

problems of the advertising campaign, and provide more added value - the consumer, without knowing it, becomes an agent for the further promotion of goods or services by transmitting information to their relatives, friends and colleagues.

The competent execution of retail space and a good location are good effective method for increasing sales. It is important to have an appropriate product on the shelves and in the warehouse. Well-timed delivery of inventory for the verification of a stock of goods, training, shop and study range are the part of the overall effort to promote goods to the consumer.

The programs to increase staff motivation in retailers, which includes various bonus systems and competitions and the competition between outlets have a great effect. There are also such BTL-services as a front or a secret customer. Agency workers under the guise of general consumer visits a store, consult the dealer or shop. The retail space and the overall level of motivation are based on the findings.

Many agencies offer the staff for exhibitions and demonstrations for their clients in addition to these services. Models, musicians, various puppets leading animators, consultants make the list of occupations that can be very broad, depending on the level of the agency. Sales outlet can be audited and inventoried on request for analysis and adjustments carried promotions.

Generally, advertising in the global process is always innovation and fresh ideas that form the tastes in the society, no less than film or television.

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ADVERTISING AND ITS IMPACT ON SOCIETY

Every time when people switch on the television, they see some products being pushed on people with some assurance. This is called advertising. Your mind is being sold to these advertisers. Advertising is the promotion of product or services, which gives companies a way to expose their products to people and hence maximize their sales. Without advertising no single farm or company can grow in this world of competition.

Advertising is the mostly debated topic nowadays. Like every other thing it has also some positive as well negative points. It has some positive aspects of social and economic impact on society as well as negative ones. Advertising a public welfare program has a positive social impact whereas exposing a woman in an advertisement has a negative impact on society.

Advertising is a mass marketing technique. Assorted techniques are used for advertising which persuades the consumers that why they need the product which is being advertised. They focus more on benefits, which consumer will get from that product, rather than the product itself. Through advertising, products can be known to public easily. They can decide which product they need and why. This leads to consumption increase and as a result it also increases the demand of the product.

Advertising can also be used to generate awareness among public that which product they use and to which product they can say no. It can also be used to educate people about certain diseases or dangers (example: - AIDS, TB, viral diseases, etc.). Even the backward people are now aware of many diseases and their problems. All these credits go to proper advertising. Diseases like polio could never been controlled if the timings for polio drops aren't advertised regularly.

Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGOs can use the mean of advertisement for promoting their campaigns. Seeking help through advertisements during epidemics or natural calamities can help a lot.

There are also various blames that advertising causes a negative social impact on lives. Even if advertising has a vast good impact on society, it can be ruled out that is has also bad impact. It plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life. Advertising posters of modern films, where sexuality is shown much than the actual theme of the movie, can divert the society a lot. Materialism is being much glorified through advertisements, which can again have dangerous consequences.

Society is becoming ignorant towards social or world issues because we are too obsessed to satisfy our newly created needs. We want to earn more money so that we can buy happiness in forms of products, being advertised as they can bring all the happiness in our lives. We are starving for material goals, because we always want to have more.

Products which are heavily advertised are expensive due to the cost spent on advertising. It is true that advertising increases consumption, but its also true that the more we consume, the more we destroy the environment, because if demand increases, production also increases. Thus, the need of raw materials increases.

To sum up, his paper discusses that advertising has positive as well as negative impacts on society. The balance, of what is necessary and what really is not needed should be focused more. Advertisements can create contentment but can also simultaneously create discontentment. Our society and marketing of products depend so badly on advertising that even its negative impact on society can't outweigh the many positive social and economical effects.

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MARKET RESEARCH AS A PREPARATORY STAGE OF FOREIGN ECONOMIC OPERATIONS

Market research - the most common trend in market research. It is conducted to obtain data about market conditions to determine the activity directions of the enterprise. As experts say, without such data it is impossible to systematically analyze and compare all the information needed to make important decisions related