

considered, the right colours will assist and contribute to the success of a product or service. And the wrong ones can be a costly mistake.

Select, specify, communicate and control colours

Marketing psychologists state that a lasting impression is made within ninety seconds and that colour accounts for more than 50 % of the acceptance or rejection of an object, person, place, or circumstance. Because colour impressions are both quick and long lasting, decisions about colour are critical factors in success of any visual experience.

Colour can influence thinking, change actions and cause reactions

Red means "stop" and green means "go". Likewise, the colours used for a product, web site, business card, or logo cause powerful reactions. Colour sends a subliminal message, which plays a critical role in success or failure.

Colour combinations can attract or distract

The human brain requires a sense of order, or it will reject whatever it sees. If too many colours are used, the viewer will become visually confused and will reject the image. If not enough colour is used, boredom results. The right colour combinations can be as important as the individual colours.

Market researchers have also determined that colour affects shopping habits. For example, traditionalists respond best to pink, rose, or sky blue colours. Impulse shoppers respond to blue, black, or red-orange. Shoppers who plan and stick to budgets respond best to light blue and navy. Thus, choosing the best colour or colour combination to capture customers' attention and to attract them is a key factor in determining the company's success.

So, the meaning of colour in business is a very significant issue that should be addressed whenever a marketing project (branding, packaging, advertising, etc.) is being developed. The colours a company chooses to represent its business can say a lot about it.

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STANDARDS OF LIVING

УРОВЕНЬ ЖИЗНИ

All of us would like to have a car or a house near the sea. Are things better now than 30 years ago? Is your grandmother right when she says that things were better in her days? Economists have three major roles to play in this debate. They try to define firstly what the standard of living should include, secondly how it should be measured, and finally how it could be improved. The paper briefly looks into each of these areas.

1. What to include?

The standard of living is a measure of people's welfare, where welfare means a level of well-being or happiness. Is that statement always true? David Beckham is extremely well off by these standards. However, his wife, Victoria Beckham, is at least ?20m richer. Is she better off?

Other aspects to be included are education and health. Our measure may need to take into account our efforts to make provision for our children and their children.

In addition, our daily life is affected by events that reduce our standard of living. This could be higher crime rates or pollution.

So the measure includes some aspects of material wealth, but also some non-material aspects. These are some of the main points, but of course there are many other areas that could be considered.

2. Measuring the standard of living.

For many years, gross domestic product has been our rod of measurement. Originally used for planning war production in the 1940s, GDP is the sum of the monetary value of all goods and services produced in a country during a year.

The positive points about GDP are that it includes not just cars and televisions, but also the spending on health and education needed to provide life opportunities. However, even real GDP is seen by some as a poor measure of the standard of living. It does not recognize the types of goods that are being produced, say, military goods or health care. It does not say whether the goods have improved in quality. It does not take account of the amount of pollution produced. It fails to take into account the differences in income and between households. It could just mean that the rich have got richer and the poor have become poorer.

In addition, GDP is not always an accurate figure due to the enormous amount of data that need to be collected. Also, not all the data make the official record, due to what is known as the hidden or black economy. It also fails to take into account services that are not paid for, such as the breakfast you had at home in the morning, or washing you have done this week.

There are a number of alternative measures of living standards, two of which are the Human Development Index (HDI) and the Index of Sustainable Economic Welfare (ISEW). The HDI takes three main elements - income, education and life expectancy — and combines them to give an index figure. The ISEW takes a different view by using GDP as a base and then adding the value of unpaid work and subtracting some of the downsides of economic activity, such as pollution and inequality of wealth.

3. Policies for improvement.

Despite uncertainty over which measure might provide the best indicator, there is still a case for trying to improve our position. Unfortunately, this brings in another area of conflict: "Jam today or more jam tomorrow?"

Об экономическом развитии страны часто судят по уровню жизни населения. Но как его измерить? Какие показатели отражают действительность? В данном исследовании рассмотрены 3 вопроса: что включить в условия жизни, как они могут быть измерены, как их улучшить. Отражены некоторые спорные моменты, по которым специалисты не пришли к общему мнению. Приведены некоторые показатели, их положительные и отрицательные стороны.