

- 1) Placement of information in catalogs and specialized publications. Advertising in the media.
- 2) Holding and participation in annual specialized exhibitions and fairs, in foreign competitions and tenders.
- 3) Direct contact with consumers.
- 4) Sales promotion through the use of a differentiated system of discounts to the price list [3].

The use of these marketing tools is quite successful. And there are some examples that can prove it. For instance, a film that was created by OJSC “Minsk tractor works”, won the first place at the 50th US International Film & Video Festival in USA, and won silver at the Cannes Corporate Media & TV Awards in France [4].

Belarusian enterprises use not only traditional marketing tools but also various modern opportunities and innovative elements and their creativity and non-standard approach to creating a brand contribute to the level of awareness of a product by a customer.

#### References:

1. Маркетинг : Учеб. Пособие. – 2-е изд., перераб. И доп. – М.: ИНФРА-М, 2010. – 421 с.
2. Маркетинг : учебник / И. Л. Акулич. – 8-е изд., перераб. И доп. – Минск : Вышэйшая школа, 2014 – 543 с.
3. <http://www.belarus-tractor.com/>
4. <http://belarus-tractor.com/company/news/2017/image-film-mtz-breadwinner-is-named-best-promotional-video-in-belarus/>

Kotova Darya  
Science tutor S.Volodko  
BSEU (Minsk)

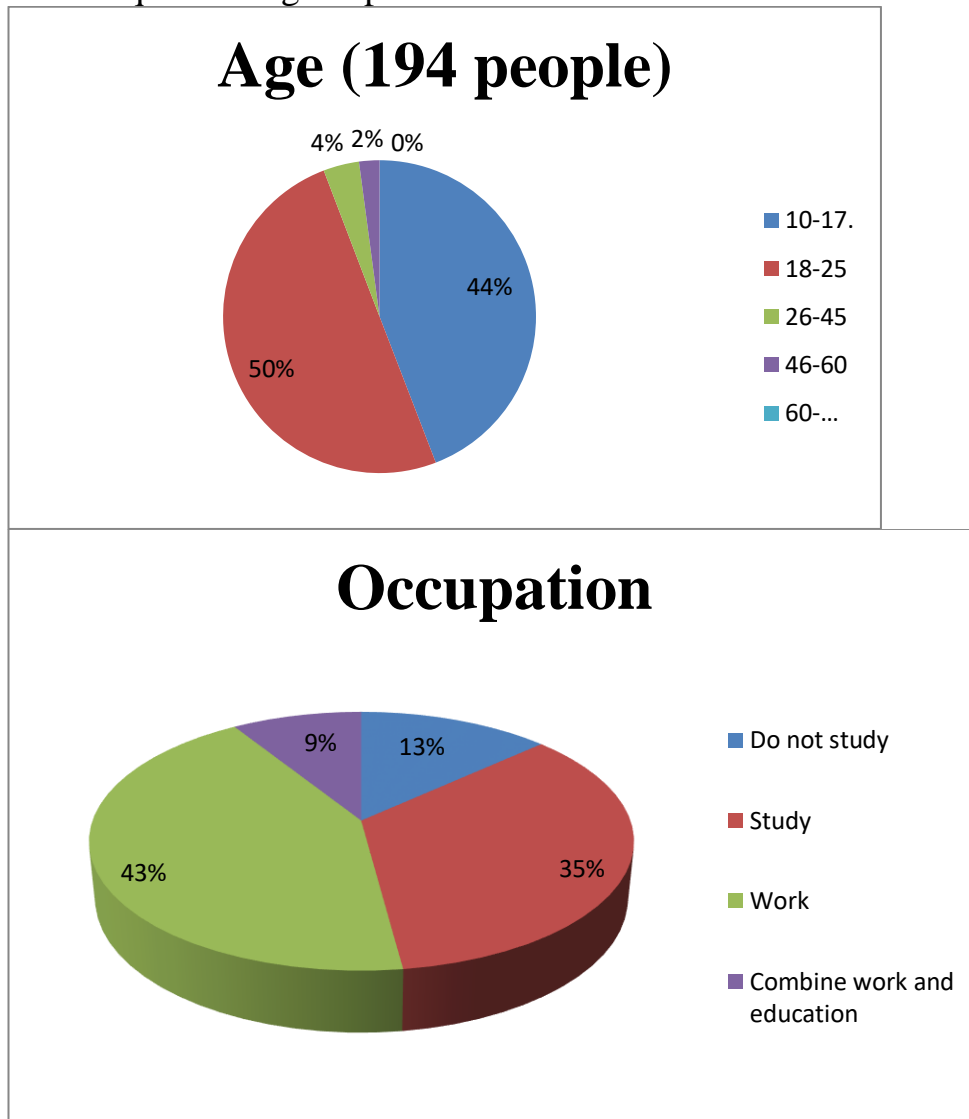
#### PSYCHOLOGY OF NEEDS: FORMATION AND DEVELOPMENT

Needs matter. Most likely, knowledgeable people are familiar with Maslow’s hierarchy of human needs, who identified them as follows:

