

consumers, with the extent of misestimation varying based on the fractional value and the star-filling technique employed [4].

There are many more examples. The more open and transparent a company is about its brand's potential shortcomings, the more customers trust it is likely to acquire. The well-known paradox of choice, when an excessive abundance of choice paralyzes the buyer. The Quantum Paradox or Marketing Uncertainty Principle: the more precisely we can measure marketing, the more uncertainty surrounds consumer behavior.

In conclusion, cognitive distortions and paradoxes are all around us. Effective strategies for attracting and working with clients require careful consideration of these biases, particularly the framing and anchoring effects. Yet, it is important to understand that trust relationships with customers cannot be built on exploiting such techniques. The basis for a long-term brand strategy is transparency, honesty, and even avoidance of such techniques.

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DIGITALIZATION IN GEOMARKETING: KEY ISSUES AND APPROACHES

The rapid growth of digital technologies and globalization are forcing companies to look for new methods of development and promotion. Over time, it has become clear that a company's geographic location, among other factors, has a significant impact on its performance and benefits. Combining traditional marketing strategies with geographic information system (GIS) technologies has given rise to an innovative approach to

business management - geomarketing. In recent years, there has been a trend towards integrating geomarketing with digital technologies, which opens up new horizons for businesses.

The purpose of the study is to identify the relationship between the processes of digitalization of geomarketing, to assess the impact; to study the main methods and trends of their development, to analyze the main problems of practical application.

Geomarketing applies geographic location data to develop and implement marketing strategies. Geolocation information can be integrated into any element of the marketing mix, including product development, pricing, promotion and geographic location of the target audience [1]. When opening a children's store, geomarketing will help to get information about competitors, the number of children living in the area, the movements of parents.

There are three main levels of tools in geomarketing. Basic tools allow you to collect basic information about the characteristics of potential consumers in the region of interest. Advanced tools are used for deeper analysis, market segmentation and obtaining accurate data on the behavior and preferences of the target audience, which is necessary to assess the market potential of products or services. Finally, advanced tools include comprehensive analysis, modeling and forecasting to optimize marketing efforts, develop effective marketing strategies and generate sales forecasts [2].

A key tool for geomarketing is GIS (Geographic Information Systems). GIS operate massive amounts of information, help analyze.

Huff model to estimate the level of demand in a particular commercial area. assuming that the area of an establishment is a variable that increases its attractiveness to consumers and distance is a variable that decreases it.

Geo-fencing allows the definition of virtual boundaries around facilities. When users cross the defined geo-fences, the system automatically initiates sending advertising notifications, which ensures timely informing of the target audience [1].

In Belarus, more than 30 companies and projects, including governmental ones, are actively using GIS [3].

The consequence of digitalization was the development of online geomarketing, the main activity of which is carried out on the Internet and is aimed at attracting customers from geoservices: car navigators, organization directories, mapping services. Online geomarketing allows you to create personalized and targeted marketing campaigns, and includes a number of new tools. First is location-based AR (augmented reality), which creates a unique user experience by allowing customers to interact with a brand in the real world through their smartphones or other devices, increasing engagement and loyalty. Second are geolocation-enabled mobile apps that offer users personalized offers and discounts when they are near a point of sale, stimulating their interest and purchase activity [4].

Digitalization leads to increased problems such as cybercrime, cyberbullying, and identity leakage.

Along with advantages, geomarketing also faces a number of challenges. One of them is data collection. In today's world, most data is dynamic, it is constantly changing and quickly becomes outdated. This creates the challenge of checking information for

relevance in a timely manner and collecting new data promptly. Other challenges are related to ethical compliance and legal requirements, as well as cybersecurity and technology threats. The active integration of IoT devices and the use of big data increases the risk of cyberattacks. Finally, the implementation of geomarketing requires significant investment and skilled talent.

Successful examples of geomarketing use include:

1) Starbucks uses geomarketing to engage customers through a mobile app that offers discounts and special offers to users when they are near their cafe.

2) Walmart uses geolocation data to analyze shopping behavior and optimize product assortment based on regional customer preferences.

3) Dodo Pizza chain places information about its establishments on online maps using the Dodo IS platform, and uses route advertising in geoservices in the form of a banner with an image of a pizza.

4) ozon uses geomarketing to optimize logistics and improve delivery service.

5) IKEA uses geomarketing to create a unique experience for its customers through augmented reality, which allows customers to visualize how the goods will look at home.

Thus, it can be said that online geomarketing has a serious impact on targeted marketing, location selection and, the associated investment risks, as well as the effectiveness of advertising campaigns. New opportunities and tools are emerging to improve customer experience, optimize business decisions and grow the market. But some threats are also present, such as leakage of personal data and irrelevance of the information received after a short period of time.

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THE EVOLUTION AND IMPACT OF DEMAND FORECASTING IN MODERN BUSINESS

In the current market, accurately forecasting product demand is crucial for maintaining a competitive edge. As consumer preferences change and market dynamics