

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

one's business. Its aim is to bring a certain brand or product to consumers' attention in a crowded marketplace – the current state of modern business.

Researchers state that great quantities of the contemporary marketing strategies (including aggressive techniques) treat potential buyer-seller exchanges as discrete events, not as ongoing relationships. It is done to maximize short-term sales, which comes at the cost of customer experience. Executive incentives are predominantly aligned to short-term profits valuable in a competitive environment, rather than long-term brand image. Thus, for companies it is more relevant to maintain a constant flow of information and content to create a sense of urgency and educate leads.

It is necessary to state that the effectiveness of aggressive marketing and the information stream is ensured by the fundamental patterns of human psychology. The main points to note are as follows:

1. Fear of Missing out (FoMo) – anxiety brought about by limited-time offers;
2. the Baader-Meinhof Phenomenon – frequency illusion;
3. social proof – herd instinct;
4. anchoring – reliance on the first or regularly seen piece of information, etc.

Consumers' dependencies and behavior patterns are perpetually utilized through a variety of channels. Aggressive marketing techniques in modern business cover such digital marketing channels as social media, websites, search engines, emails in addition to the traditional ones (telemarketing and printed materials). The main tools of enticing likely customers are auto-play videos with sound, pop-ups, full-screen advertisements, advertisements disguised as parts of the content. Large campaigns target the audience through highly-responsive and collaborative ecosystems:

- approximately 70 % of organizations use social media as their primary marketing approach;
- 82 % of businesses actively implement video marketing;
- 70 % of marketers invest in Search Engine Optimization (SEO) [1].

The application of aggressive marketing methods as a whole can increase conversion rate by 25–60 % and sales by 10–25 % on average.

Due to the fact that usage and implementation of the proactive and aggressive marketing strategies under consideration are highly effective and profitable, nowadays there are a plethora of real-life cases when various companies' and even whole industries' aggressive campaigns attain significant outcomes. For instance, Weight Loss Industry uses emotional messaging (shame, fear of rejection) and targets body insecurity with before/after imagery and Instagram filters. As a result, \$72 billion industry is expected to reach \$295 billion by 2026 [2]. Fast Fashion Brands (Uniqlo, H&M, Topshop, Fashion Nova) promote overconsumption and appeal to desire for status and belonging. These brands' limited-time offers often create false scarcity, which is why fast fashion makes up 65 % of all clothing purchases.

The provided evidence suggests that aggressive marketing, while at times unethical and forceful, works indubitably well. It leverages human psychology to drive profits, helping modern businesses develop and reach a larger audience. However, today's companies have the opportunity to use aggressive marketing campaigns to increase social awareness about serious issues by utilizing gained power of their reach and influence, promoting solutions to social injustice, encouraging their audience to take action. By

raising social issues using aggressive marketing modern businesses are likely to not only attract new consumers, but to keep and retain them as well.

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### BRANDING IN COSMETICS

The purpose of this paper is to take a closer look at the role of branding using the example of the cosmetics industry and to find out which branding is the most attractive and sellable.

We live in a world where attention is highly valued, so companies need much more than just the product they sell. With the advent of the information age, which continues to this day, the role of branding has significantly increased and globally changed, as well as the roles of other “participants”.

The information age brought two main problems. The first one is that from the abundance of information, consumers learned about their flaws: cellulite, aging, and other “imperfections”. But these can be fought with cosmetic products.

The second problem is the problem of choice. From a multitude of anti-aging creams, anti-cellulite creams, sunscreens, and multifunctional creams, one needs to choose the one that will truly help get rid of the “flaw”, and choose based on the information placed on the label.

Thus began the era of “impressions”, as consumers grew tired of searching for differences between products. “Emotions sell well. Three-quarters of buyers make unconscious choices, only one-quarter make conscious choices,” notes Nicholas Coro, chief curator of the Brand Management and Brand Technology Research Center.

Branding helps to differentiate: unique and memorable branding helps a product stand out on the shelf. It creates emotional engagement: brands that can create an emotional connection with their audience win customer loyalty and trust. Branding also affects prices: strong brands can afford to set higher prices due to the perceived added value of their products. This creates higher margins and increases overall business profitability.