«breathtaking» and «luxury». If the car has these qualities, people think they have them, too. So it creates DESIRE. If you sit in the car and drive it, you usually want to buy it. So it is the call to ACTION.

To persuade people to buy the product is the main purpose of the advertising. Among such great competition, the producer wants to demonstrate the uniqueness of his product.

According to Angela Goddard [5], slogan is a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign.

Slogans from car industry represent one of the most abundant group because almost every automobile brand is presenting their car models with slogan in English language. Length, form and modality of the advertising slogans are an essential part of the analysis of the advertising text. A slogan can have one word, such as the slogan of «Buik» «Dream Up», «Toyota» «Everyday» or «Volkswagen» «Das Auto» or three words in a row like «Today, Tomorrow, Toyota» («Toyota») or «Think. Feel. Drive» («Subaru») [2]. A review of collected slogans reveals that the most common are slogans with two and three words, e.g., «Drive & Love» («Chrysler»), «Simply clever» («Škoda»), «The Penalty of Leadership» («Cadillac»), «Dodge. Different» [2].

The next feature is modality, i.e. whether the slogan is in interrogative, imperative or indicative form. The most common form is an indicative. The vast majority of all advertising texts are indicative: «Honda. First man, then machine» («Honda»), «BMW. The Ultimate Driving Machine» («BMW»), «Jeep. There's Only One» («Jeep»), «The Car that Cares» («Kia»), «Fuel for the Soul» («Pontiac»), «Passion for the Road» («Mazda») etc [4].

The less common are interrogative slogans, e. g.: «Have you driven a Ford lately?» («Ford»), «Who could ask for anything more?» («Toyota»), «Isn't it time for a real car?» («Buick»), «Plymouth – Isn't that the kind of car America wants?» («Plymouth»), «What will you do with all the money you save?» («Toyota») etc [2]. Interrogative slogans try to engage the attention and generate interest with the question mark. More common than interrogative slogans are imperative slogans, e. g.: «Go Swift – Go Safe – Go Saab!» («Saab»), «Don't dream it. Drive it!» («Jaguar»), «Get the feeling!» («Toyota»), «Eye it – try it – buy it!» («Chevrolet»), «Just imagine what Citroen can do for you!» («Citroen»), «Life is a Journey. Enjoy the Ride!» («Nissan») [4] etc.

Slogans complete several tasks and they are quite straightforward. They must create the interest of potential buyers, hold the audience’s attention, create positive associations, give information about the product, and encourage consumers to purchasing goods. The vocabulary must comprise positive meanings, e. g.: «The best built cars in the world» («Toyota»), «What a Luxury Car Should Be» («Lincoln»), «The beauty of all wheel drive» («Subaru»), «Drive Safely» («Volvo») [2] etc.

Advertising or promotion of a firm and its products on the market starts with the company’s name and slogan. A well-chosen name and slogan are not just useful information about the company or product. One of their main functions of them is to attract, to compel the attention of potential buyers, and perhaps do not even let the customer see the names and slogans of competitors. In order to create such slogans, specialists first and foremost must be master of literary language.

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FACTORS OF PRICE VARIATION ON THE IDENTICAL MERCHANDISE

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The world we currently live in is characterized by globalization; a process by which ‘national and regional economies, societies, and cultures have become integrated through the global network of trade, communication, immigration and transportation’ [3]. Thus, one would expect that globalization will lead to equality of market conditions and prices of goods. However, reality demonstrates different patterns.

This paper is designed to contribute to the investigation of the nature of price differences in the clothing sector, as developed countries are becoming more service-oriented, which implies that more emphasis is put on the retail industry.

The four products used in the analysis are strictly identical in terms of size, color, product ID and material from which it is produced. An identical shopping environment (physical and online stores respectively) is assumed across the 53 chosen countries.

The law of one price is one of the most dated theories in economics. Krugman, Obstfeld and Melitz (2012) define it as a condition, where competitive markets are free of transportation costs and official barriers to trade (such as tariffs), and identical goods in different countries are sold for the same price when prices are expressed in the same currency. The law of one price (LOP) states that when expressed in the same currency, the prices of identical goods and services are equal across countries. The purchasing power parity (PPP) supports this theory, however, it reflects the prices of basket of goods instead of individual goods in order for the LOP to hold.

