

Concurrently, there is an actualization of new social risks, particularly those caused by the spread of «technological unemployment». This phenomenon not only contributes to the marginalization and social exclusion of significant population segments but also places an unsustainable burden on state social security systems, testing their resilience.

Special attention in the study is paid to the phenomenon known as the paradox of formal and substantive democracy. The evidence gathered confirms that the quantitative increase in the number of democracies worldwide does not directly correlate with an improvement in the welfare of their citizens. The defining role in shaping actual policy is played by the nature of the alliances between state power and major economic actors. Such ties lead to the substitution of public interests with private ones, which distorts basic democratic procedures and ensures the dominance of narrow corporate goals.

A key systemic contradiction of our time is recognized as the conflict between the logic of market efficiency and the principle of social justice. The transformation of social spheres such as healthcare and education according to market principles has resulted in substantially restricted access to these vital goods for socially vulnerable population categories. Consequently, a reduction in social inequality is not observed; instead, there is a persistent reproduction and deepening of it.

Thus, the conducted analysis allows us to conclude that the prospect of sustainable development in the 21st century directly depends on the global community's ability to recognize and mitigate the identified systemic imbalances. A necessary condition for this is achieving a dynamic equilibrium between the demands of economic efficiency, the guarantees of social protection, and the necessity of ensuring long-term political stability.

D. Sakovich

Д. П. Сакович

ГрГУ (Гродно)

Научный руководитель С. В. Лешук

**THE IMPACT OF THE DYNAMICS OF REAL INCOMES
OF THE POPULATION OF BELARUS ON MARKET SEGMENTATION
AND THE CHOICE OF ADVERTISING MEDIA**

**Влияние динамики реальных доходов населения Беларуси
на сегментацию рынка и выбор рекламных носителей**

The relevance of the study is driven by the complex macroeconomic situation in Belarus, which affects the population's purchasing power. The purpose of the work is to identify the relationship between changes in the population's real incomes, consumer market segmentation, and the effectiveness of advertising media.

Consumer behavior is based on the volume of real incomes. According to Engel's law, as incomes rise, the share of spending on food decreases, while the share of spending on non-food goods and services increases [2]. For marketing purposes, the market is

segmented by income into three groups: low-income (focus on essentials, high price sensitivity), middle-income (price-quality ratio, promotions), and high-income (quality, brand, status).

Analysis of the dynamics of real incomes of the population of Belarus for 2019–2023 shows steady growth with a significant jump in 2023 (+21.1 % compared to 2022) [5]. This is confirmed by a shift in the structure of consumer spending: the share of food expenses decreased from 38 % (2021) to 35 % (2023), while the share for non-food goods increased from 35 % to 37 % [7], consistent with Engel's law.

Media consumption is transforming towards digital platforms. Audiences with high and middle incomes actively use digital channels (Instagram, VK, YouTube, Telegram), while traditional state media maintain trust among low-income groups and the older generation [4]. Telegram has become a key channel for news and thematic content, and TikTok is gaining popularity among youth [7].

Recommendations for companies:

1. For the mass market: increase the share of the digital budget, focus on Telegram and content marketing.

2. For the premium segment: focus on high-quality visual content on Instagram and YouTube, use retargeting.

3. For all segments: shift the focus from reach to engagement and conversion, integrate online and offline channels, monitor ROI.

Thus, the influence of income dynamics is manifested in the need to redistribute advertising budgets in favor of digital channels that correspond to new media consumption patterns against the backdrop of growing purchasing power.

References

1. National Statistical Committee of the Republic of Belarus : [website]. – URL: <https://www.belstat.gov.by/en/> (date of access: 25.10.2025).

2. *Котлер, Ф.* Основы маркетинга / Ф. Котлер. – М. : Вильямс, 2018. – 752 с.

3. *Ромат, Е. В.* Реклама и PR в бизнесе / Е. В. Ромат. – СПб. : Питер, 2020. – 512 с.

4. Data from NISEPI polls on trust in media : [website]. – URL: <http://www.iiseeps.org/> (date of access: 25.10.2025).

5. Consumer price index (CPI) // National Statistical Committee of the Republic of Belarus. – URL: https://www.belstat.gov.by/en/ofitsialnaya-statistika/ssrd-mvf_2/natsionalnaya-stranitsa-svodnyh-dannyh/consumer-price-index/ (date of access: 25.10.2025).

6. Reports on the socio-economic situation // National Bank of the Republic of Belarus. – URL: <https://www.nb-rb.by/engl/publications/report.htm> (date of access: 25.10.2025).

7. Sample survey of households on living standards // National Statistical Committee of the Republic of Belarus. – URL: <https://www.belstat.gov.by/en/gosudarstvennye-statisticheskie-nablyudeniya/vyborochnye-obsledovaniya/vyborochnoe-obsledovanie-domashnih-hozyaistv/> (date of access: 25.10.2025).