

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.

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## **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.

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## **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