

Often, users are wondering where to buy this or that product. Shopping Tags (feature tagging products on Instagram) does a great job of resolving this issue. When clicking on the tag, users have the opportunity to order their favorite product on Instagram. A similar technology allows firms to gather an audience next to the brand and target it with personalized advertising. Wi-Fi radars are located on the brand's sites, which read the MAC addresses of the phones of people within a radius of 40 meters from the radar. Further, using addresses, you can gather in an audience on social networks and target them with advertising [2].

Over the past few years, it has become important for the buyer what they buy and from whom they buy. In companies, it is now common to maintain separate pages of the business owner, founder and director. This approach allows you to increase confidence in the product than in cases where the business is "impersonal." When using this trend, you should follow the framework - to share your thoughts and life. However, they should not be too personal and emotional. The owner of the company and the company itself should have the same values.

Not so long ago, the IGTV platform (Instagram Television) began to work. Which allows people in the media space to record or download videos up to 60 minutes long. Some accounts record video up to 10 minutes, which opens up new perspectives. Beauty brands record materials from fashion shows, workshops, interview famous people about their products, show the life of their brand. All this attracts a new audience.

Online video content is one of the most important channels for social media marketing. In June 2019, beauty-related content generated over 8.5 billion views per month. Most of the beauty content on YouTube is generated through blogs, and not through official brand accounts. Over the same period, about 97.4% of YouTube's beauty brand ads on social media accounted for by independent content creators.

**Conclusion.** In 2020, users will not only be interested in a glossy picture, but a real person and his story will be interested. The beauty industry is changing greatly under the influence of public opinion. The trends now include topics such as: feminism and body positive, the struggle for gender equality and social responsibility. Often, edited brand images evoke negative emotions in the audience. In turn, a live shot and minimal color grading are what will be expected from brands in 2020.

The Internet is by far the most effective tool for promoting cosmetics. The tools of advancement in modern life are completely changing. An advertising campaign on social networks can be cheaper, but the result will be more effective, because bloggers today have more power and influence on people. The emergence of new promotion tools in social networks greatly simplifies the work with existing and potential customers. However, the more social networks themselves develop, the more difficult the beauty brand strategy should become.

#### REFERENCES

1. Научный журнал «Молодой Ученый» [Электронный ресурс]. – Режим доступа: <https://moluch.ru>. – Дата доступа: 27.02.2020.
2. Маркетинг [Электронный ресурс]. – Режим доступа: <https://vc.ru>. – Дата доступа: 27.02.2020.

УДК 339.138

#### GREEN MARKETING IN MODERN BUSINESS

*Е.С. Бондарчук, студентка группы 10507216 ФММП БНТУ,  
научный руководитель – канд. пед. наук, доцент А.И. Сорокина*

*Summary - The article is dedicated to the description of the green marketing and popular eco-trends, the reason for its existence and the impact on the methods of leading business.*

*Резюме - Статья посвящена раскрытию смысла понятия «зеленый маркетинг» и современных эко-трендов, причин их появления и влияния на методы ведения бизнеса.*

**Introduction:** Eco-business is becoming more and more popular today. Environmental friendliness has become a global trend, which motivates people to pay several times more in order to get a product labeled "eco". How can companies use "eco-trends" to get benefits for business?

**Main part:** Generation of Millennials are the first who seriously concern about ecology except of scientists of course. Millennials have become a main target audience for manufactures over the last decade. Today, according to Nielsen research, 81% of people around the world believe that business should take care of the environment [1]. This theme has stopped being just a lesson from school books and has become an important factor influencing the process of decision-making.

Environmental friendliness has quickly become a trend. It can be named as green marketing which involves the process of promoting environmentally friendly and safe products.

This direction has a specific set of tools, including:

- use of rational resources and materials in terms of environmental impact at each stage of the production process;
- economical consumption of energy resources;
- keeping norms and quotas that limit emissions to the environment;
- use of organic materials for packaging goods;

- prevention of anthropogenic impact;
- environmental culture developing within consumers, partners and competing producers.

