

Regarding Belarus, eye-tracking experiments are also held in our country. Now we will view one case. In November 2015, SARMONT company tested the dumpling's packaging for PROVIT LLC company using eye-tracking method in order to determine how consumer packaging of new TM Dobrovsky dumplings is perceived at an unconscious level compared to competitors.

The respondent was shown a virtual store shelf, individual packs of dumplings of various brands, and also asked clarifying questions about what kind of packaging they liked and in which package the respondent was ready to find dumplings. On the heat map, we see that the greatest interest was focused on the packaging of dumplings TM Dobrovsky, to a lesser extent, the respondents looked at the packaging of dumplings TM Studencheskie.

A detailed analysis of the packaging made it possible to make recommendations for its improvement.

According to analysis of sales of the company Provit, the sales of TM Dobrovskie dumplings in the first month of launch in a new package grew by + 20%.

Eye tracking technology is one of the newest methods to increase ad effectiveness and website conversion. Unfortunately, in Belarus it has not yet become widespread, while abroad this practice has already been popular. Using eye tracking can significantly improve the usability of the site and increase the number of customers. It is not necessary to buy expensive equipment. You can just order this service in a specialized agency or use the information accumulated by our foreign colleagues.

#### **References:**

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#### **MAKING MONEY ON INSTAGRAM**

The purpose of our work is study the latest trends in the development of e-commerce and to find out how popular it is in Belarus. And we are going to consider the following points:

1. Selling poster photos and other virtual products;
2. Making money by creating sponsored posts;
3. Promoting your own business;

According to the latest statistics, the most frequently used social networks are Facebook, Instagram and Twitter. The average daily time spent on social networks is about 2 hours. The Internet has become a platform through which people can not only search for information, communicate with friends and colleagues, but also earn money.

And the first method to be mentioned here is making money via “Selling poster photos and other virtual products”. Instagram is all about visual content. Photogenic products would sell well on Instagram. People can sell poster photos, paintings, drawings, animations, videos, and other image or video-based virtual products. If you think you take high-quality pictures, there is a chance to get paid for it. But do not limit yourself with just your photography skills, explore other possibilities that enhance your pictures such as editing and composition. Try to be original when you are taking pictures [1].

Some Instagram bloggers also offer “presets” for sale - specially created photo editing filters for running an Instagram profile in one style.

The best thing about selling photos on social media is that you don’t even need a website: your feed is your portfolio, and you have got a massive potential audience!

The second way is «Making money by creating sponsored posts». One of the most popular ways to make money on Instagram is by creating sponsored posts for brands, in which their product or service is highlighted. People can sign up on influencer networks to get discovered by brands. These platforms are TapInfluence, Influence.co, Ifluenz. However, there are some conditions that stores and brands demand of their potential ambassadors. For sure, different companies have different requirements, but the most common is your followers. Brands are only interested in working with people who influence active audience. The higher engagement level is, the better chances to attract sponsors [2].

The third way of earning money on Instagram is “Promoting your own business”. The development of business through Instagram is gaining popularity, as it is a quick and easy way to promote your product. But still there is a need to understand that sometimes it is necessary to pay money for advertising of your account.

Instagram shows promoted post to a new audience that would have otherwise never seen it. When a new audience is reached, more people discover the business, and if they like the content that is being created on Instagram, there is a higher likelihood that they will follow the account and/or acquire what is being sold [3].

Promotion through advertising is one of the most effective ways to get followers. Therefore, there is an effective method of attracting an interested audience using social networks. It is called Social Media Marketing (or SMM). SMM provides an opportunity to choose the most profitable advertising option.

The goal of SMM is to produce content that users will share with their social network to help a person broaden customer reach.

Instagram is a great way to promote your own business. First of all, the main advantages are that you can upload photos of your products, write an explanatory description of them, as well as interact with potential clients.

But you should also understand that there are shortcomings in the promotion of business. Those who present their products to a wide audience should be registered entrepreneurs. If not, the business may be under threat and is referred to as illegal.

It is necessary to understand that the one who pays money for advertising cannot be completely sure that he will get real buyers and the expected income.

We are interested in the opportunity of making money on Instagram and we have decided to conduct a small survey on this issue. We have analyzed some accounts of Belarusian bloggers who use one of the methods mentioned above.

The most popular way of earning money on Instagram is by creating sponsored posts. More often such posts can be found in bloggers` pages. Bloggers are a reference group for their subscribers. Subscribers listen to the opinion of authorities, especially if they present themselves as experts in a particular field.

As an example, we can consider the @the\_bird\_dodo account. A twenty-year-old traveler, photographer and jewelry author, who is living in two cities - Vilnius and Minsk - in a few years gathered 60 thousand people in her account. In order to place your ad(s) on her page, you need to pay 40\$ for a post on an ongoing basis with a photo of the product that the blogger herself will make. 30\$ - for those who want to place their product with the mention in the text and in the photo. And 10\$ will have to be paid for advertising in the stories for a day or temporary post in the main feed for 2 hours.

A good example of earning on Instagram through promoting your own business is @minsk\_cakes. With the help of this page, the seller can show his products in the best possible way, quickly respond to customer`s requests and gain audience. This account attracts people with beautiful and eye-catching pictures that contribute to the desire to purchase this product.

We have given only few examples of accounts of Belarusian bloggers who use the opportunities of Instagram to earn money. There are a large number of such accounts in our country. It means that Belarusians actively use innovations in the field of e-commerce. Based on the information we have provided and the survey that has been carried out, we can make the conclusion that earning money on Instagram is an affordable option for commerce on the Internet. If you find a creative approach, develop the basic skills of photography and editing, if you are interested in what you are doing, you will be able to achieve high results.

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## E-COMMERCE IN BELARUS: MYTH OR REALITY

Ecommerce refers to commercial transactions conducted online. This means that whenever you buy and sell something using the Internet, you are involved in ecommerce.

There are 6.7 million internet users in Belarus. According to the National Statistical Committee of Belarus (NST), over the past year 4.7 million Belarusians (49%) bought different goods online. The e-commerce market in Belarus in 2018 grew by 20% to 1.352 billion Belarusian rubles, and its share in the retail turnover was 3.1%. In general, 39% of consumers make purchases both online and offline and only 16% try to buy the majority of goods on the Internet. The most active online buyers are women aged 25-30 years.

Online shopping is the most popular in Minsk and Minsk region: 37% of the region's residents regularly buy online. The least common are online purchases in Grodno region: 22% of the population use online shopping there.

Most often Belarusians make online purchases in the local online stores: 90% of those who buy something online buy it at the local sites. Online stores in China rank second, 74% of Belarusian online shoppers make purchases there. This is followed by online stores in the United States, Russia and Poland.

Most popular payment methods are:

1. Payment upon receipt (53%)
2. Safe transaction (27%)
3. Full prepayment (16%)
4. Partial prepayment at the time of ordering and post-pay (4%).

Most often, delivery from online stores is free of charge. Only 13% of Belarusians are ready to pay for delivery.

The most visited web sites are:

1. Aliexpress.com
2. Wildberries.by
3. 21vek.by
4. Lamoda.by