

## CULTURAL ASPECTS OF THE MODERN MARKETING

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In the modern conditions of globalization culture and art are going beyond national limits. They become the object of purchase-sale on the world market. The scales of cultural sphere strike us.

The problem of consumer's goods deficit is almost fully solved in the developed countries, the sphere of services develops widely. Therefore every country tries to make such a product, which would satisfy not only a material necessity, but also contains a cultural component, for example, information about ethnic traditions and national features. It should influence the emotional state, self-affirmation and self-perfection. When we speak about culture and art, we mean a result of cultural production – creation of feelings, values and standards. It also means saving of the past – base myths, stereotypes, legends, priorities, models of life. One of the most important functions of culture is a design of reality and future.

Recently the combination of words “economy of culture and art” wasn't used. Nobel laureate William Baumol is considered to be the founder of economics of culture. In 1966 together with William Bouen he published a work “The Performance Arts: Economic Dilemma”.

A tendency of nowadays is an active introduction of marketing's technologies to the sphere of culture and art. At the same time there is their transferring to the virtual world of Internet. As a result there are modern global markets and the information society, which create conditions for marketing's technologies of the “next” generation.

One of the priorities of marketing is an increase of social importance of the organization activity, its public necessity, creation of attractive and reliable partner. This type of marketing is called imaginary.

A modern cultural resource is very dynamic. What was a novelty yesterday, doesn't interest anybody today. The commodity is most dynamically consumed, if it becomes the sign of the certain vital style.

Some of today's brands have been known only for 10 years. It's a short period for the world market, but not for Ukraine. Such brands, as “Morshinska”, “Truskavetska”, “Mirgorodska”, “Kraft Foods Ukraina”, “Svitoch”, “Obolon”, “Nemiroff”, “Soyuz-Victan” are known in the world and make great profits.

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