

development, it is hardly possible to obtain a noticeable effect on the business integration in the Internet.

There are many variants of tools to promote your own business in the Internet, it is such as an online store, social networking, video blogs, spam, surveys. The story would be about the last of the methods.

Polls in the Internet is very convenient and effective method of research. In recent years, more and more creates specialized sites, where a user for the award passes polls. Award, passed time and other parameters are set by the customer. You can pass a poll once, and if your form will be spoiled (approx. all of the answers are the same, and a survey performed within a very short period of time) profile isn't considered and is not paid. Prices on average - 5 - 10 UAH per survey for up to 15 minutes.

Further, after the completion of the survey the customer receives the results. Looking through them in a convenient interface and using a variety of tools and options.

Our company has took advantage of this service, and ordered a survey of 300 questionnaires. The survey involved only residents of the Dnieper, in the survey found the taste preferences, the volume of purchased products, commitment to the TM, and others. For example, the undisputed leader in taste are meat dumplings with mix of beef and pork meat (62.8%) in second place with chicken (28.5%) And 34% of respondents did not acquire the meat dumplings, the majority of consumers buy semi-finished products 1 time per month (20.1%), less than 1 time per month (16.8%) Just three-quarters (72.9%) are consuming frozen meat dumplings in a package (buy these dumplings at least once every two - three months) Do not purchase frozen dumplings in pack of 27.1% of the residents of the Dnipro.

Obtained data helped in carrying out further marketing activities and significantly reduced the time and costs.

**Skryabina E.
Pilova K., research supervisor
National Mining University**

DOES BRAND NEED A GENDER?

Key words: gender, gender advertising

If you are interested in modern products innovations - you can see, that in our days the world divides products for men and women. Just for better understanding and easy example - products for women and girls more expensive by 37% of men's accessories. For example, this applies to cosmetics, clothing, toys and other products. However, men overpay when they buy many personal care products: men's shower gel Nivea is two times more expensive than female. We can see that gender socialization helps companies to put a price in two times higher than in a general way.

From the earlier childhood, we divide people for girls and boys. Every gender

has own style in behaviors, way of clothing and rules. That's how gender stereotypes are happening. The man definitely will choose a brand that has typically "masculine" characteristics, the woman - one that behaves according to the stereotypes of the "female" behavior.

Dividing products help us to think in frames of gender stereotypes. For example, the more product or service is related to the beauty, the weakness, the more "feminine" we perceive it. Under the "male" traditionally, we mean that one which is associated with intelligence, strength, courage, freedom, and activity.

In our days a lot of social communities are struggling for equality in products dividing because that kind of marketing helps to close people in frames. In the 21st-century when people started not to be afraid of themselves that to forget about these frames forever, the world needs to stop showcasing stereotype behaviors for the human. Exactly what we see on TV - that will be thoughts of a future generation.

All this affects the business world. Therefore, along with brands without a pronounced gender appear brands which are redefining gender roles and extend the audience at the expense of the other sex. An interesting fact that some "male" brands today are not meant only for men, because of the notice of gender bias in the target audience. For example, 30% of consumers "Johnnie Walker" whiskey in India and Asia is a successful business woman.

No one knows how the world will change in 10 years. Perhaps someday we will become a truly human society in identical white jumpsuits, but so far everything is hidden under the white with bright colors of our stereotypes.

Svistun D.
Reshetilova T., research supervisor
National Mining University

IPHONE 7 OR PERSONAL NAME

Key words: iPhone, action, viral marketing, marketing activities

Recently, the company "Allo", which specializes in the sale of mobile devices, as well as accessories for them, carried out an action under the title "And what are you ready for the iPhone 7?". As organizers say conditions of the action are quite simple, all you need is to change your first name to "Sim", and the surname to "iPhone" to get the desired smartphone. The first five participants who changes the passport data will get iPhone 7 for 1 UAH. The action begins 17.10.2016 till all 5 smartphones are rewarded.

The idea of such a risky move is not to increase or promote sales, but to draw attention to the company. Information about this event spread to a greater extent not by organizers, but with the help of viral marketing by means of social networks and the media. The action spread quickly and caused a lot of discussions. On the official website of the company in Facebook this post received more than 500 likes and more than 200 dislikes and there were more than 400 comments, every second comment was negative. Based on this data, we can assume that every second potential