

disappearance of national dairy products.

Another category with high-rise of price is education. The most expensive one is a preschool education – more than 85% increase in last 3 years.

In conclusion, we can see that inflation processes in Ukraine causes serious concern among population and international organizations, because they affect on the population's life level. Moreover, they can cause social shocks and tension. A way to solve this problem is an active anti-inflationary policy of the government, namely indexation of the incomes, regulation of prices, control of monetary issue, and reduction of budget deficit.

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## **MOTIVES OF CONSUMER BEHAVIOR ON FITNESS-SERVICES MARKET**

*Key words: fitness-services market, consumer behavior*

Fitness-services markets in Ukraine greatly subsided in a monetary equivalent at last two years and in 2016 analyst of Pro-Consulting Company estimate its volume of only \$ 160 million - against almost seven hundred million in 2013. In spite of stresses of industry market continues to grow. Number of fitness club's visitors in Ukraine has increased by 0.5-1% at last two years.

Consumers have different goals when they decide to visit a fitness club. It depends on the purpose of criteria for selecting a particular institution. But you must have appropriate motif to set a goal. Thereby important aspect of any company is studying of consumer's feature of behavior. It lets build up the right strategy of attracting and retaining customers.

The consumer wants to satisfy their needs which become a motive for their behavior. We can divide the motives according to their proximity to the needs of:

The need for pleasure

1. To maintain good physical shape
2. For the general improvement of physical fitness and endurance
3. To please yourself
4. For fun, a sense of joy in the classroom
5. To remove the tension, feeling of relaxation

The need for social image

6. For yourself confidence
7. For respect
8. Because of the fashion for a healthy lifestyle
9. To increase/confirmation of status in society

The need for health and safety

10. Prevention and treatment of diseases
11. For a better health

12. For a weight reduction
  13. For an increase muscle mass
- The need for communication
14. For a new friends
  15. For a leisure time with friends

So, consumption motives of fitness services are different. People have different goals. It will describe the actions, deeds of entire groups who have similar styles of behavior. It will help to predict how people will behave in different situations of buying services.

The research results show that women visit fitness clubs to improve the physical form, and as a result have not only beautiful body and emotional satisfaction, they are doing it to improve health. Men are more likely to engage in to achieve sports results and the acquisition of aesthetic form of the body, and considered as an attribute of a class of high social status.

It is very important to know the consumer's motives because it determine the criteria for they selection.

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## **BRAND AS AN IMPORTANT COMPONENT OF THE MARKETING MIX**

*Key words: brand, marketing mix*

In a general sense brand is a complex of concepts, which generalize people's ideas about the product, service, company or person. Nonetheless, researchers have a different opinions on the definition of the brand: for some it is a name, symbol, design, and for others it is a popular brand name or trademark.

Generally, the original concept of "brand" was created to designate the product or things, and for marking cattle or other pets. But with the development of commerce brand has come to mean the origin of the product and was adopted with the aim of separating one manufacturer from another, which produced and released a similar products. Today, the brand is used for designation of producer or seller of the product or service, and also used in commerce, marketing and advertising.

Usually, brands are comprise items such as: company name, products or services, logotype, slogan or phrase, graphics, shape, color, sound, aroma, taste and movement.

Brand is those emotions, feelings and memories, which appear in human, when she meets with him. So, it should have a positive image, that people were willing to pay money just for your brand. You need to come up with a good strategy. Today, a good brand strategy is short and interesting slogan, which will be motivate consumers