

## ANALYSIS OF ADVERTISING IMPACT ON THE SOCIETY IN THE REPUBLIC OF BELARUS

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*Resume – This article discusses what advertising is, how it affects people and why it is needed. It also shows the results of a survey of people, what they do when they see ads*

*Резюме – В этой статье рассмотрено, что же такое реклама, как она влияет на людей и для чего она нужна. Также показываются результаты опроса людей, что они делают, когда видят рекламу.*

**Introduction.** It is impossible to imagine modern society without advertising, as it is used all over the world. It also affects our subconscious and perception of the world around us. Intelligent advertising contributes to the evocation of consumer impulse because of which people begin to purchase the product.

**Main part.** So, advertising is information about the object of advertising, distributed in any form by any means, intended for an indefinite circle of persons, the formation and maintenance of interests in the object and promotion in the market.

The most important tasks of advertising include:

1. Inform. It is provision awareness of the range of available goods.
2. Reminder. There are advertising goods, the existence of which is not new, as well as make a seasonal purchase.
3. Exhortation. A call to purchase goods, arousing interest in the purchase of goods.

Each new product, when released to the market, is accompanied by advertising, which makes the consumer gain a sense of benefit from its acquisition, a sense of its usefulness. But often this is only the result of its psychological impact.

There are also different stereotypes which people follow:

1. The best product is this one which is more expensive.
2. Deficit of goods. If the public opinion is that a certain product is not enough, the demand for it will increase. And it creates an assumption of advertising.
3. Most purchases are made by the popularity of the product brand. And many do not even notice that they purchase, for example, German dishes, made in China.
4. "Standard" instinct of buying goods. Many people choose a particular firm because they saw it from a neighbor.

Using of existing stereotypes-advertising technology, this will always be popular and help different companies to sell their products.

Any advertising, as you know, has its both positive and negative sides. Speaking about the benefits of advertising, it is worth noting that it:

1. increases the efficiency of the company.
2. contributes to the technological progress.
3. creates an increased demand for the advertised goods.
4. helps society to focus on certain social programs.
5. stimulates labor activity.

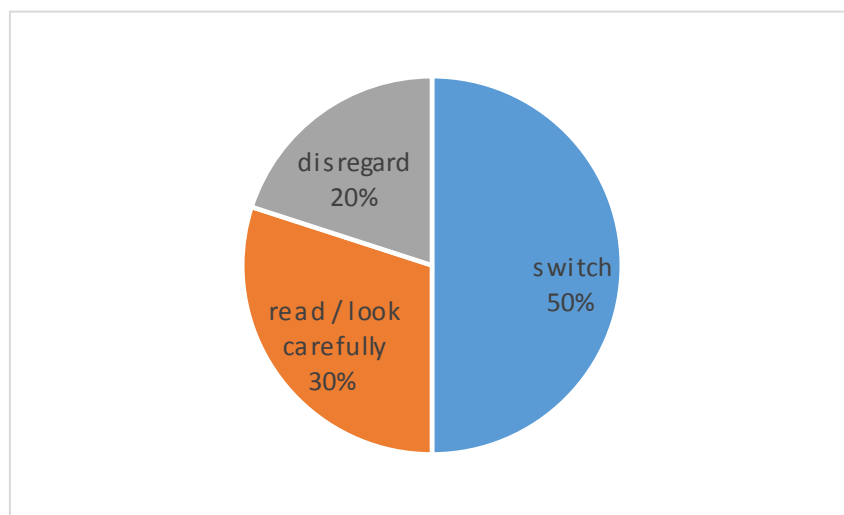
But there are also disadvantages of advertising:

1. It imposes on the consumer goods and services, the needs of which are not.
2. For the most part, viewing ads is not desirable.
3. Exposes the negative impact of the consciousness and subconscious of people.
4. Advertising costs lead to increased consumer prices.
5. It promotes monopolization of the market.

From the government's point of view, advertising gets much attention. Advertising is used to solve huge problems of economics and cultural sociology. Advertising is turning not just into a smart step towards goods or services providence, but into a main kind of social communication. Thanks to advertising, someone can tell the world about some global ecological problems or about any problems in social sphere, which can be dangerous as well as: alcoholism, drug addiction, human market, domestic abuse etc. Thereby, the most important and actual topics to discuss are now partly an advertising responsibility. Concerning the Republic of Belarus such national aspects as history, language and traditions are also considered. Nowadays all the problems can be reflected through advertisement.

It is worth noting, that the Republic of Belarus is now purposefully making efforts to attract more tourists. Because of this government developed a number of events and activities that are orientated on the familiarization with our national treasures. However, in Belarus there are only a few advertising agencies which create social advertisements.

To evaluate an advertising affect on society a number of people who took part in a poll (picture 1)., including 50 respondents, where 15 are students, 20 are workers and 15 are retired.



Picture 1 - Advertising effectiveness  
Source: Own elaboration.

It was found out that 50% of interviewed will tune channel right after commercial starts, 20% of respondents will not even mind it. Only 30% will watch a segment till the end.

Also, most of the interviewed people noticed, that, from their point of view, underground commercial is the most relevant one, since it became a part of our everyday life and has had a massive impact on us. It becomes our quality time while we on our way to work or home.

**Conclusion.** Thereby, advertising is one of the most effective ways of influencing a potential customer, that is hugely depends on psychological aspects of an individual. In addition, advertising, while informing us about different goods and services, becomes an integral part of our cultural base, making a certain contribution.

What about a social advertising, it is dedicated to refresh or change society's point of view on some social problems.

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#### COMPANY WANTS YOU TO BUY LESS

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*Resume – The article is devoted to the issues of excessive consumption of light industry goods. Based on the analysis of this issue, the characteristics and consequences of this phenomenon, as well as companies opposing the trends, were considered. The article also provides solutions to the problem for individuals.*

*Резюме – Статья посвящена вопросам чрезмерного потребления товаров легкой промышленности. На основе анализа этого вопроса были рассмотрены характеристики и последствия данного феномена, а также компании, противодействующие тенденции. Также статья предоставляет пути решения проблемы для индивидуумов.*

**Introduction.** The number of people on the planet is increasing rapidly. Bloggers and fashion designers make feel uncomfortable because of a last-season jacket and want you to “go with a trend”. Shops and manufacturers offer sale and discount programs, loyalty cards. Streets are over-filled with billboard with models wearing clothes of fashion trends. This encourages an excessive consumption in a fashion sphere.

**Fast fashion.** The phenomenon of frequent fashion changes is called “Fast fashion”. Despite the fact that people like Fast fashion, the Earth does not. Dyes, starches, detergents, salts, toxic organic chemicals, biocides and the ionic metals from textile wastewater cause massive water pollution. On the top of the environmental impact, thousands of workers (primarily women in developing countries) suffer from poor work conditions and low salaries because producers are required to cut cost to stay in the Fast fashion segment. Do not forget about re-sources on growing crops and animals for clothing items and poor distribution of used garments [1].