

and small household appliances, cosmetics and perfumes, clothing, tickets to events and transport, goods for kids.

According to research of shopping on the Internet could rank as follows: 1st place - electronics, 2 - place - clothes and shoes, 3rd place – make-up and perfumes, 4th place - children’s goods and accessories. The most popular Internet shops of electronics is Rozetka.ua and Allo.ua and to make purchases of clothing and shoes most of the Ukrainians are turning websites Modnakasta, Leboutique and Lamoda.

We don’t have an official statistical data on e-commerce in Ukraine, because this industry is not yet considered by the State Statistics Committee. Instead, this issue explore analytical Ukrainian and foreign companies, including Ukrainian Marketing Association. According to them in 2015 17% of Internet users in Ukraine constantly buy online it is about 3.7 million customers. Also becoming very popular shopping via mobile devices, today they make up 40% at some online stores and show a considerable tendency to growth [2].

Also, the study showed that between young people are popular such websites on the Internet that allow you to exchange goods and also buy goods that were already in use. The most popular site that provides such services is OLX.ua.

Growth or a fall the volume of e-commerce market in 2015 is quite difficult to estimate because of the dollar fell by 30-40% and in UAH increased by 20-25%. This is caused by an unexpected increase in the dollar and the fall of the UAH.

Because of the military conflict in eastern Ukraine and annexation of Crimea, the e-commerce market by geography coverage decreased by 20% in 2014. Although forecasts for 2015 were very disappointing Online shopping has started to show positive signs. In mid-2015 the fund Horizon Capital bought a share in the biggest Ukrainian online store Rozetka.ua, and this is a great expression of trust in our economy. [3]

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## **POLITICAL MARKETING AND ITS ROLE AT THE POLL**

*Key words: political marketing, business marketing, voting.*

While it's nice to think that our voting decisions are based purely on how well the platforms of each of the candidates aligns with our own individual set of beliefs and values, it is far more likely that our ballots are cast based on the outcomes of carefully targeted and optimized political marketing campaigns. Initially, understanding that our actions are likely prompted by the calculated promotional efforts of external entities may be uncomfortable, but consuming the marketing of any product, service, or idea is how we make decisions about many things in our everyday life—from what peanut butter to buy to what clothes to wear—and that's not a bad thing... especially in a country where every decision comes with so many choices.

Political marketing is the process by which political candidates promote themselves and their platforms to voters through masterly-crafted communications aimed at gaining public support. As a business marketer, you may think that political marketing techniques and strategies don't apply to you, but while the entity being marketed is different, there are many parallels between political marketing and the marketing of goods and services.

Both business marketers and political marketers use media outlets to inform, remind, and alter the attitudes and behaviors of potential clients and voters (respectively), and they both employ similar tools when structuring campaigns, such as market research and statistical analysis.

The primary and most important difference between business marketing and political marketing is that the latter is used to raise awareness and inform members of the public about critical issues and leadership choices within their community, state, and country.

“The ignorance of one voter in a democracy impairs the security of all” John F. Kennedy

The modern political marketing landscape provides myriad opportunities to connect with potential voters and shape public opinion, including cold calls, email campaigns, direct mail leaflets, radio spots, social media outreach, and television news and talk show appearances. There are also many tools available to gather data on voters and craft campaigns, such as factor analysis, discriminant analysis, conjoint measurement, and multidimensional scaling.

We turn to the micro-analysis of the placement position of political parties in Ukraine and their instruments of influence.

For Ukraine, the characteristic regional distribution preferences. This means that the first batch of voters are estimated on the basis of "friend or foe", and then watch how the party offer meets their needs.

Thus, the parties can be divided into two baskets, "East" and "West".

«2000» the distribution of voter preferences between "East" and "West" is around 50:50. This is an interesting arrangement that resembles the rivalry US Democratic and Republican parties.

It all starts with the formation of political image, which is based not only on the characteristics of the policy, but also those who constantly accompany him (family, children, close friends), as well as the image of his life (hobbies, interests, favorite vacation) and the past (some noble or heroic acts).

The next step is political advertising, but in Ukraine, he is himself a political market, still being formed. However, domestic political practice increasingly includes specific products the political market, ie a variety of benefits and privileges. First of all, this is due to the increasing role of political advertising and the wide use of the media, as well as the inclusion of such a powerful means of influence on political decisions, as the public opinion.

In a nutshell, the importance of political marketing is how effective it is at spreading messaging and informing the public. Campaign messages and ideas are very easily and quickly consumed and shared, and this facilitates a better more organic way of raising awareness and generating a call them to action, whether that action is to join a campaign, lobby for a bill, or cast a vote at the poll.

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## **INFORMATION TECHNOLOGIES FOR DATA ANALYSIS IN MARKETING**

*Key words: marketing; data analysis; information technologies.*

Marketing deals with the analysis and possible solution of different problems using “scientific” methods. In the information age, knowledge is increasingly stored and provided by computers. Data play central place in marketing. Today making marketing decisions is not constrained by the availability of data, but by the ability to efficiently use the information. Data means nothing to marketers without the proper tools to interpret and analyze that data.

This turns marketing science into a computational science relying on efficient software for data analysis and decision support. The computer is not only tool for efficient data analysis. It gave us opportunity to think about problems in new ways. Many marketing techniques would be impossible without computer.

For example, the popular Bayesian models in marketing science rely on Markov Chain Monte Carlo sampling. The Microsoft Company has developed “The Microsoft Naive Bayes algorithm”. It is a classification algorithm based on Bayes’ theorems, and can be used for both exploratory and predictive modeling. This algorithm is useful for quickly generating mining models to discover relationships between input and predictable data [1, 2].