

- an offer in-kind (premiums, samples of products);
- a price offer (sale at discount prices, discount coupons).

The influence of means of sales promotion is usually short-term, it complements the advertising and public relations, therefore it cannot be used to form of a stable product benefits.

There are certain limitations in sales promotion. In particular if the enterprise will continuously promote sales, that it can deteriorate the image, because consumers will perceive discounts as evidence of the deterioration of product quality and they may stop buying it at the regular price. Besides, consumers can consider the prices too high for this product.

Methods of sales promotion must be carefully considered, so undertaking a promotion must be remembered that:

1. Sales promotion will be effective only when its use is associated with the lifecycle and is consistent with clearly defined goals.
2. More effective is relatively a short sales promotion. Short-term measures encourage consumers to quickly reap the benefits.

For effective sales promotion of products enterprises must identify the main objectives and necessary means of promotion; to develop an accordingly program of sales promotion and to make sure control over its implementation and to assess results.

Despite all the difficulties, today sales promotion is widespread especially among small businesses. Generally, this is due to the fact that a cost of sales promotion less than advertising a cost enterprise. Sales promotion allows adapting to short-term fluctuations in demand and supply, and to take into account differences between consumer segments; to encourage consumers to use new products instead of using one and the same.

Small businesses need to competently approach to the process of sales promotion, to foresee possible difficulties and to invent original solutions to emerging problems – it will allow companies to increase turnover, to improve profitability and to gain maximization of their profits.

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INFLUENCE OF SPONSORSHIPS ON CONSUMERS OF ACTION SPORTS GOODS

It's not a secret, that action sports industry has been an increasingly growing over the last 5 years. Experts say that, global market may be from 900 to 1300 bn \$.

The bulk of the consumers consist of the so-called Generation Y. Generation Y are a demographic cohort of people who travel through life together and experience similar events at a similar age. Generation Y can be described as population in age 16-36 years. This generation has been growing up with TV and Internet, and they more receptive to branding, sports stars and cultural celebrities.

Companies like Apple, Old Spice, Mountain Dew, and Red bull have been very succesful in reaching the youth market. Their success appealing this segments stems from the fact that they don't talk down them or push their brands in their faces. They allow their simple, high quality brands as well as their passionate customers do the job for them by smart brand emotionalizing, relationship building, product placement and viral marketing.

A global study by the Economist Intelligence Unit (EIU) found that, according to executives worldwide, the four best techniques for tapping into the digital native market were:

- 1) Participating in viral marketing and peer-to-peer recommendation sites;
- 2) Sponsoring or advertising in areas populated by Millennials, such as extreme sports, music venues, and social network sites;
- 3) Delivering great products at a great price;
- 4) Focusing not only on Millennials but also on their key influencers (e.g. parents, peers).

In many cases, the objectives of action sports sponsors are quite similar to those of mainstream sport sponsors as documented by a variety of researchers: Creating awarenes; generating sales; enhancing brand image.

To sum up, we can claim that viral marketing and sponsoring events like action sports are the most effective techniques for action sports goods consumers.

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BRANDING

Branding is the process of creating and developing the brand as the main way to promote a product on the market. In other words, branding is a set of successive events aimed at improving the image of the product or service. As a rule a brand includes a name, term, design, symbol, or any other feature that identifies one seller products from other vendors.

The word "brand" is derived from the Old Norse «brandr». In the distant past this world meant "burning fire". Brands are used in business, marketing and advertising. Brands are important to their respective owners.