

makes it interesting for scientists and, more importantly, for the audience, who are the main consumers of marketing content.

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IMPACT OF TIKTOK ON YOUTH CULTURE

TikTok, a platform for creating short videos, has gained immense popularity, especially among young people, having a profound impact on youth culture.

TikTok provides unprecedented opportunities for brands to engage with young audiences, but it is critical to consider the ethical and social implications arising from its pervasive impact on the marketing landscape.

The goal of our study is to analyze the ethical and social implications of TikTok's impact on the marketing landscape, with a particular focus on brands' interactions with youth audiences.

There is no denying that TikTok is reshaping youth culture. It is a dynamic platform where trends are born, amplified and rapidly evolving. The impact goes beyond mere entertainment; it influences the language, behavior, and even values of youth. For marketers, this presents a unique opportunity to capitalize on these trends and connect with consumers on a deeper and more authentic level. But it also brings with it the responsibility to understand and respect the nuances of youth culture and avoid exploiting it solely for commercial purposes [1].

TikTok's marketing landscape is multifaceted. We see brands leveraging:

- influencer marketing: collaborating with popular TikTok bloggers to reach their loyal audience. This relies on authenticity and trust building, but requires careful vetting of Influencers to make sure their values align with the brand's values;
- branded Challenges with Hashtags: engage users in creating and sharing content related to a specific brand or product. This encourages user-generated content, increases brand awareness and fosters a sense of community. However, brands need to make sure that these Challenges are inclusive, accessible and do not promote harmful behavior;

- creative and engaging content: creating short videos tailored to the TikTok aesthetic - often humorous, relevant and visually appealing. This requires a deep understanding of TikTok's algorithm and the type of content that resonates with its users.

However, the emphasis on virality and engagement in TikTok marketing raises serious ethical questions. The platform's algorithm based on user data can create information bubbles and reinforce existing biases. This raises questions about the possibility of targeted advertising that manipulates users based on their vulnerabilities [2].

From a marketing ethics perspective, we should consider:

- data privacy: how do brands collect and use user data on TikTok? Are users fully informed about data tracking practices and are their privacy rights respected?
- algorithmic transparency: how does TikTok's algorithm determine what content users see? Is there a risk of promoting harmful or misleading information, especially in the context of advertising?
- authenticity and transparency: are partnerships with Influencers clearly disclosed? Are brands transparent about the sponsorship nature of their content? Deceptive marketing practices can undermine trust and damage brand reputation in the long term [3].

Additionally, the social implications of marketing on TikTok cannot be ignored. The platform's emphasis on visual content and instant gratification can contribute to unrealistic beauty standards and body perception issues. Brands have a responsibility to promote body positivity and avoid perpetuating harmful stereotypes in their advertising.

In conclusion, our research has shown that TikTok has a significant impact on youth culture, especially in the areas of entertainment and visual standards. In the course of the study, we found that despite the fact that the majority of respondents do not feel the direct influence of TikTok on their self-esteem, the problem of formation of unrealistic beauty standards deserves attention and requires further consideration. Many study participants recognize the effectiveness of TikTok advertising, but the ethical aspects are of concern and require further, deeper examination. Users are increasingly aware of the importance of brands' social responsibility and expect them to adhere to ethical standards when using the TikTok platform in their marketing strategies.

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OOH AND FOOH ADVERTISING

In the modern world, outdoor advertising surrounds us everywhere — from busy streets to quiet parks, from major highways to cozy courtyards. It has become an integral part of the urban environment, attracting attention, inspiring and sometimes even entertaining. However, along with the development of this industry, a new, less transparent trend is emerging — fake outdoor advertising, which distorts the perception of the audience. In this paper, we will consider the issue how traditional outdoor advertising methods and their "fake" counterparts interact.

Out-of-Home (OOH) advertising refers to any advertising that reaches consumers when they are outside their homes. It is highly effective marketing strategy for boosting brand awareness and conversions and it includes a wide range of formats, such as: billboards, transit advertising, street furniture and place-based advertising. Billboards are the most popular form of traditional OOH advertising. Transit advertising utilizes buses and taxis as advertising platforms. This form of OOH advertising reaches a wide audience as they commute through the city. Street furniture advertising utilizes public spaces such as benches, bus shelters for eye-catching campaigns. Each type offers unique opportunities for brands to grab attention and engage with their target audience.

Traditional OOH advertising has long been a staple in the advertising industry, capturing a significant share of the market. In an era where online advertising can be easily ignored or blocked, OOH advertising offers a tangible presence in the physical world that is difficult to overlook. Global spending on out-of-home advertisements is projected to reach billions of dollars, with countries like China, United States, Japan, Germany, and United Kingdom leading in spending [1].

OOH advertising offers a wide range of creative possibilities from captivating visuals to clever messaging. The visual impact of OOH advertising is further amplified by the integration of digital technology. The convergence of digital and OOH advertising has paved the way for the rise of digital OOH (DOOH) advertising. DOOH advertising combines the benefits of online and offline advertising, allowing for dynamic and interactive campaigns that adapt to the changing needs of the target audience. With the ability to incorporate motion, interactivity, and contextual relevance, digital OOH advertising has opened up new avenues for brands to captivate and engage their audience in impactful ways.