

performed a similar role in the next step of the study and conducted a survey among the teachers and students of BSEU.

The results of the survey support the idea that feeling happy at work correlates with productivity: both students and teachers admit that feeling happy they are more likely to perform more productively and efficiently. Similarly, 90% of surveyed people agree that their productivity depends on the current state. Overall, students and teachers do not doubt the significance of comfort for efficient work and its correlation with productivity.

Generally, teachers are more satisfied with their environment than students (66% and 21% above average respectively). Both groups describe their satisfaction with working conditions as medium. This low satisfaction rate derives from the following data: 67% of the students assess their current productivity level as medium or lower and almost a quarter of them are totally unattached to the studies. Roots of these numbers stem from the serious problems people encounter: absence of proper work-life balance seems to be the most acute of them alongside with the considerable amount of assignments (for students) and deficiency of the personal and professional growth opportunities (for teachers). Eventually, these hurdles contribute to the overall doubt in the efficiency of executives' performance and thoughts about changing the place of work and studying. This naturally brings us to the conclusion that environment of the respondents fails to meet their integral demands. In other words, though people want to feel that their value and importance are recognized by the superiors, there is almost no indication of it in the workplace

To conclude, we can say that happiness at work is an important aspect contributing to the overall success of work or study. The fact that it happens to be neglected only deteriorates the performance of the organization and prevents it as well as individuals from reaching their potential.

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DEMARKETING AND ITS IMPACT ON HEALTHCARE

Basically, any attempt that is made to discourage consumers from buying a certain product is called demarketing. Demarketing is considered as an important tool that is used to limit demand or consumption, or rationalize its use, of a certain product or service, permanently or temporarily (fuel, electricity, water, etc.) due to the rarity of these resources and their importance, economically, to countries.

There are different types of demarketing every business or institution should understand and use.

1. General demarketing, which is required when a company wants to shrink the level of total demand.

2. Selective demarketing, which is required when a company wants to discourage the demand coming from certain customer classes.

3. Ostensible demarketing, which involves the creation of the artificial shortage to stimulate the interest of consumers.

In addition, there are some steps needed to craft a winning demarketing strategy: understanding the marketing objectives of the firm by setting clear goals; understanding consumer behavior in detail; then by combining the marketing objectives and insights on customer behavior, a demarketing strategy is crafted and implemented.

As an example of sphere where demarketing strategies can be used we have chosen healthcare. The essence of demarketing in healthcare lies in the well-being and the health of society to reduce demand for a selected product. Demarketing has been used in numerous social programs to discourage anti-social, irresponsible behavior such as smoking and drinking.

Governments attempt to address social issues through public policies that advocate one conduct over another. One such social issue is smoking. Consumption of tobacco ought to be of great worry to consumers, governments and societies everywhere, and calls for effective anti-consumption strategies. Recently, governments try to employ comprehensive demarketing activities to dissuade people from consuming tobacco and develop a demarketing mix to combat smoking and smoking-related behavior more effectively.

Traditionally, the 4Ps of marketing (Product, Price, Place and Promotion) refer to the various controllable elements of the demarketing program.

Product: aim to assist smokers in quitting by offering free or low-cost replacement products (e.g., nicotine replacement therapies) as well as support services (e.g., telephone quit-line and other information services).

Price: mainly deliver via increased taxation and hence sales price. From a consumer perspective price is a monetary sacrifice that results in a reduction of wealth. Similar to most product categories a negative relationship between cigarette price and consumption quantity is expected.

Place: the prohibition of place of consumption through selective smoking bans such as on public transport, and broader clean-air smoking bans in public places. In general, impediments in obtaining a product coupled with restrictions in consumption opportunities will result in reductions in consumption of the product.

Promotion: social counter advertising, mandatory warning labels as well as restrictions on tobacco advertising. Anti-smoking advertising and warnings highlighting the health harms associated with smoking are likely to negatively affect consumers' smoking-related attitudes and opinions. Consumers who engage with anti-smoking messages will likely alter their smoking-related attitudes and change their opinion about smoking to a less favorable position.

To understand this issue in our country better, we conducted a survey to find out how people feel about demarketing steps that are made by the government to solve the problem.

In conclusion, healthcare and government can use the 4Ps to alter certain audiences' attitudes and behaviors. Furthermore, the influences of the 4Ps can be stable

over time. This study increases understanding of how demarketing mix is able to change people's attitude and to maximize conversion to socially responsible behaviors.

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EXPERIENCE ECONOMY. BUY JOY OR GIVE MONEY TO THE WIND?

Have you ever wondered why we like to visit a particular coffee shop? Or what makes you choose a particular device? What remains in your memory for many years after your arrival from a wonderful vacation? Surely, many people now have vivid memories of visiting places or the emotions that we experience when consuming various kinds of goods or services.

Today, impressions are not just positive emotions, but a real economic offer on a par with various goods and services. So, let's find out what the experience economy is. In our everyday life, there are such concepts as memories, feelings, emotions, perceptions, experiences, etc. All this is an integral part of the experience economy, which, from the point of view of consumption, includes four main areas: entertainment, education, escape from reality, and aesthetics. I propose to consider the impact of the experience economy on the consumer demand in the Republic of Belarus and, based on my research, find out whether it is worth investing in emotions or not.

I would like to start with the field of entertainment. It does not require the consumer to perform any complex actions, it requires just to receive the impressions offered to him. This variety includes listening to music, watching movies or videos, reading books, and so on. It can also include watching an advertising video, which will also cause positive emotions and a desire to purchase goods. According to the results of the study, 16 percent of respondents are willing to invest in getting emotions in this sphere.

The next sector, unlike the first, requires the active participation of the consumer. This is training and acquiring knowledge. In order to effectively master any skills, a person needs to fully immerse himself in the process, and make effort in order to achieve results. New knowledge is one of the basic human needs. To satisfy it, various training programs, courses, games, and so on are created. Currently, various kinds of trainings and master classes are gaining popularity, where students communicate and interact with each other, while developing communication skills. Of 85 respondents 53 percent already take part in such events and plan to keep on.

Another field of the experience economy – escape from reality – requires the consumer to be even more active. This is due to the fact that here a person does not just consume impressions, but takes an active part in them. And how bright and full his emotions will be depends on him. As an example, we can mention fitness centers and quest rooms that are becoming increasingly popular in recent years. According to my