

UDC [658.8:005.21]:[613.25+613.81]

DOI <https://doi.org/10.26661/2414-0287-2023-3-59-16>

MARKETING ASSIMILATION TACTICS OF THE FIRM TO THE CONSUMERS' BEHAVIORAL CHANGES FOR PROFIT MAXIMIZATION AND THE MORAL ANTAGONISM OF SUCH COMPANY'S DECISIONS

Reva D.S.

*Zaporizhzhia National University
Ukraine, 69600, Zaporizhzhia, Zhukovsky str., 66
ORCID: 0000-0003-1338-4202*

Key words:

marketing, marketing activity,
market size, market needs,
products

This article delivers a comprehensive study of marketing instruments used amongst morally compromised industries like alcohol production. Further it describes adverse effects of obesity and alcohol altogether. This article works with fundamental life building constructs such as a choice of life through increased sales in the firm of fattening and silently killing products (i. e. alcohol) over creating a false concepts of acceptance of fat people for whom they are (obese and fat people are being called socially acceptable group of reasonable individuals and somewhere even being idolized for their bravery to accept their fat bodies and being able even to openly present it to public in social media). This article will provide an insight towards creating a bond in between customer and a company. Overall study shows a need towards healthy business attitude and usage of honest marketing instruments.

МАРКЕТИНГОВА ТАКТИКА АСИМІЛЯЦІЇ ФІРМИ ДО ПОВЕДІНКОВИХ ЗМІН СПОЖИВАЧІВ ІЗ МЕТОЮ МАКСИМІЗАЦІЇ ПРИБУТКУ ПІДПРИЄМСТВА І МОРАЛЬНИЙ АНТАГОНІЗМ ТАКИХ РІШЕНЬ КОМПАНІЇ

Рева Д.С.

*Запорізький національний університет
Україна, 69600, м. Запоріжжя, вул. Жуковського, 66*

Ключові слова:

маркетинг,
маркетингова діяльність,
місткість ринку, потреби ринку,
продукція

Досліджено маркетингові інструменти, які використовуються в морально скомпрометованих галузях, таких як виробництво алкоголю. Описано негативний вплив ожиріння та алкоголю в цілому. Вивчено основні конструкції побудови життя, такі як вибір життя через збільшення продажів у фірмі продуктів кормового типу для людей та продажу продуктів «мовчазного вбивства» (тобто алкоголю). Виокремлено хибні концепції прийняття товстих людей, якими вони є (люди з ожирінням і «повні» люди, яких називають соціально прийнятною групою розумних людей, а дець навіть обожнюють за їхню хоробрість прийняти свої товсті тіла та навіть можуть відкрито представляти це громадськості в соціальних мережах). Надано розуміння того, як створити зв'язок між клієнтом і компанією. Обґрунтовано необхідність здорового ділового ставлення та використання чесних маркетингових інструментів.

Problem statement

Cognitive, subjective and behavioral acceptance of ones' body is hidden from discussion subject agendas for moral reasons. However it makes nonetheless a great deal of sense for marketing specialist to work with. Person's appearance many times is not conscious decision of him or her and therefore been manipulated by marketers or sales people. For instance, acceptance of fat people is not a big problem of numerous diseases fatness can cause, but instead marketers show fake respect for obese and fat people. A simple example of this can be this sentence, when the English word "Obese" is translated at the level of the international company Google as "stout" or "corpulent" –

that is, huge, plump, thick, with a strong posture, but not "obese as overly fat and round". Marketers creating false hope for fat people to be accepted for whom they are, when consciously and secretly sales person just desires to sell another extra item to a fat person. Body shaming of a fat body has been a great deal of (many times adverse or harmful) psychological impact on personality development of people in a society [1, p. 3].

Companies are subjected to morally unacceptable and unstable choices in between saving human lives and increasing companies' profits.

Marketers are unaware of sales techniques that could lead the company into long hall of shame or vice versa increase socially acceptable presence on the market.

Production industries of poisonous substances like alcohol companies are only contributing into fattening people and piling up more diseases on top of all existing.

Marketers are creating a vague global comprehension of obese people as a socially acceptable form of living. It is totally fine for sales industries and for business because they can sell more. However this popularization of acceptance of “bigger body” (morbid obese people) creates a long term disastrous effect for nation-wide scale that accepts obesity as healthy lifestyle.

