

Conclusion. The creation of conditions for the growth of demand for goods. Employment will increase, and unemployment will fall if commodity markets show greater demand and additional workers will have to be hired to meet it. Thus, the number of jobs will increase.

By the next century, perhaps there will be more unemployment, because in our world everything is becoming more automated. Cars with automatic control appear, robots are created, which will soon be able to replace people at some enterprises, which, in turn, will lead to a reduction in jobs.

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MARKETING TECHNIQUES IN MODERN ADVERTISING

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Summary - In this article, the main task of modern marketing is formulated - the study of consumption motives. The basic marketing techniques for influencing the consumer are studied. The examples of advertising moves of famous world brands are given.

Резюме – В данной работе сформулирована главная задача современного маркетинга – исследование мотивов потребления. Изучены основные маркетинговые приемы воздействия на потребителя. Приведены примеры рекламных ходов известных мировых брендов.

Introduction. Advertising surrounds us from all sides, being a necessary component of effective business. Modern marketing helps to make the brand recognizable and to increase the company's income several times. In the framework of fierce competition, traditional methods may not be enough, so entrepreneurs constantly use various types of advertising and marketing tricks to attract new customers.

Marketers explore not only the peculiarities of the product presentation, but also the target audience and methods of influence on users of the product. The purpose of this work is to study methods of influence on the buyer in the modern marketing.

Main part. It is known that the main task of modern marketing is to study the motives of consumption. The incentive motives of advertising belong to the field of psychology and are a serious object of research. Motive to buy is always an advertising secret. And to find a solution is most often possible strictly experimentally. Well-known global brands are looking for the real cause of consumer demand for their products by trial and error method, so that then with a little advertising trick to increase sales.

The most effective advertising is the one that operates unobtrusively, on a subconscious level. For example, in IKEA furniture stores, curved paths, which have to bypass the room, are designed so that the buyer can view each product from different sides at least three times. Subconsciously, this increases the desire to buy the goods.

Another essential aspect is that advertising always refers to emotional memory. The advantage of manipulative advertising is to evoke a strong emotion that lingers in the memory on an unconscious level for a long time. An excellent example is the Coca-Cola Company, which managed to associate its brand with New Year and Christmas.

So what impact techniques are most effectively used in marketing? First, the effects of numbers. There are many variants: "non-circular numbers"; "pleasing to the eye numbers"; "order effect"; discount amount. If you give the buyer a choice between a deliberately disadvantageous option and a more attractive one, he will choose the latter. This marketing technique is called "bait effect" or "asymmetric superiority effect".

Advertising has one important property: the inadmissibility of response or further discussion. The consumer may absolutely disagree with the context of advertising, but to challenge it can only in his mind (and here the effect of memorization works even more effectively) or in communicating with someone else [1].

Another technique is the color effect. Thus, the green color is perceived as "natural", so it is used in advertising pharmacological drugs, lines of medical cosmetics. Brown color is used in advertising products, the main advantage of which is traditional.

Advertising willingly offers products "with the taste of childhood" - the so-called "game of nostalgia. Such descriptions should take us back to the past, where sugar was sweeter and life was more carefree. In fact, these descriptions say nothing about the product and play on the emotions of the consumer.

Marketing psychologists Burnett and Lansford argue that people almost always feel uncomfortable when they get something for free. Hence the "gratitude effect" in advertising, the success of free samples and tastings in the supermarket. And it should be added that any advertising based on the message "You deserve it" should be attributed to the same exploitation of a guilt.

Such well-known marketing moves as "attractive effect", "imitation effect" are built on the use of famous people. In an advertisement for toothpaste, an actor in a white coat declares that the toothpaste is recommended by all dentists. And it seems to the buyer that if he buys the proposed product, it is guaranteed to have the perfect smile.

We appreciate more what is unavailable to us. That is why marketers are doing the right thing by inserting phrases like "the offer is only valid until..." or "stock is limited" in advertising texts. In this case, the "deficit effect" is triggered.

Conclusion. Thus, having studied the motives of consumption it is possible to make a conclusion that the main task of manipulative advertising is to cause an extremely strong emotion, which is firmly stuck in the memory at the unconscious level [2]. And the more often a person experiences it, the stronger is the reaction. Recently, a number of directions in advertising activity have been distinguished, and the most famous of which are strategies of branding and product placement.

However, using a variety of marketing techniques, to predict the success of the impact of a particular advertising on the buyer is difficult, because all people are individual in the perception of information and behave differently. The same need can be met in different ways, just as the same product must meet different needs of different people. Therefore, as soon as the consumer realizes that the product or service being displayed is exactly what he or she needs, he or she makes a decision, which is followed by action.

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ATL, BTL, TTL MARKETING

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Summary – The traditional separation of ATL and BTL advertising has been used for years. However, this established unit lost its original meaning a bit due to changes in the markets and the development of new technologies. Over the years, new brand communication strategies with customers have appeared in ATL and BTL. In this regard, difficulties arise in the classification of new methods of communication with consumers. Modern marketing trends indicate the need for more accurate audience reach. Thus, it is worth exploring the current meaning and relevance of the terms ATL, BTL and TTL [1].

Резюме – Традиционное разделение передачи рекламного сообщения на ATL и BTL использовалось годами. Однако это установившееся подразделение немного утратило свой первоначальный смысл в связи с изменениями на рынках и развитием новых технологий. На протяжении многих лет в ATL и BTL появлялись новые стратегии коммуникации бренда с клиентами. В связи с этим возникают трудности при классификации новых методов общения с потребителями. Современные маркетинговые тенденции указывают на необходимость все более точного охвата аудитории. Таким образом, стоит изучить современное значение и актуальность терминов ATL, BTL и TTL [1].

Introduction. Bearing in mind that competition in the market is growing rapidly, it is crucial to approach the organization of marketing activities seriously. The main purpose of advertising is to influence a potential buyer. Based on specific goals, you can understand what kind of task should be paid more attention to. The main mistake made by many companies is that their advertising only alerts you to a commodity and service. This can not contribute to successful sales due to the fact that the tasks of marketing activities are much wider. It is important to create positive emotions with a potential consumer, create a solid foundation for brand commitment, and increase the loyalty system.

Currently, standard advertising is fading into the background, it is being replaced by creative advertising. It promotes brand awareness and draws attention to a product or service. However, it will not be appropriate for every company, sometimes the laconic presentation of information is a more advantageous way to attract customers.

Good advertising is brief and easy to understand, clearly indicates what kind of problem a consumer can solve with this product. It is also worth noting that it is important to arouse positive emotions in the audience.