traditional channels of information dissemination. To date, universities carry out all kinds of events as advertising: open days, demonstrations of their achievements, exhibitions, etc.; use new advertising media. The most actively developing educational advertising on the Internet.

There are two main directions through which advertising activities are implemented in educational institutions:
- advertising is designed to form and maintain the image of a higher educational institution;
- advertising promotes the dissemination of information about the university's specialties, existing educational programs, etc. [2].

For a higher educational institution, it is no less important to strengthen its image in the public consciousness than to convey information to consumers about its educational activities. For this reason, the peculiarity of advertising activity in the education system is its relationship with PR technologies. The image of the an educational institution is formed by holding scientific conferences, seminars, attracting students to participate in creative competitions and sports competitions, exhibitions, etc.

When analysing the modern communication space, we can draw certain conclusions: direct advertising is receiving less attention because it has a negative impact on consumers' desires and choices; technologies of indirect advertising and information influence on the consumer are more preferred. This is due to the fact that consumers of educational services rarely succumb to the influence of assertive, direct advertising. Direct advertising will be effective when the buyer of educational services (entrant) wants to make sure that the decision is right. It is formed from the first impression of the student to the assimilation of the opinions of others.

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WHAT ENCOURAGES A PERSON TO MAKE PURCHASES ONLINE?

Nowadays it is very popular to buy goods on the Internet. So can we say that people are ready to completely refuse to buy products and various goods offline? And what

motivates people when they return to the site and click the "add to cart" button? These are the questions that are addressed in this paper.

A survey was conducted among BSEU students to find out how they feel about shopping online. The data received shows that 80% of the students have a positive attitude towards online shopping and the other 20% of people have the same attitude towards both online shopping and shopping in a regular shop.

In most cases, a person is motivated to buy something on the internet by a number of factors. Firstly, it is convenient, now that home delivery is available.

Secondly, it is cheaper. Yes, this is not always the case, but this factor is related to a certain criterion of the goods, and if there is a home delivery service, the buyer does not spend money on ancillary goods: fuel in the car to get to the store.

Thirdly, the uniqueness of the product. For example, if you order a dress for an evening event from an online shop, the likelihood of seeing it on another girl is very small.

Fourthly, buying online is a good way for the buyer to avoid pressure by communicating directly with the seller face to face.

But many people still prefer to shop offline. So why can't they just skip the real thing and replace it with a virtual one?

First of all, there are advantages and tricks that sellers use to get people to buy their products. Offline supermarkets install special aroma systems. Customers can smell the smell of freshly baked goods on the grill. Smells work on the subconscious, triggering memories and increasing the consumer's appetite. Online 'chips' have also been invented to stimulate the buyer to make a positive purchase decision. The main influencing factors can also be divided into four groups:

1) social factors;
2) personal factors
3) psychological factors;
4) cultural factors [1].

Everyone is surrounded by society and is completely dependent on it. Therefore, after seeing another blouse on some popular star, a person, as a fan of his work, wants to buy the same one.

Personal factors are our weight, height, gender, preferences, etc. If a consumer likes to drive a car, he will not refuse to buy new upholstery for his car.

Psychological factors are exactly what Maslow was talking about, needs. Everyone wants to eat, so they buy food accordingly. But there are also motives for buying this or that product.

The evolution of online shopping has made shoppers smarter and more observant – 76% of customers use smartphones while shopping, and half of them use their devices to find out about the product, compare prices and discounts, and read product reviews. Before making a big-ticket purchase online, 62% of people first check out what is on offer in-store, and 9 out of 10 watch a video review of the product they are interested in.

When it comes to smartphones, 54% of online buyers own advanced mobile devices and use them most often to research these products [2].

Consumers are not ready to give up offline shopping, as online shops are not yet fully established; for example, people are sometimes afraid to buy electronics over the

internet. In addition, there are cases where goods of inferior quality arrive, or simply do not arrive at all, and the quantity has been paid for in full. There is also a lot of online fraud, which is a bad thing when buying certain goods online. There are also people who cannot afford to buy online - older people who do not know how to use smartphones and are afraid of online fraud.

Therefore, in conclusion, it ahold card that the consumer will not be able to completely refuse to buy in the real world, since there are certain factors that move a person when buying a product, and the old generation who are adherents of the old school and will prefer to go to the store more often than buying online. Also, when shopping online, buyers should be wary of leaving their personal information on the websites of online stores.

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HIDDEN MARKETING: MESSAGES THAT ONLY THE MIND HEARS

The time has changed! The advertising has become so professional and subconscious that you sometimes don't even know what made you interested in that brand, or why you bought it. Today, we want to go into the most mysterious and secretive type of marketing called "hidden marketing".

Most advertising techniques are straightforward, meaning you are shown the ad and you watch it with full awareness. Now it doesn't matter whether you buy it or not, marketing is done. But sometimes the story does not happen so clearly.

In hidden brand marketing, the message of the brand is sent to your subconscious without knowing the message at all or realizing it as an ad. These hidden messages reject the boundaries of human consciousness and affect their behavior. These are all happening with a piece of quiet music playing in the background or a gentle scent or even the behavior of the people around us. So subtle and unexpected! For example, sometimes you may ask yourself after shopping: "Why did I buy that product?" We always find a reasonable answer to this question, but this is not always the main one!