

– “How often do you feel the need to purchase a product/service used by your favourite bloggers or other celebrities?” — 18.6 %;

– “How often do you feel the need to purchase a product/service because you see that your friends or acquaintances have purchased or are using it?” — 37 %.

Thus, it can be said that people are influenced by FOMO effect strategies even if they think they are not.

In the opinion of the respondents, the most influential advertising techniques or offers that motivate people to make a purchase or use a service were considered to be:

“Discount on the product/service” — 80 %;

“Use of the product/service by friends or acquaintances” — 63.5 %;

“Limited quantity of the product/service” — 36.5 %.

Besides, if taking in consideration all of the types of influence on the consumer behavior through the FOMO effect, it should be said that the survey revealed that the participants indeed do find “discounts” and “the usage of certain products by friends” more influencing than other types (see figure 1 and figure 2).

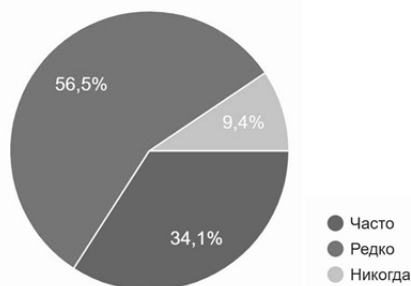


Figure 1 — How often do you feel the need to purchase a product/service if it is discounted?

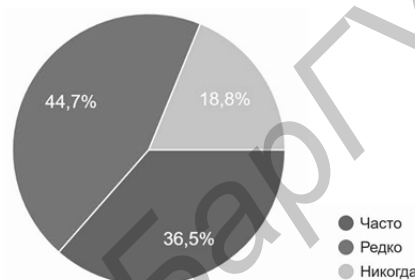


Figure 2 — How often do you feel the need to purchase a product/service because you see that your friends or acquaintances have purchased or are using it?

Furthermore, almost half of the participants — 47.1 % — never feel the need to purchase any product or service if it is only available to certain special customers, which makes this type of influence on consumer behaviour through FOMO the least effective.

Conclusion. The FOMO effect can be a powerful marketing tool, but it also can lead to impulsive purchases that the customer may not need or want. This can cause financial strain and can lead to feelings of regret. Some types of influence on consumer behavior through the FOMO effect came out to be not entirely effective, but nevertheless they do work. Which leads us to the statement that it is generally true that all the types listed below work - some more, some less. Thus, consequently, the FOMO effect is a beneficial marketing strategy that can be used for businesses to influence consumer behaviour, and to use it or not to - is a decision solely of an organisation. Furthermore, it must be acknowledged that it matters whether the customer is aware or not of what FOMO practices are — almost all (70.5 %) of the survey participants, who were aware of what FOMO in marketing is, do not feel omission if they do not possess goods that others do possess, and overall they all rarely feel influenced by any type of the usage of such marketing strategies.

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EDUCATION AND HEALTH CARE AS KEY COMPONENTS OF THE SOCIAL SPHERE IN MODERN CONDITIONS

Introduction. The social sphere of society is a large-scale system created to meet people's needs for communication and association. It plays a key role in states with socially oriented economies, especially those that seek to address pressing societal problems and provide social services to the population.

The social sphere encompasses a wide range of institutions and organizations, including educational and training institutions, health care institutions, sports organizations, social welfare organizations, utilities, transportation and communications.

Within the social sphere it is possible to distinguish separate constituent parts, such as production and social infrastructure, urban, rural and intermediate forms of settlement, health care, education, science, culture, leisure and entertainment, socio-ethnic environment, domestic services [1].

In each of these spheres the tasks of creating favorable living and working conditions, providing assistance, support and protection of individuals and population groups related to this sphere are solved. Further special attention is paid to the spheres of education and health care.

Main part. In today's society, social and political conditions are becoming more challenging, requiring people to actively participate in public life and adapt to cultural, ethnic and linguistic diversity. Education, in a broad sense, plays a crucial role in preparing individuals for these challenges. As a social phenomenon, education has a high social value. It influences the intellectual, moral, spiritual, cultural and economic potential of society. In other words, social education should focus not only on training socially mature citizens who can effectively serve society, but also on training social workers who will help protect and support vulnerable groups.

The final indicator of social education is “social capital” — a set of values, traditions, social experience, norms and patterns of behavior. Social education contributes to the advancement of the individual by levels: literacy, education, professional competence, culture, mentality.

The Belarusian education system emphasizes both learning and upbringing. The educational process is aimed at instilling respect for the history, culture, traditions and customs of Belarus. Nevertheless, the role of education in human life is not fully disclosed. As a rule, the process of education ends with higher education. It is important to realize that in modern conditions, quality education is a lifelong product. Continuous learning, accumulation of professional skills and additional education contribute to career growth and economic opportunities.

The multifaceted development of personality, formation of a specialist-professional is impossible without accessible high-tech medicine, developing the use of preventive measures in health care. Health care is a complex system designed to maintain and improve people's health. It includes a wide range of medical, administrative and social elements that work together to provide access to quality and effective health services [2].

Social policy and health care form an interrelated tandem, working to preserve and improve the health of the population. Their interaction is manifested in various aspects:

Equal access to health care: social policy focuses on creating conditions under which all citizens have equal opportunities to receive quality and affordable health care. This is achieved through health insurance programs, subsidies and other support measures.

