

Now let's consider how to use the attention economy properly. And the first thing is to use contextual targeting. Contextual targeting matches the content of a web-page, ensuring that users see ads that are relevant to what they are currently reading online. This increased relevance often results in better engagement, as users are more likely to interact with ads that align with their interests or immediate needs.

The second thing is to advertise outside of the box. It means that ads can be delivered in a refreshing, new way. They should be captivating and eye-catching.

And last but not least, prioritizing speed is really important. Some studies show that today the attention span has dropped by 8 seconds, although before 2000 it was 12 seconds. That is why it is necessary to make sure that ads are short and it takes a little time to download it. For 82% of users, slow page speeds impact willingness to buy from a brand [4].

We also conducted our own research and made some different videos on Tiktok to show how the attention economy works. Some are long and not so eye-catching. And others are short and made so that to attract attention. The results are quite obvious. The second type of videos got more views, shares and likes.

To conclude, getting attention takes effort, but it's a worthy investment.

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Anna Melnikova, Nadezhda Chernyavskaya

Science tutor *Yu. Bulash*

BSEU (Minsk)

CURRENT WORK CULTURE PATTERNS OF GENERATION Z

Gen Z, the generation born roughly between 1997 and 2012, is considered the most diverse and technologically fluent generation to date. Unlike previous generations, Gen Z did not witness the gradual adoption of technology, they were born into it. This digital

nativity profoundly impacts their worldview, communication styles, and expectations from brands and employers.

The younger generation is rewriting the rules of work. Today's workers prioritize well-being and work-life balance above all else. Gone are the days when a high salary was the ultimate career goal. It is a fundamental rejection of the prevailing culture of burnout and disposability inherent in many corporate structures. This new generation demands respect and the autonomy to live a life that does not revolve solely around work. Gen-Z professionals have made it clear they are purpose-driven, with a desire for personal and professional development. They also want to work for authentic brands that align with their values [1]. This represents a direct challenge to the traditional capitalist model that often prioritizes profit maximization over employee well-being, fostering a climate of endless flexibility and productiveness – eventually leading to exploitation and burnouts. It appears as if gen Z want to emulate their grandparents' career paths that were tied to one company with large pensions, a tight-knit family feel and gold watches upon retirement, and revert to a life of comfort and security rather than the endless grind of competing in the employment marketplace [2].

The overall aim of the study was to determine the perception of work among emerging adults and to explore the intrinsic values that shape their approaches to career development. The objectives of our research were to investigate the distinctive behavioral characteristics exhibited by young employees; to highlight the key differences between the Millennial and Generation Z cohorts; to critically examine contemporary workplace trends that influence the professional experiences. Questions were compiled by observing current phenomena and problems that arise during the workflow.

The survey was conducted among young employees across various companies, working students, and alumni of the Belarusian State Economic University (BSEU) aged 18 to 30. The respondents provided insights regarding their professional experiences, interpersonal relationships with co-workers, and the fundamental values and virtues they uphold. Additionally, the interviewees responded to inquiries pertaining to their work-life balance, the significance they attribute to promotions and rewards, as well as their perspectives on career advancement.

The questionnaire demonstrated that 51% of the participants do not discuss their emotional state at the workplace due to the belief that it is a personal matter. There is also a professional risk. Sharing your personal health information with colleagues and supervisors can blur professional boundaries and result in discrimination due to an altered perception of your competence that could affect your career advancement [3]. Furthermore, the responses indicated that a significant majority of the polled (66%) had experienced professional burnout at least once in their lifetime. The most commonly cited factors contributing to this phenomenon include a lack of leisure time, task monotony, excessive workloads, a negative work environment, and a sense of being undervalued by the management. The next question clarified the primary strategies employed to address this issue. The prevailing approaches identified include changing one's workplace, taking a vacation, engaging in discussions with the management, and redirecting attention towards alternative activities, such as hobbies. The largest part of the respondents (86.7%) place significant importance on the preservation of work-life balance, motivated by the

desire to avoid the previously mentioned burnout. However, 51% of the interviewees expressed a preference for a high-paying, demanding position as opposed to a lower-paying role that offers a flexible schedule.

