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Maria Matskevich, Ksenia Khramtsova
Science tutor *O. Kornyushchenko*
BSEU (Minsk)

AUGMENTED REALITY MARKETING

AR technology is at the peak of popularity today, especially after a surge of interest during the pandemic. According to Snap and Deloitte, people have started to rate AR technology higher. Improved smartphones and the technology itself allow for quality user experiences in augmented reality.

In the course of our work, we should understand the concept of augmented reality, where it is used, especially in marketing, what bright examples there are and whether it is worth developing such a company in our country.

Augmented reality (AR) is the integration of digital information with the user's environment in real time. But AR should not be confused with VR. When we talk about the difference between AR and VR, it is important to understand that AR uses the real world and adds virtual elements to it, while VR immerses us completely in the virtual world, separating us from the environment.

Augmented reality is available in a variety of formats, including smartphones, glasses and headsets. AR contact lenses are also in development. But the easiest thing to do is point your phone's camera and get the results you want.

Today, AR is helping to achieve goals in different areas of business. The application of this technology can be found: in the entertainment industry; in education; in industry; in medicine; in marketing, etc.

But we are interested in the issue of augmented reality in marketing. IKEA brand offered a unique application IKEA Place for Apple and Android devices, which with the help of augmented reality allows to visualise furniture from the catalogue directly in the interior of a flat, a house or an office. This allows users to easily "try on" furniture before buying and facilitates the process of selecting and organising space. In addition, the IKEA furniture assembly app, created by designer Adam Picard, uses augmented reality to show assembly instructions, making the process more understandable and saving consumers time. The successful launch of the IKEA Place app has resulted in the app topping the app shops and a dramatic increase in sales for IKEA. The app has become one of the most popular augmented reality services on the market, capturing customers' attention and helping them buy furniture online. During the pandemic, the app became particularly in

demand as people were unable to visit shops. This allowed IKEA to stand out from its competitors and attract new customers.

For its part, the mobile app from well-known cosmetics brand Sephora is amazing in its AR shopping capabilities. It not only offers various features, including mobile shopping, but also introduces the Visual Artist tool based on augmented reality technology. This tool allows users to apply virtual make-up on their face in real time, opening up new possibilities for image experimentation and cosmetics selection. The app has become very popular on the App Store and Google Play, becoming one of the first known augmented reality make-up services. This led to increased brand awareness and user loyalty. People actively used the app to enhance their photos on social media, which caught the attention of bloggers and created a lot of interest in the service.

An extremely unusual activation at the intersection of offline and online experiences was launched by Amazon. The brand has opened experimental hair salons. On iPads installed at each chair, the consumer could "try on" in virtual reality a hairstyle or make-up before asking the master to translate it into reality. In addition, the salon sells a large number of products, which you can get detailed information about by pointing your smartphone camera. As a result of this innovative project, which has been widely reported in the news, users have commented favourably on the user experience provided by Amazon. This approach allowed the company to showcase its technological creativity and gain customer kudos for its unique combination of offline and online technology in the context of hairdressing services.

AR can be used by our brands as well, as it will increase sales, but to do this you need to release an app, promote it and all this of course costs. On the example of cosmetics Belita Vitex or Lux Visage could do this. But what about a confectionery factory like Kommunarka?

"Kommunarka" can successfully use augmented reality (AR) technology in the following areas: interactive packaging, branded filters for social networks, virtual tastings.

A striking example of AR use in Belarus is the presentation of the Opening Ceremony AR Minsk 2019 augmented reality mobile app for the Opening Ceremony of the Second European Games. This app used a camera to find out the location of a spectator on the podium and showed augmented reality elements as it would be seen from this place. As part of the same event, an augmented reality application called "AR Games" was developed and launched. It allowed users to "animate" various objects related to the European Games, such as medals, logos and mascots.The app also offered users the opportunity to take part in various games and competitions related to the European Games. For example, users could "shoot" a virtual bow or "throw" a virtual disc.

In general, we can say that the introduction of AR represents a significant prospect for various fields of activity. It is a new ground for the development of new ideas and technological solutions. It stimulates innovation in application development, which can lead to new jobs, economic growth and make life much easier for consumers.

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Sofiya Mironova, Yana Shinkaryova
Science tutor *L. Bedritskaya*
BSEU (Minsk)

CONSUMER PSYCHOLOGY

The purpose of our paper is to study consumer psychology and explain main factors that affect consumer behavior.

There are many psychological factors that influence psychological choice. A person strives to satisfy his/her physiological, social, emotional and self-fulfilling needs through the purchase of goods and services. The motives of consumers may be related to self-affirmation, pleasure, improvement of status or social belonging. Emotions such as joy, fear, excitement, or satisfaction can have a strong influence on consumer choices and preferences [1].

Social, cultural, personal and psychological factors are the main factors of influence.

The main elements included in social factors are reference groups, status and role, and family culture [2]. Social factors can vary across different segments, regions, and contexts, and can change over time. The importance of group influence varies across products and brands. It tends to be strongest when the product is visible to others whom the buyer respects [3].

Culture is simply what comes most naturally to a person – what fits within their values and belief systems, and what they see others around them doing. Culture influences what feels right, normal and desirable. People belonging to the same social stratum have similar values, lifestyles, interests. In addition, each family develops a certain decision-making model [4].

The behavior of consumers is also influenced by personal characteristics such as the buyer's age, occupation, economic situation, lifestyle, personality. Consumer age can significantly impact one's shopping decisions [5]. While younger generations choose the latest trends, older consumers prefer timeless classics for their classic, ageless appeal.

A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning and beliefs. Finding out how to motivate the