

services, the attitudes of volunteers or staff toward customers, the standard of facilities and customer friendly policies — directly affect the customer's experience and hence their rejection or acceptance of services. Moreover, attention to these other variables can often be achieved with minimal cost.

The practice of marketing then, is the activity of manipulating the marketing mix variables to satisfy the needs of customers. However, in keeping with the first idea that marketing is customer focused, organisational decisions that relate to customers should first be tested with customers to gain their approval of changes. For example, informally asking regular customers about how much they would be willing to pay for a service or asking them for input into the plans to redecorate club facilities (before the redecoration occurs) are consistent with this idea.

The previous examples represent formal marketing activities because the organisation is making a conscious decision to alter some aspect of its operations to achieve some specific purpose. Organisations also conduct informal marketing and are often unaware that they are actually engaged in marketing. More importantly, these informal practices can have more significant implications for the organisation compared with all the formal marketing practices combined.

One important difference between successful and less successful sport and recreation organisations is that successful organisations generally leave their customers feeling satisfied to the point that they are willing to repeat the experience and to tell other people that they should try it as well.

**Severina V.
Vlasova T., research supervisor
Dnipropetrovsk national university of railway transport
named after academician V. Lazaryan**

MARKETING AND WOMEN'S LIFE AT THE BEGINNING OF THE 21ST CENTURY

The necessity of the Ukrainian philosophical thought to appeal gender has become apparent. Nowadays, Ukrainian humanitarians are forced to consider the fact that modern philosophy is in the process of deep transformation in the search of new methodologies and approaches to the analysis of social and cultural phenomena. Gender research has led to a new round in understanding the nature of the human person, male and female, in society, culture, art, politics, science and economy.

It is worth while recollecting famous citation: «In politics, if you want anything said, ask a man. If you want anything done, ask a woman.» said, Margaret Thatcher.

As it's known, the status of women reflects particularly socio-political structure of the country, the level of the economy, culture, governance, rule of law, public consciousness, value orientations.

Despite the development of gender studies, the main reason for selection of women in a particular socio-demographic groups and specific category of behavior is

the performance of the generative functions, that is, that they have the ability to bear children, which is a prerequisite for the whole list of cultural and social consequences.

The scientists write that the historical past of Ukraine displays a moderately patriarchal society. The principle of gender inequality is firmly rooted in morals and customs of public life. During the centuries duties of women were reduced to the education of children and the maintenance of order and cleanliness in the house, so to say the "home economies".

It is clear that such an approach to the women's activities is not conducive to the realization of personal potential and leads to gender discrimination - violation of human rights by gender features. Particularly affected are the rights of women, because it is not implemented rightly of free choice: who to be, how to build their lives. Society imposes the idea of the perfect image of women in the family, her behavior, forcing a woman to adapt to family life by inhibiting its "I". Public opinion hardly overcomes the prejudice that woman can be happy only realizing herself as a mother, she cannot be a good leader, politician.

It has become apparent that over time our society formed stereotypical thinking - those life axioms that we take for granted: the customs and habits, moral norms and principles rooted in culture and history. Our family, the media, civil society organizations in many ways shape it and make us believe it.

As for binary thinking, according to many authors, the male is first, the female is second; men are active, proactive, dynamic ; women are receptive, passive, static. You can select the binary oppositions, stereotypically attributed to man and woman: the logical – the intuitive, the abstract – the concrete. First of all, masculinity is related to logical and femininity – the intuitive.

We can continue the oppositions: the instrumental - the expressiveness, the consciousness – the unconsciousness. There is a stereotypical view that women's sensuality, empathy, emotional expressiveness distinguish it from men with instrumental dimensions, and competence. Thanks to these qualities, it is believed that all women are more flexible and responsive.

The next opposition is the power – the submission. Women are regarded having loyalty, sacrifice, patience, humility. The men are regarded as having the opposite qualities, and because male and female are comprehended in terms of power - the submission.

Then the order – the chaos. In addition, the philosophical view of the gender differentiation of form and matter is expressed in contrasting order and chaos.

The independence, the individuality – the proximity, the collectively. The important gender stereotype is that women tend to take care of surrounding them with people, first of all their husbands and children.

During centuries, philosophers, anthropologists, psychologists justified sexual difference, the difference of man and woman. But can we say that we don't meet women with logical mind and sensitive men; active, power, dominant, aggressive women and passive, obeying men? The sociological significance of the concepts of male - female gets its content through observations of really existing male and female

individuals. These observations suggest that neither biologically nor psychologically masculinity or femininity can be determines.

Women today have the rights they strive for – we can vote, get jobs, and be reckoned.

Still, “As long as women face violence and discrimination, our efforts to eradicate poverty, achieve equality, and advance human rights and democracy will not succeed” said, Michelle Bachelet, the President of Chile.

Shcherban A.
Shynkarenko N., research supervisor
Shvets O., language adviser
National Mining University

A BIRD IN THE HAND OR NICHE MARKETING

If an entrepreneur offers one product to all consumers and does not worry about its adaptation for different preferences and tastes, they are risking to lose their clients and, therefore, their profits. Market segmentation is vital to success in many fields of business where consumers have particular needs.

The first step is to identify the target market. Every marketer knows very well that a modern society is a large group of personalities who may form separate groups with their general purpose, for example, women who would like to use natural and organic cosmetics.

When a marketer has identified segments, they have to choose the best strategy for their work with clients. An old adage says that a bird in the hand is worth two in the bush. These words are a short description of a niche marketing strategy. For instance, Rolex is the world famous watch brand. The company is also known as "capital on the wrist", which produces only expensive and reliable products for wealthy customers.

The strategy of a niche market is very often applied in the Internet marketing. There are a lot of websites which are designed to owners of cats or professional chefs. Such web pages try to satisfy needs and wants of their target audience. These sites include not only a wide choice of production but also interactive elements such as thematic online games, quizzes, tips and news.

In generalized marketing, market competition sometimes passes into a stone wall between a buyer and seller. However, niche marketing may create an opportunity to achieve a special success. The example is kitchen knives produced by a Germany company Wüsthof which is well known among European chefs. The company celebrates its 200th anniversary this year and Wüsthof occupies a solid position within its target market.

In any big city there are a lot of stores which have a specific assortment for people who have hobbies (gardeners, fishermen, etc.). There is also a nice example of a Ukrainian successful project «Lviv Chocolate Factory" that is the only of its kind in Ukraine. The company specializes in hand-made chocolate; cafes of this brand are in