

A special department should exist for coordination. It implements the control function, most often such department is the marketing department.

The effectiveness of the marketing research companies can usefully be measured as the difference between the following parameters at constant conditions of the company before and after the impact of marketing: the growth of profits (as a whole, per unit area and per unit of commodity output) of each species; increase (decrease) the profitability of the whole enterprise, and for certain types of products; real increase in the value of products.

An important factor in improving the marketing impact on business activity is the implementation of effective business marketing information system that will provide a continuous process of finding ways to improve the activity of the enterprise through research, monitoring, information processing, analysis and forecasting of marketing information flows, based on what management can make management decisions that will be able to provide reliable competitive advantage in the market.

Summarizing the study, it should be noted that the impact of marketing on the business activity of business entities is a system of work organization in which production decisions are taken after a special study of the requirements of the market that allows you to develop goals, strategies, tactics and behavior of enterprises in the market, their commodity, price, marketing, communication strategy. Using marketing exposure allows economic entities to better adapt to the changes of internal and external environment and ensure its strategic development. Because of the marketing's impact the targeting of business activity of enterprises in different business forms is changing especially active actions associated with a reduction of their negative impacts or warning come to the replacement of the passive response to market factors. Getting the desired results is possible with effective planning and implementation of marketing activities, which is responsible for organizing marketing service.

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### **MARKETING WITH NATIONAL ELEMENTS FOR CREATING A «BREAKTHROUGH PRODUCTS»**

It is known that Ukraine is going through a difficult period of time. As a result of the revolutions in the years 2013-2014, the Ukrainians have changed the awareness

of the national identity. Nationalism became fashionable and relevant. A few years ago many people did not know the National Anthem of Ukraine, they did not wear shirts and T-shirts with the trident and it was a shame to wear the embroidered shirt, but now all people buy accessories with national symbols for mobile phones and for a variety of gadgets. Even food products are decorated with the national mark.

Today, the products with the national elements are «breakthrough» on the Ukrainian market and out of it. Breakthrough product is a product that combines the design and the technology, emotional and functional benefits, and takes place in the gap of the conjuncture. The gap of the Conjuncture is possible when the three types of factors are changed - social, economic and technological. Many companies that were not involved in the production of national symbols use it to form the foundation of his success at this time. Marketing with the national elements not only improves sales, but also improves the social status of the company and the overall image of the country internationally. The main indicators of nationalism are such cultural dimensions as knowledge, faith, morality, art, customs and tradition, that are the intangible values which define the lifestyle of people.

Of course, there are problems in creating quality products with the national symbols. Today the Ukrainian market is full of products, often so called "buy-sell" products that do not have a high quality. Good «breakthrough» product must contain 7 basic attributes values (Table 1).

Table 1

General description of the main attributes of values «breakthrough» product

<i>Key attributes of values</i>	<i>characteristic</i>
1. Emotion	the spirit of adventure (product makes an interest), independence, safety, sensitivity, confidence and power (provide consumers with self-confidence and control over the circumstances)
2. Aesthetics	visual, auditory, touch, smell and taste
3. Identity of products	relevance, appropriateness and individuality, that is, the product should be introduced at the right time and in the right place and not anywhere
4. Influence	the positive impact on the society or the environment
5. Ergonomics	the comfort and the protection
6. Technology	regular operation
7. Quality	reliability and durability

Unfortunately, in 2013, Ukraine ranked only 98th place of 118 countries in creation of the national brands in the ranking of The Country Brand Index, which was published by the company FutureBrand with BBC World News, this fact indicates that Ukraine is an example of the country with underdeveloped national brand.

To create the effective national brands the comprehensive audit of brands is carried out. One of audits method is the psychosemantical analysis of the image of the country as a basic technique. Psychosomatics is a branch of psychology that studies the origins, development and operation of value in people's minds (images,

symbols) with the help of which the processes of perception, facts, words, deeds, and the processes of memory, thinking, understanding, decision-making are interpreted. Psychosomatics makes it possible the visual design visualization, construct a geometric model of the perception of the country, which will help in creating of «breakthrough» products. This method is used in the following countries such as Egypt, Netherlands, Austria, Germany and others.

The foreigners associate Ukraine with Easter eggs (37%) and Petrikivsky painted (17%) and only 7% choose Ukrainian embroidery. Bohush Communications Agency published the results of research on the major associations connected with Ukraine in the world: a young country with the Orange Revolution and the Revolution in the Maidan, the country of Chernobyl accident, a country with delicious cuisine.

So, to create the «breakthrough» product with a national basis is necessary to use a numbers of marketing techniques and tools, and of course, the impact of situational events. Great attention should be paid to the fact who is the user and what is the social effect of the products creation, because it is the face of our country, it holds the values, customs and traditions of our people, whether it's a small souvenir magnet with the landscape of the Carpathians, or Ukrainian ornament on the precious car.

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## **ACTUALIZATION CONSUMER NEEDS FOR SELF-IDENTIFICATION**

The existence of a large number of different theories of consumer behavior indicates interest of scientific community in the subject. Factors affecting the different orders decisions on purchase, determine consumer reaction to the appearance of a product. External and internal factors influencing the preferences and desires of consumers are closely interrelated and inextricably linked. Among the internal factors highlighted the psychological characteristics of consumers, installing, values, principles, etc., which from one hand affect the external environment, and from the other depend on it.

In recent years, people's consumption behavior has changed, resulting reorientation and marketing activity. There is a growing consumer demands for goods, the replacement of physiological, instinctive factors in the selection of goods on the psychological and mental. Identification acts as a central element of identity associated with the response to the question "Who am I?". Identification describes relation of person to himself, conscious association with this or that social group on various criteria. This behavior may be of imitation behavior others. People have desire to capture its internal installations by joining the group that is close to their value system. Even a person, who seeks to minimize communication, automatically