

With the help of a theoretical analysis of general and special psychological literature on the research problem, we have identified the following methods: “Diagnosis of the level of emotional burnout by V. V. Boyko” (modified by E. Ilyin), “Professional activity motivation” (K. Zamfir’s method A. A. Reana). The study was conducted on the basis of the Belarusian State Economic University. It was attended by students of the 3rd and 4th years. The total number of respondents was 30 people – 23 3rd year students (76.7%) and 7 4th year students (23.3%).

We have found that the absence of emotional burnout or its low level is observed in 17 out of 30 students (57%). Emotional burnout begins in 6 out of 30 students, which equates to 20%. 7 out of 30 students (23%) had a developed syndrome of emotional burnout.

17 out of 30 students (57%) showed a high level of motivation for professional activity. 6 out of 30 students (20%) had an average level of motivation, 7 (23%) had a low level.

The final step will be to conduct a correlation analysis using the Spearman rank correlation coefficient in order to finally confirm the presence of a relationship between the two variables under study.

Rank correlation coefficient $r_s = -0.948$.

This suggests that the correlation between the level of emotional burnout and the level of motivation is statistically significant. That is, with an increase in the level of emotional burnout, the value of the level of motivation for professional activity decreases.

Thus, the majority of students (57%) have no emotional burnout or its low level; 17 out of 30 students (57%) have a high level of professional motivation. 6 out of 30 students (20%) had an average level of motivation, 7 students (23%) had a low level of motivation, respectively.

Based on the results of the correlation analysis, it can be confirmed that there is reverse causality between the level of emotional burnout and the level of motivation for professional activity.

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THE IMPACT OF MARKETING TRICKS ON CUSTOMERS

Shopping is an integral part of our life. Marketers, having studied the psychological features of people, turned the supermarket into a «trap» for buyers. It is impossible to get out of it without purchase.

The purpose of our research is to find the tricks of supermarkets and analyze their impact on consumer choice.

There are 3 groups of tricks:

1. Sensory response. The senses are the most active allies of marketers. The smell of fresh baking will arouse your appetite and you will buy more. A study of “Using Background Music to Affect the Behavior of Supermarket Shoppers” conducted by the American Marketing Association proves that energetic music encourages buyers to make spontaneous purchases [1]. On the other hand, slow music makes people stay longer at the shelves, spend more time in the trading floor and, as a result, buy more. CNN, referring to a study of “How color affects your spending” published in the Business Review magazine, states: in blue-green shops, customers leave 15% more money than in those whose walls and shelves are painted in warm colors [1]. Supermarkets lay out the floor with fine tiles to make your cart sound louder. So you think you’re going faster and you subconsciously slow down and spend more time near the counter.

2. The illusion of profitable purchases. “Buy 10 pieces for only 100 rubles!” is an old-fashioned marketing trick. Many people fall for such an offer, eventually buying more products than they need. The product, which is actually a quality, is actively advertised to make buyers look at a particular supermarket. But if you go into the trade hall to buy meat or cookies, why not buy something else [2]? Here on these accompanying purchases the store makes money.

3. Alices are in Wonderland. Essential foods such as bread, milk and eggs are scattered all over the shop so that you can walk on it for a long time, making spontaneous, rash purchases along the way. The whole expensive product is on the middle shelf of the counter, just at the height of your eyes, so it feels that on the shelves above or below the product is of less quality [2]. At the cash-point marketers place expensive and not always necessary small items: chocolates, jelly candies in bright packages, ice cream, wet wipes, hand sanitizers, etc. The plan is that you, tired of making decisions in the trading floor, relax and buy yourself a reward. And it works.

A survey, which consisted of 25 questions, was conducted among the BSEU students in order to analyze the influence of psychological tricks on a consumer choice. The survey findings state that 44.2% of students’ purchases are made most often in Minsk supermarkets and hypermarkets and buying habits include only necessary goods for the current moment. Moreover, approximately 48.8% of the surveyed don’t make a shopping list, so it’s quite easy to find extra items in their cart. The opinions were equally divided on whether shoppers pay attention to music. The next question was about additional goods near the cashier. 51.2% of the questioned answered that they rarely buy them, 39.5% – almost never, 7% – quite often, and 2.3% – always. 65% of the students buy as much as they planned, 35% buy more than they planned. And the last of the most significant questions was about impulsive purchases. 61% of the respondents chose the answer “rarely”, 21% – “often”, 16% – “never”, 2% – “always”.

However, over the past 20 years, marketers have found a completely new way to find out the subconscious desires of customers and influence them, which is called “neuromarketing”.

This discipline is a combination of two sciences – “neurobiology” and “marketing”. Neuromarketing studies the psychology of customers, the ways to influence them, as well

as the mechanisms of the client's responses with using modern technologies that help in monitoring the activity of the brain. The key goal of neuromarketing is to understand possible thoughts about a new product and predict reactions so that the producer can increase sales.

Our research findings provide the following results. First of all, mostly large hypermarkets use these tricks, because they are visited quite often and they meet our needs and wishes. Secondly, tricks affect our choice, but not in all cases. It can be assumed that customers rarely pay attention to the goods at the cash register, go only a specific route and take only desired goods because of the lack of time in our hasty pace of life. For the same reason impulse purchases are less made and there is no attention to music, because of listening to audiobooks, music with headphones and talking on the phone. Thirdly, the primitive methods familiar to everyone, and they are losing their relevance nowadays. Finally, sales marketers need to come up with new ways that will be even more sophisticated and more invisible to increase the number of sales, where neuromarketing will play a crucial role.

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FEATURES OF MARKETING IN THE ELECTRIC POWER INDUSTRY

The role of marketing in the management of enterprises in various spheres of the economy has long been recognized by managers. Its importance is increasing currently, and therefore we can talk about the development of marketing in the power industry, as one of the areas of production and economic activity. Power companies are commercial organizations, and their main purpose is to make a profit in the long term. In this regard, they are interested in improving the efficiency of power generation and distribution. It should also be taken into account that the power sector is a specific area of activity that performs an important social function: it is an element of the system for supplying the national economy and population with electric power and heat.

The purpose of the study is to determine the main directions of marketing activities in the electric power industry.