



Picture 1 - Advertising effectiveness
Source: Own elaboration.

It was found out that 50% of interviewed will tune channel right after commercial starts, 20% of respondents will not even mind it. Only 30% will watch a segment till the end.

Also, most of the interviewed people noticed, that, from their point of view, underground commercial is the most relevant one, since it became a part of our everyday life and has had a massive impact on us. It becomes our quality time while we on our way to work or home.

Conclusion. Thereby, advertising is one of the most effective ways of influencing a potential customer, that is hugely depends on psychological aspects of an individual. In addition, advertising, while informing us about different goods and services, becomes an integral part of our cultural base, making a certain contribution.

What about a social advertising, it is dedicated to refresh or change society's point of view on some social problems.

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COMPANY WANTS YOU TO BUY LESS

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Resume – The article is devoted to the issues of excessive consumption of light industry goods. Based on the analysis of this issue, the characteristics and consequences of this phenomenon, as well as companies opposing the trends, were considered. The article also provides solutions to the problem for individuals.

Резюме – Статья посвящена вопросам чрезмерного потребления товаров легкой промышленности. На основе анализа этого вопроса были рассмотрены характеристики и последствия данного феномена, а также компании, противодействующие тенденции. Также статья предоставляет пути решения проблемы для индивидуумов.

Introduction. The number of people on the planet is increasing rapidly. Bloggers and fashion designers make feel uncomfortable because of a last-season jacket and want you to “go with a trend”. Shops and manufacturers offer sale and discount programs, loyalty cards. Streets are over-filled with billboard with models wearing clothes of fashion trends. This encourages an excessive consumption in a fashion sphere.

Fast fashion. The phenomenon of frequent fashion changes is called “Fast fashion”. Despite the fact that people like Fast fashion, the Earth does not. Dyes, starches, detergents, salts, toxic organic chemicals, biocides and the ionic metals from textile wastewater cause massive water pollution. On the top of the environmental impact, thousands of workers (primarily women in developing countries) suffer from poor work conditions and low salaries because producers are required to cut cost to stay in the Fast fashion segment. Do not forget about re-sources on growing crops and animals for clothing items and poor distribution of used garments [1].

Despite the magnitude of the problem, people are barely informed. Today the apparel industry is responsible for 10% of global emissions. An average American throws away 31.7kg of clothing every year [2]. The situation of unconscious buying manner is getting bazar on Black Friday – the beginning of America’s Christmas shopping season. It is famous for its huge discounts, which can reach 95% of the market price. Not only buyers regret their purchases; workers need to work at night of the event, and there have been reports of violence occurring between shoppers on Black Friday. The web-page blackfridaydeathcount.com claims 12 reported deaths and 117 injuries because of the Black Friday in the United States. It is common for prospective shoppers to camp out on the Thanksgiving holiday to occupy a place in the line and therefore a better chance at getting desired items. This makes a significant safety risk [3].

One of the first companies to fight against Fast fashion and unconscious consuming is Patagonia.Inc. Its slogan is “Buy once. Buy well and mend the clothing for a longer life span.” the American clothing company sells outdoor clothing. The concept of the company is revolutionary and gives hope for ecological forecasts. There are no direct sellers or special sales, Patagonia would rather repair the item you already own than sell you a new one. They do not promote their products. Nevertheless, the word of mouth effect does its job [4].

They had become noticeable in 2016 for pledging to donate 100% of its Black Friday profits, what accounted for more than \$10 million, to environmental groups fighting to protect water, air, and soil natural system. Also, Patagonia is one of the first Certified B Corps, they basically invented the concept of 1% for the Planet, where 1% of gross sales are donated to environmental causes, and they’re famous for using this funding to support small, grassroots nonprofits organizations [5].

The point is next time you are in the store for a piece of clothing, you should take some time to look around and look at a quality before a price tag. Often garments made to last are produced in far higher quality working conditions and wage rates (but this is still something you should look into). Thus, you often pay a little bit more for them, but again, they will be made to last. Moreover, consider local brands. They do not only use less fuel to deliver goods to the nearest selling point, but are famous for self-made and natural materials garments. Overall, we need to care more about the problem, connected with fast fashion and textile pollution not to fall into the fast fashion pit.

Conclusion. Some individuals can’t necessarily afford goods made to last. A socio-economic status plays a large factor on purchasing behavior. As mentioned previously, quality usually correlates to higher price points, and not everyone wants to afford a higher quality. However, those, who are able to pay a little more, should pay a little closer attention to what they are getting next time when shopping.

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HUMOR IN ADVERTISING

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Resume-The impact and understanding of humorous advertising depending on gender, age and life principles of a person. Jokes that are used in advertising, as well as a specific product in the color scheme, selected by the «color product matrix» can significantly affect the increase in profits due to new buyers.

Резюме – Влияние и понимание юмористической рекламы в зависимости от пола, возраста и жизненных принципов человека. Шутки, которые используются в рекламе, а также определённый товар в цветовой гамме, выбранный по «цветовой товарной матрице» может значительно повлиять на увеличение прибыли, из-за новых привлечённых покупателей.