

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.

References:

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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

to choose exactly your product or service, not competitors.

Very important to know as far as your brand is popular with consumers and how many people know about your brand at all, as products of unknown brands rarely buy. So, is very important to make the right advertising and to develop a clear slogan.

I would like to give some examples of advertising companies of leading brands, which had to regret. For example, in March 2013 automobile company Ford launched a failed advertising, for which had to apologize. Well, agency JWT India without the consent of the customer issued a landing page and media creatives, in which scandalous politician Silvio Berlusconi in the trunk of his car drove in an unknown destination bound and nearly naked girls. The worst commercial advertising was developed in 2010 for Mentos by Neogama / BBH, where skinny girl said to fat girl: "I like to break away from you, because guys just look at me" and the slogan: "Selfishness without guilt". But Mentos rejected the project for inappropriate content. But this is not the worst thing that they offered. In 2011, the company was still in more delicate situation. This time the agency Ogilvy & Mather Mumbai offered for Mentos advertising, where men in different ways want to commit suicide through unbearably sour taste Mentos.

If we consider the Ukrainian market advertising at the moment, we see that now is the era of gray, mainstream advertising. We can rarely see really brilliant, storage, risky advertising. Many companies forget that advertising is an entertaining genre. Research and statistics prove that if your ad is liked, is a high probability that the consumer will buy and use your product or your service. So, the consumer is always wants to get more for less. When the proposal is very beneficial, most people will buy the product, even if they were not quite necessary, especially when this product will be branded.

So, brand - is not just advertising and marketing, it is much more. This is all that comes to mind a person about a product when it hears and sees its logotype. Brands is a figurative representation of consumers stored in their memory that influence their choice of products and services in the future.

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HIS MAJESTY - POSITIONING

Key words: positioning

The cause of the positioning theory - the desire to find a way to differentiate among similar product on the properties and characteristics by means of marketing communications products. positioning theory is that the consumer can not remember all the characteristics of products on the market because of their large numbers, so he learns by association, giving each product specific attributes that are important to him while making a purchase.

For example, expensive and cheap brand clothing; modern and traditional