

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

significantly. From this we can conclude that it is necessary to pay attention to new marketing technologies to maintain the company's competitiveness [2].

The discipline of marketing has undergone many changes since its inception. Initially, marketing practices focused on direct sales and personal contacts, where the main emphasis was placed on building relationships between producers and consumers. Over time, due to the complexity of market conditions and the increasing variety of goods, the focus shifted to more structured approaches, leading to the emergence of segmentation, targeting, and positioning concepts, which became the foundation for developing marketing strategies. In the 1960s, a significant shift occurred when marketing began to be viewed not only as a sales function but also as a strategic tool capable of shaping consumer demand.

The emergence of new technologies, such as television advertising and printed materials, contributed to the implementation of mass marketing, where the emphasis was on significantly reaching a wide audience. This period was marked by a transition from merely informing about a product to creating emotional connections with consumers, which, in turn, required companies to have a deep understanding of consumer psychology. With the advent of the Internet and social media, changes in marketing strategies became even more radical.

The emergence of platforms for interacting with consumers served as the basis for implementing interactive marketing. This approach provided companies with the opportunity not just to broadcast information but also to actively engage consumers in dialogue. Companies are faced with the need to adapt to new market conditions, where rapidly changing consumer preferences and digital transformation dictate the need to create a synergistic approach in which traditional and new advertising methods serve as complementary elements in building a successful commercial strategy.

The digital revolution has fundamentally changed the markets on both the supply and demand sides. New competitors are emerging in all areas of activity, living off digital technologies.

The growing role of digital media (Internet, mobile devices) in everyday life today has a significant impact on the methods and processes that companies must use to achieve their goals. The main thing is to find interesting synergies with classic marketing activities to achieve the original goals. Recent developments in marketing have developed concepts that combine the four Ps of traditional marketing (product, place, promotion, price) and the four E's of digital marketing (emotion, experience, exclusivity and involvement) [3].

In a world shaken by the spread of new technologies (artificial intelligence, the Internet of Things, virtual reality, cloud computing, etc.), companies are forced to reinvent themselves and undergo a profound transformation. Many of them know this, but too many are still either misled by the scale of the problem and the difficulties involved, or confuse digital transformation with innovation. Therefore, companies should be wary of digital transformation that is limited to the digitization of the offer only, preferring a global transformation. Digital transformation is not only about developing a mobile app, creating content for social networks and hiring a chief digital officer (CDO). To successfully implement a global transformation, it is advisable to work on three axes in parallel.

Digital marketing changes traditional marketing in two ways. First, it increases the efficiency and effectiveness of traditional marketing functions. Second, digital marketing technologies transform marketing strategies. They enable the creation of new business models that create additional value for the consumer and/or increase the company's profitability.

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### **MARKETING COMMUNICATION AND ADVERTISING IN THE FIELD OF ENVIRONMENT IN BELARUS**

In today's world, environmental initiatives are becoming increasingly important as a key element of sustainable development and environmental protection. Global issues such as climate change, the depletion of natural resources and the growth of waste require enterprises to be actively involved in promoting environmental values. Companies around the world are implementing environmental strategies to minimize their negative impact on nature and meet growing consumer expectations for sustainability.

The paper is devoted to the importance of marketing communications and advertising for promoting environmental values in the Republic of Belarus.

The following objectives were set for achieving the goals: the impact of marketing communications and advertising on raising environmental awareness, creating competitive advantages for companies and developing sustainable business practices.

Marketing communication and advertising play a crucial role in supporting and disseminating environmental initiatives. They are powerful tools for raising awareness, raising awareness of environmental issues and promoting sustainable solutions.

Advertising helps companies communicate their commitment to sustainability by creating a positive image and building trust with the audience. Integration of different communication channels including social networks, outdoor advertising and digital platforms is essential to reach a wide audience and maximize the effectiveness of campaigns [1].

According to the Ministry of Natural Resources and Environmental Protection of the Republic of Belarus, public interest in environmental initiatives is growing. For example, the number of people involved in waste management and conservation