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**THE EVOLUTION OF TECH AT SHOPPING MALLS**

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**ЭВОЛЮЦИЯ ТЕХНОЛОГИЙ В ТОРГОВЫХ МОЛЛАХ.** В статье рассматриваются преимущества и положительный потенциал использования виртуальной реальности (VR) в торговых моллах для изменения традиционных и старых способов совершения покупок. Сказано как это можно применить для улучшения преимуществ заинтересованных сторон, а также для развлечения и удовлетворения потребностей потребителя. Показано, что потребители, в первую очередь, новое поколение, будут эффективно использовать и применять VR. Это оказывает положительное влияние на удовлетворенность потребителей.

**КЛЮЧЕВЫЕ СЛОВА:** виртуальная реальность, торговый молл, потребитель.

*This article investigates and examines the advantages and the positive potential of a Virtual Reality (VR) Mall to eliminate traditional and old ways and techniques of shopping. How it can be applied to improve stakeholders benefits and highlights entertainment and satisfaction. It has been proven that VR is the right option of which consumers and in particular the new generation will be effectively utilizing and applying it. It has a positive impact on satisfaction that is moderated by many features and characteristics.*

**KEYWORDS:** *Virtual Reality, Mall, Consumer.*

Long time ago, it might have been pure fantasy, but as technology has evolved, many things have become not only possible, but within our

reach of our daily usage. The best technological breakthrough aims for convenience, and certainly, technology has made people's lives easier. Twenty-five years ago, depositing a check, going into a library, purchasing or even searching for an item and so forth, use to take us a lifetime, regardless of our consumption of effort and cost.

Technology has had many positive impacts on professional life as well, adding convenience and driving productivity in an increasingly digital workplace. Enabling people worldwide to benefit, to update, to compete and to add a challenge to their lives.

Technology has come a long way, making people's personal and working lives simpler and providing unprecedented convenience. As advancements in technology continue to develop, customer expectations will continue to evolve as well.

Have you ever thought about how far we have come in our ability to connect with others and how far we will go? I have been thinking a lot about connectivity recently and have always found that looking back to where we came from can help us better understand where we are today and, more importantly, where we may be going in the future.

My concern is not in the technology itself; we cannot and should not try to slow or halt the inexorable march of progress. My interest is in virtual reality (VR) and how the new generation is highly concerned with. VR is widely and hugely connected with an excellent future feedback regarding of its high scale of efficiency and positive demand for the consumer. Many previous researches illustrated on the importance of consumers' excitement and pleasure shopping orientations in traditional channels.

VR is massively affecting us due to its demands and in particular at shopping malls. Virtual Reality is a fascinating way to travel using nothing more than the power of technology. With a headset and motion tracking, VR lets you look around a virtual space as if you're actually there. It is also been a promising technology for decades that's never truly caught on. That is changing with the current wave of VR products.

Now the Virtual Reality technology is providing an experience far closer to a real-world shopping mall. It is a next generation of e-Commerce, that providing people with a full 3D VR immersive experiences. Shopping malls will open with virtual reality into considerations as to attract new comers for the first time during shopping. However, people can buy goods in a virtual reality world.

VR is going to transform the human experience of shopping. Virtual Reality shopping gives the convenience of online shopping and the experience of being in a store. It could become one of the most popular ways to shop online.

Customers can have a real image of what an item will look like and if it will fit a 3-D rendering of their body before they purchase. Makeup simulations and clothing simulations will show customers just how items fit without having to go to a retail location to try them on. Furthermore, no one can deny what VR would offer to disable people who can now experience the real world and share a full life.

The idea is to launch VR to Shopping Malls as a revolution or as a unique way of shopping rather than the ordinary one. Our choices are driven by what attracts us the most, and the use of new technology as VR for instance is just the perfect option to attract more customers and sell more. It can be one of the best ways to generate money and spend more than intended, therefore, anticipating the economical nourishment and a refreshment of the current situation of any country.

Overall, the future of VR looks very bright as a potential revolution that arises as part of technology. The full branding for a company would be in place from the marketing signs, music, image of the store and more. A VR experience gives a retailer more flexibility for creating an experience, which is unique without having to spend countless dollars improving a physical space. However, this new technology like all others, have some disadvantages that will haunt its progress forever. Addictions, frauds, complex technical details and even its high cost will remain challenges to be outstripped in the near future.

