

STUDENTS' VIEW ON ADVERTISING

We face with advertising everywhere and it has different forms. How consumers react to it? Are they under influence of advertising? What do producers think about advertising, when they want to attract a large number of customers? I decided to examine the reaction of students to advertising.

At first, I considered students as customers. I would like to find out what type of advertising they like and what attracts their attention. The research shows that the majority of students choose the advertising on TV, the Internet and newspapers.

Then I tried to understand: whether people are under influence of advertising. The research shows that most people believe that they are not under the influence of advertising, and they make the choice consciously and independently. Some people agree that they take into account advertising when they choose a product. Of course, everyone understands why people do not admit that advertising has an impact on their choice.

Then I decided to be sure in my assumption. I proposed them 5 names of chocolates and asked to choose the name of the one they prefer. Students chose the chocolates, which are aggressively advertised.

So we can admit that people, either unconsciously or they simply don't want to admit that advertising affects them, choose products heavily advertised.

My second step was to consider students as future entrepreneurs. What forms of advertising they would choose and why?

The research shows that the majority of students choose a combination of different forms of advertising. But they give preference to television, the internet and newspapers. They explain this that each form has some advantages, and their combination will give the desired result.

So we can make the following conclusion, when we consider students as customers, the majority argue that advertising does not affect them, but the research shows this is not true. At the same time as future entrepreneurs, they believe that

people are under influence of advertising. That's why, we can say that advertising does not mean anything to us, but at the same time say that it affects others. I can only admit that in any case we are under the influence of advertising and future entrepreneurs understand this and use it as an effective tool to attract buyers.

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DRESS CODE AS THE FACTOR OF EFFECTIVE DOING BUSINESS

We live in a rapidly developing world due to continuous changes in all spheres of our lives, including economic, political, cultural, and social aspects. Since no organization can function independently and is primarily aimed at satisfying its clients' needs, following the changing tendencies in the business world becomes its prime objective. No longer companies can rely on the product alone, but have to create a certain image of the product as well as the image of the company, and as a consequence to attract more customers, and to expand their businesses across national boundaries.

These objectives can be attained by many ways, among them are advertising, marketing, PR, which are widely known to the public. Corporate culture is also one of the main factors that determine either success or failure in doing business. Corporate culture includes organizational values, norms, working language, beliefs and habits, the way of thinking, perceiving and interaction.

Dress-code is that very element in the organizational culture that influences the way customers perceive the company and the product. It implies stability and confidence. Moreover, the way of dressing of the personnel can tell us a lot not only of the corporate culture, but also of the way of managing. Business style is an element of a system which strives for discipline and order. Consequently, when employees observe some rules and regulations, including the manner of clothing, their productivity increases.

There's no doubt that business style fosters performing duties in a more effective way, and helps to set employees up for their jobs. Dress-code is a stimulus