

Ministry of Education and Science of Ukraine

National Mining University

Ukrainian Marketing Association

Majesty of Marketing

*Materials of the International conference
for the students and junior research staff*

7-8 December 2016

Dnipropetrovsk

2016

Majesty of Marketing: Materials of the International conference for the students and junior research staff. - Dnipropetrovsk, SHEI «National Mining University», 2016. – 166 p.

Responsible for publication:

Scientific supervisor of the Centre of Marketing Technologies,
Head of the Department of Marketing Professor T. Reshetilova

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THE USE OF COMPETITIVE ADVANTAGES

Key words: competitor, competition, competitive advantage, competitive analysis

Highlight a competitive advantage is not so easy, because the word "advantage" implies that they should be obviously expressed in comparison with competitors. But what if "exactly this" excellence hard to highlight?

Besides, a competitive advantage has a temporary feature, tomorrow, a competitor, who has been long on the market or a new competitor, will improve its technology, expand production, improve service, thus able to rapidly increase sales.

On purpose to identify and analyze the competitive advantages of the industrial market town Dnepr Company "Stalmontazh-plus", which provides services for deposition of polymer and powder coatings on ready products, a study was conducted, during which method the primary collection of information, surveys of already existing clients of the company, have been identified such competitive advantages.

Table 1

Price	79%
Quality	81%
Guarantee	69%
Deadlines	88%
Technology	49%

The majority of respondents in the first place put the deadlines, and only then the quality, price, guarantee, etc.

After recieved the data, to determine the competitive position of the company "Stalmontazh-plus" was carried Profile of competitors. It allows schematically to see the position of the company compared to competitors. What are the benefits and what to pay attention.



Fig. 1

Thus we see, in comparison with competitors, the company "Stalmontazh-plus" has an advantage in deadlines of performance and guarantee. It is worth paying attention to the price. Based on the strengths and weaknesses, it is advisable to use the strategy of the leader by reducing costs. With this strategy, the company offering its services can achieve a significantly lower cost price than other companies. Thereby, the company can carry out price competition with obtaining a larger income.

**Andryushchenko I.
Yerokhondina T., research supervisor
National Mining University**

THE MANAGEMENT OF RESOURCES ON MARKETING OPPORTUNITIES FIRMS

Key words: management, marketing environment

The information on segmentation of the target market allows the company to reveal marketing possibilities. The information is necessary for accurate definition of competitive advantages of the company and its strategic positioning. At last, the information on a strategic position of the company in the market is required for construction of effective business strategy on the basis of competitive advantages.

Firm possibility will successfully compete in the market to be defined by two key factors. First, it is ability of the company to reveal and consider further action of competitive forces and their dynamics. Secondly, firm possibilities to mobilize and operate the resources necessary for realization of chosen competitive strategy. A key element in the above described process is search of relevant sources of the information and efficient control them.

That the firm could reach the purposes, timely access to the objective information is necessary for it, helping to make strategic and tactical decisions. Thus the analysis of the business information creates a basis for formation and preservation of competitive advantages. The data two criteria is the cores at an estimation of available sources of the information and prospects of application of this or that kind of the analysis.

The information from external sources arrives in the organization at the analysis of environment and the target market. She allows to estimate the influence rendered on firm commercial (competitors), forces political, social, economic and regulating (state). In parallel with it in firm streams of the information influencing formation of competitive advantages circulate.

They arise from the analysis of costs and functional profit, and also from the analysis of technological possibilities of the organization. The information, concerning process of formation of competitive advantages, allows to receive an objective picture of relative competitive position of the organization in the market. At last, three information streams set forth above influence formation of private

elements of corporate strategy (working out of price and industrial strategy, distribution strategy).

The external information gets into the organization through various functional divisions and at different levels of management. Thus, once having got to the internal environment of firm, the information can or free in it circulates, or have the limited circulation, or in general to become confidential. At last, it can remain without attention as "irrelevant".

For successful achievement of strategic targets and tactical problems the firm should trace all possible sources of hit of the information in the internal environment and provide its maximum use. It can occur only in the event that all interested parties in the organization will get timely access to relevant information sources. In an opportunity the analysis and information use become interactive process in which participate both representatives of a management, and employees of all levels of management. information organization target market

The information, concerning a demographic situation, is used for definition of world and regional tendencies in population change, it половозрастного structure, and also социокультурных laws, characteristic for the concrete state or region. This information is the critical factor by working out of marketing strategy.

One more significant aspect in the analysis of environment of the organization - the technological environment. First, technology development can be an incitement for merge of various branches. Secondly, technology development leads to that information technology occupies now one of leading places in formation of competitive advantages of the organization. Especially this role is important in информационноёмких branches (in bank and insurance spheres). Thirdly, technological growth can have essential influence on a market position of competitors. Technological advantages usually are rather strong competitive bonus.

The analysis of the information, concerning technological changes in organization environment, is relevant up to a point provides with additional new competitive advantages and allows to improve the available. Thereupon (know-how) in concrete firm actually information is considered possibility of practical application of the received information much more significant factor, than.

Asianova A.
Yevseitseva O., research supervisor
Kyiv National University of Technology and Design

SOCIAL NETWORKS AND THEIR IMPORTANCE IN MARKETING

Key words: social network, social media marketing (SMM), social media optimization (SMO)

Social Network – an online service, site or platform, are designed for social relationships. On this website everyone has the opportunity create the account with any information about itself, which will be showed the other participants. Social networks can be opened to access any Internet user, and can be a closed structure, for

limited number of users. Despite this difference, a common feature for all social networks is the presence of "groups" and "friends". According to various analytical sites in different social networks is registered every second Internet user.

Internet is steadily ranks of the main media channel among all age groups. However, marketers and advertisers who want to use social media, should not forget that the use of the World network may be different.

For now, is the established trend of brand promotion, product via social networks. Companies of different levels and different sectors of the economy began to work with customers through social networks by organizing communities and create corporate pages, which have content almost the same as in the corporate site. Social networks allow companies connect with interested users to build long-term relationships with their customers, manage reputation, stimulate increase sales and be able to solved many other problems of business development.

Using social media compared to traditional advertising, different by the following advantages: relatively low cost of advertising campaigns; significant and quite accurate coverage of the target audience; possibility of establishing a dialogue with customers; increasing adherence customers from the use of "humanized" advertising what is perceived more as a recommendation of friends, interesting people or community leaders.

Modern support of social networks allows receive detailed reports on the ranking links, articles, and on web content distribution company resources, etc. The organization is able to independently monitor the popularity of established communities or groups of users, of the actions of its platform is seen that attracts the target audience.

Speaking about business development in social networks, is two basic models of brand promotion - SMM and SMO. Social Media Marketing (SMM) - a complex of measures on the use of social media as a channel to promote companies and solve other business problems. Promotion of social networks allows a targeted impact doing on the target audience, looking for a platform where the audience is represented more widely, and to identify the most appropriate methods of communication with her. Social Media Optimization (SMO) - is conducting internal technical works directed at improving the efficiency of interaction site with social systems. Basic optimization action concerning the content of the resource, as well as some interface elements that usually allow you to customize the site interact with one or more social sites.

One of the main advantages over traditional marketing SMM tools to promote social media is its longevity: this method works for the future, creating the desired image or positive perception of the brand in the target audience. As a tool for optimizing the SMM appeared when the popularity of large social networks increased in Europe. The emergence, development and popularization of social networks completely changed not only the communication process with consumers, but also the process of developing advertising campaigns. Working with social networks become an integral part and an important tool for marketing communication. SMM - the process is very dynamic, so need to constantly monitor the interests of the audience and track new trends.

Avad-Tulchevskiy Rafik
Pilova K., research supervisor
Zuyenok I., language adviser
National Mining University

MARKET OF OPERATING SYSTEMS IN UKRAINE

Key words: operating system, software, drivers, computer, laptop

Millions of people are involved in the development of the computer industry nowadays. Many operating systems are invented to satisfy the different human needs. There are a lot of companies producing a variety of the software. Ukraine is undergoing the same processes.

Ukraine and its citizens could be considered to be users or customers of these software products as most Ukrainians have got computers or laptops today.

The goal of this study is to define the operating systems and their popularity among the population of Ukraine. The brands under this research are the most popular in Switzerland, North America, countries of CIS. It is also a member of the Linux family operating system. Ukrainian company "my Linux OKO "created in 2002. Although Windows are rather popular in Ukraine too. Mac OS took the second place. Linux family is only on the third place.

The main reasons to choose Windows are:

- 1) ease of use;
- 2) attractive appearance with various themes. You can change the appearance dramatically using the third-party software;
- 3) windows is widely supported by both paid and free programs;
- 4) in case if any questions it is more likely to find the answers online due to its high usage;
- 5) windows supports variety of equipment (webcams, printers, etc.). If there are no disk drivers, you can use any other proposed by the system;
- 6) it is simple to recover the deleted information from your computer or other media.

The reason for the great popularity of Mac OS is a search Spotlight - a powerful tool that allows you to find everything you need for a few moments. Describing features of platform Mac OS, do not forget about it "the stability of" to viruses. Linux is popular due to the open and flexible system by which you can achieve 100 per cent compliance with the system requirements and its objectives, if you have experience and enough knowledge.

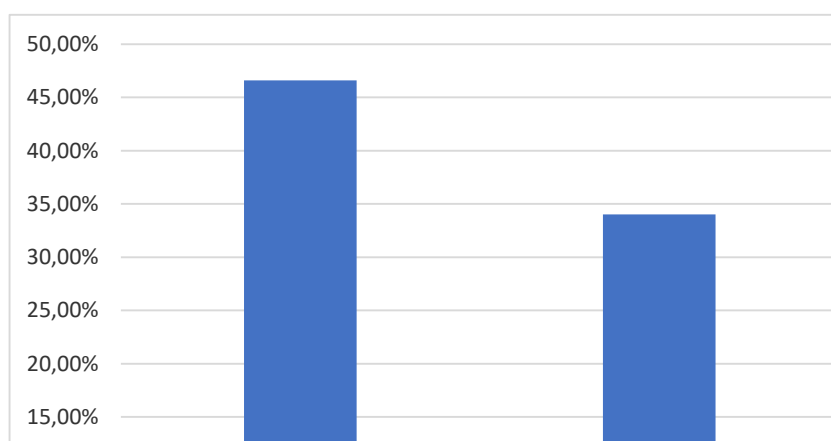


Fig. 1 The popularity of operating in Ukraine

These positive aspects led to great demand among all age group. This study despite the other operating systems gaining popularity, Windows will still be in demand in Ukraine.

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**Baklan V., Ogly V.
Garmider L, research supervisor
Ukrainian State University of Chemical Technology**

THE ROLE OF REGIONAL MARKETING IN STIMULATING SOCIO-ECONOMIC DEVELOPMENT

Key words: regional marketing, management, socio-economic development, development strategies.

Concept regional marketing can be called one of the most successful concepts of modern management. The use of marketing techniques is one way of studying the socio-economic situation of the region, the impact on him and software quality management solutions. This allows you to identify trends and create a strategy for the region. In broad terms, regional marketing - a system to attract to the region new economic agents that contribute to the prosperity of the region.

Regional marketing objective is to create new and enhance existing benefits for the region to attract economic agents can improve the welfare of people in the region. Product Marketing identifies and brings to customers the unique properties of the product, identifies regional marketing and partially creates unique characteristics of the region that could be useful to his subjects, for entrepreneurs - the closeness of

markets, qualified workforce; for tourists - climate, sights; for investors - property prices, working procedures of sale of private property.

To generate the necessary conditions for socio-economic development and competitiveness of the region using regional marketing as a tool for regulation, which takes into account the peculiarities of the external and internal environment of a particular region and create conditions for maximum adaptation to market needs, it is necessary not only to focus on the interests of all groups, entities and needs of target markets. But just keep in mind that regional marketing is the most effective mechanism for the development and implementation of regional social and economic programs that ensure the harmonization of interests of many actors of market relations and performs system-role in the functioning of territorial socio-economic system.

Terms of regionalization economy necessitate effective use of its own economic potential of areas in the region that requires developing and implementing effective regional policy aimed at the reconstruction of the economy, attract investment, increase competitiveness, development and implementation of development strategies that are based primarily on the use of own capacity .

**Bakun A.
Reshetilova T., research supervisor
National Mining University**

IS THERE DIGITAL MARKETING IN A RESTAURANT?

Key words: digital marketing, social media marketing (SMM), social media optimization (SMO)

Recently it seemed that SEO skills, understanding context ads and the ability of analyzing Google Analytics` metrics provided uncommon CV and a decent wage, but now there are plenty of copies about the importance of digital marketing. So what is it, and is there difference between digital and internet marketing? Moreover, is it possible for owners of cafes to reach excess profit by using this tool?

In order to understand how digital marketing works, we should define the notion. Thus, digital marketing is the marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media. First of all, digital marketing is a complex approach to the promotion of the company and its products. The most successful digital strategy implemented in the online stores, online training, MLM and to promote the brand of large companies and start-ups. What is left for retails, restaurants, small and medium-sized enterprises? Digital marketing tools are so wide-ranging that you can choose whatever you like to promote a business or a product.

Managers of cafes or restaurants should pay attention to SMM strategies. Firstly,

it is quite easy to understand, secondly, the ability of causing emotions is going to help you transfer all flavors from a restaurant directly to the customers` gadget. The book "Neuromarketing in action" by David Lewis provides an in-depth review of how the brain functions and the ways in which it unconsciously influences consumer behaviour, we are going to review the basis of this concept. Scientifically speaking, our brain is divided into three parts: the reptilian brain, the limbic system and the neocortex, or the visual brain.

The reptilian brain is the oldest one, it exists around 1 million years and it includes our instincts, the protection of a territory, aggression and the desire to control everything. The limbic system is considered to be the main, and therefore the most powerful generator of emotions, it connects the emotional and physical activities. Neocortex is the youngest one and it is about our mind (the ability to ratiocinate, the ability to establish a cause-effect relationship and the ability to analyze. Many advertising campaigns of large enterprises focused on the visual brain of the consumer, so it is a big mistake. In everyday life, consumers have to make important decisions, memorize information, think about the future and worry about the present so much that if we tried to write down the number of possible connections between neurons, then we would have to write the zeros for 75 years! Our neocortex is overloaded and trying to catch the potential customer with profit that is based on "ratio", many companies risk to mis-spend the advertising budget and put out their "real good offer" to dustbin of "even better offers". Let us try to understand how we should talk to our consumers. It is clear from these observations that we have to talk emotionally! Simply put, relax for a moment and imagine you are in your favorite café and you smell the flair of a warm cinnamon bun. Such an exposition doubtlessly brings a range of emotions: somebody remembers its granny who used to bake buns, another one recollects its first date and there is a woman who turned nasty and annoyed- because of these buns she had to say goodbye to her favorite jeans. It is an influence on a limbic system. Marketing managers have to put away the standard, boring and no surprise models of communication. Catering is full of inventions especially when a restaurant has the concept. Make up a story, tell your customer about dish preparation, and probably the most important is using epithets, they are potential triggers for the limbic system.

**Bas N.
Makukha Yu., research supervisor
National Mining University**

INTERNET MARKETING TRENDS 2016

Key words: internet marketing, social network, social media marketing (SMM), social media optimization (SMO)

The main trend of Internet marketing is complexity and consistency. Combining a set of tools to attract and retain customers, such as: marketing, SEO, texts, visual contents, email newsletter, SMM, analytics.

We should strive to build a common scheme of interaction with the customer at different stages of communication.

Such integration of marketing communications is a laborious process that requires intelligence and expertise. Qualification requirements for Internet marketers are rising. The majority of advertisers and businesspeople know nothing about marketing, furthermore about digital-marketing, so, there are many of unexperienced and incompetent people, who pull the wool over client's eyes. In this situation, a clear trend is increasing demand for learning internet marketing. And, as on the part of contractors and promotion services customers.

The next trend is increasing the volume of information and variety of marketing tools. If you want to be a leader, you must track novelties from different resources (news, forums, blogs, newsletters), use your own and others experience of testing new technologies and trends.

Golden rules are still work! Of course, the big companies will inevitably need sophisticated large-scale solutions. But if we are talking about a small business, your own engage in marketing is quite possible.

Remembering Pareto principle: 20% of efforts gives 80% of result. It is important to understand what are the options for business online you have, and customize them for yourself step by step.

Studied competitors. Did almost the same landings. let it contextual advertising. Tested this option and made a profit.

Book the site, fulfill with text information, conduct or book technical optimization of site, compose semantic core and SEOing all pages according to requests, so you have already done the SEO! Then filling articles according to keywords and keyphrases, later registering site in catalogs by our own, and purchase some web links.

Learning how to work with analytics of attendance, read useful materials in the Internet, trying to improve our website. Then develop active in social networks and make email-newsletter with a series of sales letters.

Bezdrovnyaya M.
Chumachenko T., research supervisor
National Mining University
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THE ROLE OF PACKAGING IN MARKETING

Key words: product, product packaging, product packaging rules

Packaging is the face of the product. Than more attractive for the customer it will look, the more likely that he will buy this product. And very often the consumer is buying the packaging and not the product inside it. At the same time, there are cases when due to poor packaging sales fell sharply. This is especially noticeable after the re-branding of any product. Many manufacturers, in order to "win" the buyer, coming up with unusual forms of packaging.

What should be the selling product packaging that it does not cause rejection of the person and at the same time attracted the attention? Next, consider the basic rules of packaging:

Functionality. Most importantly, the packaging, despite his appearance, had always fulfilled its main functions. The main properties that typically carries any packaging maintaining the properties of the product, ease of transportation, information about the product, etc.

Inner packing. The packaging is external and internal. Inner packing is necessary not only to preserve the goods. After all, the person who bought your product, want to see it well Packed.

Color. Color is a main factor of attracting human attention to the packaging. And this is a very important element to consider. For example, the luxury goods have to be in the package with strong, cold colors – dark blue, black, grey, white.

Easy. Know what makes a good package from a bad one? Bad design is always an extremely complex and overloaded, and good, on the contrary – very simple.

Rebranding. Rebranding packaging is needed because people gradually get bored and want to try something new. And if your product does not apply to "legendary" (Coca-Cola, Snickers, diapers), which actually came from people in the habit, it is very important once in 3-4 years to do the rebranding packaging. This will allow consumers to take a new look at an old product.

Hence it can be concluded that the package must exactly match the goods. First and foremost, this is a very important source of information about the product, i.e. firm - manufacturer, terms of use, terms of storage, the composition of the product, etc. the Presence of the product of the "right" packaging directly affects sales. Recently, packaging of steel to use as samples of applied art, as objects to collect; as substantive evidence of the history of the development of society. Used packaging can be used for children's creativity, to use as a secondary raw material.

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**Bondar I., Yelizarov I., Lukash O.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

TRYVERTISING IN MARKETING

Key words: marketing communication, tryvertising

Marketers use a lot of different tools, which always lead to increase of sales. Among these tools tryvertising. And very often this t is one of the most efficient in a company's marketing set.

Tryvertising means that before buying new products the consumer has a unique opportunity to become familiar with them by actually trying them out. The objective of tryvertising is not always purchase – a lot of manufacturers want to have the loyalty effect, enabling consumers to experience, feel and analyze the product, learn about it and then recommend it to their friends and family. In other words, tryvertising allows distributing information about the product quality with maximum speed. Thus, the company turns its attention to the different reactions of buyers on the goods.

Tryvertising is used in many areas, while for some companies it is already a well-proven method to increase sales. Thus, carmakers often use a test drive; customers get the opportunity to use software packages for free for some time; at shops, customers can try products on the spot or assess the image quality of all TVs etc.

Tryvertising is a unique service that allows customers to try or test the product without buying it. This is an opportunity to verify whether it meets the stated specifications and whether it is of appropriate quality. The customer may, so to say, “taste” the product and decide whether to buy it or not, and whether it is a good investment. Direct contact between the customer and the product is the main advantage of tryvertising as compared to all other forms of advertising. Through direct contact with the product impacts greatly the customers' minds as testing before purchasing is the most efficient way of advertising products. Try it, hold it, take pictures, have fun, love it and buy it - tryvertising is a simple way to the consumer's heart.

**Bondar I., Yelizarov I., Babayan A.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

ADVERTISING SOUVENIRS EFFICIENCY

Key words: marketing communications, sales promotion, Advertising souvenirs

Souvenirs are often used for advertising as they are good means of promoting companies producers. Respectability of companies, their thought of the business

partners and customers ensure favorable feedback.

Advertising souvenirs can be classified in the following way:

Company-identity souvenirs. These products (pendants, badges, lighters, pens, ashtrays, hats, sport shirts, bags etc.) are decorated with corporate symbols, trademarks, address and postal details.

Off-the-shelf souvenirs. These products are styled and decorated with company's symbols or trademark, and can have engravings or corporate stickers.

Gifts. As a rule, these souvenirs are produced by famous manufacturers, made of precious and semi-precious stones, natural materials. Corporate logotypes are almost unnoticeable if any at all.

Corporate packing. These products are reminders of the company; create good impression and favor better assessment of the product and the company-producer. Packing can include plastic bags, corporate packing paper, boxes for gifts and souvenirs, folders, packing tape etc.

Souvenirs are used for:

- promoting orders. These types of souvenirs are intended for covering a great number of potential consumers, facilitate trade mark recognition and increase customer loyalty. This type of souvenirs are necessary at product presentations, exhibitions etc.

- customer loyalty programs. Unlike promotion ones business souvenirs are targeted at regular customers and partners on the occasion of holidays, anniversaries, other memorable dates. The range of this type of souvenirs is rather great, so it is advisable to be creative and not to repeat. These souvenirs are intended for reminding of the company; they display respect, good intentions, interest in contacts, goodwill.

- VIP clients. VIP souvenirs require careful selection and awareness of the client's preferences. They are presented during business meetings of top management on the occasion of contract signing, anniversaries etc. However, it is quite difficult to surprise people of this level, so the more unnecessary (original) the souvenir is the more appreciated it is.

The main advantage of advertising of this type is that the owner of the advertising souvenir can often see the company's logo and, consequently, it will contribute to the company's recognition customer's loyalty.

The main disadvantage of advertising souvenirs is their high production costs, necessity of a wide range of souvenirs for every social group or even an individual.

Advertising souvenirs testifies to the advertiser's solidity and are an efficient tool of promoting the company-producer.

**Bondar I., Yelizarov I., Dubenchack A.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

THE PUBLICITY TOOLS

Key words: publicity tools, press releases, press kits, press conferences, motivating letters, video releases, media tours.

Publicity is non-subjective activities, implying promotion, creation of a person, organization and/or product awareness through dissemination of information or promotional material in the media.

To implement each of the goals, the following tools should be used:

- press releases,
- press kits,
- press conferences,
- motivating letters,
- video releases
- media tours, etc.

A press release is a basic tool for informing the media about important events that have occurred in an organization and are interesting for the public and/or target audience, or it is necessary to draw the public attention to them. When writing a press release it is required to comply with the traditional standard 5W (it should contain answers to the questions beginning with who, what, why, when, where and how). Press releases are disseminated among journalists at briefings and press conferences, or can be delivered by various means of communication: a company courier, a local delivery service, mail, fax, e-mail, etc.

A press kit is a tool reflecting the corporate image of a company. Its main components are: press releases, photos and newsletters. Additional components (lists of special guests, interviews with main actors, programs of events, relevant publications on the subject, press statements) should be selected considering the press kit recipients and press kit objectives.

For presenting press kits folders with adjustable parts (a standard press kit is a double folder containing the latest information, usually a current or recent press release) or the company's web-sites with the latest press release in the appropriate section of a website. It is important that the structure and manner of submission of the material support the company's desired image and contribute to perception of the information.

The press conference, i.e. the meeting with invited journalists where a company's spokesman makes an official statement, is one of the riskiest instruments of publicity as the media can treat this statement as contradicting the reality. To avoid questions to which the company is not willing to answer, they can release a compilation of reference material and basic information beforehand.

A media tour is a press conference "on the road". The company's traveling spokesman makes statements and holds press conferences to explain the efforts to promote their product.

Motivating letters are sensation ideas that are stories arousing people's interest than cause human interest rather than just informational messages and should be "sold" by editors. Companies use this tool to represent interesting research results, descriptions of their employees or corporate events.

Video releases are particularly useful publicity tools as they allow the target audience to consider the message as both an advertisement, and part of a report. Video releases contain videos that can be used during television news.

It may be noted that the publicity - as a form of mass communication aimed at achieving popularity of a company, a person, an event etc. through the media – is an important element of the marketing activities of any modern company seeking development.

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

FRANCHISING – A COMBINATION OF "BIG" AND "SMALL" BUSINESS

Key words: franchising, business

Franchising - is a business organization under which the company (franchisor) passes a particular person or company (franchisee) the right to sell products and services of the company. Franchisee agrees to sell the product or service on pre-defined laws and regulations of doing business, establishing the franchisor. In exchange for the implementation of these rules franchisee obtains permission to use the name of the company, its reputation (goodwill), product and services, marketing, technology, expertise and support mechanisms. To obtain such rights, the franchisee makes an initial contribution to the franchisor and then pays a monthly premium. This kind of lease, because franchisees never becomes full owner of the trade mark, but only the right to use the trademark on the period of payment of monthly premiums. Being subject of discussion, the amounts of these contributions negotiated a franchise agreement. Franchise package (complete system of business transferred to franchisees) allows the corresponding businessman to run their business successfully even without previous experience, knowledge or training in this area.

Opening its business on the franchise system – a multiple reduction of investment risks by using well-known brand and repeatedly tested and well-established technology business. And the money, that the businessman pays for the right to use the brand and technology, by orders of magnitude less than the amount required for the creation and development of business "from scratch".

And if we consider the main advantages of this form of business, we can distinguish the following examples:

- 1) Raising capital;
- 2) Speed of development;
- 3) Labour Resource;
- 4) Ease of Management/

The disadvantages of franchising system are:

- 1) Every man for himself;
- 2) Planning Incorrectness;
- 3) Quality control/

In this way, we can say that the franchise – a combination of "big" and "small" business. This connection was called union, which on one hand is the energy and

commitment individual entrepreneur; on the other hand the resources, commercial power and vast experience of large companies. By combining all this factors, we get the power, responsibility, strength, resources and expertise.

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

SUCCESS FACTORS OF FRANCHISING COMPANIES

Key words: franchising, business, franchising companies

One of the most successful tools in business today is franchising. Its application includes assignment of rights to use a trademark to a standalone company or to sale branded products to other companies.

The transmission of the right to use a well-known brand name is a source of considerable income. Franchising also helps promote the brand in undeveloped markets.

Acts on behalf of a well-known company enables franchisees to avoid extra expenses on advertising and providing information about their products, as the products they sell are widely known. Practice shows that small and medium businesses that develop through franchising, is consistently profitable and they are competitive for a longer time and retain their positions better than newly set-ups.

The largest franchise companies of 2016 were McDonald's, SUBWAY®, KFC, Burger King, Pizza Hut. Franchise companies were assessed on the basis of the following indicators: the number of granted franchises, franchise revenue, sustainability and growth, the length of activities and market expansion period.

Due to their successful marketing policy, companies engaged in franchising, are constantly expanding their activities and receiving significant revenue. This is achieved through several franchising benefits including increase of the number of trade missions, reduction of their maintaining costs, the company's popularity growth. Franchising activities provide opportunities to get round antitrust laws in different countries, as some powerful companies can take a significant market share. Creation of franchise companies on new territories reduce business risks for the franchisor associated with a new market, as the business owner is a different person, better adapted to these conditions.

Thus, it can be concluded, that franchising is the best choice for a new entrepreneur to succeed in their business. And for big companies franchising is one of the best methods to refresh and expand economic activity.

AMBIENT MEDIA IN ADVERTISING

Key words: ambient media, marketing communications, advertising, unconventional advertising

Ambient Media is unconventional advertising in unexpected places. It uses neighborhood objects as marketing information carriers. It is aimed at surprising people in their everyday life, setting them in positive moods and thus advertises a new product or service.

Ambient Media was first applied in Great Britain in 1990s as the advertisement that can be come across in unexpected places (in golf holes, on safety belts in a tube car, on supermarket cart handles).

Unconventional advertising is more popular in Europe than in America. Europeans are more open to innovations whereas Americans are more conservative and prefer TV commercials. This advertising is more popular with 18-24 year olds, and it should be very creative to draw older people's attention.

The key point of Ambient Media is placing the advertisements in places where the target audience does not expect them and cannot avoid them. Appealing to customers' emotions, Ambient Media generates the desire to pay attention to the product or service. In terms of physiology the following happens. The advertisement is easily perceived by our perceptive organs. The strong associations that appear between different areas in our brain will stay very long though people themselves will seem to forget the event. Under some conditions these associations will come back.

This kind of advertising cannot be copied and competitors' success cannot be reproduced – only originality and uniqueness.

The advantages of Ambient Media are as follows:

- it produces emotional impact on the target audience;
- it penetrates the atmosphere of the target audience;
- it is unusual and creative;
- it is originality that matters.

Popular areas of Ambient Media application are:

- retailing;
- business environment;
- education;
- transport communications;
- urban areas;
- recreation.

In Ukraine Ambient Media is not very popular as it is more convenient for marketing managers to spend advertising budgets on traditional and controllable media.

Thus, in any case Ambient Media has good prospects. According to Seth Godin,

the principle of advertising is to make customers switch off from their matters and think about something else. Ambient Media is the best in it.

**Bondar I., Yelizarov I., Stepanenko O.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

FEVERISH DEMAND

Key words: consumer behavior, demand, speculative demand, the types of excessive demand

At present advertising is based on stimulating the desire to be the first. For instance, after announcing sales, people line up to be the first to enter a shop. In Ukraine iPhone 7 sales started on October 21 but customers had begun queuing a day before.

Demand is a quantity of a product that customers are willing and able to buy at a certain price at a point of time. Economists call it willingness but not a demand if a person wants to buy a dress but lacks money. If there is money, there is demand. Not all customers' desires turn into clearly defined demand.

There are five types of needs:

- declared (the customer have declared about their desire to buy a Samsung phone);
- actual (the customer wants to buy a Samsung phone to create a certain image but not because of its characteristics);
- undeclared (the customer does not mention them, e.g. trouble-free performance for two years);
- need for excitement (the customer would like to have a phone cover as a present);
- secret (the customer does not want to say about, e.g. to look stylish among his/her friends).

The word "panic" has mostly negative meaning, that is why the term "feverish demand" is preferable.

Main causes of feverish demand are:

- sale;
- expected or current inflation;
- deficit of goods;
- drop in the value of the country's currency;
- price increase;
- low supply against great demand.

Feverish demand does not always depend on price as people buy to make some reserves.

There are several types of feverish demand:

1. Currency excitement – great demand for currency caused by the decreasing rates of the country's currency.

2. Product excitement – caused by product delivery interruptions or abrupt cost decrease.

3. Appliances and vehicles excitement – caused by increased demand for household appliances, vehicles and related goods due to abrupt growth of the country's currency rates.

4. Service excitement – e.g. increased demand for the expert's advisory services after positive media representations.

5. Bank panic – deposit account closing caused by loss of trust in banks, decrease of national currency rates, great inflation.

**Bondar I., Yelizarova K., Pashchuk T.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

CORPORATE IMAGE

Key words: corporate image, the concept of the company's image, a positive image of the company

Once the company wonders how they are different from their competitors, which means may attract other consumer groups, it is time to speak of the beginning of image formation.

Corporate image is an image of organization, formed in the public consciousness, holistic perception of different groups of people. Company image that exists in employees' minds is the inner image. The image in customers', competitors', partners' (not employees') minds is its external image.

Image begins to form immediately after the company enters the market. However, in most cases, managers have neither time nor energy nor money to deliberately adjust it in the desired direction. In this case it is formed spontaneously. Commonly, a spontaneous image has both positive and negative features.

This process involves several stages. First, the already established image should be fixed. For this various surveys, questionnaires, observations, focus groups are used as diagnostic methods. The next step is defining pros and cons. Based on the tasks, positive image features is those that contribute to their solution, and negative – the ones that hinder the solution.

The company image appears in consumers' consciousness under various contacts with the company – through both direct communications with employees and advertising, exhibitions and presentations. Large international companies seek uniformity in behavior and communication styles of employees of a contact zone. The goal that is pursued is to neutralize individual characteristics of employees to the maximum extent and to draw attention to the company. Advertisements usually contain direct and indirect messages.

The concept of a company's image includes two components: narrative (or information) that is the image itself and evaluative (or associated with the attitude). The evaluative component means that any information about the company

encourages evaluation and emotions that may be of different intensity, accepted or not.

People evaluate the company image through their past experiences, values, generally accepted standards, guidelines etc. The image and the evaluation can only be figuratively distinguished in conceptual terms. In reality they are closely bound.

The company image can be positive, negative or vague. The aim of the company is to form a positive image. It increases its competitiveness in the market, attracts customers and partners accelerates sales and increase their volume, facilitates access to various resources - financial, information, human and material. Successful corporate image forming requires planning, organization and control.

It should be noted that, no doubt, the image plays an important role in the company's activities. It can be both positive and negative, over it can be developed by specialists, it may be spontaneous. Work with image is hard and delicate, it is multilevel, involves a lot of inescapable.

**Bovsunovska I., Masiuk O.
Bezus R., Bilotkach I., research supervisor
Dnipropetrovsk State Agrarian and Economic University**

THE INTERNET AS THE SALES CHANNEL FOR ORGANIC PRODUCTS

Key words: organic products, sales channel, online sale

The growing popularity of organic products among the population took place in the period of rapid development in the world of new technologies and a sharply increasing users of Internet services. Also, Ukraine is not exception.

The number of unique Internet users in Ukraine, since 2000, has grown more than 90 times and at the end of 2015 amounted to more than 18 million people. But not all the age groups are using the Internet with the same intensity. This is evidenced by the fact that 91% of the total number of Internet users – are people between 18 to 49 years old. Sociologists predict that by 2020, every second Ukrainian will become a regular customer of on-line stores.

Studies show that buyers of organic products are persons older than 18 years, who have a responsible attitude to their health. Maximum demand for organic products is observed in the age group 40-49 years, which is primarily due to a better financial position of the group. More than 12% of potential buyers of organic products are willing to buy it for home delivery, a priori, in online stores [1].

Foreign experience in implementing organic production suggests that the major European channels its sales - are:

- Retail network - about 73%;
- Direct sales to companies and sales through markets, which provide about 15% of sales;
- Sales through specialized shops: bakeries, butchers, restaurants and other catering establishments - up to 12%.

The structure of each country has individual sales channels. When consumers buy organic products they overpay an average of 40 - 60% more than for similar products which are grown on intensive technologies.

Current global trends have led to a situation where competition between ordinary stores and online shops are very sharpened. It is a common belief that the popularity of organic products is dependent on the level of development of a country or region. Thus, a resident of Switzerland spends on organic products 103 euro per year, Sweden - 47 euros, Germany - 38 euro, France and the UK - 27 euros [2].

Nowadays there are about 70 online shops, located on the territory of Ukraine, which sell organic production. It should be noted that not in every region has registered an Internet store that implement organic products. Most of them offer the delivery of organic products in the region during the day. So, about 53% of online stores along with retailers carry through wholesale distribution network. This service makes available using organic products for people in all regions of Ukraine.

Almost all of the online stores have their own trademarks. So, 16 shops (22%) sell organic products excluded Ukrainian brands, 6 online stores (8%) - only products of foreign brands and the range of most shops (46 or 66%) is represented both Ukrainian and foreign trademarks. The two online stores brand of products is not indicated.

In conclusion, the functioning of the online stores, as one of the channels of the implementation of organic production, will positively influence into development of the market of organic products. A further development of communication services allow online stores offer consumers of organic produce fresh, high-quality organic products from producers at a price lower than in ordinary stores.

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Bubelo R.
Yaremenko S., research supervisor
Medynska S., language advisor
Alfred Nobel University Dnipropetrovsk

SEXISM IN ADVERTISING AS AN ADVERTISING PROBLEM

Key words: marketing communications, advertising, sexism

The word "sexism" in most cases makes people imagine very lewd associations, thereby causing one immediately fall into confusion, and others - to lead the troubled brow and skeptical chuckle. Under sexism one understands gender-based discrimination. It is an ideology that claims to different rights and the unequal position of men and women. Unlike other forms of discrimination (eg, racism),

sexism uses more subtle methods of cultural influences: the formation of stereotypes of proper social behavior, methods of education, indoctrination of consciousness through language and cultural images, including those offered by the media.

From one to other commercials of popular products use gender stereotypes, but even they use it really badly

Advertising, undoubtedly, should work. However, advertising catching exclusively with blatant rudeness and offensive promise is not a good marketing move but banal manifestation of unprofessionalism.

Firstly, it is the objectification of women. Sex sells, perhaps better than anything else: the beautiful girls with magnificent breasts from all sides sell loans, houses, cars - really anything. Companies without hesitation leave the conventional beauty on the poster - and voila! Now everyone will pay attention to advertising. It is surprising that no one thinks that this attitude can cause as much damage to the image, as good: a lot of women as well as adequate people regardless of sex do not like this approach to advertising of the product.

Meanwhile, the experiment, where men behave as women are made to act in commercials, causes discomfort so it's time to think over it.

The next aspect is demonization of the female physiology. The social stigmata associated with the body and imposed on women in the modern world are known to every child: sweat, hair everywhere, except the head, bad mood and no smile, and, of course, monthlies. This is not to say directly, but it has been decided to pretend that they do not exist. Indeed, women all over the world should feel flawed because they are biologically able to make a new life - how could we think different?

The need to sell your product has led to the advertisers to the win-win situation: if we cannot explain that our product is better, we are intimidating our buyers to such a state that the society itself will start to blame them, and they are forced to buy it. The girl in the commercial designed for products Always doubts if she can sit in a taxi with her friends during the monthlies - as if our society is a kind of the caste system which prohibits it.

And the final issue is gender stereotypes about women. One gets the impression that the washing powder and mayonnaise are the main pillars of the modern advertising industry. It seems that it sells mostly with the help of family and women's images: who, after all, washes and cooks, if not a docile housewife? Men are engaged exclusively in the force majeure situation and secretly, if you believe the advertising.

There are a lot of examples including the flirtatious wife who "has been caught" on the fact that she has bought a new thing without asking. Mayonnaise is not far behind: "Sloboda" believes that everything must be traditional and "as home". According to this advertisement, the woman should ideally flow into the stereotype of subordination, since she wants to get married and do not go beyond the "purely feminine" interests. The TV channel "U" fully supports this approach as in its advertising campaign, whose posters have flooded the subway in the past year, the heroines "do not want about politics", sports and bandits because they are girls. The fatal tendency of exploitation of the image "I'm a girl, I do not want to think" or "I'm a girl, I can do it" has been persistently supported by many "female" franchises. How is it possible then to speak of equal rights at work and in everyday life, when women

are beginning to believe that such self-abasement as normal?

