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THE PROBLEM OF BRAND STUDY IN NON-PROFITABLE SPHERE

Nowadays in one of the applied areas of modern science - "branding", there is a formed system of views on building a brand in the commercial sphere. The study of socio-psychological features of branding of a commercial organization is carried out both by domestic (F. Sharkov, Yu. Brovkina, V. Markova, M. Andreeva, etc.), and foreign researchers (M. Batey, E du Plessis et al.) However, the study of the psychological features of branding of a non-profit organization is a perspective area for researches both in domestic and foreign science [1]. At the same time, the non-commercial sphere has unique characteristics that sharply distinguish it from the commercial sphere. Among these characteristics, one can single out the purpose of the existence of a non-profit organization (it does not have as its primary goal the extraction of maximum profit, the activity is aimed at a positive contribution to society), accordingly, the non-profit product produced by the organization, and the target groups of consumers, and communication strategies for interaction with the target audience of a non-profit organization. Thus, a system of relations is formed that requires a separate approach to its study, taking into account all the features of the non-commercial sphere. In this regard it is very important to identify specific factors that influence charitable behavior of donors, as successful realization of goals and mission of a non-profit organization and maintenance of its viability depend on them. Such factors can include both characteristics of donors and characteristics of brand of non-profit organizations that receive assistance and donations, and various forms of relationships between the giving and receiving parties arise [3].

Earlier, authors have already attempted to synthesize knowledge of various fields of science in order to develop models of charitable behavior (J. Burnett and . Wood, B. Guy and W. Patton, N. Bendapudi, A. Sargeant). Lots of researches have been conducted on the specificity of fundraising associated with the distinctive characteristics of donors (T. Galaradi, A. Jones and J. Posnett, S. Penrod, J. Harvey, B. Schlegelmilch, C. Tynan, C. Bhattacharya, H. Rao and M. Glynn, R. Fisher and D. Ackerman), including highly active

donors (J. Reykowski, P. Amato, I. Bruce, P. Braus), The study of motives for supporting non-profit organizations was performed by J. Morgan, E. Clary, M. Synder, R. Pitts, G. Skelly, N. Eisenberg, P. Miller [2]. Numerous works are devoted to the factors of charitable behavior and the characteristics of donors. At the same time, the characteristics of the brand of non-profit organizations, which are also associated with the involvement of donors, remain poorly understood, for example, the development of models for the brand identity of organizations in the non-profit sphere (A. Sargeant, B. Venable, G. Rose, V. Bush, W. Faye.) and the search for an adequate measurement tool for the perception of the brand characteristics of a non-profit organization (R. Bennett, H. Gabriel, G. Michel, S. Rieunier, N. Michaelidou, M. Micevski, and J. Cadogan). However, most of the existing models aimed at explaining charitable behavior through the brand characteristics of a non-profit organization remain at the theoretical level and they have not been sufficiently tested on different samples, which seem to be a field for further empirical research. Thus, as an objective for future research, assessment of the brand image of a non-profit organization and relationships of the brand image with charitable behavior can be presented.

References:

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