

Another problem is the formation of cultural, social and personal properties. In this direction, the influence of the “impression economy” has been poorly studied, which does not give any guarantees for a positive impact in society.

Thus, the result of our work shows that “economy of impressions” has become the next step up the pyramid of human needs, which helps service providers better navigate what the buyer wants at the moment. But at the same time, “the economy of impressions triggers social division – some consumers are chasing impressions, and the second – still continue to just buy goods. But since there is no limit to perfection, in any case there is something to improve. And it is likely that in the near future new concepts will appear that will have an even more flexible approach to consumer preferences.

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PERSONALIZATION IN MARKETING

One of the widely used modern methods in marketing is personalization - a means of attracting customers, in which companies prepare individual offers, taking into account interests, habits and behavior of consumers.

The main purpose of our research is to analyze the impact of personalization on consumer choice and define whether this marketing method is really promising.

This method of attracting and retaining customers is used everywhere: in advertising on Instagram, on YouTube, on movie viewing services, etc. Marketing strategies are changing and adapting to consumers' needs.

There exists an algorithm of personalization: data collection followed by analysis and segmentation of the market in order to create individual offers. Cookies, or text files with information about users, their preferences and actions, are very helpful to marketers in this process, as they indicate what sites and products consumers are interested in.

Our survey shows that the majority of respondents prefer personalized advertising, they consider it effective and are inclined to use services based on personalized selection of music/movies. However, half of the respondents are not likely to make spontaneous purchases under the influence of personalized advertising. Moreover, the prevailing part of all respondents have hardly any idea about cookies (87%).

The results of the survey highlight the following advantages of personalization in marketing:

1. It is convenient and time saving for consumers, because they don't have to search for a product – the platform itself offers it, creating personal space that meets the interests and preferences of the client. For example, offers on the main page of Wildberries are constantly updated on the basis of recent search for products.

2. It may return in a high conversion rate. Conversion marketing refers to the act of converting site visitors into paying customers – i.e. manufacturers benefit from a growing number of loyal platform users.

3. Due to segmentation of potential customers producers specialize in relevant advertising for target consumer groups.

On the other hand, some disadvantages of using personalization in advertising may be pointed out:

1. Invasion of personal space due to obtrusive marketers. For example, Yandex Maps often ask to rate the places people have visited. This may result in a feeling of wariness and even irritation because of being constantly supervised.

2. Because of spam with similar advertising the consumer does not have the opportunity to select advertising offers. Thus, a dog breeder will constantly be offered food ads on Instagram – with time, this may become annoying and may lead to a negative feedback.

3. Possibilities of searching for new information and broadening one's outlook are limited, and due to concentration only on the current interests of the consumer information vacuum is created. For example, an identical selection of videos on YouTube causes boredom and prevents self-development.

4. A negative impression of the brand can be formed due to obtrusive advertising, which is not the fault of the producer, but of the service, where the ad is placed.

Thus, the following conclusions can be drawn:

1. The consumer is willing to share personal data with the platforms that make interaction easier and more comfortable. For example, Yandex. Music, Spotify, Kinopoisk, Netflix, etc.

2. Clients are wary of personalization, when they feel invasion of their security and privacy.

3. Still, this method of marketing is definitely promising. Personalization is likely to be widely used by marketers as it segments the market and helps producers find their repeat clients. However, consumers should be more careful letting platforms have access to their data in order to prevent invasion of their privacy.