

2. Уваров, В. В. Стратегический менеджмент и глобализация мировой экономики : учеб. пособие / В. В. Уваров, И. А. Пятибратов. – М.: Междунар. ун-т бизнеса и упр. – 283 с.

УДК 659.1.01

INFLUENCE OF MARKETING ON THE CONSUMER DEMAND

*М. М. Трухон, студент группы 10504222 ФММП БНТУ,
научный руководитель – старший преподаватель Г. В. Прибыльская*

Резюме – основной целью данной научной работы является рассмотрение того, когда маркетинг важен в нашей повседневной жизни.

Resume – the main purpose of this scientific work is to consider when marketing is important in our daily life.

Introduction. Marketing is one of the most important elements of a successful business and its impact on consumer demand cannot be underestimated. Consumer demand is the amount of market demand for a particular product or service, which is influenced by many factors such as price, product quality, advertising, product variety and customer service.

Marketing includes a number of activities aimed at attracting and retaining customers, increasing sales and improving the company's image. It includes a number of tools and techniques such as market analysis, target group identification, development of marketing strategies, advertising, promotion of goods and services, and market research.

Main part. One of the most important ways in which marketing influences consumer demand is by increasing consumer loyalty to a product or service. A well-designed and implemented marketing campaign can show potential customers all the advantages of a product, learn about their needs and requirements, adapt the product to them and thus increase demand for the product or service. Another important factor in the influence of marketing on consumer demand is pricing. Through marketing, companies can set the most favorable prices for their products, thereby attracting more customers and increasing sales. Through marketing, products and services can stand out in the marketplace and create a competitive advantage over others. All of these factors combine to have a strong influence on consumer demand. Companies that invest in marketing for product development can increase their market share, offer consumers new perspectives and create demand for their goods and services.

Therefore, the impact of marketing on consumer demand cannot be ignored. Companies that realize the importance of marketing succeed in increasing their market share, attracting new customers and increasing sales. Marketing is not just advertising and promotion, but a comprehensive and systematic management of all aspects of business in order to meet customer needs and increase company profits. The influence of marketing on customer demand is realized not

only through product promotion and pricing, but also through the creation of recognizable brands and long-term relationships with customers. Marketing communications such as advertising, public relations, social media and e-mail marketing play an important role in creating a positive image of the company and convince consumers of the quality of its products. A professionally planned marketing strategy can set a company apart from its competitors, attract the attention of the target audience and build brand loyalty.

In addition, marketing research allows companies to track changes in consumer behavior, adapt their strategies and thus manage their resources more effectively. Another important aspect of marketing's influence on consumer demand is the creation of new products and services. Marketing research helps companies to understand customer needs and develop products that meet their expectations. As a result, companies can attract new customers, increase customer retention and expand their business.

Through marketing, companies can effectively influence the psychology of consumers by increasing and maintaining their interest in their products and services. Well-designed marketing campaigns create an incentive effect that encourages consumers to buy and use a company's products.

Conclusion. To summarize, marketing can help create personalized offers that meet the needs of different consumer groups and target each of them. This increases customer satisfaction and helps to retain customers in the long run. Thus, marketing's impact on customer demand encompasses many aspects, from branding and pricing to creating products that meet customers' needs and preferences and building long-term relationships with them. Companies that properly utilize marketing tools and strategies can significantly increase customer demand and succeed in the marketplace. Therefore, marketing is an integral part of a company's development strategy and a key factor determining competitiveness in today's business world.

REFERENCES

1. Thakur, Yugal. How Does Marketing Affect Consumer Behavior? [Electronic resource]. – Mode of access: https://www.linkedin.com/in/yugal-thakur?trk=article-ssr-frontend-pulse_publisher-author-card. – Date of access: 24.03.2024.
2. Medium. Influencing Consumer Behavior: The Power of Marketing for Positive or Negative Impact [Electronic resource]. – Mode of access: <https://medium.com/@slingertactic/influencing-consumer-behavior-the-powerof-marketing-for-positive-or-negative-impact-367d2328a10b>. – Date of access: 28.03.2024.