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INFLUENCE OF SOCIAL MEDIA MARKETING ON YOUNG CUSTOMERS

ВЛИЯНИЕ МАРКЕТИНГА В СОЦИАЛЬНЫХ СЕТЯХ НА МОЛОДЫХ ПОТРЕБИТЕЛЕЙ

Advertising is an integral part of the life of the modern society. Without the means of product promotion, few people would even know about the most popular brands in our time. Like other sectors of industry, advertising activity contributes to the development of the economy, ensures the effective promotion of new products and related services.

The purpose of this study is to determine the effects of social media marketing on young consumers.

Social media marketing is the use of social media platforms and websites to promote a product or service. Social Media Marketing (SMM) solves the whole range of *issues* related to the company's promotion on the Internet: brand promotion; increasing the number of visitors to the site; building up brand awareness and audience loyalty to the brand.

The benefits of SMM are low cost of promotion; wide audience; the ability to carefully select users who see your advertising (ranking the target audience by social parameters: age, place of residence, interests); gradual development of the image, which will continue for a long time.

With the growing popularity of social networks, marketers' interest in these sites as a new source of target audience for promoting brands and companies has also grown. Very quickly SMM has become one of the elements of the Internet marketing. Social networks are used as a marketing tool for many different purposes. Marketing companies use these sites to gain information on their target market, and how people feel about their products. They can also use these sites to gain information on their competition. Small businesses may also use these sites to promote their brand.

Active users in social networks are young people who are the target audience of SMM. Advertising, influencing the value orientations of young people, cultivates in them the care of their own image, the need to constantly be in the trend. These fashion trends and images can be easily changed or re-created with the help of material things. The need to be fashionable and create their own individual image has become a kind of cult for modern youth. Under the influence of advertising, the main values of today's youth are individualism, careerism, the desire to earn as much money as possible, to achieve personal success, in order to gain the freedom to

choose consumer practices and improve living standards. These desires are not reprehensible, but the goal of building a career and achieving success is to increase the possibility of more consumption, and not the achievement of development, the creation of the welfare of the society and our country.

To sum up, it is necessary to note that social media marketing is a part of every person's life. Today it is impossible to deny its influence on consumer choice of the younger generation. From the consumer's side, it is important to realize the goal of the company when placing their advertisements on social networks and to use all the advantages of Internet marketing to make the right choice. From the side of firms, it is necessary to conduct thorough research in the field of perception of their advertising by different age groups and create content that enhances attention to their product.

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PROSPECTS AND PROBLEMS FOR GLOBAL MACROECONOMIC DEVELOPMENT

ПЕРСПЕКТИВЫ И ПРОБЛЕМЫ ГЛОБАЛЬНОГО МАКРОЭКОНОМИЧЕСКОГО РАЗВИТИЯ

The study summarizes the United Nation Organization experts' opinion on today's global market situation to show the possibilities for reasonable policy making.

The last decade was marked by a series of large-scale economic crises and upheavals: from the global financial crisis of 2008–2009, the sovereign debt crisis of European countries of 2010–2012, to the redistribution of prices in global commodity markets in 2014–2016. Due to the crises the world economy strengthened, which provides broader opportunities in terms of pursuing policies that would focus on solving longer-term issues constraining sustainable development in its economic, social and environmental aspects.

In 2017, global economic growth was estimated at 3.0 percent; this figure is much higher than the growth rate in 2016, which was only 2.4 percent, and represents the maximum growth rate of the global economy since 2011. In many countries, employment rates continue to improve; about two-thirds of countries showed more