

2. Personalization (creating a special atmosphere in which the consumer will feel significant)

3. Active interaction with the consumer

Let's take a look at the Belarusian business as an example. It grew and developed in conditions of insufficient competition, so our market is passive. But the situation is changing, since today the business is no longer able to compete on the level of prices and products, because there are no unique products, so customer service comes to the fore. That is why Belarus has set course for the development of experience economy. The Belarus N program decides to develop thematic routes that will help develop the country's tourist attractiveness. This program is aimed at both foreign guests and residents of the Republic of Belarus. The agro-ecotourism movement is also developing in Belarus. It should be noted that at the moment Belarus is at the initial stage of the development of the economy of impressions, because until then this economy was not given special attention.

Thus, recognition of impressions as a separate economic proposal is a guarantee of economic growth in the future [1, p 2]. To be competitive and successful in the market under the new reality, it is not enough just to provide services, produce goods. It is not enough to be "quality". Business has to be "unique". And impressions and experience are the key to this uniqueness. However, this does not mean that all manufacturers should put impressions into the first place, there are areas where impressions are of little importance, for example, the sale of raw materials.

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SWEET NAMES FOR SWEETS

Nothing is as sweet as our name. Can we say the same about the names of companies, shops, cafes, products? How important is the name for them? Are the consumers indifferent to the name of the café they visit and the chocolate they buy? The purpose of this paper is to find the answers to these questions.

A lot of research and surveys show that this aspect of business life is gaining its importance. Entrepreneurs and enterprises are interested in creating an interesting name for their products and companies because it helps to attract the attention of the consumer to their business. Products or shopping centers with unusual or nice and kind names attract more attention and evoke positive emotions. A well-chosen name also

makes it possible to stand out from the competitors. For example, chocolate «Моя любимая Алёнка» is associated with childhood and has become sweetheart. Another example of an attractive name is coffee bar «32.08 Вечное лето». The name is rather unusual, which makes it very attractive because it brings memories, connected with the atmosphere of endless summer and warmth.

Not all companies can do the job of choosing a name in a proper way. An example of “a bad job” we can see in the name of a shop “Dilemma”. That’s why more and more companies appear on the market that need naming services and are ready to invest in the development of names - both for themselves and for their product. The world-known agencies, which create brand names are *Addison Whitney* (its famous clients are «Panasonic – HomeHawk», «Microsoft», «Fujifilm Medical Systems»), *Catchword* (its famous clients are «Amazon», «Nokia», «Pampers First Steps»), *Landor* (its famous clients are «Nestlé Brazil», «British Airways»), *Lexicon Branding* (its famous clients are «BlackBerry», PowerBook (Apple), Spectre (HP)) and others.

There is a number of Belarussian naming agencies which offer professional names to products, companies and places. These agencies are *Fabula* (its famous Belarussian clients are «Свежие новости», «Красный пиццевик», «А-100»), *PG* (its famous Belarussian clients are «Наше детство», «Бобров», «Santa»), *Litterix* (its famous Belarussian clients are «Красный пиццевик», «Verally»), *Concept* (its famous Belarussian clients are «Топтышка», «А1»).

The main problems the Belorussian market faces are: 1) a small number of naming agencies in our country; 2) lack of experience, skills and knowledge in this field; 3) high cost of services. But despite these problems, the demand for naming services is growing. The reasons for such growth are obvious: 1) increasing competition, which is caused by the appearance of similar products from competitors; 2) desire to attract more customers to get more benefits; 3) interest in the promotion of products not only in the domestic, but also in the foreign market.

There are different types of naming. Let’s consider some of them. As an example we’ll look at some names of Belarusian confectionery products. The types of prevailing names are: 1) alliteration and rhyme: sweets «Ореховый драйв» (Коммунарка), sweets «Шокомелька» (Коммунарка), biscuit «КрепышОК» (Слодыч), sweets «Lucky-Chuku». They are simple to pronounce, easy to remember, evoke positive emotions in the consumer, make him/her smile. 2) neologism: sweets «Confemillio», marshmallow «Festini» («Красный пиццевик»). They are completely new words. Consumers themselves «create» associations, which arouses a certain interest and desire to buy a product to understand how it tastes. 3) appropriation: sweets «Сорванец», «Черноморочка», biscuit «Алфавит». The names are unusual for sweets, catchy enough, easy to remember.

In conclusion I would like to say that with the development and appearance of new products, places and companies, the popularity and importance of naming is growing. This means that the Belarusian market should pay more attention to the development of the process of creating names. Aspiring entrepreneurs should also strive to use naming services, because over time, this investment will pay off. Beautiful, eye-catching, unusual, appropriate name is the best advertisement for any business.

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ETHICAL MARKETING

The purpose of this work is to study the essence and the significance of ethical marketing in modern conditions and to consider the ethical side of such components of marketing as product, price, place, and promotion.

Ethical marketing refers to a marketer's responsibility to ensure all marketing activities adhere to core ethical principles, including integrity, humility, and honesty – both internally, and externally [1].

The concept of ethical marketing has started to gain importance because producers have realized the importance of ethical principles that they convey. With the development of the Internet and the advent of social media information can spread at an alarmingly fast rate. A company engaging in unethical practices can be destroyed by a simple post on Facebook or Twitter. Any goodwill of the public that it may have enjoyed could be lost. Conversely, an ethical company that is honest and shows that it cares about its consumers can enjoy a rapid increase in reputation by the same method. Companies understand the problems that can arise as well as the benefits that can accrue to them and hence, there is a gradual shift occurring in favor of ethical marketing. Being ethical may prove expensive in the short run. However, in the long run, it is beneficial for the producer, the consumer, and society as a whole [2, p.23].

Practices of ethical marketing include product-, price-, place-, and promotion-related ethics. Product-related ethical issues constitute the level of product safety, quality, eco-friendliness, packaging and branding. Studies show that product-related ethics has a positive effect on customer satisfaction, commitment, and brand loyalty as well as perceived product quality [3, p.8].

Price-related ethical practice does not include predatory pricing strategies, illegal pricing and fix-pricing. An unethical pricing strategy has a negative effect on the consumer attitude formation, which includes relationship building with a brand [3, p.8].