

which consumers value a lot. Once Audi sent their equipped teams to the Amsterdam streets to wash every parked car they could find. Upon return the car owners had been finding their sparkling vehicles and memo at the wind shield: 'Sorry, we could not restrain ourselves. Sincerely yours, Audi'. In the Altoids example, the advertisement of [www.toohot.com](http://www.toohot.com) on mysterious stickers would not have success if the target audience had not properly responded to the Rabbit.

In the least, Rabbits should be really funny. They will not bring any value if the humor does not excite the consumers' interest to the brand. 'We should think about people as consumers before we start treat them as clients – says Eddie Baymont, - If we do not earn their trust and give them positive emotions, our work will be useless'.

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## **THE IMPACT OF GLOBALIZATION ON MARKETING ACTIVITY**

Economic globalization is one of the most significant events in the modern world. In the literal sense, globalization is global spread of certain phenomena and processes. You can define two initial positions regarding interpretation of the content of economic globalization: 1) Globalization is a process of "global rules" in the economic sphere, 2) Globalization is the process of spreading interdependencies between national economies. Globalization processes come from outside the national economy. Globalisation has impact on the individual company, the industry and the economy as a whole. In particular:

- For individual companies, globalization is determined by how the company expanded its receipt of their income and in what proportions allocated their assets in different countries. Many international companies involved in the process of globalization has become a path to success as an opportunity to offer their products and services to customers in countries that were previously closed to them;

- Globalization at the industry level is determined by how competitive companies within the industry in the country linked with competitiveness in another country. The more globalized industry, the company gets more benefits from the introduced technology, manufacturing process, brand name. Globalized industries tend to dominate in each market by the same set of global companies that coordinate with each other strategic actions in all countries of their activity;

- Globalization at the country level is characterized by the degree of interconnection of its economy with the world economy as a whole.

Among the lines of economic globalization that influence on enterprises the main line is "globalization - consumers." This line has such typical changes due to

globalization:

1) Reduces the role of national identity. Global businesses are spreading around the world not only their products but also certain standards of consumer behavior. The consumer begins to adapt to actively perceive as new ("global") shopping standards (provided the atmosphere purchasing goods) and consumption standards (what, how much, which way) coming from global companies. Homogeneous tastes, habits, behavior algorithms are forming all over the world.

2) Phenomena of positive attitude to products or services made by well-known brands. Factor of "world popularity" of the brand plays a significant role for the choice of the consumer. Statement of the brand is largely dependent on the scale of the relevant company, on its ability to invest heavily in marketing communications. Marketing communication "web" does its work in the minds of consumers, regardless of the country in which it is located;

3) Increasing use of online media, Internet capabilities in the process of clarifying the situation, the choice of goods, services, and in the course of direct purchases, payment and receipt of goods and services, including financial. Consumers perceive positively modern IT technology to actively introduce them in their economic life, because it improves the quality of information provision.

4) Readiness to reduce "patriotic" sentiment in choosing the product. An example is actively spreading in the world products from China. Price factor in many cases is stronger than the factor of patriotism.

At the micro marketing globalization leads to changes in the competitive environment. This apparent trend is the spread of influence entrepreneurial network structures that are carriers of global business. This trend carries risks and threats for small and medium businesses, which can significantly lose in competitiveness. National companies may be doomed to the role of companies of 'second-line'. In such situations, there is a risk of losing motivation for marketing innovation and creation of new products.

On the other hand, the "universalization" of consumers simplifies the problem of segmentation of the market for global companies - regional markets are being increasingly integrated into the "global market". Politics of global marketing considers the whole world as a single market, which is built on the uniformity of national, cultural, behavioral and other characteristics of the market, rather than the national peculiarities.

The effectiveness of marketing in the integration and globalization of the economy depends on the ability of enterprises to consider the factors that affect demand and measures for its formation. Effective organization must constantly monitor changes in the environment and adaptive mechanisms to search for changes in it. Initial points of management activities related to economic globalization into account factors:

- First, you need to identify the influence lines of economic globalization on the

market environment ("inner circle"), in which the company is located: "Globalization - consumer", "globalization - competition", "Globalization - suppliers" and so on;

- Secondly, you need to identify the lines of influence of economic globalization on the activities of the state ("outer circle") and environmental factors - technological changes, natural resource base etc;

- Thirdly, it is important to see the future, predict what might happen along the lines of influence, and it is important to establish and assess priorities;

- Fourth, it is important to constantly adapt changes to the business environment, which includes the development and adoption of appropriate management decisions for continuous improvement of the system.

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## **ANALYSIS OF DRUGS CONTAINING CONTROLLED SUBSTANCES SALES**

Preparations, including those ones containing internationally controlled substances are important for patients and alleviate their pain and suffering. The aim of the research is to study the structure of the market drugs containing controlled substances, by ATC-classification, analysis of consumption, capacity dynamics and to determine the level of market monopolisation of these facilities. The paper used desk research, statistical and mathematical and graphical analysis.

To determine the top 10 drugs-leaders containing controlled substances by sales volumes in physical and monetary terms in the period from 2011 to 2013 (Q1) the results of the monitoring of retail drug market system Morion were used.

Leading preparations were assessed in terms of sales in physical and monetary terms between 2011 to 2013 (Q1). The first place in terms of sales in terms of quantity takes a domestic product Kodterpin IC®, tablets, No. 10 in blister, open corporation "InterHim" (Ukraine, Odessa), with sales for 2012 14,233,023 packs exceeding the mentioned rate per 128% compared to sales in 2011. This product ranks first in terms of sales and in money terms, sales of which in 2012 amounted to 270 270 thousand UAH, an increase of 135% compared to 2011.

The top-10 in terms of quantity were only a few foreign agents: Kodaryn, tab., 10, Rowtech Ltd (UK), whose sales in 2012 amounted to 1,260,898 packs and drug injection 10 mg Nalbuphine, Mr. d / etc. 10 mg / ml amp. 1 ml, 10, Rusan Pharma (India), whose sales in 2012 amounted to 207208 packs. Overall market capacity top 10 drugs-leaders containing controlled substances increased in physical terms by 2012 compared with 2011 to 121% in money terms – by 134%.

The next phase of the study the market share drugs-leaders containing controlled substances were analyzed by ATC-classification. Increase in market share