If the law of one price does not hold this means that a good can be bought for a lower price in one country and then resold for a relatively higher price in another country, making the transaction beneficial for both the supplier and the customer.

Assumptions of the LOP:

- The goods are identical;
- No barriers to trade exist (costless and open trade);
- The commodities' value is expressed in the same currency.

The law of one price is modeled as follows:

$$PH=PF*E \tag{1}$$

Where PH represents the price of a good in the home country, PF is the price of the same product in a foreign country, and E is the nominal spot exchange rate (price of foreign currency in terms of domestic currency).

Following, Krugman et al. (2012) define purchasing power parity as a condition where two countries' price level ratio equals the exchange rate of their currencies. Therefore, an increase (decrease) in the domestic price level would result in a depreciation (appreciation) of the domestic currency in the foreign exchange market, indicating a decrease (increase) in purchasing power.

According to the theory of absolute price purchasing parity (PPP), the home price of a domestic commodity basket of goods and services should equal the foreign price of a foreign basket in order to reach the equilibrium condition. For the absolute PPP to hold, the baskets must meet certain prerequisites:

1) The baskets must contain identical goods;
2) Prices of the goods have to be expressed in the same currency;
3) The LOP has to hold for all the identical goods.

Moreover, if the PPP holds, the prices, when expressed in the same currency (adjusted by the exchange rate), are the same. Since in reality this is not the case, the Big Mac Index is r used as an indicator of how abscure price levels are set, it raises the question of why does a single product have different prices across the globe. Alessandria and Kaboski (2008) find that the average price of the burger is lower in relatively poor countries because the labor cost is low.

One more important factor of price building is the currency exchange rate.

Following Krugman et al. (2012), the nominal exchange rate is defined as the relative price of two currencies:where E is the nominal exchange rate and P* and P are the domestic and foreign price levels respectively.

Furthermore, the shifts in supply and demand in open economies cause nominal and real exchange rates to move, causing PPP not to hold anymore. From equation (3) it can be seen that with stable output prices, nominal depreciation (appreciation) implies real depreciation (appreciation).

Krugman et al. (2012) conclude that exchange rates play a central role in international trade because they allow us to compare the prices of goods and services produced in different countries [2]. It would be impractical to ship a burger from a cheaper country to a more expensive one, even though the components of the sandwich are traded on world markets and the prices should be equalized.

There are many government restrictions, such as import/export licenses, import quotas and subsidies which function as trade barriers. Tariffs play a crucial role in international economics as a barrier to trade. Tariffs are used in most countries as protective tools against competition originating from other countries. If the government imposes a tariff, it means that the imported goods become relatively more expensive than the domestically produced ones. 'The direct effect of a tariff is to make imported goods more expensive inside a country than they are outside the country' [2, p. 124].

As Ondrich and Richardson's (2004) research indicates, countries with large exports (and low import penetration) have high income per capita which would lead to an increase in the GDP and thus in the price level. Therefore, relatively more exports than imports increases GDP [2].

Demand and suppy saturation effect will eventually result in the decrease of the price of a product. In other words, the less common the product is in the market the higher the price can be set and maintained by ocmpanies.

A project on price comparisons in Europe was led by The European Consumer Centre Network (ECC-Net) in 2009 [1]. 27 ECCs participated in the survey in Luxembourg, called 'Price Research, Price Differences in Europe'. This survey was based on some of the most common textile products of Zara, C&A and cosmetic products of Body Shop. The main findings clearly show that:

– shopping in Portugal is cheaper than in other European countries;

– Scandinavian countries such as Norway, Finland, Denmark and Sweden appeared to be more expensive than the rest of Europe;

– prices within the non-Euro zone deviate more from the average prices in Europe than inside the Euro zone.

The main findings for price differences can be attributed to the variations in tariffs, GDP per capita, PPP, trade and total population per store within the European and American countries. GDP per capita, PPP, trade volume and population per store were found to be directly proportional to the relative price. On the other hand, contradicting the expectations, tariffs were shown to have a negative effect on the relative average price of clothes, that can be explained by the negative relationship between GDP per capita and those tariffs. Furthermore, it was found that they have significantly higher price for H&M clothes than European countries.

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