

But, the idea of money triggers a sense of self-sufficiency and promotes social detachment. It reduces a desire to distance ourselves from others.

Perception of money is easily distorted. It was found out that children from poor families see coins bigger than children from rich families. People think of old pounds notes bigger than new ones- result of inflation. Our behavior towards money goes beyond its utilitarian value. People have a conditioned emotional attachment to money- they are attached to its form and resist alterations.

Studies have also shown our attitudes to money are often directly related to the experiences we had as children – more specifically in terms of how we experienced our parents' money attitudes. Most of children follow their parents' attitude directly, and a few of them follow the opposite path to the parents.

To make a conclusion, it is necessary to say that one of the most important financial truths for anyone to grasp is the fact that it is not how much money we earn or even how much we spend, but whether we are in control of our money that matters in the long run. The more you know about money, the better able you are to master it.

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PURCHASE MOTIVATORS

The purpose of our paper is two-fold. Firstly, to define the preferences of shop owners in choosing smells and sounds. Secondly, to learn how well aroma- and audiomarketing are developed in Belarus.

An average person uses several channels of information perception: visual, tactile, auditory and olfactory. The first three analyzers of modern consumers are overloaded. A resident of a big city is faced with such a huge amount of audiovisual information that they are no longer able to process it. Olfactory analyzer, according to aromamarketers, is much more promising to deliver the information to the customer. According to Martin Lindstrom's book “Sensory Branding”, the sense of smell is 75% ahead of other senses.

Aromamarketing is a relatively new kind of interaction with the customers. Thanks to attractive fragrances, buyers do not want to leave the store, which means that they will stay there longer and will definitely return. The purpose of

aromamarketing is to influence the emotions of the customer. As Patrick Suskind wrote in his famous novel "The Perfumer", "One who owns the smell is one who owns the hearts of people". Fragrance is not an advertisement, but motivation to buy.

The best "motivators" in grocery stores are the aroma of baking for the entrance, caramel and dark chocolate for confectionery, bitter almonds and grapes for alcohol, mint for the fish department; in jewelry stores — apricot, oak, cherry, strawberry with cream, vanilla.

The most "influential" smell is the smell of cinnamon. If the store smells of cinnamon, you are unlikely to leave without any purchase.

We studied the information on how companies use aromamarketing to increase sales. Thus, Nike conducted research, which revealed that 84% of their potential customers are ready to buy sports shoes in rooms with the smell of fresh grass. The clothing store "ZARA" uses the smell of lilac to increase the time spent by customers in the sales area by 15-20%.

Now let's move on to another important concept — audiomarketing. As Ronald Reagan said, "Music, like rain, seeps drop by drop into the heart and revitalizes it". The first studies on the influence of music on customers were conducted in the late 1950s in the United States. It turned out that 70% of store visitors paid attention to music.

There are specialized companies that professionally select music for stores. The most famous developer of music solutions is the company called "Muzak" (the USA). According to their researches, the first thing that matters is the volume and tempo. When loud music sounds, customers spend less time in the store, but spend more money. It has been found that the low tempo makes visitors stay longer at the points of sale, while the high tempo can improve the intensity of picking the goods. Soft relaxing music creates a comfortable atmosphere in the sales area, encouraging customers not to hurry and spend more time on shopping. Fast music creates the opposite effect and is used, for example, during rush hours to accelerate the movement of customers and prevent queues.

Very contributing are the sounds associated with the purchases we make. The mentioned above Nike has opened several shopping centers, where all the shopping divisions are filled with different sounds. Balls knocking on the wooden floor can be heard in one of the basketball divisions, and the neighing of horses and sounds of knocking hooves - in the riding division. Many researches show that well-chosen music/sounds can raise sales up to 10-15 %. Specialists in the field of audiomarketing consider that the best music is one that the visitor does not remember when leaving the store.

We conducted our own local research on this issue among the customers of stores and shopping centers in Minsk. It was the survey on the Internet which was attended by 120 people (mostly in the age of from 16 to 21). The results are as follows:

- all modern shopping centers use aroma- and audiomarketing;
- 85% of respondents pay attention to the sounds and smells in shopping centers;

- 22% of respondents estimate the effect of smells on their purchases by 5 points out of 10, 27% of respondents estimate the effect of sounds by 1 point;

What concerns the choice of music and smells the results show:

- 4 shops out of 12 use mostly instrumental music (NYX, Serge, Kari, Mila);

- in 5 shops out of 12 one can hear only Russian and western music (Bershka, Mark Formelle, Korona, TVOE, Terranova);

Surprisingly or not, there is no Belarusian music in the centers of the capital of the Republic of Belarus.

- there is no music in Kommunarka, Spartak, and Pandora. Their strong point is the smell.

In conclusion, the choice of these or those smells and sounds depends mostly on the specialization of the store. As for Belarus, we think that aroma- and audio marketing have not reached their maximum use in our stores yet, but they have a chance to get more popularity in the future then.

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THE POTENTIAL OF USING OPEN DATA OF BSEU STUDENTS IN MARKETING

Open data is data that can be freely used, shared and built-on by anyone, anywhere, for any purpose. It is all the information about people that can be found without a login or password: open profiles in social networks and information found there (age gender, lifestyle, interests, income), search results, open registers, etc.

These data are widely used in modern marketing, for example, in social networks. We use social networks to communicate with friends, to exchange news