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Cherechecha I.
Pilova K., research supervisor
Zuyenok I., language adviser
National Mining University

INTERNET SEARCH ENGINES: WHICH ONE TO CHOOSE

Key-words: information technologies, Internet services, search engines, poll, statistics

Nowadays, when information technologies are used in nearly all the spheres of human life, people often apply to the Internet for any help and/or consultation. A search engine is one of the resources usually used for this purpose. There is variety of search engines worldwide. That is why it is rather problematic to decide which one suits best to be used in Ukraine. This paper describes the results of the marketing research done in the area of the Internet services, in general, and search engines, in particular. The research explores modern trends in using search engines with the overall aim: to determine a leading corporation.

To obtain data a poll was designed and spread within the students of the National Mining University (Dnipro, Ukraine), Year of study: 1-2 chosen randomly. This poll was designed with the help of Google Forms – the resource which helps to create different votes and polls. Five most popular search engine corporations represented in Ukraine were chosen: Google, DuckGoGo, Mail.ru, Yandex and Yahoo. Students were asked to vote for a search engine corporation they use more often and choose its products they use in their daily life.

The results obtained demonstrate that Google is the most popular (100% respondents) within Ukrainian students. All students use this search engine and prefers to use the majority of its services. The second place goes to Yandex which is popular on the territory of Southern Europe in such countries as Ukraine, Russia, Belarus etc. Google and Yandex are two main corporations competing in the Ukrainian market of the Internet services, but Google is more popular among Ukrainian students than Yandex. It could be explained by the fact that Google is popular all over the world and much more qualitative than Yandex, if to look at them

from the perspective of their effectiveness of the searching information process. As for the other services of these corporations, most of them are very similar, but the quality of Google ones is higher.

Such services as Yahoo, DuckGoGo, Mail.ru are not so popular in Ukraine that is proved by the fact that only 5% of respondents vote for them. It could be rooted in that all these services are free, and they earn money primarily from advertising.

The statistics of profits demonstrates that Google is the most profitable company; consequently it can use expensive advertisement to promote itself. Promotion of Yandex is very intensive in former Soviet Union countries such as Ukraine, Russia and Belarus, but it is not known in the world. The situation with Yahoo and DuckGoGo is vice versa. They are popular in some regions of the USA, but are not spread in Ukraine. Mail.ru is famous by its mail resource, but its search engine is not so comfortable as the mentioned above.

Table 1

Search engine corporation	Place of foundation	Net profit (2014)	Number of results on random request	Number of people	Rating	%	Using of other products of these corporations			
							Number of products	Products	Number of people	%
<i>Google</i>	USA	14,444 milliard dollars	6 880 000	20	1	100%	7	Translator	20	100%
								Maps	16	80%
								Mail	20	100%
								Browser	14	70%
								YouTube	19	95%
								Cloud technologies	8	40%
								Notes	2	10%
News	1	5%								
<i>Yandex</i>	Russia	302,5 million dollars	5 000 000	5	2	25%	6	Translator	2	10%
								Maps	2	10%
								Mail	7	35%
								Browser	4	20%
								Cloud technologies	2	10%
								Music	1	5%
<i>Yahoo</i>	USA	313,9 million dollars	1 000 000	1	3	5%	1	Tumblr	1	5%
<i>DuckGoGo</i>	USA	-	124	1	3	5%	0	-	-	-
<i>Mail.ru</i>	Russia	190 million dollars	53	0	4	0%	1	Mail	3	15%

The research proved that Google is a leading corporation in Ukrainian cyberspace now. It is the oldest corporation among presented and it show the best results in such criterion as “Number of people, using this search engine and its products”, “Number of results on random request” and other.

SHOPPING BEHAVIOR ANALYSIS IN CHOOSING FOOD IN RETAIL STORES

Key-words: consumer behavior, retail, marketing research

The main type retailers in the village of Nehvorosha – a retail shops, where the personal service.

Analyze the behavior of customers when choosing food products at different stages.

Stage "Awareness needs"

People have a daily need for food consumption. If a person over a period of time not consume food, it appears hungry. To quench hunger consumer buys food. The result is that consumers are interested in food consumption daily.

Stage "Finding information"

In memory of the consumer goods deposited taste of the product, its quality and the manufacturer. When choosing a product that the buyer did not eat at, he makes conclusions on the advice of friends, relatives, or information from the media, at least on the advice of the seller. The main criteria in choosing the product to potential buyers is the quality of product, price, brand and what it produces.

Stage "Before buying - assessment of options"

When choosing consumer products primarily evaluates its purchasing power, and on this basis selects search product sector. With the option chosen, the buyer selects the best in terms of quality and composition. Selects the buyer that the goods which are most satisfied him.

Stage "Buy"

If the consumer is hesitant in choosing a product, he turns to the retailer for advice. Food is quite common, because of this search product that meets the needs of the consumer is not difficult. Buy food because in most retail stores.

Stage "Consumption"

Use a food buyer can only intended purpose. For their use and storage is almost always necessary appliances. There are foods that should be consumed daily, and there are those who are consumed with greater intervals. Consume foods can be in any place and at any time.

Stage "assessment after consumption"

After the use of the product to the consumer is proper impression of the product. This impression can be both positive and negative. The positive impression is satisfied if the purchaser price and quality of the product, the consumer receives a negative impression if the price does not match the quality. If the pleasure of this product and the consumer will continue to buy just this product, otherwise the buyer will look for other options that better satisfy their needs. Usually their impressions of the consumption of a product the consumer shares with his friends, both positive and

negative.

The stage of "liberation"

Usually the buyer uses the product in full for its intended purpose. In cases where the consumer does not have time to use the product in full, up to the expiration date, or improper storage conditions, the product deteriorates. In this case, the buyer can get rid of the product by throwing it, or give to animals. Packaging with the product can be thrown, hand processing, or keep for later use for other purposes.

Store visitors are people with different income levels who purchase different prices and with different frequency. Primarily oriented to product quality and price.

Dedyura D.
Dovgan' S., research supervisor
Zuyenok I., language adviser
National Mining University

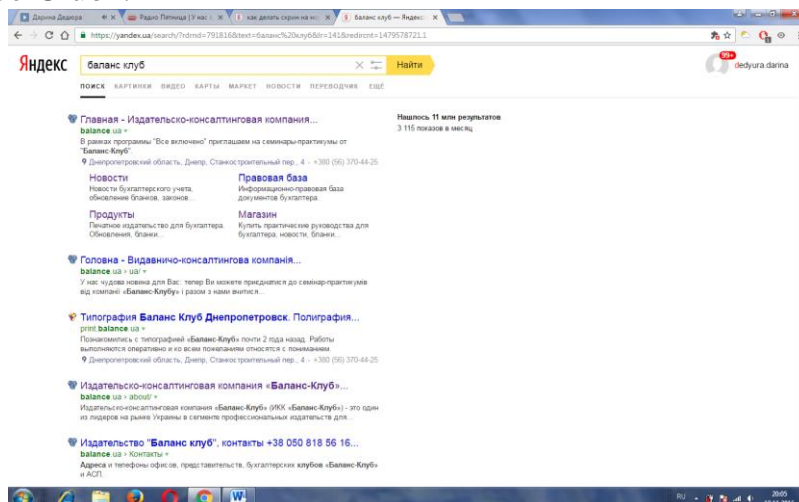
BUSINESS-PROCESS SALES OF MAGAZINES "BALANCE CLUB" IN THE INTERNET

Key-words: consumer behavior, market research, business-process sales,

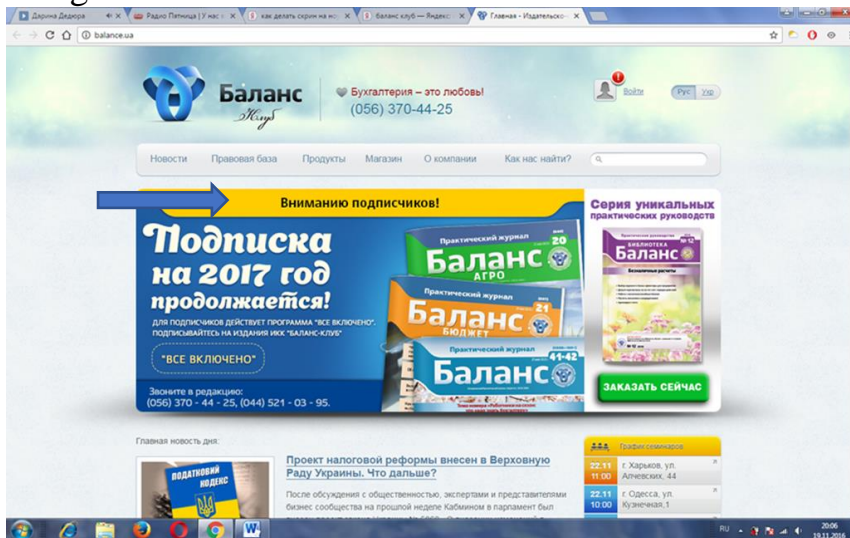
"Balance Club" – is a consulting company and the leaders on the Ukrainian market in the segment of professional publishers for accountants such as commercial accountants, agro and budgetary spheres. This company was based on the market 25 years ago.

The magazines of company «Balance Club» is an A4 notebook with color cover on glossy paper. The magazine is stitched with curly braces protruding from the end of the notebook. This allows stitching each issue of publications to segregators that ensures the safety and ease of using the magazine. The Publication number and date are located in the upper right corner of each publication that helps to identify the source, if the information photocopied. The link to our site: www.balance.ua. is located on the front of magazine.

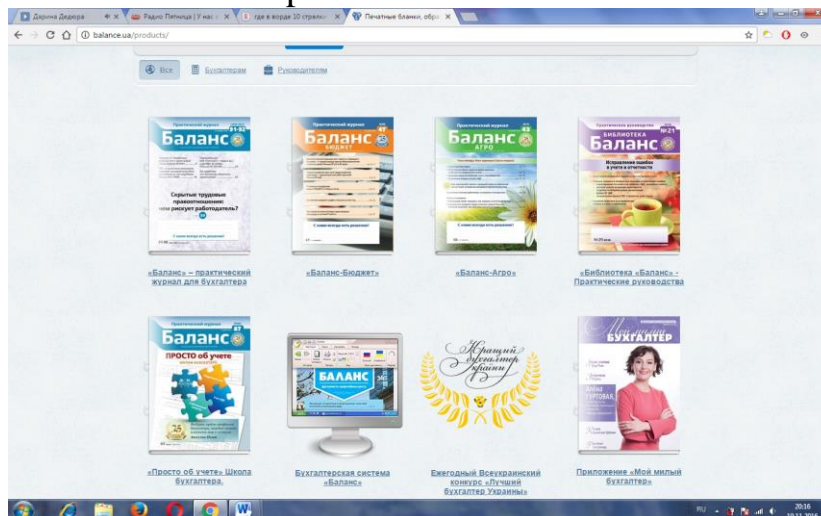
Step 1. Go to a search system Yandex, Google, enter the balance - and Club Site appears "Balance Club".



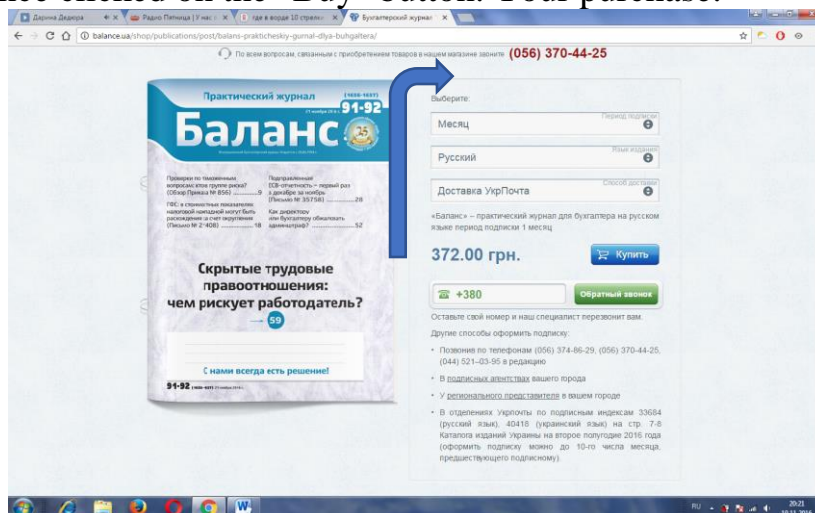
Step 2. Then go to the site and click the box titled "Products".



Step 3: After that chose the products "Balance Club".



Step 5: Once clicked on the "Buy" button. Your purchase.



Step 6. The customer fills in data terms: on what the subscription period, the

language of the magazine and delivery method. And clicks "Buy" order is accepted.

Step 7. Once filled with all the terms you need to press "Buy" as soon as the Sales Department will see an order and contact the customer.

Subscribe and get the magazine can be implemented in different ways.

Method 1: editorial subscription, the subscription is through editorial department by phone (056) 770-44-25 and regional representatives in different regions of Ukraine. There are 2 kinds of editorial subscription (delivery postman in a PO Box or mailbox), or delivery of the ordered parcel.

Method 2: subscription through Ukrposhta offices and departments with the Catalogue of Publications. First delivery the card is issued and when the log output to the specified address postman delivers magazine.

Method 3: subscription through alternative subscription service - is a company that buys edition wholesale and delivers by courier "from hand to hand".

Method 4: is the most popular at this time, the acquisition of the magazine through our website: www.balance.ua. (Subscribing - online).

Demchenko M.
Pilova K., research supervisor
Zuyenok I., language adviser
National Mining University

SOCIAL NETWORKS: FRIENDS OR FOES?

Key words: social networks, time, statistics, influence, addiction

More than 10 years people use social networks in their daily life. Unfortunately, people spend too much time online and get addicted to such kind of the internet resources. That is why I created a poll where participants were asked for some details about their time spending in social networks. The main goal of the created poll is to find out if there any problems in the society caused by social networks usage, how much time people of different age spend in social networks and whether their participants want to use social networks less or more in future.

Google Forms, one of Google services, was used to creating a poll and gathering data. This service allows users to create internet surveys, monitor the statistics or watch diagrams of results. Moreover, Google Form is absolutely free and open service.

According to the statistics, which poll shows, the overall amount of people who took part in poll is 26. Age of participants varies from 17 to 65 years: 12 people (46.2%) in the age of 17; 6 people (23.1%) in the age of 18; 2 people (7.6%) in the age of 28-32, 5 people (19.1%) in the age of 43-46 and 1 person (3.8%) who is 65.

Using the results of this survey, it is possible to identify the time people spend in social networks: only 15% of people spend less than 45 minutes per day and there are no respondents, who don't use social networks at all. The results of poll are spread in the following way: 50.8% of respondents use social networks more than 3 hours per day, 23.1% – from 1.5 to 3 hours, 30.8% – from 45 minutes to 1.5 hours.

Purpose(s) of using social networks were also within this research. There are some reasons why people use social networking sites: chatting with others, downloading or listening to the music, watching photos, videos or films, looking for some news or reviewing favorite groups or just reading some educating materials. Most of people (88.5%) use networks for chatting, 65.4% — for reviewing favorite groups, 46.2% for listening to music and the same results for watching photos and videos.

Statistics of popularity of different social networks among people shows that the most popular is VK (24 respondents), Instagram is on the second place (10 respondents), third place takes Facebook with 8 people of 26, Twitter is in the fourth place with 5 respondents and last place takes Odnoklassniki – h 3 of 26.

To sum up, people were asked about their wishes for future using of social networks and results are predictable – 80.8% of respondents want to use social network sites less than they use now, but 19.2% wish to spend more time online. This statistics shows that people understand destructive influence of wasting so much time in social networks

Dernova M.
Shynkarenko N., research supervisor
National Mining University

THE EFFECTIVENESS OF IMPLEMENTATION CRM-SYSTEM

Key-words: customer, information, feedback, quality of work

The most important aspect in improving marketing will work with the client, as the company "Himpromtehnologiya" there is no tradition of establishing feedback from customers, tracking their activity, a periodic reminder of the enterprise, encouraging cooperation. The main reason for this is the old system of conducting client base.

CRM – a model designed to support effective marketing, sales and customer service. Support for these business objectives involves collecting, storing and analyzing information about customers, suppliers, partners, as well as the company's internal processes. In fact, CRM-system is an analog of the marketing information system, however, is a more advanced and functional.

Benefits of CRM-system are numerous, but the basic are presented below. Using many customer interaction channels includes service at the point of sale, phone calls, emails, events, meetings, registration forms on websites and others.

Analysis of the collected customer information and data preparation affects the adoption of appropriate organizational decisions.

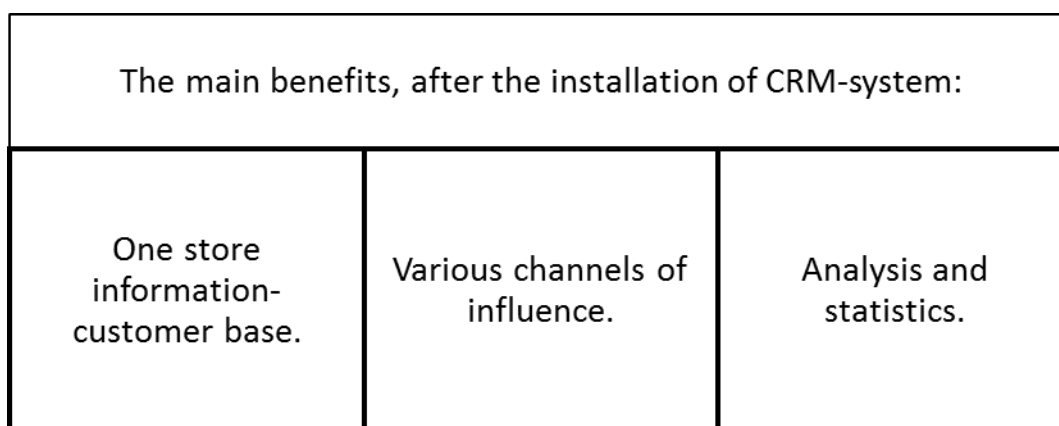


Fig. 1 Drawing. CRM-system benefits

The presence of such a system will simplify most of the functions in marketing, such as customer segmentation, analysis of their actions, accounting responses to certain stimuli, needs forecast for specific types of solvents, control frequency and the volume of purchases and more.

Based on the experience of most implementations, the time required personnel to perform the actions necessary to work with the client are reduced by at least 10% with the introduction of CRM-system. This is mainly due to the acceleration of access to information, automate routine tasks and reduce the time for internal communication and workflow.

Duzenko I.
Garmider L., research supervisor
Ukrainian State University of Chemical Technology

ROLE OF STRATEGIC PLANNING IN SHAPING ECONOMIC POTENTIAL OF THE REGION

Key words: strategic planning, region, socio-economic development, priorities

The report examines the main issues of strategic planning of regional development, conclusions on the role and place of strategic planning for the formation of economic potential.

At present Ukraine's entry into the European regional structures and the question of drawing techniques implementation of strategic planning of regional development. Current rates of change and increase of knowledge is so great that strategic planning is the only way to formally predict future challenges and opportunities. That is why the issues of development and implementation of strategic planning of economic development in Ukraine gain in terms of transformation of market relations of particular relevance.

Domestic science does not yet have sufficient theoretical research in strategic planning of regional development. But a significant contribution to the study of the problem made by such scholars as Berdanova A., B. Vakulenko, Tertychka V., Kutidze LS, Nikolenko GA, Pushkar S. et al.

The aim is to determine the role of the main problems and strategic planning of regional development in the formation of their economic potential.

Strategic planning - is an adaptive process by which the regularly developing and adjusting the system rather formal plans, review the content of measures for their implementation through continuous monitoring and assessment of change.

Strategic Planning of Regional Development has the following stages:

- 1) develop the concept of regional development;
- 2) study the important proposals;
- 3) formation of system programs.

The development of regions of Ukraine at the present stage of market reforms faced a number of objective and subjective factors that led to its unbalanced, asymmetric and disproportionate nature. The basis for this was the uncertainty of the strategic priorities of regional development in the crisis and post-crisis periods, regions unwillingness to steadily growing competitive pressure in domestic and foreign markets in the struggle for material, financial and human resources, the possibility of effective use of regional geopolitical location and facilities. Tactical mistakes Regional Development Ukraine (in the short and medium periodiah) mainly due to the lack of clearly defined, scientifically justified economic and social policy priorities, neglect features of long-term trends of regional development, formed and operating in the post-crisis stage of economic modernization.

To overcome these problems, we recommend the following steps for strategic planning in the region:

Stage - an overview of the region;

Stage II - Analysis of the current state of socio-economic development of the region;

Stage III - SWOT-analysis;

Stage IV - strategic vision for the future development of the region (mission, priorities);

V stage - strategic plan (goals, programs, projects);

Stage VI - Monitoring and evaluating the implementation of regional development strategies;

VII stage - analysis of efficiency and effectiveness, correction goals and methods to achieve them.

Globalization processes exacerbate the need to implement the regional development strategy that would ensure: a qualitative change in the structure of production and exports towards weight gain more technological and competitive products; innovation and investment development of regional industry to ensure its competitiveness; the most effective and comprehensive use of all available resources and potentials of the region.

Thus, an important condition for the socially important results is the application of the strategic approach as a forecasting socio-economic development of territories at different levels of governance based on the optimal combination and coordination of national and regional interests and the planning area to determine strategies for the use of territorial resources at different levels of government in the future. In this context, we can speak of interdependence and interconnectedness of strategic

forecasting and planning development and strategic planning areas.

Dzuba K.
Shepeleva A., Shumilova N., research supervisors
Dnepropetrovsk mounting technical schools

MARKETING (RULES OF MARKETING)

Key words: marketing, rules of marketing

I want to present some rules of marketing, which are the most important parts of improving business

I used some examples of people, which were born in America and made their business very progressive because of their own qualities and creative (and so useful) marketing.

Firstly, I want to note a man, who created CEO Starbucks. His name is Howard Schultz. The main rule of his career is :

1) do not be afraid to change the nature of the business

Schultz today remains one of the major newsmakers in the business media and always changes something and introduces new products.

For example, Schultz ordered to remove from the menu warm sandwiches because their smell overpowered the smell of coffee. To Starbucks looked in the eyes of consumers are not only devouring everything in its path by a shark, in the years when all the saved on the social package, Schultz, on the contrary, increased by half the cost of health insurance for employees

Second businessmen, who can be like example for a marketers is Patrick Doyle. His rule is :

2) be able to understand that that your product is stuff

Domino's Pizza, the second-largest US pizza chain after Pizza Hut, always paid attention on price than on quality. However, no one expected that the company recognizes that does not do a very good pizza, and even let it in clear text in an advertising campaign worth \$ 75 million. But this is what has decided to go a new company president Patrick Doyle in the first year after inauguration.

And the last important rule will be from American manager Alan Roger Mulally

3) remove all unnecessary

His strategy was called "One Ford» - European brands have been sold, reduced the number of platforms, even in cars options became fewer. The company had to sell Ford Ford or nothing. Due to this it reclaimed the title of a global company. When Mulally was asked how he could sell Volvo for \$ 1.8 billion, despite the fact that she was bought for \$ 6.5 billion, he simply replied that he considered it a good price.

Fomenko V.
Serduk O., research supervisor
Zuyenok I., language adviser
National Mining University

DEPENDENCE OF GAME GENRES POPULARITY BY GEOGRAPHICAL REGIONS

Key words: massive multiplayer online (MMO), first person shooter (FPS), role-playing game (RPG), real time strategy (RTS), multiplayer online battle arena (MOBA)

Gaming is a big part of nowadays' youth life as well as highly profitable marketing product. This research is aimed at finding which video game genres are most popular with certain geographical regions or certain nationalities of players. In order to provide the most accurate information, it is necessary to divide games belonging to certain genres onto 2 categories: 1) games that are aimed on casual gamers; 2) cybersport disciplines.

Research was carried on in two stages: 1) Structured interview focused on preferences and opinions of interviewees from such countries as USA, UK, Canada, Norway and Russia; 2) The results obtained during Stage 1 were checked against global statistics for purchases by chosen countries in such digital distribution platforms as Steam, Xbox Live and Playstation Network (PSN).

The results of the interview demonstrate that diversity of game genre preferences is based more on popularity of certain games; person's personality, social environment and sometimes gender are more crucial than geographical region or nationality. Here are some responds which prove the statement above:

“My favorite genres of games would be Stealth, Fantasy and MOBA. Also I like Action RPG games like Assassin's Creed or Witcher. That's hard to say if there are genres that are more popular here, than in other countries. But one thing is that Norway is like any other country good with following up with trends. Though FIFA or Shooter games may be the most popular, I think.” – Anniko (Norway).

“Personally I like MMOs because it's a chance to explore. My friends have very diverse preferences; some enjoy FPS and RPG games, others RTS and Fighting games, some play games with a good story, not paying much attention to an actual gameplay. Probably First person shooters are the most popular here though...” – Rachel (USA).

Similar ideas were expressed by the representatives of the United Kingdom, Canada and Russia. Referring to my 10-years experience in gaming I can assume that Ukrainian gamers share these ideas as well.

In order to get valid results, qualitative data was compared to the statistics data gathered by website steaspy.com. Stage 2 of the research has shown a slight difference of popularity of certain games in different countries but since most of those games share multiple genres, advantage of one game genres over the others is not significant enough to assume that this advantage is related to a certain

geographical regions.

Taking all this into consideration, conclusions can be drawn: popularity of different game genres is rooted more in personal preferences of players than geographical regions or nationalities they belong to. That is why it is more important to explore differences in personalities and modern trends, when developing and promoting new games at the global market.

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**Gaintseva V.
Sopilko N., research supervisor
Peoples' Friendship University of Russia**

SOCIAL NETWORKS ARE LIKE ADVERTISING BUSINESS OF 21ST CENTURY

Key words: social media marketing, advertising business, main income, marketing strategy, social networks

Now the Internet forms a global information space that contributes convenience and efficiency of distribution and management of information flow regardless of the distance between the subjects and locations.

Social network is free place in the Internet that lets us publicize any information and share it with other people.

According to the report that was conducted by the portal Internet Retailer, in 2014 volume of the sales in the Internet grew since last year. And it became \$ 3.30, compared with \$ 2.60 billion dollars of USA. In the retail sector we are watching the same increase. So, website traffic of transitions from social networks increased about 5.4%. Buyers are completing their visits by purchase in more than half cases if they had referred by links to the site. [1]

According to Internet Retailer's report the overall advertising budget is grew by 144% (in 43 companies that participated in the research). It is almost \$ 18 million dollars USA in a month.

According to the research by Brand Analytics, the main audience in Russia February 2016, was predominantly women (for example, the Instagram is used by 75.7% women), age of users is from 18 to 35 years, depending on the social network. Therefore, the goods sold in the social networks should be required by people in this age. [2]

Social Media Marketing (SMM) - is the using of social platforms as a channel to promote its brand and solving other business tasks. SMM is focused on social platforms by themselves. SMM-promotion in social networks implies the generation of interesting and useful materials that users will spread by their own, raising awareness about the brand, its image and the number of registered readers.

Social media optimization (SMO) is a method how to attract traffic from social networks and blogs by competent resource optimization. SMM is not an open advertisement. It is a non-intrusive advertising, brand building communities and providing quality content, the audience will be located to you and to your offer. It is necessary to promote informal situation to make confidential atmosphere, then people will be better perceive the promoted products and services, and brand image will increase. [3]

Advertising in the virtual space can be completely different, but scientists identified its major types:

- targeted advertising
- Guerrilla Marketing

The scheme of work without direct advertising in social networks. Contact with a potential customer is established directly.

- Viral Marketing

More suitable for the spread of viral videos in these specialized social networks as "the YouTube" or "RuTube", but it is may be used for SMM-promotion "VKontakte".

- Applications in social networks

Many companies bought specially their own applications for attracting the target audience and promoting their group. It is very effective, but expensive, so rarely it is used by firms that are at the initial stage of its development.

- Articles and publications

To compare levels of advertising revenue, I decided to consider two groups in VKontakte: a small number of subscribers and with the largest population:

1. The group "Overhear in PFUR" - a group was created by the students of Peoples' Friendship University, where are 24,917 members. This group contains news, questions, photos of the life of university students.

2. "Overhear" Group - group with 3405045 members. This group has created several applications (for IOS and Android), several series of products. The group publishes the secrets and issues from all over the world, where there is Vkontakte.

Both groups are making 3 advertising post per day.

Table 1

Data on advertising in "Vkontakte" group

	Number of members	Visits, % from all members in a day	New members, number in a day	Price of advertising, rub for 1 post	Income from advertising, rub in a day
Overhear in PFUR	24917	20%	376	500	1500
Overhear	33405045	33%	3415	8850	26500

According to this table, we can make several conclusions:

1. Advertising revenue depends on the number of members and their activity.
2. If the group in "Vkontakte" is created successfully, it will be a good business that requires minimal investments.

Thus, it is possible to say that social networks are a way to create a business that brings huge income to the owner.

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**Gavriliuck A.
Kuvaeva T., research supervisor
National Mining University**

DEVELOPMENT TRENDS ON THE LABOR MARKET IN UKRAINE

Keywords: the labor market, marketer, emigration of the labor force

Today, stagnation tendencies are available in the economy in Ukraine. That results in the decrease of labor force demand. Thus the percentage of emigrating professionals increased. Their majority belongs to IT-specialists, physicists, marketers, and economists. As for marketers, their share of is 30%.

The analysis has identified the most attractive countries for emigration. Figure 1 demonstrates the main countries for immigration of market specialists in terms of the year of 2016.

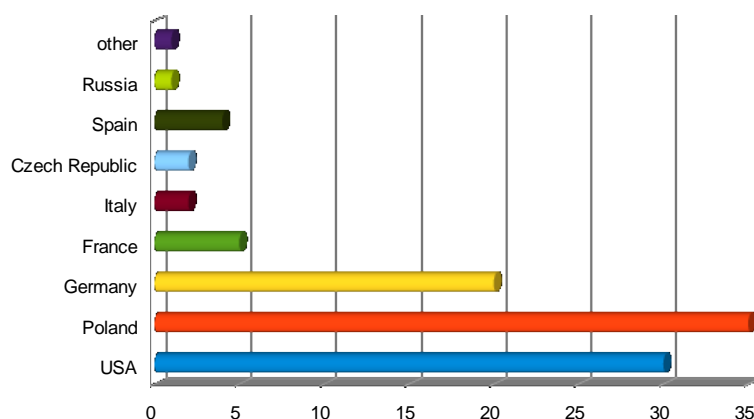


Fig. 1

Each country has a number of requirements which marketers should meet to work for one or another company. Usually, employers would like to see marketer in the age of 20, with University education, with working experience of a year or more. According to statistics, only 1.5-2% of employers are ready to hire people without experience; and experience in PR-sphere is additional advantage as well as

knowledge of the tools to analyze competitors and market, creativity, literacy and mindfulness.

Responsibility of the marketers is to promote and support company image, planning and implementation of advertising and PR-companies, active interaction with the developers of web-sites to improve the activities of the company. Important requirement is the language of the country you work in or English at upper-intermediate level.

And of course, your focus on result is very important for the company.

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Gayday S.
Kovtun K., research supervisor
National Mining University

THE RELEVANCE OF ONLINE ADVERTISING

Key words: marketing, internet, internet advertising.

In today's world of internet advertising every year is becoming increasingly important. Advertising on the Internet requires fewer resources than traditional media advertising. The user gets access to the content, but not limited timeframe, when he pleases, and anywhere where there is internet access.

Internet access is becoming more accessible to users, quickly growing number of Internet users on mobile devices after the launch of 3G networks the largest mobile operators in Ukraine, from which increases the audience of Internet advertising.

According to Research Company ZenithOptimedia "media consumption", the people of Ukraine is carried out every day in front of TV 125.9 minutes on the Internet - 66.9 min According to the forecast, for 2017 these figures were 121.5 and 70.2 minutes. For comparison: in 2010 they were 147.2 and 38.7 m On Google's Consumer Borometer data, 28% of Ukrainians go online when watching TV.

Internet audience is clearly structured. Internet allows you to access the narrow segments, placing ads on niche sites with a specific audience, demonstrate treatment based on the search query, or only a certain age group. Tools Internet advertising allows the advertiser the most efficient use of funds.

Advertising on the Internet allows different introduce a product or service in the form of text or audio, visually in a photo or video. Advertising appeal typically refers to the advertiser's site, where it can be deployed provides information about the product in a different form in volume without restriction.

With the growing number of Internet users is growing and the market of Internet advertising. According to the data of All-Ukrainian Advertising Coalition, internet-advertising market in Ukraine grew by only 11% in 2015, but the increase was as much as 2.4 billion in the national currency.

Table 1

	The results of 2015, mln UAH	The forecast, in 2016, mln UAH, in December 2015	Percentage change 2016 to 2015, forecast in December 2015	The forecast, in 2016, mln UAH, July 2016	Percentage change 2016 to 2015, forecast in July 2016
TV advertising, all	4164	4811	16%	5263	26%
Press just	1320	1 248	- 5.5%	1 248	- 5.5%
Radio advertising, all	304	333	9%	387	27%
Outdoor advertising (OOH Advertising), all	952	1045	10%	1215	28%
Advertising in cinemas	24	26	10%	26	10%
Internet advertising	2355	2745	17%	2855	21%
TOTAL MEDIA MARKET	9119	10208	12%	10994	20.6%

Summing up we can say that today the Internet - media vehicles with ever-growing and diverse audience clearly structured and internet advertising - a profitable tool.

Gerasimchuk E.
Palekhova L., research supervisor
National Mining University

MARKETING OF DISRUPTIVE INNOVATION

Key words: marketing, innovation, disruptive innovation

In today's world, innovation is an effective mean of improving the competitiveness from leading to the creation of new products and new markets to investment and reduce costs of all types. In addition, the introduction of innovative solutions creates new jobs, increases the overall level of economic development, contributes to the creation of world-renowned brands.

In accordance with international standards of innovation (innovation) is defined as the end result of creative activity, embodied in the form of new or improved

products, introduction on the market of a new or improved technological process used in practice, or a new approach to social services.

"Disruptive Innovation" - innovations that change the values of the ratio on the market. At the same time the old products become uncompetitive simply because the parameters on the basis the competition took place before the competition, are irrelevant.

"Disruptive Innovation" Model - a theory Clayton Christensen, which he first introduced in 1997, in his book «The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail» This model can be used to describe the impact of new technologies on company operation. Clayton Christensen studied the reasons because of which the largest companies, world leaders in their industry is rapidly losing their dominant position, lose their superiority, when the market launch new technologies. Everything changes at a time when the "disruptive technology" finds buyers who is willing to put up with a new product and disadvantages which need new features of this product. Having such a buyer, a new technology begins to develop, grows production volumes, there comes a point when new technology is beginning to justify its name "disruptive technology."

In cases where disruptive innovation by reducing the total production (a new segment on harnessing the resources considerably smaller segment has become irrelevant) we are talking about closing techniques.

Closing the technology leads to technological progress, which in this case undermines the existing economic system, violation of the balance of production and creates structural unemployment. From this viewpoint, the technology covering both promotes human welfare in one area and, at the same time, creates another problem.

Examples of "disruptive innovation" are the phone (replaced the telegraph), ships (replaced sailing ships), semiconductors (replaced by electronic devices), digital cameras (replaced film), electronic mail ("undermined" traditional mail).

**Gerasimchuk E.
Shynkarenko N., research supervisor
National Mining University**

FEATURES OF ADVERTISING IN INSTAGRAM

Key words: marketing, marketing communications, promotion of social networks

Instagram opened up advertising opportunities for all businesses, and it is not surprising that the use of this platform by marketers grows rapidly, - said eMarketer principal analyst Debra Aho Williamson. - Her close relationship with Facebook is a key advantage. According to Admixer, as of October 2015, Instagram 830 000 registered users from Ukraine, most of them - girls 18-35 years.

According to eMarketer research, the number of companies using Instagram in marketing, will be doubled in the coming year. In 2015 32.3% of US companies with 100+ employees will use Instagram for marketing activities, by 2017th such is already 71%.

Advertising is configured through Facebook. And the statistics also shows through. There is Power Editor application that only works with Google Chrome. It can customize the ads that are running and see how it works. The price of advertising in the identical price Instagram to Facebook. Works auction system: displays all such advertising and audience, an auction. Who will put a limit on the day is cheaper to this show.

Instagram is very promising in terms of sales. But its main function - aesthetic, it shows beautiful pictures. The better your photo, the more likes and comments. If you make the right content, the Instagram can bring good income. Advertising in the form in which there is now, I think, or sink into oblivion or be transformed to the needs of both consumers and advertisers.

Today, Instagram offers advertisers three ad formats: image, video, and a carousel. Given that the network belongs to Facebook, it is not surprising that the formats are very similar. Image: this format is similar to facebook but longer focuses on the image. Instagram allows you to place an image on the STA-button, on which the user will go to the advertiser's site. Carousel: is similar to the first format, but with additional functionality, you can display multiple images and calls to action in one ad and you can add videos to 60 seconds.

Instagram is suitable for business, which is easily visualized - from electronics to clothing stores, this niche is ideal for retail. B2B model can no longer so easy to fit Instagram in its advertising strategy. Simply put, advertising Instagram will make sense for your advertising strategy, only if Instagram, and before that was useful to you. If you have not used it in their advertising strategy before that, in principle, you can do without it.

**Goncharenko K.
Makukha Yu., research supervisor
National Mining University**

ANALYSIS OF INTERNET-BANKING COMPETITION IN UKRAINE

Key words: internet-banking, competition, competitor analysis, SNW-analysis

Internet-banking is a general name of processes of banking services and access to accounts and transactions with its, it provided at any time and from any computer which has Internet access. The browser is used for operations, it means the client part of software system shouldn't be installed.

Now the internet-banking market is very developed.

The paper deals with the research of the competitive position of JSC «AB «RADABANK» attached to the internet-banking services in Ukraine. At present, the JSC «AB «RADABANK» has a system of internet-banking, it's web-banking, but it does not stand no comparison with similar systems of competitors.

The leaders of the successful implementation of an effective system of internet-banking is «PrivatBank» (WEB-banking system «Private 24») and «Oschadbank» (WEB-banking system «Oschad 24/7»).

"Private 24" is the most developed system among the internet-banking. Probably every citizens of Ukraine, if had not used, or at least had heard about this system. There is a slogan: "Your alive internet-bank". The system is constantly being updated with new services. It can not only carry out your banking transactions around 24 hours a day, but also use many other services, such as buying of air or railway tickets, pay for any purchase on the Internet, buy tickets for football or basketball.

WEB-banking «Oschad 24/7» from the «Oschadbank» is a modern software system which allows you to monitor the status of your accounts and carry out banking transactions without visiting the bank 24 hours per day, 7 days a week, from anywhere in the world where is an access to the Internet.

There are two systems which not only the most functional, but they are also the most publicized at the market.

For the purpose of analyzing the competitive position, we should make a SNW-analysis.

