

accidentally, no name can be spoken by the character without a contract and advance payment.

The phenomenon of product placement is the most modern and effective way to promote a product that allows advertisers to position their product, service, organization in the most advantageous way. Product placement includes several kinds, types and forms of product advertising implementation that allows advertisers to make a choice in favor of the service that, in their opinion, will produce the most effective impact on viewers. There are a number of reasons for applying this method of product promotion, as well as there are circumstances that force filmmakers to introduce large amounts of advertising into films.

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## **"MYSTERY SHOPPING" AS A METHOD OF OBTAINING MARKETING INFORMATION**

"Mystery shopping" is a research method applied in marketing research aimed at assessing the experience gained by a consumer in the process of purchasing goods or services and solving organizational problems. Today, over 90% of retailers, 70% of banks and 90% of restaurants are practicing "mystery shoppers" as an indispensable component of motivating employees and enhancing customer service experience.

Goal setting is plays one of the most important roles in research as it reduces the period of achieving results. The» mystery shopping» method is the best way of determining the level of staff's competence and communication skills. To be able to effectively implement the development strategy and make competent management decisions, the company management must be informed about all problem in the company.

What particular parameters are be assessed during the "secret visit"? After each visit, the observations are organized in a specially designed bank that may include a total of about 30 different criteria. All parameters can be grouped into four blocks:

1. "Requirements for the Workplace"
2. "Formal requirements to employees"
3. "Abilities and useful habits"
4. "Staff's of skills."

As for the procedure of "a secret visit", it is obvious that employees are not aware about the inspection, otherwise they will "do their best" here and now, and no objective and reliable picture can be obtained. So, a mystery shopping expert should be unfamilis to employees, and all forms must be filled after the visit and beyond the employees' vision.

In addition, a secret shopper should closely match the portrait of a company's potential client, including gender, age, appearance, social status, etc. In some cases the expert must possess the experience of using similar goods or services.

Apart from handwritten notes mystery shoppers often use dictaphones and cameras when contacting inspected employees. This makes the assessment transparent and allows the most effective feedback. Indicating certain in employees' work. However, when analyzing the results it is recommended not only to elicit shortcomings and weak points but also to make special mention of and give incentives to successful employees.

The last not the least aspect of "mystery shopping" is the response to the information received: finding true causes of failures detected, making certain management decisions, taking appropriate measures.

As a rule, the results of this test may be:

- The decision to substitute more skilled employees for the staff;
- Development of corporate standards of customer service;
- Training sessions (or a series of training) for the staff to fill gaps in knowledge and skills.

Thus, the secret shopper is the technology that allows a company to test and assess the quality of the staff's performance with the help of experts acting as ordinary customers.

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## **PSYCHOGRAPHICS IN MARKETING**

Psychography is one of the most common methods of measuring life style, which is a psychological study groups or individuals in relation to the characteristics, values, perceptions, preferences and behaviors. Psychography enables obtaining quantitative data and can be applied to large samples that should be split into market segments.

The general psychographic approach is based on registration of personal features of each customer in the group under study, the motives of his/her behavior as a consumer, his/her life values, attitudes and even beliefs.

Psychographic segmentation of the market is aimed to develop a marketing program, all the elements of which correspond to the majority of the target market. Advertising here relies mainly on lifestyle elements rather than on the product characteristics.

Psychographic research is most often carried out with four main objectives:

- 1) to identify target markets;
- 2) to obtain the best explanation of consumer behavior;
- 3) to improve a company's strategic marketing;
- 4) to minimize the risks of introducing new products and new businesses.

Psychographic research is applied for deep understanding of market segments. Psychographic analysis allows sellers to understand what life styles buyers are adhered to which results in more efficient communication with representatives of different segments. At the same time, it provides an opportunity to figure out how to