

– value management – with the help of this strategy, measures are taken to adapt and personalize products, taking into account changes in the user's requirements for them. At the same time, the value of the product for customers is the convenience of its use, the possibility of obtaining the necessary services, the constant improvement of the product and the company's work on the service.

Conclusion. The process of digital transformation of society takes longer than a similar one within companies. Digitalization requires huge investments of effort, time and finances, but if it is carried out successfully, it repeatedly returns investments and increases profits. This is a way to become more famous, to build up from competitors and break out of their mass. With timely updating, you can become a benchmark for the population.

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INFLUENCE OF IMPRESSION MARKETING ON CONSUMER BEHAVIOR

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Резюме – основной целью данной работы является рассмотрение того, как огромное количество разнообразной информации влияет на потребителя, и какой поток информации окажет наибольшее влияние, и интерес на потребителя зависит от продавца.

Resume – the main aim 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.

Introduction. 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 capabil-

ities, 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.

The main part. 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 confident in their decision [1]. 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].

Conclusion. 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.

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DOES THE TRANSITION OF THE TEXTILE INDUSTRY TO ONLINE SAVE FROM CRISES?

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Резюме – целью статьи является проведение анализа перехода бизнеса в онлайн и понимание, почему онлайн бизнес в текстиле недооценен. Новизна статьи заключается в том, что кризисные ситуации в мире ослабили возможность бизнеса зарабатывать в оффлайн. Актуальность проблемы заключается в том, что, работая в сфере онлайн маркетинга, удалось выявить тенденцию бизнеса игнорировать преимущества перехода в онлайн для получения дополнительного источника дохода.

Resume – the purpose of the article is to analyze the transition of business to online and understand why online business in textiles is underestimated. The novelty of the article lies in the fact that the crisis situations in the world over the past few years have weakened the ability of a business to earn money offline. The relevance of the problem lies in the fact that, while working in the field of online marketing, it was possible to identify a tendency for businesses to ignore the benefits of moving online to receive an additional source of income.

Introduction. Over the past few years, the world economy has been characterized by multiple waves of crisis, both political and economic. In this regard, many businesses have decided to reconstruct their development strategy. And basically the reconstruction concerned the transition of business to online. In the age of high technology, no company can do without its own website. The presence of an online store allows a potential client to get acquainted with the range of goods without leaving home. There are many advantages of online business over the offline format. Accessibility is a low entry threshold, because in order