

On the other hand, people with a melancholic temperament tend to be more cautious about spending money and prefer to do thorough research before making a financial decision to buy. Melancholics tend to listen to public opinion, which means that for them will be important product reviews and its popularity, i.e. brand recognition.

Marketers should also take into account the attitude of choleric consumers to purchase. These people usually value efficiency above all else, so clear instructions on where to buy a product can be helpful when trying to convince them to make a quick purchase decision. Choleric – results-oriented [2]. It is important from the point of view of marketing to attract the attention of choleric very quickly, because their vigor and activity along with not understanding their needs can help the brand to push the consumer-choleric to buy.

Finally, for phlegmatic comfort is above all, and therefore, creating comfortable conditions for buyers by offering free delivery, extended return policy, etc. can incline them to make a purchase, rather than to refuse a product or service because of indecision. A phlegmatic buyer will not be guided only by their emotions, as they are patient and wary when making a purchase.

In conclusion, it should be noted that understanding each type of human temperament is the key to developing successful strategies for the company's marketing team.

## References

1. Связь психотипирования аудитории и предиктивной аналитики. Их роль в современном маркетинге [Электронный ресурс] // vc.ru. – Режим доступа: <https://vc.ru/marketing/78299-svyaz-psihotipirovaniya-auditorii-i-prediktivnoy-analitiki-ih-rol-sovremennom-marketinge>. – Дата доступа: 28.10.2023.

2. Влияние типа темперамента потенциального покупателя на активность онлайн-продаж [Электронный ресурс] // Ярмарка Мастеров. – Режим доступа: <https://www.livemaster.by/topic/2120039-vliyanie-tipa-temperamenta-potentsialnogo-pokupatelya-na-aktivnost-onlajn-prodazh>. – Дата доступа: 01.11.2023.

**I. Kirykouski**

**И.В. Кириковский**

БНТУ (Минск)

*Научный руководитель И.Д. Матяс*

## FACTORS OF CHANGES IN CONSUMER DEMAND

### Факторы изменения покупательского спроса

Analysis of changes in consumer demand plays a crucial role in strategic business management and marketing decisions of companies. In today's world,

consumer needs are constantly changing under the influence of factors such as digital transformation, growing awareness and changing sociocultural values. Let's consider and analyze the factors influencing consumer demand and the ability of companies to adapt their strategies in the face of changing consumer trends and expectations.

The modern market is a complex and dynamic space that is constantly changing due to various factors. Understanding these factors and the ability to adapt business strategies are becoming important challenges for enterprises. Let us highlight the main factors that influence consumer demand.

**Digital transformation.** The growth of the Internet and digital technologies have changed consumer approaches to finding and purchasing goods and services. Online trading, mobile apps, and electronic payments have become a big part of consumer experience. Companies actively develop their online presence, provide secure and convenient online payments and provide product information in digital form.

**Environmental awareness of consumers.** Modern users are increasingly focusing on the environmental aspects of products. This includes an interest in environmentally friendly products, «green» production, as well as the possibilities of processing and recycling of goods. Companies that invest heavily in «green» and environmental practices can attract more consumers.

**Social responsibility of companies.** Consumers are increasingly paying attention to and choosing products and services from companies that actively support social initiatives and are socially responsible. Companies, that actively support socially important businesses, can create a more loyal customer base.

**Experience individual purchases.** Consumers expect a more personalized and unique buying experience. For example, companies use personalization of offers. For example, many online clothing stores memorize the history of finding site visitors. In the future, buyers are shown products similar to those they looked at. The use of analytical data, virtual reality and artificial intelligence allows companies to provide more relevant advice, adapt the approach to the needs of the client and create his experience.

**Immediate and simple service that meets your demands.** Modern customers value rapid assistance and order fulfillment. Daily delivery and operational customer support turn into significant differentiators.

**Demand and decisions about purchases made by consumers are greatly influenced by social media.** Consumer demand is significantly influenced by the views expressed by internet influencers and comments left by other customers.

**Demand for goods and services is influenced by a number of economic factors,** including income levels, political and institutional quality, and economic stability. Consumer preferences and behavior can shift during economic downturns. Crises such as the COVID-19 pandemic are changing consumer demand. As a result, choosing products and services becomes heavily based on factors like health and safety.

A key component of effective business management is the analysis of modern consumer demand factors. Consumers nowadays expect businesses to act in accordance with their increasing awareness of what they want to do with their purchases. In the modern world, a company's capacity to adapt to current trends centered around digital transformation, ecology, and responsibility demonstration is crucial to its success.

**К. Korzun**

**К.В. Корзун**

БГТУ (Минск)

*Научный руководитель А.В. Коньшева*

## **IMPACT OF GLOBALIZATION ON INTERNATIONAL BUSINESS**

### **Влияние глобализации на международный бизнес**

Globalization is an inevitable process in the history of mankind, which consists in the fact that the world, as a result of the exchange of products and goods, information, cultural values and knowledge, becomes more interconnected. In the past decade, the pace of global integration has become much faster and more impressive as a result of significant advances in areas such as technology, science, industry, transportation and communications. Despite the fact that globalization accelerates human development and is a consequence of it, it is a complex process to which it is necessary to adapt and which creates serious problems and difficulties. This rapid pace of change can be risky, and most countries struggle to control or manage it. When criticizing the consequences of globalization, people most often refer to economic integration. Integration into the economy occurs when the government relaxes restrictions such as import tariffs and expands the economy, opening it up to investment and trade with other countries. Critics of globalization point out that inequality in the current global trading system negatively affects developing countries to the detriment of developed countries.

Globalization has created an interconnected world in which information, goods and services can cross borders without any problems, as they did before globalization. This has led to a significant increase in competition in the local and international markets between. One of the most significant consequences of globalization for international business has been increased access to international markets. Globalization has opened up new markets for businesses, providing them with opportunities to expand their customer base and increase revenue. With the help of technology, companies can now reach customers in different parts of the world, breaking down geographical barriers and expanding their global presence.