

Apart from handwritten notes mystery shoppers often use dictaphones and cameras when contacting inspected employees. This makes the assessment transparent and allows the most effective feedback. Indicating certain in employees' work. However, when analyzing the results it is recommended not only to elicit shortcomings and weak points but also to make special mention of and give incentives to successful employees.

The last not the least aspect of "mystery shopping" is the response to the information received: finding true causes of failures detected, making certain management decisions, taking appropriate measures.

As a rule, the results of this test may be:

- The decision to substitute more skilled employees for the staff;
- Development of corporate standards of customer service;
- Training sessions (or a series of training) for the staff to fill gaps in knowledge and skills.

Thus, the secret shopper is the technology that allows a company to test and assess the quality of the staff's performance with the help of experts acting as ordinary customers.

**Bondar I., Yelizarov I., Samoylyuk V.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

PSYCHOGRAPHICS IN MARKETING

Psychography is one of the most common methods of measuring life style, which is a psychological study groups or individuals in relation to the characteristics, values, perceptions, preferences and behaviors. Psychography enables obtaining quantitative data and can be applied to large samples that should be split into market segments.

The general psychographic approach is based on registration of personal features of each customer in the group under study, the motives of his/her behavior as a consumer, his/her life values, attitudes and even beliefs.

Psychographic segmentation of the market is aimed to develop a marketing program, all the elements of which correspond to the majority of the target market. Advertising here relies mainly on lifestyle elements rather than on the product characteristics.

Psychographic research is most often carried out with four main objectives:

- 1) to identify target markets;
- 2) to obtain the best explanation of consumer behavior;
- 3) to improve a company's strategic marketing;
- 4) to minimize the risks of introducing new products and new businesses.

Psychographic research is applied for deep understanding of market segments. Psychographic analysis allows sellers to understand what life styles buyers are adhered to which results in more efficient communication with representatives of different segments. At the same time, it provides an opportunity to figure out how to

position a new or existing product.

The basic idea of the method is to look beyond the standard variables to present the goods in accordance with the actions, hopes, fears and dreams of the target audience. Demographic and psychographic measurements complement each other and should therefore be used simultaneously. Unlike demography which is objective, quantitative indicators, such as age, gender, education, and marital status, psychography takes into account relatively imperceptible phenomena – people's motives, interests, social status and life values. This information adds to the demographic data and gives wider characteristics of consumers. Psychography is a source of valuable information about consumers. It helps raise the conversion and significantly strengthen the relationship with customers.

Budagova O.E.
Reshetilova T., research supervisor
National Mining University

ADVERTISING CAMPAIGNS IN THE ADVERTISING SERVICES MARKET

The modern market of consumer goods and services is full of the proposal, that's why the producers of goods and services take much care of their own competitiveness. The introduction of new production technologies, strengthening of quality control, automated inventory of fixed assets and the huge appropriations promotions are important measures taken to maintain the level of sales at a high level.

Increasing day by day competition is placing new demands on the ways and methods of attracting customers, forcing advertising agencies to create increasingly sophisticated methods of advertising campaigns. The time of the high efficiency of direct and aggressive advertising passed and the consumer virtually stopped paying attention on it. Moreover, nowadays we can consider the increasing of the "advertising noise" instead of stimulating demand for the advertised product, which increasingly is rejected by customers.

Thus and so, the new methods of promoting products and services from the producer to the end user, the customer or consumer services has an increasing popularity in the Ukrainian market of advertising services. One of these methods is the BTL (that means Below The Line).

The method improves the image of the manufacturer and generally increases sales. As a rule, any solid BTL-agency has in its arsenal the standard list of services, such as the different ways that stimulate sales through the revitalization of trade networks (so-called trade promotion), holding shares directly to stimulate the consumer (consumer promotion), as well as merchandising.

The distribution of business cards, flyers, samples of test product or a product, wine, various exhibitions and demonstrations are promotional tools which are widespread among the residents of large cities and used to stimulate consumers. In the stock the buyer is gifted for purchase or offered to exchange for the competitor's similar product. All these ways of promoting in addition to solving the basic