Analysis of recent research and publications

Mind Shift Center for Psychological Assistance Services company calls body shaming of fat, obese and morbid obese people as a bullying, they refer to it as a disrespectful attitude, picking at a person, sarcasm, agony, pressure, mocking, humiliating and any other form of derogatory comments are considered as unacceptable form of social behavior [2, p. 3].

As most of current and medically adequate studies around the globe show, i. e. a study of national library of medicine, that obese people are lazy, obsessed with weight loss, experiencing problems with movements and heart problems, due to fatness of heart and organs, they are lack of confidence, motivation, happiness, life enjoyment, engagement, self-worse or fulfillment, obese people are limited in general world perception and discovery. Above all fat people are generally disappointed, lightly depressed, self-enclosed, felling anxious and somewhat useless. Morbid obesity may create a pathological lack of personal life, sexual intercourses, interpersonal relationships; lack of creating new social contacts, gaining confidence and crating new future plans. [3, p. 3].

Daniel G. Amen has published several reports on studies about marihuana smoking and its influence on brain activity [4, p. 1]. As well Daniel G. Amen has many podcasts about consumption of alcohol and its adverse affects on human body development as well as on developing the brain volume. His studies are not new but quite interesting nonetheless. However the main point extrapolated from his research should be his honest position about “the big lie” of alcohol industry in particular that says that: “one or two glasses of red wine are good for you” [5, p. 1]. Drinking creates not only adverse effects in for of liver failure, dizziness, fatigue, loss of consciousness or rational thinking, lower self-worse value, absolutely horrific aftermaths results like withdrawal from alcohol poisoning, immediate addiction processes, destruction of muscles across whole body, increasing cholesterol and body fat, fattening organs and skin, damaging kidneys, pancreas, the prostate gland at an unpaired androgen-dependent organ, it is affecting attacks on heart failure in form of increased risk for damage to the heart muscle. Alcohol may lead to breast and other types of cancers such as: increases the risk of cancers of the mouth, throat, esophagus, liver, and colon [6, p. 1]. Above all and what most strikes about this particular substance is that alcohol shrinks the brain. Dr. Daniel G. Amen researched since 1991, that everyday drinkers have smaller size white matter in the brain and ultimately smaller brain, and when

it comes to brain, apparently size matters. Grey matter represents nerve cells bodies and brain cell bodies, white cell matter represent tracks. Those, who drink a lot, have more disrupted communication within the body than those who do not drink. This disrupted communication may lead to several different cancers types which are in turn are bad for the brain. Nevertheless marketers at the alcohol, knowingly about the adverse effects of alcohol on human body and the brain in particular, will continue the propaganda of “a great best way to support vessel flow blood circulation” as a prerequisite for continues and nonstop purchases and consumption of the slow death potion.

The task of the article consists in the application of previously developed marketing service activities ability of a marketer to start to think differently, develop critical thinking and show positive and negative impacts of unhealthy life styles, particularly morbid obesity. Within the scope marketers goal is to understand the instruments used by lead sales industries and apply these knowledge onto own business.

Marketer professionals should differentiate in between standpoints of a process of selling to healthy people is a very limited market due to the fact that healthy and confident people are highly motivated, asserted, employed, reasonable and engaged individuals. Healthy people know what they are looking for, their goals and values; also they are less susceptible to unreasonable marketing tricks and pitfalls to which obese people are not as much ready to fit. Thusly, marketers should be aware of standpoint of selling to fat people, on the other hand, is an unlimited play ground to sell, because fat people eat junk foods and drink fluids that are not necessarily healthy or otherwise good for overall wellness of their body and mind. Fat people are limited physically in their mobility, thusly they are more lenient towards buying stuff they don't need and they consume a lot more at the trade spot rather than taking received values to place of residence [7, p. 1].

The main research material

The best way to sell your goods and services is to convince majority of population that – being fat is good for you. When medically speaking is very bad and morbid obesity has numerous adverse effects in private life as well as it creates health problems such as: blood clots in veins, high cholesterol, heavy breathing, congested inhalation, inability to wear the same size clothes, low mobility, unattractive body during sex, inability to perform certain physical jobs due to the extra weight, high blood pressure, high levels of triglycerides (dyslipidemia), higher risks of stroke and a heart attack. Becoming fat may involve bringing new psychological phobias such as psychological vulnerability, anxiety, panic, mania, paranoia, depression, lower self-esteem, and lower social acceptance by themselves, fear, social anxiety, other types of phobias such as fear of heights, enclosed spaces, unwanted perplexity, and other adverse effects [8, p. 1].

