

The territory of Belarus is rich in tourist objects which refer to dark tourism. This provides an opportunity to develop this segment, as today only a smaller share of Belarusian dark tourism attractions is popular. Reconstruction of the sites, creation of coordinating centres and design of thematic tours will give an opportunity to increase not only the volume of domestic tourism, but also the volume of inbound tourism.

REFERENCES:

1. ТОП-5 белорусских замков с привидениями: как их увидеть? [Электронный ресурс] : SMARTPRESS . – Режим доступа: <https://smartpress.by/news/10553/> . – Дата доступа: 12.03.2022.
2. Призраки и привидения в замках Беларуси [Электронный ресурс] : Poshykinfo. – Режим доступа: <https://poshyk.info/prizraki-belarusi/>. – Дата доступа: 07.02.2022.
3. Призраки, русалки, НЛО: необычные места Беларуси [Электронный ресурс] : Vetliva. – Режим доступа: <https://vetliva.ru/belarus/blog/prizraki-rusalki-nlo-neobychnye-mesta-belarusi/>. – Дата доступа: 07.12.2021.
4. Аномальные зоны Белоруссии [Электронный ресурс] : Команда Кочующие. – Режим доступа: <http://komanda-k.ru/>. – Дата доступа: 10.01.2022.
5. ПОСЛАНЦЫ АДА. ГДЕ И КАК ПРАВИЛИ БАЛ БЕЛОРУССКИЕ ВАМПИРЫ? [Электронный ресурс] : ЛИТВИН. – Режим доступа: <https://litvin.pl/statii/dusha/vampiry>. – Дата доступа: 13.02.2022.

<http://edoc.bseu.by/>

Anastasiya Kalantai
Science tutor *G. Prybylskaja*
BNTU (Minsk)

IMPRESSION MARKETING AND ITS INFLUENCE ON CONSUMER BEHAVIOR

The purpose of this work is to consider how a huge amount of diverse information affects the consumer, and which flow of information will have the greatest impact and interest the consumer depends on the seller. It has become more difficult for manufacturers to attract attention and stand out from competitors. Traditional advertising is no longer so effective, that is, on television and radio, in newspapers, on billboards. Every day manufacturers are looking for new ways to attract the attention of the buyer.

All methods of purchasing any product are available to the modern consumer. It just got boring to “buy”. Simple advertising on television is no longer enough for a potential consumer to want to buy a product. Currently, the purchase decision will be influenced not only by the price, the desire to buy, financial capabilities, and so on, but also the buyer’s impression of the product or brand. Today, consumers judge products, brands, and organizations based on their own feelings. Therefore, the main goal of the business is to form the right impression with a potential consumer.

So what is impression marketing? Impression marketing is a marketing strategy that allows a consumer to interact with a business in real life, for example, as part of an event organized by a company. “They (consumers) don’t want to be bullied or bombarded with advertising messages; they want exciting experiences that will take them to another world” [3]. A business can show its customers not only its product, but also its values and ideals. This gives the consumer the opportunity to “feel” the brand, see the company “from the inside”, and get closer to its content.

How does Impression Marketing work? Impressions themselves are considered as the main tools of impression marketing, thanks to which the company can influence consumers, as well as ways and techniques of creating impressions. The company, wanting to attract more customers, turns to impression marketing for help. In turn, impression marketing should not only attract the attention of the consumer, but also fully involve him in the process of interaction with the company. To do this, you need to understand the psychology of the consumer, how to influence a person’s emotions.

Consumers can remember information about the company and the product against a background of bright impressions. A high emotional assessment contributes to the long-term preservation of the positive effects achieved. Consumers identify the product and the companies with positive emotions that make them use the product again. This allows getting the product the trust and loyalty of customers.

Thanks to the sense of belonging to the company, the product seems to the consumer better, “his own”. There is an opinion that this company has a special product. The level of loyalty to the product increases, the consumer’s attachment to the brand appears. Emotional attachment is the establishment of a relationship between a consumer and a company/brand/product. And already based on their feelings, the consumer buys the product, being completely confident in their decision [1].

Thanks to the marketing of impressions, the company’s image is formed and sales are stimulated. The impression received is directly identified with the company and the quality of its goods or services. The value of impressions lies in their interactivity and the possibility of contacting a specific customer, which allows you to achieve true loyalty. That is why leading companies in the field of consumer goods consider impressions as an integral part of promotion and are increasingly introducing impression marketing tactics into the marketing strategy of brands.

Accordingly, impression marketing and the brand are inextricably linked, since the brand always evokes certain associations in the consumer due to the desire to possess it or feel belonging to it. Examples of such marketing are Apple, Adidas, IKEA, Heineken, BMW, Nike and many others. Consumers around the world have long had associations with these brands, a certain opinion. And these companies provide customers not only with goods and services, but also with the desired experience and impressions [2].

For example, IKEA does not just sell furniture and accessories for the home, it gives the consumer the opportunity to participate in the creation of items for their home, namely, to assemble a table or cabinet on their own, which automatically makes this thing truly special for the consumer. Thus, IKEA for most consumers is associated with a truly homely comfort, which the consumer is able to create with his own hands.

Apple is the brand that gives the consumer a sense of importance, self-confidence and self-reliance, is associated with high-end technologies that distinguish the consumer

from all others. This brand, like no other, has proved that the consumer desire to possess it is strong enough to spend a lot of money on it. This is a brand that you want to show and be sure that it will not let you down.

Thus, impression marketing has become an integral part of modern marketing, without which it becomes increasingly difficult for businesses to compete with each other. With its help, marketers can influence the emotions and feelings of consumers, creating new impressions in order to attract the attention of buyers to a product or brand. Companies are now focusing on the consumer, not the product, because it is the consumer who decides whether to buy the product or not.

REFERENCES:

1. Ананьева, Л. Ю. Маркетинг впечатлений в развитии современной фирмы / Л. Ю. Ананьева [Электронный ресурс]. – Режим доступа: https://spravochnick.ru/marketing/marketing_vpechatleniy_v_razvitiy_sovremennoy_firmy/. – Дата доступа: 10.03.2022.
2. Годин, С. Доверительный маркетинг. Как из незнакомца сделать друга и превратить его в покупателя / С. Годин. – М. : Изд-во Альпина, 2018. – 246 с.
3. Шмитт, Б. Бизнес в стиле шоу. Маркетинг в культуре впечатлений / Б. Шмитт // Пер. с англ. – М. : Издательский дом «Вильямс», 2015. – 400 с.

Anastasiya Kalantai
Science tutor *G. Prybylskaja*
BNTU (Minsk)

DIGITAL MARKETING IN SOCIAL NETWORKS

The main aim of this article is to look at what digital marketing is, the tools for its implementation, the digital marketing channels through which the company interacts with customers, the importance of digital marketing in the conduct of a modern firm.

Nowadays, people spend most of their time on various gadgets. These can be smart phones, computers, tablets, smart watches, smart TV. Through them, people receive a huge amount of information, they can shop without leaving home, order services. For a company that wants to sell its product, this is a great opportunity to get the attention of a potential client. But the competition among such companies is very fierce. In order for the client to turn his attention to the company, it must correspond to his interests and be in front of his eyes at the right moment. And it helps to do digital marketing. Digital marketing is a way to maintain interaction between a business and its customers using their personal devices. The main goal of digital marketing is to attract and retain customers in the company's digital environment [1].

Today, the information space is heavily overloaded due to the amount of information that enters it, which makes it harder for firms to attract the attention of buyers. Therefore, companies are forced to look for the right time and the right place in which