

consumer to their own advantage, marketers must reveal the truth and fears of the target audience, understand how to dispel them, offer solutions to problems that can be delivered by applying digital marketing tools.

Thus, neuromarketing tests subconscious reactions on all of the influence techniques on consumers, determines their effectiveness and makes adjustments.

*Scientific supervisor: Verbylo H.P.,
Senior Lecturer*

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Savchenko A.Y.
National Aviation University, Kyiv

THE GREAT IMPORTANCE OF HUMAN REACTION IN MARKETING

Marketing is considered to be the science of meeting the needs and wants of customers. Its main goal is in building long-term relationships between your company and perspective or already existing customers. Some corporations are 'growing' their customers in love with their products, services or information. That is the best and most profitable way of winning the market. Moreover, it is much easier than transaction marketing, when industry is trying to sell the product on a daily basis.

'The Cult Branding Company' – the site which aims to help marketers and businessmen rare veritable customer loyalty and develop their business with serving the needs and understanding of their best customers, who are called Brand Lovers. This site identifies 52 different marketing strategies. Major part of enumerated ones is based on a personal intention or emotional reaction to the certain brand.

Outstanding marketing companies are going to great lengths to learn the ways to reach the level of a personal connection of the customer with the brand. Nevertheless, once brainstormed a brilliant solution, a company may get the remarkably benefit in thousands or even millions of newcomer Brand Lovers. The great example is a good-known United States commercial organization Toms Shoes. It has built a strong reputation and customers` respect using the Cause marketing strategy. Instead of traditional promotions 'buy one and get one for free', they promised to present a pair of shoes to someone in need. Undoubtedly, this campaign, aimed to pity, made millions feel compassion. It is shown that the Tom Shoes has reached their goal to make people react on the brand and associate it with the charity.

Withal the strategy may be designed for absolutely different reaction, but still connected to personal emotions. Rolls-Royce used the Scarcity marketing to give

their customers the feeling of being special. They succeeded while selling cars called Phantom, that were extremely expensive, thanks to limiting an access to the product to only a few clients.

No doubt that the target audience of the car industry is probably less wise than, for example, the shoe one. Anyway, this scope is allowed to position itself using the similar philosophy. Vans Company was creative and noticed an underserved niche market: the skaters. In this case everybody is able to purchase, but the targets are looking for the brand describing their personality and showing the status. Target audience choose its inherent Unique Selling Point Sales, so the sales channel made the brand image.

Unusually strong campaign was launched by Dove. They have preferred to focus on promotion of the natural beauty instead of the product. As a result, the organization was caused to re-create their brand to use another strategy, which is called Reverse Marketing. As a benefit they got one billion dollars more for the first counted period. That example explained that customer may be more likely to approach potential sellers who offer the product he desires than those who use the traditional marketing which is meant to look for the right target and set of buyers.

The Golden Rule of marketing says: 'If the product is seen, it is not necessary to be bought. If the product is not seen, it is certainly not bought'. An average customer chooses only the product which is well known by him. Reaction and emotions are the best ways to make him not only see, but also remember and be aware of the brand's existence on the market. The brand is better sold if it is known not just by its name, but when it causes customer to become emotional towards it. Marketer should be able to provoke reaction to win the market.

*Scientific supervisor: Verbylo H.P.,
Senior Lecturer*

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Selukova V.O.

National Aviation University, Kyiv

MISTAKES IN ENTERPRISE

The success in studying is measured by absence of mistakes. If a test is done without any mistakes, you get "excellent". In the real world everything is vice versa.

Why do so few graduates of business schools become entrepreneurs? Books for managers teach people to minimize risks, to avoid mistakes. The majority of people are paid for not making any mistakes. For example, lawyers, accountants, financiers, and teachers. Why is it so important to make mistakes in enterprise? There is a big difference between those, who learn from their mistakes and those, who repeat one and the same mistake again and again. The main point is to make