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RESEARCH MARKETING TOOLS, WHICH IMPROVE THE LIFE OF PEOPLE WITH DISABILITIES

It is known that disability is a multi-faceted problem, directly related to the level of economic, political and social development of human society, its culture, education, morality, religion.

In Ukraine there are over 2.5 million people with disabilities in need of attention. Among them, there are 300 thousand people with a disability group I, more than 2 million people – with disability group II and group III and more than 200 thousand disabled children under 18.

The UN Convention on the Rights of Persons with Disabilities does not establish a clear notion of «disability» but notes that the term includes persons who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.

On different from Europe, Ukrainian people with disabilities do not occupy an important place niche for the state. Social benefits are scarce, not adapted goods and services that are suitable, available in limited quantities. That is why, these people are not capable of independent life, for being simply limited. The policy of many countries aimed at one goal - to make people with disabilities are not «visible» for all society.

Everyday goods manufacturers do not appreciate this market of potential consumers. Today's consumers with disabilities expect to be a part of the integration of business strategy and not just a part of the corporate plan for social responsibility. Also using socially responsible marketing on the bases of global companies, domestic enterprises will receive the following benefits: increase of profits and access of socially responsible investment, where investors pay attention to the indicators of the activities of companies in the social and ethical areas in the field of environmental protection, etc.; optimization of operational processes and reduce operating costs; improve the image and reputation, quality and competitiveness of products; an increase in sales, market share, increase customer loyalty and investors; improving the competence of its own staff; improvement of management; building relationships with stakeholders and others.

Today the outstanding companies of the world prosecute not only their goods in order to increase audiences and profits. They must position themselves to win customers by offering them their vision of a better world and inviting them to help to achieve it by co-creating the brand's story. The process of becoming a brand leader will be an evolutionary one, involving at least seven stages. Each stage is defined by its unique leadership style, brand vision, social media commitment and level of engagement with the brand's customer base. These include: «Proctor & Gamble», «Unilever», «Coca-Cola» and «Walmart».

- **Unsustainable corporate self-interest:** This is where most organizations of our country sit today. They care only about the profits.

- **Self-directed engagement:** A growing number of organizations are moving up to this stage, recognizing that changing their social responsibility profile can earn benefits. But they are still motivated mostly by their self-interest.

- **C-suite reflection:** At this stage the company reflects deeply about responsibility and the benefits that it can bring, using new marketing and advertising strategies.

- **Consumer facing self-interest:** It means that the companies start to make their first steps to socially responsible behavior, because it sees the success of his company, and consumers feel important.

- **Self-directed reform:** At this stage, the company reviews its values, ethical standards on purpose to improve interactions with customers and increase profits.

- **Brand leader:** The company is an example of social responsibility to consumers and employees who shall value the positive social impact.

- **Brand visionary:** In this final stage, the brand is well respected for carrying a strong, long-term vision of a better world. It quiets shareholders who clamor only for short-term profits. It conducts a regular dialogue with its consumers, who willingly co-create the brand's story, while being loyal fans of the brand and driving its profits. In achieving this brand visionary status, its customers form a global synaptic network that is always in support not just of its products but also the core values of the brand, which become meaningful in their lives.

Consequently, based on the fundamental principles of the Convention, domestic enterprises using socially responsible marketing can increase the competitiveness of goods and services and to improve the company's image by encouraging consumers and people with disabilities. Also the company can improve product packaging or usage of font Braille's relief inscriptions, ensuring placing availability of the goods on the shelves of shopping malls, involvement of people with disabilities in advertising goods and services. The disability lives in the society, not in the person.