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УДК 339

CONCEPT OF PRODUCT IN MODERN MARKETING

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Resume - The concept of "goods" in modern marketing is considered, the main goal of modern marketing is formulated in the article. Possible options for eliminating the needs of the consumer with the help of the goods are studied.

Резюме - Концепция маркетинга представляет собой систему управления, которая ориентирована на рынок покупателей, анализ их потребностей и интересов. В рыночных сферах такие термины, как запрос или интерес, тесно связаны с понятием товаров.

Introduction. The concept of marketing is a management system that focuses on the buyers' market, an analysis of their needs and interests. In the market arena, terms such as inquiry or interest are closely related to the concept of goods.

Product in modern marketing. A product is a means by which the consumer can carry out his ideas and intentions conceived by him. The main pretext for the purchase of goods is the need to implement ideas that are inherent in people. There are no any other reasons for the purchase of goods. This is the way to present the goods in the modern market, thanks to whom the work of marketers will be more productive and of higher quality. The intention, rooted in a person, gives him some desires and needs. This causes the individual to feel dissatisfaction. Feeling a lack of something is unpleasant and the person wants to eliminate it as soon as possible. In this case, the product acts as a solution to this problem. To understand this you need to imagine the consumer in the form of a traveler who has a long way to go. While the traveler is full, nothing bothers him; he calmly travels the route thanks to a hearty snack before the trip. But after a while he gets hungry, he begins to look for a source of food. Similarly to this example the consumer behaves: feeling a shortage of something, he begins to behave like the traveler, looking for something that can satisfy his needs. An experienced marketer knows that an important step in the promotion of goods on the market is the emergence of the consumer's desire to eliminate the acquired needs by the product which is produced by their company. Consumer behavior regarding any product depends on the magnitude of the need. If the shortage is perceptible, the consumer has no choice how to buy the product, but if it is insignificant, then he can live without it. Considering the product in marketing in this way, we can significantly improve the quality of marketing activities. By controlling the scale of the need we can control the behavior of the consumer. It looks like a conveyor. We pressed the button; the conveyor earned, the consumer also became worried and went to buy goods. We can observe a direct correlation between the need and the level of shortage, therefore we can say that in order to manage the consumer we need to manage and control this level. In the new economic realities, the product in marketing should be considered solely as a shortage liquidator. There is a need, you need a product, there is no need - the product is not needed, because it will not find application. Even if you make the product immensely beautiful, incredibly cheap and of very high quality, it will not be sold until the consumer has a corresponding sense of need. If we consider the consumer from a standard point of view, when there is no need for a product, an understanding comes that the product cannot be sold on the market. But if you look at the consumer through the prism of nano-marketing, everything becomes much more promising. No matter how spoiled the modern buyer is, he can always evoke the feeling of necessity and compel him to purchase goods. All you need is to find the right tools that will allow us to awaken his interest to the product. And it must be done carefully so as not to harm the consumer. It is very important not to overdo it. In the inter-

ests of the company to make the consumer independently come to the fact that he needs a certain product, a certain brand. It is known that the shortage may be of different types, which means that different goods are needed. The consumer buys the goods - only if he will satisfy the need to the full. Thus, before you offer a product, you need to know which niche needs are most relevant. In this operation, an important role is played by marketing research, which will help either to occupy this niche or create it by you. This pays great attention to marketers, as this is a very important point that many people often miss. Every day, companies have to deal with the fact that there is a good product, but there is no need for it. This situation usually arises as a result of the fact that no marketing research was carried out and it was not determined which product is in demand in the market. As a result, a promising product does not find its customers and the company that produces it is going bankrupt. The leaders of world markets have understood that in modern economic realities, goods in marketing should be considered solely from the perspective of a tool for implementing ideas and meeting needs. Companies that did not understand the essence of the modern economic world in time either went bankrupt or are close to it.

Conclusion. Today the world is dynamic and it is necessary to change together with it in order to occupy a decent position in it. It is necessary to change the idea of what a product in marketing is. Anyone who does not adapt in time is waiting for a bankruptcy and ruin. Past successes will not help to avoid them. The only real way is to invent something new.

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УДК 7.05

HOW PEOPLE READ

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Resume – This article is about how consumers read and perceive text, and what attract them the most during reading. Also it contains information about how text influence on customer's mind.

Резюме – статья содержит информацию о том, как потребитель читает и воспринимает текст, на что обращает внимание при чтении. А также повествует о том, как текстовая информация влияет на людей.

Introduction. The world offers us a lot of information to get to know every day. Especially if we talk about business. Every item here reports us something. Colorful packages, modern web-pages, advertising leaflets all of them were made to inform customers what decision to make and what good to buy. That's why is so important to every designer to know how people read the text, what is easier to read and what is harder, what emotions people have when they see your offer or good's description. So here is some tips that will help every designer organize text in right way.

Main part. First of all, they say that capital letters are inherently hard to read. But it's a myth. We do actually read uppercase letters faster than capital, because we don't see them as often. Most of what we read is in mixed case, so we're used to it. If you practice more reading text in all capital letters, you'll eventually read that text as fast as you read mixed case. And these days, text in all caps is perceived as "shouting". So save all capital letters for headlines, and when you need to get someone's attention, i.e., before deleting an important file.

Next feature that you should notice is that ways people read and comprehend are different. In 1978 Anderson and Pichert conducted the research. They gave text about the house for two groups of people. But one group was told to read it from house buyer's point of view. And another group must read it from burglar's point of view. The result was that people kept in mind different things after reading. That's why designer should provide simple but attractive headline that will set customers on the right point of view.

Sooner or later every designer faces this choice: What type of font use in work?

According to researches font style influence the way people perceive the information. For example there was research by Hyunjin Song and Norbert Schwarz in 2008. They give two instructions for people. But one of them was in easy-to-read font and another one in decorative font. And people say that it was much harder to make exercises from the second instruction, because they take more time. Of course they were identical.

Reading a screen is much harder for people than reading from paper. Because text in screen is not stable, it is refreshing all the time and emitting light. That's why eyes tired faster than if you read text from paper. So using screen designer should make text bigger and use more contrast with background.

One of the most interesting researches is the one of Mary Dayson in 2004. The aim of this research was to determine what line length is more preferable for people to read. And researches showed that people prefer to read