

The purpose of B2B communications is to build partnerships, find reliable suppliers for their own production, consumers of raw materials or finished products—equipment and instruments or different services.

According to the nomenclature of products and the total number of transactions the B2B market exceeds the end-user market, goes through many links of the long chain forming the value of the product.

B2B Marketing helps to find such a link in the value chain, in which the entity is able to provide the biggest value at the lowest cost, in comparison with competitors. It aims to develop a compelling offer, to find effective solutions for pricing, communications and distribution.

The main task of any company is the ability to instantly respond to the momentary market situation for a few hours, and then it will certainly become widely popular with customers. Those who have time to create more value before the others are "owning" the market now. According to this relationship between the subjects on the B2B market are so important in building a successful business.

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## **TOURISM MARKETING**

Tourism marketing is activities of constant coordination of offered tourist services that are in demand, and the company's ability to deliver them quickly and efficiently to the traveler.

The purpose of tourism marketing is a work that makes a profit on service and customer satisfaction. From this viewpoint, the marketing must serve a clearly defined task: how to operate successfully.

The main elements of the marketing complex of a travel company are:

1. Tourist Product
2. Price
3. Sales
4. Communications

The tourist product is set of goods and services that meet the needs of tourists. Travel services include hotel, transportation, tours, translation, household and others.

The complex of services provided by the travel agency involves separation of basic services from tourist service and support services that ensure conducting of the tour.

Under conditions of constant changes in the market, the most important task of travel companies in the field of marketing is market researches. Without them, the company will be unable to operate in a business environment, analyze markets, monitor competitors and customer needs.

Activities of travel company should be consistent with the information from the outside. Tourism market is very dynamic, and lagging from competitors threatens failure.

The World Tourism Organization has identified three main functions of marketing in tourism:

1. Establishing contacts with clients assures customers that the alleged resting place and existing client services, attractions and expected benefits are fully satisfied customers needs.

2. The development involves the design innovations that will provide new opportunities for sales.

3. Monitoring makes analysis of the performance to promote services and opportunities to the market and checks.

With the development of business tourism demand for business travel is growing too. They account for more than half of the income from the sale of hotel rooms.

So, making a conclusion, we can emphasize that tourism marketing has no significant specific differences from other types of marketing and traditionally focused on consumers' needs. Tourism marketing helps to inform and attract customers to a particular company and try to get more profit and advantage of competitors.

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## **MARKETING OF LUXURY GOODS**

There are two categories of goods, which are often confused: premium goods and luxury goods. The first one is expensive quality goods whose price conforms to the quality. These products are available to mass consumers. Luxury goods are unique and incredibly expensive.

The following criteria for classification of goods to this class can be pointed out:

1. Innovation (the results of implementation of technological, process and marketing innovations);

2. Design (including distinctive characteristics of brand recognition);

3. Prestige value (good purchase realizes the demonstrative motivations of the consumer as well as unique require, model rarity and point of sale);

4. Quality (the combination of functional, emotional and technological attributes)

Luxury goods are material products (or services) which have the set of unique, exclusive, functional and emotional attributes; hand labour is used for their production. Consumption and possession of these goods considers as positional purchases that can be inherited, the possession of which distinguishes the consumer of the mass market.

Consumers often perceive luxury goods as something laughing and scarce, so the value of the product for consumers is increased. The main problem for manufacturers is that by selling more goods they lose exclusivity, and as a result they lose the original consumer loyalty. However, it is possible to create an artificial or