Table

SNW-analysis

№	Competitive advantages	Competitive position			Average	Concord Bank	East bank	Oschadbank	PrivatBank
		S 3	N 2	W 1					
1.	The possibility of credit file processing via internet-banking.			+ 1	1,8	1	1	1	3
2.	The presence of a mobile application for Android.			+ 1	1,6	1	1	1	3
3.	Availability of protection each transaction by entering the password from SMS during surgery through internet-banking or the introduction of a special issue.	+ 3			2,2	2	2	2	3
4.	The lack of fees for utility bills through web-banking (under restrictions, if the client uses another services of bank).	+ 3			2,2	1	2	3	3
5.	Easy recharge of other banks cards.		+ 2		2,4	2	2	2	3
6.	The ability to repay the loan through internet-banking.		+ 2		2,4	2	2	2	3
7.	Technical support.			+ 1	2,2	1	1	3	3
Total score:		13			14,8	10	11	14	21

Thus, the analysis of the competitive advantages of internet-banking JSC «AB «RADABANK» shows that the overall competitive position «RADABANK» (13 points) is weaker than the average of competitors (14.8 points).

There are cases of falling behind the bank such as impossibility of credit request filling through the internet-banking (item 1), the absence of Android mobile application (item 2) and unsatisfying acting of technical support (item 7).

Solutions of the problem:

- technical additional work by bank's programmers or by independent internet-banking firm;

- expanding of support staff and offering a separate subsection for the technical support of this particularly product (internet-banking) and systematic advanced training for support staff.

**Gorbacheva V. ,Karpova A.
Sopilko N., research supervisor
Peoples' Friendship University of Russia**

MARKETING METHODS OF COMPETITIVE STRUGGLE IN THE RUSSIAN RETAIL INDUSTRY

Key words: competition, competitor analysis, competition, retail industry

Over the last decade, a huge number of new companies which sale foodstuffs appeared in the industry of the Russian retail trade. Meanwhile, it's necessary to develop new ways to promote the products because in the fierce competition in the industry it's very difficult to keep the leading position. Features of large companies are: scale, a huge range of products, highly developed advertising, etc. It gives a lot of advantages to the customer and at the same time, increases competition among companies.

According to the rating agency "Expert RA" [1], in the ranking of the largest companies of Russia in terms of volume of implementation, the leading retail chains are: "Magnit" - retail chain, X5 Retail Group, "Auchan", "Dixy Group", "Metro Cash & Carry", "Lenta", "O'KEY Group". To improve the competitiveness companies are using various ways of stimulating product sales. In practice methods of price and non-price competition are used. [2]. It is believed that the most effective methods are the methods of price competition, but if such methods are preferred by customers, it's not the best method for the companies.

On the part of the price competition, recently method of price reduction as so-called " promotional actions" for various goods is successfully used, as well as special offers such as "1+1" and the receipt of discounts by accumulating points on the "loyalty card". Currently the methods of encouraging of regular customers in the form of cards which can provide a permanent discount are very popular and in this case the price tag indicates the "special price". Such cards are widely used by the stores "Lenta" and "O'KEY".

On the part of non-price competition much more similar methods exist. Moreover, marketers are constantly developing new methods to increase sales and are also improving the existing ones, as they are the most profitable for the company. Among the most popular methods we can distinguish such as "gift with purchase", shares "happy day", when on certain days shops carry out various promotional actions, make competitions with various prizes that are meant to attract the largest number of customers. According to experts, the most effective method is an advertising of goods, because when customer comes to the store he chooses a product which he has heard about or saw somewhere already. [3]. Retailers now actively develop mobile apps where customer can learn about current promotions. The most

common methods are window dressing and display of goods that must be sold on the shelf "at eye level". This method is used by all of the previously mentioned leading companies.

All these methods have positive and negative aspects, both for costumers, and for the main retail chains. Let's select them in the matrix (Fig.1)

<p>The negative aspects for the customer</p> <ol style="list-style-type: none"> 1) During the discounts and promotional actions which are organised by the shops the prices are not always really lower than they were before. 2) Sometimes shops put discounts to the goods with almost ended shelf life. So the customer should always check it, especially if he doesn't plan to use the product at once. 3) Shops can artificially raise prices for additional goods which are sold with the stuff on sale. 4) Location of goods in the stores is organized in such a way to make customer go all over the store to find the "right" stuff. 5) Also there is a possibility to take "unnecessary" stuff under the influence of advertising or attractive, but less valuable "gift for your purchase." 	<p>Positive aspects for the customer</p> <ol style="list-style-type: none"> 1) The opportunity to buy goods with a big discount. 2) The opportunity to obtain the desired stuff as a gift. 3) The opportunity to learn more about the favourite stuff.
<p>The negative aspects for the company</p> <ol style="list-style-type: none"> 1) During the price competition part of the profit may be lost 2) Sometimes it requires additional costs to organise raffles or contests 3) If during various degustations and delivery of gifts for purchase customer doesn't like the gift, he will probably never buy it again. So those gifts won't be as valuable as they were before 4) During various promotional actions the volume of sales may decrease because of the accumulated stock of the product from the customer 5) It is necessary to plan the type and period of promotional actions in advance, considering of the interests of the customer 	<p>Positive aspects for the company</p> <ol style="list-style-type: none"> 1) Manufacturers can organize promotional actions with the purpose of advertising of a new product, while the retail chain does not lose profit 2) Increase the attractiveness of stores 3) The ability to sell products with almost ended shelf life without incurring losses

Fig. 1 Matrix of positive and negative sides

Having considered all the ways of promotional sales it's necessary to point out that this method is now very popular. It's very important for both the consumers and the retailers. To retain the leading positions, companies should attract customers in different ways. For this reason these methods are developed and improved, as they can be used to study consumer preferences, other goods, as well as the dependence of the necessary shares on the season, day of the week. It is impossible to identify a specific, universal method of influence on buying choices. Price competition is closely linked to non-price competition, for example promotional actions organized by shops (price competition) are mostly known due to advertisement (non-price competition). Consumers and retail chains represent a tandem where they come to the

optimal conditions of cooperation by studying each other.

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Gorbenko D.
Gerashchenko S., research supervisor
National Mining University

FDI IN UKRAINE: STATUS AND CURRENT TRENDS

Key words: foreign direct investment (FDI), investment hunger, economic development, investment crisis, investment climate.

In modern terms the growth in foreign direct investment (FDI) leads typically to the increase in economic and social development of almost all countries. In most cases, countries that are leaders in the inflow of foreign direct investments, have high rates of economic growth as well. As an example, we can consider the economy of China with the increasing direct investment in the 90s. The 20th century was the catalyst for economic development. Consequently there is an objective requirement to intensify investment in Ukraine to create a competitive economic system, to modernize and reconstruct the existing enterprises, providing innovation-oriented structural changes in the economy.

Foreign direct investment (FDI) is a capital investment due to long-term economic interest, which provide the investor to control the investee in order to obtain the income. According to the UN SNA, FDI are: company's primary investment, equity capital overseas, reinvestment, and internal corporate transfers. Under the current economic conditions, FDI has reached a very large volumes.

In terms of Ukraine, foreign direct investment is the most profitable one since it is of a great demand for developing countries. The reasons in he fact that it allows imlementing large and important projects; in addition new technologies (e.g. creation of production), new corporate governance practices etc. come to the country. Foreign direct investment in Ukraine would be able to reduce significantly "investment hunger" if their scale can be compared with foreign investments in other Central European countries, which have embarked on economic reforms almost simultaneously with Ukraine. However, in Ukraine this source of financing economic development is inadequate. We believe that foreign direct investment is one of the opportunities for Ukraine to alleviate the situation of the investment crisis.

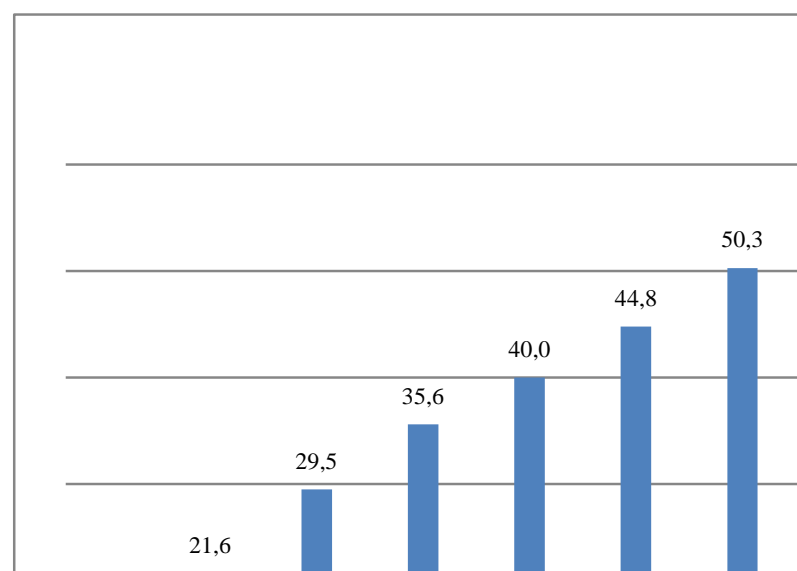


Fig. 1 Foreign direct investment to Ukraine, bil. USD. USA

The diagram above shows that on average over the period from 2007 to 2013 Ukraine has received USD 4.5 - 5.5 bln of foreign investment annually. However, in 2014 – 2016 the amount of such investments has fallen down to the lowest possible level amounting USD 44.7 bln, almost USD 10 bln less than in 2013. This is largely due to the devaluation of the hryvnia and the deterioration of the investment climate.

Speaking about the investment climate and its potential and risks it should be noted that the investment climate is a combination of economic, political, legal, and social factors determining the risk level of foreign investment and the possibility of their effective use in the country or on separate territory. The investment climate has investment potential, i.e. economic growth, the ratio of consumption-saving processes changing the rules of lending rate, inflation, consumer demand, qualification of the workforce, and state of infrastructure. The other side of the investment climate is the investment risks, including state of internal political stability or lack thereof, external conflicts, level of social tension in the country, crime, and corruption.

Consider the reasons for the deterioration of the investment climate in Ukraine. These reasons can be grouped into three conditional parts: 1) Economic: the crisis of purchasing power, low wages, economic instability, currency devaluation; 2) Political: political instability and fighting in the east, a radical change of policies; 3) Legal: unideal legislation, semi-criminal nature of many businesses, investors insecurity, lack of equal “rules” for all the participants of market relations.

Thus, we need to make a series of sequential steps, if we want to attract foreign capital into Ukrainian economy. First, stop the outflow of Ukrainian capital abroad with its following return to the country. We need to change the law governing capital outflows by developing effective control measures and tough sanctions for violators. Second, create the conditions favorable for allocation of capital in the country, pursue consistently the policy of “amnesty” for capital, which is returned to the country. Third, create a favorable investment climate. It means stable tax system providing a low level of income tax; tax system should be built on the same logical principles as the tax system in the developed countries.

THE ONLINE MENTIONS MANAGEMENT AS IMPORTANT PART OF BRAND'S COMMUNICATION STRATEGY

Key words: online mentions management, advocacy marketing, social media, communication

With the internet distribution and increasing popularity of social networks users have started to share online their consumer experience eagerly. Moreover, 66% of customers judge about product or service quality based on online mentions of brands, according to Nielsen report 2015 [4]. That is why the online mentions management is important instrument of company's communication strategy.

The online mentions management, that is also called advocacy marketing, is an efficient tool of the guerilla marketing, which lets brands explore their audience in the natural for the latter environment and form desirable attitude towards their products [4]. The online mentions management pursuits different goals:

- 1) to encourage discussions about product or brand (image building);
- 2) to change the negative perception (image changing);
- 3) to provide customers with online support (image maintenance) [2].

The online mentions management consists of several stages.

1. Mentions analysis. On this stage messages about brands for the last 3-6 months are being gathered. The sources of mentions are social networks (Vkontakte, Facebook, Instagram, Twitter etc.), forums, comments websites and other social media websites. Mentions can be collected manually through the search engine and hashtags in social networks, what is a labor- and time-consuming process, which usually does not give a complete review of the situation [1]. However, it is acceptable in case of small marketing budget. Mentions array can be acquired using special programs (YouScan, Brand Analytics, Semantic Forc, Babkee, Buzzlook etc.), which search appropriate messages on the base of a search request, composed by the analytic [3]. Then manual data processing is being made. The specialist gets rid of irrelevant mentions and divides appropriate messages by the tone in 3 groups – positive, negative and neutral. Mentions also are being sorted by the topics, for example, about taste, smell, packing [1]. Finally, the analytic defines the most popular sources of the brand discussing among target audience, finds which tone of mentions is prevailing and compares customers' perception of the brand with the perception of competitors' products.

2. Strategy development. On this stage priority topics and high affinity sources are chosen to work with and the process of reacting on different mentions is being organized. There are two groups of operators assigned to respond the mentions: opinion leaders and influencers (real users, experts, bloggers, celebrities) and official brand accounts. Also they can be both real people and bots.

3. Mentions listening and entering the discussions. This stage engages social

media monitoring on a regular basis and reacting on mentions according to the algorithms developed on the previous step. This can be seeding campaign (sharing positive comments about the brand), starting discussions on forums, answering users' questions depending on the goal of the strategy.

To sum up, online mentions of brands form an important source of information about customers. Companies can study their audience and compare their position with the positions of the competitors with minimal costs by analyzing these messages. And development of the online mentions management strategy can contribute significantly to building the effective communication strategy of the brand.

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**Gulchenko K.
Gubkina V., research supervisor
National Mining University**

TELEMARKETING DIPLOMACY: SOME RULES OF TELESALLES

Key words: telemarketing, telesales, «cold» calls, «warm» calls, potential customers, sale

Telemarketing is selling any goods or services by means of telecommunications. This service generates interest, creates opportunities, provides information, promotes customer feedback, makes appointments and produces sales by telephone. Telesales is a very cost-effective approach and considered to be as a main component of telemarketing that sells products or services directly to the customer by telephone. This kind of sales is faster and lowers the costs required for visiting customers in person, and at the same time can also be more flexible and compelling than a sales letter. Any sales in the companies start their work from finding customers with cold outgoing calls from target audience. It is called «cold» calls, because the manager calls a potential customer, who does not expect it. So, it is defined as the solicitation of business from potential customers. «Cold» calling is a powerful tool of promotion made by experienced staff being familiar with the telemarketing diplomacy. When

the target customers are more loyal to the company, take an interest in the proposed product and agree to re-call, meeting or purchase, all subsequent contacts will be automatically transferred into the category of «warm».

Every phone call to a potential customer must be carefully planned and prepared. It means that it is required not just to find a phone number and company name in the directory in the Internet, and learn about the activity profile of potential customer problems and possibilities of solving them. The sequence of questions should be designed according to the formula "of the total - to the private." It is difficult to understand the client's request, asking him, for example, the question: "What are the objectives you want to solve by creating a new site?" More important information is obtained by asking, "When do you want to open your own online store." You need to put a particular purpose of the call, prepare written questions to identify customer needs and gather information about the company. Questions to the client must not contain provocative motive in relation to competitors, because it is unethical and illegal. Ask clients what issues they are facing and offer relevant solutions. Do not just sell on price. Instead, show how you are different to the competition and get to know your clients and their business needs.

Cold calling can be very effective but many people can lose their nerves. Accepting failure as a personal insult is a big mistake that can cause stress. It is important to teach your employees not to take daily failures, especially during «cold» calling. Failures on the phone have much in common. It is much easier to refuse the person whom you do not communicate face to face. In cases of refuse the client has nothing against an employee who has addressed to him on the phone. The customer may not like the product, the price, performance dates, and other factors proposed by the company. There is no personal hostility to the caller.

Telephone marketing is not just about making calls. Many businesses get the chance to turn enquiries into sales when people ring them. It is important to prepare for these inbound calls. You and your staff must be professional and helpful on the telephone, be able to quickly find a solution in unusual situations.

If the company does not have the capacity of recruitment exclusively for telemarketing, you can give this job to outsourcing call-centers. In Europe, the USA and many CIS countries, this practice gives a fairly high percentage of independent appeals to interested customers. Unless you plan to outsource telesales to a telemarketing company, you will want to invest in making sure that employees have the right sales techniques and negotiation skills. Direct instructions and technologies of this type of sales as well as scripts of required conversations should be developed step by step in advance.

If you are great at attracting potential customers but find it difficult to convert all that potential into business, you need help with Telesales. It works best if you are clear about what it can and cannot do for your business. Selling directly over the phone in terms of cold calling to potential customers and trying to convince them to make a purchase may not be a realistic option and could damage your reputation.

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Haievskiy V.
Chuprina N., research supervisor
Ukrainian state University of chemical technology

BENCHMARK AS AN INSTRUMENT OF BUSINESS MANAGEMENT

Key words: benchmark, business management, assignments of benchmark, principles of a benchmark, process of a benchmark

Strategic management by any entity in the market environment is concentrated on three main issues: - What positions takes our entity today; - What heights shall we reach tomorrow? - What method is it better to make it?

So, starting point of the strategic analysis is the correct determination of the current line items of the entity in the market, indicators of its economic financial activities, strong and weaknesses. But in order that to make it, it is necessary to determine correctly base and criteria of comparison, the strategic line item of the entity in the market environment is its line item concerning competitors.

The work purpose is to consider a concept of a benchmark, namely: - content, types and generation of a benchmark; - stages of implementation of the benchmark project; - strategic benchmark.

The benchmark is a continuous, systematic search, studying of the best practice of competitors and the entities from allied industries, and also fixed comparison of desirable changes and results of business with the created reference model of own business of the organization.

Scientists determine the periods' development of a benchmark depending on specifics of its use. The first generation of a benchmark is interpreted as reengineering, or the retrospective analysis of a product. The second generation is a competitiveness benchmark where the concept of a benchmark purchases title thanks to the Copier (1976-1986).

In 1982-1986 the third generation of a benchmark which transition of the entities opportunity to adopt experience at the entities of other sector of economy is characteristic gained development, there is more effective, than a research of competitors.

The fourth period is determined as a strategic benchmark which is considered as the systematic process directed to assessment of alternatives, strategy implementation and enhancement of characteristics' performance on the basis of studying's successful strategy of the external companies.

Now the benchmark purchases the status of global concept. The fifth generation of a benchmark is considered as the tool of the organization of the international experience exchange taking into account national peculiarities of business and production organization.

The main types of a benchmark are: internal; competitive; general; process;

strategic.

Planning of the benchmark project: planning; research; observation and collection of information; analysis; adaptation; enhancement.

The benchmark isn't used in Ukraine, because: unavailability of management to innovations; unfinished instruments of implementation; absence of these partners for comparisons; limitation of resources; small amount of successful use of a benchmarking; uses of these tools one-time.

Stages of process of a benchmark there are a determination the object of a benchmark; choice the partner in a benchmark (comparative companies); determination of methods' collection of information and its search; analysis of the acquired information; implementation; new assessment the object of a benchmark.

The main advantages to use of a benchmark: recognitions of technological "breaks"; compliance to customer requirements; borrowings of the best methods; achievements of a leading line item in competitive struggle; systematic eradication of differences from the best representatives of this class; determinations of objective performance level.

For the purpose of increase in competitiveness and profitability of the entities it is necessary to perform continuous benchmark process which will allow to reveal vulnerable and rational aspects of activity of the entity in comparison with competitors and world leaders in a similar field of activity. Thus, the benchmark is extremely useful tool in case of management of a strategic development of domestic enterprises as it allows to see internal efficiency of activities of the entity and to reveal perspective ways of its activities.

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SENSUAL MARKETING OR WHY MUSIC CAN BE USEFUL FOR BRANDS

Key words: marketing, marketing tool, advertisement, music, sensual marketing, functional music

Advertising, public relations, merchandising, direct sales and other tools of traditional marketing communications nowadays are taking back seats and new more progressive instruments are getting more popular. One of the most efficient of them is sensual marketing.

Sensual marketing theory was designed by Martin Lindstrom who is considered to be a master in brand awareness. He admitted that brand didn't mean only visual perception but all five human senses had to be involved in order to make an emotional connection with it. Every new day more and more managers and owners of shopping malls pay more attention to the very idea.

In my point of view, one of the most outstanding stations of this theory is that proper musical arrangement in points of sales helps owners of business to increase sales and to enhance customers loyalty. Researches in this area have shown that purchases accompanied by a pleasant sound, increases the willingness to buy goods by 65 per cent. At the same time enjoyable taste accelerates the growth of the availability by 23 per cent; pleasant smell – 40 per cent; product, pleasant to touch, people are willing to buy by 26 per cent faster and pleasant to the eye by 46 per cent. In fact, 70 per cent of clients claimed that they pay attention to a musical arrangement in shops. Half of them admitted that musical scheme makes shopping more pleasant and motivates them to make purchases.

Proper musical arrangement is based on term “functional music”. Functional music is a specially selected playlist for a particular purpose. In this case, the objective is to stimulate consumer activity. And the most important in this situation is emotional state of the consumer while choosing a product. Functional music is a powerful tool for managing mood of potential buyers. A well-chosen background music effects on a subconscious level, prompting customers to pleasant emotions associated with the place of purchase. In the period of market saturation, increased competition and aligning of assortment, nothing is more important than company's attractiveness or corporate image. Music here isn't the least factor.

Music content market is rapidly developing, but in order to get from the popular tracks the desired effect, it is necessary to take into account a number of important aspects: the configuration and volume of the room, audience, time of the day and others. Moreover, it is desirable to take into account the methods of psychology and the use of modern scientific achievements in the study of music influence on human's mind.

In toy stores should be used soundtracks from popular cartoons, the youth

clothing stores - rhythmic catchy music, preferably in the same style as selling clothing (casual wear – pop-music, street wear – hip-hop and r'n'b, official clothes – classical music, jazz or blues), in jewelry – jazz or classical music. Sports shop requires dynamic music with high tact. The choice of music for the grocery store depends on its size. If this is a supermarket for the middle class, preferably medium-slow paced music.

Popular music helps to increase throughput, not to create queues in cash departments and to improve the mood of customers. In shops for a contingent with high incomes there is another goal - to make visitors stay longer and to make buying process more comfortable. Then the music is slow and mid-tempo.

Of course, music often doesn't act so much on one's Jack. It is a specific psychological "catalyst" for other factors of influencing the consumer – product range, merchandising, interior design, lighting, aromas, etc. However, its importance should not be underestimated.

In conclusion, experts claim that sensual marketing will gain popularity in almost all business areas, but the most widely it will be used in the catering and retail trade.

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**Hanzenko H., Kozatenkova K., Yelizarov I.
Mel'nikova I., research supervisor
Northeastern University, Boston, USA
Kryvyi Rih National University**

THE SPECIFICS OF TELEVISION ADVERTISING

Key words: marketing, marketing communications, television advertising

Television advertising is one of the most effective marketing techniques, as it affects both hearing and sight. Even if the TV is running in the background, the content airing will still be remembered by human mind. Most of people find this type of marketing aggressive and intrusive.

TV advertising is divided into several types: video, audio-advertising, sponsorship, teleshopping, text and running like ads.

Each commercial is aimed at a certain target audience. Advertising your product or service on national television will be much more expensive than promoting it on regional TV channels.

With narrower target audience such channels can provide optimal coverage required for groups with certain characteristics. In addition, research suggests that the information aired by local media evokes more interest and trustworthiness in the population.

It is also important to remember that with the expansion in the number of television channels, the audience becomes more segmented. That is why your promotion is unlikely to achieve the desired effect by targeting only one channel or network.

For the advertised product to be accepted and used by the audience, it needs to be differentiated from its competition. To achieve differentiation, come up with a simple and creative slogan. If it is catchy enough to constantly be repeated, people will talk about it more, suggesting your advertising plan went successful. The cost of television advertising is considerably high. This is due to the complexity of video production and the cost of air time. It is also important to point out such thing as "prime time" - the most expensive television airing time. Prime time covers a few hours in the morning, when people are getting ready for work and in the evening from 7 PM, the time when television audience numbers reach their peak.

It is believed that the further the ad is from the beginning of the commercial block, the less people will see it. As the commercial break starts people tend to switch the channel or leave the television briefly to attend to other things. Moreover, the first ad is supposed to complement the show that you are currently watching most of the time. The effect of the commercial in the middle of the break will be negatively influenced by the other ads that come right before and after it. The most common methods of positioning the ads are placing them at the beginning and the end of the block, and finally trespassing the commercial break and positioning them in the TV show itself, which is known as sponsorship. Of course these positions immediately put a premium price. Although, in the case of the last roller, effectiveness is not proven.

The highest priced positioning is sponsorship positioning. Practice shows that the short sponsored clips affect the audience and become a certain reminder of the brand. It is quite obvious that this method of positioning is justified for sufficiently large and famous brands, but not for an ordinary advertisement. Television viewers in general relate to all advertising indifferently. The content and the quality of the advertising material directly affects the absorption of the information. Sometimes the reaction can be quite unpredictable.

ANALYSIS THE EFFECTIVENESS OF COMMUNICATIONS IN MARKETING

Key words: marketing communication, social networks, consumers, advertising.

Most of the problems that brands face nowadays result from problems in marketing communication. Many marketers have not updated their strategies to today's consumers who are more demanding in terms of customers service, less loyal to favorite brands and more resistant to traditional marketing messages. Today occurs a decrease in the efficiency of traditional forms of marketing communications. The main reasons for this phenomenon are the rapid development of traditional advertising and the evolution of the consumer.[1]

The emergence of a large number of TV channels and radio stations has meant that the consumers stopped noticing a significant part of the information messages. Similar trends can be seen in other forms of traditional communication too. Mail and press advertising are not attract the attention of consumers as before.

In addition, consumer attitudes to advertising information seriously changed. People are tired of the persuasive advertising. It is perceived by irritant and generates massive distrust of advertising information.

The emergence and rapid development of the Internet became a breakthrough in the development of information technology and marketing communications. In addition, the emergence and popularization of social networks fundamentally changed everything.

Today, many companies have used social networks for work with customers. They organize communities and create corporate pages, which are analogous to the corporate website. Social networks allow companies to communicate with interested users, build long-term relationships with their customers, build loyalty, manage reputation, increase sales and solve many other problems of business development.

In accordance with the statistics, 95% of all Internet users go to social networks and hold conversations about products, companies, services, share their opinions and impressions every day. As a result, even a member of the network community may affect the company's reputation, expressing a positive or a negative review. After all, 87% of social network users more trust more the online opinion than the official information. [2]

Social network is an excellent marketing platform for promotion service. The event organizers, convention centers, hotels are increasingly using social media to promote their companies and services. On the pages in social networks published various reviews and comments, posted photos and video, presentation materials etc.

Currently, social networks with geolocation are becoming increasingly popular, such as Foursquare. By taking into account the places where a user goes, the things they have told the app that they like, and the other users whose advice they trust,

Foursquare provides recommendations of the places to go to near a user's current location. Foursquare lets the user search for restaurants, nightlife spots, shops and other places of interest in their surrounding area. The app displays personalized recommendations based on the time of day, displaying breakfast places in the morning, dinner places in the evening etc. Recommendations are personalized based on factors that include users check-in history, their tastes and their venue ratings and according to their friends reviews. Thanks to the geolocation feature, companies can allocate potential consumers in the context of place and time and more effectively influence consumer preferences. [3]

Another feature of advertising on social networks is that most users are feeling comfortable during communication. That creates favorable conditions for placing advertising messages.

An interesting, varied and targeted content is the driving force of social networks. It is therefore necessary to place announcements of upcoming events, post-release activities, post photos and videos, engage with the community, monitor and quickly respond to negative reviews, encourage positive comments and repost information, discuss problems, to collect ideas for company development and contact with top bloggers.

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Ivanova O.
Kovrov O., Klimkina I., research supervisors
Kostrzytska S., language adviser
National Mining University

ENVIROMENTAL AUDIT FOR INCREASING THE SAFETY OF INDUSTRIAL TAILINGS IN UKRAINE

Key words: environmental audit, environmental policy

The main goal of the National Environmental Policy of Ukraine is to guarantee constitutional right to a safe environment to the citizens. In the context of sustainable development, the “greening” of the production is a dominant requirement for assurance the environmental and population health.

“Environmental audit is a documented independent systemic process for auditing an environmental object that includes collection and objective evaluation of

evidence for the identification of the certain types of activities, events, conditions, environmental management system and information and their compliance with the Ukrainian legislation on environmental protection and other criteria of environmental audit” [1].

The article emphasizes a new approach to environmental audit of industrial tailings using Tailings Management Facilities Checklist (hereinafter TMF Checklist). TMF Checklist was developed within the project for “Improving the Safety of Industrial Tailings Management Facilities Based on the Example of Ukrainian Facilities” which was coordinated by German Environment Agency in 2013 [2].

The TMF methodology includes the following elements:

1. The Method for the Evaluation of the Tailings Hazard Index (THI Method).
2. The TMF Checklist, including
 - The Questionnaire (three groups of questions);
 - The Evaluation Matrix for defining the level of TMF safety;
 - The Measuring Catalogue for taking actions to improve TMF safety.

The Tailings Hazard Index (THI) is the index that demonstrates the measure of specific hazards/risks posed by tailings facilities to the environment, infrastructure and humans. The THI is calculated by summing up the major TMF parameters that significantly effect the level of its safety. They are following:

- ▶ volume of tailings;
- ▶ toxicity of substances in tailings;
- ▶ TMF management status;
- ▶ natural conditions (geological, seismological, and hydrological conditions) specific to the TMF site, and
- ▶ dam safety.

The TMF Checklist includes three groups of questions called as following:

- ▶ “Basic Check” (Group A);
- ▶ “Detailed Check” (Group B);
- ▶ “Check of Inactive Sites” (Group C).

Each group includes two subgroups. The first subgroup is intended for visual inspection, the second subgroup is elaborated for working with documentation. Visual inspection is mandatory for all groups. In TMF Checklist experts have to choose one of the four questions such as *yes*, *no*, *mostly yes* and *mostly no*. Identification of the level for TMF safety after evaluation by Group B and C is shown in the table 1.

The Measuring Catalogue is based on the world experience in sustainable mining and environmental rehabilitation, modern and advanced safety standards. Besides, it includes the list of actions to be taken in the case that partial or full non-compliances of TMF conditions to actual safety requirements or regulations have been established. Experts should determine the appropriate action(s) for each problem detected at the TMF.

Table 1

Identification of the level for TMF safety after evaluation by Groups B and C questionnaire [2]

TMF safety level	Criteria
Acceptable	100% of minimum set of safety requirements are met
Non acceptable	Less than 100% of minimum set of safety requirements are met

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**Kachur S.
Yevseytseva A., research supervisor
Kyiv National University of Technology and Design**

FEATURES OF BRANDS-LEADERS

Key words: brand, brands-leaders

Despite his youth Ukrainian market, today we can speak of clear leaders in many segments. And the fight for the lead continues. That is why the question of what distinguishes brands that are leaders in their categories, and it is necessary to brands that aspire to leadership, achieved the objectives, relevant to many.

Brand leader (in Western terminology) - developed brands (strong brand). It is known and distinguished customers 60% of this category of goods or services. Ukrainian consumers perceive the brand as a successful system of values, which allows to select products from competitors' products separate and in some cases prefer Ukrainian brands over global.

All companies that want to build your brand or already established, can be divided into three groups:

1. Those who have already had experience of brands;
2. Companies that have more or less achieved significant results in the market without building a brand;
3. Companies that have difficulties in business development.

The brand - a tool for business development. Before creating his need: a competitive product, financial and human resources, the willingness of top managers, etc. Companies with leading brands or brands that claim to leadership, able to consider the full range of factors that determine the success of business, expertly adjusting them according to the specific market and consumers.

To create a good brand needs investments that can not justify itself. Companies whose brands are leaders in their segments, carefully weigh the risks, try to minimize

them through research. For Brand Leaders typical pretty active and costly communication, which is based on a permanent or regular basis.

Each brand has its own leader consumer audience. It consists of at least three groups.

- ✓ The first group - loyal consumers.
- ✓ The second group - consumers who in one way or another alternate use of the brand and its competitors.
- ✓ The third group - consumers who use the brand, preferring while other brands.

Brands leaders through research and other methods seek to promptly identify barriers that have arisen between them and the consumer. The barrier - is always some discrepancy, sometimes - the conflict between the firm and the consumer. The main objective of the company to organize communication, correct product, service so as to overcome existing barriers.

In a competitive even in the well-known enterprises there quite a challenge: how to keep its market position and maintain efficiency.

Of course leadership organizations carried out a series of measures to increase market share, to reduce costs for the implementation of price competition and many others. But often this is not enough to survive.

**Kalafat J.
Garmider L., research supervisor
Ukrainian State University of Chemical Technology**

MARKETING STRATEGY OF ENTERPRISES IN MODERN ECONOMIC CONDITIONS

Key words: marketing strategy, management, marketing structure, direction, enterprises

In modern conditions acquires special relevance management of enterprise-based marketing, which plays a central, coordinating role in the complex interrelated processes of production and sales. It should pay attention to the basic tools of strategic marketing, analysis of consumer needs, market segmentation, situational analysis, marketing objectives and marketing strategy. One of the most important instruments and concluding strategic marketing is marketing strategies, as they are the result of the application of strategic marketing company and is the basis for successful activity of any entity. There are many definitions of marketing strategy: Specifically, EP Golubkov says that "marketing strategy - main direction of marketing activities, moving in which strategic economic unit of trying to achieve their marketing goals."

J. Evans, B. Berman marketing strategy meant by "activity that defines how to apply marketing structure to attract and satisfy target markets."

English scientist D. Dzhobber consider marketing strategy as "commercial logic of business." He believes that "the marketing strategy should identify competitive

advantages or the exclusive competence of the company."

According to Charles Hill, G. Jones' marketing strategy is to create value, focusing on the needs of consumers. The authors argue that "marketing strategy (strategy marketing and sales) related to the company's position regarding product development, pricing, promotion, advertising and distribution."

The most commonly cited definition of marketing strategy Bahiyev G. V. Tarasevich, J. Ann. They note that "marketing strategy - a general program of activities in the target markets, which includes the main directions of the company and the marketing tools of the marketing mix (4R)."

Analyzing the selection and use various strategies to individual enterprises, we can say it is a large number of marketing strategies. Despite the fact that the basic purpose of the operation of all producers in the same market - making profit, there is no unified marketing strategy for achieving this goal, which could be applied to absolutely all companies. Therefore, each entity for the success of the activity selects the most appropriate for a marketing strategy.

In modern marketing theory, there are different classifications of marketing strategies. However, the most common one is the classification that brings NV Butenko:

1. Global marketing strategies - strategies that define fundamental decisions about choosing the direction of enterprises.
2. Basic strategies based on the specific competitive advantages of the company.
3. Growth Strategy determine the direction of extension of enterprise.
4. Depending on the method of selection of the target market - strategies to determine which products and which market segments will produce the company.
5. Depending on the degree of market segmentation - the strategy of choice set of marketing tools for specific customer segments. "

However, the main purpose of a marketing strategy is to mutually agree on company marketing objectives of its capabilities, the requirements of consumers use the weak position of competitors and their competitive advantages.

So, the company to ensure its efficiency is important to know what are the possibilities of internal environment and external threats, to be able to select target markets, develop effective marketing mix and successfully manage the implementation of marketing efforts. It is therefore important to choose the right marketing strategy to meet the needs of consumers and to obtain advantages over competitors by means of special market measures.

Based primarily on the use of their own potential.

**Kalinicheva I.
Palekhova L., research supervisor
National Mining University**

FEATURES OF CONSUMER BEHAVIOR IN BUYING HOME FURNITURE

Key words: consumer behavior, furniture retail market, competitive environment analysis

Economic growth and development of any prospering country highly depends on its enterprise development. Profit earning competence is sustainable only for a firm which is adopting an effective marketing strategy in providing appropriate marketing mix (product, price, promotion and physical distribution) to prospective customers for its products. Suitable marketing mix endeavor does originate from launching of products by a firm. Thus, the product, be it durable or non-durable, becomes the core component of any marketing programmer. Meanwhile, it is challenging for any marketing manager to formulate and implement an apt strategy for marketing his products in a highly competitive (domestic or foreign) market. It becomes more complex in the ultimate consumers' markets as compared with industrial markets owing to size of the potential target markets and number of prospective customers. Hence, a firm has to have a bird's eye view on its product life cycle right from the stage of launching to saturation for skimming the cream from its business venture. This demands the marketers to remain alert and active all the time for winning permanent customers in the consumer market. In Ukraine, from the customers' point of view, it is noticeable that a consumer belongs to a family in a society. The family constitutes members who largely involve in purchases of durables. During the process of decision making, their buying behaviors are highly influenced by cultural factors, social factors, personal factors and psychological factors. This paper is an attempt to analyze the consumer buying behavior of durables, to examine the factors inducing the consumer buying behavior and to suggest suitable measures to the marketers for designing a right marketing mix for the consumers.

In order to understand how consumers make actual buying decisions, the marketers must identify who makes the buying decisions. They should also constantly be watchful into what types of buying decisions are made and the steps involved in consumers' decision making process in a family. Consumers' decision making varies with the types of buying decision and the nature of products. The decisions to buy soap, a cricket bat, a television and a new car are all very different. Hence, complex and expensive purchases, especially of durables, are comparatively to involve more buyer deliberations and more participants. Even the degree of differences among brand preferences of the products do mostly rest on the degree of buyers' involvement and influence in decision making process within the family. Besides, it is also very essential to investigate why the consumers buy durables and what are the factors inducing them to make such purchases. On one hand, this analysis will lead the marketers to precisely comprehend the needs and tastes of the target market and signal the manufacturers to manufacture such products suitably. On the other hand, it is also equally important to study.

HOUSING MAINTENANCE AND COMMUNAL SERVICES: THE NEW AREA OF MARKETING IN UKRAINE

Key words: housing maintenance, communal services, condominium, maintenance tariffs, structure of housing, private management companies, municipal management companies

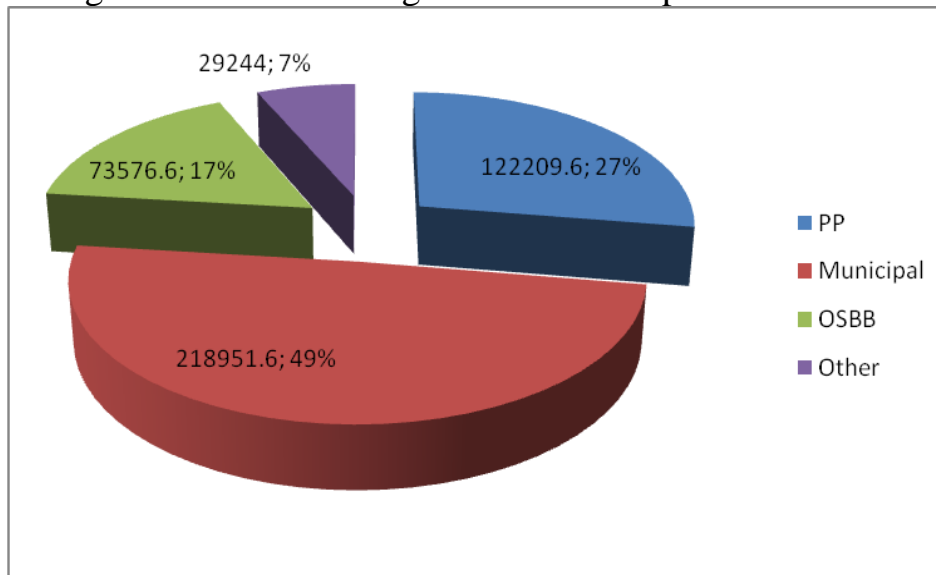
Housing maintenance and communal services in Ukraine - one of the most important industries. It combines a range of services we need. This is the sector of the economics which deals with the quality of life, satisfaction of human needs.

