

The Health Planet – private pharmacy. It Offer high-quality products: medicines, dietary supplements, medical cosmetics, healthy, snacks and much more. Pros: wide range, quick response to customer feedback, flexibility in work, quality of service. Cons: not always transparent conditions, high prices).

Belpharmacy – state pharmacies operate under the Ministry of Health. It follows uniform rules, which makes them standardized and affordable. Financing is provided from state budgets. Belpharmacy did not always cope with providing the population with medical services and medicines for a number of reasons: lack of funding, low quality of service, limited range, etc. Pros: available everywhere, affordable prices. Cons: there are no imported drugs, working hours are standard, narrow selection of drugs, disability to provide for the population with medical services and medicines.

In conclusion: state pharmacies are chosen because of the low cost and prevalence, but due to the lack of imported drugs consumers have to turn to private pharmacies that have domestic and imported products in their assortment, but higher prices. For most consumers is more convenient to overpay but buy in one place, than to go to several pharmacies. That's why most people choose private pharmacies (80 %) and the rest choose state pharmacies (20 %).

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ECONOMICS OF INFOBUSINESS

Экономика инфобизнеса

In this article we will look at the economic model of infobusiness and explain why such projects generate such a significant income. In the study we will look at the main ways of monetising blogs and online channels, focusing on the most profitable method – selling emotions, promises and motivation. We will also raise the question of the value of such courses and trainings, finding out whether they are useful for consumers or only serve as a tool to keep them in the buying cycle. Any major blog is a business project. Even if it was first conceived as a hobby, as the audience grows, any channel requires investment – time and money – and therefore turns into quite an economic capital. Another question is what the return on investment in blogging is: judging by last year's tax raids, top Russian bloggers earn hundreds of millions of roubles a year. But where does that kind of money come from?

There are three main ways to make money in blogging: monetising your site, selling advertising and selling your products. With the first two everything is more or less clear.

But this is nothing compared to the potential of the third method. It is thanks to him that big Influencers earn hundreds of millions. It is the selling of emotions and promises. A book on economics by a famous economist will never be bought by a million people, no matter how well he wrote it. And it's not the size of that person's audience, it's the fact that in it he does not promise that the reader will make a billion.

But tickets to the seminar, where you will be told that you can attract wealth by changing your attitude to life, will sell like hotcakes if properly promoted. And it does not matter that the main idea of this course is 'if you want to be rich, just be rich'. We just have to push the right pedal in our head. It works like this.

First you see adverts coming at you from all resources. You are offered to come to a free online seminar. After the seminar, where you are properly warmed up, you are offered to buy a very inexpensive but 'very useful' information product.

You think you can afford \$30 for a 'new experience'. Afterwards, a sales manager approaches you and suggests you come to a full seminar.

You see hundreds of rave reviews and decide to finally change your life once and for all. And for the sake of your dream, you can not spare even 1000 dollars.

When the course ends and some time passes, it turns out that everything is not as rosy as you were promised. But you have to take another course to energise yourself and increase your motivation. This is what an endless warm-up looks like, engaging a person in a constant series of spending. The question is, aren't all these courses and trainings a scam, and do they have no benefit? I think the story here is similar to the trading floor business. I can hardly imagine a successful businessman sitting around thinking about how to package his expertise into a course format. The economics of infobusiness is a unique combination of psychology, scalable business models, and smart marketing that generates significant profits. While monetisation through advertising and views plays a role, the real goldmine lies in selling aspirations, emotions and promises. This creates a cycle where consumers are constantly motivated to invest in new courses and seminars, hoping to unlock success, wealth or personal growth.

However, the value of these products often lies not in the practical knowledge, but in the motivational packaging. Ultimately, infobusinesses thrive because they fulfil universal desires – success, happiness and financial freedom – which makes them incredibly profitable, although they don't always deliver on their promises. As with any investment, consumers must be discerning, understanding the fine line between personal development and endless consumption of pleasant promises.