

process is going to be a firm first step on alumni's job pursuit. By continuing to develop and refine their skills, these students can enhance their employability and excel in their future careers within the field of interpretation and intercultural communications.

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CHANGING THE ECONOMIC BEHAVIOR OF AN INDIVIDUAL IN TERMS OF DECLINING INCOME

The problem of people's economic behavior has long been an object of study in economic psychology. World science has accumulated considerable experience in this field of study. However, there is no generally accepted definition of this category in the scientific literature. In most cases, economic behavior describes how people compare upcoming costs and possible benefits, pursuing their own goals and interests, while trying to adapt to each other's behavior, observing norms and rules accepted in society.

The purpose of the research is to investigate the process of personality change along with a decrease in his income. Existing research recognizes the critical role played by economic behavior that is actually a system of social actions that, firstly, are associated with the use of economic values (resources) and, secondly, are focused on making a profit (reward) from their circulation. Thus, economic behavior is aimed at subjective optimization when comparing available resources with possible benefits from their use. At the same time, the benefits can be economic, i.e., tangible (money, goods) and non-economic (psychological, social) [1].

It is crucial to point out that scientists identify three very closely interrelated components for analysis of economic behavior: cognitive, mindset and motivational.

The cognitive component represents economic parameters, irrational and rational in economic thinking, and decision-making factors. Mindset factors include emotions, feelings, and experience, while economic motives being a special category. Motives related to the accumulation of wealth, competition, work, the pursuit of profits, risk-taking and transactions are economically orientated.

The study stresses the further exploration into how the economic behavior can change when facing the declining incomes. Being in a situation of limited resources, a person is forced to make economic decisions more often. Human beings do not respond to changes in economic life until the need for a new decision becomes too obvious. Accordingly, for some time the individual will not even make attempts to improve his financial situation. At the same time, a decrease in income has adverse impact on person's mood; gloomy emotions reduce both consumer activity and optimistic expectations. Accordingly, in a situation of declining incomes, the desire to save money and reduce unplanned expenses increases. The limited ability to lead a habitual lifestyle, which is caused by a decrease in income, is likely to lead to an increased motive for saving. The

altruistic behavior of the individual will also undergo changes. With a decrease in financial opportunities, it is worth expecting a decrease in donations, charitable assistance, which a person may have previously provided.

The study also underlines that a special type of economic behavior of an individual is investment behavior that involves development investments and deferred investments. The first means investments in strengthening, preserving and maintaining health, physical fitness; personal culture, own business, housing construction and so on, while the latter means cash savings and bank deposits [2].

The author conducted a sociological study on how human behavior changes in the context of declining incomes. 85 respondents were selected for the analysis, of which 30 people aged 16-25 years, 55 people aged 30-55 years. The following trends were identified. People aged 30-55 years made a choice in the following directions: limiting consumption (25% – 14 resp.), reducing household spending, switching to self-sufficiency with products from homesteads (13% – 7 resp.), preference for jobs with a guaranteed low income (35% – 19 resp.), search for additional employment (24% – 13 resp.), finding a new job, doing business (3% – 2 resp.). Some negative aspects were identified among young people: the severity of economically dependent behavior (up to 60% rely on full or partial financial assistance from parents – 18 resp.), a pseudo-market strategy (up to 40% dream of easy high incomes with a minimum of labor efforts – 12 resp.), as well as some positive trends: activity in finding and changing jobs (40% – 12 resp.), searching for additional jobs (30% – 9 resp.), getting an education to acquire a new profession (20% – 6 resp.), striving for entrepreneurial activity (10% – 3 resp.).

Undoubtedly, how an individual's investment behavior will change in the event of a decrease in his income largely depends on his value orientations and expectations about changes in the financial situation. The more confident a person is in improving their financial situation, the more the rank of the following values increases, such as good looks, good education, self-confidence, wealth, entertainment. On the contrary, anticipating the deterioration of the material situation, the rank of traditional values increases – order in society, social justice, equal opportunities. Therefore, if a person hopes to increase his income soon, then he will not reduce investments in his development. In order to overcome financial problems, mature people try to limit consumption, reduce household spending, switch to self-sufficiency with products from homesteads, prefer jobs with a guaranteed low income, increase the intensity of work in the workplace, look for additional employment or a new job. Traditionally, the following trends are evident among young people: activity in the search and change of jobs, labor migration, search for additional jobs, getting an education to acquire a new profession, applying a strategy of promising professionalism, striving for entrepreneurial activity. There is no doubt that young people are almost twice as likely as the mature population to be predisposed to maximize labor efforts, to choose guaranteed low incomes, to strategies for saving and accumulating resources.

Hence, having thoroughly and profoundly investigated the issue, it is possible to conclude that a decrease in income has a significant impact on an individual's economic behavior, affects his subjective well-being, investment and savings behavior, and stimulates him to look for ways to overcome material difficulties.

REFERENCES:

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AUGMENTED REALITY MARKETING

AR technology is at the peak of popularity today, especially after a surge of interest during the pandemic. According to Snap and Deloitte, people have started to rate AR technology higher. Improved smartphones and the technology itself allow for quality user experiences in augmented reality.

In the course of our work, we should understand the concept of augmented reality, where it is used, especially in marketing, what bright examples there are and whether it is worth developing such a company in our country.

Augmented reality (AR) is the integration of digital information with the user's environment in real time. But AR should not be confused with VR. When we talk about the difference between AR and VR, it is important to understand that AR uses the real world and adds virtual elements to it, while VR immerses us completely in the virtual world, separating us from the environment.

Augmented reality is available in a variety of formats, including smartphones, glasses and headsets. AR contact lenses are also in development. But the easiest thing to do is point your phone's camera and get the results you want.

Today, AR is helping to achieve goals in different areas of business. The application of this technology can be found: in the entertainment industry; in education; in industry; in medicine; in marketing, etc.

But we are interested in the issue of augmented reality in marketing. IKEA brand offered a unique application IKEA Place for Apple and Android devices, which with the help of augmented reality allows to visualise furniture from the catalogue directly in the interior of a flat, a house or an office. This allows users to easily "try on" furniture before buying and facilitates the process of selecting and organising space. In addition, the IKEA furniture assembly app, created by designer Adam Picard, uses augmented reality to show assembly instructions, making the process more understandable and saving consumers time. The successful launch of the IKEA Place app has resulted in the app topping the app shops and a dramatic increase in sales for IKEA. The app has become one of the most popular augmented reality services on the market, capturing customers' attention and helping them buy furniture online. During the pandemic, the app became particularly in