

THE EFFECTIVENESS OF AGGRESSIVE MARKETING STRATEGY IN TODAY'S BUSINESS LANDSCAPE

This scientific work examines a well-structured analysis of aggressive marketing strategies, illustrating the negative consequences for consumers and society at large. The researchers employ a range of methodologies to support their claims, while also suggesting ethical alternatives to mitigate these adverse effects. But given how subjective it is to define aggression in marketing, this study might benefit even more from include a variety of viewpoints in order to provide a more comprehensive picture.

Keywords: aggressive marketing, strategies, companies, consumers, customers, marketing, tactics

Aggressive marketing is a tactic of communicating directly with potential customers and actively pursuing their engagement with your business. This is opposed to passive marketing, where information about a product is made available, but it is up to the consumer to take action if they want to engage with your business.

Several foreign scholars have discussed aggressive marketing tactics. Some prominent researchers in this field include: Philip Kotler, Mark Ritson and other scholars. Among Russian-speaking scientists, this issue was studied by: Alexey Glushkovsky, Alexander Ivashenko, Viktor Zakharchenko, Olga Alekseenko and others.

Aggressive marketing employs bold and forceful strategies to effectively communicate information to the intended audience. Through these techniques, its objective is to sway the target audience's attention towards the brand and encourage them to make a purchase. Unwanted emails, spam, deceptive advertising, and high-pressure sales techniques are just a few examples of the techniques that may be used. Although these strategies may produce quick results, they might damage a brand's reputation and have long-term effects.

Knowing the psychological profile of their potential clients, adherents of aggressive marketing often use tactics that can quickly attract attention, motivate the buyer to make a purchase in a state of passion, using his weaknesses against him through imposition, manipulation and psychological techniques [1].

Aggressive marketing strategies.

«Reach influencers and cultivate relationships». The key players in your market are those who regularly communicate with your target audience.

They could be hosts of YouTube channels or TikTok stars, as well as TV or radio celebrities. Simply said, you should take advantage of these influencers if your target client is paying attention to them.

Above all, treat them like your greatest clients by sending them emails, making phone calls, and providing them with free merchandise. Your startup may go from being unknown to becoming a force to be reckoned with only one reference from an influential person.

5. «Hammer home how much your product is needed». There's an element of fear that is part of many marketing campaigns. It might be the fear that you're not as attractive as the model in the ad unless you buy the perfume or cologne they're wearing. Or your home needs a home security system because X number of home robberies occur every year in your neighborhood.

6. «Use emotion over logic». Various studies show that emotional advertisements are the most effective. A Whirlpool ad that went viral emphasized the challenges parents face in raising a family. For many consumers, the ad takes the viewer back and allows them to feel a sense of nostalgia for times when parents could save the day and make things easier for their kids [2].

There are some theoretical perspectives on aggressive marketing. For example, according to social psychology, people are impacted by the actions of others. An impression of societal pressure to comply can be produced by aggressive marketing strategies; According to behavioral economics, people don't always make logical decisions. These biases can be taken advantage of by aggressive marketing strategies to sway consumer behavior etc. [3].

Formats of ubiquitous aggressive marketing.

- Advertising blocks and banners that appear on the screen before the site is finally loaded.
- Advertising videos that are loaded with sound on websites and mobile applications.
- and one of the most common examples is billboards with flashy messages that undoubtedly attract attention (see figure).



Billboard with flashy message

Initially, aggressive marketing appears to be an effective tool for enhancing sales and generating awareness due to *several notable benefits* [5]:

- increased Exposure. Through the implementation of aggressive marketing techniques, a message can quickly reach a wide audience, thereby expanding brand visibility.
- rapid Results. Aggressive marketing strategies can produce rapid outcomes, like a spike in visitors to your website or sales right away.
- competitive Advantage. Aggressive marketing strategies can provide a company with a competitive edge by allowing it to distinguish itself from its rivals.

Ethical Considerations in Aggressive Marketing and in companies. Using aggressive marketing tactics may seem like a good idea at first because it can help a company get more customers quickly.

However, they give rise to numerous ethical concerns that can't be ignored. The use of aggressive marketing tactics can place:

1. Unwanted emotional and psychological pressure on the consumer. This can cause feelings of irritation, annoyance, and distrust of the brand or company that uses aggressive tactics. Such an effect can cause serious damage to a brand's reputation.
2. The unauthorized access or misuse of personal information can have serious consequences for individuals. This can result in a breach of privacy, loss of trust, and potential harm to one's identity or financial security. Such violations can lead to long-term negative effects and damage the reputation of the company or organization responsible for the breach. The company could even get in trouble with the law.
3. Manipulation and deception tactics marketers resort to manipulation and deception in order to persuade potential customers into making a purchase. By utilizing false information or making empty promises, these marketers undermine the ethical foundation of their practices and ultimately erode consumer trust and confidence in the brand. The resulting effect is a significant decline in consumer interest and loyalty towards the company.
4. Repelling consumers. With the help of aggressive marketing, companies can alienate potential customers, as advertising methods may seem annoying or intrusive. If customers feel that their privacy or leisure is violated by advertising, they can refuse the deal or avoid contact with the brand altogether. This can be a serious problem for the company in the long run [6].

