

1. We have quite similar mentalities that's why it's easy to get along with and make new friends. The most common traits of character are collectivist, hard-working, responsible and inquisitive.

2. We don't pay much attention to difficulties in understanding almost different culture as culture is what attracts us both in China and in Belarus. So Chinese traditions, customs and cuisine are extremely popular with Belarusians. Chinese students in their turn can't forget "Night of Kupala" and potato pancakes.

3. The only difficulty the Chinese have come across in Belarus is the language. Russian language sounds very unusual to them, but still they are eager to learn it with a help of Belarusian students who also with passion learn Chinese language.

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FASHION AS A REGULATING TOOL OF CONSUMER BEHAVIOR

МОДА КАК РЕГУЛЯТОР ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ

Nowadays rapid development of the world and national economies provokes the improvement of fundamentally new types of consumption. Thus, the service sector expands, the range of goods grows infinitely, renews and improves at a qualitatively new level. Competition is still based on the struggle for the consumer and stimulating demand. In this regard, consumerism is becoming a style not only of consumption but also of a lifestyle, sociologically reflected in the form of a value revolution and an eternal consumer race.

The relevance of the following research is the impact of fashion on consumer behavior formation and the existence of fashion feedback with the economy. The object of the following scientific study is consumer behavior in terms of economic and sociological fields and their interaction. The aim of the following research is to illuminate the circumstances of the fashion formation as a phenomenon of modern society. We establish the following tasks: to identify the relevance of fashion; to analyze the consequences of the phenomenon; to give a universal definition of fashion; to identify principles of fashion influence.

Fashion is relevant because it forms public opinion through self-promotion. The concept of fashion is the dominant trend in the form of things, style of behavior, lifestyle. Assuming that fashion is just a play on words, the material realization of its concepts is the next task of the economy. Obviously, fashion and economy are interacted. As fashion is a characteristic of rapidly changing forms of things, lifestyle. Economy — a characteristic of the conservative conditions of production, distribution, consumption of such things. Economy and socio-psychological and cultural phenomenon of fashion are organically linked and their interaction forms a fashion industry.

Fashion is a *phenomenon* caused by a number of socio-economic aspects of a constantly changing world. It is manifested not only in external attributes, such as clothing, accessories, etc., but is also reflected in the standardization of norms and forms of behavior, mainly of youth, as well as the formation of value ideals and views.

Fashion is an *eternal race*, an *alternative gaming reality*, which is characterized by demonstrativeness, freedom of choice and a getting kind of satisfaction. Desires caused by the consumer race for fashion trends do not always correspond to existing opportunities and real needs. At the same time fashion is a *regulator of social needs*, performing a *compensatory function*. However, we don't have to follow fashion, fashion must adapt to us, but nevertheless it governs most areas of our lives.

For youth fashion is a sign system, flow of style, where style is a way to say who you are without having to speak. The *demonstrative principle* of fashion allows young people who are more inclined to assert themselves to adopt appropriate statuses in a complex system of socio-economic relations in society. The *principle of novelty* is that when a new product appears, we must try it at least once. Latest news, limited items and pumped-out things is a kind of red flag causing visual desire. There is a social dependence on fashion trends. It means that whoever does not participate in the race runs the risk of being sidelined. The most interesting and curious facts in this topic are the *gender unification* of fashion and the *blurring of the boundaries between mass and elite cultures*, due to the development, accessibility and massization of innovations.

In our fast-moving world liquidity of innovations is possible thanks to consumer technology. Fashion stimulates demand for them. Thus, fashion is not only an engine of trade and a navigator of consumer society, but also an indicator of innovation and a factor in the reproduction of the modern post-industrial economy.

Reference

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GROWING OF FINANCIAL LITERACY IN THE XXI CENTURY

РОСТ ФИНАНСОВОЙ ГРАМОТНОСТИ В XXI ВЕКЕ

The *purpose* of our research is studying the level of knowledge in the field of financial awareness and its importance for people.

As a *result* of our research we would like to prove that that financial literacy is an important aspect of modern life.

In recent years financial literacy has become a major area of research. Financial literacy is important because it equips you with the knowledge and skills you need to manage money efficiently. Without financial literacy your financial decisions and the actions you take — or don't take — have a lack of successful solid foundation. And this can have dire consequences.

Financial literacy offers a number of benefits and is important for many reasons:

- financial literacy helps you plan for the future;
- financial literacy helps you meet your financial goals;
- financial literacy helps you get the most out of your income;
- financial literacy can improve many areas of life — relationships, careers, hobbies, and home life;
- financial literacy provides life skills when they reach maturity.

The level of financial literacy varies depending on education and income levels. To help you decide whether you should consider yourself the financially