

brand with a particular life style. People, who identify that lifestyle, will feel attracted to these products. When you feel like “such and such” a person, and an advertisement or commercial is worth it, you’ll feel willing to buy the product or the brand, even if it isn’t presented the same prominently in the ad. You’ll believe you like the product because it is “like you” [3].

There are two basic ways of presenting a sales message: intellectually and emotionally. An intellectual presentation depends on logical, rational argument so as to convince a consumer to buy the product or service. For example, for many television purchasers, buying doesn’t depend on what the case looks like or what effect the machine might have on their social life. What they’re looking for is technical information, what is its resolution, whether it has HDMI (High Definition Multimedia Interface), whether it supports USB (Universal Serial Bus) functionality. This intellectual presentation is the most important part of the sales message. The second basic way to present a sales message is through its emotional component. The emotional presentation involves concentration on other aspects of the consumer’s bundle of values: social, psychological, economic. For example, the presentation shows how the product or service enhances the audience’s social life by improving their snob value or self-esteem, or how it will increase their earning power.

To conclude, we strongly believe that the right advertising builds trust between customers and brands. An advertisement that appeals on the emotions of a customer will meet the customer’s psychological, emotional and social needs.

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RETAIL TRENDS: TRANSFORMATIVE CHANGE, REINVIGORATED COMMERCE

Across the retail industry, disruption of traditional business models has given way to unprecedented and transformative change—change required online and offline to better serve more demanding shoppers and redefining customer experience.

Stores are closing as retail spending moves online at a meteoric pace, gets overturned by spending on services, and some retailers generally lose favor with consumers. In fact, the US saw a record number of store closings in 2017, with 6,885 stores already having shut their doors by 1 December.

The rules of retailing indeed are being rewritten in this time of transformative change. Innovation, collaboration, consolidation, integration, and automation will be required to reinvigorate commerce, profoundly impacting the way retailers do business now, and in the future.

Hence, comes the relevance of this study. The subject of the paper is new retail trends. The object of study is the future of retailing. In the course of the work the following tasks were set: to study at the latest retail trends; identify changes of the largest retailers; make a prediction for the year to come in Belarusian retail.

To conduct the study, we chose such research methods as comparison, statistical analysis of data, and analysis of literature and materials in the Internet.

Physical retail stores are not going away; 90 percent of worldwide retail sales are still done in physical stores. But to compete with the convenience and endless aisle assortment offered online, meaningful customer experiences and brand engagement is crucial. Apple Stores and Nike Retail are held as the gold standard in this regard. Other bricks-and-mortar retailers are realizing the importance of creating unique and curated merchandise offers, an exciting and entertaining atmosphere, and concierge-like service levels beyond what consumers can find online [1].

So new technologies and the Internet lead to changes in the retail industry all over the world, and Belarus is no exception.

According to forecasts, large and medium-sized companies in Belarus in 2018 will continue to reduce the number of accountants, which is associated with the introduction of software products that facilitate the accounting processes. In the risk group are also almost all professions that do not require specific knowledge and skills: cashiers, call centers operators, couriers, secretaries and administrators. In large hypermarkets, cashiers will soon be replaced by terminals, and in the count centers the main work will be performed by robot operators [2].

Few times in history rapid advancements in technology and breakthrough innovations have had the ability to disrupt retail business models in such fast and all-encompassing ways. These kinds of enabling technologies and automation, among others, are staking a claim in retail as tools that both bricks-and mortar and online retailers alike can use to further elevate their businesses and advance customer relationships. Voice-controlled electronic devices powered by artificial intelligence technology, like Amazon Echo, Echo Dot, and Google Home, are disrupting the path to purchase. Amazon's Echo and Dot, for example, have built-in capabilities that sync with Amazon.com for shopping purposes. In-store robots are being trialed by several retailers to handle routine and often mundane tasks, and improve efficiency and service levels [1].

What are the most important things that you look for in retail experience? The answer is Customer Service. Knowledgeable staff those are willing and able to assist you, “armed” with technologies that allow you to always stay in touch and provide more opportunities.

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TOURISM IN LATIN AMERICA AS A FACTOR OF ECONOMIC GROWTH AND DEVELOPMENT

Today, tourism business is one of the leading and most dynamic sectors of the world economy. High rates of its development, large volumes of foreign exchange receipts actively influence various sectors of economy that promote formation of the tourist industry. The tourism sector accounts for about 10 % of the world's gross national product, 7 % of world investments, every 16th workplace, 11 % of world consumer spending. Thus, in our days it is impossible not to notice the huge impact that the tourism industry has on the economy.

The impact of tourism on the development of the country's economy lies in the fact that tourism contributes to the creation of new jobs, reducing the deficit of foreign exchange payments in the country, the development of production of goods and services that meet tourist needs. It performs the function of smoothing, i.e. redistribution of income of the population from the regions with more developed economies to underdeveloped regions. But having rich natural resources, it contributes to an increase in the standard of living of the population of these countries. When tourism develops unilaterally, its impact on the country's economy is negative due to the weakening of other sectors of production and the transformation of the country's economy into the economy of services.

All Latin American countries are developing countries. The level of economic development in the developing world is intermediate. Argentina, Brazil and Mexico are the most successful in economic development. In international tourism, Latin American countries occupy a modest place.

The minor role of Latin America in international tourism is explained by the following reasons: