

MARKETING RESEARCH ON THE HISTORICAL DEVELOPMENT OF ADVERTISING AND ITS CURRENT STATE

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In today's world, advertising plays an important role in the development of society and markets. Ukraine does not remain aside from this process. Over the past decade, the ad market began to develop dynamically using international experience, and its actors began to implement new ideas and use new strategies.

But the modern Ukrainian advertising market is developing against the background of an aggravation of an unstable political and economic situation. In this regard, the advertising is changing, and today reflects the current state of the development of science and technology. This is especially true for outdoor advertising, the design of which is becoming more diverse, reflecting the current tendency to merge the signs of various types of advertising. To improve the quality of advertising, it is necessary to investigate its development and formation, to compare the situation of the current advertising market with previous periods.

The works of both foreign and domestic researchers are devoted to various aspects of marketing research in the advertising market. Therefore, the problem of adver-

tising is very relevant and has already been sufficiently studied, but it should be noted that due to the unstable situation in Ukraine, the state of the economy as a whole, and consequently the constantly changing market of advertising, new trends are emerging. This situation is a prerequisite for continuous study and research of this topic, which will allow determining the prospects for the development of advertising in Ukraine.

The article deals with the stages of the historical formation and development of advertising in the world and in the areas of our country, its concept and place in the system of domestic marketing. The main types of advertising, functions, goals and tasks of modern advertising are investigated. The current state of Ukrainian advertising market is considered, an analysis of its varieties is conducted. The influence of advertising on consumers and their consciousness is determined.

The dynamics of the media market volume in Ukraine for 2007-2016 and the volume of the media advertising market of Ukraine for 2007-2017 (UAH million) are analyzed.