

objectives. This method is also an effective tool to identify the level of competence of staff of the company and of merchandising in firms that serving clients.

With this method the client is a specially selected and qualified person that check service quality and customer service, and the main customers of this service are the marketers, managers and executives. Analysis of the study data "mystery shopping" helps make the right management decisions to achieve the company's strategic goals, such as increasing sales, increasing the skill level of staff. As still not developed clear standards and methods of research, many companies are faced with certain difficulties in the development of projects. One of the initial steps in the provision of services "mystery shopping" is filling and maintaining a database of secret shoppers, requiring constant renewal and updating. Often in projects of secret buyers put forward specific requirements: age, gender, presence of car and so on.

For specific projects secret shoppers are selected according to the target audience and developed the questionnaire arbitrary complexity. All secret shoppers are mandatory training and testing before the study. Unacceptable situation where the visit to the store does not prepared buyer without specific requirements for evaluation. There are instances where candidates receive instruction prior by phone or e-mail and check test carried out by phone or directly in the office, which increases the timing of the project. Throughout the day customers receive data from the questionnaire that enables to control the conduct of the project and to make decisions according to our data.

The most important step in carrying out the project "mystery shopping" is the formation of accounting documents, according to which decisions are made by the customer. If there are no means of forming analytical data, the results of assessments are entered manually into spreadsheets and summary charts and graphs are based on these tables. There are projects where data is collected during the formation of the final reports.

Some companies try to optimize the research through the development of special software. An example is the maintenance of a unified database of secret service customers or create questionnaires via the Internet - technologies. Market Trends technique "mystery shopping" in Ukraine can give prognosis about the inability of providers to conduct qualitative research without specific optimization of the service in the near future, which in turn may result in the introduction of specialized integrated solutions. The cost and quality of projects will play a major role as the market proposals are growing.

**Kolotylo M.
Gerashchenko S., research supervisor
National Mining University**

CONSUMER DEMAND AND ITS IMPACT ON THE ECONOMY OF UKRAINE

Key words: consumer demand, private consumption, inflation level, purchasing power, stimulating consumer demand, growth and prosperity of the country

In the modern world consumer demand is a major factor of economic growth. Active consumer demand provides an incentive for the production of goods and services which in its turn creates the conditions for employment increase.

The basis of consumer demand is private consumption. The consumption of final goods and services is an integral part of everyday life. It is well known fact that the structure and scope of personal consumption levels are determined by wealth and income level.

Today Ukrainian economy is experiencing a recession the overall population incomes have fallen. The majority of Ukrainians live below the poverty line. High inflation level, higher prices for goods and services, extremely high utility rates, huge gap between the incomes of the rich and the poor have affected the level of consumer demand. Over the past two years the purchasing power of Ukrainians has decreased by 25% (according to the Institute of Demography and Social Studies carried out by M. Ptukha, NAS of Ukraine). As a result, limited budget forced the Ukrainians to be more serious about their spending rejecting unnecessary costs.

According to Shopper Trends, consumer behavior study held by Nielsen Company in 56 countries, 40% of Ukrainians has begun to buy only the most necessary goods, 37% are preferring goods at reduced prices, and 27% of the population has reduced the consumption of goods in general. This situation affects considerably the level of consumer demand in the country.

Increasing and promoting consumer demand is a prerequisite for balanced economic growth and prosperity of the country. It is impossible to deny the existence of problems in consumer demand in Ukraine. To solve this problem, we need complex sequences of economic and social policies, e.g. increasing public welfare by reasonable revenues increase, solving unemployment problems, creating new jobs, controlling the level of prices, revising tax system of the country, reducing tariffs for housing and communal services, and creating and sustaining competitive domestic production. The potential of consumer demand is not used in current Ukrainian economy to the necessary extent. One should not forget that current economic situation always correlates with current consumer demand. These concepts cannot exist separately because they are the components of a common economic mechanism.

According to the Ministry of Finance of Ukraine, in 2017 the inflation rate might reach as high as 8.1%. At the same time, it is expected to accelerate GDP growth up to 3% next year. These indicators can make it possible for us to have a slight increase in consumer demand. However, if we do not take appropriate measures, economic growth is not possible in the near future. Thus, we found that consumer demand is one of the most important factors in a country's economic prosperity. Stimulating consumer demand is one of the key objectives of the state. Consequently, it is important to pay attention to the increase in household income as well as productive use of all the resources including human capital. Therefore, the

increase in consumer demand can provide a strong incentive for the economic growth of the country.

Kononenko A.
Pilova K., research supervisor
National Mining University

IMPLEMENTING QUALITY ASSURANCE STANDARDS IS THE KEY TO SUCCESS IN MARKETING

Key words: product quality, quality standards, quality assurance

Marketing depends directly on quality of products. It is a well-known fact that quality is one of the basic characteristics of any product. There are many different products in the Ukrainian market. Almost every product has its equivalents: one costs cheaper, though sphere of application of another can be wider and the next could be of better quality. Currently there is a problem in mismatch of products and services' price and quality in Ukraine. It would be appropriate to examine quality and find out how it can influence marketing.

The goals of marketing can be achieved only if a product of the similar quality can be matched in the market. Required product quality can be achieved when there is an awareness of current and future needs in this product. This is a primary objective of marketing.

Quality of product depends on a marketing research as marketing is an important stage in the product life cycle which improves product quality and development. This is provided in documentation of International Organization for Standardization (ISO).

An enterprise (organization or company) can work not only in domestic market but in the international markets, when it is certified by a competent international organization(s). International certification improves not only a product quality, but enhances enterprise structure and its quality assurance both of products and services that many lead to increase of demand for products or services.

In 2006 ISO in collaboration with several other organizations worked out the standard ISO 20252:2006 "Market, opinion and social research - Vocabulary and service requirements". In accordance Certification of an enterprise with the standard ISO 20252 ensures compliance of the manufacturing cycle and the quality management of the organization/company to international specifications for marketing and social research providers. Availability or absence of ISO 20252 certificates allows customer to estimate basic minimal quality of product he/she can expect.

ISO has produced a lot of other standards such as ISO 9000 - Quality management, ISO 22000 - Food safety management systems, ISO 31000 - Risk management, ISO 50001 - Energy management systems, ISO 20252 - Market, opinion and social research and etc. The main idea of introducing ISO in Ukraine is to provide quality assurance (QA). If an enterprise is certificated by any international standard this means that quality of products is guaranteed. This can result in raising competitiveness of a product due to the product demand and potential risks.