These new range of personal customers' problems may assist the marketer to create a new product or to see a cloud of new possibilities within psychological interference

boundaries – customers' fears. A new product that will alleviate all previously mentioned phobias fears anxieties and body problems, which technically speaking may take an effect of a placebo or will not make any difference at all. That is the goal of a marketer. Creating a brand new feature, a brand new service, a brand new design that will once and for all not only answer all the customer service department questions but also fulfill life-long needs of a client. Even better than that is to create a brand new product or a service that could possibly serve longer than one customer's life-long purpose but will hold value and increase it for this client's own future generations to work with. That ultimate very achievable role of product may be easy to reach by just using fears and phobias and transferring it into advantageous new reformed way of understanding the product. Obviously, for alleviation of all these problems it is not enough to eat, drink, wear new clothes, new shoes, new cars, buy new jewelry, consume new services. Certainly, if a person becomes fat, he or she must visit a professional licensed dietitian, therapist, family doctor or psychiatrist and resolve first of all physical and psychological issues [9, p. 1].

However, a proficient marketer or a sales person may choose not to engage into manipulating this fears nor deepening the adverse effects, but instead the marketer may choose to develop a friendly relationship with the customer.

Building a trust between the company and the client would make a very small and insignificant influence on business right away, meaning company may not even make a sale or a profit this day; however building the trust will help the company to grow overtime, in longer periods of time, in long perspective. Untethered, complete and fully integrated connection with customer's needs, both actual product's, mental, physical and societal will highly increase an ability to foresee future greater sales, bigger and more motivated client's awareness with the brand, free of charge spread across all over the place of brand's name and many other positive and magnetic effects that would create integrity and ascend mission of the enterprise [10, p. 121].

Depending on companies' stage of strategic development, on market availability or urgent needs of this enterprise, a manager may choose fast and short income, like one mid-size itemized sale over long and prosperous trustworthy relationship with this particular customer. These sorts of actions are absolutely not a mistake economically and financially speaking, since the company will make a little profit out of this sale. However fulfilling deeper and more secret issues may lead to creating a bond in between client and a firm.

With the creation and appearance of the internet in early 2000s and popularization amongst customers and businesses it is now crucial to work with the customer instead of working on the customer. Seller may say it is crucial to work with the customer instead working solely with the product. Historically, before the internet, the company was clearing business and reputation only on papers or as much as market would have had allowed a backlash for business to float on surface. Nowadays, all businesses are online. It is practically impossible to hide facts from public or society. Many businesses are dealing

with 24/7 private surveillance, but some are dealing with even harder way of business conduct is 24/7 public surveillance. None of the ways are bad. In fact, with proper attitude to business conduct publicity will allow business to advertise sometimes for free of charge [11, p. 1].

Previously stated governmental rules dictated to maintain mandatory review and feedback books of customer's overviews. Presently it is still a part of the business but now these books transferred to review books or customer pages or customer reviews online, social media pages, private blogs, web page's review, bank order phone call review, etc. Thusly, any issue whether it is small one or big one will immediately be going online. This instant online work is very risky due to the fact of low ability to control things fast if they are not properly displayed. Therefore a company's best strategy is the long-term customer oriented strategy. When the company chooses reputation over income then during a small and insignificant mistakes the customer still values the long-term perspective over short time mistakes, regardless whether those mistakes were intentional or unintentional. Of course making intentional mistakes for the customer would most likely reduce the level of trust, therefore any business should not do intentional mistakes it is not in anybody's interest neither companies nor customers [12, p. 121].

Conclusion

There should be drawn a line of a true support of people who are struggling with obesity or alcohol dependence and support in sales should be provided for that client. A real marketing professional should never indulge pure gratification of one-self on using customers' vulnerability in purchase of the product into own personal gain.

Current enterprises that produce alcohol, regardless of how much profitable alcohol consumption is, from dawn of ages are making all their studies about obesity and morbid obesity obsolete. Alcohol plays one of the main reasons of body fattening, lowering self-esteem, addictions and creating numerous diseases including various types of cancer, degrading brain activity and reducing potential for reproduction.

