

agreements with various countries. Its timely response to changes in the global economy, economic diversification, and high level of professionalism make it a leader in both the region and the world.

Thus, Australia's economy continues to gain momentum and strengthen its position in the global economy towards 2025, ensuring the well-being of its citizens and offering attractive opportunities for investors.

**A. Kuharchik**

**А.Д. Кухарчик**

БГЭУ (Минск)

*Научный руководитель Н.А. Михайлова*

## **THE ROLE OF PACKAGING IN CROSS-CULTURAL BUSINESS: INSIGHTS FROM THE BELARUSIAN MARKET**

### **Роль упаковки в межкультурном бизнесе: опыт белорусского рынка**

This article delves into how different aspects of packaging design impact consumer preferences and purchasing decisions. The study, conducted among the Belarusian population, highlights how key elements such as color, texture, and graphic design play crucial roles in shaping consumer perceptions and influencing buying choices.

The psychology of packaging is an intricate field that emphasizes how design elements can greatly affect consumer behaviour. One of the most impactful aspects is colour. Colours have the power to evoke specific emotions and associations, which can strongly influence purchasing decisions. For instance, white and blue are commonly linked to purity and cleanliness, making them ideal for products like toothpaste and soap. On the other hand, red and yellow, with their lively and warm tones, not only evoke joy and excitement but also stimulate appetite – a tactic effectively used by fast food chains like McDonald's.

Green, widely associated with health and sustainability, is frequently used by brands offering organic or eco-friendly products. Consumers who prioritize environmental concerns are naturally drawn to products in green packaging, as it conveys a sense of quality and care for the planet. Luxury brands, on the contrary, often use colors like purple and black to signify exclusivity and sophistication. These colours attract consumers who value premium quality and uniqueness in their products.

Beyond colour, the tactile experience of packaging plays a significant role in consumer perception. Materials, textures, and weight contribute to how a product is perceived. For example, matte finishes are increasingly used for natural products as they communicate authenticity, while glossy surfaces can suggest artificiality. Women's cosmetics often feature velvety or matte textures, offering a soft, luxurious feel. Men's

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.

**N. Kuchinsky**  
**Н.П. Кучинский**  
БНТУ (Минск)

*Научный руководитель Г.В. Прибыльская*

## **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