

цільовою аудиторією на живих веб-ресурсах.

«Наслідкування конкурентів» – розміщення посилань на ресурси компанії в Інтернеті на тих сторінках, де наявний тематичний контент від конкурентів.

«Дії на інформаційному полі конкурентів» – використання бренду конкурентів як основи для відбудовування власного бренду і спілкування з цільовою аудиторією [2].

Література

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FORMATION OF BRANDING AT DOMESTIC LIGHT INDUSTRY ENTERPRISES

The emergence of branding is due to the emergence of a large number of analogues on the market. Modern consumers are not always able to understand all the characteristics of the product. To simplify the choice of consumers in the market there is such a concept as «brand». At the heart of creating a brand in an enterprise lies the ideological idea of radical distinction, that is, uniqueness and difference. The transformation of the trademark into a brand will occur at a time when the objective perception of the values of the product and the trademark is replaced by the prevailing opinion of them [1].

Exploring the theoretical foundations of the formation of brands of domestic

light industry enterprises, one should pay attention to the features and factors of influence that they have and where they are forced to create or improve the strategy of brand formation.

The production capacities of light industry enterprises of Ukraine allow us to produce a wide range of goods that are able to satisfy the entire demand in the domestic market. Despite the instability of the development, there is a positive dynamics of growth of profits of enterprises in this sector. Thus, last year the volume of production of goods of the Ukrainian light industry increased by 6% (in the first place - clothes). Its share in the commodity structure of exports increased by 10% [2].

The formation of branding is influenced by a number of factors, which are divided into external and internal. Exogenous factors are structured as follows: political, economic, socio-demographic, scientific and technical, socio-cultural factors, market diversity, movement, complexity, competition, state of the economy, legislation, the presence of the «shadow market», etc. The influence of external factors is significant, since it forms the channel of further movement of the enterprise in the market. Important internal factors include the following: the availability of raw materials, the cost of manufacturing products, the growth of the role of market segmentation, the impact of competitive brands, the growth of the role of the media and PR in promoting, advertising and marketing of the brand, the growth of the role of quality personnel. Internal factors create the microclimate of the enterprise. It is thanks to a well-coordinated mechanism of work that the company achieves its goals. The decrease in demand for light industry products of the domestic producer is primarily due to overpriced prices for the production of the product itself (due to rising prices for raw materials and energy), which created a significant difference between prices for goods and purchasing power of the population, as well as a significant share of imported goods, which are smuggled. According to Ukrlegprom, the legal import of goods of light industry annually exceeds domestic production. The light industrial market is crushed and almost all light industry enterprises are concentrated in private ownership, the state owns only 1%. In the domestic market, the production of goods of light industry is 58% – imports, 20.8% – smuggling or

shadow business, own production is 14.7% and second-hand – 6.5%. The largest importers of light industry in Ukraine are China (27.4%), Poland (10.2%), Turkey (9.2%), Germany 8.2%) and Italy (7.1%) [3].

To create a «strong brand» on the domestic market, it is necessary to modernize production and learn how to produce an interesting and qualitative product, to successfully present it to consumers. This will positively affect the reputation of the company; create a positive image of the company without additional advertising costs. The record number of domestic brands of clothing was set for 2013-2015. The enterprises began to practice the experience of world practitioners, namely the tendency to present the simplicity of style. In addition, the era of technology also helps brands. If earlier it was necessary to go to the shopping center for the sale of clothes, now you can present yourself on specialized platforms or by creating your own site. Gradual introduction of various European sales directions allows you to increase the company's profits in a short time [4].

Research analysis shows that despite the gradual increase in brands, the vast majority of Ukrainian entrepreneurs are still «afraid» of branding, because they refer to marketing communications, and they are, accordingly, among the fastest, while branding is a slow process. The brand refers directly to the character of a person, his psychological essence.

Ukrainian companies whose production of goods has different levels of competitiveness, market positioning is particularly relevant. An important factor determining the positioning of domestic companies on the market is the competitiveness of the company and a set of additional services in terms of brand formation, companies can produce a wide range of products, but this product should be segmented. Secondly, having determined the position of the company in this matter, it is necessary to organize the management of the trade mark and the consumer's confidence in the direction of building trust and image of the company

Currently, Ukrainian enterprises are under the influence of globalization processes of business, which affect the economic behavior of the subjects of the marketing environment. Light industry of Ukraine is gradually increasing its capacity

and its indicators are steadily growing. However, a larger share of Ukrainian enterprises implements branding strategies without brand management. In order to reduce the negative risks of this phenomenon, it is necessary, to use the experience of foreign companies, to raise highly skilled personnel and reorganize the approach of enterprise management.

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ІНТЕРНЕТ-МАРКЕТИНГОВІ КОМУНІКАЦІЇ ПРОМИСЛОВИХ ПІДПРИЄМСТВ

Динамічний розвиток економіки в інтернет-середовищі глобально впливає на бізнес в компаніях, має стратегічне значення для їх виживання і конкурентоспроможності в майбутньому. Цьому сприяє також динаміка