

products, on the other hand, may feature rugged, textured packaging that evokes strength and durability. This attention to sensory experience can shape how consumers feel about the product even before they use it.

The third key element is graphic design. Imagery and layout on packaging can subtly influence consumer choices. For instance, vertical stripes in the background can enhance the perception of a product's luxury. Clever visual cues can also affect how a product is used – showing snacks arranged on a plate can make customers imagine consuming them in a similar setting, indirectly affecting their decision to buy.

Furthermore, shape and form of packaging also carry subliminal messages. According to a study by the consulting firm AmsterBrand, rounded packaging is often linked with femininity and softness, making it suitable for products like baked goods or desserts. In contrast, angular designs are perceived as more masculine and convey power, making them more appealing to male consumers.

Despite the psychological impact that packaging has on consumer choices, new trends are emerging that challenge its importance. A notable example is ZERRO, a newly launched store in Minsk, which has embraced a no-packaging model. This store, with three locations in the city, offers a variety of eco-friendly products, from cosmetics in recycled containers to solid shampoos and refillable detergents. Their online platform extends the range to include reusable personal care products, soft toys, and more, all designed with sustainability in mind. The ZERRO store exemplifies a growing shift towards minimal packaging, appealing to consumers who prioritize environmental responsibility over traditional packaging influences.

In conclusion, while the psychology of packaging continues to have a significant effect on consumer behaviour, emerging trends like zero-waste shopping are challenging conventional marketing strategies. Understanding these psychological factors can help brands design packaging that resonates with target audiences, while also recognizing the growing importance of sustainability in consumer decision-making.

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## **FEATURES OF DOING BUSINESS IN ASIA**

### **Особенности ведения бизнеса в Азии**

Asia is a region characterized by a rich tapestry of cultural diversity and age-old traditions that exert a profound influence on business interactions. To gain a deeper understanding of the distinctive features and fundamental principles governing business

practices in Asian nations, we shall delve into the case studies of China, Japan, India, and South Korea. This analysis will provide insights into the intricate dynamics of business relationships within these Asian contexts, equipping us with knowledge of the approaches that prove effective for both local and international enterprises.

In the majority of Asian countries, reverence for elders and deference to authority occupy a prominent position. For instance, in China and Japan, hierarchical structures are particularly pronounced, with decisions being made at the apex, and subordinates demonstrating a sense of respect towards their superiors. This is a reflection of the Confucian philosophy prevalent in China and South Korea, which views hierarchy as the cornerstone of societal order.

It is important to consider the concept of collectivism, which emphasizes the significance of teamwork over individual achievements. In China and Japan, this approach is deeply ingrained in the cultural fabric, with foreign entrepreneurs often embracing the team-oriented culture, where individual goals are subordinated to the collective success of the organization.

In terms of communication between colleagues and superiors, communication in Asian cultures is characterized by a strong emphasis on respect, caution, and consideration for the interests of others. Japanese individuals, for instance, often avoid direct confrontation and tend to express disagreement more indirectly, making it challenging to accurately interpret their position. This cultural practice is known as «saving face», aiming to avoid situations that might cause shame or compromise one's dignity.

Chinese negotiators, on the other hand, approach negotiations more strategically, evaluating each party's interests and potential for long-term cooperation.

Punctuality is highly regarded in Asian cultures, yet the perception of time and its significance can differ across the region. South Korea and Japan are renowned for their rigorous adherence to punctuality, while in India and other countries, more flexible timelines are often observed due to socio-economic factors.

Regarding traditions and customs, countries like India and China place a great emphasis on them. In India, observing religious festivals such as Diwali, the Festival of Lights, is of paramount importance, influencing meeting schedules, company operations, and daily business practices. In China, a customary gift at a business gathering can serve as a symbol of intent to continue collaboration.

The research demonstrates that successful business operations in Asia necessitate a profound understanding of local cultural nuances and a meticulous consideration of specific factors. Gaining insight into the hierarchical structure of one's partner company can significantly enhance the prospects for successful negotiations.

To summarize, Asian enterprises prioritize long-term collaboration and meticulously evaluate potential advantages. It is crucial to acknowledge that the perception of time can vary across different countries. Engaging in traditional events and demonstrating respect for partner customs can foster trust and strengthen business relationships.