

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
КАФЕДРА ІНОЗЕМНИХ МОВ  
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

**МАТЕРІАЛИ XI ВСЕУКРАЇНСЬКОЇ  
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ  
СТУДЕНТІВ АСПІРАНТІВ ТА ВИКЛАДАЧІВ  
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО  
ЦЕНТРУ КАФЕДРИ ІНОЗЕМНИХ МОВ**

**“TO MAKE THE WORLD SMARTER AND SAFER”**

(Суми, 23 березня 2017 року)

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SUMY STATE UNIVERSITY  
FOREIGN LANGUAGES DEPARTMENT  
LANGUAGE CENTRE

**MATERIALS OF THE ELEVENTH  
ALL UKRAINIAN SCIENTIFIC PRACTICAL  
STUDENTS', POSTGRADUATES' AND INSTRUCTORS'  
CONFERENCE OF LANGUAGE CENTRE OF THE  
FOREIGN LANGUAGES DEPARTMENT**

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(Sumy, March 23, 2017)

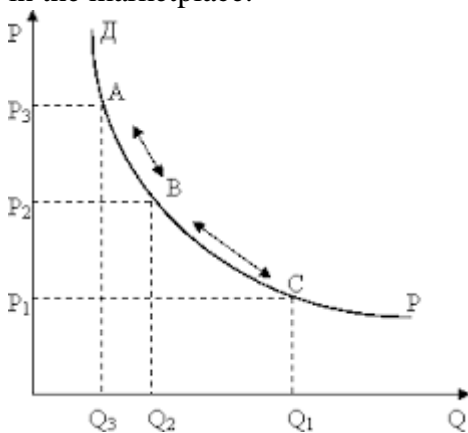
## WHAT FACTORS AFFECT DEMAND IN UKRAINE?

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One of the most important building blocks of economic analysis is the concept of demand. It is the ability and willingness to buy specific quantities of a good/service at alternative prices in a given time period.

A demand exists only if someone is willing and able to pay for a good/service – that is, exchange money for a good or a service in the marketplace.



A demand curve is a graphical illustration of a demand schedule. Each point on the curve refers to a specific quantity that will be demanded at a given price. [1]

Economists speak of a movement along demand curve as a change in quantity demanded. Such a movement represents buyers' reaction to a change in the price of the

good/service in question, other things being equal. The degree to which price changes affect demand will depend upon the elasticity of demand for a particular item.

What factors affect demand in Ukraine?

Answering this question is not an easy thing, first of all it must be considered the kind of a product or a service a consumer wants to buy or use, but some key factors are obvious, such as:

1. The total number of customers in Ukraine and their own income. As real income rises, Ukrainian people buy more of some goods (which economists call normal goods) and less of what are called inferior goods (transport).

2. The needs of Ukrainian consumers in a product/service.

3. Ukrainian consumer expectations (for income, price, tastes). If people expect the price of a good to rise relative to the prices of the goods or expect the opportunity cost of acquiring the good to increase in some other way, they will step up their rate of purchase before the change takes place.

4. Tastes (desire for this or that good). Sometimes these changes happen rapidly, i.e. in such areas as popular music, clothing, styles and fast food. The demand curves for these goods/services shift often.

5. Other goods (their availability and price). Another influence on demand is the price of substitutes.

6. Capacity market.

7. Climatic conditions. [2]

#### Literature:

1. Економічна теорія: Політекономія: Підручник/ За ред. Е45 В.Д. Базилевича. – К.: Знання, 2006. – 631 с.

2. Данилова З.В., Business English. Fundamentals of Marketing, Тернопіль, 2000.

### IMPROVEMENT OF THE MECHANISM OF REAL ESTATE MARKET DEVELOPMENT IN UKRAINE.

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Transition period in Ukraine is characterized by active real estate market formation, which reflects all the problems of the economy and uneven development of its separate segments, incomplete legal framework and low purchasing power of citizens and low investment potential entities.

Real estate is one of the main types of market, which with the market of goods and services and capital market economic mechanism determines the characteristics of modern economy.