At this time the major threats to economics are: baseless tariffs for housing and communal services; extremely slow development of competitive market relations in this industry; delay in the implementation of effective economic incentives; lack of investment needed for the modernization and development of the industry.

There are three basic methods of housing management exist in Ukraine:

- 1) Condominium, when the co-owners manage themselves by electing own Management and Chairman.
- 2) Management of an individual manager or a private management companies.
- 3) Administration by municipal management companies.

The market segmentation of housing maintenance is presented on the Fig. 1.



PP – privat management companies 122209.6 m² (27%)
Municipal - municipal management companies 218 951,6 m² (49%)
OSBB –73576.6 m² (17%)
Other – 29244 m² (7%)

Fig. 1 Segmentation of housing maintenance market in Ukraine

There are 595 private management companies registered in Ukraine that serve 122209.6 m² (27%), 14328 OSBB (Ob'ednannya spsvlasniksv bagatokvartirnogo budinku) that serve 73576/6 m² (17%). The monopoly of municipal management companies is kept. Owners of apartment buildings can not the choice of services executor due the lack of proposals in this market.

Management company established for the management, operation, sanitary and technical maintenance of apartment buildings under contract with the condominium.

After the adoption of the Law of Ukraine of 14.05.2015 number 417-VIII "On peculiarities of ownership in an apartment house" ("Pro osoblivosti zdiysnennya prava vlasnosti u bagatokvartirnomu budinku") much changed the rules of law "On Condominiums" "Pro ob'ednannya spsvlasniksv bagatokvartirnogo budinku". By decision of the owners of condominium all or part of the management functions can be delegated to the manager. The law sets that if within one year from the date of enactment of this Act condominiums, which are not created its own form of governance will be administered by local council (municipal) appointed manager.

During 2015-2016 a number of registered condominiums (OSBB) greatly increased and reached over 15 thousand.

Condominiums (OSBB) are simultaneously consolidated consumer (the representative of all co-owner) and consolidated performer (the representative of all contractors that provide maintenance and service). This greatly simplifies the end-user relationships with other market players.

Although the competitive environment in this market segment formed very slowly, and his condition is quite far from the market-oriented, we can talk about the formation of new area of marketing activity - marketing in housing maintenance.

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**Kirlash M., Yelizarov I., Kaplun D.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

INTERACTIVE MARKETING

Key words: marketing, marketing communications, advertising, interactive market

The advertising market is constantly changing, so marketing has to change, too, and look for new approaches to the customers. Old methods of advertising give place to modern and more efficient ones.

Interactive marketing is customer affairs which imply the use of innovative methods and tools. Interactive marketing is based on modern technologies, using the Internet resources, SMS-games, SMS-chats, contest games and other related services.

Interactive marketing is carried out by means of interactive computer services that provide interactive services online. Connecting a buyer's computer with different services is provided by modems and telephone lines. There are two types of interactive marketing channels: commercial operational and information services and the Internet. Commercial operational and information services provide their subscribers with information and marketing services in a real time mode. After a period of stormy development in the mid-90s, the commercial operational and information services have started to feel the intense competition on the part of the Internet as the main channel of interactive marketing.

Interactive shopping via the Internet gives customers the following advantages:

1. Convenience - customers do not have to spend energy on shopping, walk about the endless shopping areas looking for right goods.
2. Access to comparative information about companies, competitors' products etc.
3. Minimization of time consumption.

Interactive Marketing also provides many benefits to manufacturers and distributors of products:

1. Proximity to the consumer is direct contacts with consumers that allow the more detailed study of their specific needs and desires, creation the appropriate database, immediate response to emerging needs.
2. Lower prices. "Digital marketers" do not need to run a common shop, i.e. they do not have to pay for rent, insurance and utilities.
3. Accessibility for both large companies and small traders (due to relatively small costs).
4. Flexibility is seen in enabling sellers to make appropriate adjustments in their activities.
5. The global nature of interactive marketing allows buyers and sellers around the world to find each other in just a few seconds.

Main tools of interactive marketing are:

- Search Engine Optimization;
- Social media on the Internet;
- Content Marketing;
- Mobile marketing;
- Electronic commerce.

The growing popularity of social networking and mobile phone capabilities enable the wider and more frequent implementation of interactive marketing. Amazon, National Geographic Channel, Marks and Spencer, Jack Daniels, Coca-Cola and many others are examples of successful implementation of interactive marketing.

ETHICS IN ADVERTISING

Key words: marketing, marketing communications, advertising, ethics in advertising

Advertising is information that is addressed to the public to draw attention to the subject of advertising, and encourage them to a choice or action. The significance of advertising for human life and society is ambiguous. Advertising plays both positive and negative role.

Under this concept of "ethical advertising" means compliance with the form and content of advertising information ethics rules, that set of rules of conduct, moral principles and traditions prevailing in the society. Integrative sign advertising ethics can be regarded as its positive impact on the individual and society. In relation to the individual - the ethics of advertising is reflected in such principles as honesty, fairness, concern for personal development, kindness, respect for rule of "do no harm", etc. In relation to society – the ethics of advertising is expressed as follows: social responsibility, objectivity and impartiality, tolerance of ideas statement, statement of principles of non-violence, condemn terrorism and extremism, the unacceptability of racism, condemnation of drug abuse, drunkenness, debauchery.

This rough, but requires a set of ethical principles of advertising, which, of course, dialectically interrelated. If these conditions are maintained, we can say that advertising is ethical and plays a positive role in human life and society, and appears as good.

Today the overwhelming majority is performance and ethical principles of advertising are not relevant and act more like a wish than a reality. The main objective and purpose of modern advertising (except for some PSAs) is to encourage people to buy goods, and the main feature - the formation of the human consumer. For this purpose any means and techniques. In this regard, as noted by many authors, moral (and often legal) subject to evaluation methods and mechanisms of modern advertising. The most obvious of them are:

- advertising acts as a means of manipulation not only the individual, but also society, because it is based on manipulative techniques;
- advertising imposes not only consumer goods and services, which need not exist, but the system of values. And it is not only the material but also aesthetic and ethical values;
- advertising often fraught with psychological danger to the individual because the destructive factors of advertising may not be direct visual observation;
- viewing ads in most cases is not desirable and voluntary for viewing advertising cannot refuse;
- in some cases, advertising effectiveness is achieved through the exploitation of human instincts, use of eroticism and sexual symbols. Particularly harmful effects it

has on the psyche of children;

- advertising negatively affects not only the mind, but the subconscious mind of man is an instrument of hidden violence against his will.

Recently, consumers are increasingly accustomed to a wide range of advertising, quality and not very bright and "gray". Gradually the quality of the advertising is shifted toward a bright professional or toward outright cynicism and complete lack of morality.

Advertising based on manipulative techniques of mind control, because ethics for it is acute. Advertiser agitates, argues quietly imposing their point of view. Most advertising, because of its tasks, cannot be objective, neutral and even fully informative. Earlier in the advertising duties included only warning about a new product. With the current variety of goods and competition wins the one whose advertising can attract attention.

**Kirlash M., Yelizarov I., Savonick N.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

CONTROL OF MARKETING

Key words: marketing management, marketing control

Nowadays under the intense modern market competitive climate marketing plays an important role in the activities of any company because it allows setting the optimal relationship between the organization and the environment. The marketing activities of the company should be focused on its long-term existence, stability, strong and long-term ties with consumers or other market participants, and improve the competitiveness of the produced goods and services.

Control of the company's marketing is the study of the totality of marketing actions, conditions, contacts and its results to ascertain the extent of the company's effectiveness to achieve the marketing objectives of the organization. Stages of a marketing control process are aimed at early detection of problems and all deviations from the normal progress towards the goals and also at the corresponding adjustment of the company's activities in such a way that the existing problems would not escalate into a crisis. As a process marketing control has five stages:

- 1) targets identification;
- 2) actual data measurement;
- 3) comparison of actual and planned targets;
- 4) analysis of possible deviations;
- 5) development of the company's corrective measures and actions to adapt to external changes.

The main tasks of marketing control are:

- clear finding of the number and type of indexes depending on their application;
- quantification of indexes;
- receiving the simplest verbal and quantitative indexes, developing

methodology, identifying the extent of their implementation;

- applying the unified methodological framework for calculating planned and actual indexes;

- applying a set of indexes to evaluate the implementation of the marketing plan and its effectiveness.

Control of marketing activities deals with monthly, quarterly, yearly results or focuses on the daily marketing activities. Strategic control involves marketing audit, i.e. audit of changes in the environment, objectives and strategies, organizational marketing structures etc. Sales, profits, losses, reaction of customers to new products and services, the responsibility of planned and actual results of marketing activities are subject to control.

One of the most important tasks in the company's marketing is studying and solving relevant problems. Identifying the strengths and weaknesses of marketing activities, analysis of the marketing plans implementation are necessary for the proper selection of goals and strategies for planning the activities for the next period. Control over the marketing plan implementation should be a mandatory aspect of the company's activities. Thus, control of marketing activities is both a logical completion of certain administrative procedures, and the beginning of a new cycle of improving marketing activities control.

**Kirlash M., Yelizarov I., Chervonna N.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

THE COOPERATIVE ADVERTISING

Key words: marketing communications, advertising, advertising objectives, cooperative advertising

Today, you can find out different media advertising information. For example: billboards, signs or advertising banners.

Every advertising has a certain specific task, effectiveness and originality.

One of the varieties of promotional contacts is commercial advertising. Commercial advertising include advertising that promotes the achievement of marketing objectives communicator in business.

Depending on the character of the advertising subject, commercial advertising is divided into the following types: branded, institutional (corporate) and cooperating when their advertising efforts combined mutually independent companies - advertisers working in various sectors of the economy, but with common communication goal (or general trust audience). For example, more than half a century of advertising cooperation major partners such as McDonald's and Coca-Cola, as well as the international TV slogan «Bosch recommends Ariel».

Cooperating advertising - is advertising material, funded by two or more manufacturers or retailers. Often, this kind of commercial advertising is typical for joint efforts of these business entities.

The main advantages:

- Cooperating advertising allows marketers to expand their advertising opportunities;

- The quality of advertising can be very high, which is especially important for small retail properties;

- With the help of cooperative advertising trader can get a discount for the amount of all its advertising, including joint.

The main disadvantages:

- Despite the fact that the trading company pays only 50% of the cost of advertising, this amount may be disproportionately high compared with the resulting sales and earnings.

- In most advertising appeals highlights the dignity of the manufacturer brand and trade name of the company receive relatively little time (space).

- Cooperating advertising is also associated with a large number of approvals. Many advertising agencies have special departments of the joint advertising. Their employee's help traders find manufacturing partners and provide all documents between the parties. Many small traders discourage just paperwork.

In general, cooperated advertising is a very lucrative way of a joint presentation on the market as manufacturers and trade organizations. Cooperating advertising is most effective in the case where the advertised brand is a trendsetter or another leader in its field.

**Kirlash M., Yelizarov I., Goleva I.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

THE ROLE OF ADVERTISING IN MARKETING STRATEGY

Key words: advertising, marketing strategy

Marketing is a creative management activity closely related to other company's activities on producing goods and services, and is aimed to meeting the requirements on the basis of the continuous market analysis in order to obtain the maximum profit.

This definition reveals the essence of marketing as a subject of management, depending on other activities: production, design, research, trade, human resources, finance etc. Regulations on the continuous study of the consumer market and all types of activity that accompany the movement of goods from businesses to end-consumers reveal a content of marketing - the necessity of constant market research caused by consumers' changing needs and tastes. At that, manufacturers and sellers should jointly carry out complete and accurate market research as industrial enterprises cannot do any research at the required level.

Advertising takes a special place in the marketing system. It is often singled out as a separate branch; however, as is demonstrated globally the most effective advertising is only within the marketing system. Advertising is an effective means of influencing consumers in the communication process.

One of the main elements of the marketing communication process is an appeal that is a means through which marketing communication is transformed. While forming an appeal attention is focused on several issues. The first of them is what to say to the target audience. This is the content of an appeal, the presence of rational, emotional or other reasons that can be attractive for consumers. The second problem consists in how to say it, how to enhance the impact of the appeal, how to choose a form of symbolic embodiment of the appeal. The third problem is when, where and how many times to say to make an appeal attractive and to reach the goal.

The objective of advertising is to attract attention, arouse interest, convey information to consumers and make them act in a certain way. Developing a product is not a sufficient thing, it is important that a product be found by a consumer. So advertising appeal should tell something important and interesting to consumers, something exclusive, special, what is not found in other products. An appeal in advertising must be truthful, traceable and understandable, delivered in time to draw a buyer's attention to the advertised product (service) and get them to buy it.

Within a single marketing strategy advertising impacts actively the production, which should produce only products meeting market demands.

Modern advertising as a logical element of marketing not only creates demand, but also controls the target audience's demand. A market is a set of specific segments formed according to consumers' tastes and needs. Through advertising, a company can attract a large number of buyers and, as a result, earn profit.

Kobzar T.
Reshetilova T., research supervisor
National Mining University

SPONSORSHIP

Key words: sponsorship, corporate sponsor

Seeking to meet certain criteria of corporate social responsibility, many companies have chosen the way of sponsorship.

The website marketingprofs.com says the following about sponsorship:

Sponsorship is a type of partnership where two or more organizations join together in a common venture. Companies sponsor all kinds of events. Corporate sponsors provide financial support and other resources in exchange for the right to associate their brand with the event.

Sponsorship provides effective targeting. Sponsorship associates a brand with the culture, image and attitude of an event team or personality.

Sponsorships are interactive – the brand and the consumer can meet. Official sponsors can set up hospitality packages. For example, sponsors of Formula One and other motor races often organize VIP receptions for the most important guests in the hospitality tent.

The success of the sponsorship depends on the strength and integrity of the sponsored organization, or sponsee. There are some risk factors, such as the potential

negative impact on your brand caused reputation of sponsee. It is possible to sever your partnership.

Global sponsorship spending is now over \$20 billion. Sponsorship spending includes both buying rights (acquiring or securing sponsorship rights) and also exploiting the rights (getting the most out of owning the rights by developing exploitation activities, such as producing adverts or manufacturing gifts). Being a unique (or exclusive) sponsor, where the sponsor has the exclusive rights, costs more than being a joint sponsor, where the rights are shared with another brand.

Distinguish these types of sponsorship:

- 1) Art sponsorship: some companies decide to be patrons of the arts and sponsor an artist or artistic event.
- 2) Educational sponsorship: a company sponsors a school, university or educational programme.
- 3) Sport sponsorship: the brand sponsors a sport team or event. Worldwide events, such as the Olympic Games or the FIFA World Cup, have often been victims of ambush marketing, where a company that is not an official sponsor or partner tries to associate itself in the consumer's minds with the event. Then they can create the impression of being a worldwide partner, without paying sponsorship fees.
- 4) Cause related sponsorship: this is a sponsorship deal between a company and a good cause or charity, non-profit organizations.

It is expedient to consider sponsorship on a concrete example. A well-known network for the European population is JYSK GROUP that takes responsibility in many different forms and it is a good example of effective sponsorship. JYSK is a global retail chain that sells 'everything for the home', is a leader on the European market in all articles for home interior. The JYSK GROUP is organized into the following subsidiaries: JYSK NORDIC, JYSK FRANCHISE and DÄNISCHES BETTENLAGER.

Since 2006, JYSK NORDIC and DÄNISCHES BETTENLAGER have been members of the Business Social Compliance Initiative (BSCI), which is an international training and control system for suppliers. JYSK is working actively to promote sustainable forestry through its membership of the Forest Stewardship Council® (FSC). The FSC is an internationally recognized, non-profit organization. JYSK NORDIC and DÄNISCHES BETTEN LAGER are members and co-founders of The Forest Trust (TFT).

JYSK GROUP actively supports sports. Much of sponsorship money goes towards culture and sport. The main area of sponsorship is disabled athletics, which JYSK have supported since 1989. In addition, JYSK also supports many other cultural and athletic institutions, for example as title sponsor of JYSK Arena in Silkeborg, Denmark, which forms the backdrop for both cultural and sporting events. Sports organizations for the disabled in Denmark, Norway, Sweden and Finland receive support from JYSK NORDIC each year. At the same time, JYSK FRANCHISE supports athletics for the disabled in Iceland, the Faroe Islands and Canada.

JYSK GROUP and the owner of the group, Lars Larsen, also make a difference within other types of sports. For example, DÄNISCHES BETTEN LAGER is the

main sponsor of the German handball giants, SG Flensburg Handewitt, while JYSK NORDIC sponsors the handball club BSV, among others.

JYSK also supports charitable causes and works together with Save the Children and Danchurchsocial. Furthermore, JYSK donate a significant sum each year to Danmarks Indsamling, a telethon fundraiser that supports humanitarian causes in Africa and elsewhere. For the tenth consecutive year, JYSK NORDIC showed its support for the Danish Cancer Society's fight against breast cancer.

Thereby sponsorship is an important area of the JYSK network that has a positive effect on its image and increase awareness of the brand. In addition, company`s social activity deepens the trust of clients and attracts new customers. The network is constantly evolving opening new outlets all over the Europe.

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**Kokorewa A.
Evseytseva O., research supervisor
Kyiv's National University of Technologies and Design**

STATISTICAL STUDY OF PRODUCTS IMPLEMENTATION

Key words: sale of products, statistical methods

Any company, before you start producing our own products, would conduct many of the statistical studies. One of the most important among them is the statistical study of produced goods. The product is considered implemented if it received funds from the buyer to the account of the entrepreneur. In the case of prepayment products are considered to be implemented as its shipment, and in barter exchange – if you receive goods in exchange for a corresponding value of the dispatched goods on which duly executed documents. To achieve the objectives of the marketer (which usually is responsible for this area) should do the following: you need to study the demand for products, sales markets, and their capacity, actual and potential competitors, potential buyers, the ability to organize production at a competitive price. depend on the final results, updating of fixed capital, its structure, and ultimately the financial stability of the enterprise. Historical development of the economy has changed the factors that determine the volume of sales. If it could decide the enterprise, now that competition is growing and rapidly saturated the market, on the contrary, the potential volume of sales is the basis for the development of the production program. Product sales is the link between the producer and the consumer. From how products are sold, what is the demand in the market depends on the volume of its production. Therefore, the relevance of statistical research of the product realization is the need for analysis that allows the company to produce only those goods that it can effectively and profitably implement, also in the right amount.

The rate of increase of sales have a direct impact on the amount of costs, profit and profitability of the enterprise, so an Liz and the performance of the implementation is important. Its main tasks are: assessment of the level of implementation of the plan (forecast) and dynamics of the sales of products; determining the influence of various factors on the change in the value of these parameters; development of actions for increase in sales volumes. The analysis of realisation of production is carried out in several stages: first an assessment of the performance targets for sales, (actual figures of revenue from product sales is compared with planned target, determined by the absolute deviation and the percentage of the plan), the next stage of analysis presupposes the study of the dynamics of sales. Actual revenue figures from sales of the reporting period are compared to those of the corresponding previous periods. Define growth rate, growth rate, absolute growth s conclusions are made about the number and type of the product t implementation. Therefore statistical analysis of the implementation is one of the most important studies, which is an essential guiding factor that will enable the company to operate profitably. By studying the selling tion which must be carried out by the company. Since the analysis begins with the study of the dynamics of sales of products the calculation of basic and chain rates of growth and growth a marketer has to collect a large amount of information and to carry out important and voluminous work.

**Kolechkin I., Tunkara A.
Taranenko I., research supervisor
Alfred Nobel University**

SEGMENTATION OF UKRAINIAN RECREATION AND RESORT MARKET AND IDENTIFYING TARGET SEGMENTS

Key words: recreation and resort market, segmentation, target segments, consumer, marketing research, competitive advantage

The political and economic crisis 2014-2015 led to the sharp reduction in tourist flows in Ukraine. As a result of declining population revenues, high inflation and rapid devaluation of national currency, the cost of foreign tours in hryvnia equivalent significantly increased. Therefore, the share of in-country tourists increased too. A significant proportion of in-country tourists are consumers of recreation and resort services. The authors performed segmentation of Ukrainian recreation and resort market by geographical, social-economic, demographic, psychographic and behavioral criteria. As a result of research the customer profile was built for LitO LTD (Dnipro) that is an owner of children's resort complex "Goldfish" located on the Black Sea coast in Odessa region. The target segments and target consumers preferences were defined. The results of target consumers' market research and conducted SWOT analysis allowed to confirm the hypothesis on redevelopment the children's resort complex "Goldfish" into the resort family pension for parents with children. Market segmentation results created the basis for development of management and marketing solutions for improving the company activity in the field

of tourism.

The authors suggest that efficient use of strengths and opportunities of the company marketing environment may enhance existing and create new competitive advantage by redevelopment the children's resort complex "Goldfish" into the resort family pension for parents with children.

Based on the results of marketing research the consumer profile was built. The consumer is resident of the regional center, satellite cities or towns with a population of more than 50 thousand people. His income is from 3,500 to 10,000 UAH per family member, age is 25-50 years. The family have children of all ages. The consumer holds the traditional, healthy and / or sports lifestyle. His life values are the following: family, children, health, moderation in consumption. Desired benefits: family holiday at a reasonable price and recovery at Black Sea coast. Rest period from 5 days to 2 weeks.

Additional survey of respondents in the identified target segments showed that consumers are interested in holiday at the family pension for parents with children located on the Black Sea coast, at a reasonable price, which includes three meals a day and supervised activities for children.

The results of marketing research of consumers preferences and conducted SWOT analysis have allowed to confirm the hypothesis on feasibility conversion the children's health complex in the pension for families with children. The next step should be the economic assessment and preparation of a marketing plan.

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**Kolomiets K.
Yevseitseva A., research supervisor.
Kyiv National University of Technology and Design**

«MYSTERY SHOPPING» AS A METHOD OF MARKETING RESEARCH

Key words: mystery shopping, marketing research

We know that in many companies there are deficiencies in staff work with clients, So to correct this situation may prove indispensable application method "mystery shopping".

«Mystery shopping», or «secret shopper», or even «secret shopper», - it is the method of research, which involves evaluating consumer experience gained by the client in the purchase of goods or services, and to achieve the organizational

objectives. This method is also an effective tool to identify the level of competence of staff of the company and of merchandising in firms that serving clients.

With this method the client is a specially selected and qualified person that check service quality and customer service, and the main customers of this service are the marketers, managers and executives. Analysis of the study data "mystery shopping" helps make the right management decisions to achieve the company's strategic goals, such as increasing sales, increasing the skill level of staff. As still not developed clear standards and methods of research, many companies are faced with certain difficulties in the development of projects. One of the initial steps in the provision of services "mystery shopping" is filling and maintaining a database of secret shoppers, requiring constant renewal and updating. Often in projects of secret buyers put forward specific requirements: age, gender, presence of car and so on.

For specific projects secret shoppers are selected according to the target audience and developed the questionnaire arbitrary complexity. All secret shoppers are mandatory training and testing before the study. Unacceptable situation where the visit to the store does not prepared buyer without specific requirements for evaluation. There are instances where candidates receive instruction prior by phone or e-mail and check test carried out by phone or directly in the office, which increases the timing of the project. Throughout the day customers receive data from the questionnaire that enables to control the conduct of the project and to make decisions according to our data.

The most important step in carrying out the project "mystery shopping" is the formation of accounting documents, according to which decisions are made by the customer. If there are no means of forming analytical data, the results of assessments are entered manually into spreadsheets and summary charts and graphs are based on these tables. There are projects where data is collected during the formation of the final reports.

Some companies try to optimize the research through the development of special software. An example is the maintenance of a unified database of secret service customers or create questionnaires via the Internet - technologies. Market Trends technique "mystery shopping" in Ukraine can give prognosis about the inability of providers to conduct qualitative research without specific optimization of the service in the near future, which in turn may result in the introduction of specialized integrated solutions. The cost and quality of projects will play a major role as the market proposals are growing.

**Kolotylo M.
Gerashchenko S., research supervisor
National Mining University**

CONSUMER DEMAND AND ITS IMPACT ON THE ECONOMY OF UKRAINE

Key words: consumer demand, private consumption, inflation level, purchasing power, stimulating consumer demand, growth and prosperity of the country

In the modern world consumer demand is a major factor of economic growth. Active consumer demand provides an incentive for the production of goods and services which in its turn creates the conditions for employment increase.

The basis of consumer demand is private consumption. The consumption of final goods and services is an integral part of everyday life. It is well known fact that the structure and scope of personal consumption levels are determined by wealth and income level.

Today Ukrainian economy is experiencing a recession the overall population incomes have fallen. The majority of Ukrainians live below the poverty line. High inflation level, higher prices for goods and services, extremely high utility rates, huge gap between the incomes of the rich and the poor have affected the level of consumer demand. Over the past two years the purchasing power of Ukrainians has decreased by 25% (according to the Institute of Demography and Social Studies carried out by M. Ptukha, NAS of Ukraine). As a result, limited budget forced the Ukrainians to be more serious about their spending rejecting unnecessary costs.

According to Shopper Trends, consumer behavior study held by Nielsen Company in 56 countries, 40% of Ukrainians has begun to buy only the most necessary goods, 37% are preferring goods at reduced prices, and 27% of the population has reduced the consumption of goods in general. This situation affects considerably the level of consumer demand in the country.

Increasing and promoting consumer demand is a prerequisite for balanced economic growth and prosperity of the country. It is impossible to deny the existence of problems in consumer demand in Ukraine. To solve this problem, we need complex sequences of economic and social policies, e.g. increasing public welfare by reasonable revenues increase, solving unemployment problems, creating new jobs, controlling the level of prices, revising tax system of the country, reducing tariffs for housing and communal services, and creating and sustaining competitive domestic production. The potential of consumer demand is not used in current Ukrainian economy to the necessary extent. One should not forget that current economic situation always correlates with current consumer demand. These concepts cannot exist separately because they are the components of a common economic mechanism.

According to the Ministry of Finance of Ukraine, in 2017 the inflation rate might reach as high as 8.1%. At the same time, it is expected to accelerate GDP growth up to 3% next year. These indicators can make it possible for us to have a slight increase in consumer demand. However, if we do not take appropriate measures, economic growth is not possible in the near future. Thus, we found that consumer demand is one of the most important factors in a country's economic prosperity. Stimulating consumer demand is one of the key objectives of the state. Consequently, it is important to pay attention to the increase in household income as well as productive use of all the resources including human capital. Therefore, the

increase in consumer demand can provide a strong incentive for the economic growth of the country.

**Kononenko A.
Pilova K., research supervisor
National Mining University**

IMPLEMENTING QUALITY ASSURANCE STANDARDS IS THE KEY TO SUCCESS IN MARKETING

Key words: product quality, quality standards, quality assurance

Marketing depends directly on quality of products. It is a well-known fact that quality is one of the basic characteristics of any product. There are many different products in the Ukrainian market. Almost every product has its equivalents: one costs cheaper, though sphere of application of another can be wider and the next could be of better quality. Currently there is a problem in mismatch of products and services' price and quality in Ukraine. It would be appropriate to examine quality and find out how it can influence marketing.

The goals of marketing can be achieved only if a product of the similar quality can be matched in the market. Required product quality can be achieved when there is an awareness of current and future needs in this product. This is a primary objective of marketing.

Quality of product depends on a marketing research as marketing is an important stage in the product life cycle which improves product quality and development. This is provided in documentation of International Organization for Standardization (ISO).

An enterprise (organization or company) can work not only in domestic market but in the international markets, when it is certified by a competent international organization(s). International certification improves not only a product quality, but enhances enterprise structure and its quality assurance both of products and services that many lead to increase of demand for products or services.

In 2006 ISO in collaboration with several other organizations worked out the standard ISO 20252:2006 "Market, opinion and social research - Vocabulary and service requirements". In accordance Certification of an enterprise with the standard ISO 20252 ensures compliance of the manufacturing cycle and the quality management of the organization/company to international specifications for marketing and social research providers. Availability or absence of ISO 20252 certificates allows customer to estimate basic minimal quality of product he/she can expect.

ISO has produced a lot of other standards such as ISO 9000 - Quality management, ISO 22000 - Food safety management systems, ISO 31000 - Risk management, ISO 50001 - Energy management systems, ISO 20252 - Market, opinion and social research and etc. The main idea of introducing ISO in Ukraine is to provide quality assurance (QA). If an enterprise is certificated by any international standard this means that quality of products is guaranteed. This can result in raising competitiveness of a product due to the product demand and potential risks.

The conclusion in this paper is based on the research of translation and interpretation services in Ukraine. The main findings are the following: the leading translation companies are certified to comply with international quality assurance described in ISO whereas there are sole proprietors, companies etc. that are not certified. To prove the validity of the findings an interview with a director of one of the leading translation companies was taken, the results of the interview proved that getting ISO 9001 certificate can contribute much to quality assurance of the company.

To sum up, a certification against the international standards signals the end-users about quality of a product or services and gives information to CEO of an enterprise how to provide quality assurance. Briefly, getting an ISO certificate brings to quality products or services provided by the quality assurance procedure required by the ISO. The better the quality, the more demand a product has in a market.

**Konyev V.
Cherep O., research supervisor
Zaporizhia National University**

THE INTERNET BRANDING AS A GUARANTEE OF THE PRODUCTION COMPETITIVENESS ON THE MARKET

Key words: branding, internet branding

The development of information technology influences our daily life quite a lot, and it means that people get much more information from the Internet, social networks and apps from their smartphones. Advertisers use it because the cost of such services is lower and the views is higher. Placing ads alone will not give the essential effect. It is necessary to develop the Internet brand in order to create positive conception and feelings of potential customers to provide competitiveness of products on the market.

Ptashchenko O.V considers that "the brand is a trademark that incorporates clear and significant set of values and attributes in the eyes of the consumer. Therefore under the term "brand" we mean a consistent set of functional, emotional, psychological and social promises for hypothetical consumer which is unique, meaningful for him and corresponds with the needs in the best possible way" [1].

Internet branding is one of the strategies that owners of the business can apply to establish their position in the marketplace. Even well-established companies are investing in creating an online brand reputation because internet branding strategies have a great influence on a brand's expansion. Nowadays the internet has a significant role in the everyday life of consumers [2].

Internet companies such as Rozetka and OLX can be nice examples. Rozetka is the Internet-shop with a large amount of goods and OLX is the site with free ads. Their advertising is distributed by the network not only through banners and contextual advertising, but also through the comments and discussions in such social networks like "Facebook" and "Vkontakte". The Internet brand may include such

elements (see fig. 1).

So, the Internet branding has the following advantages: relatively low cost of advertising, high speed of distribution through the Internet, coverage of large numbers of people of different target audiences. It is worth to note that the internet-branding is proposed to be introduced not only in the Internet companies, but also in the companies of material production. This thing can be done by integrating of an existing brand into the Internet.

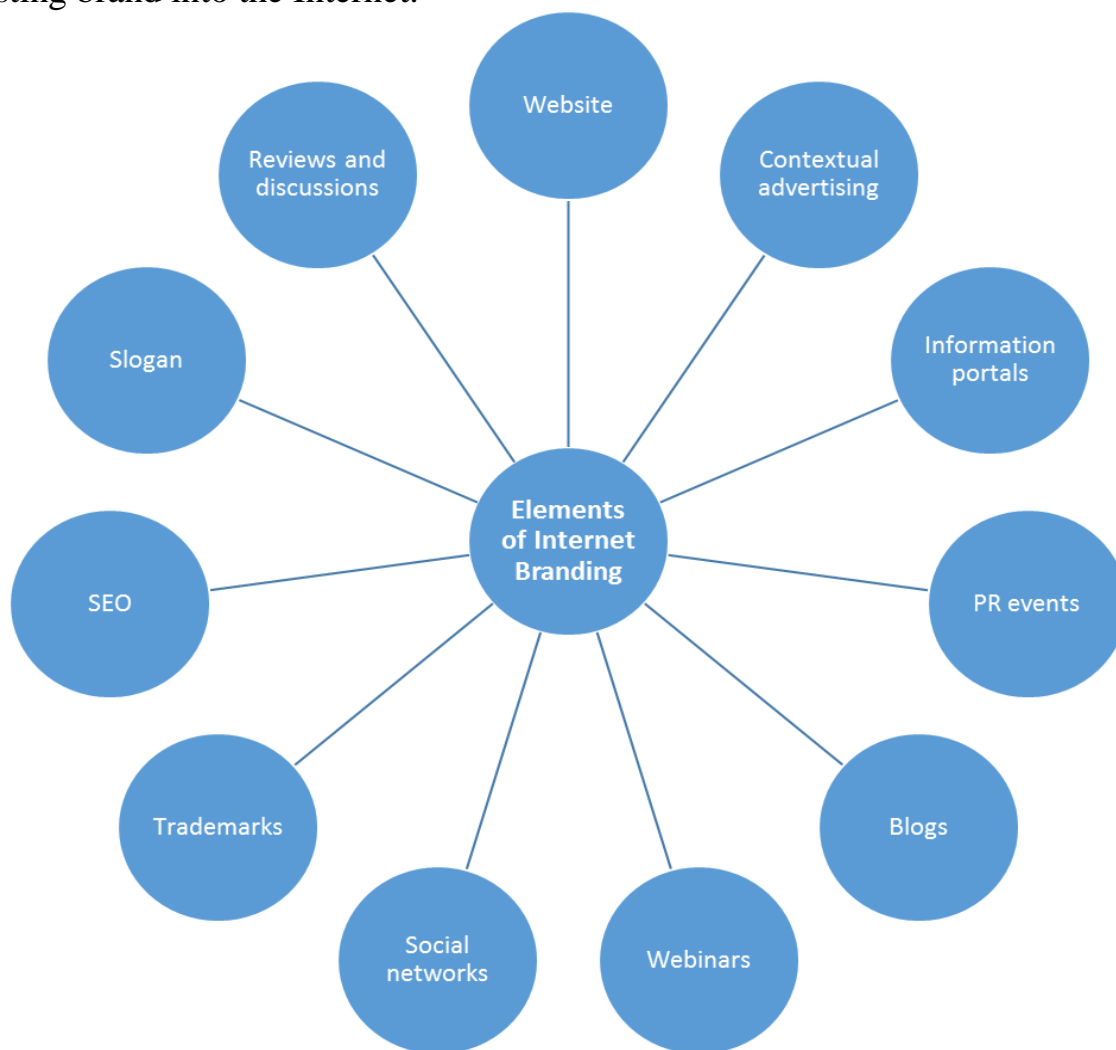


Fig. 1 Elements of Internet Branding

According to the authors, it is appropriate to do this for the organization "Buy "made in Zaporizhzhya", which unites producers of Zaporizhzhya region. It will form the positive perception and give a new information for consumers. This is increase the competitiveness of goods that produced in the Zaporizhzhya region.

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Kornilov R.
Shynkarenko N., research supervisor
National Mining University

ECO-LABELING AND ITS ROLE IN THE CONSUMER PROCESS

Key words: eco-labeling, consumer, production, producer, eco-friendly, environment, safety, health

Saving your health and the health of descendants is one of the priority tasks facing every person. The health of the nation is, above all, a healthy lifestyle, life safety, physical and moral self-improvement. The concept of life safety includes also the safety of products that we use in a daily life. Unfortunately, very often harmless at first look products in a colorful package contain the threat to our health. Moreover, this threat can relate not directly to the quality of finished products - high quality of the final product can be achieved by causing serious damage to the environment and human health in a process of its production.

The demand for the ecological products and services in world is constantly increasing. This fact is confirmed by market research of the growth of eco-products, the number of registered trademarks, positioned themselves as eco, the requests for eco-products in Internet.

Environmental labeling is a graphical representation of complex information about the ecological characteristics of product or service, what means that production has less impact on environment than similar products and / or produced with a use of eco optimal technologies. Eco-labeling can be also defined as an ecological marketing tool.

Eco-labeling is an indicator of ecological safety of products for human and therefore works on human health. Availability of voluntary ecological certification mark on a product makes customer's choice easier, especially, if the buyer is already informed about the benefits of environmentally safe products. Public information and education play a significant part in promotion of eco-labeled production. Buying products with eco-labels, consumer takes care of his health and also of environment and descendants' health. Producer, confident in quality and safety of his production, in turn, receives new sales markets. The principle of balance and winning of all sides (consumer – producer – environment), that is a basis of voluntary ecological certification, makes of it a comfortable and attractive market tool.

The overall goal of environmental labeling of products is bringing to the consumer reliable and accurate information about ecological aspects of products and services, satisfaction of needs in such products and services which have the lowest negative influence on the environment. Thereby market impact on continuous improvement of the environment is stimulated.

Thus, eco-labeling is very important factor in a process of consumers' choosing of goods and services. If production has a high quality, natural components or other ecological benefits, eco-labeling gives an opportunity to stand it up and pays attention

to it of such consumer group which values high quality and which is concerned of safety of production for their own health and health of their relatives.

**Korostynska N.
Yevseytseva A., research supervisor
Kyiv National University of Technology and Design**

MECHANISM SPONTANEOUS PURCHASES

Key words: consumer behavior, spontaneous purchases

How often buyers change their opinion in stores, just change their plans and buy completely different things in last moment? Sometimes their behavior simply defies logic. No wonder that they were called "black boxes", deal with which was incredibly difficult. But they are those people who provide you a profit, of course only if they will buy your product.

We all know that more than 70% of our decisions about goods purchasing are taken directly in the store. It is very important, because nowadays sellers are activating their marketing tools in shops. But often happens that buyers for some reasons change their decisions in favor of competing products. The mechanism of spontaneous purchases exploring all this moments in consumers behavior and trying to arrange them in some way. "Trade place" - is place where comes the moment of truth for all brands - said Steve Harding, Chief Executive Officer of OgilvyAction in region EMEA (Europe, Middle East and Africa). Companies need to know what motivates buyers for overtake competitors on the "last mile". After all, the task of raising the level of ROI and sales does not let directors sleep at night. "

Many different studies conducted by companies to find out what controls the people during shopping at the store, what factors influence on their final choice and is it possible at this last stage to change the situation in their favor. But these indicators can be changed in different countries according to research SDMIS (Shopper Decisions Made In Store), the percentage of spontaneous purchases in the US is about - 72%, in China - 88%, in Romania this figure reaches up 94%, in Ukraine this index is 78% and Germany only 38%. This index is highly dependent on peoples nature, personal qualities and attitudes. Germans - very conservative in their views, this is how marketers explain the very low rate of spontaneous purchases in their country.

