

источники, преобразовывать эти данные в знания и предлагать продукты, соответствующие потребительским ожиданиям.

Эффективным инструментом для создания качественного клиентского сервиса становится омниканальность — взаимная интеграция разрозненных каналов коммуникации в единую систему для обеспечения непрерывной коммуникации с клиентом. Цель омниканальной стратегии — собрать больше данных из всех каналов и использовать для улучшения клиентского сервиса.

В настоящее время процесс обслуживания в исследуемом секторе экономики должен базироваться на принципе «здесь и сейчас». Оперативность решения задач клиента, быстрое и результативное реагирование на его запросы становятся ключевыми составляющими эффективного клиентского сервиса.

К 2025 г. 40 % потребителей услуг будут составлять представители поколения Z, которые сформируют спрос и на туристическом рынке. Развитие клиентского сервиса индустрии гостеприимства будет связано с формированием новых форматов обслуживания с учетом запросов нового поколения потребителей. Характерной спецификой спроса с их стороны является то, что они чаще делают выбор не в пользу материальных вещей и утилитарных функций, а эмоций и впечатлений, что в сфере туризма и отдыха находит свое выражение в стремлении к активному времяпрепровождению (фестивали, необычные виды спорта, фитнес на свежем воздухе, квесты и др.). Для клиентов поколения Z клиентский сервис — это когда им интересно, а один из способов построения эмоциональной связи с ними — вовлечение в игру (геймификация). Для того чтобы вовлечь эту аудиторию, нужно дать ей новые позитивные переживания и ощущения, использовать нестандартные средства event-маркетинга.

В контексте происходящих изменений в подходах к обслуживанию клиентов сферы гостеприимства производители услуг в ближайшее время столкнутся с необходимостью персонификации клиентских запросов, формирования омниканальных коммуникаций, разработки особых условий предложения с учетом возрастных особенностей поведения потребителей.

O. Hoteit, PhD student
olahoteit@gmail.com

O. Morozovich, PhD in economics
MorOA@yandex.ru
BSEU (Minsk)

NEW VISION OF INTERIOR DESIGN IN THE MARKETING FIELD

The conflict of the century is an increase in people's life quality while a decrease in the overall consumption of natural resources. Therefore, a shift in the current economy and socio cultural framework is required; a transition, from a traditional setting with conventional materials and structures, to an emerging knowledge and attractive design. An evolution, in which the research into sustainability shifts to a well designed, technological, functional, and product related innovations.

The main purpose of any new business is to enhance the financial status of its owner, therefore adding a plus to the national economy of the country. With the existing competition and new challenges of the online shopping, the importance of Interior Design combined with technology is a paramount concern to every up to date shop, which cares about the well being of its customers. A well-considered Interior Design operates as a bridge between consumers' behavior and marketers, facilitating the systematic integration of economical, social, psycho-

logical and environmental parameters. Interior Design has a certain influence on everyone's life. Amble in 2005 stated: "Poor workplace design, by contrast, is linked to lower business performance and higher level of stress experienced by employees."

Interior Design impact on people's way of judging a place is for sure studied in many researches. It has a place in Behavioral Economics factors, especially in counties, where people care about what they see and where they live.

The table 1 hereafter, with 14 examples, is a reference of authors who agreed on the influence of Interior and Architectural Design on consumer behavior, customer satisfaction and purchasing decision.

Interior Design Definition in Marketing

Author	Definition
Baker, Grewal, & Levy, (1992); Morrison, Gan, Dubelaar & Oppewal, (2011)	The environment becomes an alternative concept to empower the market differentiation in succeeding in competition
Kotler (1973, p. 48)	The place defines the atmosphere and has a bit of influence on the product and on it decision to buy
Levy, Weitz, & Grewal, (2014)	The environment of shopping malls should have a good architectural design in having a positive influence on customers providing them with key success factors
Mehrabian and Russell (1974)	(SOR) model, the effect of environmental factors on customer behavior in buying contexts.
Wong, et al., (2012)	Convenience, service quality, tenant presence, malls environment lead to customer satisfaction.
Yiu, C., Yau, Y., (2006)	A good environment is very favorable to improve the image and the performance as to differentiate from others
Baker et al., (2000); Turley & Chebat (2002); Baker, J. & Wakefield, (2012)	Wider and clearer side lines, brighter colors inside and outside the stores, reducing crowding, better layout and the more logical grouping of merchandise and others related to architectural designs, influencing consumers perceptions of the retail environment
Turley, L.W. & Milliman, R.E., (2000)	Identify five different dimensions, which are exterior ambient design, signs, symbols, artifact and human
Arnold & Reynolds, (2003).	Shopping experience in terms of adventure, thrills, stimulation, excitement and entering a different universe of sights, smells and sounds
Dennis et al., (2002) Berman and Evans, (2001)	The architectural features in shopping malls were considered as major characteristics that attached customers for shopping
Bodkin and Lord (1997)	Choosing a mall is its location, variability of facilities, qualities of structures, the designs conveniences, prices and services
Yoon and Kijewski (1997)	Refers to intrinsic cues to quality including the specifications in spending time and the attractiveness of colors
Sekaran, U. and Bougie, R. (2011)	Lighting and decoration, architectural and interior design encouraging customers, comfortable dinning halls in restaurants, with electric lifts and escalators
Amble, B.(May, 2005)	Poor workplace design, by contrast, is linked to lower business performance and higher level of stress experienced by employees

Consumers' mood, choices, as well as Employees' performance are all affected by Interior Design. Therefore, architectural designs play a main role in gaining competitive advantage and sell more in any commercial space. In economy, the design of the place is most of the

time, as shown in the table above, referred to the environment, to its colors, lighting, structures and even smell and music. However, none of the authors mentioned above, defined the Interior Design of a space with its functionality and the importance of its circulation. Beside the aesthetic side of interior architecture, there is a whole secret in how much reliable is this design so a customer finds it nice and easy to access. A smart circulation would lead people to go through all the space, retain a visual memory and become potential customers. Levy and Weitz (2004), mentioned three types of layouts; grid, freedom and circular, mainly used in supermarkets and in retail shops but not in large spaces like a shopping mall where the design of the center is a major function. Marketers should use and organize the Interior Design of malls to direct their customers to spend more and come back as often as possible, and to retain them to stay longer time. Therefore, Interior Design from marketer's point of view is defined by the author as the process of planning the circulation of a space by creating a functional area designed to catch customer's attention, affect consumer's behavior and reach their insight.

Moreover, Interior Design nowadays, is interrelated with technology and Artificial Intelligence. Consequently, all new designs follow a certain mechanism tailored to suit populations' demand. Robots should be able to circulate freely while serving customers, smart mirrors should be attractive when adopted in shops, cafes and restaurants should be designed carefully and upon clients convenience and so on. Interior Design is a whole world of details and magnificence that marketers can use to charm each and every type of their consumers.