

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.

Introduction. Many advertisements that are placed on television, on the Internet or on the street, include humorous elements. The effectiveness of advertising often increases with the use of humor. It becomes the most pleasant for understanding and viewing, involves the viewer and remains in his memory. But also, humor can reduce the interest of the viewer to the product, which can lead to the ineffectiveness of the advertisement itself. The main goal of the advertiser is not only to attract the attention of the consumer, but also to convey to him the meaning of this message.

Main part. It can be noted that each person learns humor in his own way, this can significantly affect the result of advertising. For example, opinion can be divided between women and men. There are jokes that they understand in their own way, mostly about obscenities and gender inequality. Experts Millward Brown found that in advertising, where parts of the body come off people, the response of the male and female sex is different. For example, men rated the material extraordinary, specific and funny, while women condemned, calling it monstrous, disgusting and outrageous. You can highlight the positive and negative points of humor in advertising. Pluses of advertising with elements of humor: advertising of this type forms a positive view on the product; advertising with humor attracts a wide age contingent; if funny moments are remembered by consumers, then advertising is effective; if the product has a lot of substitutes in the market, then the creation of creative comic advertising will be a chance to stand out; if you know your audience and are confident that it will understand your humor, then you can successfully bring to the market a new product. Cons of advertising with elements of humor: if potential buyers do not understand humor in advertising, then, firstly, it will not work, and, secondly, it may cause negative emotions on the product. As they say, "humor is a delicate matter." Based on this, before you release an advertisement, it is necessary to conduct a study on how the focus group will appreciate the advertising you created. To negative moments were not, there are several rules for humor in advertising. First of all, the shorter the joke, the faster it is remembered, it can be used even in a simple dialogue. The following rule states that if you use vulgar jokes, this advertisement will cause distrust and outrage. And one of the main rules, you should not laugh at the consumer, but with him. As you know, death, disease and religion are taboo topics. A product that is advertised always affects product policy. That idea, which can be used in advertising chocolate, in any case cannot be applied if you advertise tractors. In this regard, in 1994, Weinberger, Campbell and Brodie created a product color matrix. In the matrix, products are divided into groups based on their functional or emotional needs and financial risk. The creators highlighted four groups of products and marked each with their own color (table 1).

Table 1 - Color Product Matrix

Financial Risk	Functional	Emotional
Big and medium	White goods	Red goods
Minor risk	Blue goods	Yellow goods

To the group of white color belong goods that satisfy functional needs, as well as their acquisition may require large material costs. For example, cars, laptops, televisions, etc. The red group of goods is a product for the soul, a fairly high cost. These may include jewelry, branded items, luxury cars, etc. The blue group of goods is the goods that meet the needs of a person, not requiring significant expenses, as in the group of white.

Conclusion. Based on the above, we can conclude that the use of humor in advertising has both negative and positive aspects. You need to fully understand what you are advertising, where you can joke, and where you can not. If you use the appropriate jokes in advertising, you can achieve a significant increase in profits by attracting new consumers. To determine advertising for a particular product, you can use the color product matrix, which is widespread in the world.

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USING METHODS OF INTEGRATED ECONOMIC ANALYSIS AS AN INSTRUMENT FOR INCREASING THE QUALITY OF AUDIT

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Resume - This article is dedicated to investigation of audit process components with aim to analyze capabilities of business review appliance. The result of such appliance is increasing of effectiveness of this procedure for economic entities in conditions of modern economic situation.

Резюме - данная статья посвящена исследованию составляющих частей процесса аудиторской проверки с целью обзора возможностей применения методов анализа хозяйственной деятельности на