Shopper Decisions Made In Store Research conducted in 24 countries. It attracted more than 14 000 customers in 700 retail outlets. The survey was conducted on several points, because the store buyers are taking three types of decisions : - Product Category: deciding to buy the product or not; - The quantity, buy more or less than planned; - Brand: purchasing the product of that brand which planned, or change your mind.

Number of sales directly depend on marketing activities, promotions, comprehensive incentives directly to the place of sale of goods. Research OgilvyAction make it possible for company to understand which marketing activities,

sales promotion have the most effective influence on the final consumer and the acceptance of the decisions to buy.

General conclusions of this research are:

- 1) special calculations are promoting the best product category (eg at the end of a trade row);
- 2) attracting buyers helps for promotion of a particular brands, increases awareness of customers contributes to their loyal respect to the company (for this practice seminars, the recommendations sempinhy, brand communication with consumers outside outlets and setting up feedback from customers);
- 3) The recommendations of the shop floor workers usually have a huge affect on the buyers choice (they have to be well aware of all categories of goods);
- 4) the least effective way to promote the outlet is price stimulation (although these methods will always be influential for those consumers who find that they "spoil" producers).

Korotetsky R.
Mohylova A., research supervisor
Oles Honchar Dnipropetrovsk National University

FEATURES OF LUXURY GOODS MARKET

Key words: goods, luxury, market, segment, brand, features

Luxury segment is a segment of granting great pleasure not just from use of goods and service, but also from everything that is connected with luxury goods from the purchase process till possession, statuses, delight, admiration, pleasure from geniuses developer's work – till producer skills embodied in the product. The luxury segment can be described as something “over premium class”. The basic rule of luxury segment is appliances to luxury segment that should sustain a positive brand image of its owner in specific range of persons. In addition to that the authority of goods owner should be a great advertising for luxury goods. Besides functional usefulness, “luxury” goods and the services bring respect to its owner, determine his status. “Luxury” consumer is a big man, most likely – influential, in manner often exacting and whimsical.

As most of companies - manufacturers of luxury goods are in Europe, USA and China / Hong Kong, the geographical analysis was compiled based on their membership to a certain country. Companies are distributed over the countries on the basis of location of the main offices which not always coincides with the main place of implementation of commercial activity. Despite the fact that sales of many participants of the rating are heavily concentrated in other regions, all companies reflect unconditional 100% sales level in the reporting at the place of registration of

head office.

Table 1

Country	Number of the companies	Average size of the company (one million US dollars)	Group share in the general rating	Group share in total sales of 100 participants of rating
China/Hong Kong	7	3 455	7,0%	11,3%
France	11	4 513	11,0%	23,2%
Italy	29	1 222	29,0%	16,5%
Spain	5	637	5,0%	1,5%
Switzerland	11	2 882	11,0%	14,8%
Great Britain	6	980	6,0%	2,7%
USA	15	2 927	15,0%	20,5%
Other countries	16	1 268	16,0%	9,5%
100 participants of rating	100	2 142	100,0%	100,0%

The leading manufactures of luxury goods can be divided not only region-wise but also by goods categories. For this analysis we have allocated five groups of luxury goods:

Table 2

Product groups	Number of companies	average size of the company (mill US dollars)	Group share in the general rating	Group share in total sales of 100 participants of rating
Clothes and footwear	36	1 095	36,0%	18,4%
Bags and accessories	12	1 311	12,0%	7,3%
Cosmetics and perfumery	11	3 126	11,0%	16,1%
Jewelry and watches	31	1 818	31,0%	26,3%
Other classes of goods	10	6 832	10,0%	31,9%
100 participants of rating	100	2 142	100,0%	100,0%

The company treats one of the first four groups if share in percentage terms of volume of its sales is the share of this group of luxury goods. The group of “Other classes of goods” are those companies which considerable shares of sales fall on two and more groups of goods.

Not only the companies which are engaged in realization of strategy of merges and absorption, but also investing public are going to continue investigating of markets in search of brands with a potential in the world market helping them to increase product range, to improve operational management, to expand networks of sale and to use possibilities of the international growth, allowing them to come to a new round of development and to pass to the following stage of aggressive growth.

At the same time key players of the market are continuing to absorb the companies delivering quality components for production of production and professional experts for ensuring availability and quality of raw materials. On the other side of a chain of value creation companies will also continue to strengthen control implementation on phase of product, acquiring joint business or other networks of sales channels, trying to obtain strengthening of positions of brands in the foreign markets. However an opportunity to reduce the establishment or to

minimize the risk connected with logistic system isn't the main driving power of such vertical absorption. Exercising control over an increasing number of links of a chain of value creation, the companies will be able to operate more carefully and more effectively the brand in which creation they have put so many forces and time.

Kovalchuk E.
Koval S., research supervisor
National University of Water and Environmental Engineering

THE ROLE AND PLACE OF SOCIAL MARKETING IN SOLVING PROBLEMS OF UNPROTECTED GROUPS OF PEOPLE DURING THE ECONOMIC CRISIS

Key words: social politics, social marketing, social products, reforms, social warranties, state, social standards.

In the economic transformation the main directions of state social policy should be focused on improving conditions for the growth of incomes, effective use of labor potential, strengthening national gene pool, implementation of these items provides economic progress and social stability. The main idea of social warranties is to provide such level of live, which would be not lower than the specified norms. And a large role is given to the social marketing as direction, using marketing tools to improve the lives of both, as a separate people and as society in a whole.

Also we should pay attention to the social problems that still remain unsolved during the reforms. An important role is given to social guarantees, which in financial terms is a system of relations between the state and the person in the distribution of available resources and satisfaction of the main needs, that promote the formation of the individual in society. Effectiveness of economic development should be not lower than the social parameters which makes the contribution to improving the lives of the population. For realization of benefits, we should provide the cooperation of such factors:

1. The redistribution of incomes in favor of unprotected persons.
2. Optimal impact on the distribution of production and company profits.
3. Partial refusal from use of personal goods for life in special circumstances

(Insurance)

In these conditions the level of real consumption of benefits of social protection will increase, that in turn will affect the structure and dynamics of national production growth.

To solve social problems, we must create the conditions for economic growth. Main and the most important role in solving economics problems plays social marketing, which deals with three issues: belief (for example, that drug use is dangerous) social practice (motivate to stop using drugs) and social products (improving the health of the nation).

Only effective investment strategy as important part of financial strategy of the country could solve this problem. [2, p. 286]. The development of an effective social security system requires a real increase in social spending and compliance with social

standards.

The rules and procedures of public policy concerning the definition of social standards, should be transparent and stable. Social policy must be realized in that way that citizens have a responsibility for benefits they have. Must be interested in improving their well-being through their work. In this context, is advisable to pay attention to research of social marketing "market", specifics of the social "product", social environment, and also creating and providing a work of social marketing informational system, that would become basis for the assessing and of the state of social market and forecasting of development. As a result the main duty of the state is to create an effective satisfaction of people needs. That is why social marketing should act as one of the most important mechanisms for regulation of social relations in society.

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Kovaleva E., Kochnova M.
Peoples' Friendship University of Russia

DEVELOPMENT OF A NEW MARKETING STRATEGY FOR ALROSA

Key words: marketing, marketing strategy

During the past few years, the majority of Russian companies suffer great losses. It makes the subject of the article especially relevant because the right choice of marketing strategy can play a huge role for the company. There are many different basic classifications of marketing strategies developed by well-known economists and marketing experts, that help doing business in the modern business environment. Surely, there is no universal strategy for all times, and that is a reason we should pay attention for this topic. As the primary goal, we can identify the development of a marketing strategy and set of activities for a successful operation and doing business in such unstable conditions, which are currently on the domestic and world markets.

A scientific study has been realized on the base of the ALROSA company, the unique diamond enterprise of Russia. The practical significance is marketing research of some monopolistic organizations for development of further measures, which will improve its positions on the world market. The proposed recommendations are based on experience of the most successful companies in the world.

This choice is due to the fact that Russia occupies a leading position in the world in diamond production, the industry interested me more than others.

Analysis of competitors demonstrate the fact that Russian market practically doesn't have any rivals for ALROSA. The only competitor on the world market is

De Beers enterprise [1]. According to the official website of the company, production of "ALROSA" reaches virtually 100% of all diamonds extracted in Russia and almost 20% of world production. Moreover, the company is provided a mineral resource base for the next 30 years [2].

Years of acting De Beers on the diamond market prove the effectiveness of their strategy. Using benchmarking, we can make changes in the marketing activities of ALROSA, based on successful De Beers' experiences. These include the production of goods under its own name, the artificial creation of demand and consumer expectations [3,4]. The first way will help to reduce costs. Due to the second, the company will be able to control the amount of rough diamonds on the market. In addition, you can reduce costs by decreasing production volumes. The SWOT analysis showed it is possible [5].

Moreover, it is necessary to develop a sustainable development strategy for the company. The main directions of development in this area – environmental and social sphere [6]. The company ALROSA strictly observes the laws on the protection of the environment and invests to improve the situation. For their employees the company is building a small city; however, it should pay more attention to this point. Also, the number of accidents in production increase. It shows a lack of control of security measures.

The final results of the research and evaluation data allow us to judge the impact of marketing innovations. In conclusion, we can say that ALROSA is able to take the place of a world leader, taking into account all external factors and aforementioned measures.

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**Kvavchenko G.
Serduk O., research supervisor
National Mining University**

CONTENT MARKETING NOVELTIES 2016

Key words: content marketing

Qualitative and useful content becomes the safest and very effective way of business promotion in Internet. It can be applicable for different kinds of content marketing, such as article marketing, e-mail newsletter, social networks, etc. Conversion will be more effective, if ads and content will be executed correctly and beautifully.

Content marketing trends:

Development of long-term step-by-step communication strategies: advertising in search services, retarget, remarketing, series of thematic articles, shares with special offers and a discount, loyalty programs and encouraging, strategies of presence in social networks.

More original forms of content. Google strongly recommends to abandon the creation of content on the basis of known facts and data and to generate original content not to repeat someone.

Performance management of content in search services. It is about using different kinds of microlayout, full filled page's metatags.

Content visualization – if you want to stand out and attract attention of users you need to generate different kinds of visual content: graphics, movies, slideshows, etc.

Content socializing - user motivation for social activity and the generation of original content. In this aspect very important role plays motivational semantic orientation of the content, and implementation of a platform for users to create content, setting up crossposting in social networks.

Interactive content: adapting to the user's interests (example: setting up the newsfeed according to tags), and original and convenient ways of interaction between user and site.

Maximum precision and specification our site is adding to search services: labels on the maps, official reference books according to rules of search service.

Using the e-mail marketing. Prepare e-mail newsletters with chain of letters – “cold” or “long” sells. In this letter chain we steps lead to purchase. Collecting database of subscribers in different ways and from all Internet traffic channels we can reach. Developing of interest to our company and products or services.

Viral content: a dream for any business to create content, which willingly will distribute by users themselves. Viral content has different kinds, as an example: This video gained more than 16 million views, so you can judge of its contents by yourselves.

Kravchuk A.
Kosar N., research supervisor
National University "Lviv Polytechnic"

PRIORITIES OF MARKETING COMMUNICATIONS IN POLITICAL MARKETING

Key words: political marketing, marketing communications, political advertisement, political public relationships.

The purpose of political marketing is the acquisition of “political capital” (for example, deputy mandates, parliamentary seats, positions in the civil service, benefits and preferences), which provides an ability to influence on allocation of authority resources and political relationships in country. One of the most important components is electoral marketing.

In this market we have special consumers who are the voters. All eyes are aimed towards them with attempts to sell an idea or politician. So, in the best case scenario with the product sold to the customer, the candidate has to decide –is it a way to format personality with ambiguous and ambitious positions, sayings and preferences or no matter what he has to support recently created “brand”, and accept depersonalization playing role of “superman”. Over a period of time PR campaigns create from the usual politician “legend-man”, who is able to do everything, who has the ideal traits, but with supporting the main idea of political doctrine. However nothing is forever, and by the bright experience of politics we can conclude about the discrepancy between features of brand-politician and human-politician.

In general, definition of political marketing is divided on different forms of political communication – political advertisement, political PR, personal meetings of politician with nationals, representative political marketing, direct political marketing, political branding. Political PR is a different way of market communication. It represents the idea on its own, which differs with high level of confidence, because information that is shown in mass media inspires more confidence than outdoor advertising such as billboards. Political PR is an effective management instrument during the electoral process; it is an important component of management activities and the core of the political process. Today, management in an election campaign is one of the most valued types of political management, and the communications system is based in a modern election process. Awareness and competence from the nation’s electoral choice mostly depends on this modern election process. The minimum condition for a successful political activity is the attention from the press. Modern political PR – deals with a multi-political consulting mostly tied to the information range.

An especially efficient mechanism of influence in the electorate is political television advertisements. This mostly affects public who are unaware of the political subjects and this information is in high demand during an election, political and marketing campaign. It is rather an organic part of the information system and the communication of political marketing complex. The purpose is to represent in an unusual, emotional and informative way the essence of political program to voters, so that it may give them the feeling of confidence and helps form a positive attitude. This will help people create a fundamental and long term social and psychological view on the subject of politics. This is one of the most powerful and effective tools for expanding the audience and growing supporters to the subject of politics by delivering views and ideas to the voters, and at the same time, helping to stimulate citizens to be more politically active.

Political and marketing communication can be seen as creating and granting informational messages to target groups, and at the same time produce feedback towards the political marketing program. So, in the future one of the key issues for

participants in election competition is going to be providing a full content of their function.

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Kulkova D.
Shynkarenko N., research supervisor
National Mining University

PACKING OF CHOCOLATE BAR, AS A FACTOR OF INFLUENCE ON CONSUMER CHOICE

Key words: product, product packaging

Nowadays, the Ukrainian market has a wide assortment of chocolate bar of different companies and tastes. The consumer is confronted with the question on what are the criteria to choose this product and what to pay special attention.

Since the appearance package is the factor on which the consumer's attention is drawn first, I consider exactly it. Association about chocolate formed on the basis of appearance of product.

First, the color is important factor of packaging. Chocolate "Korona" chose a red color scheme for the brand. It definitely attracted the first attention of consumers.

But there is a second factor of associative perception. It is packaging design. Chocolate "Roshen" have a combined package made of cardboard and transparent mica. This design is a distinctive feature of the brand and it attracts the consumer's attention when they choose chocolate bar.

The third factor I would like to highlight is the packaging material. Consumers often choose goods according to the criterion of usability. This way, the chocolate bars in the box on mica "Zip" mechanism of closing win on the most cases. That's why after consuming this product you can pack remains and put into a bag. Package content does not spoil things and not miss the chocolate, if it is melt.

The fourth factor is a form of packaging. If you need the chocolate bar for the road, it should be compact and does not take up much space in your bag. To do this,

many companies produce long and tight chocolates. Also on this factor, it can benefit small portioned chocolate sticks, which can be eaten at once. And the remaining chocolate bars are stored closed for the next meal.

After analyzing all these factors, it can be concluded that the first sight of the consumer falls to the appearance of the package, but the ease of use and practicality are often more important factors when choosing a chocolate bar.

**Kushnarova V.
Dovgan' S., research supervisor
National Mining University**

PECULIAR PROPERTIES OF MARKETING COMMUNICATIONS ON THE EDUCATION MARKET

Key words: education market, marketing communications

A service is the sale subject as an act or a benefit or a satisfaction of requirements. Educational service is a service, which result is an attainment level of education.

The marketing communication is an inseparable part of the education market. The communications are used for the demonstration important characteristics of three other elements of the Marketing Mix.

The most important elements of the marketing communication in the education market is: Public Relations, a direct-marketing, an advertisement, exhibitions and the Internet.

Advertisement. The English school Friends EC uses a SEO and a contextual advertisement, printed advertisement. So, a Search Engine Optimization and a contextual advertisement are used in the Yandex and Google. The school use booklets with the information about the school, an outdoor advertising etc.

Some kinds of sales promotions are used in these schools as such as:

- Discounts. Some schools offer discounts in the same season or for the same person. For example, a discount for the summer courses or for the thousandth student. However, the school Friends EC doesn't use it.

- Providing product sample. The free first lesson is providing product sample in the English schools.

- Prizes. The schools often conduct a raffle or a competition. For example, in the raffle in the Friends EC people can win the free course of English or free textbook, if they give feedback about school on the website.

English schools use PR too. It may be the exhibitions, the Open Day, or other events. The Friends EC organizes free watching movies in the English every week.

Managers of this schools every week call to students and offer them new courses or level.

To draw the conclusion, one can say that compans on the education marketing use all of the marketing communication:

- Advertisement;

- Sales promotion;
- PR;
- Direct marketing and other.

The Friends EC uses a SEO and a contextual advertisement in the Internet, a printed and an outdoor advertisement, the elements of sales promotion as such as providing product sample and prizes, the PR and telemarketing.

The school must pay attention to:

- 1) SMM and
- 2) Discounts.

The Social Media Marketing will help increase school recognition and owing to discounts, the school can increase sales.

Lebedeva A.
Shynkarenko N., research supervisor
National Mining University

GAMIFICATION AS A WAY TO CUSTOMER RETENTION

Key words: gamification, reward, pleasure.

Gamification – is the usage of game technology in non-game situations when the mechanics of traditional games is applied to unusual concepts, for example, during the work with clients.

The reason why the game is so popular – the reward. Compensation may be significant, material or abstract, for example, a sense of the completed task. But the result is the same: the release of adrenaline into the center of our brain's pleasure. When a person gets pleasure from a reward, it outweighs the sense of wasting money.

Whatever your sphere of application, there are a few basic tools of gamification: points, board of honor, and competitions with prize money points, and targets and ratings – so it was interesting to return to the game.

Three of the most popular types of rewards:

1. Points – are used as a reward for a variety of actions, profitable company. Such method works well for small and relatively minor purchases. For example, the loyalty program "EVA MOSAIC" the network of "EVA" stores, in which the buyer receives and collects bonuses for purchases, which are then free for using and clients can use them when they go shopping.

2. Achievements – this approach requires from participants certain achievements, to get a well-deserved bonus. For example, the action of the "Rastishka" "Pick the world map – and study animal", to collect a world map, you should buy a certain number of products and only then the goal will be achieved – a reward.

3. Competition – people love to compete. Therefore, customers are competing with each other for a place of honor leader. This, for example, a promotional action from the "Kinder, when for a certain amount of collected labels, the first 9,000 people receive hoodie.

Thus, gamification works because everyone wants to play and receive gifts – it is human nature. We want to compete with others, to crave awards and want our achievements are noticed.

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Lebedeva A.
Dovgan' S., research supervisor
National Mining University

MODERN MARKETING: PERSONALIZATION

Key words: personalization, marketing campaign, target audience.

Modern marketing is moving from globalization to personalization. Marketing strategies are becoming more localized and individualized as consumers actively resist universalization of society. Personalized marketing helps to explore the needs of a particular customer, to refer to him in view of what will be of interest and positive reactions, and sell him, so that he will buy with a high probability.

A striking example of personalized marketing is the Coca-Cola campaign. From 2011 to 2014 Coca-Cola Company conducted a marketing campaign "Share a Coke" with "registered" and personalized cans and bottles for 80 international markets.

The campaign's success justified with clearly defined target audience and operating habits of the audience. Share a Coke was aimed at teenagers and millennium children for whom the communication in social networking sites – is the absolute norm. The unifying regularity in many markets and decisive campaign success factor was that people used the personalization not only to gratify vanity, but also to express the love to close people.

Judging by the indicator of company's sales, the appeal to the customers by name, and a call to share with someone Coca-Cola have revived interest to the drink and helped to lift sales in US dollars by 2.5% during the summer period. The volume of sold drinks increased during the same period by 0.4% after 11 years of steady decline.

Personalization – is not just a customer preference in communion with him. Personalization – is the establishment of a contact on a more emotional level, the rejection of roles, "the seller – the buyer" in favor of a more personal relationship order.

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Lykhman P.
Mishustina T., research supervisor,
Medynska S., language supervisor,
Alfred Nobel University, Dnipropetrovsk

SELFIE AS AN E-COMMERCE TOOL

Key words: marketing, e-commerce tool, marketing tool, selfie, Amazon, technologies, business.

2013 was the year when the word "selfie" replaced the word "self-portrait" as the term for capturing an image of oneself, because in the age of the smartphone, time has become a scarce resource even for making a portrait.

In fact, the word “selfie” was the Oxford English Dictionary’s word of the year in 2013. President Obama posed for a selfie during the funeral for Nelson Mandela. And then there was the Pope Selfie, so it goes without saying that marketers would set their sights on selfies as the next new tool to get their product in front of the eyeballs that matter.

Amazon is a dominant player in the e-commerce space and it has recently announced that it is working on the technology to enable e-commerce customers to transact via the near-ubiquitous ‘selfie’. Instead of using passwords – which are open to fraud, hacking or sometimes forgotten – shoppers will be able to use a photograph or video of themselves as a way of doing transactions.

“While many conventional approaches rely on password entry for user authentication, these passwords can be stolen or discovered by other people who can impersonate the user for a variety of tasks,” Amazon said in a patent application for the technology, which was filed in March.

You can instantly ask the question: how safe can a selfie be while applying instead of the password? Is it possible to steal your selfie from your Facebook and happily go with it to gobble up products from the Amazon shelves? It is impossible.

To avoid criminals circumventing the system by using a photograph or an existing video of the registered user, the system has a two-tiered approach. The first selfie will establish the customer’s identity, while the second selfie will prompt the user to perform certain gestures – for example, a smile or head tilt – to verify that a real person is attempting to access the account. So the main online shop has taken into account this fact and the buyer makes a wink at the camera.

By the way, the Amazon store has received a patent for the invention which is called the latest purchase system.

The basis from Amazon will certainly keep an image of your face (which the robot system will compare with your new selfie) and in any case you need to have a smartphone in your pocket.

Industry experts observe this is an ideal strategy for younger Millennial and Generation Z consumers who are already obsessed with the selfie lifestyle.

According to the Daily Telegraph, studies have found that more than one in five people use the same password for everything, while 58% use a handful of passwords,

with small variations, across all their accounts.

In terms of the news we see that a selfie as one of the types of entertainment which are condemned to be useless is becoming a tool that is advantageous not only for business but also for creating new technologies providing a benefit to businesses. The question of how to monetize a selfie efficiently was sounded long ago.

Because of its mass usage a selfie has long been turned into a kind of resource (such as water or oil), and it is also possible to explore it putting at the service of mankind and for the benefit of those who owns a patent on the technological invention associated with the use of this resource.

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**Lykova Y.
Dovgan' S., research supervisor
National Mining University**

THE BEHAVIOR OF CONSUMERS WHEN CHOOSING HOUSEHOLD SCALES

Key words: consumer behavior

Personal weight – a weight used in the kitchen for weighing products, weighing his own body. By household scales also include Kanter, weighing different goods and products in a package or bag.

The group sells scales weighing equipment on the market.

Household scales satisfy consumers who need to use the weighing equipment at home, monitoring the own weight or requiring precision in cooking.

Isolate the main characteristics of the kitchen and floor scales which first drew attention to the buyer:

- Heaviest weight weighing (least 7 kg, maximum 180 kg)
- The smallest weighting border (500 g, 100 g)
- Accuracy (1 g, 50 g)
- Platform scales (plastic, stainless steel, glass)
- Brand
- Country

Find information household scales typically done using the Internet. Then the buyer decides to purchase in sales when the customer comes in and consult the advice of the manager.

Especially given weights affect consumer choice the following factors:

- Low price (as in direct co-operate with suppliers)
- Producing country
- Bend
- The maximum weighting border

- Accuracy

In particular, consumers with low incomes prefer products with the lowest prices.

Marketing research of consumer behavior when purchasing household scales was conducted via survey. The study found that consumers are generally well include shopping at online stores. In the test online store GIPERCENTER.COM consumers have made purchases, and they almost enjoyed it, and they would recommend this product to friends. But there are some drawbacks (unsaturated range), so it should be expanded.

So we found a basic marketing problem online store GIPERCENTER.COM - unsaturated range of products.

**Lypka M.
Kuvaeva T., research supervisor
National Mining University**

COMPETITION AS A SOURCE OF DEVELOPMENT IN THE MARKETING

Key words: marketing, competition

One of the key issues in the development of the market is the competition. As a process, competition is trying to be better among the companies producing similar products in the same industry. In global markets, competition comes from an increasingly wide range of sources. To protect its position as a successful organization, every company must identify new opportunities, understand and recognize the types and sources of competition and, where possible, predict their activities.

Successful marketers are those who can steer their organizations through difficult aspects of the marketing environment, and do it better than the competitors. Competitor analysis helps to identify the behavior patterns competitors might adopt in response to marketing tactics such as price-cutting or promotion. A three-step process can be used to diagnose the competitive environment: (1) elicit from a panel of consumers an array of products that are similar to the referent product based on perceptual cues, functional benefits, or higher-level needs; (2) with the help of consumers and industry experts, pinpoint firms which can or do produce these products; and (3) use data on these two dimensions to map the position of potential and actual competitors in relation to the referent product.

In modern conditions of fierce competition in the market for effective development of all forms of ownership there has been also use of benchmarking technology. Benchmarking is devoted to research and analysis of products, technologies, methods and solutions from leading companies to be introduced in the economic activities of the company.

Going through two these processes may help firms identify opportunities for product improvement or new product development, product positioning strategies,

new markets, and ways to improve marketing and manufacturing program. Analyzing an industry's competitive pattern can help directors and marketing managers make strategic and tactical market decisions.

In conclusion, the competitive environment, properly defined, indeed represents a potentially fruitful source of marketing ideas. The competition is not only the engine of trade, but also contributes to: the development of marketing, creative approach to business development, generation of new ideas, and creation of innovation and the introduction of other competitive advantages.

Makukha Yu.
National Mining University

VERTICALLY INTEGRATED SERVICE AS AN IMPORTANT ELEMENT OF MARKETING

Key words: services, marketing services.

Currently, the consumer is becoming more demanding when making a purchase. It requires not only a high quality product that meets zinnias, but also needs attention, advice, support and service capabilities continue to repeat consultations on purchased goods. Especially this approach to the acquisition monitored in those markets and those goods where it comes to the safety of the buyer or his family when their health concerns and so on.

In this case, between buyer and seller relationships appear similar to the relationship of doctor and patient. Such relationships often occur in markets where the goods or services approach to medicine.

Analyzing optics and ophthalmology market where goods are in the majority of medical goods and services, and the majorities are medical services can come to the conclusion that the market is most responsible as the case described above.

Characteristic of this market is that numerous members of the wholesale market offer the end user a wide range of products. In order to increase market share in the total scores of my goods, wholesale companies have resorted to what is included in your state medical specialist whose responsibilities included providing medical and ophthalmologic consultations in the cities directly sell goods. Of course, still possible in close cooperation with wholesale and retail companies working in this market, and the emerging relationships inherent trans structure corporate relations. Paving a parallel set of services provided by the final consumer can call a vertically integrated service. On similar services, but in one corporations have pointed marketers and ophthalmic optical market [1].

So you can see how to the marketing mix of retail chains and individual shops optician added a separate tool, the purpose of which is to provide qualified advice on the purchased product conformity with the requirements of the consumer. If the schedule of the qualified consultant arranged in ring form, repeated advice can bring additional benefits when working with these customers.

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Malimon K.
Sopilko N., research supervisor
Peoples' Friendship University of Russia

NATION BRANDING – KEY TO ATTRACTING FOREIGN INVESTMENT

Key words: national brand, investment attractiveness, territorial attractiveness, branding strategy, investment potential, foreign investments

In a globalized economy, the global economic crisis, city and countries began to compete with each other, including for resources in order to create a favorable image of the state in the eyes of the world community, enhance reputation, and as a result, strengthening the country's respected position. An attractive national brand or as it is called territory branding, territorial marketing, branding places, is created a competitive marketing strategy in the process of development. This is an effective tool to attract human capital, investors, visitors, which is not used fully due to lack of understanding of the importance, effectiveness and profitability of territory branding.

Originally, the term "territory brand" was introduced in an economic science by British political consultant S. Anholt. In 2002 he created the concept of a national brand, its criteria (which includes such factors as people, power, exports, tourism, culture and heritage, investment and immigration), developed a countries ranking based on his own research. Accept S. Anholt, national brand studied other well-known foreign theorists Szondi G., Kotler, S. Raynisto. In Russia the issue was investigated in the work of A. Stas, I. Vasilenko and others.

Considering the importance of strategy formation and promotion of the country's image through the use of national branding techniques it should be noted that in the book "Diplomacy in the context of globalization: theory and practice", the authors defines a national branding as the application of corporate marketing concepts and practices in the countries in order to enhance its reputation in the international relations [1]. The notion of the country can be created in two ways: from the personal experience in a foreign country, or indirectly, through the media, reviews, etc. Mass stereotypes often form the basis of the country's image, for example, it is assumed that all goods produced in China have a poor quality, and the United Kingdom - the embodiment of a quality education. Sometimes these two concepts identified as a national branding (territory brand, country branding) and the image of the country. It described in the dissertations of N.A. Adrianova, Y.M. Markina, N.A. Denisova. In turn, the image of the country, can be interpreted as "a set of emotional and rational ideas derived from the signs comparison of the country's own experience and rumors that affect the creation of a certain way".[2]

For the majority of the countries, the main problem in national brand formation is to define a national idea, and in a less degree to preserve a negative stereotypes,

lack of effective mechanisms for coordination in the field of brand promotion, and even shortage of advantages in human resources and scientific branding support. The strategic priorities of the country are also taken as a basis, which is not always correct in correlation with identity of the country brand. That is why the concept of brand building should contain the following steps (Fig. 1).

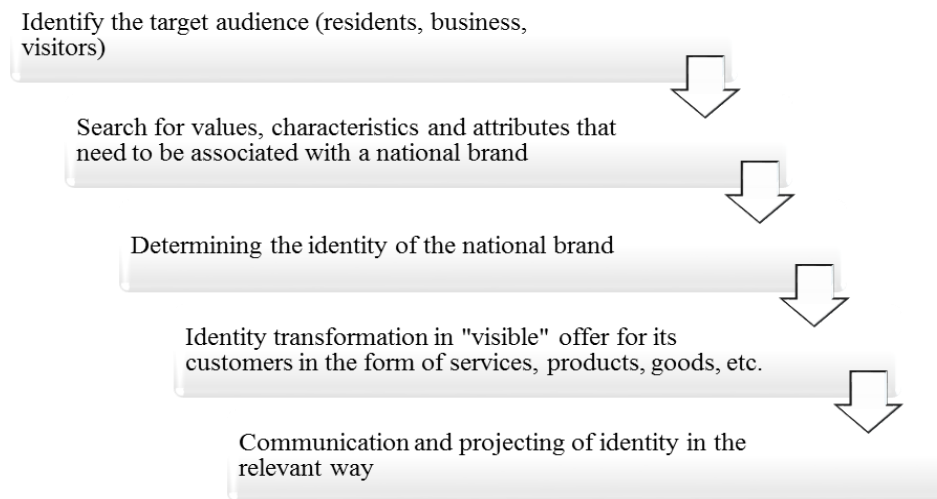


Fig.1. The main stages of building a national brand concept

An important component of the country's image is an investment attraction. Therefore, the main goal of creating an attractive and sustainable brand is to increase positions in the ease of doing business index, and, as a consequence, increasing a foreign investment.

Foreign investment is one of the key mechanisms for the economy stabilization and its growth. According to D. Keith “Territory branding. The world's best practice”, the importance of foreign investment attraction is due to the following reasons: it creates jobs, expands the tax base, helps to manage budgets and credit ratings, and helps in financing of education infrastructure, services. In addition, innovative technologies, highly qualified staff, and as a result, innovative company management techniques are being introduced into the country with the attraction of foreign investments. In a complex, foreign investment helps in resolution of financial difficulties in the country. That is why many cities and regions are actively working on improving of investment climate and retaining its leading position in The Global Power City Index, rankings on the ease of doing business, etc. It can be concluded that the state also acts as a product seller, a platform for business and investment destination for potential investors or foreign companies.

Decision to invest in foreign countries, a priority issue for potential investors are a high Safety Guarantee business, a risk reduction, a well-developed infrastructure, a strong legislative and tax base of the country for a comfortable business, other. An important role is also plays the level of population welfare, an employment structure level, an investment and volume dynamics.

Now Western European countries increasingly use the services of non-profit agencies in the locations selection for business and investment. These organizations help with the investment management strategy, labor resources assessment of the

country, business taxation analysis, etc. Such services is certainly facilitate search of places for investment and minimize the risks associated with investment planning, because the lower the investment risk, the higher the territory investment potential.

According to international study of Anholt-GfK Roper Nation Brands IndexSM in 2015 the strongest national brand become the United States, taking the 1st place , and overtaking Germany - the leader of the ranking in 2014. Also in the top five leaders of the Anholt-GfK Nation Brands IndexSM includes the UK, France, Canada. Russia, in its turn, climbed to 3 positions up and took 22nd place of the national brands world ranking. [3]

Over the past 30 years, such tool as national branding was developed in many countries around the world. It creates an emotional attachment and loyalty to a particular region, in global terms; it has the task to improve the country, which entails the interest of the investment community. However, many countries still have to clearly formulate and implement a branding strategy, which in the future will bear fruit and stimulate the economies of these countries.

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Mametyeva A.
Chupryna N., research supervisor
Ukrainian State Chemical Technology University

FORMATION OF ENTERPRISES STRATEGIC PLANNING

Key words: the strategy, enterprise planning products

In the minds of becoming Suchasnyj ekonomichnogo rozvitku nashoï Kraina vinikae bagato power schodo strategii zbutu promislovoï produktsii vitchiznyanymi pidpriemstvami. Tom dosit relevance to the power of companies Je s drive virno sformovanoï that chitkoï strategii on zbutu produktsii vitchiznyanogo virobnitstva at the market inshih kraïn for rozshirennya svoih mozhlivostey that konkurentospromozhnosti scho no Mensch Je vazhlivim.

At a time when Ukraine prevailing crisis and a very unstable economic situation is difficult to predict and develop long-term or strategic plan for industrial enterprises. To domestic products had the opportunity to appear on foreign markets, it must be fully certified, tested and must use properties that will distinguish it from the competition. This would create competition between companies and make them competitive.

To achieve the strategic objectives of the plan or businesses should nuty came to tactical planning. It provides a true resource allocation and neot'yemnoyu is part of

strategic planning. One of the main strategies is to analyze the needs of consumers. In this review all product quality, which tends improved consumer and enterprises. Another strategy could serve as an opportunity to refocus the marketing of domestic products to the markets of other countries. Also, companies should be marketing specialist who could analyze and predict the strategies to solve problems and normal functioning of the company.

Enterprises have to adapt to other markets and the environment, as well as the unstable economic situation that has arisen in our country. Thus, if the data events will be involved in the implementation and operation of domestic enterprises, they can generate effective strategic plans for their productive work, as it will help to overcome some barriers and break new ground on the issue of new more advanced products.

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**Man'ko O.
Dovgan' S., research supervisor
National Mining University**

ANALYSIS OF MAKING A PURCHASE DECISION CONCERNED INFORMATIONAL&ANALYTICAL SERVICES (BASED ON R.BLACKWELLS' MODEL)

Key words: consumer behavior, purchase decision, services, industrial market, B2B, informational services, analytical services

Nowadays information is ubiquitous product that has extremely great importance both in everyday life and in business. Gradually potential interest in informational&analytical products increases due to improvement quality of education, sectoral specialists' scholarship and promoting of an entrepreneurship and market thinking. There is model by Rodger Blackwell which is base for analysis of industrial consumer. This model is more popular for analysis of consumer market, but it's can be applied also for industrial market because there are purchase decision made by individuals both for industrial&consumer market. For example, the decision making model about purchase of informational&analytical services for fruit&vegetable business has such appearance now.

Step 1. Realization the need

The benefit of using of such product comes down to financial and property risks from an incorrect managerial decisions concerning tactical and strategic activities of the entity in the agricultural sphere. Companies are interested in getting of market information in both operational cut and long-term cut. Possessing similar information, the entity can minimize risks of loss of profit and is more effective handle own commodity remaining balance. Accordingly, the primary need that company meets – is need for information ownership of which may help meet the need

for financial resources, financial security and financial stability. Need for informational&analytical information is hidden the vast majority of potential consumers do not realize need for receipt of such type of information that detects the problem of passive demand.

Purchase interest in this case depends on several key factors:

- individual previous experience of the head – as often heads become initiators of purchase, their personal experience is incredibly important, it determines degree of speed and depth of awareness of this requirements;
- duration and success of a company performance in the market – depending on that, need for these products can be particularly acute more or less that it will influence speed and on the direction of decision making.

Step 2. Searching for information

Searching for information may be one of two types: internal and external. Internal search happens in memory of person who makes a decision. Information, that relating to products, which is stored in memory:

- conditions of receiving of information (relative cost, terms, receipt channels, legal aspects of transaction); terms of use;
- relevance, value and practical importance of the information for specific company receives services;
- satisfaction with the previous experience of collaboration and using of the service;
- range and relative cost of all services provided by the informational&analytical agency.

There is the motivation to turn to external sources to find information about available products and its characteristics due to low awareness and low sensibleness, the decision to acquire these services is not made immediately. Consumer mostly needs time and external resources to realize an importance of the need and weigh the risks (such as financial risk, risk of low-quality information due to unreliability or irrelevance. Consumer often tries to turn to external sources for additional information in order to facilitate decision-making process. Specific information sources (for this industrial sector) are very scarce and every source is controlled by a company-supplier, therefore consumers have low-level credibility.

Searching mostly focused on the acquisition of information about the company, but not about the product because it's slightly differentiate and may be modified according to individual customers' request. In this case the key factors are the companys' image, reliability and resource security.

Step 3. Preshopping assessment of alternatives

Informational&analytical services –product of the industrial market, therefore a purchase decision will be made collectively with the prevalence of rational motives. It causes rather thorough evaluation and comparison of alternatives before purchase. The best alternative will be one that gives the chance to purchase the most high-quality information which has applied value without being beyond the allotted budget.

Step 4. Purshase

Consumer will be ready to make some effort for a thorough evaluation of

alternatives but he will not spend a lot of time, effort and any other resources to purchase this service “hell-bent” because it hasn’t enough value in it.

Step 5. Consumption

Consumption of market information is rather individualized relative to the external and the internal environment of the company and the personality of responsible managers. It occurs due to lack of the universal exploitations’ and applications’ scripts for such product.

Step 6. Postshopping assessment of alternatives

There are such reasons for satisfaction: high-quality of information; applied value of the provided data; high-quality service; convenient conditions of collaboration, etc.

As reasons for dissatisfaction can serve: lack of a possibility of practical application; lack of depth in highly specialized subject that was only interesting for consumer; improper terms of serve and collaboration; high price which is not equally with value and others.

There are also informal communications that can sometimes exert considerable impact on consumers, but it mostly happens among small business and private householder.

