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## THE INFLUENCE OF TECHNOLOGY ON CONSUMER BEHAVIOUR

Смагина Я.П.

Научный руководитель: преподаватель-стажер Павлова К.А.  
Белорусский национальный технический университет

Technology is rapidly evolving, and this has a significant influence on consumer behavior. In a rapidly changing world where innovation is becoming a part of everyday life, consumers are adapting to new conditions, leading to a transformation of their habits and preferences.

Modern trends such as the growth of e-commerce, the active use of mobile applications and social media, as well as the implementation of artificial intelligence and big data, create new opportunities for interaction between brands and consumers. However, these changes also present certain challenges: How should companies respond to new consumer demands? How are traditional management systems changing? How can customer loyalty be maintained in a highly competitive environment?

Understanding how technology influences consumer behavior is especially relevant in light of current trends. It allows businesses not only to adapt to new conditions but also to anticipate customer expectations – a key factor for success in today's world. This research focuses on analyzing the changes in consumer preferences under the influence of technology.

New technologies have radically changed marketing strategies, shifting the focus from traditional methods to digital ones. Previously, in the era of offline

commerce, the main emphasis was on tangible marketing: promotional campaigns, “word-of-mouth marketing”, banners, attractive window displays, and convenient store locations with high foot traffic.

Today, while these methods haven't lost their importance, they are complemented and enhanced by digital tools. With the development of technology, social media has become the primary channel for interacting with consumers. Special offers, new products, and promotions are all announced and promoted online. Social media platforms (Instagram, TikTok, Facebook) have become the main source for recruiting personnel, promoting offers, shaping brand image, and engaging directly with consumers.

“Word-of-mouth marketing” has transformed into online recommendations – a faster and broader-reaching, yet less controlled format [2].

The path to purchase has changed. Until recently, it was predominantly offline and limited to local stores. Today, online marketplaces (Wildberries, Ozon) and e-commerce have expanded consumer choice. This multi-channel approach intensifies competition and complicates consumer interaction, increasing the skill requirements for personnel. Standard active sales skills are no longer sufficient – new approaches are needed, including the ability to anticipate needs, track trends, and offer relevant products.

Modern technologies, by influencing human resource management, indirectly but significantly change consumer behavior. Streamlining processes, increasing employee engagement, and supporting decisions based on big data, mobile applications, social media, and cloud solutions - all contribute to improved service quality, which in turn affects consumer perception.

For example, the use of big data for optimizing hiring (like Google) allows companies to attract more qualified specialists, thereby enhancing customer service levels. Mobile applications (like LinkedIn Recruiter) simplify recruiting, ensuring quality service. Feedback platforms (like 15Five and Lattice) promote more effective employee development through regular feedback, ultimately improving customer interaction quality. Online training (like Coursera and Udemy for Business) increase employee competencies. Automated systems (like Deputy and When I Work) optimize work scheduling, increasing service availability for customers [3].

The implementation of these technologies boosts HR management efficiency and employee satisfaction, which improves company productivity. This, in turn, reflects on service quality and leads to greater consumer loyalty, increased purchases, and active brand recommendations [1].

Thus, the development of new technologies significantly influences consumer behavior by changing the ways of searching in which they search for, select, and purchase goods and services. This process, like any global transformation, has both advantages (instant access to products and services, a wide selection,

convenience of online services) and disadvantages (difficulty in capturing the attention of discerning consumers, high demands for quality and speed of service, and increasing competition). It is crucial for companies to effectively use technology, adapting to new market conditions and customer needs, in order to successfully compete and strengthen their brand.

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### 技术大学汉语发展的前景

Стокос А. А.

Научный руководитель: Филимонова А. Ф.

Белорусский национальный технический университет

В определенный момент жизни у человека возникает необходимость сделать важный выбор в своей жизни. Участь в школе, ребенок находится на полном материальном обеспечении родителей, и, соответственно, вопрос о самореализации стоит не так остро. Однако, первым “шагом осознанности” становится выбор направления своего будущего образования. Стоит отметить, что техническое образование на современной арене становится стратегическим приоритетом многих государств. Государство ставит перед собой определенные цели, важное место из которых занимают высокая глобальная конкурентоспособность и геополитическая выживаемость [1, с. 1389]. Для достижения поставленных целей, необходима реализация поставленных перед государством и социумом задач. Одной из таких задач является изучение иностранных языков студентами высших учебных заведений (далее – вуз).

Особое внимание уделяется техническим вузам, так как специфика изучаемых дисциплин отличается от гуманитарных, которые наиболее связаны