

even natural scarcity of goods.

- Natural rarity. It occurs due to limited resources. For example, the manual labor performance.

- The technological rarity implies possession of the latest novelties. For example, smart phones, the latest fashion collections.

- Limited edition is the artificial creation of rarity and deficit, control of production. For example, limited collection of bags.

- Rarity based on the information means the creation of special PR-events around the products.

For luxury goods there is the model of the marketing complex, which consists of six factors:

- product – high quality, style, historical heritage, and rarity;

- price – creates a collective image of quality and prestige around the luxury goods;

- sales personnel (people) - seller skills, bilateral personal communication, presentation of the brand history;

- passion – knowledge. The tendency of accumulation of luxury knowledge about brand;

- pleasure - purchase process should cause additional, increased pleasure.

Luxury goods are more expensive products or services in its category. They have a set of properties that meet the needs of the most demanding consumer in uniqueness, exclusivity and status and point out him/her from the mass of other consumers. Luxury goods have longer interest from the consumers.

**Yelizarova K., Kruhlenko L., Bugai S.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

OUTRAGEOUS MARKETING

Modern business is increasingly faced with such a problem as a lack of consumer response to traditional advertising messages. Therefore, to promote products and services unusual, sometimes even shocking tools are increasingly attracted, and one of them is outrageous marketing.

Outrageous marketing is a kind of "guerrilla" (low-budget) marketing. But if earlier it was advantageous only to companies with a limited budget, now a fierce competition in the market for goods and services increasingly leads to the outrageous that is used as a tool to promote by large cash-strapped companies. According to experts, this is because the modern market is oversaturated with advertising information, and the average consumer simply ceases to notice it. So the outrageous acts as a kind of stimulant of interest in goods that the traditional advertising is not able to provide.

This method, along with the fact that it certainly attracts the attention of the audience, is not without danger. According to legislative norms the advertising is considered unethical if it contains "offensive words, comparisons, images for the

race, nationality, profession, social category, age group, sex, language, different religious, philosophical, political beliefs." It also should not denigrate "objects of art, state symbols, products, reputation of individuals or entities, competing companies." In case of breaking these rules penalties are imposed to the advertiser, and the company suffers losses. Misuse of outrageous elements can destroy the integrity of the brand. We should not forget that the outrageous cannot be attractive for a long time, even for the most undemanding audience, and sooner or later it begins to take away a potential target audience. Following the surge of interest may follow the irritation; therefore there is a risk of reducing the loyalty on the part of consumers with different moral values.

Outrageous advertising is allowed in the following cases:

- If the nature of communication that the brand builds with its target audience, is originally built on the outrageous (in this case, the target audience is mostly young people, and the advertised product - youth consumption goods);
- If it is necessary to promote low-cost product, as shocking is incompatible with the incentive to spend more (in this case, the target audience is people with low income);
- If it is a new company that needs to announce itself as loudly as possible;
- If you need a reposition.

According to experts, the most important use of outrageous marketing in communication is with the target audience that is in opposition to the privileged sections of society, in the promotion of products for young people, to create a provocative image of the brand, which is relevant in the fashion industry. But at the same time, these methods are not acceptable to the business focused on serious audience, such as financial services or real estate transactions, etc. Using outrageous marketing in these areas will inevitably affect the company's reputation.

For all its attractiveness the outrageous marketing will be safe and effective only if three mandatory conditions are observed: high-quality ideas, absolute understanding of the target audience of the product/brand, clear association of the advertised product with the applicable method.

**Yelizarova K., Kruhlenko L., Kras'ko A.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

GOODS-AWARDS IN THE PROCESS OF SALES PROMOTION

Purchaser motivation in the complex promotion is a system of incentive measures aimed at getting feedback of the target audience from events within the marketing strategy of the enterprise as a whole and its communication strategy in particular. This is a means of short-term impact on the market. However, the motivation effect is achieved rather than from the use of other promotion elements.

As the most interesting and effective way of sales promotion specialists in marketing call such forms of promotion as "in kind" motivation. It can be: 1) awards, which are issued at the time of goods purchase, 2) the award of a delay, that is, upon