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SECTION 3. CURRENT ISSUES OF INTERNATIONAL MANAGEMENT AND MARKETING

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OPPORTUNITIES OF THE ECONOMY OF IMPRESSIONS

One of the models for starting a business is identifying goods that are needed by the consumer, and then producing them. But some experts say that almost all market niches are occupied in the 21st century.

Do you know why consumers buy exactly your product? Is it of good quality? Does the price suit them? Is your brand popular? All of these aspects are not so important as the impressions that customers get buying your goods or services. Impressions are another economic proposition. When a person buys a service, he buys a series of actions. But when he buys an impression, he pays for the unforgettable moments in his life, that is, for his own feelings and sensations [1, p 15]. And these feelings and sensations will help you to increase value added. There are some opportunities that economy of impressions gives organizations to help people to choose your product.

The first opportunity is transition from mass production to the creation of mass personalization methods of manufacturing. It means that you should create more innovative ways to produce products, replace logistics chains with management of production and supply chains, produce goods only with real demand. Mass personalization makes your product a service, and mass personalization of the service makes it an impression. To promote the spread of mass personalization you should reduce or destroy customer concessions.

Customer concession is the difference between consumers' expectations and content during and after a purchase. If you find an aspect that affects the value of the customer concession, you can find a solution to reduce it.

The second opportunity is related to services. You should provide services not only of high quality, but also with a positive, respect and love to the client. Make clients your friends and partners. As a manager, you should focus on the way how services are provided. You should create a scenario for the service you provide (for example, scripts for sales). This scenario will turn the provision of services into an unforgettable meeting with your company. Remember about the competences of your employees: call center workers, drivers of minibuses, cashiers in stores, operators in banks and others. Customers sometimes face rudeness, this can explain why buyers do not want to pay more. Thus, profits do not grow, wages do not increase, employees stand idle - and all this leads to a further deterioration in the quality of service.

The third opportunity is related to the impressions. The main idea is to charge for access to impressions. The key to a full-fledged economy of impressions is to provide access to more impressions for a fee. There are six methods of charging: entrance fee, event participation fee, time-based fee, admission fee, subscription fee and membership fees. These methods can help companies invent new ways to monetize the impressions they create.

The fourth opportunity is stimulating of transformations. Companies must charge not only for the time spent, but also for the impressions of time. They should receive money not only for the money spent on the impression, but also for achieving goals. This is especially true for those areas which help a consumer to be healthy, educated and rich. For example, medical institutions will charge for recovery, financial institutions will receive payment when a positive financial result is achieved for the client [2, p 20-21].

Thus, one of the tasks of the company is to increase value added. Opportunities that economy of impressions give to the companies allow solving this problem.

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