

advantages or the exclusive competence of the company."

According to Charles Hill, G. Jones' marketing strategy is to create value, focusing on the needs of consumers. The authors argue that "marketing strategy (strategy marketing and sales) related to the company's position regarding product development, pricing, promotion, advertising and distribution."

The most commonly cited definition of marketing strategy Bahiyev G. V. Tarasevich, J. Ann. They note that "marketing strategy - a general program of activities in the target markets, which includes the main directions of the company and the marketing tools of the marketing mix (4R)."

Analyzing the selection and use various strategies to individual enterprises, we can say it is a large number of marketing strategies. Despite the fact that the basic purpose of the operation of all producers in the same market - making profit, there is no unified marketing strategy for achieving this goal, which could be applied to absolutely all companies. Therefore, each entity for the success of the activity selects the most appropriate for a marketing strategy.

In modern marketing theory, there are different classifications of marketing strategies. However, the most common one is the classification that brings NV Butenko:

1. Global marketing strategies - strategies that define fundamental decisions about choosing the direction of enterprises.
2. Basic strategies based on the specific competitive advantages of the company.
3. Growth Strategy determine the direction of extension of enterprise.
4. Depending on the method of selection of the target market - strategies to determine which products and which market segments will produce the company.
5. Depending on the degree of market segmentation - the strategy of choice set of marketing tools for specific customer segments. "

However, the main purpose of a marketing strategy is to mutually agree on company marketing objectives of its capabilities, the requirements of consumers use the weak position of competitors and their competitive advantages.

So, the company to ensure its efficiency is important to know what are the possibilities of internal environment and external threats, to be able to select target markets, develop effective marketing mix and successfully manage the implementation of marketing efforts. It is therefore important to choose the right marketing strategy to meet the needs of consumers and to obtain advantages over competitors by means of special market measures.

Based primarily on the use of their own potential.

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FEATURES OF CONSUMER BEHAVIOR IN BUYING HOME FURNITURE

Key words: consumer behavior, furniture retail market, competitive environment analysis

Economic growth and development of any prospering country highly depends on its enterprise development. Profit earning competence is sustainable only for a firm which is adopting an effective marketing strategy in providing appropriate marketing mix (product, price, promotion and physical distribution) to prospective customers for its products. Suitable marketing mix endeavor does originate from launching of products by a firm. Thus, the product, be it durable or non-durable, becomes the core component of any marketing programmer. Meanwhile, it is challenging for any marketing manager to formulate and implement an apt strategy for marketing his products in a highly competitive (domestic or foreign) market. It becomes more complex in the ultimate consumers' markets as compared with industrial markets owing to size of the potential target markets and number of prospective customers. Hence, a firm has to have a bird's eye view on its product life cycle right from the stage of launching to saturation for skimming the cream from its business venture. This demands the marketers to remain alert and active all the time for winning permanent customers in the consumer market. In Ukraine, from the customers' point of view, it is noticeable that a consumer belongs to a family in a society. The family constitutes members who largely involve in purchases of durables. During the process of decision making, their buying behaviors are highly influenced by cultural factors, social factors, personal factors and psychological factors. This paper is an attempt to analyze the consumer buying behavior of durables, to examine the factors inducing the consumer buying behavior and to suggest suitable measures to the marketers for designing a right marketing mix for the consumers.

In order to understand how consumers make actual buying decisions, the marketers must identify who makes the buying decisions. They should also constantly be watchful into what types of buying decisions are made and the steps involved in consumers' decision making process in a family. Consumers' decision making varies with the types of buying decision and the nature of products. The decisions to buy soap, a cricket bat, a television and a new car are all very different. Hence, complex and expensive purchases, especially of durables, are comparatively to involve more buyer deliberations and more participants. Even the degree of differences among brand preferences of the products do mostly rest on the degree of buyers' involvement and influence in decision making process within the family. Besides, it is also very essential to investigate why the consumers buy durables and what are the factors inducing them to make such purchases. On one hand, this analysis will lead the marketers to precisely comprehend the needs and tastes of the target market and signal the manufacturers to manufacture such products suitably. On the other hand, it is also equally important to study.