

A MARKETING PERSPECTIVE ON THE ISSUES OF UNLIMITED NEEDS AND CONSUMER CHOICE

Hrechanyk N.Yu.

Associate Professor of Management and Marketing Department,
Vasyl Stefanyk Precarpathian National University

The need for society to have a set of benefits is the root cause of motivated human activity, but together they are the result of this activity. Excellent property of needs – their infinity, constant qualitative and quantitative transformation. This is due to the development of production systems, scientific and technological progress, information technologies, market trends, globalization processes, as well as self – improvement of the person, his intelligence. Marketing, on the one hand, promotes satisfaction of the needs of con-

sumers, and on the other they form and update them.

However, it is worth noting that today, marketing actively and imperceptibly forms the needs of the individual, pushing for awareness of the specific needs, its actualization and implementation in the future. This is facilitated by both market trends and globalization processes. The most significant research in recent years concerning consumption, satisfaction of needs, well-being and quality of life is dedicated to the work of the Nobel Prize Winner Angus Ditton in 2015.