

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

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## **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.

The conclusion in this paper is based on the research of translation and interpretation services in Ukraine. The main findings are the following: the leading translation companies are certified to comply with international quality assurance described in ISO whereas there are sole proprietors, companies etc. that are not certified. To prove the validity of the findings an interview with a director of one of the leading translation companies was taken, the results of the interview proved that getting ISO 9001 certificate can contribute much to quality assurance of the company.

To sum up, a certification against the international standards signals the end-users about quality of a product or services and gives information to CEO of an enterprise how to provide quality assurance. Briefly, getting an ISO certificate brings to quality products or services provided by the quality assurance procedure required by the ISO. The better the quality, the more demand a product has in a market.

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## **THE INTERNET BRANDING AS A GUARANTEE OF THE PRODUCTION COMPETITIVENESS ON THE MARKET**

*Key words: branding, internet branding*

The development of information technology influences our daily life quite a lot, and it means that people get much more information from the Internet, social networks and apps from their smartphones. Advertisers use it because the cost of such services is lower and the views is higher. Placing ads alone will not give the essential effect. It is necessary to develop the Internet brand in order to create positive conception and feelings of potential customers to provide competitiveness of products on the market.

Ptashchenko O.V considers that "the brand is a trademark that incorporates clear and significant set of values and attributes in the eyes of the consumer. Therefore under the term "brand" we mean a consistent set of functional, emotional, psychological and social promises for hypothetical consumer which is unique, meaningful for him and corresponds with the needs in the best possible way" [1].

Internet branding is one of the strategies that owners of the business can apply to establish their position in the marketplace. Even well-established companies are investing in creating an online brand reputation because internet branding strategies have a great influence on a brand's expansion. Nowadays the internet has a significant role in the everyday life of consumers [2].

Internet companies such as Rozetka and OLX can be nice examples. Rozetka is the Internet-shop with a large amount of goods and OLX is the site with free ads. Their advertising is distributed by the network not only through banners and contextual advertising, but also through the comments and discussions in such social networks like "Facebook" and "Vkontakte". The Internet brand may include such