In addition, interactive technology has been the leading aspect on shopping malls. How retail industry has changed and improved over the past years, and how exactly people, in particular, the new generation adapts, in or out of lucrative business. However, investing in technology has a huge ROI (return on investment), and for its surrounding Communities and Businesses. As people struggle with top brands, they are now using interactivity to make more fun and unique other elements acting like virtual personal style assistants, clarifying recommendation and suggestions informing customers precisely what is in stock. Consequently, this helps the Business to monitor its spending while increasing sales.

Interactive window displays provide opportunities to make sales out of convenience. This may also offer product information, educate

viewers on tech topics, provide entertainment and update customers on news.

As a fact, Shopping Malls focus on interior space and retail, often neglecting their exterior appeal, not taking into consideration, this piece of architecture that is hard to pass by, for instance, the largest shopping Malls in Singapore, Vivo City and Orchard Central where there is more than 6 million of artwork spread throughout the mall. This not only drives mall traffic but also establishes the mall as a cultural and artistic place maker in the region.

In 2018, Jeremy Horwitz wrote about Amazon’s VR kiosk in India transforming the future of shopping. Amazon gave its customers the chance to visit an entire city with all prime products, check brands with their promotions and experience each Amazon Store section as if they were really there. This physical space sense brought a special feedback crowned by more purchase and lots of fun.

Another interesting and experiential-only-retailers is the Grant Front, a shopping mall in Osaka, Japan. It sets itself apart from most other shopping malls on the planet through Interactive Technology; a full range of science-related displays that incite interactive learning, perfect for all ages. The mall also houses an innovative lab. Nonetheless, for consumers, the motivating factors behind their purchases are the same, by having their goods at a reasonable price.

Augmented and virtual realities can allow consumers to know how for instance a couch or a loveseat would look like in their homes. This can be done through Augmented Reality apps that let customers get a visual representation of how an item would fit in their houses. Augmented Reality will let shoppers isolate items of interest to make their visits faster, more effective and save time especially with the hectic life-style people bear these days.

**Table – Reliability & validity**

| <b>Model &amp; Construct</b>  |                   | <b>Reliability</b> |
|-------------------------------|-------------------|--------------------|
| <b>Ordinary Shopping Mall</b> | Convenience       | 0.75               |
|                               | Enjoyment         | 0.85               |
|                               | Quality Assurance | 0.73               |
|                               | Satisfaction      | 0.80               |
| <b>VR Shopping Mall</b>       | Convenience       | 0.85               |
|                               | Enjoyment         | 0.95               |
|                               | Quality Assurance | 0.90               |
|                               | Satisfaction      | 0.95               |

Millennial Generation interest is different than all other generations. They value involvements and experiences over ownerships and capital. This is a major threat for Traditional Shopping Malls.

However, the partnership between Virtual Reality companies and Shopping Malls has a double edge effect that can't be ignored. Virtual Reality is still chased by the restricted use of headsets at home or in any other place, as for Shopping Malls; it is the major shift of those public hubs from shopping places to full entertainment spaces.

Overall, consumers reported high enthusiasm of the outcomes after being exposed to the application of VR at Shopping Malls. Furthermore, consumers' behavior at shopping malls with VR-based compare quite well. Therefore, it is interesting to think about how VR can be used as a marketing initiative to enhance businesses and reach a better economic status.

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## **EVENT MARKETING CONCEPT IN THE MUSIC FESTIVAL INDUSTRY IN BELARUS**

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**КОНЦЕПЦИЯ ИВЕНТ-МАРКЕТИНГА В ФЕСТИВАЛЬНОЙ ИНДУСТРИИ БЕЛАРУСИ.** *Ивент-маркетинг стал важным направлением маркетинга, появились новые инструменты привлечения и удержания посетителей. Для успешного проведения музыкальных фестивалей необходимо использование данных инструментов как на стадии планирования, так и на финальном этапе – после проведения фестиваля. Особое внимание организаторами должно уделяться определению аудитории события, привлечению партнеров, освещению события в средствах массовой информации, социальных медиа и проведению оценке эффективности состоявшегося фестиваля. Интересен опыт проведения масштабных музыкальных фестивалей в Беларуси, отмечены проблемы и маркетинговые пути их решения для активизации отрасли.*