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THE MARKETING EFFECT

Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. Marketing techniques include choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and advertising a product's value to the customer.

Marketing affects almost all aspects of our daily life, that's why each consumer should have at least basic knowledge about it. As a consumer you will be dealing with marketing for the rest of your life for one reason or another. Learning about marketing will certainly change the way you think about the offered products and services on the market and will help you understand how the marketing exactly works. Marketing is an inevitable part of the successful business.

The aim of marketing is to create demand for product or service by identifying the customers' needs. The marketing starts in the planning phase of the product or service. In case it has been done right, the customers will not need any persuading before they make their decision to buy the goods or use the service. They should feel the need and the benefits of the certain product, so in this case they will be sure they want to buy it. Customer satisfaction from the product is very important because it makes a customer loyal. In this phase any information about specifics of your life is valuable, namely: what color you like; what music you listen to; which leg you make your first step with. Every detail could make the product failed. It doesn't mean somebody is watching you every day. It means somebody is to find out these specifics. Here is where researching work is on. The Internet has definitely made this work easier. Your requests are analyzed and presented as a statistic. A good researcher uses this information and creates the prototype of product we'll like.

Taking into consideration the fact that marketing affects our lives without us, it becomes obvious that marketing is an essential part of the economy hence providing consumers with goods and services to create customer satisfaction. Moreover, it affects the quality of life in the different countries all over the world.

From economical point of view, before a company launches a product, it analyses the needs of the customers and uses predictions about what features the product should have in order to be useful for the consumer. The company should be able to estimate its cost precisely and should run advertising campaigns to inform the people about the existence of the product. Advertising is another very important phase. The aim of advertising is not only to inform us about the product and even not to tell us about the features of the product, advertising is what really sells the product. If you have made a successful advertising campaign – you will get high sells. It is an axiom. That's why advertising is everywhere: magazines, TV, billboards, the Internet, public transport. Advertising has one of the strongest effects on our lives. Sometimes it just makes us angry, sometimes it pushes us to take some actions and make decisions. And we buy the product after just an ad.

Next phase is to turn the name of a company or a product into a brand. Brand is the area where economics sometimes doesn't work. How does the brand work? If we have a choice what to buy a brand product or bad-known-non-brand one – we will buy brand. The price of brand item is higher and it makes us feel it is a luxury. This is where marketing has got us. We'd better trust brand because it is well known name than that product with a good quality. This is the image marketing makes to sell the product.

Marketing will use everything to make us need the product. It is the reason it has been created for.

LITERATURE

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