It is worth noting that the most effective means listed work in the complex.

Analysis of consumer behavior during 2013-2018 showed that "green" products are not only better sold but even the existence of such products has a positive effect on business. Therefore, mark "eco" on package is not often an evidence of company's environmental friendliness as a willing to get higher profit can encourage tricks and unethical business leading from companies [2].

Global brands can exploit the trend to maintain and improve sales. H&M, one of the leaders in fast fashion segment, launched line of clothes Conscious, which was made from organic cotton and recycled materials in 2012, and a textile recycling program in 2013. IKEA began accepting batteries and LED light bulbs in its stores and launched a program in Russia to accept unnecessary textiles. Afterwards it significantly expanded the list of accepted products. General Motors changed the logo color to green to appear more eco-friendly in 2009. Adidas attracts attention to the World's oceans pollution problem by producing sneakers from recycled ocean trash. All these companies want to use "eco-friendly" trends as the mainstream.

Unfortunately, there can be a little real actions behind beautiful eco-campaigns and loud statements. This phenomenon is called "greenwashing" by environmentalists. Despite assurances that brands are ready for eco-friendly changes, they still generate tons of carbon emissions from transporting goods, contaminate soil and rivers with dangerous chemicals and create production in developing countries where workers are not paid a decent salary.

Nevertheless, many companies make attempts to reduce their carbon footprint and establish more environmentally friendly business processes. Among the global companies, Unilever and Apple can be highlighted. Unilever for example made a commitment to reduce environmental impact twice by 2030. Apple factories which assemble devices got a zero Waste to Landfill certificate.

Noticeable results are achieved in energy saving due the use of renewable sources, which have become more affordable. A lot is done in goods packaging, giving up disposable items and ensuring well-being for any vulnerable social groups.

But will the "green" strategies of such influential companies become an example for everyone else? The only thing that can really reduce the amount of damage to the environment is the lowering consumption. The problem is that it contradicts the nature of economic model – endless profit increase [3].

New realities and growing demand from consumers open up additional business opportunities. Implementation of key business processes based not only on reputation will strengthen the business in the long term. More reasonable energy use as well as striving for localization can cut costs and reveal capital for necessary improvements and adaptation to changing living conditions.

**Conclusion:** New products created in balance with the environment will satisfy needs of more demanding customers who think about where, how and from what products are made. The amount of such consumers is still not enough for severe changes but their number is growing giving a chance to change before it's too late.

#### REFERENCES

1. Consumers Say They Want More Sustainable Products. Now They Have the Receipts to Prove It [Electronic resource]. - Mode of access: <https://fortune.com/2019/11/05/sustainability-marketing-consumer-spending/>. – Date of access: 26.02.2020.
2. Экомаркетинг как перспективное направление развития современного бизнеса. Молодой ученый. — [Электронный документ] – Режим доступа: <https://moluch.ru/archive/133/37154/>. - Дата доступа: 14.03.2020.
3. US Businesses Are Benefiting From Ambitious Environmental Goals [Electronic resource]. - Mode of access: <https://www.forbes.com/sites/jamesellsmoor/2019/08/04/us-businesses-are-benefiting-from-ambitious-environmental-goals/#4e8efbbc4e33>. - Date of access: 26.02.2020.

УДК 796.062

#### **SPORTS IN THE REPUBLIC OF BELARUS: MARKETING PROBLEMS AND SOLUTIONS**

***В.А. Бородко**, студент группы 10502118, ФММП БНТУ,  
научный руководитель – старший преподаватель **Г.В. Прибыльская***

*Summary - The article is devoted to inefficient use of budgetary funds in the world of sports. A new effective marketing financing scheme for Belarusian sport has been offered taking into account the existing issues and principles of the two generally accepted financing models: American and European.*

*Резюме - Данная статья посвящена проблеме неэффективного использования бюджетных средств, выделяемых в спортивную сферу. На основании существующих проблем предложена более эффективная маркетинговая схема финансирования белорусского спорта на принципах двух общепринятых существующих моделей: американской и европейской.*