- **Physiological** (air, water, food, homeostasis, sex)
- **Safety** (shelter, clothes, routine, familiarity)
- **Belonging and love** (affection; connection to family, friends, and colleagues)
- **Esteem** (*self-respect and respect from others, high evaluation of oneself, achievement, reputation/prestige*)
- **Self-actualization** (self-growth, actualizing one’s innate potential)

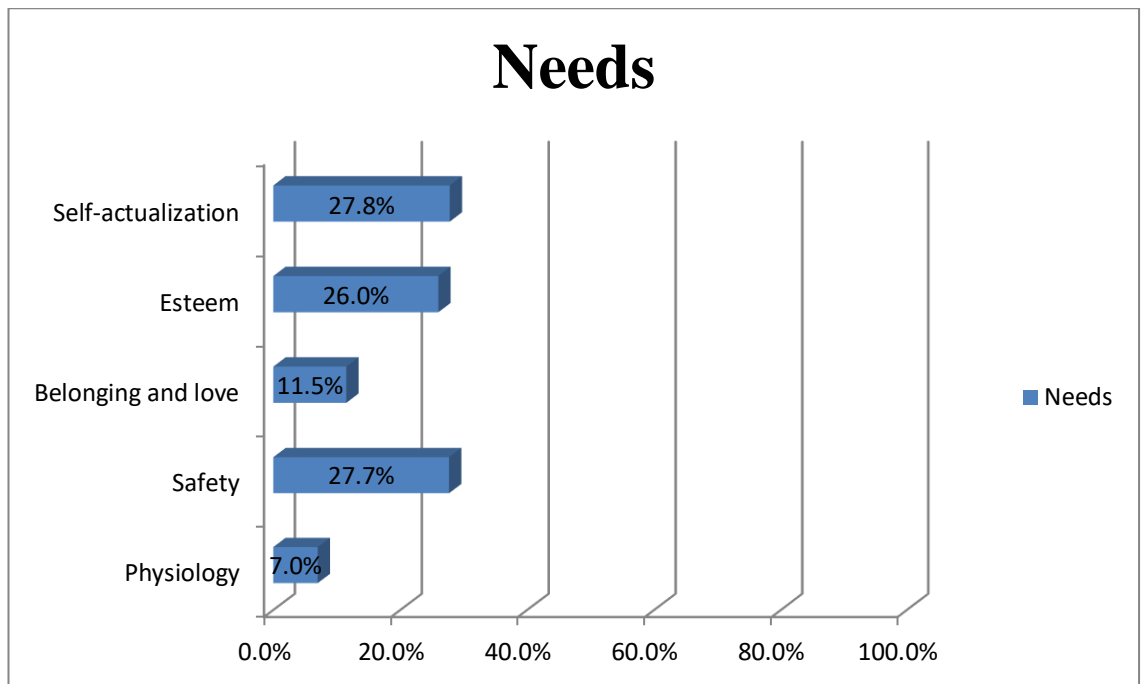
On the market each product or service for people to purchase has the potential to satisfy a certain type of a person's needs in at least one of these categories. The more layers of needs are satisfied the more profitable the product or service is. In education the principle seems pretty much the same. But will the old theory work the same way? This is the problem the research will focus on.

Thus, the aim of the research is to define the problem of low productivity of people getting education. The method of getting statistical data on the problem under investigation was questioning respondents. The questionnaire was specifically designed by the author of the thesis. Below the results of organizing the process of questioning are presented.



The first step was to define the percentage ratio of such demographic features as age and occupation to come to know exactly who we are dealing with.

The rest of the questions were structured according to Maslow's pyramid of needs: each point represents one need of the hierarchy, which is done to make the results of the survey more accurate.



Upon observing the diagram it becomes clear how generalized and inaccurate Maslow’s pyramid can be. The majority of votes are directed to Self-Actualization, Safety and Esteem. And as paradoxical as it may seem the absolute minority belongs to Physiology, the most fundamental notion, the basis of the whole pyramid, which leads us to the understanding that the inability or inadequate ability of meeting these very needs result in lack of productivity. The question may arise how productivity is treated in this research.

Productivity is understood as:

- 1) the amount of attended and missed lessons,
- 2) successfully done homework or work, in general,
- 3) the extent of emotional satisfaction one gets during study or work,
- 4) activity of participation in the discussion,
- 5) the grades obtained on the exams,
- 6) the amount of energy and time needed to accomplish this or that task,

In conclusion, the following must be stressed. The research conducted in the framework of the thesis has proven that despite the common stereotype of those who lack aspiration to actualization and self-development, the problem relates not only to people themselves, but also to the way knowledge is transported to them, in what environment and by what methods. This provides us with a solid ground for future improvement in this field, for making the teaching-learning process as productive, effective and pleasant as possible.

### References:

1. Jeffrey, S. CEOsage [Electronic resource]: The Ultimate Guide to Maslow’s Hierarchy of Needs for Understanding Motivation / Jeffrey, S. – Mode of access: <https://scottjeffrey.com/abraham-maslow-hierarchy-of-needs/> – Date of access: 10.02.2019