

immersion into practice, when it becomes not just a hobby, but a way of life. At the same time the adaptation and modification connected with the modern lifestyle took place, as well as the integration of classical principles of "well-ments" into one's life.

Thus, I've tried to reveal what yoga is for today's Western people. It's up to your will which point of view to accept, and whether to accept any at all. However, it might be yoga that will do more than just improve your physical and mental state. It might be yoga that will bring new goals, milestones and awesome experiences into your life.

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STATE-OWNED OR PRIVATE PHARMACY? (COMPARATIVE ANALYSIS)

Pharmacy consumer's behavior is affected by three groups of factors:

- 1) internal factors, which include evaluation of consumers' behavior by consumers themselves;
- 2) external factors, such as income, demographic characteristics and status position;
- 3) requirements for pharmacies themselves: the location, design, image.

Let's examine if these factors really work and then try to determine which of the two presented pharmacies is the more preferable for consumers.

My findings show that mainly the private pharmacy meets the consumers' needs in a proper way, so the purpose of this paper is to prove these results.

Firstly, I will characterize pharmacies. Secondly, I'll show the results of my comparative analysis. Thirdly, the table "Standard medicine chest" will be examined. And finally, a conclusion will be made.

A pharmacy is an institution where medicines are stored, prepared and served. Pharmacies can be public or private. They differ in the approaches to a customer care. To prove that, let's examine the situation in Minsk (Serebryanka district) according to the following criteria:

1) location; 2) working hours; 3) range of items; 4) individuality and logo-image; 5) prices.

Public pharmacies are subordinate to the Ministry of Public Health and, consequently, they observe the same rules and have the same structure. In other words, they are standard and the state-owned pharmacy № 80 is a typical one. That's why the results of the research can be applied to every public pharmacy. As to private pharmacies, not only the chain of the "Belvelisden" company have been examined, but also other chains, such as, for example "The Health Planet". They have the same principles of location, working hours, range of goods, individuality and the unity of logo-image. The results of the analysis showed that the approaches to work of all private pharmacies are practically the same.

I have compared two types of pharmacies and proved that the factors which affect consumer's behavior really work. Status position, income and prices, location, design and logo-image are taken into account while choosing the pharmacy. I have also proved that mainly commercial pharmacies use the factors which influence consumers' behavior and, consequently, meet customers' needs properly. So, I can say for sure that private pharmacies are more preferable than state-owned ones.