing techniques can effect not only the development of individual enterprises, but it can also help to manipulate the entire countries.

For example, let's take an incident involving the Republic of Haiti and the USA. [2] The US banned the country from supplying endless stocks of rice from the Haitian territory. The country became a victim of the circumstances, in which a handful of oligarchs in charge possessed all the wealth of the country. Marketing helped to conceal the truth of what was really happening in the global economy. The media showed effective donations from the States to the country and different volunteer programs aimed to restore it. That turned into an advertisement of the USA, promoting it as a caring and friendly country.

Famous brands can become self-sufficient and influential enough to affect the whole countries. For instance, Pepsi Cola entered into an agreement with the Indian government. The company has made a profit of millions of dollars from the new market, while the domestic producers in India went bankrupt. [3]

These examples can be compared to the situation in Ukraine. Over the years the Ukrainians have learned to adapt themselves to the living conditions. We apply maximum efforts to achieve our goals, but do not get the desired results because of the corrupt structure of the business.

Politics and Economics are closely interrelated. Marketing is a connecting link that transmits all the information through the media, where it is edited in a way, which is profitable to the government.

Marketing can draw the society's attention from the major issues and impose useless dreams and desires. Their realization requires money, and this money rotation circuit automatically turns healthy people into the components of the "system".

Marketing of a person can create the cult of the leader. It forces people to rely on this leader and not to use their own possibilities to make life better. Elections have become a game of a couple of people who view it as a way to manipulate money accounts. It is also a chance for students to earn extra money.

I believe that Ukraine with its boundless agricultural potential can take an advanced position in the world industry. But it requires restructuring of a governmental system, motivating programs for farmers and conscious marketing. Here, it should be emphasized that the task of marketing is to help the public to understand its role in the formation of the Great Ukraine.

All-in-all, believing in one's own abilities allows changing for better and standing one's ground in this battlefield of life.

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