

sales promotion have the most effective influence on the final consumer and the acceptance of the decisions to buy.

General conclusions of this research are:

- 1) special calculations are promoting the best product category (eg at the end of a trade row);
- 2) attracting buyers helps for promotion of a particular brands, increases awareness of customers contributes to their loyal respect to the company (for this practice seminars, the recommendations sempinhy, brand communication with consumers outside outlets and setting up feedback from customers);
- 3) The recommendations of the shop floor workers usually have a huge affect on the buyers choice (they have to be well aware of all categories of goods);
- 4) the least effective way to promote the outlet is price stimulation (although these methods will always be influential for those consumers who find that they "spoil" producers).

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FEATURES OF LUXURY GOODS MARKET

Key words: goods, luxury, market, segment, brand, features

Luxury segment is a segment of granting great pleasure not just from use of goods and service, but also from everything that is connected with luxury goods from the purchase process till possession, statuses, delight, admiration, pleasure from geniuses developer's work – till producer skills embodied in the product. The luxury segment can be described as something “over premium class”. The basic rule of luxury segment is appliances to luxury segment that should sustain a positive brand image of its owner in specific range of persons. In addition to that the authority of goods owner should be a great advertising for luxury goods. Besides functional usefulness, “luxury” goods and the services bring respect to its owner, determine his status. “Luxury” consumer is a big man, most likely – influential, in manner often exacting and whimsical.

As most of companies - manufacturers of luxury goods are in Europe, USA and China / Hong Kong, the geographical analysis was compiled based on their membership to a certain country. Companies are distributed over the countries on the basis of location of the main offices which not always coincides with the main place of implementation of commercial activity. Despite the fact that sales of many participants of the rating are heavily concentrated in other regions, all companies reflect unconditional 100% sales level in the reporting at the place of registration of

head office.

Table 1

Country	Number of the companies	Average size of the company (one million US dollars)	Group share in the general rating	Group share in total sales of 100 participants of rating
China/Hong Kong	7	3 455	7,0%	11,3%
France	11	4 513	11,0%	23,2%
Italy	29	1 222	29,0%	16,5%
Spain	5	637	5,0%	1,5%
Switzerland	11	2 882	11,0%	14,8%
Great Britain	6	980	6,0%	2,7%
USA	15	2 927	15,0%	20,5%
Other countries	16	1 268	16,0%	9,5%
100 participants of rating	100	2 142	100,0%	100,0%

The leading manufactures of luxury goods can be divided not only region-wise but also by goods categories. For this analysis we have allocated five groups of luxury goods:

Table 2

Product groups	Number of companies	average size of the company (mill US dollars)	Group share in the general rating	Group share in total sales of 100 participants of rating
Clothes and footwear	36	1 095	36,0%	18,4%
Bags and accessories	12	1 311	12,0%	7,3%
Cosmetics and perfumery	11	3 126	11,0%	16,1%
Jewelry and watches	31	1 818	31,0%	26,3%
Other classes of goods	10	6 832	10,0%	31,9%
100 participants of rating	100	2 142	100,0%	100,0%

The company treats one of the first four groups if share in percentage terms of volume of its sales is the share of this group of luxury goods. The group of “Other classes of goods” are those companies which considerable shares of sales fall on two and more groups of goods.

Not only the companies which are engaged in realization of strategy of merges and absorption, but also investing public are going to continue investigating of markets in search of brands with a potential in the world market helping them to increase product range, to improve operational management, to expand networks of sale and to use possibilities of the international growth, allowing them to come to a new round of development and to pass to the following stage of aggressive growth.

At the same time key players of the market are continuing to absorb the companies delivering quality components for production of production and professional experts for ensuring availability and quality of raw materials. On the other side of a chain of value creation companies will also continue to strengthen control implementation on phase of product, acquiring joint business or other networks of sales channels, trying to obtain strengthening of positions of brands in the foreign markets. However an opportunity to reduce the establishment or to

minimize the risk connected with logistic system isn't the main driving power of such vertical absorption. Exercising control over an increasing number of links of a chain of value creation, the companies will be able to operate more carefully and more effectively the brand in which creation they have put so many forces and time.

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THE ROLE AND PLACE OF SOCIAL MARKETING IN SOLVING PROBLEMS OF UNPROTECTED GROUPS OF PEOPLE DURING THE ECONOMIC CRISIS

Key words: social politics, social marketing, social products, reforms, social warranties, state, social standards.

In the economic transformation the main directions of state social policy should be focused on improving conditions for the growth of incomes, effective use of labor potential, strengthening national gene pool, implementation of these items provides economic progress and social stability. The main idea of social warranties is to provide such level of live, which would be not lower than the specified norms. And a large role is given to the social marketing as direction, using marketing tools to improve the lives of both, as a separate people and as society in a whole.

Also we should pay attention to the social problems that still remain unsolved during the reforms. An important role is given to social guarantees, which in financial terms is a system of relations between the state and the person in the distribution of available resources and satisfaction of the main needs, that promote the formation of the individual in society. Effectiveness of economic development should be not lower than the social parameters which makes the contribution to improving the lives of the population. For realization of benefits, we should provide the cooperation of such factors:

1. The redistribution of incomes in favor of unprotected persons.
2. Optimal impact on the distribution of production and company profits.
3. Partial refusal from use of personal goods for life in special circumstances (Insurance)

In these conditions the level of real consumption of benefits of social protection will increase, that in turn will affect the structure and dynamics of national production growth.

To solve social problems, we must create the conditions for economic growth. Main and the most important role in solving economics problems plays social marketing, which deals with three issues: belief (for example, that drug use is dangerous) social practice (motivate to stop using drugs) and social products (improving the health of the nation).

Only effective investment strategy as important part of financial strategy of the country could solve this problem. [2, . 286]. The development of an effective social security system requires a real increase in social spending and compliance with social