Moreover, according to a study by The Tuck School of Business, New York University, and the Wharton School of Business at the University of Pennsylvania, more aggressive advertising was less effective than passive advertising [7].

Every company and marketing manager should establish their own understanding of socially responsible and ethical leadership. In the context of social-responsible marketing, it is not enough for managers to consider the legality and permissibility of their actions; they should also establish behavioral standards rooted in personal integrity, corporate ethics, and the long-term well-being of consumers. Such a clearly formulated and responsible position will help the marketing manager to cope with many difficult problems caused by marketing, including aggressive, and other types of human activity.

Aggressive marketing is a strategy that can have short-term benefits for the company, but cause serious damage in the long term [8].

Once bad customer reviews are out there, it will be near impossible to attract new customers. Once investors learn these questionable tactics are being used by you, you will lose credibility in their minds, and they won't want to invest in your business. And once your customer funnel and access to capital dry up, there goes your business, right down the drain.

For our work, we also decided to conduct a survey among students aged 18–20 years about their experience related to aggressive marketing, since current students are the generation to which a new level of marketing strategies is now being adapted [9]. Based on the survey results, we found that, out of 31 respondents:

- 83,9 % have been influenced by aggressive marketing tactics when making a purchasing decision;
- 93,5 % of them have felt overwhelmed or annoyed by aggressive marketing campaigns;
- 80,6 % think aggressive marketing tactics are unethical;
- 77,4 % believe that aggressive marketing can't lead to long-term customer loyalty;
- 77,4 % have felt manipulated or deceived by aggressive marketing tactics;
- 87,1 % think there should be regulations or guidelines in place to limit the use of aggressive marketing strategies.

Alternative to Aggressive Marketing.

In modern marketing, there are new rules that the form of aggressive marketing does not correspond to the word at all. These include:

- marketing is not just advertising today;
- people want to participate, not listen to propaganda;
- marketing is not a unilateral intervention, but the provision of content at the very moment when the audience needs it;
- companies should attract buyers with excellent online content;
- blogs, online videos, e-books, news releases, and other forms of online content allow organizations to reach out directly to customers in a shopper-friendly manner form [10].

Let's go back to aggressive marketing. People who feel pressured to buy a product are unlikely to come back, which means you will be losing potentially loyal customers for a one-time sale. An aggressive marketing can be considered the strategy of the old generation, accordingly, in most cases this method will not be effective for companies in today's realities. But, of course, there are alternative methods that, can help companies achieve their marketing goals without resorting to tactics that may be perceived as pushy or unethical:

1. Inbound Marketing. Inbound marketing focuses on attracting customers through valuable content and experiences. It includes strategies like content marketing, SEO, and social media engagement, which draw customers in rather than pushing messages onto them [11].

2. Content Marketing. Creating high-quality, informative, and engaging content that addresses the needs and interests of your target audience can build trust and attract potential customers organically [12].

3. Partnerships and Collaborations. Partner with complementary businesses or influencers to access their audience and expand your reach. Aim to team up with a brand who isn't direct competition, but caters to a similar audience and has a large following. You might only create one small collaborative collection, but both companies will benefit greatly from the situation. You can also create relationships with people who hold influence over your target audience. If you find that your buyers follow a certain band, Instagram page or spokesperson, contact them. You could offer them free samples in return for advertising on their page or social media feeds [13].

4. Community Building. Create online or offline communities centered around your brand or industry to foster relationships, provide value, and indirectly promote your products or services [14].

In summary, aggressive marketing is a complex phenomenon that can be understood through a variety of theoretical lenses. This can be a powerful tool for businesses. However, it is important to use strategies carefully and to be aware of the potential risks. By understanding the principles, motivations, and theoretical underpinnings of aggressive marketing, businesses can make more informed decisions about whether and how to use these tactics.

As we can observe, aggressive marketing is more typical for the Western world than for Belarus, since the Belarusian mentality is not at all characterized by the values that drive aggressive marketing tactics. Belarus is characterized by tolerance, hard work and patience, therefore marketing campaigns are based on these type of aspects.

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