

And finally, it's engagement strategies. Utilizing features like Instagram reels, TikTok videos and live streaming can significantly enhance engagement. These formats allow for creative storytelling, real-time interaction, and a more personal connection with the audience, which can help build trust and authenticity[3].

Summarizing the main points, we can conclude that while traditional advertising still has a place, its dominance is waning in favour of more interactive and cost-effective digital methods. Social media advertising, with its ability to engage directly with consumers, provide valuable content, and offer precise targeting, is shaping the future of advertising.

Belarusian companies are successfully keeping up with foreign ones in this respect. The good example to consider is the travel agency "Sletaem.by". Alongside with providing relevant information about the tours they offer, like the prices and transport, programmes of the events and categories of the hotels, the agents give their customers an opportunity to realize that travelling can be a great relief from stress of a demanding job or boring everyday routine. People look for something they don't have back home: better weather, nicer scenery, the freedom of doing what they want, experiences they can't normally have, a slower, relaxing pace of life. They encourage customers to share their travel experiences, which boosts engagement and trust with the audience.

In conclusion, brands aiming to stay afloat have to adapt to the changes, focusing on creating informative and engaging social media content. As consumer preferences continue to evolve, the shift towards social media seems not only inevitable but essential for success in the modern marketing strategies.

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#### **CONSUMER PSYCHOLOGY: HOW EMOTIONS INFLUENCE BRAND CHOICE**

Modern researches in the field of consumer psychology emphasize the importance of emotional perception in the process of making decisions about buying. Emotions not only influence brand perception, but also determine consumer preferences. This paper

analyzes the role of emotions in consumers' brand choices, which is relevant in a dynamic market.

Emotions are a powerful tool that activates decision making. According to research, consumers are often guided not only by rational arguments but also by emotional aspects. Emotions such as joy, nostalgia or fear can significantly change the perception of a product and the brand as a whole.

Consumers form brand images based on emotional associations. For example, advertisements that evoke positive emotions help build brand trust and increase brand appeal. Emotional triggers such as music, colors and images play a key role in this process.

Marketing strategies aimed at creating an emotional response are becoming increasingly popular. The use of storytelling allows brands to create deep emotional connections with consumers. Examples of successful brands show that an emotional approach can lead to loyalty and repeat purchases.

Psychological research shows that positive emotions such as joy and trust can strengthen brand attachment, while negative emotions such as fear or dissatisfaction can contribute to brand rejection. Emotions form associations with a brand, which in turn influences loyalty and repeat purchases.

Contemporary research, such as the work of Daniel Kahneman and Amos Tversky, emphasizes the importance of the emotional component in decision making. Their prospect theory indicates that consumers often make decisions based on emotional reactions rather than logical analysis [1].

This opens new horizons for marketers who can use emotions to create more effective advertising campaigns.

Emotional ads that evoke strong feelings can increase a brand's memorability and distinguish it from competitors. A study conducted by Nielsen found that emotional ads have twice the memorability rate of traditional, logic-based ads [2].

In addition, work published in the *Journal of Consumer Research* found that an emotional connection to a brand not only promotes brand memorability, but also influences consumer behavior by increasing the likelihood of repeat purchases and recommendations.

Recent research has also shown that the use of neuromarketing can help understand what emotions certain brands or products evoke. For example, neuroimaging can reveal how the brain responds to different brands, allowing marketers to tailor their strategies for deeper emotional impact. Research from the field of neuropsychology shows that activating certain areas of the brain associated with emotion significantly increases brand attachment.

Thus, understanding the emotional triggers that influence consumer behavior is an important aspect for marketers to develop effective promotional strategies. Creating a positive brand image and strengthening the connection with the target audience through emotional aspects can lead to a significant increase in loyalty, which in turn contributes to the long-term success of the business. In an increasingly competitive marketplace, it is important to recognize that emotions are becoming an integral part of consumer choice and require careful analysis and research.

In conclusion, emotions play a crucial role in consumer decision-making, influencing brand perception and preferences. Effective marketing strategies based on emotional triggers can strengthen connections with consumers, enhancing loyalty and the likelihood of repeat purchases. Understanding the emotional aspects of consumer behavior is essential for achieving long-term success in a competitive marketplace.

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## THE IMPACT OF SOCIAL MEDIA ON TRADITIONAL ADVERTISING STRATEGIES

In recent decades, there has been a significant shift in consumer preferences, which is associated with the rise in popularity of social media platforms. With billions of people using social media every day in their lives, it has changed traditional advertising methods and opened up a lot of opportunities for marketers to promote their products. Television, radio, and print publications have limited interaction with the audience, but social media provides a platform for active user engagement. This creates a two-way dialogue between brands and consumers, enhancing the level of trust and loyalty towards products and services.

Companies, receiving constant feedback, can quickly change their strategies based on demand and consumer preferences. This ability allows businesses to remain competitive over a long period of time. However, since traditional advertising strategies have not lost their importance, companies need to combine classic and digital methods to influence their consumers. Therefore, it is vital to understand how the development of social media affects traditional marketing.

According to the survey data conducted in the first quarter of 2024 by the Institute of Sociology of the National Academy of Sciences, 55.7% of respondents used television as an information source, 50.8% - Internet portals. At the same time, the demand for print media is 14.3%, social networks - 34.9%, radio - 9.8%. 26.6% of the population used instant messengers as a source of information [1].

Over 12 years the number of Internet users has increased by 1.68 million people or 25%. At the same time, the number of social network users has also increased by 51%. The number of people watching television daily has decreased by 17.2 percentage points. Thus, over the past 12 years the number of social network users has increased