

ная со стадии создания предприятия, когда финансовые ресурсы принимают вид первичного капитала.

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THE IDEA OF VIRTUAL REALITY AT SHOPPING MALLS

ИСПОЛЬЗОВАНИЕ ВИРТУАЛЬНОЙ РЕАЛЬНОСТИ В КРУПНЫХ ТОРГОВЫХ ЦЕНТРАХ

Развитие технологий и технологические новшества и изобретения расширяют границы возможного. В таких условиях способность мыслить нестандартно позволяет решать многие задачи маркетолога (визуального восприятия и погружения в необходимую атмосферу) по-другому. Скорость и качество развития связи позволяют перемещать и помещать клиента в необходимые условия, не зависимо от места его физического нахождения, его способности и желания к перемещению. Из-за нового образа жизни все больше людей становится поклонниками онлайн-покупок. Таким образом, возможность посетить торговый центр 24 часа в сутки, примерить и изучить его товары, сформировать первичное отношение, погрузившись в виртуальную реаль-

ность, а при необходимости и совершить покупку не выходя их дома – это уникальная возможность совершенствовать процесс продаж и увеличить объем товарооборота. Технологии виртуальной реальности могут использоваться как он-лайн магазинами, так и крупными торговыми центрами как средство дополнительного контакта с клиентом и формирования его высокой лояльности.

With the fast development of technology and the newest inventions that we are reaching day after day, nothing is impossible anymore. It is on the other hand healthy to think out of the box and believe that our dreams will eventually come true. Who would imagine we will be that close worldwide? That telecommunication will be that fast and that accurate at the same time? We are able now to live in a total virtual space from home and experience it, with true feelings, effortlessly. On the other hand, people are becoming fans of the online shopping due to the new hectic lifestyle they are enduring and mainly for the convenience and practicality of this new concept. Therefore, being able to visit a Shopping Mall, try its goods and being able to buy, by a simple click, is a unique shopping experience that every one of us would ask for, and every retailer would wish to offer to its customers to sell more and definitely gain more.

Internet and other advanced technological developments as social medias and their varieties have been developed quiet rapidly within the 21st and 22nd centuries. On the other hand, Shopping Malls have received a remarkable broad attention from people due to the most essential killing application people or customers can spend or find out on Internet as what we call online shopping. Though many studies have been researched on identical concepts, few involved ideas regarding the application of Virtual Reality. This study objective is to investigate whether Virtual Reality is somehow common and is going to be applicable on a large scale, and as a consequence would gain positive effects on customers' behaviour, due to their satisfaction and of course in comparison of other traditional and ordinary Shopping Malls.

City Centre Mall is a developed prototype of Virtual Reality, which there is, in one floor, a prototype of both 3D graphics and avatars using it as an experimental medium. Already, many customers are paying to try this new innovation. This prototype was a test to prove whether people, as customers, are satisfied in accordance to their convenience, enjoyment and quality assurance for the purpose of developing Virtual Reality Shopping Malls. Additionally, we conducted an analysis to test whether customers are pleased with this experience or not; we took a sample of 80 reliable people from male and female between the ages of 14 to 21 years. However, the study was done through four weekends simply because it was the best time to collect data. The results are following: almost 70% are satisfied, 20 % are neutral, 10 % have no additional plus.

Now, the Virtual Reality technology is somehow providing an experience to be closer to a "Real World Shopping Centre". Indeed, this is going to be meant for the next generation of e-commerce, when customers and people will be equipped with a full 3D VR experiences. Thus, this will be for the first time a knocking sales fiesta, where people can buy or shop their goods in a Virtual Reality World. It could become one of the most popular ways to shop online and with the rising demand of Virtual Reality devices. The data gathered by retailers is by itself a shopping experience, a reliable record to build a good marketing strategy, and a complete survey that can help for future orders, to be more accurate and meet closely with customers' expectations. It is a beneficial transaction to stakeholders.

Customers would have an idea of what an item would look like, how it feels like, experiencing its material and if it would fit their body before they purchase it. Moreover, this is a good way in determining fitness simply because there are many shops inside

Shopping Malls which do not have fitting rooms, in addition to the exchange and refund policy that is prohibited in most shops. Overall, the future of Virtual Reality looks very bright and with this unique involvement, shopping experiences a potential revolution that arises as part of Virtual Reality.

What is more impressive about Virtual Reality is when shoppers use the VR headsets to watch 360 degrees runway which shows and even go behind the scenes with models. This is an interesting ideology if it is of course applied with practical ease of proficiencies. In another word, it can be described as an individual adventure for a shopper to be wondering around and yet exploring every singular brand shop with a bit of signs, music and images of the store and more. It also gives retailer flexibility in ensuring Virtual Reality experience without having to spend money. Moreover, it can open exciting possibilities for cross sells and upsells, as consumers walk around through a virtual store or shop rather than being trapped on a singular page.

This article investigates and conducts the influence and the impact of a human computer minded interaction in Virtual Reality Online Shopping Malls. It measures the effectiveness and the efficiency of how consumers visualize items. Though it is a sophisticated approach of interaction of primary objectives but it is the only way later on to stimulate the typical decision of purchase. The challenges involved in Virtual Reality are only minor due to the vast opportunities that are presented in the evaluation and the feedback of the future plan.

