

- 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

and other purposes; at the same time they use us to show ads and make their profit. Therefore, we were interested in performing the first step of marketing research in a social network and checking how it works with us and the social group we belong to.

The object of the research is the open data of BSEU students collected from VK, which is the most frequently used social network for young people in Belarus. The material for analysis was found in VK groups connected with BSEU and subscribers of these groups' accounts.

The goal of our research is to analyze the data and to create the consumer portrait of BSEU students.

The data have been analyzed according to different criteria. First of all, private accounts were deleted from the list as they do not have necessary information.

Secondly, we needed to exclude the accounts of people who are no longer students. As it turned out, only 17% of accounts belong to current students. In terms of gender the proportion is the following: male accounts – 29%, female accounts – 71%. It is natural, given the fact that in Belarus the quantity of women is higher than the quantity of men, moreover, the number of female students in BSEU is also higher.

Then, we have analyzed the activity of accounts during the day. The quantity of people online increases dramatically from 6 AM and reaches its peak at 8 AM, then it is gradually falling up to 10 AM. Then it shows a slight increase around 10 PM, after that it drops sharply. It is logically connected with the students' schedule. That also explains why 80% of the account visits are made from the mobile phones. People often use social networks during the time they are not at home.

Also, people actively connect VK with other social networks. 2297 accounts out of 8327 have a link to Instagram, 736 accounts have a link to Twitter and 180 accounts have a link to Facebook. It allows companies to collect more data about people in case the data from one source is not enough.

The last criterion we have analyzed is the common interests of students. We have found 15 communities in VK where the accounts of students overlap. This list includes such topics such as information about the university, cosmetic services, electronic music, leisure activities in Minsk, sports bets, free services in Minsk and work.

To conclude, in our research we have made the 1st stage of marketing analysis. Later this data can be used by companies to make the next stage: defining what products or services will appeal to this group of people, whether it will be an effective investment. They may want to know more about this people. A deeper analysis with more criteria will allow them to get more accurate information and prevent them from a wrong marketing strategy that may lead to time and money losses.