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NEW TRENDS OF MARKETING ON THE MARKET

Analyzing the historical development of economic relations, we can say that over the past two centuries, society had felt one of the levels in spiral development in marketing. Cyclical economy is an accepted theory. Marketing activity can not working separately from the general economic development. Therefore, development of marketing should be considered as one of the cyclical aspects of economic science.

Current trends suggest increasing the role of individual approach and the role of communications between market participants. According that, marketing can be considered in two variants: the mass production and personalized marketing. In ninetieth century the most popular was the use of personalized approach to customer service: a personal tailor, cook, etc. In the twentieth century to reduce expenditure in the economy, become popularized mass production, which satisfied among needs of demand and supply [1]. "Prestige" mass-production goods were popular and successful until the beginning of XXI century, and then again become irrelevant. This period should be considered as a point of "collapse" for popular mass-produced goods.

In the market of countries, which were in Soviet Union, period after-"collapse" had certain features in consumer behavior: the syndrome of "accumulation" products after gaining access to a great assortment of products, because of regulation of supply and demand on the market; trends in the purchase of expensive goods to became different in society; striving for unique and individual approach in service; the rising popularity of imported goods (compared with domestic).

Today segmentation of the market detailed on such small segments that the consumer choosing some product makes difficult choices. According such conditions, enlist consumers to process of production becomes successful tendency [2]. An example is the net of restaurants "FEST", which enlist visitors to the creating interior decoration in their restaurants; design-companies are consulting with the customer when make custom; online shops often invite consumers to create own design clothes, and sell finished goods to the customer.

Under these conditions, increasing the popularity of branded goods, which finds their realization in two versions. The first - related with the popularization of brands, which is interpreted in the context of the crisis, because of increasing consumer economy. Brands are becoming popular with incentive price policy (for example clothes TM «H&M», which involves good designers, but product becomes available to the sector of consumers with average-income because of using mass production). Another option for the effective use of brands is their short-term variations [3]. Branding is well-known in economical science as a strategic long-term project, but current trends indicate a rapid reduction of terms in popularization trademark and the goods. Today in the consumers market is characterized by an unprecedented willingness to try new products, to accept new brands. This trend is explained by the rapid development of scientific and technical process, and society tends for adaptation to external conditions, the real success among consumers can be achieved mainly by short terms and famous brands. For example to create the audience of 10 million people Internet-portals "Hotmail" and "Napster" took less than a 1 year. Important and unusual is that consider current conditions, despite the crisis, using “depleting” price policy still will be a successful pricing.

With the development of modern marketing (through use of the concept «TrendWatching») we can select new trends in consumer’s market: increasing the role of expert advices and opinions, but not consulting or advice of another persons without professional skills, “virus-marketing” depart in the past; promoting of saving ecology and trends of using alternative energy sources, using new equipment and technologies; trend of a healthy lifestyle becomes very popular; market trends tend to satisfy the needs of men more than it was in the past - a purely male products (like it is now for women) bring success to companies, that can make deeper segmentation; the formation of social responsibility in marketing (keep high level of product’s quality for consumer, using marketing tools in according to the psychological, ethno-cultural norms, depending of situation on the market); using lateral marketing.

Marketing, first of all, should be used in the future as the art with creative approaches and practical implementation of new effective ideas.

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