

trigger vicious cycles that further widen both the gender employment gap and the gender pay gap. Strong economies and sustainable pension systems in the future will depend on higher female employment rates and high wage returns on paid jobs. This is why the Europe 2020 Strategy sets a target of raising the employment rate for women and men aged 20 to 64 to 75 %. Achieving this target requires greater participation of women in the labor market. Therefore, incentives for women to stay in the workforce, including credible prospects of career progress, are essential; one of such incentive consists in opening the door to top management positions. It is worthwhile mentioning that in Ukraine according to statistics of the UN Office (UNDP), about 14% of women occupy senior management positions, but the majority of them occupy the positions among specialists - 79.9%. According to UNDP, women own 20-22% of small and medium enterprises. As for big business, it still remains a "masculine" - only 2% of Ukrainian women are the owners of a large business. In this connection according to the data of UNDP women's employment is more common in the following areas:

- Health care and social assistance - 81.5%
- education - 76.4%
- financial institutions - 66.4%
- public administration - 64.8%
- sphere of hotels and restaurants activity - 69.8%
- sphere of post and communication activity - 61.4%
- provision of communal and individual services - 59%
- sphere of culture, sports, recreation and entertainment - 62.8%

As we see, nowadays the situation with gender stereotypes in the professional sphere is mainly the same. Women are occupied with the spheres of entertainment, hotels, restaurants, post, communal, culture activity. The binary opposition of public and private sphere is at the basis of women's professional activities as it was one thousand, one hundred or few years ago.

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## **STAGES OF CONSUMER'S DECISION-MAKING PROCESS**

Decision-making process on the acquisition of goods includes the following stages:

- Need recognition;
- Information search;
- Alternative evaluation;
- Purchase decision;
- Consumption;
- Post-purchase behavior.

The need recognition for “driving lessons” services arises in many cases. The most common are as follows:

- The consumer has already got a car, but has not got driver’s license;
- Consumer is planning to buy a car, so decides to get a driver’s license.
- It may also be a situation where the consumer is aware that without the driving skill his life does not work out the way he hopes and therefore he decides to learn to drive.

Speaking of information search, in this age of rapidly progressing technology, the consumer is definitely looking for the necessary information on the Internet. Firstly, an internal search is carried out: some information about driving schools can already be put in customer’s memory. Most likely, this knowledge is not enough to make a decision. That is why it is important to place all necessary information about driving school on the Internet and regularly update it.

Alternative evaluation includes evaluating the options according to the criteria of the expected benefits. Thus, in the case of the driving school, with alternative evaluation the consumer chooses schools with convenient location and compares prices in them. Turning to a more detailed consideration, the consumer compares the other parameters (timetable of the lessons, the number of vehicles to choose from, the duration of the course, etc.)

Typically, the decision to purchase, in this case purchase of services, the customer considers the "pros" and "cons" of each of the schools covered by his attention.

Consumption of "Driving lessons" services is carried out for about two and a half months. For school it is important not to lose face in students’ eyes during this time, or their negative reviews might scare off potential future consumers.

Post-purchase behavior is closely connected with the period of consumption. The customer makes conclusions about the quality of services provided to him. The willingness of the teacher to answer all questions even after graduation positively affects post-purchase behavior. Since the need to obtain a driver’s license is rarely more than once in life, we cannot say about consumer’s loyalty by re-purchase.

The four types of consumer purchasing behavior are:

- Routine Response/Programmed Behavior;
- Limited Decision Making;
- Extensive Decision Making;
- Impulse buying.

Choice of driving school is related to Extensive Decision Making, since the cost and risks of the wrong choice are quite high.

With this type of consumer purchasing behavior usually all stages of the decision making process take place. Firstly consumer feels the need, then consumer makes the internal and external search, evaluates alternatives and opts for one of the driving schools. In post-purchase behavior stage, consumer can feel doubts about choice he

made, but if driving school provides its customers with all that was promised by advertisements, these doubts will disappear.

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## **PROMOTION OF THE BRANDS IN SOCIAL NETWORKS**

The social networks have appeared in 1990s. Geocities, created in 1994, was one of the first social media sites. The concept was for users to create their own websites, characterized by one of six "cities" that were known for certain characteristics [1].

The popularity of online social networks have started to win in 1995, with the advent of the American portal Classmates.com. The project has been very successful in the next few years, provoked the emergence of more than one dozen similar services. But the official beginning of the boom of social networks is considered to be of 2003-2004., When they were launched LinkedIn, MySpace and Facebook [2].

Until now social media sites supposed not only as a communication tools and entertainment portals but also as a powerful tool for marketing research and brand promotion. Why more and more companies are paying interest to social networks?

There are three main opportunities given by social networks: target brand promotion; feedback; image-branding [3].

Target brand promotion. In most cases, the main purpose of promoting the brand in one or more social networks is the desire to attract attention to the brand (whether new or already known) among potential customers. This point impact on the target audience is much more efficient than the classical (mass) methods of online promotion of the brand. Branding in social networks is carried out with a view to a specific audience of potential fans of the brand, taking into account age, gender, geography, accommodation and other socio-demographic characteristics of users. This allows several times to increase the effectiveness of promotional activities of the company - do not waste time and resources on clearly inefficient activity, "the firing of cannon on the wheel".

Feedback. Also one of the most important goals of social networking is to get feedback from actual and potential consumers of the goods or services under this brand. Whatever may have been spectacular classic advertising campaigns (contextual advertising, promo video, banners, etc.), they have one serious drawback - questions or concerns arising from the user, remain unanswered. From this perspective, social networks are not the best field for the use of traditional methods of public relationship activity. Social media - is primarily for users to interact, exchange views. Therefore, it is imperative that the user can not only comment on a promo video or product details, but also ask a question directly to the company. Unlike