Consumers seldom try to get a rid of dissatisfactions’ source or change factor, influent on dissatisfaction in worse case. Also such consumers almost never agree to make a repeat purchases even on special conditions.

Thereby, in case of acquisition of informational&analytical services for fruit&vegetable business the greatest obstacles arise at stages of realization the need, searching for information and preshopping assessment of alternatives. The most likely reasons of it are: lack of awareness, insufficient sensibleness and mass market thinking that’s only incipient. A large share of influence of these factors can be overcome with time and by community efforts gradually increasing the quality level of education and imparting people the system of market thinking more appropriate to modern business conditions.

Markevich A.
Serduk O., research supervisor
Ivanchenko I., language adviser
National Mining University

MARKETING MARKET RESEARCH

Key words: marketing research, marketing companies

Marketing research is a system of collection, processing and analysis of informative data about the market situation in order to reduce business risk and take appropriate informed marketing decisions. The result of market research in marketing implies the activities of competitors, market structure, governmental decisions in the field of regulation and stimulation of market, economic market trends, research the technical achievements and many other factors that contribute to a business

environment that allows you to be closer to the consumer, to understand and feel his need and mood. The scientific, analytical and prognostic methods are the base of marketing research.

Marketing research tasks are the following:

1. To determine the capacity of the market. The study of the market capacity will help to assess the chances in the market correctly and to avoid unnecessary risks and losses.

2. To determine your market share. The share is already the content, and it is quite possible to start forming future plans to increase the share in the future. Market share is an indicator of the success of your company.

3. To analyze the consumer behavior (demand analysis). This analysis will assess the degree of the consumer loyalty to the product and company and will help to answer the question: "Who is buying and why?" And, therefore, will help to set competitive prices for products, to make changes to the product itself, to optimize your promotion channels and advertising strategy, that means to correct all the components of the marketing mix.

4. To conduct the analysis of competitors (supply analysis). Knowledge of marketing policies product is necessary for a better orientation in the market and for adjustments of the individual policy pricing and promotion that will ensure you victory in the competition.

5. To analyze the distribution channels. That will allow you to determine the most effective of them in order to form the finished chain of the optimal movement of the product to the final consumer.

Marketing research is carried out in two ways: estimation of the time to establish those or other market variables; getting values for prediction. Methods of marketing research are numerous. All of them apply to a specific situation to solve specific marketing challenges. Methods of collecting data when conducting marketing research can be classified into two groups: quantitative and qualitative. Quantitative market research is usually equated with conducting various surveys, using structured closed-ended questions, which were answered by a large number of respondents. Characteristics of such studies are: a clearly defined format of data collected and their sources. Processing the collected data is done by using streamlined procedures, mainly quantitative in nature. Qualitative market research includes collecting, analyzing and interpreting the data by observing what people do and say. Observation and conclusion are of a qualitative nature and are not in standardized form. The main methods of gathering primary marketing data are field research: a survey; observation; experiment; simulation. The researches are made by marketing companies and agencies. The most popular in Ukraine are: PR-Service (since 2003); Mainstream Communication & Consulting (since 2004); PLEON Talan (since 1997); Noblet Media CIS (since 2005); PRP in Ukraine (since 2003); Newsfront PR Agency (since 2005); Ukrainian marketing group (since 1994); iVOX Ukraine (since 2004); IFAK Institut GmbH & Co. (since 1958); Alpina Consult (since 2002).

Each firm determines the theme and volume of marketing research based on existing capabilities and needs in marketing information. Thus, the types of marketing research conducted by various companies can be different. The process of

gathering information is usually the most expensive phase of the study. In addition, during its implementation quite a large number of errors may be created. Analysis of the marketing research data begins with the transformation of the source data (introduction to computer, checking for errors, encoding, representation in matrix form). This allows to translate the mass of raw data into meaningful information. Next is the statistical analysis (average value, frequency, regression and correlation, analysis of trends, etc.).

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**Matveeva A.
Yevseitseva O., research supervisor
Kyiv National University of Technologies and Design**

INFLUENCER MARKETING. HOW TO FIND THE BEST INFLUENCER?

Key words: marketing strategy, influencer marketing

Influencer marketing is a marketing strategy that utilizes the trust and expertise of subject matter experts to communicate a brand's message to a particular market segment. People trust opinion leaders, because they seem to be impartial, and their recommendation is taken as friendly advice.

What's an Influencer and What Can They Do For You?

One of the tenets of successful influencer marketing is very much understanding WHAT you want influencers to do for you BEFORE you find and recruit them."

There are the eight primary influencer behaviors.

1. The Megaphone. They will spread the word to their audience.
2. The Reporter. They'll cover any of your events just like a journalist.
3. The Face. They'll become a spokesperson for your brand.
4. The Connector. They'll introduce your brand on social platforms.
5. The Creative. They'll create content for your brand.
6. The Designer. They'll assist with creating new products/services for your brand.
7. The Neighbor. They'll spark and facilitate conversations in your brand's online community.
8. The Defender. They'll support your brand whenever there is a PR disaster.

Where Can My Influencer Be?

After you've identified your influencer and determined your needs, you can officially begin your search. The first place to start is to just do a search inquiry on Google. Besides publications, you should also search for blogs in your niche. Once you find these blogs, reach out to the owner and start building a relationship. You also do a little monitoring on social media. Once you have identified potential influencers, make a list and start getting in contact with them.

Grab the Attention of the Influencer.

By getting in touch with the influencer, don't send them a quick email or message on a social channel and asking them for a plug. You have to grab their attention by anything from sharing their content, commenting on their social channels, or giving them a shoutout in one of your articles. Try to mention them in a guest post or on your own website. Influencers are usually enthusiastic about their niche, but that doesn't mean they don't have bills to pay.

Do Your Own Thing.

Instead of copying someone else's approach, focus on the content you're producing. This means creating quality content that is also compelling, original and designed specifically to attract the attention of influencers in your industry.

Finding the right influencer for your marketing campaign takes a lot of hard work, networking, and patience. But, if you establish goals, know what type of influencer you're looking for, woo them, and create amazing content, you'll be on the right track.

**Maznichevskaya I.
Kosar N., research supervisor
National University "Lviv Polytechnic"**

SURVEY OF MODERN eCOMMERCE

Key words: Internet, online trading, e-commerce, online store.

Late 20 - early 21 century are called the digital era, or the era of the Internet, which quickly spread to all areas of the economy, business and society in general.

The process of expanding the number of active Internet users, due to the dynamic development of network infrastructure and new technologies of mass communication, provides a brand new way of consumption, opens new opportunities for consumers access to goods and services. The number of people using the Internet is growing by the minute, thereby causing a sharp increase in Internet commerce infrastructure.

Despite the fact that Ukraine Online shopping is a pretty young sector of the economy, but demonstrates the extremely rapid development. However it still cannot be equated with ordinary retailers because only 3,1-3,2% of total retail trade was made by e-commerce by the end of 2014 [1].

Today in the Ukrainian Internet space can be found about eight thousand online stores, but only about 300 have significant circulation of goods.

The most popular products for Internet commerce in Ukraine are: electronics

and small household appliances, cosmetics and perfumes, clothing, tickets to events and transport, goods for kids.

According to research of shopping on the Internet could rank as follows: 1st place - electronics, 2 - place - clothes and shoes, 3rd place – make-up and perfumes, 4th place - children's goods and accessories. The most popular Internet shops of electronics is Rozetka.ua and Allo.ua and to make purchases of clothing and shoes most of the Ukrainians are turning websites Modnakasta, Leboutique and Lamoda.

We don't have an official statistical data on e-commerce in Ukraine, because this industry is not yet considered by the State Statistics Committee. Instead, this issue explore analytical Ukrainian and foreign companies, including Ukrainian Marketing Association. According to them in 2015 17% of Internet users in Ukraine constantly buy online it is about 3.7 million customers. Also becoming very popular shopping via mobile devices, today they make up 40% at some online stores and show a considerable tendency to growth [2].

Also, the study showed that between young people are popular such websites on the Internet that allow you to exchange goods and also buy goods that were already in use. The most popular site that provides such services is OLX.ua.

Growth or a fall the volume of e-commerce market in 2015 is quite difficult to estimate because of the dollar fell by 30-40% and in UAH increased by 20-25%. This is caused by an unexpected increase in the dollar and the fall of the UAH.

Because of the military conflict in eastern Ukraine and annexation of Crimea, the e-commerce market by geography coverage decreased by 20% in 2014. Although forecasts for 2015 were very disappointing Online shopping has started to show positive signs. In mid-2015 the fund Horizon Capital bought a share in the biggest Ukrainian online store Rozetka.ua, and this is a great expression of trust in our economy. [3]

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Melnik A.
Shynkarenko N., research supervisor
National Mining University

POLITICAL MARKETING AND ITS ROLE AT THE POLL

Key words: political marketing, business marketing, voting.

While it's nice to think that our voting decisions are based purely on how well the platforms of each of the candidates aligns with our own individual set of beliefs and values, it is far more likely that our ballots are cast based on the outcomes of carefully targeted and optimized political marketing campaigns. Initially, understanding that our actions are likely prompted by the calculated promotional efforts of external entities may be uncomfortable, but consuming the marketing of any product, service, or idea is how we make decisions about many things in our everyday life—from what peanut butter to buy to what clothes to wear—and that's not a bad thing... especially in a country where every decision comes with so many choices.

Political marketing is the process by which political candidates promote themselves and their platforms to voters through masterly-crafted communications aimed at gaining public support. As a business marketer, you may think that political marketing techniques and strategies don't apply to you, but while the entity being marketed is different, there are many parallels between political marketing and the marketing of goods and services.

Both business marketers and political marketers use media outlets to inform, remind, and alter the attitudes and behaviors of potential clients and voters (respectively), and they both employ similar tools when structuring campaigns, such as market research and statistical analysis.

The primary and most important difference between business marketing and political marketing is that the latter is used to raise awareness and inform members of the public about critical issues and leadership choices within their community, state, and country.

“The ignorance of one voter in a democracy impairs the security of all” John F. Kennedy

The modern political marketing landscape provides myriad opportunities to connect with potential voters and shape public opinion, including cold calls, email campaigns, direct mail leaflets, radio spots, social media outreach, and television news and talk show appearances. There are also many tools available to gather data on voters and craft campaigns, such as factor analysis, discriminant analysis, conjoint measurement, and multidimensional scaling.

We turn to the micro-analysis of the placement position of political parties in Ukraine and their instruments of influence.

For Ukraine, the characteristic regional distribution preferences. This means that the first batch of voters are estimated on the basis of "friend or foe", and then watch how the party offer meets their needs.

Thus, the parties can be divided into two baskets, "East" and "West".

«2000» the distribution of voter preferences between "East" and "West" is around 50:50. This is an interesting arrangement that resembles the rivalry US Democratic and Republican parties.

It all starts with the formation of political image, which is based not only on the characteristics of the policy, but also those who constantly accompany him (family, children, close friends), as well as the image of his life (hobbies, interests, favorite vacation) and the past (some noble or heroic acts).

The next step is political advertising, but in Ukraine, he is himself a political market, still being formed. However, domestic political practice increasingly includes specific products the political market, ie a variety of benefits and privileges. First of all, this is due to the increasing role of political advertising and the wide use of the media, as well as the inclusion of such a powerful means of influence on political decisions, as the public opinion.

In a nutshell, the importance of political marketing is how effective it is at spreading messaging and informing the public. Campaign messages and ideas are very easily and quickly consumed and shared, and this facilitates a better more organic way of raising awareness and generating a call them to action, whether that action is to join a campaign, lobby for a bill, or cast a vote at the poll.

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Melnik T.
Yakovenko T., research supervisor
National Mining University

INFORMATION TECHNOLOGIES FOR DATA ANALYSIS IN MARKETING

Key words: marketing; data analysis; information technologies.

Marketing deals with the analysis and possible solution of different problems using “scientific” methods. In the information age, knowledge is increasingly stored and provided by computers. Data play central place in marketing. Today making marketing decisions is not constrained by the availability of data, but by the ability to efficiently use the information. Data means nothing to marketers without the proper tools to interpret and analyze that data.

This turns marketing science into a computational science relying on efficient software for data analysis and decision support. The computer is not only tool for efficient data analysis. It gave us opportunity to think about problems in new ways. Many marketing techniques would be impossible without computer.

For example, the popular Bayesian models in marketing science rely on Markov Chain Monte Carlo sampling. The Microsoft Company has developed “The Microsoft Naive Bayes algorithm”. It is a classification algorithm based on Bayes’ theorems, and can be used for both exploratory and predictive modeling. This algorithm is useful for quickly generating mining models to discover relationships between input and predictable data [1, 2].

Another example is the program for market segmentation. Usually segments have to be found or constructed on the basis of information provided by results of an empirical survey or a database resulting from a customer loyalty program. However, marketer does not have enough prior knowledge to suggest relevant grouping characteristics. There exists an abundance of software packages for market segmentation and estimating choice models. One of them is GLIMMIX package. Usage requires familiarization with the software and the tedious task of data import/export into the mixture modelling software. Post-processing and visualization of results could be exported to the user's favorite data analysis environment [3, 4].

Microsoft Excel also allows to get more rich, useful information out of data and to build a profile of data-driven marketing techniques. These tools are Frequency Distribution (Histogram), Descriptive Statistics, Statistical Testing, Cross-Tabulation, Correlations, Linear Regressions, Text Analytics etc.

So, we can make a conclusion, that information technologies have become an important part of marketing science. They can help to fill gaps in understanding theoretical and mathematical procedures as well as provide numerical approximations to computationally exact solutions.

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**Melnuchenko V.
Palekhova L., research supervisor
National Mining University**

FEATURES OF SALES PROMOTION IN RETAIL MARKETS

Key words: sales promotion, retail markets

In the thesis work the lingerie store Oysho. Oysho lingerie shop, which appeared on the market in 2001 as part of a business project known company Inditex Group. The company includes such stores as Zara, Bershka, Pull & Bear and many other Spanish companies focused on the production and sale of clothing.

The store "Oysho" a wide range of products: everyday underwear style comfort, exquisite clothes for special occasions, nightgowns, negligees, cozy pajamas, bathrobes, homemade suits and stylish accessories in the form of bandages to sleep, hrilok, couplings and slippers. With this, every visitor can easily find something for yourself or your loved ones.

The image of every woman starts with underwear. To feel like a real woman, seductress, the most beautiful in the world its charm should start with the selection of

underwear! In no case can not wear a chic dress does not produmavshy set of underwear! This underwear store Oysho will allow you to enjoy the benefits of figures.

Oysho - shop aims to meet only women need intimate wardrobe.

The purpose of the enterprise:

- increase the number of customers by 13%, and increase profitability by 14 million USD. season to 18000000 USD;
- increasing the number of potential customers for the development of loyalty programs in the form of bonus cards.

For this company it is advisable to enter a bonus cards that are planned for the year will increase the number of customers by 13% and increase profit at 4000000.

Merkulova D.
Yevseytseva O., research supervisor
Kyiv National University of Technology and Design

STORYTELLING IN MODERN MARKETING

Key words: modern marketing

Nowadays height of quantity and quality of content aimed at the promotion of a product and services, led to a change in attitude of the audience to conventional methods of marketing. The tools that we used to take effective, already haven't sufficient impact on the consumer. In order to keep up with innovations and succeed in the market, marketers often have to turn to new tools of interaction with customers. But as we know, something new - is just well forgotten old. In the case of storytelling – it is old way which used to inform the target group relevant information and well customized under current trends.

In broad sense, storytelling - is the transfer of information through interesting instructive stories. In ancient times it was used to transfer tales, myths and other types of folklore. In 21th century storytelling gets popular in pedagogical practice, film making, journalism, and marketing.

In modern marketing storytelling give an opportunity to create a story around the brand, product or service to promote them to target markets. It informs the buyer as much as possible about the benefits of products in an unobtrusive manner. Based on data of the target segments of consumers, marketers are creating story, focusing on key phrases and situations close to the client. In due to his unusual, but plain and simple means of presenting information storytelling sets the emotional interaction between producer and consumer, and stirs him to action.

As a tool of PR-activity, storytelling provides more emotional saturation and brightness of the company face, creating her image, provides simplified information on the aspects of production, and also inform the consumer about the release of a new product. In PR storytelling use various types of media. It helps bring the brand to the customer, to create trusting relationships with customers and partners, makes the company more attractive to new staff.

The most important in storytelling is understanding of core values of the target audience and picking up the story that was clear and vital.

Storytelling also is very active in domestic politics of companies. Corporate history more interesting and more memorable than directives and regulations. The company will tie with great success to his team deliver strategically relevant information. This allows to distribute new technologies and working methods of the company among employees, thereby increasing the efficiency of labor.

It can be concluded that storytelling is a promising marketing tool because it allows to reach the most demanding customers, create emotional stable relationship between the firm and its audience. He deepest reveals the values of the company and its competitive advantages, and most importantly - make a product or brand more appealing to customers.

**Mikhnenko Y.
Gubkina V., research supervisor
National Mining University**

CURRENT TRENDS OF INTERNET MARKETING

Key words: internet marketing

A significant part of network users in the world is moving away from other sources of information. There are people who have not watched TV for many years, have not read the paper press, and received all the necessary information from the universe of the Internet. This way of getting information is considered to be not only faster and easier but more efficient as well. The time when a majority of the purchases are to be performed through a network is getting closer. The percentage of such transactions in the total sales is gradually growing.

New sites dealing with such type of commerce are created on the Internet every day, and they demonstrate a constant expand of integrated marketing solutions. Resorting the use of different methods at the same time, you can get multiple sources to increase the customer base. This trend contributes to the development of online marketing. Network communications are characterized by their speed and efficiency. Sometimes a couple of seconds is required to make an order through online market, and methods applied to deliver goods are improved and accelerated constantly.

Internet marketing involves activities aimed to promote goods and services on the Internet. The main goal of the Internet marketing is to turn website visitors into customers and increase profits. There are three major advantages that distinguish it from the classical marketing in internet marketing [1]:

- Interactivity. On the Internet you can communicate directly with the audience and keep in touch with customers and control the situation.
- Targeting. This is the mechanism that selects the target audience from all available customers and proposes suitable ads.
- Web Analytics. It provides understanding what actions were effective and possible. Also it helps attract more visitors to the site with further pursue to make

purchases.

It should be noted that website is the main element of the Internet marketing. It is considered not just the possession of any page on the Internet but a platform as a starting point of selling definite brands, products or services. But in that case Web resource is required to satisfy a high quality. The design is just a part of the business, that is not more important than content. The user who follows a website link should see a comfortable structure, which can quickly and easily find whatever interests him [2].

Content marketing finally gets into the mainstream and becomes a key to marketing online strategy of worldwide companies in 2016. A recent study carried out by Hubspot in 2016 showed that 75% of businesses give the priority to marketing content [3].

There are a few modern methods to determine the success of marketing strategy. The first one is natural advertising that looks the same as the other content on the platform, but the advertiser is promoting content to achieve its goal and show ads to more people. Using natural advertising can be very effective in getting new audience without creating an obvious feeling of selling something. Recent studies have shown that 40% of people consider natural advertising to be effective and only 29% give their voices for classic banner advertising [4].

The second method to be mentioned is mobile optimization that rapidly becomes the most valuable element of the marketing strategy.

Social networks are getting great popularity in marketing as well. When users are doing the shopping they turn to smaller search engines. Increasingly, people are looking for products directly on social networks, where other users openly discuss the disadvantages and advantages of the product. Marketing budget of successful companies, in addition to costs of SEO, will present a new line of cost optimization in social media.

But it should be emphasised that video content is clearly one of the defining trends of 2016. People, who want to see you, hear, what you are going to do and what you have done, to see your products in the context of reality, not in the form of abstracted photo [5]. In 2016, more than ever before, the quality of content is becoming priority amounts. Video and visual story will determine the traffic leaders. Ironically, oddly enough, a personal touch in the online world will be crucial.

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**Milutina J.,
Serduk O., research supervisor
National Mining University**

“PAIN SALES” AS A MARKETING TOOL

Key words: marketing, tools, painsales, retailers, purchase, sales, competitors.

People spend a lot of money to alleviate the suffering in their lives: physical, mental, psychological, or just some made-up. People want to get rid of the pain. They are ready to do anything just to stop the suffering.

But one thing when we talk about pharmacology, traditional medicine or psychological assistance. There is a clear and pain is sold by itself. Another thing, when the goods or services of everyday life that we do not perceive as a means of getting rid of some pain.

However, the pain - the strongest motivator, which is silly not to use in sales. Most people in the world are dissatisfied with something: work, neighbors, relations. In general, each of us there is some pain that we want to get rid of.

And smart marketer knows it. He realizes that he only has to pour "insult to injury" and the client will buy this product. It does not cost anything. If you understand the pain of their customers, then find a way to "put pressure on the toes" and the buyer will be willing to pay money for your help.

The main task to understand where the customer actually hurts. Ask your customers what they want from the get rid of most. And help them with this. Not necessarily completely, but even slightly softened the pain, you already get their fee.

Travel agencies do it well. They did not give a warm haven for life, just a 2-week vacation. But people can feel quietly at this time.

Pain is also regarded as a psychological reality, and not as an experience that can be operated in the sales process. A marketer must determine discomfort and optimize the marketing strategy based on it, rather than reinforce negative emotions to bring to the market.

The main disadvantage is the pain of sales based on the manipulation of feelings and trust. However, with the right approach, the concept of manipulation technique transformed into an effective component of a marketing strategy. When you are using the correct technique sales pain you can use them as an excellent tool for making transactions.

**Muntyan A.
Shynkarenko N., research supervisor
National Mining University**

TARGETING

Key-words: targeting, audience, advertising, Internet, information, results, retargeting.

Targeting is a sampling of all, and a concentration of the group, which meets the set criteria (by the target audience). The concept of targeting comes from English.

The purpose of targeting is the creation of targeted advertising and information messages with a focus on a certain part of the audience, and, thereby in increasing the efficiency of interaction with the audience and getting the most benefit from synergies.

Targeting allows you to show advertising target audience, resulting in increased efficiency of the advertising message. Targeting on the Internet allows you to display advertising banners, in accordance with the interests of the visitors information site (home page).

Targeting mechanism.

At the stage of gathering the information is monitored by the audience. At this stage, the targeting monitor consumer tastes, learns how to use a Web page, visits the shops, takes any action on the Internet and searches something interesting according to his interests.

The information analysis step allows drawing conclusions about the preferences of the target audience, tastes, ways of communication, purchasing methods, etc. through a detailed research of user data. Accordingly, the campaign selects only the target groups, which include the largest number of potential recipients of your advertising.

The next step may be advantageous for the target audience to present an informational message, product, service. Once the audience is defined, company creates advertising and informational message.

Advertising is placed only on the information resources which are visited by the potential audience (specific sites, pages, sections of shops, sections in magazines, TV shows).

Types of targeting:

- topic targeting;
- contextual targeting;
- geographic targeting (geo-targeting);
- time targeting;
- socio-demographic targeting;
- behavioral targeting (behavioral targeting, BT).
- by type of targeting objectives:

Topic targeting displays advertising and information messages on the information exchanges and the relevant specific topics;

Contextual targeting (targeting on interests, contextual advertising) demonstrates posts in accordance with the interests of the visitor advertising site;

Geo-targeting displays advertising to those target audiences that are limited to some geographic region;

Behavioral Targeting is one of the most promising types of targeting. The essence of behavioral targeting is reduced to the implementation of the collection of information about user actions mechanism: transportation routes, favorite places to visit, how to go shopping, etc.

The peculiarity of behavioral targeting. The best behavioral marketing works

neither by itself nor in combination with other techniques. Behavioral targeting is also often used for so-called retargeting. Behavioral targeting works especially well when selling niche products and in cases where the producers do not need to cover a large part of the Internet audience.

Retargeting is a re-targeting of advertising and information messages to those who have already been covered in the previous stages of the campaign, and to take some action, signaling its readiness to purchase.

Limited number of attending advertised links lets you adjust the amount of exposure of the advertising message to each unique user in the process of interaction with the advertising platform. Pay-per-impressions most often used in banner advertising pay.

Targeting Example:

The Internet audience moves between sites, visits certain sites tracked that use cookie-files in the subsequent analyzes. Information is collected in so-called profiles, and contains data about the sites, searches, purchases in shops and so on. Companies have a profile advertising service and can clearly imagine the portrait of the object, to know his habits and addictions, to become the owner contact information. Once the audience is defined, an advertising message is created, advertising is placed on those resources, which are visited by the potential audience. As soon as one of these users opens those thousands of sites and sees banner advertising.

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**Muntyan A.
Pilova K., research supervisor
National Mining University**

INCREASED SALES VIA AUGMENTED REALITY

Key-words: augmented reality, increased, sales, advertising, promotion, audience.

Augmented reality - it's not just PokemonGo such as toys, but also a powerful tool to increase sales, the current trend in merchandising and promotional activities.

The British agency conducted a study that compared the results of the sale of the same product using augmented reality and without. Researchers have shown printed advertising of children's toys and to more than a hundred parents, the same toy was presented with the use of augmented reality. Then all two hundred respondents were asked the same two questions:

Are you going to BUY this toy?

What are you ready to pay for it?

Results:

- 45% of parents who saw the print ad were going to buy it, and also 74% of

those who had seen augmented reality;

- desired price: 5.99 pounds for those who have seen the print ads, and 7.99 pounds for those who watched AR!

POKEMON GO success stirred up the interest of not only the application users around the world, but also the holders of brands. It should be noted that the AR (Augmented Reality), designed to replace or supplement the usual offline activation, there was a long time ago, in 2008, and branded projects associated with it a lot of both at the international and Ukrainian market. Through the application POKEMON GO interest in this area has made a significant leap.

Augmented reality brings something new and original to promotional activity. In the struggle for the attention of the audience, brands are interested in innovative solutions. However, the audience is not always so interested in AR projects like we would like this to business representatives. There are several reasons.

The first is that at the moment, to interact with the AR user must download an application, it lowers the interest of a large part of the audience. Now new browsers that can show more reality are developed, but these products are not yet able to replace the desktop or the default browser, and this again leads to the fact that they need to download.

The second and, in my opinion, the most important reason - it is the immaturity of the Ukrainian market. The client does not understand how it works and what its profit. A significant part of the business is not just to understand how AR can be applied to their specific brand, how it works, but also and what results from it should be expected.

It is also important to note that AR - it is rather the examination for developers than for advertising agencies. But trends require AR expansion examinations, it is possible by increasing the staff and the equipment, especially digital - direction, forming database of contractors, close individual approach to each client.

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**Mynka V., Sidorka A.
Garmider L., research supervisor
Ukrainian State University of Chemical Technology**

THE ROLE OF MARKETING IN ENTERPRISES OF UKRAINE

Key words: marketing, problem, development, Ukraine, competitiveness, enterprises.

Marketing is important part of economic life. He is not only a label and face of any company, but also it is first important step on the road to prosperity.

Misunderstanding of marketing role in production activity of many enterprises in Ukraine today is one of the most topical issues. The problem is that heads of the

entities underestimate work of marketing departments, and often just refuse them for the purpose of economy. Insufficient knowledge between in time the carried-out marketing and the subsequent successful positioning of the entity in a competitive environment and the got profit is a basic reason.

Progress in the implementation of the marketing concept, observed in Ukrainian enterprises for the last three years, has not helped to overcome barriers to awareness of the importance of the marketing concept, its practical organization in accordance with Western standards.

Who such marketing specialist and why he is necessary? For what spheres marketing is responsible? And he is practically responsible for the interaction of all departments and divisions of the company with her clients. Normally developing company without marketing cannot exist. Marketing is needed as an art and a science correctly to choose the target market, to attract, retain and increase the number of consumers by providing the buyer confidence that it represents the highest value for the company"

A marketer must be able to study clients and use special methodologies for the increase of sales, demands on a commodity. He is a logistician working with the product, conducting research, working with the prices, product positioning and promoting it is the place of sales and markets your business.

The good marketing specialist is necessary not only to the large organizations, its value for small businesses is often much higher. The it is more difficult to work to the entity at the market, the each step is reported to be thought over better. When money is not enough, they need to invest only in projects that are really interested in the consumer. Marketing services here will fall very handy.

Today, the development of marketing concepts in the Ukrainian enterprises can be defined as the movement from the marketing orientation towards consumer orientation. Support and sales promotion is considered the most important aspects of marketing activity. But the study of the needs of customers is given less importance.

From an organizational point of view, the development of marketing in Ukraine in the near future will be connected with the organization of marketing departments in large and medium-sized enterprises. This will reduce the risk and reduce the time of acceptance and realization of unqualified decisions in matters of marketing activity. The competitiveness of Ukrainian enterprises will depend on their ability to introduce as a leading marketing and strategic development of the business culture in the company.

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**Nasikan A.
Kovtun K., research supervisor
National Mining University**

CUSTOMER - ORIENTED MARKETING IN UKRAINE

Key words: customer - oriented marketing, CRM system, KPIs, consumer

The potential for growth in retail sales in the health and beauty sector remains strong. There are certain basic KPI (Key Performance Indicators) to adopt by a retailer are such as range, prices, sales etc. But nobody mentioned customers as certain KPI. And that means a retailers are non customer oriented. The main ingredient in the customer oriented marketing consists in research of your customer's needs.

As one of the leaders in the drogerie Health & Beauty business on the Ukrainian market, Watsons has put tremendous efforts in development KPI system for CRM. KPIs are a set of gauges or indicators that will measure data and help the sales team reach its desired goals. KPIs is set up across key activities that are critical to the satisfaction of the customer. There are plenty of different KPIs which company can use to measure customer service and the success of business's customer service strategy. Such as:

- Actions per Engagement. Measuring how often your customers respond to your outreach. It's will get a good feeling for about how many times you have to reach out to customers before they'll make purchases.
- Conversion Rate. Company have to track how often your outreach efforts result in a measureable action to know if they're effective.
- Funnel Drop-off Rate. Measuring how often do people unsubscribe from newsletter. How many read the emails, click on the links or actually end up purchasing company's product.

There are many other indicators that can help the sales team measure the level of customer service and the success of company's customer service strategy.

Watsons focusing on a customer oriented marketing strategy equals putting the customer in the center of all goals and strategies. Basically this strategy focuses on the customers' needs and their satisfaction.

To realize a personal offer for the consumer, requires several conditions. Firstly, analytical framework. Consumer preferences, which can be analyzed. Next, it's 'working' customer communication channels. Customers overwhelmingly prefer email; sms, coupons also will be good. Without a deep understanding of how a company's customers are segmented, a business can't create personalized offers.

Customer segmentation can help you develop more focused marketing messages that are customized to each of your segments. Also, note that for each segment will run its own promotion period, communication channel, amount of discount etc.

Managers have to keep in mind the fast pace with which people change their buying behaviors and needs, so companies need to be flexible when employing the strategy, remaining consistently able to up-date it.

Note that consumer orientation is not a marketing philosophy only, but it is a dominant business philosophy and it deserves many practical implications for better managing. Company can achieve its goals effectively by practicing consumer orientation philosophy. Consumer orientation leads to consumer satisfaction. Satisfied consumer buys more quantity of company's products and satisfied consumer buys the company's products more frequently.

Nenarochkin A.
Reshetilova T., research supervisor
Vienna University
National Mining University

USING INSTAGRAM FOR BUSINESS

Key words: instagram, business, profit, tips, hashtags, trust, collaborate, improve

Instagram is an online mobile photo-, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and more. Today, in November 2015, there are approximately 400 million monthly active users. And more than 75 million use Instagram daily. It has quickly gone from a trendy iOS-only app, to a massive social network with any platform and web presence. And the main thing is that it hasn't shown any sign of slowing down. Hope you will consider using Instagram to improve your business.

The main problem is how to make your business Instagram account profitable. After all it's the main objective here. I made a research and made some tips for those who want to start a business Instagram account.

1. Use Hashtags. I know what you're thinking—not hashtags again! And while it's true that hashtag abuse is a serious problem, hashtags play an important role in Instagram engagement. Max Woolf (a Software QA Engineer) analysed over 120,000 Instagram photos to determine whether a correlation exists between hashtags and likes. He found that the more hashtags an Instagram photo has, the more likes it gets. Why? Because hashtags give photos a larger reach.

2. Build Trust. Intrigue your subscribers. Encourage your Instagram community with free professional advices and recommendations. Create a resonance with some fun related posts. Post some photos of how your product is done or of your team who also works on the product. Show how everything is done. Brainstorm ways you can offer value to your Instagram followers. Post a photo of people who buy your

product.

3. **Connect and Collaborate.** What better way to build brand awareness than to have an influencer promote your product? Like other social platforms, Instagram has communities related to pretty much any industry. For example, Instagram has a large number of makeup experts that, as a group, garner tens of millions of fans. Makeup company Sigma used that community to their advantage by contacting influential members and sending them samples in the hopes of a product review. How does giving away free products to influencers help Sigma? Consider this example. If a makeup expert posts a picture of a dazzling new look and notes that they used Sigma products, you're more likely to buy Sigma products if you want to replicate the look. Plus, knowing that an expert recommends the product influences perception—it must be good if the pros use it!

Experiment with a different number of posts each day, at different times of day and then measure your results. Keep testing and tailoring and over time you'll find the perfect formula for you. As a business, the possibilities for thriving on Instagram are endless. With dedication, patience and creativity, this social channel will increase your brand awareness and introduce you to new leads and customers.

Nozdrachova P.
Chumachenko T., research supervisor
National Mining University

ANALYSIS OF THE MARKETING COMMUNICATIONS OF THE COMPANIES (DANCE SCHOOLS) AT THE MARKET OF DANCE SERVICES IN DNIPRO CITY

Key words: development, promotion, marketing communication complex, dance services, event marketing.

Contemporary dance services market in Dnipro City is submitted by dozens of schools, which are offering to learn not only standard dancing streams such as: Hip-Hop, House, Dancehall, but also the new styles which have been arisen recently: Waacking, Jazz-Funk, Vogue and so on. The mass interest in modern dance began to appear in 2004 with the advent of Some TV Show, for example, «Танцуют Все», «Танцы», «Майданс». Therefore, consumers are now aware of the specifics of styles and modern dance.

At the present stage of development, companies that are providing such types of services must follow a number of terms and conditions to meet better the consumers' needs. Among them: availability of infrastructure (equipped gym, convenient location of the school etc), positive reputation and possibilities for realizing of schemes of extra incomes, organizing master classes, festivals, championships, concerts and so on. Also, to keep the potential costumers continuously informed is necessary.

Implementation of a number of conditions is achieved through a set of marketing communications. The complex of marketing communications - a set of

tools and methods of marketing, that ensure delivery of information about a product, service, company to the customer, aimed, ultimately, to make them a purchase. Promoting complex consists of these principal parts:

1. Advertising
2. Sales stimulation.
3. Personal (individual) sales.
4. Public relations.

Thus, starting to promote a dance school, important to remember that it is very personalized process and for each enterprise will be effective its own combination of methods of promotion which are defined by the company's features and competitive advantages.

The object of the research is business activity of «А-СТИЛЬ» Dance School, that specializes in delivering of dance services. Based on established research, it has been found that, the company has the potential for development, but its activity needs to be improved by forming a complex of events for the successive promotion.

With the appropriate preparation of the complex of promotional events, should be achieved the following goals:

- try to get new clients and keep current;
- create a unique offer which distinguishes the school from the competitors;
- increase the studio's income during 2016.

The following target audience is chosen as a subject of the research: young women between 18 and 25 years, with income from 4000 UAH, graduated, have an active lifestyle.

The program of the promotion helps to create positive image of «А-СТИЛЬ» Dance School and, as well, inform costumers about the services which are providing by the studio and it aims to bring to their use. On the basis of a thorough analysis we can conclude that the most efficient tools in Marketing Communication are «PR» in combination with Event Marketing. Also, the attention should be paid to the personnel.

On the basis of an analysis of internal and external environment of the dance center «А-СТИЛЬ» there is a possibility to make the conclusions and propose practical recommendations:

1. Personnel's motivation (material and moral-psychological). Because of the couch's main role at the process of finding and keeping clients implementation of these methods will increase the efficiency of the above mentioned process.

2. Using of every opportunity to organize parties, festivals, concerts, master classes, flash mobs inside the school and also at the city level. The range of those activities is not only able to raise public attention and get new clients, but also to motivate school dancers to comprehensive professional development.

3. Organization of championships and tournaments at the regional and Ukrainian levels on behalf of the dance school.

4. Search Engine Optimization (SEO) and website SMM. The particular attention should be paid to the promotion by writing of the high-quality content, according to the target audience. This content should be realized in form of articles, releases, providing high-quality photo and video materials, etc.

To conclude, the dance school is the place where people come for the emotions, to bring new skills, to know teachers, who are able to create the positive atmosphere and lead to victory. Promotion of such a school depends on the internal organization, but, as well, the role of the complex of the communications is also very important in the process of brand building. The complex of the communications, in the present case, should be built on the combination of «PR» and «Event marketing».

**Oleinik O.
Yevseytseva E., research supervisor
Kyiv National University of Technology and Design**

MOBILE ADVERTISING IS AN EFFECTIVE TOOL OF MOBILE MARKETING

Key words: mobile marketing, mobile advertising

The rapid development and diffusion of new information technologies assume the character of large-scale information revolution, which increasingly impact on society. The introduction of modern technological possibilities leads to a variety of marketing communication tools. Marketers and advertising agencies widely use mobile marketing.

Mobile marketing is broader than SMS marketing, a concept that refers to the process of disseminating marketing information to the mobile phones of clients and consumers not only through text messages (SMS), but also other mobile technologies and, as a rule, receive their feedback. To tools of mobile marketing are: short message services (SMS), mobile sites and apps, automatic voice menu, multimedia message, Bluetooth.

Mobile marketing is mainly engaged in three types of companies: mobile operators on their own, the Agency's mobile marketing and content providers. First create their own departments of marketing communications, which, among other things, organize and share direct marketing to mobile phones. The second work is specialized in the industry of mobile advertising and marketing and have nothing better to do. Others mostly sell entertainment for mobile phone (logos, ringtones, games, sometimes, not phone sex), and in addition from time to time are engaged in advertising campaigns.

Tactical and useful advertising – the dream of every consumer. Individual need of every customer has resulted in a new type of communication channel, which focuses on a personal approach to the client. The convenience of mobile technology allows to diversify methods of marketing communications, to make them useful to the consumer. These technologies affect not only advertising goods and services, but also provide many specialized services. Therefore, the main goal of this work is the study of the phenomenon of mobile advertising and the prospects of its application to marketing communications. In modern conditions of tough competition the need for an individual approach to every potential consumer stimulates the development of mobile advertising. And therefore it is crucial to identify and assess opportunities for

the use of new mobile technologies.

Traditional mass channels such as television and radio, are losing effectiveness because of the abundance of similar and monotonous advertising. Proven direct marketing techniques to rapidly grow in value and become inconvenient for communication. To eliminate these threats by using a new direct channel – the mobile phone. The prevalence of cellular communication allows to establish contact between the consumer and the seller. Mobile advertising is a new concept in the market and denotes the set of activities related to the promotion of goods and services using different mobile communication technologies.

