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MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS

Advertising plays an essential role in the development of market economy. Advertising is the link in the marketplace. It contributes to the sales process by spreading information about the goods, reporting on the activities of the firm. Thus it attracts the consumers' attention and this in turn provides an opportunity to expand production.

Nothing stands still and every day business-technology steps only forward. We are in the transition to an information society, which means that nowadays the communicative function of advertising dominates. It means that advertising should not only provide information about the product but also give people feedback. Feedback is very important for a company because it makes it clear whether its advertising is perceived positively or negatively by the public [1].

It is possible to achieve results in business only by the proper use of advertising. Every organization is aware of its need for advertising, it is important to note that this is not enough, advertising must also be competitive. That is why new and different ways to publish advertising appear. Advertising on the radio, advertising in print media are gradually losing their relevance.

To date, one of the most promising methods is advertising on the Internet, as it is known to be the easiest and most effective guide to foreign markets, as well as sponsorship. It is explained by the fact that this method of advertising contributes to the formation or maintenance of image. In our opinion, "eternal" can be called advertising on banners and "product placement" such as movies, computer games, books, and music videos – this is part of our lives. "Product placement" on the level of advertising on the Internet is quite relevant and has yielding results, because it is hidden advertising and affects the person on a subconscious level [2].

However, the most effective way to achieve the result is a comprehensive promotion, that is, the use of advertising on all information sources.

To sum up, we want to note that advertising is not only information about the product; nowadays advertising is also aimed at raising the cultural level of society and plays an educational role. Advertising is able to influence the behavior of people and their thinking. It is capable of exerting some influence on people's behavior, which means it must be built with social responsibility in mind.

Advertising research is something worth paying attention to and devoting quite a lot of time to. With the right approach and compliance with all the rules, advertising can have a positive impact on the economy of the enterprise, as well as contribute to the retention and attraction of new customers.

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MARKETING MUST BE HONEST

Goal: to disclose the content of the concept of “honest marketing” in relation to modern market conditions and trends.

Results: analysis of the modern approach to establishing relationships with consumers in the field of marketing messages and justification of the effectiveness and relevance of the implementation of the “honest marketing” strategy.

Today, in the modern conditions of a rapidly developing market, continuously changing trends, companies burden their consumers with bright promises and profitable offers. “Charm prices” – prices ending in 9,99 or 95, “1 +1” or “third as a gift” promotions, the illusion of scarcity (“Goods in limited quantities, have time to try!”), attractive labels on the packaging “Organic goods”, “Without harmful additives”, etc. – marketers would do everything to capture the attention of consumers. However, unfortunately, all the tricks today come down to the fact that marketing campaigns are not just trying to arouse interest in their products and services, they purposefully create the illusion of an artificial advantage of the product, manipulating the credulity of consumers.

Of course, it is worth agreeing that marketing is aimed at influencing customers, their behavior, attitude to purchases through the use of various marketing tools, psychological “tricks”, etc. But can the impact be honest?!

According to the research of the Trustpilot resource survey, which specializes in customer reviews, 94% of respondents make a purchase decision mainly based on the honesty, integrity and transparency of the brands; 49% of respondents are confident that dishonesty and excessive boastfulness of brands can contribute to the rejection of the purchase [1].

In recent years, honesty and sincerity have become increasingly important factors for consumers, and, according to experts, they are the key to meeting customer’s expectations. Of course, “inspirational” marketing is effective in many cases. But if company makes a mistake in tactics at least once, failing to meet the expectations of customers, trust in the brand begins to weaken and all efforts are reduced to zero. In addition, there is a group of consumers, who is skeptical about various tricks of marketers. Such “realists” are not so easy to fool. At the best – they won’t pay attention to the product, at the worst – they will review the product and, if expectations are not met, they