The focus of this article is to expose one to launch Virtual Reality to Shopping Malls as a revolution or unique way of shopping rather than the ordinary one. Excluding the massive benefits that would generate to disabled people and showing them all that they are appreciated, respected and at the same time feel freedom by all means and forgetting their real status. It is a new discovery yet to be launched and promoted taking into consideration the new lifestyle and the new technological aspects in mind. It is considered as an advanced field of science that Shopping Malls have to figure out, in applying and implementing Virtual Reality, to extend their profits and to develop their businesses.

Consequently, Virtual Reality is another mean to get in touch with customers' attitude, behaviour and emotions fulfilling a successful involvement of not only physical presence but to assist in spending money. This directly headed to the economic status of stakeholders that are directly or indirectly involved with Shopping Malls. It is among the best way to generate and to spend money that could lead to the refreshment of the economic situation of any country and especially of Lebanon.

It is a major contributor to private consumption and has a significant impact on investment. Furthermore Virtual Reality offers a customer service that it is still unmatched domestically and internationally. An Approximate of 2.5 million dollars as a total budget is invested in roads and infrastructure for every singular medium size mall. "For instance, according to ABC Mall, the launching of the cinema, which sold almost 550,000 tickets of the estimated one million tickets sold in Lebanon last year."

A study conducted by Nielsen in 2016, showed the effectiveness of VR publicity. VirtualSKY, a commercial maker, offered 360 degrees video ads and compared its impact with flat traditional videos. The results were outstanding in favour of 360 degrees videos. The effectiveness was 1.5 to 18 times better and people could recall the brand 8 times more after the survey.

Shops can now double their chances in keeping a strong image of their products in the mind of customers, reaching their deep thoughts and sharing information with others. Noting that those results occurred with the elimination of distracting backgrounds. The interactivity and personal involvement requested in VR make of it an unbeatable way to let each individual

be a real operational part of the advertisement and turn the whole campaign into a more particular and subjective one.

As human beings, people suppose we are in control of our mind and our decisions are taken after a logical and rational thinking. However advertisements and our surrounding in general affects our choices by reaching our feelings and emotions. Therefore, in reality our emotions are the main drivers in any decision making process.

No one can deny the importance of Virtual Reality in the world of marketing, science, medicine and much more. However as every new discovery it has its advantages and disadvantages that cannot be denied (table).

Table – Pros and Cons of Virtual Reality in the world of marketing

Pros	Cons
<p>VR redefines the concept of communication:</p> <p>People from real life and others connected to the internet. Relationship will be based mainly on same interests more than general location.</p>	<p>Price:</p> <p>Not affordable to all social classes.</p>
<p>Effective Trainings:</p> <p>Mainly in the fields that are risky like in aviation, medicine and law enforcement etc.</p>	<p>Usability:</p> <p>Not very practical, bumping into others and in walls.</p> <p>Handset not user friendly to all</p>
<p>Gaming:</p> <p>Taking computer graphics to an upper level and professionalism.</p> <p>It provides a chance to experience impossible missions</p>	<p>Mental Consequences:</p> <p>Some people got addicted and they tend to leave the real world to escape from their depression, and disregard their duties in real life.</p> <p>Some others feels insignificance after it s use.</p> <p>Total deception.</p>
<p>Videos:</p> <p>Play back videos as if in reality to catch back memories.</p>	<p>Niche product:</p> <p>The ones who don't have access to it or cannot afford VR are left out</p>
<p>Visualization:</p> <p>You can see in 360degree just by turning your head and watch a full presentation</p>	<p>Behavioural problems:</p> <p>Some people would show unacceptable reactions due to the lack of laws regarding VR. Freedom of doing illegal acts because of the sense of anonymity</p>
<p>Disabled people:</p> <p>Disabled people can now experience reality and share a full life.</p>	<p>Motion sickness:</p> <p>The VR headset showed some side effects on many persons mainly motion sickness, dizziness and headaches</p>
<p>Visual tours:</p> <p>It gives a real detailed view of an existing site for the people who don't have the chance to travel.</p>	<p>Further development:</p> <p>VR world still lacks a lot of details and laws. Headset is not very practical. Scientifics are still working on all features</p>

In order to conduct an effective selling, marketers have to understand the need of customers and grasp the market demands. Nowadays everything is directed towards technology and all scientific researches are done to update day by day the new discoveries and innovations.

As human beings, we are driven by our emotions and feelings, they dictate us what to buy, what to do and how to behave. They have a great influence on our choices and using the new technology of Virtual Reality in some cases is just the perfect option to attract more customers and sell more. Decisions are simply emotional, not rational neither logical. Virtual Reality is a completely new ingenious technology that let any individual be immersed in a whole new world. Beside the advantages of this new technology, some disadvantages can never be easily fixed. Addictions, frauds and even the high cost will unfortunately haunt the progress of Virtual Reality forever.

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РАЗВИТИЕ ЭКСПОРТА ПРОДУКЦИИ АГРОПРОМЫШЛЕННОГО КОМПЛЕКСА РЕСПУБЛИКИ БЕЛАРУСЬ В КНР

Республика Беларусь в последние годы достигла значительных результатов во внешней торговле продукцией АПК и продолжает интенсивно осуществлять освоение внешних продовольственных рынков. Китай является одним из наиболее важных торгово-экономических партнеров Республики Беларусь. О положительной динамики