

IMPACT OF DEMARKETING ON THE CONSUMER

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Резюме – основной целью данной научной работы является рассмотрение того, когда демаркетинг важен в нашей повседневной жизни. В данной работе я подробно рассказал, как влияет демаркетинг на поведение покупателей и продавцов.

Resume – the main purpose of this scientific work is to consider when demarketing is important in our daily life. In this paper, I described in detail how demarketing affects the behavior of buyers and sellers.

Introduction. Marketing is defined as the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large. However, not all offerings have positive value and, as a result, the concept of demarketing was developed. Demarketing, also known as negative marketing, is the act of reducing demand for a product or service. This paper aims to explore the concept of demarketing in detail.

The main part. What Is Demarketing? Demarketing is the process of intentionally reducing the demand for a product or service for the benefit of society, or the economy. There are several reasons why organizations may engage in demarketing, including protecting natural resources, preventing consumer overuse, or reducing the demand for products that are socially undesirable.

Types of Demarketing: There are two types of demarketing - voluntary demarketing and involuntary demarketing. Voluntary demarketing is when a company decides to reduce the demand for its own product or service. For example, a car manufacturer may decide to reduce the demand for an SUV in favour of a hybrid vehicle due to environmental concerns. Alternatively, a company may use demarketing to avoid overtaxing its resources. An airline, for example, may use demarketing to discourage customers from booking certain flights during peak times. Involuntary demarketing, on the other hand, is when external factors force a company to reduce demand for its products. For example, a food manufacturer may be required to reduce the salt content in its products to improve health outcomes, which would reduce demand. Similarly, governments can use demarketing to reduce demand for products or services that are harmful to society, such as tobacco products.

Benefits of Demarketing. Promoting sustainability: demarketing can help promote sustainability in various industries by encouraging companies to focus on environmentally friendly products and services.

Promoting social responsibility: demarketing can help promote social responsibility by reducing the demand for harmful products and services.

Resource conservation: demarketing can help conserve natural resources by reducing demand for resources that are overtaxed.

Reduction of negative externalities: demarketing can reduce negative externalities arising out of certain products or services.

Challenges of Demarketing:

Perception of organizations: demarketing can be perceived as organizations' self-interest against customer needs.

Reduction in product's value: reducing demand for products and services can also lead to a loss of market share and a reduction in the value of the product.

Implementation: implementation of demarketing can be difficult since it requires resources, such as marketing research, to target specific segments who impact the market negatively.

Conclusion. In conclusion, demarketing is a concept that has potential benefits for society, the economy, and the environment. However, given its challenges, a balance between proactive marketing and demarketing is necessary for deferral of its negative consequences. Organizations have to hold themselves accountable for their actions and become responsible in their marketing strategy formulation. It is essential that companies practice ethical marketing, which considers the interests of their consumers, stakeholders and the society as a whole.

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THE ROLE OF PRODUCT DESIGN IN THE FORMATION AND DEVELOPMENT OF A BRAND

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Резюме – в этой статье рассматривается роль дизайна продукта в формировании бренда. Очень важны такие характеристики, как внешний вид, внутренняя часть изделия и, конечно же, техническое исполнение. А без таких характеристик продукт не сможет по-настоящему развиваться и процветать, а конкурентоспособность станет ниже.

Resume – this paper deals with the role of product design in the formation of a brand. Characteristics such as the appearance, the inside of the product, and of course the technical performance are very important. And without such characteristics, the product will not be able to truly develop and flourish, as well as competitiveness would become lower.

Introduction. The level of sales of the company depends on certain factors, such as product design and packaging. In order to maintain a high competitiveness