Moreover, our survey addresses the trend of “quiet quitting”, a new term describing employees who strictly adhere to their job descriptions, refusing to go above and beyond or participate in non-essential workplace activities. 49% of the polled young employees have a tendency to do only prescribed tasks with a minimum of effort, while 45.3% fully commit to their responsibilities. In spite of that, 52% indicate unwillingness to be distracted by social media or conversations with colleagues, whereas 39.6% are prone to divert their attention. Furthermore, our questionnaire revealed that 69.8% of the participants express a desire to complete all their duties prior to taking a break, whereas 30.2% prefer to defer their job obligations. Additionally, the responses demonstrated that a significant majority (64.2%) are inclined to step back and allow a co-worker to make a more substantial contribution to the project rather than take the initiative independently. It is worth noting that 43.4% of the questioned young workers have a propensity to create the illusion of hard work. This is due to factors such as fatigue, unwillingness to be reprimanded, and lack of motivation.

Apart from everything discussed earlier, our respondents were prompted to identify the main differences between Generation Z and Millennials within the professional sphere. The responses varied; however, key themes emerged. It is noteworthy that younger individuals tend to exhibit greater flexibility, adopt a more relaxed approach to work, assert their personal boundaries, embrace change with confidence, and prioritize mental health and work-life balance. Conversely, the older generation is characterized by a stronger sense of responsibility and a preference for stability. This cohort is more likely to adhere to established work schedules, demonstrate heightened attentiveness to their tasks, and exhibit greater apprehension regarding job security.

The results presented by the study's statistics show that many young employees hesitate to discuss their feelings at work due to fears about boundaries and career repercussions. Despite valuing work-life balance, there is still a strong demand for high-paying jobs, even at the cost of flexibility. Younger individuals tend to embrace freedom and a more relaxed work ethic, confidently asserting personal boundaries while prioritizing well-being. By optimizing workloads and offering flexible work arrangements, managers can significantly reduce burnout of their subordinates. Moreover, rewarding and recognizing accomplishments can abate the feeling of undervaluation among employees. All in all, supervisors should ensure their staff have access to mental healthcare while building a positive work environment.

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Darya Mikhailova, Anastasia Burdo

Science tutor *N. Shevchenko*

BNTU (Minsk)

HOW MARKETING DRIVES CONSUMER DEMAND GENERATION

Marketing as a discipline has undergone significant changes over the last decades. The purpose of this article is to analyze the question of the essence of modern marketing nowadays. If in the middle of the XX century it was focused on identifying and satisfying the basic needs of consumers, then what is its meaning in the modern world, where most of the needs are already closed?

Historically, marketing has been focused on meeting the needs of consumers. Philip Kotler, one of the leading theorists of marketing, defined it as “the art and science of selecting target markets, attracting, retaining and increasing the number of consumers by creating, promoting and communicating the values that are important to them”. In the era of industrialization and mass production, the main task of marketing was to identify needs and offer a product that closes them.

However, with the development of technology, globalization and market saturation, most basic consumer needs have been met. Today, there are many products on the market which practically do not differ in functionality. In such conditions, marketing must not only respond to existing needs but also actively shape new ones, creating demand for products that consumers previously did not consider necessary. However, it remains to find this way which will help marketers to cause a push in the purchase of the product they advertise.

A feature of today's society especially among the Zoomer generation (Generation Z) is changing financial priorities. Young people today find it much more difficult to purchase a home or even take out a mortgage compared to a couple decades ago. About 60% of Generation Z are worried that they will never be able to own a home, according to a new study by Clever Real Estate [1].

This is causing many people to lose their motivation to save long-term. Instead, they prefer to spend money on small but enjoyable purchases that bring pleasure in the moment, which opens up new opportunities for brands that can be the fulfillment of these small whims. For example, brands that offer personalized products or limited editions can appeal to zoomers who value uniqueness and an emotional connection to a brand. As McKinsey notes “At the core of Generation Z is the idea of manifesting individual identity. Consumption thus becomes a means of self-expression - as opposed to, for example, buying or wearing brands to conform to group norms. Led by Generation Z and Millennials, consumers across generations are not only seeking more personalized