

of tourism.

The authors suggest that efficient use of strengths and opportunities of the company marketing environment may enhance existing and create new competitive advantage by redevelopment the children's resort complex "Goldfish" into the resort family pension for parents with children.

Based on the results of marketing research the consumer profile was built. The consumer is resident of the regional center, satellite cities or towns with a population of more than 50 thousand people. His income is from 3,500 to 10,000 UAH per family member, age is 25-50 years. The family have children of all ages. The consumer holds the traditional, healthy and / or sports lifestyle. His life values are the following: family, children, health, moderation in consumption. Desired benefits: family holiday at a reasonable price and recovery at Black Sea coast. Rest period from 5 days to 2 weeks.

Additional survey of respondents in the identified target segments showed that consumers are interested in holiday at the family pension for parents with children located on the Black Sea coast, at a reasonable price, which includes three meals a day and supervised activities for children.

The results of marketing research of consumers preferences and conducted SWOT analysis have allowed to confirm the hypothesis on feasibility conversion the children's health complex in the pension for families with children. The next step should be the economic assessment and preparation of a marketing plan.

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«MYSTERY SHOPPING» AS A METHOD OF MARKETING RESEARCH

Key words: mystery shopping, marketing research

We know that in many companies there are deficiencies in staff work with clients, So to correct this situation may prove indispensable application method "mystery shopping".

«Mystery shopping», or «secret shopper», or even «secret shopper», - it is the method of research, which involves evaluating consumer experience gained by the client in the purchase of goods or services, and to achieve the organizational

objectives. This method is also an effective tool to identify the level of competence of staff of the company and of merchandising in firms that serving clients.

With this method the client is a specially selected and qualified person that check service quality and customer service, and the main customers of this service are the marketers, managers and executives. Analysis of the study data "mystery shopping" helps make the right management decisions to achieve the company's strategic goals, such as increasing sales, increasing the skill level of staff. As still not developed clear standards and methods of research, many companies are faced with certain difficulties in the development of projects. One of the initial steps in the provision of services "mystery shopping" is filling and maintaining a database of secret shoppers, requiring constant renewal and updating. Often in projects of secret buyers put forward specific requirements: age, gender, presence of car and so on.

For specific projects secret shoppers are selected according to the target audience and developed the questionnaire arbitrary complexity. All secret shoppers are mandatory training and testing before the study. Unacceptable situation where the visit to the store does not prepared buyer without specific requirements for evaluation. There are instances where candidates receive instruction prior by phone or e-mail and check test carried out by phone or directly in the office, which increases the timing of the project. Throughout the day customers receive data from the questionnaire that enables to control the conduct of the project and to make decisions according to our data.

The most important step in carrying out the project "mystery shopping" is the formation of accounting documents, according to which decisions are made by the customer. If there are no means of forming analytical data, the results of assessments are entered manually into spreadsheets and summary charts and graphs are based on these tables. There are projects where data is collected during the formation of the final reports.

Some companies try to optimize the research through the development of special software. An example is the maintenance of a unified database of secret service customers or create questionnaires via the Internet - technologies. Market Trends technique "mystery shopping" in Ukraine can give prognosis about the inability of providers to conduct qualitative research without specific optimization of the service in the near future, which in turn may result in the introduction of specialized integrated solutions. The cost and quality of projects will play a major role as the market proposals are growing.

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CONSUMER DEMAND AND ITS IMPACT ON THE ECONOMY OF UKRAINE

Key words: consumer demand, private consumption, inflation level, purchasing power, stimulating consumer demand, growth and prosperity of the country