

2. ADVERTISING ETHIC AND SOCIAL RESPONSIBILITY IS VERY IMPORTANT.

This is due to influence of laws in ads, but irresponsibility of advertising without breaking any laws can take place.

2.1. *Advertising ethics is necessary nowadays:*

Lately there was little regard for advertising ethics, but now standards of conduct increase.

Ethical dilemmas can be solved with the help of three questions:

1) Which course of action will produce the most good for the greatest number of people?

2) Will either course of action violate someone else's rights?

3) Will either course of action result in unfair treatment of any affected party?

Ethical lapses (unethical and sometime illegal methods of advertising are used very often).

2.2. *Advertisers' social responsibility is the corner-stone:*

Aid scare, cigarettes are the examples.

Socially responsible endeavors of advertising (nature protection, people health protection) became very popular now.

Ethical standards began to increase.

Regulations of advertising are very important.

В докладе рассматривается влияние рекламы на покупателей, отношение потребителей к ней. Также уделяется внимание ее положительным и отрицательным сторонам. Изучаются следующие проблемы: может ли реклама руководить нами при выборе покупки, обманывает ли она покупателей, как влияет реклама на развитие языка, а также несет ли она в себе какую-либо социальную направленность, подчиняется ли законам этики и права. Рассматривается вклад рекламы в защиту природы и здоровья людей.

С.О. Пахомов
(S.O. Pakhomov),
студент БГЭУ (Минск)

Взгляд потребителя на электронную коммерцию **Consumer's View on the E-commerce**

Businesses invest in information technology and electronic commerce to increase productivity, cut costs and enhance customer service. Consumers shop on the Internet because they find their choices dramatically increased. They have access to much more information when making purchasing decisions. Busy consumers can save time and find shopping more convenient as merchants serve their needs

individually. Better information and greater selection, combined with lower operating costs for Internet business may, in turn, drive reductions in prices or improvements in quality.

The number of stores that can be "visited" online far exceeds even the most densely populated retail areas in the country. No longer do customers find their shopping limited to the stores within a reasonable driving or walking distance or to the catalogues they receive in the mail. Online, customers can shop at stores in other cities, in other countries, and at stores that do not exist in traditional formats.

Consumers cite convenience as the number one reason for making a purchase online. Shopping on the Internet can save time. A consumer does not have to travel to a store site or adjust his schedule around the store's hours. No longer does a consumer have to wait on hold for a customer service representative to answer the phone. Recognising that customers may want products delivered as soon as possible, many sites offer next day or second-day delivery. Online support tools – order status, product availability and pricing, technical support and troubleshooting tips – are generally supplemented with toll-free numbers that customers may call for further information.

Web consumers are often better informed than their offline counterparts. Some Internet retailers offer discounts from traditional channels. Consumers buying and selling stocks through the Internet commonly pay \$8 – \$30 per trade, while traditional brokerages charge approximately \$80 per trade on average. 95 Internet users can access most online news and information free of charge.

The Internet offers the potential for increased customisation. Some Web businesses, particularly media businesses, already customise the product to an audience of one.

Today's Web consumers benefit from a selection of products and services unparalleled in traditional channels. Despite these advantages, many consumers today still remain wary of the Internet. They are concerned about protecting their privacy and the security of their credit card information. Many do not have computers, or find them too difficult to use. However, as more individuals come online, as the Internet becomes easier to access, as Internet commerce increases, and as today's children become adults, the combined effect will be to further enhance the already-present benefits the Internet has to offer.

В докладе рассматривается влияние развития электронной торговли в сети Internet на потребителя. Уделяется внимание таким факторам, как широта выбора товаров, доступность, возможность получения информации о товаре, цене. Делается прогноз на будущее.

□□□□□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□. □□□□□□□□.
□□□□□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□. □□□□□□□□.