The rapid development of new information technologies became the basis for the growth of the mobile advertising market. New technological innovations appear almost on a monthly basis and the set of features that characterize the phones have gone far beyond the traditional needs. From this point of view mobile marketing is both the most widespread. In addition, it can be used as a tool of marketing research.

Therefore, we can conclude that the prospects for mobile marketing is significant and they are growing. Most famous brands are planning to introduce mobile marketing and advertising purposes. In the workplace people a variety of mobile devices, whose functions are developing every day. That is why today is so appreciated the opportunity to get in touch y any time and from anywhere in the world.

Mobile marketing provides key opportunities for brand promotion, advertising campaign and sales as well as mobile information easily and with minimal cost gets to the desired destination.

**Orel L.
Krasovskaya E., research supervisor
Alfred Nobel University**

PERISCOPE AS A NON-BUDGET PROMOTION OF BRANDS

Key words: non-budjet promotion, personal brand, audience, social media, Periscope, Ryan Bell.

It has long been known that the classical methods of promotion are not effective as they used to be. Today, new media with a wider audience is a new opportunity to promote your company or brand. The audience in the new social network actively responds to the message that the company is trying to convey. The main reason is that the social network had not oversaturated business activities and advertising yet. One of these new social networks is a Periscope, which just gaining momentum among the other social media.

First of all, Periscope program is communication, the expansion of contacts and acquaintances, sales geography. This application makes it possible to widely popularize the personal brand. In this platform successful businessmen promote their company or yourself, you can draw on their experience and skills. Periscope allows you to watch live video lectures of experienced salespeople and coaches, from which

you can also draw useful information. You can observe the actions and activities in conjunction with the periscope commonplace activities: on the road, or in the evening, while lying on your sofa, combining leisure with education.

The most important is the Periscope own broadcast. You can very advantageous to provide the public his personal brand. Consideration should be given a presentation to the smallest detail and run it in real time. It does not require any cost, unlike a commercial on TV, and your audience will immediately respond to you. To understand the reaction of the audience and its representation of you, you should answer the questions of potential customers in the broadcast, and to study their comments. It is also necessary to make the "hearts", they affect your rating. The more of them you will put, the higher your popularity, therefore, more and more people learn about the brand.

These big brands like Red Bull, Spotify, Applebee's, SanDisk, Doritos, Southwest Air, Adidas, Nike, Hootsuite, UFC and Elle Magazine, is already testing the app Periscope. In the near future it is expected more and more well-known players on this platform.

This trend proves that brands have a chance to have time to take this niche before it is filled to 100%. Plus, many brands already have an account on this site, but still do not enjoy it, have taken a wait. Now is a good time to start advertising on the Periscope and conquer their audience.

The undoubted advantage of social Periscope platform is that it gives the opportunity to create the user a sense of security and the reality of the brand. The founder of the social network Periscope Ryan Bell is certainly confident in significant marketing potential of its own product.

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**Panfilova S.
Gerashchenko S., research supervisor
National Mining University**

CURRENT UNEMPLOYMENT SITUATION IN UKRAINE

Key words: unemployment, economically active population, unemployment rate, of underproduction of GDP.

Unemployment is a complex social and economic situation, in which a part of the economically active population does not have any jobs and earnings. It arises when an offer of labor is higher than the demand. According to definition of the International Labour Organization unemployed population is the population within the age from 16 to 70 who do not work but look for work actively being ready to start working in the near future.

Besides the economic situation, level of unemployment is also affected by such things as tax system, amount of fixed minimum salary, level of social benefits, development of the trade union movement etc.

Different indexes are used to calculate unemployment rate, but the level of unemployment is generally accepted. It is measured as the ratio of the unemployed people to the total number of economically active population being expressed as a percentage. Statistics of this index in Ukraine is: 6.9% in 2008; 9.6% in 2009; 7.7% in 2013; 9.7% in 2014; and 9.6% in 2015.

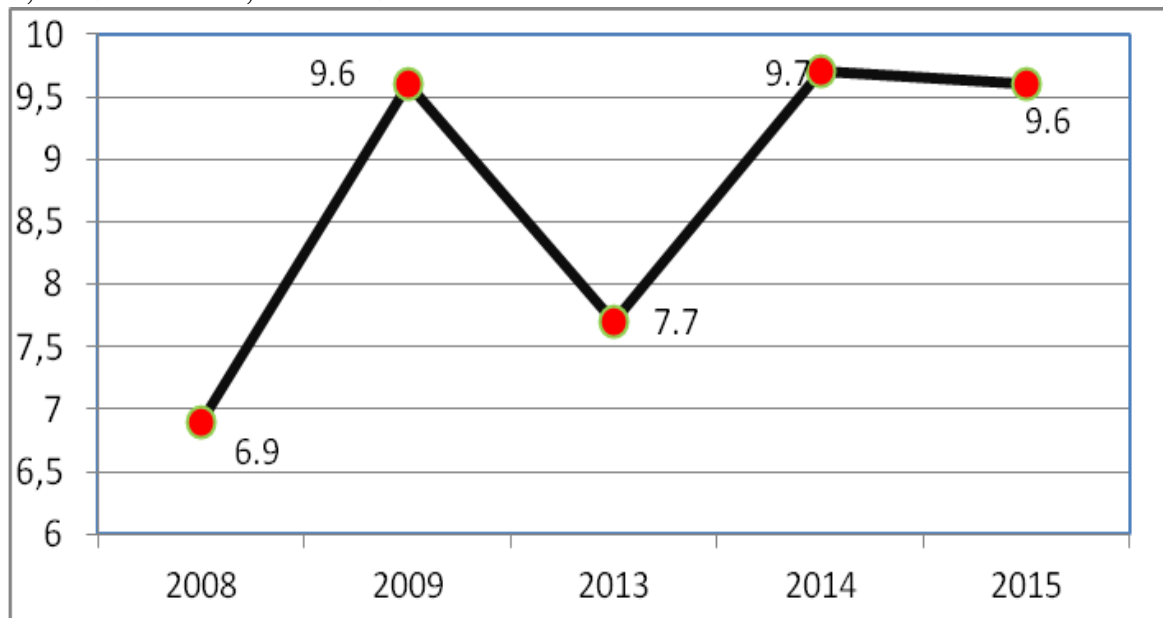


Fig. 1 Statistics of unemployment in Ukraine (2008-2015)

Thus, in the last two years we can observe a significant increase in the unemployment rate up to 9.7% that is the highest index for the last 10 years. 9.7% of the unemployed means more than 2 million people who have no job though they wish to work and look for any job. This may involve not only negative economic effect in the form of underproduction of GDP, but also serious social upheaval.

Underproduction of GDP with high unemployment is calculated by Okun's law. This law says that the unemployment and GDP have a direct connection and if the actual unemployment rate exceeds the natural one by 1%, then the real GDP lags by 2-2.5%. This means that with a decrease in employment and increase in unemployment production the volume will decrease.

Nowadays cyclical unemployment predominates in Ukraine. It appears as a result of fluctuations of the economy and the cyclical decline in production. There are some solutions to this problem, such as: improvement of the economy in general, carrying out serious economic reforms, promotion of investment activity etc.

Consequently, unemployment is a serious problem as a whole and for the economy of Ukraine in particular. Solutions to this problem in the country may be as follows: creating the necessary conditions for the state to attract employees to work in the national economy and providing jobs for those who need them in the problematic regions of the country.

THE MODERN MARKET OF SPICES AND SEASONINGS

Keywords: seasoning and spices market, market segmentation, type of product, customer loyalty, export value

The spices and seasonings industry offers a wide variety of opportunities for the owners of small business and despite the economic crisis and logistic problems it is growing up.

Seasoning is a main part of cuisine because it adds aroma and taste to the food. The flavor of many foods can be enhanced with using seasonings. Global seasoning market is segmented on the basis of product type and region. Based on the product type segmentation includes pepper, herbs, spices, salt & salt substitutes and others. Due to globalization coupled with growing influence of western countries, the seasoning market has grown significantly. Moreover, seasoning market is growing tremendously due to the rising number of consumers considering seasoning to augment their meals with better tastes. Many spices indigenous to the Far East are now cultivated in the Western Hemisphere, which originally was a source for only allspice, vanilla and the capsicums. But with few exceptions, virtually all aromatic spices used in the United States and in the Europe are still imported from the tropics in the East, some directly by companies and others through brokers.

The global seasoning and spices market is segmented on the basis of product type. There are four key segments viz. salt and salt substitutes, pepper, herbs, and spices. The salt and salt substitutes segment recorded the highest revenue share in 2016, and is expected to register steady growth by end 2019, at a CAGR of 4.3%. The salt and salt substitutes segment is anticipated to reach a shipment of 369.2 million kg by the end of 2019.

Geographically, the global seasonings and spices market is segmented into four key regional markets. While Europe has been representing the largest market for spices and seasonings over the years, Asia Pacific has also developed into a key market within the recent past. A few countries in Asia, including India, are among the top producers of a variety of spices and seasonings, garlic, and the market in Asia Pacific is anticipated to thrive close to the European market during 2016-2020. These two key regions will retain their dominance in the global seasonings and spices market, whereas the market in the U.S. is projected for an uptick, attributed to the consumer inclination toward hot and spicy cuisines. The most sought after products are observed to be jalapeno, pepperoncinis, and poblano peppers.

The global seasonings and spices market is growing at a moderate pace but has been extremely fragmented. Despite a number of established international and domestic brands, the market has only six leading companies collectively holding a market share of nearly 15%. While this was the scenario in 2016, the competitive landscape and positions of individual shareholders are estimated to improve over the

forecast period. McCormick will remain the market leader, followed by Unilever. There are a few brands that operate only in specific regional markets. While S&B Foods operate only in Japan, it has over 40% of the revenue share in the Japanese market for spices and seasonings.

**Penzeva D.
Cherep A., research supervisor
Zaporizhzhya National University**

MODERN MARKETING TECHNOLOGIES IN BANKING

Key words: competitiveness, customer, banking, marketing, innovative products and services.

Growing competition induces banks to better understanding of the banking component of the market, understanding and consideration the requests of existing and prospective customers, the development and introduction of new financial services and promoting them on the market, the use of flexible and differentiated pricing methods, formation and strengthening client base.

With the expansion of technology modern banks face the problem of competition. Trying to resist and take leading positions in the rating of the banking system, banks have to use modern marketing techniques in order to obtain competitive advantages and hold the image of a bank. The main factor which helps to increase the effectiveness of the bank is a new approach to customer - first it is the innovation of technology (banks are forced to introduce innovative products and services to attract more customers or to keep the existing ones). Thus, it is fundamental marketing that takes place in all the business processes of the banking system.

The marketing approach is the identification and analysis of customer queries and the search of system improvement and consumer enjoyment, taking into account the financial, organizational, economic, technological risks, as well as legislative and legal framework.

Modern trends in the domestic banking activities are characterized by the transition of Ukrainian banking institutions into the establishment of service type for which the criteria of the quality of banking products sales and customers service quality is a priority.

Modern banking products and marketing techniques include the following systems:

- CRM-system (Customer Relationship Management) using technology of customer relationship management;
- SMM or social media marketing - a complex of measures on the use of social media as a channel to promote companies and solve other business problems;
- SEO or search engine optimization – the processes of updating text content (content), site structure, control of external factors to meet the requirements of the algorithm of search engines.

So, in conclusion we would like to note that bank marketing should consider and be designed to meet the following requirements:

- satisfaction market needs of market participants in a manner that is selling services and focusing on the careful study of the expectations and requirements of the banking market;
- definition of types of banking products offered and their prices;
- searching for differences of competitors;
- improving the quality and speed of service in the service sales outlets;
- bringing the service sales outlets closer to the buyer.

To fulfill these requirements, the bank has to create innovative, strategic and effective banking policy.

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Pereverzeva M.
Shynkarenko N., research supervisor
National Mining University

IS IT POSSIBLE BY USING MUSIC TO INFLUENCE PEOPLE'S WILLINGNESS TO MAKE PURCHASES?

Key words: marketing, consumer behavior, music

Increasingly, the company managing shopping centers and shop owners pay attention to sensory marketing.

Studies devoted the influence of music on customers revealed that 70 percent of visitors of shops pay attention to it. Half of them noted that well-chosen repertoire makes shopping enjoyable and encourages shopping.

But only properly selected music is one of the factors that can create a pleasant psychological atmosphere, conducive to shopping. It can make store memorable and brightly stood among its competitors. The impact of musical means can be carried out purposefully, and then will be achieved useful result. Properly chosen music acts on a subconscious level, prompting customers to pleasant emotions associated with the place of purchase.

For each store background music is selected depending on the specificity of goods sold, the audience demographic characteristics and habits. In the children stores should sound songs from the cartoons, in the food stores - neutral music without words, in the youth clothing stores - rhythmic catchy music, preferably in

selling clothing style, in jewelry stores - jazz and brass band in trendy boutiques - fashion music similar to used at fashion shows. Sports shop requires vigorous dynamic music with high tact. The choice of music for the grocery store depends on its size. You should use preferably medium-slow with the fast tact in a supermarket for medium class. Popular music can increase throughput, not to create a queue in cash departments, to improve mood. In shops for contingent with high incomes is another goal - to get visitors to stay longer, make the buying process comfortable. You should use slow and mid-tempo slow music. Music can be used successfully in the holidays. For example, on New Year, when sales are high, it is possible to increase them for another 20 percent with holiday music. The most important goal during the installation of sound equipment - uniform sound field distribution, as a result of which it is impossible to locate the source of the sound. Localized source of sound, for example, the only stereo speakers, will begin to attract the visitor's attention, even if unconsciously. And it must be focused on the process of buying and music should not disturb him in this. For this reason, should be set a certain sound level is not loud or quiet. Hardly audible sound will make the visitor to listen, strain, too loud - will be distracting.

Used properly the music turns into one of the most effective means of store marketing. It was monitored - by 20 shops of Dnepropetrovsk with musical accompaniment. Music by styles as follows: pop music - in 6 stores; neutral music without words - 5 shops; fashion music - 3 stores; energetic dynamic music - 4 store; quiet, slow music - 2; As a result, it is clear that the direction of the music content being actively developed.

Musical works have a positive impact on the mood of customers. If visitors like what they hear during their stay in a shop or establishment, they are in no hurry to leave, and it certainly will drop again. And the more a person walks through the store, the more likely that he will buy something or buy more. You can believe or not believe in the possibility of the influence of music on the subconscious, but this simple method definitely works. Now, on the question: **"Is it possible by using music to influence people's willingness to make purchases"** - you can confidently answer - **Yes!**

Pilova D.
National Mining University

FOCUS ON ENTERPRISE ECONOMIC SECURITY

Key words: economic security

In general economic security of enterprise can be described as its ability to offer resistance to the total influence of environment's threats with the use of corporate resources in order to achieve its strategic goal as a result of activities on the basis of making management decisions, which are adequate to the given conditions. Achieving enterprise goals is determined by top managers' abilities to make the best use of existing corporate resources and forecast negative impacts of environmental

factors. So environment changes should be monitored carefully for making decisions, which are the most adequate to the existing condition. Environmental factors are divided into internal and external ones according to their origin area. The external factors' influences are not directly caused by an enterprise activities, thus enterprise should adapt to their impact. The internal factors are created by enterprise activities.

Thus, enterprise economic security is its ability to respond to the general influence of environment's threats with the use of corporate resources on the basis of acceptance of management decisions, which are adequate to the given conditions.

Most common threats of enterprise economic security are:

- customer data is compromised and it makes the headlines;
- enterprise's brand and reputation are negatively affected by a security breach, resulting in a loss of investor and consumer confidence and loyalty;
- sensitive intellectual property (such as trade secrets and new product information) is stolen by a competitor or made public;
- organization is found to be non-compliant with regulations (national, state, local) as they relate to the protection of information and information security;
- enterprise's network goes down because of a security breach and it's impossible to detect a security breach.

Increasingly, an organization's ability to take advantage of new opportunities often depends on its ability to provide open, accessible, available, and secure network connectivity and services. Having a reputation for safeguarding information and the environment within which it resides enhances an organization's ability to preserve and increase market share.

Establishing and maintaining confidence in an organization's security and privacy posture increase the likelihood that customers will refer others to the products and services offered by the organization. In addition, being viewed as an ethical organization with a culture of doing the right things and doing things right (including security) has tangible value in the international marketplace, as does being able to reliably demonstrate compliance and duty of care with respect to applicable regulations and laws.

Enterprise risks include financial (including credit), legal and compliance, operational, market, strategic, information, technology, personnel, and reputation. Enterprise security risks that derive from these may include those that damage stakeholder trust and confidence, affect customer retention and growth, violate customer and partner identity and privacy, disrupt the ability to offer and fulfil business transactions, adversely affect health and cause loss of life, and adversely affect the operations of national critical infrastructures.

Enterprises might consider how investment in security can enable an organization to act on new opportunities to better achieve business objectives that may include:

- enabling new types of products and services;
- communicating with customers in a reliable, cost-effective, and timely manner;
- causing transactions to occur with greater integrity and privacy, thus ensuring business throughput, customer satisfaction, and customer confidence, which

can all help create and sustain customer loyalty;

- enabling new types of customer/supplier engagement; interacting in a more timely and reliable way with the organization's supply chain;
- providing more secure access by internal and external staff to enterprise applications.

Clearly an organization cannot protect and prevent everything. Interaction with key stakeholders is essential to determine the organization's ability to tolerate risk and appetite to tolerate the impact if the risk is realized. In effect, security as a component of risk management involves a process of determining what could go wrong, the likelihood of such an event occurring, the impact if it did, and actions to mitigate or minimize both the likelihood and the impact to an acceptable level with an acceptable range of variation.

The answers to these questions can help organizations determine how much to invest, where to invest, and how fast to invest in economic security-governance actions. They serve as one means to identify security risks to the enterprise and quantify the degree of risk exposure. In the absence of answers to these questions (and a process for periodically reviewing and updating them), an organization may find it difficult to define and deploy an effective security strategy and thus unable to effectively govern for enterprise security.

Plotnichenko D.
Gerashchenko S., research supervisor
National Mining University

ANALYSIS OF THE STATE FOREIGN DEBT

Key words: debt, external debt, budget, GDP, economy.

Currently, the public debt problem is one of the most important ones as it serves as one of the country's macro-economic well-being indicators. The nature of the debt problem solution will depend on budgetary capacity, the state of its foreign exchange reserves, and hence the stability of the national currency, interest rates, investment environment, and behavior of all the factors of the national financial market. The reason for the emergence and growth of public debt is a permanent state budget deficit.

Public debt is divided into internal and external. In our opinion, special attention should be paid to the external public debt. External public debt is the total amount of the country's debt on foreign loans, which make up the outstanding loans and unpaid interest thereon. The presence of foreign debt in the country is a normal international practice. However, we should bear in mind the negative effects of international loans: increased production and foreign trade imbalances borrowing countries, influence of creditors on their national economic policies, the development of inflationary processes, credit impact on the dynamics of exchange rates and interest rates, accumulation of external debt and debt crisis main indicators of external debt in the international practice are the ratios of external debt to GDP

and the ratio of external debt service. The value of the principal amount of public debt should not exceed 60% of the actual GDP annual volume. Special attention should be paid to the country which debt exceeds 60%. Table 1 represents the data concerning national debt as the percentage of GDP in different countries within 2008-2015.

Despite the fact that the USA is a highly developed country and the monetary unit of the United States is one of the major reserve currencies in the world, the country has a debt of more than the norm for a decade. However, in US history, federal authorities have never refused to fulfill their debt obligations and has never declared a moratorium on the payment of debt interest. European countries such as UK, Germany, France and Italy have debt being several times greater than the norm, but their economy is stable, as well as the level and quality of life is an example for other European countries. Greece is an example with the economy in crisis countries; the country has a fairly large debt and is unable to repay it. The most prosperous issue of external debt is Russia, China, Brazil, and Iran (see Table 1). China is the biggest holder of foreign exchange reserves (2/3 of the world's foreign exchange reserves are concentrated in China), and since 2008, China has managed to halve its foreign debt. Russia has also large enough reserves and public external debt being one of the lowest in the world. The level of external debt of Ukraine continues to grow causing definite concerns. The forecast for 2016 is also disappointing, because in the first quarter, the share of external debt was a record for 10 years.

Table 1

Public external debt of various countries

Country	Year					
	2008	2009	2011	2012	2014	2015
USA	70%	83%	100%	104%	110%	112%
United Kingdom	252%	268%	304%	334%	396%	> 415%
Germany	69%	83%	157%	151%	159%	159%
France	71%	75%	85%	96%	-	98%
Italy	102%	112%	122%	124%	133%	133%
Greece	112%	129%	177%	158%	174%	187%
Portugal	72%	85%	96%	125%	127%	129%
Ukraine	56%	56,50%	86%	77%	80%	96%
Russia	-	11,70%	12%	13%	9%	11%
China	45%	38%	26%	22%	22%	20%
Brazil	18%	18%	16%	18%	21%	24%
Iran	7%	9%	12%	19%	11%	13%

To solve the problem of external debt, it is necessary to increase the investment attractiveness of Ukraine, correct dispose of borrowings and as a result not only to

improve the economic situation in the country and solve burning social problems, but just use it as a source of financing in accordance with the principles of good financial management with great benefit to the country.

**Podprietova N.
Klimkina I., research supervisor
Kostrytska S., language adviser
National Mining University**

EMPHASIZING ENVIRONMENTAL MARKETING FOR ENTERPRISES

Key words: environmental marketing, environmental policy, reproduction process

The idea about environmental management is extremely significant for all areas of production especially at the current stage of Ukraine's development. An important tool for eco-management is an environmental marketing, which aims at the idea of Green Products and Services. On this basis, the process of obtaining Green Products requires the "greening" of the whole production process.

Marketing implies the activity for identifying and meeting the needs [1]. On the one hand, marketing is aimed at the protection of the consumers' interests; on the other hand, it provides the significant profits for any company [2]. Consequently, environmental marketing ensures the balance between providing the marketing products for consumers at reasonable prices, and provides an adequate level of profitability for producers and sellers.

Environmental marketing covers a set of activities at the enterprise, aimed at the consumer's needs and environmental study of the factors of external and internal environment for the enterprise. In addition, both supply and demand of environmental goods and services should be effective on the market.

Thus, the ecological functions of marketing include a complex of measures at the company to reduce environmental risks from the enterprise, improve the environmental responsibility of the business, which, finally, will lead to the enhancing of the environmental image of enterprise. Besides, environmental marketing can create a specific element in the system of "producer-consumer", which regulates the preservation of environmental and social responsibility.

The differences in analysis should identify the main differences between general principles of marketing and environmental marketing at the enterprise (Table. 1) [2]. Environmental marketing at the early stages of cleaner production requires large investments. This is necessary to meet the requirements for "greening" the society as a whole, as well as for the company to be competitive and successful.

Table 1

The differences between the principles of general and environmental marketing at the enterprise

The elements and stages of production General marketing Environmental marketing

Resource maintenance of production and services Continuity, security of supply, the implementation of quality standards Environmental consistency for maximum prevention of negative impacts on ecosystem and population

Products and services creation A wide range of accessibility. The manufacturer is responsible for the warranty on the entire product lifecycle.

Implementation of environmental obligations throughout the life cycle of products (possible inclusion of non-recyclable residues in the matter cycling)

Product turnover: consumption and recycling Maximum satisfaction of demand, needs in the manufacturer competition Optimization of resource consumption and production. Compliance with quality products and services in order to prevent adverse effects on human health, all biological populations and environment.

In conclusion, the main characteristics of the quality of environmental marketing are:

- rational use of the environmental recourses as a top priority;
- development of strategies with maximum consideration of the environmental well-being;
- development and maintaining of environmental management at enterprises;
- compliance with the principles of socio-ethical marketing during the implementation of environmental marketing.

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**Podzolkova D., Kuzmina A.
Pilova K., research supervisor
National Mining University**

MARKET SEGMENTATION. NEW PRINCIPLES OF MARKET SEGMENTATION

Key words: market segmentation

Many companies are now entering the market fail, although each time before going on the market of a new product marketers conduct costly research to understand what consumers want. As a result, according to statistics 90% of the new products that come to market infected. Why is this happening, or consumers - are demanding and unpredictable, or blame incompetent ad agencies. Still, in our opinion the reason is different, that conventional methods of market segmentation obsolete. Thirty thousand new products every year come to the market to find its consumer. Ninety percent of them fail. Why? It turns out that we are using false methods of

market segmentation. For example, we divide the market on the customer type and define the common needs of customers in these segments. But the real people in the real world act unconventionally compared with the average customer. And what is the result? On the market there are complex products that do not meet the real needs of people. So how should segment the market: the user's product status (users / non-users, persistent / non-persistent users), or based on the desired benefits of the consumer (depending on the usability of the goods, price sensitivity)?

The most common principles of segmentation of the consumer market are:

- Geographic (firm chooses its activity one or more regions, where it folded the most favorable conditions: the presence of competition and infrastructure; the volume and structure of demand, the price level and inflation, population density, climatic conditions, etc...);

- Demographic (based on market segmentation by sex, age and social groups of the population, for which the firm will be guided (male or female, their age, family structure, income level, etc...));

- Psychographic (assumes that consumers are grouped by membership of a particular social group (class), type of personality, way of life, moral principles, etc...);

- Behavioral (based on the fact that consumers distinguish groups according to their knowledge, attitudes, patterns of use of the goods and the reaction to this product);

- Combined (involves a combination of units for different market to the above principles: geographical principle can be combined with the demographic.)

Having a "picture" of the segmented market, it is reasonable to cover all segments. Thus, an important decision is the choice of target market segments, which must meet the following four conditions:

- The measurability (possibility to measure the size and characteristics of the segment);

- The importance of (the ability to make a profit);

- Access (access and service segment);

- The reality of (the possibility of using strategies to service segments).

The brand with the clear goal acts as a compass with two ends: one end leads customers to the right products and the other directs the creators, marketers during development and launch on the market of fresh and tuned products. What we get from this? The product, which customers always appreciate, and the brand, which gives us the guarantee of not losing your audience and not to surrender positions in the eyes of their competitors. If each company will try to comply with all methods of market segmentation, as well as the market segments will comply with all the conditions, in the future the number of new products which have a loss when entering the market, significantly reduced.

CUSTOMER JOURNEY MAP AS A TOOL OF MARKETING, BASED ON THE ATTENTION

Key words: customer journey map

In volatile market conditions, the most difficult task of modern marketers is to build a long-term marketing strategy and tactical decisions. Today, the market requires instant response, and sophisticated customer is not satisfied with beneficial value for money, he needs attention. In the marketing of services market, in particular the restaurant business, professionals increasingly base on the results of the User Experience (UE) indicator. UE is rank of customer interaction with the institution/product before purchasing, during and after. To measure this indicator there is a tool like the construction of the customer journey map (CJM). Standard CJM is a matrix showing the evaluation, in time, of indicators such as:

1. process: aims and objectives of users, actions, expected results, challenges and barriers, the point of contact, materials, tools, equipment, etc;
2. psychology: thoughts, feelings, emotions of the client.

Moreover, this table record the recommendations and the potential for improvement. However, in practice there is no particular limitation, parameters may be determined depending on the conditions and needs of the business.

The use of this tool in one of the fast food chain has shown that at the stage of "planning to visit" 25% of potential customers were well aware of the restaurant and have heard a lot of positive reviews, but were unable to independently find information on the exact location and its operating time. At the stage of "visiting places" 15% of potential customers didn't visit the restaurant because they could not open the front door and decided that the restaurant is closed, however, 33% of respondents who have visited the restaurant, set high scores to service, menu and interior decoration, but 10 % of them were upset because of the long waiting in line at peak hours.

As a result, identifying and addressing problems such as the absence of more information about the institution on the Internet, opening the door tight and slow speed of service has led to 15% increase in sales.

This experience as well as possible confirms that the client's decision to purchase is often influenced by, it would seem, the most no significant fines, and the construction of the CJM and the identification of reference points that make a negative impact on his/her impression of the restaurant/product, helping marketers to show more attention to the client and increase their loyalty.

NEW AUDIENCE CONTACT

Key words: contact audience; influence; youtube stars.

Contact the audience - is any group, which shows an actual or potential interest to the organization or has an impact on its ability to achieve its goals.

Many brands and companies to achieve their specific goals, using well-known film actors, singers, athletes, in general classic celebrities. It is an expensive pleasure, but a competent advertising pays off quickly. With the development of the Internet, and in particular video hosting "Youtube", there are new stars, "Youtube stars".

This research will analyze the level of influence between "ordinary" celebrities and "Youtube stars" to the consumer.

Authors YouTube channels cause young people who spend a lot of time watching online video is much more interesting than the "regular" celebrities from the world of show business, music, sports, etc.

Authors YouTube channels communicate with the audience, building a friendly relationship with the audience of their fans. 70% of subscribers teenage recognized that the authors of a YouTube video more interesting to them than "regular" celebrity[1]. 4 out of 10 subscribers say that the creators of their favorite videos understand them better than friends[2]. As the authors of the video content establish closer interaction with the fans, they are able to collect more active audience. Compared with traditional video clips of celebrities from show business 25 most popular videos on YouTube authors receive[3]: 3 times more views; 2 times more interactions; 2 times more comments.

Content authors define the spirit of the time, introduce new trends and promote the development of culture.

Young believes that YouTube stars influence fashion more than any other celebrity [4]. 7 in 10 subscribers YouTube believe that the authors of the video effect on the development of culture[5]. 6 in 10 subscribers YouTube when their choosing products they believe more the favorite movies author than the star TV screen [6].

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**Saprykin A.
Yerokhondina T., research supervisor
National Mining University**

METHODS OF STRATEGIC PLANNING IN CRISIS

Key words: strategic planning

The threat of another global economic crisis on the relevant date. Ukraine's economy is severely affected by the impact of the economic crisis. A special role in crisis management plays an ability to correctly plan the business. This article highlights the main methods of strategic planning during the crisis period.

Strategic planning - business management system based on the mechanism of the coordination of current solutions, as well as the mechanism of adjustment and control over their implementation. [2]. Strategic planning provides the basis for all management decisions.

The main goal of strategic planning at the enterprise is to collect and analyze information about the final or interim results, to determine the changes effected and the current state of the enterprise, to evaluate the benefits and costs. [3]. Analysis of the external environment helps to get important results. It gives companies time to predict possibilities, time for drawing up the plan for possible threats and the time to develop strategies. These strategies can turn former threat in any profitable opportunities.

The analysis includes the study of the impact of macro-economy, regulation and management, political processes, environment and natural resources, social and cultural components of society, scientific and technological development of society and infrastructure. The immediate environment is analyzed in the following main components: customers, suppliers, competitors, the labor market.

Analysis of the internal environment opens the possibilities, the potential to which the company can expect to compete in reaching their goals. Analysis of the internal environment also allows a better understanding of the organization's goals, formulate a true mission. The internal environment is analyzed in the following areas [1]: company personnel, their potential, qualification, management of the organization; production; company's finances; marketing; organizational culture.

Today, most company executives are considering strategic planning as an essential tool for managing the company in times of crisis. In a crisis situation changes the role of the annual plan in the management of the company. First of all, the plan becomes not so much a set of financial indicators, as an indication to the action depending on the implementation of various risk factors. In a crisis, you need

to set the direction and priorities of the company mark, leaving the freedom in terms of the specific treatment. This will allow for strategic planning to maintain a single direction, leaving the possibility of choice of ways in which the company will develop. In times of crisis increases the importance of coordinating the strategic planning function, ensuring the consistency of anti-crisis actions of all departments of the company.

Strategic planning should help to make operational decisions. Guide us maximum attention should be paid to the efficient exchange of information between departments. The key features of the approach to strategic planning in times of crisis are the reduction of detail, greater flexibility and efficiency. Detailed study of the medium-term plan can be reduced to indicative planning. The plan should provide exactly the level of detail that allows the management company to manage. In a crisis, in the framework of strategic planning is often used such a tool as a moving plan. Sliding plan is developed for three months and reviewed about 2-3 times a month. The world practice shows that the strategic planning for crisis planning involves long before the crisis at the plant.

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Sehlianyk D.
Varyanichenko E., research supervisor
National Mining University

PRODUCT ASSORTMENT PLANNING AS A MAJOR STEP INTO THE INTERNATIONAL MARKET

Keywords: product range, product assortment planning, assortment policy, market research, product range management

According to international experience, leadership in the competition reaches the one who is the most competitive in the assortment policy, who has its implementation methods of and can manage it effectively. Therefore, product range management involves the coordination of scientific, technical and supply-side activity. It is one of the most important components of export assortment policy.

Assortment planning is the first and major step in the strategic planning of the company presence in foreign markets. First of all product assortment is a group of products related to the similarity of operation, by consumers group or price. Main features in the product range are breadth, depth, richness and harmony.

Generally assortment planning, organization and management suppose that manufacturer offers a set of products, which matches his profile production activities, that meets the customer's requirements of specific categories in the best way. It is

very necessary for export-oriented company.

To control the product range we need the information about foreign market segments, products, purchasing preferences and prices dynamics to manage with product range, to determine break-even operation and for forecasting possible company investment in business development abroad.

The company has to do market research, not only to make a market choice, but to find out what goods the consumer needs, what benefits it should have, compared with competitors' similar products.

The process of export product assortment management is multistage and includes following steps:

1. Detection of current and appearing needs of foreign consumers and analysis of the studied market capacity.
2. Export products assessment from the position of foreign consumers.
3. Assessment of competitor's products.
4. Adding new features to the product, its elimination or differentiation.
5. New products offering, their modification, new ways of using the goods and determining which products should be replenished and what products have to be excluded from the range, because of low profitability, reduce competitiveness and others.
6. Analysis of production possibilities, their prices, net costs and profitability.
7. Market tests of new products abroad.
8. Proposals for parametric product series (price, packaging, service).
9. Export range assessment and correction.

Preference should be given to the product range, which provides constant profit increase (or its balance at least) for a long time.

Assortment policy determines the optimum ratio of products, which are at the stage of the life cycle, and in the market at the same time. Optimization of the products range, which exists in the market, but differs in the degree of innovation, guarantees the company relatively stable sales, costs covering and profit achieving. It is designed to provide gradual decisions and measures for product range organization and its management; maintaining the goods competitiveness at the appropriate level; finding best goods segments for products trading.

Consequently, product assortment planning is defined as the planning of all types of activities, which are aimed to select products for future realization abroad and to bring the technical, functional and aesthetic properties of these products in accordance with potential customers' requirements. However well thought out assortment policy helps not only to optimize the planning and management of product range, but also allows a manager to control the situation, which arises in the course of entering to the foreign market.

Senkin D.
Alekseev M., research supervisor
Kostrzytska S., language adviser
National Mining University

APERTIUM MACHINE TRANSLATION PLATFORM AND ITS DISTRIBUTION

Key words: apertium, machine translation, non-commercial technology transfer

Being a free/open-source software, Apertium is being actively promoted as an innovative product. The presentation examines specific product features and refers to distribution and making sure that this software is available to both researchers and regular users.

The platform provides: a language-independent machine translation engine, tools to manage the linguistic data necessary to build a machine translation system for a given language pair and linguistic data for a growing number of language pairs.

It is released under the terms of the GNU General Public License.

Funded by the Spanish government, Apertium was created as one of the machine translation engines in the project OpenTrad. The Transducens research group developed it at the Universitat d'Alacant. Apertium was originally designed to translate between closely related languages, e.g. Aragonese - Catalan, although it has recently been expanded to treat more different language pairs (such as English-Catalan).

At present, Apertium has released 40 stable language pairs delivering fast translation with reasonably intelligible results (errors are easily corrected). Being an open-source project, Apertium provides tools for potential developers to build their own language pair and contribute to the project.

Apertium is involved in different non-commercial technology transfers like EAMT Summit, LREC and Google Summer of Code, or GSoC. GSoC – an international annual program, created by Google to support the development of the open-source projects.

The author of the presentation has participated in this project and developed Apertium-GP – a cross-platform GUI program for Apertium. The application translates the text as you write it and can automatically detect the language. It is also released under the terms of GNU General Public License.

ANALYTICS MATTERS

Key words: analytics matters

What matters at all stages of marketing? Analytics. Successful companies disclose a universal recipe of their leadership – do not spare money for your clients' analysis. Indeed, investments in this aspect of product development almost doubled over the last three years even after years of previous increases.

In every process there are critical elements which contribute to its implementation the most. In marketing analytics we can signify some universal and key rules. To simplify their explanation it is better to use examples of web-projects. Working with data is the only way for Internet services to determine their customers' needs.

First of all, before start collecting data sets and building mathematical models, marketer should ask themselves the right question. Clarity is significant. It is possible to gather as much data as possible and then see what shown up. But with such vague strategy companies lose their money in two ways: money for research process is burnt up in vain and organizations miss out on important trends in its market. New social web Snapchat which is rapidly evolving through last years did not ask itself "how we can conquer the market?". It asked another one: "Whom can we target the best?". Snapchat chosen youth who do not want their videos and photos were seen by parents.

Additionally, despite the fact that analytics means precision and minimization of errors, companies should be able to embrace taboos. To put it simply, they should make use of fuzzy stuff in obtained data. Priceline Group is the most profitable international company in travel business. Initially its services allowed buy airline tickets and book a room in hotel. But when analyzing untypical preferences of users they noticed that people prefer book in advance everything that relates to their comfort. That is how OpenTable appeared. It is a web-site for booking place in a restaurant or café.

Finally, insights often live at the boundaries. Too often organizations drill down on a single data set in isolation but fail to consider what is also related to the question they try to answer. Usage of different sources and then synthesis of the result gives more complete picture of customer portrait. For example, Facebook analyses more than 30 criteria about its users: interests, daily activity, likes and reposts. The service does it for suggesting more relevant advertisements in news feed. Moreover, if clients do not want to see some sorts of ads anymore, Facebook asks them about the reason. Such analytics efforts pay off a lot. Efficiency of Facebook ads' targeting increases from month to month.

To conclude, expenditures for analytics should grow proportionally to the increase in marketing budget. Useful data can come in different shapes and sizes. The

mission of professionals is to optimize available information for marketing strategy in the most intelligent way.

Shtukareva A.
Shynkarenko N., research supervisor
National Mining University

BEHAVIOURAL PREFERENCES IN FOOTWEAR ADVERTISEMENT

Key words: marketing communications, advertising, shoes, consumer behavior

Footwear has been considered as one of the most important components of the person's image and prestige. That is why it is very important to understand how to present the advertisement of the given goods in the proper way. The behavioural preferences mentioned during creation of the advertisement can be divided into categories related to characteristics of both consumers and goods.

Gender category. Different emphasis should be used in adverts of men and women's footwear. Men are conservative for the most part, they prefer comfort and style but beauty. Advertising men's footwear it is necessary to pay attention to the classical models: comfort and reliability. The consumer should understand that this footwear makes him confident, stylish and he feels comfortable during usage of these commodities.

