

symbols) with the help of which the processes of perception, facts, words, deeds, and the processes of memory, thinking, understanding, decision-making are interpreted. Psychosomatics makes it possible the visual design visualization, construct a geometric model of the perception of the country, which will help in creating of «breakthrough» products. This method is used in the following countries such as Egypt, Netherlands, Austria, Germany and others.

The foreigners associate Ukraine with Easter eggs (37%) and Petrikivsky painted (17%) and only 7% choose Ukrainian embroidery. Bohush Communications Agency published the results of research on the major associations connected with Ukraine in the world: a young country with the Orange Revolution and the Revolution in the Maidan, the country of Chernobyl accident, a country with delicious cuisine.

So, to create the «breakthrough» product with a national basis is necessary to use a numbers of marketing techniques and tools, and of course, the impact of situational events. Great attention should be paid to the fact who is the user and what is the social effect of the products creation, because it is the face of our country, it holds the values, customs and traditions of our people, whether it's a small souvenir magnet with the landscape of the Carpathians, or Ukrainian ornament on the precious car.

**Gadzhii O., Tkachuk A.
Krepak A., research supervisor
Kyiv National University of Trade and Economics**

ACTUALIZATION CONSUMER NEEDS FOR SELF-IDENTIFICATION

The existence of a large number of different theories of consumer behavior indicates interest of scientific community in the subject. Factors affecting the different orders decisions on purchase, determine consumer reaction to the appearance of a product. External and internal factors influencing the preferences and desires of consumers are closely interrelated and inextricably linked. Among the internal factors highlighted the psychological characteristics of consumers, installing, values, principles, etc., which from one hand affect the external environment, and from the other depend on it.

In recent years, people's consumption behavior has changed, resulting reorientation and marketing activity. There is a growing consumer demands for goods, the replacement of physiological, instinctive factors in the selection of goods on the psychological and mental. Identification acts as a central element of identity associated with the response to the question "Who am I?". Identification describes relation of person to himself, conscious association with this or that social group on various criteria. This behavior may be of imitation behavior others. People have desire to capture its internal installations by joining the group that is close to their value system. Even a person, who seeks to minimize communication, automatically

goes to the social group misanthrope.

There are several qualitatively different stages of individual identification. The first stage is search. The search is characterized by determining who is a person, his belongings to a social group, his election of occupation. The second stage is the integration of the individual in society: the identification and authentication of certain social communities, suggesting, however, and distance from other, less close-minded, social status. The third stage is self-realization, self-identification as a representative of the socio-demographic, gender, socio-professional, national and ethnic community-based independent creative productive activity in the industrial, social, political and spiritual interests. Identification of modern person is multidirectional, what means that it provides self-identification both in domestic, civil, professional and other spheres.

In terms of marketing, individual identification is one of the elements of the black box of the consumer, influencing his choice. During the dynamic changes of social relations and political crisis which characterize modern Ukraine, identification is particularly important in selecting products and consuming information products. Consumer behavior is largely determined by identification with a particular social group, agreements with certain points of view or line of conduct.

The growth of information and globalization pressures observed around the world has become prerequisites for intensifying the need for updating the identification of people. Objective circumstances cause deliberate restriction of consumption of a number of producers, form the preconditions for increasing the adoption of a decision to purchase or decrease consumption. In addition, form a system of filtering information and modify consumption habits based on principled man and his sense of being part of that particular group

The need to reduce the information field caused by psychological limits of human capabilities to perceive information, considerable pressure advertising. Information and psychological security of the person (in the narrow sense) - a state of security of the human psyche from negative influence, exercised through the introduction of destructive information in mind and (or) in the human subconscious, leading to inadequate perception of its reality. In terms of information pressure is complicated search "own kind" and traced avoid consumer. The result is a significant difference of goods and services in the most varied not by value of the goods from the point of view of its primary function, but in terms of psychological customer satisfaction, deliberately chosen as a member of a social group.

There is a division of society into different levels and on different criteria. Modern consumers often form a closed group of supporters of a particular brand of goods, active searchers discounts, those who prefer buying by the internet and so on. Current trends of Ukrainian consumer market are characterized by the growing popularity of a number of products that reflect the mood of the people, their attitude to the situation in the country.