

The level of trust in brands was distributed as follows: 70% of respondents expressed the highest trust in Estée Lauder, reflecting the high quality and thoughtful design of its packaging.

The importance of product composition information on packaging varied: only 35% of respondents reported always or often checking the composition, while the majority (55%) did so only occasionally, indicating the secondary significance of this element.

Among packaging design elements, color and shape were deemed the most critical for perception, while textual elements were considered less important.

Comparative analysis revealed that Estée Lauder utilizes semiotic codes more effectively to create an attractive and memorable image, as evidenced by survey results and its market position. L'Oréal and Kars employ more universal approaches, which do not always achieve the same level of effectiveness in attracting the target audience.

The findings confirm the importance of carefully designed packaging and the purposeful use of semiotic codes to achieve success in the competitive cosmetics market. Semiotics of packaging significantly influences consumer perception of a product. Skillful use of visual, textual, and symbolic elements allows brands to stand out among competitors, communicate effectively with their target audience, and build customer loyalty.

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PLAYING WITH REALITY: PUBLIC PERCEPTION OF USING FILTERS IN INSTAGRAM STORIES AND POSTS

Instagram filters are digital image processing tools that enable users to modify the visual appearance of their photographic and video content within the platform environment. These filters enhance visual characteristics by modulating parameters such as color saturation, luminance, and overall aesthetic tone, with the aim of increasing content appeal and viewer engagement. By adjusting these elements, filters can significantly transform an image and create eye-catching effects [1]. Instagram filters are a big deal in today's world because they are used in many ways such as to let people make their pictures and videos look better by playing with colors and contrast, which makes the content more attractive to watch. In addition, using similar filters in all posts helps create a consistent look for a user's profile, building a recognizable style. Filters also provide a space for creativity, allowing people to play with different effects and show off their

unique artistic views. Businesses and influencers also use filters to boost their marketing and create a memorable brand image [2].

The overall aim of the study was to investigate the relationship between filter usage in Instagram stories and posts and perceptions of authenticity among people; to analyze the impact of Instagram filters on users' self-esteem and body image.

The objectives of the research were to investigate age, gender, and cultural influences on the selection, application, perception and motivations for using filters in Instagram stories and posts, including their effect on perceived authenticity and the role of text filters in understanding the content; to compare self-esteem levels of participants before and after viewing filtered and unfiltered Instagram stories and posts featuring idealized body images.

A six-section questionnaire was developed to collect data relevant to the study. A survey was conducted through the researcher's Instagram profile and other platforms, open to all interested participants. Data was collected from 157 respondents, who completed the online questionnaire, forming the basis for subsequent analysis. The participant pool in the survey exhibited age diversity. The majority of participants identified as female, representing 82.8% of the respondent pool. Platform usage was frequent, with approximately 79.9% of respondents accessing Instagram several times per day. Concerning content creation practices, a substantial proportion of respondents (40%) reported posting Instagram stories multiple times monthly, with occasional filter application (24.5%). Conversely, the majority (76%) indicated infrequent posting to their main Instagram feed, and filter usage was even less prevalent in this context (12.9%). Color filters, including black-and-white and vintage styles, were the most favored choice for both stories (41.2%) and posts (35.3%). The primary motivations behind filter usage were related to enhancing aesthetics, improving personal appearance, and entertainment value.

The high average importance score (8 out of 10) suggests that audience feedback is a salient factor for most respondents in relation to their Instagram activity. While many believed filters improved the visual appeal of Instagram stories, there was an opposing viewpoint suggesting that filters could decrease the perceived authenticity and genuineness of the content. This was further explored in a hypothetical scenario involving a graduation photo. Notably, only one respondent out of 157 would post the original, unaltered photo; the majority preferred adding color filters, text, or creating a collage. The perception of filtered Instagram posts was similar to that of filtered stories. However, when selecting content for the main Instagram feed, a preference for unfiltered images was observed, with 61.2% of respondents favoring photographs without any filter application.

Open-ended questions about filter use revealed complex opinions, suggesting demographic factors play a role. Younger users tend to follow current filter trends closely. Participants also observed that older users were more likely to apply filters inappropriately or over-utilize stickers and captions, particularly when posting images of their children. Gender also appears relevant: women often use filters to enhance their appearance, while similar behavior in men is sometimes considered atypical. Cross-cultural differences exist as well. Chinese content often showcases bright and saturated

colors, reflecting general cultural aesthetics. Content from Muslim-majority countries tends to be more restrained, possibly due to religious considerations. In summary, demographic factors seem to influence how people use filters on digital platforms. The rational application of text filters was viewed as a mechanism for providing context and clarity, enhancing viewer comprehension of the visual content.

In conclusion, the study highlights a key distinction in the motivations underpinning filter use in Instagram stories versus the main feed. Instagram stories, with their ephemeral nature, encourage experimentation and interactive engagement, allowing for a more playful approach to filter application. Conversely, the permanent nature of Instagram posts fosters a more considered and deliberate selection of filters, prioritizing a polished and aesthetically consistent presentation for a wider audience.

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NUDGING: INFLUENCE ON CONSUMERS

In the world of classical economics people are always considered as rational consumers, who make pre-thought decisions. But study of real people behavior within the context of financial decisions and purchases shows that it is not exactly the truth. Behavioral economics is the economic sector, which researches the consumer's behavior and also answers both the questions “which factors influence person?” and “which consequences may it cause for economics?”

The purpose of the paper is to analyze nudging as an instrument of behavioral influence on consumers and to describe methods of countermeasures.

According to behavioral economics, a person makes his choice based on the possible optimal result. A person acts rationally and impartially. Richard Tayler conducted some research and concluded that there is no homoeconomicus (a rational person) in real life. People are homosapiens (a reasonable person), who behave “incorrectly” from the point of view of modern economic models. That is why models give wrong predictions, and the consequences of these predictions sometimes can be very tragic [1, p. 40]. He described a phenomenon which is called “nudge theory” or “guided choice theory”. Nudge theory is a concept where human behavior, motives, incentives, and decisions change under the influence of so-called nudges. People often make choices automatically, without really thinking about the decision they are making. Nudges can be: