

М. Rovnejko
М.А. Ровнейко
БрГТУ (Брест)

Научный руководитель Г.Г. Бережная

PSYCHOLOGY AS THE BASIS OF SENSORY MARKETING – A MODERN TREND IN THE WORLD ECONOMY

Психология как основа сенсорного маркетинга – современный тренд мировой экономики

The purpose of the study is to consider the application of experimental psychology developments in sensory marketing.

Research results: the connection between experimental psychology and sensory marketing was analyzed; the experiments of Ch. Spence, conducted for large companies, were considered; The research of A. Hirsch, which influenced aroma marketing, was studied.

Using the methods of experimental psychology, it is possible to determine the feasibility of innovations in sensory marketing – a direction of marketing based on influencing consumer behavior by influencing the channels of his sensory perception.

A prominent representative of experimental psychology, whose developments have found application in sensory marketing, is Ch. Spence, Professor at Oxford University. Investigating the peculiarities of the taste sensory perception of consumers, he conducted a number of psychological experiments that made it possible to connect taste buds with auditory, visual, and tactile sensory. The results of his research forced marketers to take a fresh look at the sensory side of branding and see in it great potential for business effectiveness.

The experiments of Ch. Spence are of interest to many large companies from a wide variety of industries, which is confirmed by the fact that many of his experiments found financial support from them. For example, for Unilever, he conducted an experiment to determine the degree of consumer satisfaction with the Ax aerosol deodorant based on such criteria as the power and tonality of the sound of its spray nozzle – as a result, the brand improved the technical characteristics of the Ax aerosol deodorant spray head, which increased consumer loyalty.

Another example of successful cooperation between Ch. Spence and a world-famous brand: at the request of Crown Holdings, he conducted an experiment to determine which sound when opening an energy drink would most effectively convey the strength, power, and energy of the drink to the consumer through the auditory canal of sensory perception.

For the Pringles company, Ch. Spence conducted an experiment to determine that the tonality and loudness of the crunch of chips affects the consumer's description of the taste characteristics of potato chips.

Another authoritative representative of experimental psychology is A. Hirsch, psychologist, doctor of medical sciences from Chicago. He conducted a large number of psychological experiments, which allowed him to identify the influence of odors on consumer behavior, which became the basis for the development of aroma strategies for manipulating the consciousness of the target audience. In his research, he is focused on the commercial component – helping companies achieve growth in product sales by influencing the olfactory channel of the consumer's sensory perception. In particular, he developed an aromatic essence, when sprayed in a car dealership, the buyer is more willing to agree to the seller's terms. One of the most resonant experiments of A. Hirsch is the aromatization of the gaming floor in a casino, which increased income in one evening by 45%. Nowadays, many Western retail outlets, salons, banks, cinemas use his developments for commercial purposes – fragrances increase loyalty of the target audience and help increase profits.

In conclusion, it should be noted that modern foreign reputable business companies saw the effectiveness of the developments of experimental psychology and began to actively use them. Moreover, these methods are not usually advertised, since traditionally the attitude towards the manipulation of consciousness has a negative assessment. However, this did not prevent the developments from being widely used in the commercial environment and effectively working for the economic benefit of companies.

T. Ruskevich

Т.В. Русакевич

БГЭУ (Минск)

Научный руководитель Н.Ф. Горбач

THE IMPACT OF DIGITALIZATION ON THE COUNTRY'S ECONOMY

Воздействие цифровизации на экономику страны

Nowadays, digitalization has become an integral part of modern society. Technological progress and the introduction of digital technologies lead to serious changes in the range of interactions that unite companies, consumers and the state. This report will consider the main theses related to the impact of digitalization on the country's economy. Nowadays, digitalization has become an integral part of modern society. Technological progress and the introduction of digital technologies lead to serious changes in the range of interactions that unite companies, consumers and the state. This report will consider the main theses related to the impact of digitalization on the country's economy.