The perception of women in such a case is quite opposite. The ladies are ready to sacrifice comfort for beauty. That is why while creating the advertisement of women's footwear it is necessary to emphasize to individuality of design, colours and beauty of footwear. This kind of addressing should show the customer that only these shoes will make her the most beautiful of all.

Age category. It should be noted that the advertisements for children and teenagers are quite different. In the season of their youth people want to express themselves and their style in their personal bright way. Their looks and social opinion are very important for them. Taking into account such peculiarities it is necessary to emphasize unusual colours and models in advertising youth's footwear. It let the consumers express themselves to make them feel special and confident.

Children's footwear is a distinct manner. We shouldn't forget that first of all the advertisement of children's footwear must have credibility and interest of both adults and children. Parents always take care of children's health and security. That is why the main emphasis of advert should be aimed at comfort and lack of malaise in spite of growing feet of children. To get a child interested we should attract his/her attention with the help of bright colours and design.

Price bracket. There are quite different accents in advertising in the light of price bracket of commodities. In case with footwear of cheap prices the attention should be drawn to price. It is sometimes emphasized on quality but there is no trust in such an advertisement. Buying cheap goods the consumer often doesn't expect good quality of them that is why the advertisement about good quality and low price is always taken negatively and it is considered as a lie.

The advertisement of footwear of average price it is necessary to emphasize at proper quality for reasonable price. Such an advert has less of the shot to be taken as the lie and has the negative effect.

Quite opposite case is footwear of high price. Quite often such footwear is not the piece of clothing but manifestation of the social status of its owner. In such cases the attention of the consumer will be paid on the brand reputation, quality guarantee, materials used to manufacture, originality and unique characters of commodities. If the goods are handmade it should be noted in the advert as one of the emphasis.

Category of footwear. The most advertized type of footwear is the sport one. Buying sport footwear the consumer thinks of his/her health and comfort first of all. In the advertisement of such kind it is necessary to emphasize at the fact that this footwear can make them feel comfortable in any situation in spite of the dynamic and active life. Quite often the famous sportsmen are involved to take part at advertising of sport footwear. For sure it has credibility and makes consumers to believe in comfort and reliability of the given footwear. Advertising classical models of footwear it is necessary to pay attention to comfort and reliability. The company has credibility of consumers only in case when they note that the given goods are made in accordance with the proven technologies.

As a result it is necessary to be aware of the preferences of the consumer to use them in the proper way while creating the advertisement.

**Shubina A.
Kuvaeva T., research supervisor
National Mining University**

THE PROS AND CONS OF CELEBRITY MARKETING

Key words: marketing, celebrity, advantages, disadvantages, advertisement

Celebrity marketing has become quite popular and even not-so popular brands have started signing celebrities for their brand endorsements. Celebrities don't just bring value to the viewers, but also make the advertisement look glamorous. It is not unusual for any celebrities to make more money through endorsements, than what they actually make from their work. But this article about discussing of benefits and disadvantages of celebrity marketing, to help advertisers weigh their options before making any final deal.

Pros of Celebrity Marketing

1. Helps You Tap the New Markets

When a well-known face endorses your brand, it automatically attracts new target audience – the diehard fans of the celebrity. People who would have not much cared about your brand will now get open to try it at least once because their favorite sportstar, actor, politician or model is endorsing it. The bigger the celebrity, the larger audience base you get to invite in.

2. Helps Personify Your Brand

When you decide to work on celebrity marketing, the attributes of the celebrity

automatically get transferred to the brand. For instance: if you'll hire an actor, your brand's image will automatically turn into something glamorous and exciting, if it was boring and dull before. A celebrity will make sure that the brand matches his/her personality and that is directly reflected to the audience.

For example: Porsche has recently signed tennis player Maria Sharapova for her power and elegance that she brings into the game. This same power and elegance is what describes a Porsche as well. Thus, we can say that it was a perfect association.

3. Builds Trust and Credibility for your Brand

People are emotionally and morally connected with their idols. Celebrities are no less than any idols for them. In this highly populated world, every celebrity that you'll come across will have over a million fans, and thus getting the thumbs up from them should bring a lot of success for your business. Now when these millions of people will join your brand, your brand's market value and reputation will automatically improve in the shortest period of time.

Cons of Celebrity Marketing

1. Celebrities are Human Too

One of the biggest cons of celebrity endorsement is that as and when the stardom flashed off, the number of fans will also start to decline and the company may have to suffer the consequences as well. This is the reason most organizations work on contract basis and decide to sign up different personalities at the end of the term. For example: the Lux brand had over 50 different models and actors endorsing its products since the launch. The marketing head of Lux makes sure that only the top woman in the industry endorses the products to keep the market growing.

2. Celebrities May Eclipse Your Brand

Some celebrities are really huge and their popularity can instantly overshadow the brand. If this happens, spending millions of dollars on such endorsements starts to make no sense at all. Some advertisements even focus on celebrities too much, that there's absolutely no brand recall. Also, if the media is focusing more on the next movie of the celebrity on your brand's press meet, then this is a sign that you've made a wrong choice.

3. Celebrity Endorsements are Expensive

Now this is a very obvious point. So unless you are ready to shed millions and billions of dollars from your company's revenue, don't think about going down this road. Celebrity marketing is a huge investment and then there'll be no turning back.

In summary, consumers today have more access to celebrities and influencers which means greater brand exposure for celebrity endorsement deals. This accessibility also means the ability of nearly anyone to become an 'influencer'.

**Shubina A.
Palekhova L., research supervisor
National Mining University**

DEVELOPMENT OF MARKETING GOALS OF INDUSTRY ENTERPRISE

Key words: marketing, mission, competencies.

The success of an industrial enterprise depends on the ability to adapt to the latest trends in the external environment. In a rapidly changing market, that is saturated with competitors survives and thrives such industrial enterprise, which quickly adapts its marketing strategy and gets the competitive advantages. Today, the most successful companies are those that build their activities in accordance with the basic marketing formulas. The exception in this case did not, and marketing goal of an industrial enterprise.

To develop the marketing goals of the company, you need to take into account its core competencies and mission. The Matrix is a square formed by two axes: Mission and Core Competencies. Each axis is conventionally divided into two parts: substantial compliance and poor compliance. The vertical axis «Y» of this matrix is "consistent with the mission» (Fit to Mission). This is the answer to the question: how much each project contributes to the implementation of the company's mission? "X" Axis - "matching key competencies» (Fit to Core Competencies). How each project uses and contributes to the further development of the core competencies of the company?

Depending on which quadrant a hit a given project, the project depends priority in the allocation of resources. If the point is in the upper right corner, it indicates a high relevance of the project / product / business unit mission and core competencies of the company. Resources should be allocated a priority is this project / product / business units because they provide strategic synergies, driving the organization forward. But if the point is in the lower left corner, it is not corresponding to complete the project to the mission and core competencies of the company. Such projects may be short-term for the company and not particularly profitable.

To sum up, marketing is one of the most important factors of the operation and development of the enterprise in a market economy. This activity is constantly improved according to the objective requirements of the production and sale of goods and services, the increasing complexity of economic relations, increasing the role of consumers in formation the characteristics of the products and content of the services, which causes the enterprise to develop marketing strategies, to adapt to the new market conditions, to overcome the contradictions that arise in economic processes, to confront the crisis in the economy.

Shubina A.
Palekhova L., research supervisor
National Mining University

ESPECIALLY THE PROMOTION OF INNOVATIVE PRODUCT

Key words: marketing, innovation, promotion, franchise.

What is an innovative product? An innovative product is the result of innovation activity, novelty, which received practical implementation in the form of a new product, service, method of production (technology) or any other socially useful

result

Effective innovation policy plays the most important role in the promotion of the innovative product. Any industrial enterprise can't work in a market economy if it is not ahead of its competitors in the process of development and introduction of new products and technologies on the market.

Technological innovations are divided into two types: product innovations and process innovations. The first type innovations, product ones, are applied to existing products. Product characteristics can be improved, because effective materials and components can be used. Process innovations are the development of new production methods, improvement of the equipment or the organization of production. This innovation creates new or perfected products, or increases production efficiency of existing products. Innovative products are specific goods. Their distinctive features are as follows:

1. Uniqueness;
2. A low degree of tangibility (materiality);
3. Ability to multiply revenues;
4. Targeting sales;
5. Novelty products and needs.

One of the features of the promotion of innovative products is a franchise. A "franchise" represents a business relationship where "one firm (the franchisor) sells the right to market goods or services under its brand name and using its business practices to a second firm (the franchisee)"

Franchisees tend to be successful because they offer a unique combination of structure and creative freedom. The business person remains an independent entity, and can do as he or she chooses, within certain operational guidelines. Innovative practices within a store can be communicated among other franchisees, raising the level of performance of all stores.

**Shynkarenko D.
Pilova K., research supervisor
National Mining University**

ADVANCING THE INTERNET FOR A SMALL BUSINESS, IS IT NECESSARY?

Key words: internet promotion, small business

In Ukraine, there are about 15 million regular users of the Internet today, and this number constantly growing. Most of them, are active audience (18-35 years). In this use of the Internet in organizing sales activities of small businesses is very important. In the Internet the organization is able to provide online consultation, explore existing markets and seek new, and look for new partners and potential competitors.

By itself, the Internet is not a panacea, and not a means to increase turnover of the company by several times. Conversely, without the proper tools and strategic

development, it is hardly possible to obtain a noticeable effect on the business integration in the Internet.

There are many variants of tools to promote your own business in the Internet, it is such as an online store, social networking, video blogs, spam, surveys. The story would be about the last of the methods.

Polls in the Internet is very convenient and effective method of research. In recent years, more and more creates specialized sites, where a user for the award passes polls. Award, passed time and other parameters are set by the customer. You can pass a poll once, and if your form will be spoiled (approx. all of the answers are the same, and a survey performed within a very short period of time) profile isn't considered and is not paid. Prices on average - 5 - 10 UAH per survey for up to 15 minutes.

Further, after the completion of the survey the customer receives the results. Looking through them in a convenient interface and using a variety of tools and options.

Our company has took advantage of this service, and ordered a survey of 300 questionnaires. The survey involved only residents of the Dnieper, in the survey found the taste preferences, the volume of purchased products, commitment to the TM, and others. For example, the undisputed leader in taste are meat dumplings with mix of beef and pork meat (62.8%) in second place with chicken (28.5%) And 34% of respondents did not acquire the meat dumplings, the majority of consumers buy semi-finished products 1 time per month (20.1%), less than 1 time per month (16.8%) Just three-quarters (72.9%) are consuming frozen meat dumplings in a package (buy these dumplings at least once every two - three months) Do not purchase frozen dumplings in pack of 27.1% of the residents of the Dnipro.

Obtained data helped in carrying out further marketing activities and significantly reduced the time and costs.

**Skryabina E.
Pilova K., research supervisor
National Mining University**

DOES BRAND NEED A GENDER?

Key words: gender, gender advertising

If you are interested in modern products innovations - you can see, that in our days the world divides products for men and women. Just for better understanding and easy example - products for women and girls more expensive by 37% of men's accessories. For example, this applies to cosmetics, clothing, toys and other products. However, men overpay when they buy many personal care products: men's shower gel Nivea is two times more expensive than female. We can see that gender socialization helps companies to put a price in two times higher than in a general way.

From the earlier childhood, we divide people for girls and boys. Every gender

has own style in behaviors, way of clothing and rules. That's how gender stereotypes are happening. The man definitely will choose a brand that has typically "masculine" characteristics, the woman - one that behaves according to the stereotypes of the "female" behavior.

Dividing products help us to think in frames of gender stereotypes. For example, the more product or service is related to the beauty, the weakness, the more "feminine" we perceive it. Under the "male" traditionally, we mean that one which is associated with intelligence, strength, courage, freedom, and activity.

In our days a lot of social communities are struggling for equality in products dividing because that kind of marketing helps to close people in frames. In the 21st-century when people started not to be afraid of themselves that to forget about these frames forever, the world needs to stop showcasing stereotype behaviors for the human. Exactly what we see on TV - that will be thoughts of a future generation.

All this affects the business world. Therefore, along with brands without a pronounced gender appear brands which are redefining gender roles and extend the audience at the expense of the other sex. An interesting fact that some "male" brands today are not meant only for men, because of the notice of gender bias in the target audience. For example, 30% of consumers "Johnnie Walker" whiskey in India and Asia is a successful business woman.

No one knows how the world will change in 10 years. Perhaps someday we will become a truly human society in identical white jumpsuits, but so far everything is hidden under the white with bright colors of our stereotypes.

Svistun D.
Reshetilova T., research supervisor
National Mining University

IPHONE 7 OR PERSONAL NAME

Key words: iPhone, action, viral marketing, marketing activities

Recently, the company "Allo", which specializes in the sale of mobile devices, as well as accessories for them, carried out an action under the title "And what are you ready for the iPhone 7?". As organizers say conditions of the action are quite simple, all you need is to change your first name to "Sim", and the surname to "iPhone" to get the desired smartphone. The first five participants who changes the passport data will get iPhone 7 for 1 UAH. The action begins 17.10.2016 till all 5 smartphones are rewarded.

The idea of such a risky move is not to increase or promote sales, but to draw attention to the company. Information about this event spread to a greater extent not by organizers, but with the help of viral marketing by means of social networks and the media. The action spread quickly and caused a lot of discussions. On the official website of the company in Facebook this post received more than 500 likes and more than 200 dislikes and there were more than 400 comments, every second comment was negative. Based on this data, we can assume that every second potential

participant had a negative attitude to the action. It would seem that the company "Hello" was certainly ready to negative discussions related to the action, but the discussions have gained a new twist, which the company "Allo" did not expect.

"Sell your own name," it had to be the worst in this action, but what happened is even worse. An unfair action!

The action started on October 17 and its first winner has provided documents in just 4 days, on October 21, following 4 winners, one of who is 73 old man provided data on October 27 in 10 days after the beginning of the action, even though according to the law of Ukraine "On Citizenship of Ukraine" the change of passports is carried out within 3 months, the urgent change of passport within 14 days. It means that the winners of the action bypassed the law, to get a smartphone and organizers have not paid attention or winners knew in advance about the conditions of the stock, before it began. In any of these cases, the participants` victory was unfair that immediately affects the company's reputation.

Another organizer of such an action was "PrivatBank" who gives iPhone 6s for a change of surname Beria, Stalin, Chekatilo for any other surnames and iPhone 7 for changing the surname Putin, the number of smartphones is unlimited. The organizer says that the action applies to Russian citizens as well. Society perceived this action in a positive way, as a whole it may gain a success.

This study was conducted in order to show that there may be negative consequences after marketing activities if they offend the dignity of its participants and to prevent the occurrence of similar events in the future.

**Taran L.
Varyanichenko E., research supervisor
National Mining University**

THE MARKET EFFECT OF EXPORTS

Key words: export activity, competitiveness, competitive positions, market share, growth rate, management mechanisms.

Export activity is an important and integral part of the economic activity of the enterprise. Export operations is an essential prerequisite for the expansion of markets, increase of production and improvement of product quality, which, in turn, can to create favourable ground for strengthening of the competitive positions of the company.

Companies that try to enter the foreign market should define indicators and factors and to take into account its international competitiveness. To enter the international market the company should first reach a certain level of efficiency of its work.

The main criterion of appropriateness for enhance of commercial operations in foreign markets is the efficiency of export activities. Analysis and evaluation of performance factors of the company provides export basis for modeling of economic activity of enterprises and the development of management mechanisms for

improvement of its efficiency.

It should be borne in mind that factors shaping the competitiveness of enterprises are not isolated, but systematically, and both are factors of increasing the efficiency of export activities and it is necessary to consider when leaving on a foreign market.

The competitiveness of enterprises may be compared with the market share. The firm, which occupies more large share of the market is more competitive than firm that occupies a smaller market share. According expansion of exports and conquest of new markets leads to increased competitiveness.

The market effect of exports as the direction of evaluating the effectiveness of export activity includes the following local indicators: rate of share growth on foreign market; the growth rate of the share of exports in total production; growth rate in sales of enterprise; the share of products whose quality meets or exceeds the best foreign analogues in total production.

To increase its market share companies should: to increase production, given all constraints on resources and explore the market on the attractiveness of products produced by the company. In this case, to make substantiated management decisions it is necessary to use the mathematical methods of optimization.

Tikhonenko M.
Pilova K., research supervisor
Ivanchenko I., language adviser
National Mining University

UKRAINIAN ADVERTISING MARKET

Key words: advertising market, Ukrainian media market.

At the core of modern market economy of any state is the competition; it encourages entrepreneurs to act more effectively within the market. Advertising is one of the main means to promote goods and services into the market, informing consumers about new products. It is one of the ways of leading a competitive struggle, which contributes to the formation of the common economic space.

The advertising market in economics is the place where supply and demand for advertising coincide, the place where their costs come into services. It is a part of the economic system and it provides the public demand for advertising services. The advertising market is an independent sector of the economy that includes a broad set of economic, legal, social and other relations that emerge and develop between the major market entities, namely advertisers, advertising agents, distributors and advertising consumers. There is a close economic relationship between subjects .It is the basis of the advertising process and the functioning of the market as a whole.

In the advertising market there are such things as supply and demand for advertising services, costs and profits, market conditions, price and its formation, competition, etc. Due to the development of both society and subjects relations, the functions of the advertising market are constantly changing.

The advertising market consists of several submarkets: television advertising, radio advertising, press ads, online advertising, outdoor advertising, transit advertising.

Each submarket, in its turn, has its own volume, level of supply and demand, its pricing principles, a specific provision of advertising services and other characteristics.

Let us consider the amount and structure of the Ukrainian and other countries media markets in percentage and compare the market volume of 2015 with that one of 2007 year (table 1).

Table 1

The volume and structure of the media market in different countries in 2015

Segment	Ukraine	Poland	Russia	Germany
Internet, %	24	22	26	24
TV, %	44	53	48	23
Press, %	19	9	7	43
External, %	10	7	12	5
Radio, %	3	7	5	4
Movies, %	<1	2	2	1
Altogether, inbill.dollars	0,7	2,1	10	25,3
Market volume comparing to 2007 year, in %	-33	-7	-15	-2

While analyzing the table, it becomes clear that the Ukrainian media market is not actually profitable, its income drops sharply. Now the Ukrainian advertising market is 3 times less than Polish (in 2013 it was only 20% less), 15 times smaller than the Russian, and 37 times smaller than the German (in 2013 it was 17 times less). The volume of the advertising market dropped by 33% since 2007, compared with highly developed Germany, where the market volume fell only by 2% during 8 years, the Ukrainian indicator is critical and it shows the fragility of the situation in Ukraine.

The solution to this problem lies in the sphere of Ukrainian politics. Until monopoly and oligarchy are the only form of governing the country, television is not a business but a shield for the owners. And one of the most powerful incentives for advertising growth can only be economic growth and purchasing power.

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ABOUT QUESTION OF INFLATIONARY PROCESSES IN UKRAINE FROM 2012 TO 2016

Key words: inflation index, increase of inflation, incomes, utilities, serious concern.

Inflation index characterizes changes in overall price level on goods and services, which population buy for non-productive consumption.

Analysis of this index in Ukraine shows record inflation in our country for the last 20 years in 2015– above 43%. In ten months of 2016, the following index has reached a level of 9.4%. What are the reasons of this extremely high level?

The highest increase of inflation index within this period took part in “Housing and utilities” category. The increase has reached a level of 277.1% in comparison with 2013. In Ukraine, the middle level of utilities stands at a level of 3000 UAH. It makes 35.7% of overall family income. For comparison, in Germany citizens pay 200 EUR or 6000 UAH, however it makes only 5% of their overall income.

Table 1

Name	2012	2013	2014	2015	2016
All goods and services	99,8	100,5	123,9	143,3	109,4
Housing and utilities	100,7	100,3	134,3	203,0	139,8
Flat payment	103,7	102,9	102,1	105,4	110,6
Water supply	106,5	100,2	147,4	123,0	137,1
Electric power	100,0	100,0	111,3	166,9	160,0
Natural gas	100,0	100,0	162,8	373,0	142,0
Food	97,1	99,2	124,5	140,1	100,4
Milk, butter	92,5	103,7	113,7	127,4	108,0
Cheese, eggs, cottage cheese	96,6	106,1	123,5	142,5	104,7
Pre-school education	105,5	103,1	104,7	160,8	119,8

Among all the utilities, electric power experiences the highest rise, especially in 2015-2016 (above 60% in a year). Despite this raise, a cost of electric power remains lower than in developing European countries. It should be noted that here we can include a level of population incomes. On average, family income in Germany is fifteen times higher than the one of Ukrainian family.

Attention should be paid to the changes in the cost of national dairy products which is caused by negative state politics in the agriculture industry. During the years of independence, number of cattle has reduced by 7 times, that can lead to

disappearance of national dairy products.

Another category with high-rise of price is education. The most expensive one is a preschool education – more than 85% increase in last 3 years.

In conclusion, we can see that inflation processes in Ukraine causes serious concern among population and international organizations, because they affect on the population's life level. Moreover, they can cause social shocks and tension. A way to solve this problem is an active anti-inflationary policy of the government, namely indexation of the incomes, regulation of prices, control of monetary issue, and reduction of budget deficit.

**Tkachenko A.
Dovgan' S., research supervisor
National Mining University**

MOTIVES OF CONSUMER BEHAVIOR ON FITNESS-SERVICES MARKET

Key words: fitness-services market, consumer behavior

Fitness-services markets in Ukraine greatly subsided in a monetary equivalent at last two years and in 2016 analyst of Pro-Consulting Company estimate its volume of only \$ 160 million - against almost seven hundred million in 2013. In spite of stresses of industry market continues to grow. Number of fitness club's visitors in Ukraine has increased by 0.5-1% at last two years.

Consumers have different goals when they decide to visit a fitness club. It depends on the purpose of criteria for selecting a particular institution. But you must have appropriate motif to set a goal. Thereby important aspect of any company is studying of consumer's feature of behavior. It lets build up the right strategy of attracting and retaining customers.

The consumer wants to satisfy their needs which become a motive for their behavior. We can divide the motives according to their proximity to the needs of:

The need for pleasure

1. To maintain good physical shape
2. For the general improvement of physical fitness and endurance
3. To please yourself
4. For fun, a sense of joy in the classroom
5. To remove the tension, feeling of relaxation

The need for social image

6. For yourself confidence
7. For respect
8. Because of the fashion for a healthy lifestyle
9. To increase/confirmation of status in society

The need for health and safety

10. Prevention and treatment of diseases
11. For a better health

12. For a weight reduction
 13. For an increase muscle mass
- The need for communication
14. For a new friends
 15. For a leisure time with friends

So, consumption motives of fitness services are different. People have different goals. It will describe the actions, deeds of entire groups who have similar styles of behavior. It will help to predict how people will behave in different situations of buying services.

The research results show that women visit fitness clubs to improve the physical form, and as a result have not only beautiful body and emotional satisfaction, they are doing it to improve health. Men are more likely to engage in to achieve sports results and the acquisition of aesthetic form of the body, and considered as an attribute of a class of high social status.

It is very important to know the consumer's motives because it determine the criteria for they selection.

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**Tonkoshkurova N.
Yevseytseva E., research supervisor
Kyiv National University of Technology and Design**

BRAND AS AN IMPORTANT COMPONENT OF THE MARKETING MIX

Key words: brand, marketing mix

In a general sense brand is a complex of concepts, which generalize people's ideas about the product, service, company or person. Nonetheless, researchers have a different opinions on the definition of the brand: for some it is a name, symbol, design, and for others it is a popular brand name or trademark.

Generally, the original concept of "brand" was created to designate the product or things, and for marking cattle or other pets. But with the development of commerce brand has come to mean the origin of the product and was adopted with the aim of separating one manufacturer from another, which produced and released a similar products. Today, the brand is used for designation of producer or seller of the product or service, and also used in commerce, marketing and advertising.

Usually, brands are comprise items such as: company name, products or services, logotype, slogan or phrase, graphics, shape, color, sound, aroma, taste and movement.

Brand is those emotions, feelings and memories, which appear in human, when she meets with him. So, it should have a positive image, that people were willing to pay money just for your brand. You need to come up with a good strategy. Today, a good brand strategy is short and interesting slogan, which will be motivate consumers

to choose exactly your product or service, not competitors.

Very important to know as far as your brand is popular with consumers and how many people know about your brand at all, as products of unknown brands rarely buy. So, is very important to make the right advertising and to develop a clear slogan.

I would like to give some examples of advertising companies of leading brands, which had to regret. For example, in March 2013 automobile company Ford launched a failed advertising, for which had to apologize. Well, agency JWT India without the consent of the customer issued a landing page and media creatives, in which scandalous politician Silvio Berlusconi in the trunk of his car drove in an unknown destination bound and nearly naked girls. The worst commercial advertising was developed in 2010 for Mentos by Neogama / BBH, where skinny girl said to fat girl: "I like to break away from you, because guys just look at me" and the slogan: "Selfishness without guilt". But Mentos rejected the project for inappropriate content. But this is not the worst thing that they offered. In 2011, the company was still in more delicate situation. This time the agency Ogilvy & Mather Mumbai offered for Mentos advertising, where men in different ways want to commit suicide through unbearably sour taste Mentos.

If we consider the Ukrainian market advertising at the moment, we see that now is the era of gray, mainstream advertising. We can rarely see really brilliant, storage, risky advertising. Many companies forget that advertising is an entertaining genre. Research and statistics prove that if your ad is liked, is a high probability that the consumer will buy and use your product or your service. So, the consumer is always wants to get more for less. When the proposal is very beneficial, most people will buy the product, even if they were not quite necessary, especially when this product will be branded.

So, brand - is not just advertising and marketing, it is much more. This is all that comes to mind a person about a product when it hears and sees its logotype. Brands is a figurative representation of consumers stored in their memory that influence their choice of products and services in the future.

**Vinogradova A.
Kuvaeva T., research supervisor
National Mining University**

HIS MAJESTY - POSITIONING

Key words: positioning

The cause of the positioning theory - the desire to find a way to differentiate among similar product on the properties and characteristics by means of marketing communications products. positioning theory is that the consumer can not remember all the characteristics of products on the market because of their large numbers, so he learns by association, giving each product specific attributes that are important to him while making a purchase.

For example, expensive and cheap brand clothing; modern and traditional

clothing; clothes for a hike in a restaurant to walk to the house, etc.

Let's imagine that a cell c are certain characteristics, in that it puts the names of all the brands in the consumer's mind. Product positioning task - correctly identify the principle of formation of these cells, find free unoccupied cell or create your own by means of marketing communications. The ideal goal of any positioning: to find a cell in which the brand will be the only one of its kind and will be the only best choice.

We have determined that the essence of the process of market positioning - firmly fix the desired brand image in the minds of the target audience. And is it really necessary? Let's think logically: without positioning commodity companies will not have distinctive properties and consumer identifies him as "one of", putting him in the dark corners of his mind, or simply do not pay attention. Why? Because the consumer is not obliged to store our goods in the choice it moves along the path of least resistance and draws attention only to the bright, clear, unequivocal statement that for a few seconds to help determine the characteristics of the product.

Competitive positioning is not necessary in the monopolistic markets or the markets in which the characteristics of the goods are not the reason for choosing the product. In all other cases, it is important for the positioning of the company, as it helps to explain to the consumer:

- Who is the product of the company?
- What are the needs of the consumer goods is able to meet?
- The company's product is different from their own kind?
- Why is beneficial to the consumer to buy the product?
- Under what conditions and when the consumer has used the goods?

If looking at your product or by viewing the advertising message of your product, the consumer can clearly answer these questions, then your products have a clear positioning concept, and you told her right up to the target audience.

Positioning is particularly important for services to the market when the product and so is not a tangible product and the consumer has difficulty in its identification.

Positioning is equally important for the new stand-alone product and as a whole for the company. Each item in your portfolio can have their (more precise and narrow positioning), which is not contrary to the global organization of the market positioning.

**Vizyr V.
Pilova K., research supervisor
Zuyenok I., language adviser
National Mining University**

THE MOST POPULAR SMARTPHONES COMPANIES IN UKRAINE

Key words: gadgets, IT, smartphone, market.

In the age of globalisation and informatisation of the modern society there are a lot of companies producing a variety of these devices. The most of Ukrainians have smartphones. today. So, it is hard for an inexperienced user to make a right choice in

the variety of these modern gadgets. This paper is aimed to identify the most popular brand of smartphones in Ukraine and to make a prediction of possible changes in the Ukrainian market of smartphones. Moreover, the results of the research done will be compared with those of the TrendForce company (Taiwan)

A smartphone was chosen as a gadget which is the most common and widely used in Ukraine. The brands researched are the most popular Chinese, Corian and American: Meizu, Lenovo, Samsung. According to the rating obtained after interviewing respondents, the first place belongs to Apple Inc, though smartphones of the company cost higher than android smartphones, but the brand is known by high quality of any product of this brand.

Apple is followed by Samsung company (Korea) which is known as one of the biggest producers of android devices. In the TrendForce's research the first place takes Samsung, after which goes Apple. This fact demonstrates that Apple Inc. is promoted better in the Ukrainian market. The percentage of Samsung users are the same as those of Meizu (China). This Chinese company made huge steps in producing and promoting its smartphones during last years. After Meizu all places are evenly distributed between the Chinese and Japanese and Finish companies (Lenovo, Sony, Xiaomi, HTC, Nokia) with the Taiwanese companies lagging behind. If compare these data with the report of TrendForce we can notice that Meizu is not included in the top Chinese companies that could be interpreted that this company is right growing up and promoting its goods in the foreign market .

In conclusion, it would be appropriate to sum up: in Ukraine Apple is considered the more popular and demanded than Samsung, Chinese phones is gaining their popularity in Ukrainian market.

Volosova E.
Steblyuk N., research supervisor
Dnipro State Technical University

ANALYSIS OF LOGISTIC POTENTIAL OF «ANR GROUP» ENTERPRIZE AND DETERMINITION OF ITS LOGISTIC STRATEGY

Key words: logistics, single distribution warehouse center, Edgar Hoover intermediate location, optimize costs.

Limited Liability Company «ANR GROUP» provides production and sales of dairy drinks under the brand «Ekofood» and is the winner of the «100 Best Products of Ukraine 2015» in the category of dairy refreshing drinks.

The analysis found that manufacturing raw materials for the company comes from 4 enterprises located in Radekhiv, Lviv region, in the village Balivka, Dnepropetrovsk region, in Dnipro and in Kyiv. Sales of products are realized through a network in four supermarkets («ATB», «Silpo», «NOVUS», «VARUS») and commercial network of Milk Company PJSC «Galicia».

Due to rather extensive geography of existing enterprises-suppliers and sales, and large marketing volumes it would be advisable to create a single distribution

warehouse center. The task of the study was to determine its optimal location. For this strategy was applied Edgar Hoover intermediate location, and in order to realize it the method of determining the center of gravity was used [1].

In order to optimize costs for transportation and storage of raw materials which is required for the production of «ANR GROUP» as suppliers of raw materials, including power producers should consider:

- LLC «Molochniy Dim» - dairy producer, which produces products under the brand name «Fanny»;

- Open Joint Stock Company «Combine «Prudniprovskiy», which markets its products under the trademark «Zlagoda» and «Lybimchik».

Construction of single distribution warehouse center affects the costs incurred in the supply of goods to consumers, and therefore the final cost of the sold product. There was applied Edgar Hoover intermediate location to determine the location of the distribution center, the location of «ANR GROUP» and location of suppliers and place of distribution of products, the volume of purchases and sales strategy. Using the method of determining the center of gravity and given the availability of roads determined that economically feasible to place a regional warehouse in Vinnitsa or in one of the district centers of Vinnitsa region (m.Haysyn, Nemyriv) where rent storage space is not so expensive.

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**Yelizarov I., Yelizarova K., Milyukova K.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

THE ADVERTISING IN SMALL BUSINESS

Key words: advertising, small business

Small businesses play an important role in economy of every country. The main problems of the small-scale entrepreneurs, anyway, associated with great risks and limited of economic resources including expenditure on the marketing and commercial. Successes in business depend on progresses in promotion. It is the advertising as a concept of business administration can and must help small companies not just to keep the power, but function in market environment effectively.

The advertising in small business has a number of features. Actually these features are caused by the fact that small business entrepreneur faces scarcity of business resources. Financial and human resources are limited as well. This fact leads to the following features of small businesses.

The entrepreneur should develop and apply the “unique selling propositions” (USP). The availability of USP will help to stand out quickly and efficiently among the competitors. It also will present unique quality of the goods.

The important thing for advertising is the correct set of tools that serve for data

transfer to the potential customer. Scarcity of financial resources requires the entrepreneur to pay extreme attention when selecting these advertising tools. Such instruments as banned, TV and radio are too expensive. Therefore the entrepreneur should select only this tools that can effectively inform potential customer about its USP. The most popular data distribution channels among small businesses are:

- Content promotion through the social networks (86% of entrepreneurs)
- Content promotion through the SEO-traffic (82% of entrepreneurs)
- Email marketing (81% of entrepreneurs).

One of the specific features of small businesses advertising is its local principle of production and service delivery. Of course not all the small businesses practice these localization rules, but major part of really sector enterprises do. It means that small businesses do not require large advertising capacities.

**Zgurovska I.
Cherep A., research supervisor
Zaporizhzhya National University**

MARKETING RESEARCHES IN THE ENERGY SECTOR OF UKRAINE

Key words: marketing researches, energy marketing, marketing of energy

Energy Marketing (marketing of energy) – activity of energy companies in the energy market, which aims to achieve their business objectives through the most complete customer satisfaction energy products and services, and public interest in the field of energy.

Marketing of energy sector includes the following specific activities:

- studying of the energy market (consumers, competitors, energy suppliers, intermediaries);
- management of energy demand;
- development of new energy services;
- formation of strategy of pricing for electricity;
- stimulating sales of energy products and services.

The wholesale electricity market (WEM) was established in Ukraine to increase the competitiveness of the Ukrainian energy sector, to ensure reliable power supply to consumers and financial stability and profitability of industry and the interest in it from potential investors. An electricity market is a system enabling purchases, through bids to buy; sales, through offers to sell; and short-term trades, generally in the form of financial or obligation swaps. Bids and offers use supply and demand principles to set the price. Long-term trades are contracts similar to power purchase agreements and generally considered private bi-lateral transactions between counterparties.

Establishment of WEM held 15 November 1996 at the first general meeting of producers and electricity suppliers who have signed a multilateral agreement -

Agreement between the members of the WEM that regulates the wholesale market and identifies the main economic and financial principles and mechanisms of its functioning. It operates under the scheme market "single buyer".

The main objective of the WEM – is to ensure energy independence, the needs of consumers in the electrical power provided to reliable and uninterrupted power supply. The subject of this enterprise is: purchase of electricity to its producers, as well as businesses that own electricity produced from raw materials; Purchase participants in the wholesale electricity market, they receive the agreements for its imports; wholesale supply of electricity [1].

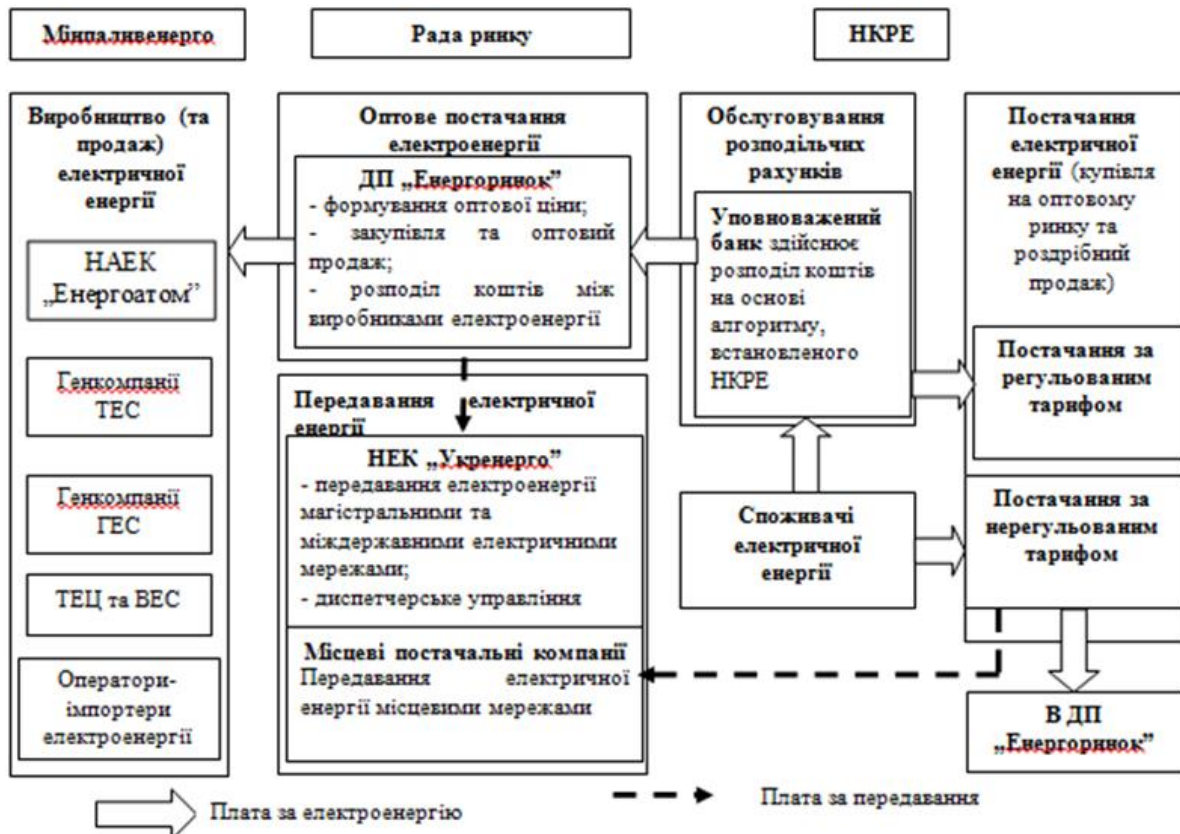


Fig.1

In the main, experience in the introduction of wholesale and retail competition has been mixed. Many regional markets have achieved some success and the ongoing trend continues to be towards deregulation and introduction of competition [2].

The principal main idea for Ukraine is to implement long-term strategies of the market from the standpoint of protecting national interests and create favorable conditions for innovation investors, according to WEM Development Concept 2014.

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Majesty of Marketing: Materials of the International conference for the students and junior research staff. - Dnipropetrovsk, SHEI «National Mining University», 2016. – 166 p.

Materials of the International conference
for the students and junior research staff
“Majesty of Marketing”
7-8 December 2016

Centre of Marketing Technologies of the National Mining University

Passed for printing 07.12.2015. Format 30*42/4.
Paper Pollux. Cond. Printed pages 12,0.
Circulation 180 copies. Order №

SHEI «National Mining University»
49005, Dnipropetrovsk, K. Marx av., 19