

in the management system. Also, it will help to use rationally the sponsorship of the ISU, which will cover the costs of attracting spectators and foreign tourists and to increase tourist flows to the Republic of Belarus.

Thus, following the main stages of the event management system considering the peculiarities of Belarusian sport infrastructure and environment, the implementation of classical management schemes provided by the ISU, the systematization of our own positive experience in organizing sport competitions acquire a special significance on the eve of the European Figure Skating Championships in 2019 and the 2nd European Games 2019 in Belarus.

References

1. Events management / A.J. Glenn Bowdin [et al.]. — 2nd ed. — London [etc.] : Elsevier, 2006. — 266 p.
2. Event-management / U. Haltsbauer [etc.]. — 2007. — 195 p.

<http://edoc.bseu.by>

K. Dushkevich, N. Kozlova
BSEU (Minsk)

IMPACT OF ADVERTISING ON CONSUMER AND BUYERS BEHAVIOUR

Advertising is a major tool in the hands of marketing managers which helps enable them to sell products, services and ideas. The idea is to sell products to the consumers. This has been proved by the fact that companies are investing a lot of time and resources into developing ad (advertising) campaigns for their products.

An obvious reason for advertising is simply informing people of the existence of products they might be interested in buying. No one will buy something that they don't know, no doubt about that. When more people know about a product, more of it will be sold [1]. Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information, or services etc. With advertising emphasizing only the positive aspects of products, one might forget that there are not only negative aspects, but a product might not even be what we really want or need. The main objective of any promotion is to provide the benefits of the product to the audience, its exceptional nature, or a so-called "target group" of the brand. Because of all this, advertising creates a strong impact on our lives — not just in terms of lifestyle but also our psychology, behavior and aspirations [2]. Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the functional aspects of the offering. This is an intellectual response, rather than an emotional one. Lots of advertising connects a product or

brand with a particular life style. People, who identify that lifestyle, will feel attracted to these products. When you feel like “such and such” a person, and an advertisement or commercial is worth it, you’ll feel willing to buy the product or the brand, even if it isn’t presented the same prominently in the ad. You’ll believe you like the product because it is “like you” [3].

There are two basic ways of presenting a sales message: intellectually and emotionally. An intellectual presentation depends on logical, rational argument so as to convince a consumer to buy the product or service. For example, for many television purchasers, buying doesn’t depend on what the case looks like or what effect the machine might have on their social life. What they’re looking for is technical information, what is its resolution, whether it has HDMI (High Definition Multimedia Interface), whether it supports USB (Universal Serial Bus) functionality. This intellectual presentation is the most important part of the sales message. The second basic way to present a sales message is through its emotional component. The emotional presentation involves concentration on other aspects of the consumer’s bundle of values: social, psychological, economic. For example, the presentation shows how the product or service enhances the audience’s social life by improving their snob value or self-esteem, or how it will increase their earning power.

To conclude, we strongly believe that the right advertising builds trust between customers and brands. An advertisement that appeals on the emotions of a customer will meet the customer’s psychological, emotional and social needs.

References

1. *Schudson, M.* Advertising, the uneasy persuasion: its dubious impact on American society / M. Schudson. — N.-Y. : Basic Books, 1984. — 288 p.
2. *Wernick, A.* Promotional Culture: Advertising, Ideology and Symbolic Expression / A. Wernick. — London : Sage Publications, 1991. — 224 p.
3. Electronic journal [Electronic resource]. — Mode of access: <http://small-business.chron.com/>.

*P.V. Ermolinskay, E.V. Klimuk
BSEU (Minsk)*

RETAIL TRENDS: TRANSFORMATIVE CHANGE, REINVIGORATED COMMERCE

Across the retail industry, disruption of traditional business models has given way to unprecedented and transformative change—change required online and offline to better serve more demanding shoppers and redefining customer experience.