

second-hand, vous pouvez mettre en vente des choses inutiles, des vêtements ou même des meubles.

Cet article répertorie les principales façons de gagner de l'argent sur Instagram et sur Internet, mais vous pouvez gagner par d'autres méthodes – tout dépend de votre désir de faire d'un réseau social votre principale source de revenus.

УДК 811.111 – 26

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IMPACT OF A BRAND ON CONSUMER DECISION-MAKING PROCESS

A brand is the identity that your company, product, or service has over time. It incorporates both the visual and communicated aspects as defined by the enterprise, as well as the perceived identity from others outside the company. The visual aspects include logos, graphics, colors, sounds, and video. The communicated aspects include emotion, culture, personality, experience, and conscience of the corporation and the people within it [1].

A brand can be an everlasting and lucrative asset as long as it is maintained in a goodmanner that can continue satisfying consumer's needs. Although successful brands can be totally different in nature, they share something in common, for instances well-priced products and consistent quality.

There are four elements for building a successful brand, namely tangible product, basic brand, augmented brand and potential brand. Tangible product refers to the commodity, which meets the basic needs of the customers. Basic brand, on the other hand, considers the packaging of the tangible product as to attract attention from the potential customers. The brand can be further augmented with theprovision of credibility, effective aftersales services and the like. Finally, and mostimportantly, a potential brand is established through engendering customer preferenceand loyalty. By doing so, the image of the brand could be well instilled in the customers.

Here are some key statistics on the influence of brand on consumer purchase decisions:

- Advocacy – 38% of people recommend a brand they like or follow on social media;

- Brand – 21% of consumers say they purchased a new product because it was from a brand they like;

- Conversions – 38% of moms are more likely to buy products from brands that other women Like on Facebook;
- Email Marketing – 64% of respondents will open an email if they trust the brand;
- Search – 16% increase in brand recall when a recognized brand appeared in search results;
- Social Media – 77% of brand conversations on social media are people looking for advice, information, or help;
- Word of Mouth – brands that inspire higher emotional intensity receive 3 times the word-of-mouth marketing [2].

With brand holding so much weight over the purchase decision, a key takeaway for any organization is that the perception of your company has incredible influence. That means that even the most impactful marketing strategy deployed across all channels will be derailed by terrible customer service or an incident that tarnishes the perception of the organization.

Since market conditions are constantly changing, the new role of brand management as an integral part of holistic marketing is more important than it ever was. According to the situation on current retail market, it is very important that enterprises manage their brands so they can flexibly fulfill desires and wishes of their customers. In order to create a competitive brand, they need to pay attention to their customers constantly. In current retail environment, consumers are overwhelmed with plenty of brands and products. Primarily, consumers are influenced by their individual attitudes, professed values but also by the environment in which they spend their lives. In my opinion, brand is a factor that has got an impact on consumer purchase preferences and therefore we decided to investigate the impact of brand on consumer behavior in connection with the age category of consumers. The category of age is a demographic factor, which influences consumer purchase decision in choosing a certain brand.

We assume that young people are easily influenced by brand image in contrast with older people. According to Richardson, Jain and Dick (1996), the older the person the more purchasing experience they have than the younger one. Older people consider diversified option through the experience they have developed. While younger ones with less experience rely on brand and price.

In order to investigate the influence of the brand, scientists analyzed three questions. The first question was: “Does the brand affect people’s choice by purchasing a product or a service?”

It is clear that more than a half the amount of respondents answered that they choose a product or a service by a brand. Less than a half the

amount of respondents chose the answer “no” – they do not purchase products or services by a brand. Respondents’ majority answers confirmed the premise that the brand itself is important influencer by purchasing a product or a service. Most of respondents who answered that the brand affected their choice by purchasing a product or a service were from the age group 31 – 40. With 52 % of answers resulting from respondents' opinions to the above question was confirmed our working version of the premise, because more than 50 % of the survey participants chose the products and services by a particular brand.

Hypothesis 1: There is a relation between the age group and decision to purchase products by a brand.

Brand is an important factor in choosing a product or service within the consumer's decision-making process of the purchase and there is a relation between the age group and decision to purchase products by a brand. The focus of the survey was also placed on consumer attitudes to domestic and foreign brands.

The second question of the survey was: “Do you prefer rather domestic or foreign brands when purchasing a product or a service?” The question was answered by respondents who answered the first question with option “yes” – brand affects customer’s choice by purchasing a product or a service.

Hypothesis 2: There is a relation between the age group and decision to purchase products by origin of a brand.

The older the respondent was, the more was preferred purchasing of domestic brands. More than half the amount of respondents prefers rather domestic brands than foreign ones. As reasons were mentioned: higher quality of products, national pride, support of domestic producers. Such a behavior is related to the age groups 31 – 40 and 41 – 50 [3].

In conclusion we have to stress the fact that brand is the factor, which has an impact on consumer purchase decision-making process. Brands provide information about products and create associations that affect the mind of the consumer in purchase process. Very important category of consumer behavior research is brand awareness. Suitable forms of marketing activities as a whole can create a positive brand associations and start a purchase action of positively seen brands. Brand represents a certain value in the mind of consumer. Without the psychological linkage would be a product or a service indistinguishable from each other.

Due to the current global conditions, the marketplace is becoming a place of a super-saturation of products resulting in brand loyalty disappearance. These conditions can be avoided when companies create loyalty rela-

tionships with their customers. Therefore, it is necessary that the value proposition of the offered brands meet consumers' values and desires.

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УДК 655.262.2.026.11

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GESCHICHTE DER EINBANDGESTALTUNG

Einbände lassen sich nur schwer systematisieren, da viele Bezeichnungen aus alten handwerklichen Traditionen entstanden sind und dementsprechend keiner konsequenten Logik unterliegen. Einige Einbandarten sind immer noch der Einzelfertigung vorbehalten, während auf der anderen Seite die industrielle Buchbinderei beim Verlagseinband Methoden hervorgebracht hat, die sich nicht oder nur bedingt in den handwerklichen Bereich übertragen lassen. Grob lassen sich zwei Kennzeichnungsgruppen unterscheiden: Klassifizierung hinsichtlich des verwendeten Bezugstoffes und hinsichtlich der Herstellungstechnik.

In den ersten Jahrzehnten des 16. Jahrhunderts begannen langsam ikonographische Elemente der Renaissance in die deutschen Motivschätze einzudringen. Figürliche Motive wie biblische Gestalten und Themen, aber auch Porträts und Wappen prägten nun die Plattenschnitte. Ein Bezug zum Inhalt des Buches war dabei relativ selten. Langsam begann man Gold- und Blinddruck parallel zu verwenden. Ab der Mitte des 16. Jahrhunderts etablierten sich dann auch ornamentale Renaissance motive in Deutschland. Besonders südliche Städte wie Augsburg und München ließen sich von den italienischen und französischen Vorbildern beeinflussen.

Der dreißigjährige Krieg legte sämtliches Kulturschaffen für lange Zeit lahm. Man war gezwungen, die Kosten zu senken, anspruchsvolle Einbandkunst war nicht gefragt. Auch im Anschluss fehlten die Vorausset-