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SPECIFIC FEATURES OF KEY INDICATORS OF INTERNET MARKETING IN FOOD INDUSTRY ENTERPRISES

In modern conditions, Internet marketing occupies a central place in the strategic development of food industry enterprises. It not only enhances brand awareness but also enables active interaction with consumers, analysis of their behavior, and adaptation of offers to their needs.

The food industry is a diverse and highly competitive sector where consumer preferences and market dynamics are constantly changing. In this context, effective food product promotion becomes a crucial factor in business success. Traditional marketing methods are no longer sufficient to meet the demands of today's tech-savvy consumers.

Marketing in the food industry has its own characteristics, shaped by a combination of factors unique to this sector. These distinctive features significantly influence marketing strategies and consumer behavior. First and foremost, food products often have a short shelf life and are subject to seasonality. This requires precise planning for effective demand and supply management. Additionally, strict sanitary and hygiene standards must not only be met but also transparently communicated to consumers to build trust. [1, p.55-57].

The product strategy of food industry enterprises is focused on quality, safety, and consumer taste preferences. Product certification and compliance with regulatory requirements play an important role.

Pricing policy in food industry enterprises must take into account competition and demand elasticity. Dynamic pricing, discount promotions, loyalty programs, and personalized offers are key elements of sales strategies.

Logistics includes not only product delivery but also inventory management, supply chain transparency, and customer convenience in receiving goods.

Table 1 presents the main marketing technologies for promoting food products in the market

Table 1 -*Main Marketing Technologies for Promoting Food Products in the Market*

Marketing Technologies	Application of Marketing Technologies in Food Product Promotion	Advantages and Disadvantages
Data Analytics	Analysis of consumer behavior, preferences, and	Improved targeting, increased conversion rates, enhanced consumer insights

	trends; personalization of marketing campaigns	
SMM (Social Media Marketing)	Use of social media platforms for product promotion, influencer marketing, and user-generated content	Expanded reach, increased brand awareness, real-time consumer interaction
Content Marketing	Creation and distribution of valuable, relevant content (blogs, videos, infographics)	Establishing authority, building trust, educating consumers
E-commerce Strategies	Selling food products online, including D2C (Direct-to-Consumer), online marketplaces, and subscription services	Market expansion, shopping convenience, supply chain optimization
E-mail Marketing	Targeted email campaigns sent to subscribers	Direct communication, customer relationship development, promotion of offers
Mobile Marketing	Targeted advertising, mobile apps, and SMS marketing for mobile users	Increased consumer engagement, location-based promotions
Influencer Marketing	Collaboration with social media influencers for product promotion	Authentic endorsement, access to niche audiences
AR/VR (Augmented Reality/Virtual Reality)	Interactive product experiences through AR applications, immersive brand storytelling	Enhanced consumer engagement, visual product exploration, memorable branding, unique consumer involvement

The table presents the main marketing technologies used in the promotion of food products in the market. These technologies play a key role in modern food product marketing, providing businesses with various advantages. Data analytics serves as a cornerstone, enabling businesses to make informed decisions and create highly personalized marketing campaigns that resonate with consumers. [2, p. 352]

Social Media Marketing (SMM) is an effective tool for attracting visitors to a website from social networks, communities, blogs, journals, and forums. Consumer attention can be gained or purchased through advertising. However, trust from the target audience cannot be bought—it can only be earned.

Social media platforms serve as a modern tool for engaging with the target audience. Today, the audience of social networks is comparable to that of television channels, but it is more attentive and active. SMM has more in common with network PR than with advertising. It involves direct engagement in communities that encompass the target user group. SMM includes tools for both direct and subtle interactions with the target audience. [3, p.57-61].

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In conclusion, it is important to emphasize that Internet marketing in the food industry not only transforms food product promotion methods but also reshapes the very structure of the industry. Companies that actively utilize these tools can maintain competitive positions, build more effective communication with their target audience, and, as a result, achieve significant success in the market.

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MENTAL HEALTH AS A COMMODITY: HOW BRANDS MONETIZE ANXIETY

The purpose of the paper is to analyze how brands capitalize on consumer anxiety by promoting mental health products, often blurring the line between genuine support and commercial exploitation, and to determine whether digital wellness solutions truly improve mental health or mainly serve profit-driven motives.

Mental health has become a central topic in modern society. According to a WHO report, in 2023, more than 1 billion people worldwide suffered from mental disorders, with anxiety and depression levels increasing by 25% compared to the pre-pandemic period [1]. This crisis has created demand for solutions aimed at improving emotional well-being, leading to an industry of digital services, apps, and courses promising "mindfulness" and "digital detox." However, critics argue that many companies do not merely respond to demand but deliberately create or amplify problems to sell solutions. This paper examines whether brands are truly exploiting anxiety and stress.

Companies actively employ tactics that make consumers feel the need to "fix" their lives. According to WHO data, 15% of the working-age population has experienced mental disorders [2]. This pushes people to purchase emotional intelligence courses, subscribe to meditation apps, or participate in personal growth programs. These stress factors become part of marketing strategies influencing consumer behavior. For example, the app Calm uses a psychological trigger with the slogan *"You need to slow down. But you're not doing it"*, creating guilt in users for not taking enough care of their mental health, motivating them to purchase a subscription [3].

Furthermore, digital dependency has become a major issue. As of January 2023, the global social media usage rate reached 59%, meaning nearly six out of ten people worldwide were active social media users [4]. With rising dependence on digital devices,