Alcohol industry knowingly using dirty marketing tools of sales such as telling to a customer that: "one or two glasses of wine weekly are healthy for the person". Alcohol not only inputting into obesity problem and creating a vast number of psychological issues but as well it decreases its reputation. In long term adverse effects of substance are leading to inevitable dependence, anxiety, smaller and less qualitative life span. There are many other tricks to say otherwise that being fat and drunk in fun and cool, however it is not. Nonetheless this is a peak of marketing, creating a paradoxical way of thinking about the product. Alcohol is being the top legal drug seller governed by the own governments.

The same logic stands for alcoholics that consume even 1–2 glasses of drinks annually or more. These are the lead customers with whole set of psychological problems and health deficits. These are the gullible audience that will accept any truth to be told, because alcohol is clouding their

true, concrete, critical and own judgment of their needs; therefore they will rely on marketers' suggestions and personalized ads in social media. It is a moral responsibility that each marketing professional will have to face during the time of sale, whether it is own time in choosing the industry of future advances in sales or in his or hers own company's mission during sales of goods and services.

Depending on the level of morality manager must maneuver in between being morally good and making money. Whatever he or she chooses is the correct way except that instance when customer will suffer long strategy and orientation.

and uncalled for consequences from this sale. It is own marketer responsibility to choose whether building strong firm relationships is an ultimate goal of the company. Fat people are in physiological need of higher maintenance starting from bigger amount of food required to purchase, buying bigger clothes, shoes, purses, buying double seats, bigger cars, bigger houses, and generally consuming more items and services than a healthy and strong individuals.

An upper management may lead and advise on general mission. As well educated sales professional will always correct the work depending on the type of company's

References

1. Relationship between Body Image and Psychological Well-being in Patients with Morbid Obesity. URL: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5845121/>
2. The Weight of Words: Effects of Body Shaming on Mental Health. URL: <https://www.mindshiftwellnesscenter.com/the-weight-of-words-effects-of-body-shaming-on-mental-health/>
3. Relationship between Body Image and Psychological Well-being in Patients with Morbid Obesity. URL: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5845121/>
4. Daniel G. Amen. On marijuana smoking and brain development research. URL: <https://vm.tiktok.com/ZMFahTKjo/>
5. Daniel G. Amen. Big lie about alcohol consumption topic. URL: https://www.tiktok.com/@docamen/video/7158188317866085675?is_from_webapp=1&sender_device=pc&web_id=7166317685402846725
6. CDC (center for disease and control prevention). Alcohol is Associated with other Diseases, Injuries, and Harms. URL: <https://www.cdc.gov/alcohol/fact-sheets/womens-health.htm>
7. George Carlin on Fat People. URL: <https://www.youtube.com/watch?v=nLRQvK2-iqQ>
8. CDC (center for disease and control prevention). Health Effects of Overweight and Obesity. URL: <https://www.cdc.gov/healthyweight/effects/index.html>
9. U.S. Department of Health and Human Services. Treatment for Overweight & Obesity. URL: niddk.nih.gov/health-information/weight-management/adult-overweight-obesity/treatment
10. Francis Buttle. (2004). Customer Relationship Management: Concepts and Tools is a breakthrough book that makes transparent the complexities of customer relationship management. Elsevier Butterworth-Heinemann.
11. Sample company of excellent standing 24/7 business conduct. URL: <https://www.navis-stella.com/442736134/442807913>
12. Economic-mathematical modeling of profit losses due to alcohol sales losses. URL: [https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370\(23\)00173-6/fulltext](https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370(23)00173-6/fulltext)
13. "...components (alcohol and unhealthy food) in their combination form a combination of mutual protection, mutual praise, mutual covering of insecurity, self-anxiety, panic attacks, suicidal intentions, etc., or a lack of personal confidence. URL: <https://www.ncbi.nlm.nih.gov/books/NBK44358/>
14. Study of patients' justification of excessive alcohol consumption. URL: <https://ascpjournals.biomedcentral.com/articles/10.1186/s13722-017-0082-0>
15. Clinical cases of the best clients for marketing tactics of the enterprise: cases and video. Random lady wants to be the fattest person in the world. URL: <https://www.youtube.com/watch?v=il-I-JO3ByI>
16. The negative impact of the Target Group of consumers of the products on their obesity, their loss of their limbs, etc. URL: <https://www.youtube.com/watch?v=VmTrSy2DiQU>