

Thus, trends in the logistics industry require the introduction of new methods and ways of cargo delivery in order to optimize the supply chain, improve business efficiency and customer satisfaction. At the same time, a promising direction is the development and implementation of environmentally friendly types of transport, as well as information and digital technologies that facilitate its efficient use.

E. Nehlebova

Е.Ю. Нехлебова

БГЭУ (Минск)

Научный руководитель Н.А. Михайлова

THE ROLE OF ADVERTISING IN SHAPING CONSUMER BEHAVIOR AND ITS IMPACT ON GLOBAL ECONOMIC TRENDS

Роль рекламы в формировании поведения потребителей и ее влияние на глобальные экономические тенденции

Advertising has become an essential part of daily life, constantly surrounding people in different forms – from billboards to television commercials. Whether it is actively noticed or subconsciously recorded, advertising significantly affects human perception, influencing decisions, and even driving consumer behaviour. This article delves into the multifaceted influence of advertising on individuals, from its effects on visual and auditory perception to its deeper impact on consciousness, psyche, and behaviour. Through the exploration of various techniques, we aim to understand the extent of advertising's power and how it affects people's choices.

Even though many people claim to ignore advertising, it continues to affect human consciousness in subtle ways. Marketers employ tactics designed to capture attention and leave a lasting impression, whether through promotions, discounts, or emotionally charged imagery. For instance, companies often use celebrities, catchy slogans, or memorable tunes that remain lodged in people's minds for days, influencing their preferences unconsciously. The repetition of these images and messages shapes brand awareness and product recall, even when people are not actively paying attention. Moreover, advertising manipulates emotions by presenting products in attractive and desirable images. For example, a skincare commercial might show a glamorous model with flawless skin, subtly associating the product with beauty and youth. This creates a mental link between the consumer's desires and the product, influencing purchasing decisions based on subconscious associations rather than rational analysis of the product's benefits.

Psychologists often express concern about the long-term psychological effects of constant exposure to advertisements, suggesting that individuals may lose the ability to make fully conscious decisions. Marketers counter this claim by asserting that advertisements simply highlight potential options, leaving individuals free to make their

own choices. However, the psychological techniques employed in advertising are sophisticated and deeply embedded in human cognition. For example, when advertisements feature celebrities or authority figures, such as a doctor in a white coat endorsing a medication, consumers are more likely to trust the product because it is associated with a figure of authority or an admired person.

One of the key objectives of advertising is to influence consumer behaviour. Marketers can drive sales and manipulate buying habits. For instance, advertising often uses phrases like «limited edition» or «only a few items left», which trigger the fear of missing out (FOMO) and push consumers to make quicker purchasing decisions.

Another strategy is the use of discounts to increase the attractiveness of high-priced goods. When an advertisement claims that an expensive product is available at a steep discount, consumers are more likely to perceive the purchase as a bargain, even if they don't necessarily need the item. This plays into the human tendency to value perceived savings, often leading to impulsive buys.

The intensity and frequency of advertising also influence consumer behaviour. Research has shown that repeated exposure to commercials increases familiarity and trust in a product, even if the consumer initially had no interest in it. Marketers carefully calculate the optimal number of exposures to keep advertisements effective but not irritating.

To conclude, the influence of advertising on human consciousness and behaviour is undeniable. By using emotional triggers, repetition, and psychological techniques, advertising shapes consumer perceptions, often without conscious awareness. While it may appear purely informative, its real power lies in subtly guiding decisions and behaviours.

У. Погожайская

Я.А. Подгайская

БНТУ (Минск)

Научный руководитель Г.В. Прибыльская

THE IMPACT OF MANAGEMENT METHODS ON THE ECONOMY

Влияние методов управления на экономику

In the changing market and digitalization of the economy, the project management system requires the introduction of innovative approaches. The aim of this work is to consider one of these approaches is the Agile management method.

Agile is also based on the principle of demonstrating to customers such fundamental values used by the development team as trust, flexibility, and empowerment in the work process.

Using Agile involves constant collaboration between clients and the project team.

Agile project management allows you to divide the tasks solved with the help of a project into short-term stages of work. At the same time, large-scale cycles are divided