

development. Just knowing the characteristics of consumers and their features, the company can offer the means to satisfy their needs. Having concentrated its efforts and resources on specific markets, company can hope for greater efficiency and additional competitive advantages. Characteristics of selected targeted market (segment) determine elements of strategy.

According to the characteristics of the targeted group and its sensitivity to prices it is possible to determine the market value of goods/services provided by the company. We should count the psychological price impact, i.e. cheap, average or expensive item; set price comparing with the costs of the enterprise to determine profit. Planning of price in a marketing sense is "adaptation" of goods for the consumer's income.

Monitoring the plan implementation is a critical step to verify its effectiveness. When the proposal changes, plans should be reviewed or enterprise should enforce pre-prepared plans in case of unforeseen circumstances. In practice, plans should be modified permanently. Thus, we can say that the main feature of marketing planning is an attempt to take into account the needs of consumers for the benefit of the company.

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## **MANIPULATIVE TECHNIQUES IN MARKETING: HOW TO CHANGE THE CONSCIOUSNESS OF THE CONSUMER**

The task of modern marketing is not so much to satisfy the needs of people as to create the new ones. To create a new need we should change our potential consumer's view of the world. To change the view of the world the new techniques of manipulation are often applied.

Manipulation is a hidden influence, the fact which should not be seen by object of manipulation. This is also the influence, which requires considerable skills and knowledge. This effect was directed to psychic structure of a person and was aimed to change thoughts, motifs and goals of people in the right direction. To change people's relation to certain events mass media are actively used. Since the media deal with information, information control allows you to manipulate mass consciousness. Manipulation can be applied to texts, speeches, audio, video and photographs. The quite striking example of the formation of media consciousness is information war,

conducted by Russian media over the last year, thereby forming a "parallel reality" with xenophobia, restriction of civil rights and war crimes. For a better understanding of how the mechanisms of manipulation of consciousness work, consider some features of perception of information and the influence of social stereotypes on the behaviour of the individual.

One of the main "materials" manipulators operate with are social stereotypes. Stereotypes are an inalienable component of individual and mass consciousness. The specificity with which media form stereotypes include the following: information transmitted through the media is always organized after passing through the selection, classification, categorization of facts and phenomena of social life; mass media provide not only public information, but also serve as media of communication, that is, in the context of creating an original form of communication. Such a context can use three quite common stereotypical approaches: "the inner potential", "the reactivity of behaviour", and "the self-realization".

"The internal potential" deals with the manipulation of people's concept of hidden possibilities that can reveal a particular brand. So, the Nike Corporation has attracted the attention of consumers with its advertising campaigns, where sports products are advertised by a guy with overweight. Thus, the corporation tries to demonstrate that the internal potential of a person, not even congenital athlete, can be changed for the better.

As for "the reactivity of behaviour ", manipulative technique is based on the use of speed of human response to external stimuli. For example, most of the people are not able to make decisions quickly, so if you need fast answers, these people are lost. Sellers in stores and waiters in restaurants often increase the number of orders due to the additional services not demanded by a consumer.

"The self-realization" is a manipulative technique based on the use of the image of successful people, those who form the ideas about which house to buy and where to spend their free time etc.

Manipulation has always existed. Here we have considered only a few cases. Although a guaranteed way to protect yourself from manipulative influence does not exist, understanding the mechanism of manipulative techniques influence allows a person to be more prepared for possible information effects.

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## **THE WORK OF BUSINESS WITH THE YOUTH AS A TOOL OF EVENT MARKETING**

Currently, the market is developing quite rapidly. To attract customers, companies create a large amount of advertising that can be seen daily on the streets, on TV, in magazines, newspapers, Internet, heard on the radio. But very often such advertising is intrusive and not effective. In addition, because of the high competition in the market of goods and services it's much more difficult to interest