

to it of such consumer group which values high quality and which is concerned of safety of production for their own health and health of their relatives.

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MECHANISM SPONTANEOUS PURCHASES

Key words: consumer behavior, spontaneous purchases

How often buyers change their opinion in stores, just change their plans and buy completely different things in last moment? Sometimes their behavior simply defies logic. No wonder that they were called "black boxes", deal with which was incredibly difficult. But they are those people who provide you a profit, of course only if they will buy your product.

We all know that more than 70% of our decisions about goods purchasing are taken directly in the store. It is very important, because nowadays sellers are activating their marketing tools in shops. But often happens that buyers for some reasons change their decisions in favor of competing products. The mechanism of spontaneous purchases exploring all this moments in consumers behavior and trying to arrange them in some way. "Trade place" - is place where comes the moment of truth for all brands - said Steve Harding, Chief Executive Officer of OgilvyAction in region EMEA (Europe, Middle East and Africa). Companies need to know what motivates buyers for overtake competitors on the "last mile". After all, the task of raising the level of ROI and sales does not let directors sleep at night. "

Many different studies conducted by companies to find out what controls the people during shopping at the store, what factors influence on their final choice and is it possible at this last stage to change the situation in their favor. But these indicators can be changed in different countries according to research SDMIS (Shopper Decisions Made In Store), the percentage of spontaneous purchases in the US is about - 72%, in China - 88%, in Romania this figure reaches up 94%, in Ukraine this index is 78% and Germany only 38%. This index is highly dependent on peoples nature, personal qualities and attitudes. Germans - very conservative in their views, this is how marketers explain the very low rate of spontaneous purchases in their country.

Shopper Decisions Made In Store Research conducted in 24 countries. It attracted more than 14 000 customers in 700 retail outlets. The survey was conducted on several points, because the store buyers are taking three types of decisions : - Product Category: deciding to buy the product or not; - The quantity, buy more or less than planned; - Brand: purchasing the product of that brand which planned, or change your mind.

Number of sales directly depend on marketing activities, promotions, comprehensive incentives directly to the place of sale of goods. Research OgilvyAction make it possible for company to understand which marketing activities,

sales promotion have the most effective influence on the final consumer and the acceptance of the decisions to buy.

General conclusions of this research are:

1) special calculations are promoting the best product category (eg at the end of a trade row);

2) attracting buyers helps for promotion of a particular brands, increases awareness of customers contributes to their loyal respect to the company (for this practice seminars, the recommendations sempinhy, brand communication with consumers outside outlets and setting up feedback from customers);

3) The recommendations of the shop floor workers usually have a huge affect on the buyers choice (they have to be well aware of all categories of goods);

4) the least effective way to promote the outlet is price stimulation (although these methods will always be influential for those consumers who find that they "spoil" producers).

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FEATURES OF LUXURY GOODS MARKET

Key words: goods, luxury, market, segment, brand, features

Luxury segment is a segment of granting great pleasure not just from use of goods and service, but also from everything that is connected with luxury goods from the purchase process till possession, statuses, delight, admiration, pleasure from geniuses developer's work – till producer skills embodied in the product. The luxury segment can be described as something “over premium class”. The basic rule of luxury segment is appliances to luxury segment that should sustain a positive brand image of its owner in specific range of persons. In addition to that the authority of goods owner should be a great advertising for luxury goods. Besides functional usefulness, “luxury” goods and the services bring respect to its owner, determine his status. “Luxury” consumer is a big man, most likely – influential, in manner often exacting and whimsical.

As most of companies - manufacturers of luxury goods are in Europe, USA and China / Hong Kong, the geographical analysis was compiled based on their membership to a certain country. Companies are distributed over the countries on the basis of location of the main offices which not always coincides with the main place of implementation of commercial activity. Despite the fact that sales of many participants of the rating are heavily concentrated in other regions, all companies reflect unconditional 100% sales level in the reporting at the place of registration of