Disease prevention and prophylaxis: the state develops and implements programs to promote healthy lifestyles, organize mass preventive measures to prevent common diseases, vaccination and control epidemics.

Social support and protection: the state provides financial assistance and benefits to poor citizens so that they can pay for medical services. There are also social rehabilitation programs, including medical care and rehabilitation, for people with disabilities.

Regulation and supervision: the state establishes the legal framework and rules for the operation of health care facilities, monitors the quality of health care services, and enforces ethical and professional standards in the health care industry.

Thus, the state plays an active role in the implementation of social initiatives and measures aimed at improving the health care system and ensuring universal access to health care.

To summarize, let's look at what education and health have in common and the ways in which they interact:

Education for health: education plays an important role in promoting healthy habits and lifestyles. Through curriculum and extracurricular activities, schools and universities can inform students about topics such as nutrition, exercise, mental health, and disease prevention. The knowledge gained helps people make informed decisions about their health and well-being.

Health for Education: on the other hand, health supports education by ensuring that students and pupils are physically and mentally well. School nurses, physicians, and other health professionals can identify and treat illnesses, provide preventive services, and promote a healthy and supportive learning environment.

Integrated programs: integrating education and health can lead to more effective outcomes. For example, school nutrition programs that provide healthy and affordable foods help improve students' health and ability to learn. In addition, school-based mental health programs can assist students with mental health issues, which has a positive impact on their attendance and academic performance.

Health workforce training: education plays a critical role in training qualified health professionals. Medical schools, universities and research institutions train the doctors, nurses and other health professionals needed to provide quality health services to the population.

Research and innovation: educational and health care institutions often collaborate on research and development. Education researchers study the impact of different instructional approaches on student health and well-being, while health researchers study the impact of education on population health. These collaborative efforts lead to new knowledge and innovations that improve both education and health.

The relationship between education and health is critical to creating a healthy and educated society. Investing in these areas and promoting their integration will bring multiple benefits to individuals, communities and society as a whole.

Conclusion. The spheres of education and health care are closely interrelated and complement each other, ensuring the well-being and progress of society.

In today's context of global challenges, problems and rapid change, education and health are of particular importance. Education provides people with the knowledge, skills and competencies they need to adapt to a rapidly changing world, as well as to realize their potential and contribute to the development of society. Health care, in turn, ensures the preservation and promotion of public health, which is the basis for an active and productive life.

To achieve sustainable development goals and improve the well-being of society, investment in education and health must be prioritized. Investments in education increase productivity, reduce inequality and strengthen social inclusion. Investments in health lead to better health, longer life expectancy and lower treatment costs.

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WHAT IS BEHIND THE ECO-ADVOCACY?

Introduction. There is hardly a person among you who is against the preservation of forests, clean oceans and the atmosphere. Moreover, there are more and more people who are "in favour" of ecology. They walk with canvas bags instead of bags, don't use disposable tableware and sort their rubbish. All in all, the eco-activism of a healthy person.

But there are other guys who take it rather radically. They pour paint on a Klimt painting, glue themselves to a Munch painting and dirty the glass pyramid of the Louvre. In the name of ecology, of course.

Main part. How are these plays going to save the world?

They don't. But the louder the occasion, the wider the audience will hear about the movement or organisation. This is the so-called Just Stop Oil environmental movement. This movement was founded by British activists in mid-February 2022. In addition to interacting with artworks, members of the movement also carry out other actions.

For example:

- bursting onto the red carpet at the BAFTA Awards;
- running onto football pitches during matches and tying themselves to the goalposts;
- entering a Formula 1 race track during the British Grand Prix;
- breaking down petrol stations or blocking access to them;
- block roads and bridges;
- paint Aston Martin showrooms and the fashionable Harrods shop orange.

The aim of Just Stop Oil is to force the UK government to stop granting licences to develop and produce fossil fuels - primarily oil and petrol.

Some people will twiddle their thumbs when they hear the news, some will ignore it, and some will want to join in. The Just Stop Oil campaign is an example of emphasising an issue within the 'economics of influence'. This is the theory that in today's world, media, businesses, governments and other social actors are trying to get the most scarce resource of all - the attention of consumers. Every day there is more and more information, while the amount of time for its perception does not increase. Accordingly, it is necessary to "capture" as many people as possible. Epathetic actions are suitable for this, as ordinary protests receive much less attention. In an interview with Sky News, Just Stop Oil spokeswoman Emma Brown said that protests solely against energy companies don't work: "For decades, activists around the world have been organising actions against oil and gas companies. It gets overlooked by the media and the public. Now we are disturbing the public peace in the capital. It works because it puts direct pressure on the police and then on the government."

Have such actions only started to be organised in recent years?

For example, Frederik Hauge, founder of the environmental organisation Bellona, climbed into the office of the Minister of the Environment with other activists in 1987. The environmentalists brought with them dead fish and crabs killed by the dumping of dredged rocks from the Titania mining company into the fjords. They chained themselves to chairs and tables in the office, wore ties to show seriousness of purpose, and brought coffee to drink with the environment minister. All afternoon, evening and all night they spent in the cabinet with the press. Only in the morning did the police respectfully escort the activists out of the office. Under the leadership of Environment Minister Sissel Ronbeck, substantial sums were allocated to find out where the environmental "bombshells" were ticking. Companies were fined and given clear instructions to clean up their waste.