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## ADVERTISING AS A TOOL OF THE UNIVERSITY'S MARKETING STRATEGY

The entrance campaign of universities takes place in an industry that can be attributed to oligopolistic in terms of the nature of competition. As a rule, several educational institutions train specialists in a certain specialty. The nature of the educational service offered is interchangeable. Therefore, the marketing strategy of the university includes the search for industry competitive advantages, which determines the relevance of this topic.

The purpose of the study is to consider the non-price competition of higher education institutions, as well as the analysis of its important tool – advertising.

Non-price competition plays an important role in markets for interchangeable products. Since the prices of educational services are regulated at the state level, the possibilities of using prices as a tool to attract applicants are limited when we are talking about a commercial form of education. Consequently, non-price competition will dominate. However, even in the case of attracting graduates to a budget form of education, competition is great and it is necessary to look for tools to create competitive advantages.

Non-price competition is a type of competition that is based not on lowering prices, but on constantly improving the quality of the product itself, its technical characteristics, consumer properties, and appearance. The main goal of non-price competition is to make a product or service better and better than that of a competitor [1]. Non-price competition does not imply an attempt to compete on price. On the contrary, the cost of such a product or service is usually higher than that of analogues. In order for a university to be competitive, it must create and offer unique, special and high-quality services that will be of interest to consumers.

One of the effective and important tools of non-price competition is advertising. In this case, we are talking about educational advertising – non-personalized transmission of information about educational services, higher educational institutions, not always having the character of persuasion, transmitted through various both traditional and non-

traditional channels of information dissemination. To date, universities carry out all kinds of events as advertising: open days, demonstrations of their achievements, exhibitions, etc.; use new advertising media. The most actively developing educational advertising on the Internet.

There are two main directions through which advertising activities are implemented in educational institutions:

- advertising is designed to form and maintain the image of a higher educational institution;
- advertising promotes the dissemination of information about the university's specialties, existing educational programs, etc. [2].

For a higher educational institution, it is no less important to strengthen its image in the public consciousness than to convey information to consumers about its educational activities. For this reason, the peculiarity of advertising activity in the education system is its relationship with PR technologies. The image of the an educational institution is formed by holding scientific conferences, seminars, attracting students to participate in creative competitions and sports competitions, exhibitions, etc.

When analysing the modern communication space, we can draw certain conclusions: direct advertising is receiving less attention because it has a negative impact on consumers' desires and choices; technologies of indirect advertising and information influence on the consumer are more preferred. This is due to the fact that consumers of educational services rarely succumb to the influence of assertive, direct advertising. Direct advertising will be effective when the buyer of educational services (entrant) wants to make sure that the decision is right. It is formed from the first impression of the student to the assimilation of the opinions of others.

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#### **WHAT ENCOURAGES A PERSON TO MAKE PURCHASES ONLINE?**

Nowadays it is very popular to buy goods on the Internet. So can we say that people are ready to completely refuse to buy products and various goods offline? And what