

their parents to purchase these goods. This method is based on creating the impression that the purchase decision is made by the child himself, although in fact this is a deliberate move by marketers. Children become the target audience for sales and can be easily influenced in this way. Therefore, it is important to be aware of such marketing methods and take them into account when interacting with your child in stores [7].

In conclusion, psychomarketing methods play a key role in influencing consumer behavior. In today's world, where competition in the market is increasing, understanding and using psychomarketing methods become necessary to attract and retain customers.

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GIFT ECONOMY MARKETING

The gift economy refers to economic activity characterised by offering services and goods to other members of the community without the expectation of monetary reward. Giving things to other people may be based on pure altruism, a wish to gain status in society, the hope of reciprocal gifts in the future or out of a sense of mutual obligation [1].

An economy, in general, is a system that describes how goods and services are produced and distributed in a society. A gift economy is any economic system where people create or source things via gift giving, or “gifting”, rather than exchange [2].

Gift economies can also be used as marketing and advertising tools by businesses or organizations. By offering free or discounted products, services, or experiences to potential or existing customers, they can create a positive impression, build trust, and increase loyalty.

For example, a free sample campaign can actually help you increase sales. A well-executed giveaway helps introduce your product to new customers and earn loyalty from existing ones. It also serves as a strong sales signal – if you are willing to give away your product, it means you have enough confidence in its quality [3]. For example, a bakery might offer free samples of their bread or pastries to customers who walk by their store.

Giving new users free access – even if only for a limited time – can be a great way to gain traction with potential customers. Some potential customers may be interested enough to invest their time into trying your product, but not interested enough to pay for it yet. Offering a free plan or a free trial is a great way to let customers dip their toes into the water without spending money. Giving users a way to test your wares without pulling out a credit card minimizes their barrier to entry. Hopefully, once they have tried your product, you will be able to convert them into a paying customer [4]. For example, a streaming platform might offer a free trial of their service for a month to attract new users.

People do business with people they like and trust. This much-quoted nugget is a staple of doing business in the online economy. So, in this atmosphere, the best way to build trust has become to give away not just free content, but to give away your best content, for free [5]. Giving your best tips, strategies and advice away for free builds instant trust with your audience. You’re not asking for anything in return beyond a few moments of their time. It also demonstrates your authority and credibility when people find value and benefit from what you’re sharing [6].

Leads in your funnel are constantly asked to book meetings by multiple companies...and usually nothing’s in it for them. Unless, however, you offer something as an incentive to attend. The gift is used to show respect, “I am asking you for some of your time, which is valuable; therefore, here is a gift to say thank you upfront.” Everyone is busy, but those who feel appreciated will likely find the time to hear you out [7].

When the average person is receiving over 100 emails a day, it’s evident that something must be done to break through this digital noise. As offline engagement platforms make automated gifting easier than ever, doing so can convey reciprocity and add more value to each point of communication [7].

Another example of gift economy is event marketing. Event marketing is a type of marketing that implies promoting a brand, product, or service by holding, participating in, or attending events. Event marketing helps build more profound relationships with customers and educate them about your product [8]. For example, a fitness brand might host a free online workout session or a free outdoor yoga class for their customers and followers.

The main argument of this article is that gift economy marketing can be a powerful way to attract, retain, and delight customers, as well as to differentiate oneself from competitors. However, gift economy marketing also requires careful planning, execution,

and evaluation. Gift economy marketing can have positive effects on customer behavior and outcomes, such as increasing repeat purchases, referrals, tips, etc.

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APPLICATION OF AGGRESSIVE MARKETING STRATEGY IN BUSINESS

Aggressive marketing is a proactive marketing approach, involving assertive tactics of reaching out to potential customers and actively pursuing engagement with