

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.

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## **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.

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## **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