

MARKETING COMMUNICATION AS A KEY TO SUCCESS FOR MODERN BUSINESS

Nowadays, when advertising is moving up the level of development, the human mind perceives more and more information, which is not always useful. As a result, this problem is considered to be relevant, and the topic is interesting for study.

Objective: to study the effect of advertising on consumer preferences.

Marketing communications include advertising, promotions, sales, branding and online promotion. Marketing tools include advertising, direct marketing, branding, PR, publicity, loyalty programs, sales presentations, packaging, souvenirs with company logo as a gift, a license to use company symbols, and after-sales service [1].

Product advertising can be direct and indirect, primary and selective, commercial or non-profit. Corporate advertising is built in such a way as to create a positive attitude towards the seller himself. Its purpose is obvious – to sell a specific product, to turn attention to it from a similar product of competitors. Therefore, modern business marketing function must comply with the concept of product development. Too late attention to the brand value is not able to ensure its maximum profitability. Advertising is distinguished: by place and method of placement, depending on the purpose of the advertisement, by scale and object of impact. Promotion of advertising in business is diverse. The most expensive is advertising on TV and radio. For small and medium-sized businesses, outdoor advertising, handing out flyers, and a running line will be more profitable. Universal advertising, developing at a rapid pace – this is Internet advertising. Advertising is present in vehicles, in catalogs and directories. Very successful advertising can be a slogan [2].

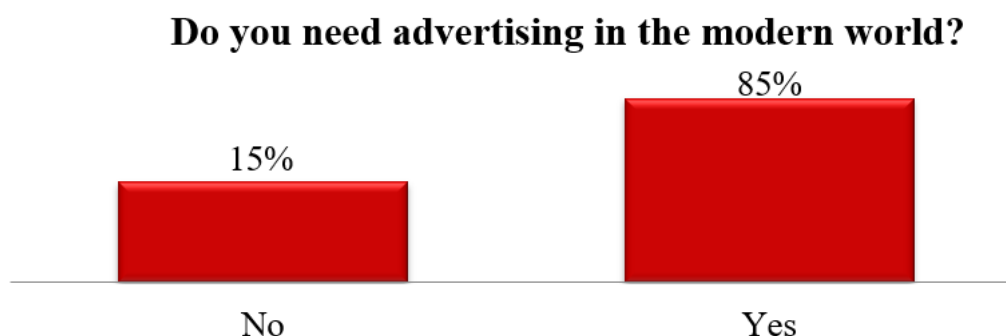
In order to identify whether advertising affects the purchase of consumer goods, I conducted a survey among people of different ages.

According to the results of the survey, it was found that:

1. Advertising does not always affect the choice of consumer goods. The conclusion is made on the basis of answers to the question: “Does advertising influence your choice of product?” 125 people of various ages answered this question.



2. In the modern world, advertising is needed. The conclusion is made on the basis of answers to the question: “Do I need advertising in the modern world?” 130 people of various ages answered this question.



Thus, the general conclusion follows that the role of advertising in modern society is quite high. Without advertising, quality promotion of goods is impossible, advertising is able to establish stereotypes that affect people's thinking and behavior. From this simple truth you and I will not go anywhere. No ads – no customers.

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FEATURES OF ONLINE ADVERTISING

Today, advertising is an important part of our lives. Advertising surrounds us wherever we are and whatever we do. There are many ways to distribute advertising, namely: using leaflets, stands, TV and radio videos, posters, and so on, but it is worth highlighting one of the newest ways – to distribute advertising on the Internet.

Technologies are developing, and ways to distribute advertising are also developing. Advertising has reached a new level. Most entrepreneurs are interested in creating their own websites to distribute their products on the Internet. This can be a business card site or a store site, and so on.