

with small variations, across all their accounts.

In terms of the news we see that a selfie as one of the types of entertainment which are condemned to be useless is becoming a tool that is advantageous not only for business but also for creating new technologies providing a benefit to businesses. The question of how to monetize a selfie efficiently was sounded long ago.

Because of its mass usage a selfie has long been turned into a kind of resource (such as water or oil), and it is also possible to explore it putting at the service of mankind and for the benefit of those who owns a patent on the technological invention associated with the use of this resource.

References:

1. Amazon plans to let you pay by selfie. Available at: www.telegraph.co.uk/technology/2016/03/15/amazon-plans-to-let-you-pay-by-selfie
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THE BEHAVIOR OF CONSUMERS WHEN CHOOSING HOUSEHOLD SCALES

Key words: consumer behavior

Personal weight – a weight used in the kitchen for weighing products, weighing his own body. By household scales also include Kanter, weighing different goods and products in a package or bag.

The group sells scales weighing equipment on the market.

Household scales satisfy consumers who need to use the weighing equipment at home, monitoring the own weight or requiring precision in cooking.

Isolate the main characteristics of the kitchen and floor scales which first drew attention to the buyer:

- Heaviest weight weighing (least 7 kg, maximum 180 kg)
- The smallest weighting border (500 g, 100 g)
- Accuracy (1 g, 50 g)
- Platform scales (plastic, stainless steel, glass)
- Brand
- Country

Find information household scales typically done using the Internet. Then the buyer decides to purchase in sales when the customer comes in and consult the advice of the manager.

Especially given weights affect consumer choice the following factors:

- Low price (as in direct co-operate with suppliers)
- Producing country
- Bend
- The maximum weighting border

- Accuracy

In particular, consumers with low incomes prefer products with the lowest prices.

Marketing research of consumer behavior when purchasing household scales was conducted via survey. The study found that consumers are generally well include shopping at online stores. In the test online store GIPERCENTER.COM consumers have made purchases, and they almost enjoyed it, and they would recommend this product to friends. But there are some drawbacks (unsaturated range), so it should be expanded.

So we found a basic marketing problem online store GIPERCENTER.COM - unsaturated range of products.

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COMPETITION AS A SOURCE OF DEVELOPMENT IN THE MARKETING

Key words: marketing, competition

One of the key issues in the development of the market is the competition. As a process, competition is trying to be better among the companies producing similar products in the same industry. In global markets, competition comes from an increasingly wide range of sources. To protect its position as a successful organization, every company must identify new opportunities, understand and recognize the types and sources of competition and, where possible, predict their activities.

Successful marketers are those who can steer their organizations through difficult aspects of the marketing environment, and do it better than the competitors. Competitor analysis helps to identify the behavior patterns competitors might adopt in response to marketing tactics such as price-cutting or promotion. A three-step process can be used to diagnose the competitive environment: (1) elicit from a panel of consumers an array of products that are similar to the referent product based on perceptual cues, functional benefits, or higher-level needs; (2) with the help of consumers and industry experts, pinpoint firms which can or do produce these products; and (3) use data on these two dimensions to map the position of potential and actual competitors in relation to the referent product.

In modern conditions of fierce competition in the market for effective development of all forms of ownership there has been also use of benchmarking technology. Benchmarking is devoted to research and analysis of products, technologies, methods and solutions from leading companies to be introduced in the economic activities of the company.

Going through two these processes may help firms identify opportunities for product improvement or new product development, product positioning strategies,