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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

will share their negative experience with the world. Therefore, the brand's bet on honesty in many cases is the best strategy!

Many experts are confident that honesty is the basis and guarantee of long-term and successful relationships with the target audience. The Canadian brand The Ordinary produces cosmetics in plain white packages with specific names of products. Moreover, the brand name means "simple". Despite the fact that such a product is a bit like medical drugs, the brand's bet for honesty worked, especially against the background of bright packages and colorful descriptions of other cosmetics. And sales of The Ordinary continue to grow [1].

Each brand can choose the way of honest marketing, changing only the tactics of influence.

Honest marketing is true marketing. This is the case when a brand shows its uniqueness. By changing the strategy and reformulating the marketing messages of the target audience about its advantages towards the truth, the company gains confidence in its products, makes sure that it is really able to help customers and makes them happy. This can also create recurring sales, since the consumer was not disappointed in the product and was satisfied [2].

Thus, honesty is the current trend in marketing! Vague promises of marketers no longer affect modern consumers, but, on the contrary, repel them and reduce the level of brand loyalty. The time of fast-acting marketing, psychological and other techniques has passed. Honest communication is a conscious and meaningful presentation of the brand and its products to the market. Being honest with your customers means setting realistic expectations about your products / services. Accordingly, companies minimize the risk of possible distrust of consumers and build long-term and strong relationships with consumers!

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CELEBRITIES AND ADVERTISING – PRODUCT SALES SUCCESS OR A PATHETIC WAY TO ATTRACT PEOPLE?

Whether it is a pop singer promoting soft drinks or a celebrity influencer showcasing products on social media, celebrity advertising is hard to ignore. Celebrities