

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:

- conscious — visible to the person they are directed at (alerts that a person put on his phone or laptop);
- unconscious — a person is unaware of the influence that is being exerted on him.

One of the most effective nudges is to make the desired behavior the default choice. When a person uses a new product, service, application, or website, he most likely will not change anything in the settings [2, pp. 70-75].

The research on nudge impact on consumers was conducted. It consisted of three stages: collecting information, analysis of the received data, determining behavioral influence on consumers.

At first stage consumers answered questions of created by the Google Forms survey. Such components as reviews, packaging, advertising, sales were reflected.

The second and the main stage was the analysis of the results. Based on the received data it was concluded that 77% of the respondents notice more expensive products at eye level; 72% consumers buy products due to illusion of limited accessibility of a product; 90% of people notice the same product from many others manufacturers few days after searching and watching in the marketplace.

According to the research, it was identified that nudge has a decisive influence on the society. It stimulates purchases by increasing the desire to buy a product. Thus, nudge works more effectively in catering and marketing.

However, there are methods of countermeasures:

1. To limit advertising. The programs “Adblock Plus” and “Adguard” hide advertising on a phone or a computer.
2. “Forewarned is forearmed”. Marketers usually influence consumers’ subconscious. It is important to know nudge methods to notice them. Hence that is enough to read a few articles.
3. To make a list. Before making purchases it is necessary to write which products have to be bought and follow it.
4. To think twice before buying a product.

In conclusion, the nudging theory gives perspectives to behavioral economics and marketing although such influence makes negative effect on consumers. Understanding methods of countermeasures will help to keep independent choices.

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