

## 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	<b>99,8</b>	100,5	123,9	<b>143,3</b>	109,4
Housing and utilities	100,7	100,3	134,3	<b>203,0</b>	139,8
Flat payment	103,7	102,9	102,1	105,4	<b>110,6</b>
Water supply	106,5	100,2	<b>147,4</b>	123,0	137,1
Electric power	100,0	100,0	111,3	<b>166,9</b>	160,0
Natural gas	100,0	100,0	162,8	<b>373,0</b>	142,0
Food	<b>97,1</b>	99,2	124,5	<b>140,1</b>	100,4
Milk, butter	<b>92,5</b>	103,7	113,7	<b>127,4</b>	108,0
Cheese, eggs, cottage cheese	96,6	106,1	123,5	<b>142,5</b>	104,7
Pre-school education	105,5	103,1	104,7	<b>160,8</b>	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.

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## **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