

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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Ivan Kaljuzhnyj

Science tutor *O.Vinnik*

Sukhoi State Technical University of Gomel (Gomel)

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.

The dynamics and level of demand for electric power is an indicator of economic growth, science and technology development and characterizes the living standard of population. Therefore, marketing in the electric power industry plays an important role not only for the industry, but also for the economy as a whole.

Marketing in the power industry differs from marketing in other industries, due to the following features of the power industry:

- the dynamics of demand for heat and electric power is influenced by the economic and territorial position of consumers, the efficiency of energy resources;
- forecasting the demand for heat and electricity (taking into account the time of day and seasonality of consumption) plays an important role in the power industry;
- quality parameters of heat and electric power are practically impossible to adjust;
- there are some restrictions over long-distance power transmission;
- there are some restrictions on export and import of electric power;
- uneven electric power consumption causes irrational use of energy companies capacities due to the need to produce electric power at the moment of consumption and inability to stockpile it.

It should be taken into account that competition in the power sector of the Republic of Belarus is almost impossible due to the monopoly of producers. This factor reduces the possibility of marketing activities in power field to almost zero. However, even taking into account that marketing in the power sector isn't given proper attention currently, marketing activities can be present even in this case, for example:

1. *Demand Management*. Alignment of consumer load schedules will allow to optimize the load of generating companies and reduce “reserve” capacities;

2. *Price policy* is logical consequence of the previous point. Tariffs are the most significant for consumers, so power supplying companies are interested in differentiation of tariffs to stimulate electric power consumption during the down hours and, accordingly, to reduce consumption during peak periods. This can be realized by transferring large consumers to 24-hour operation;

3. *Strengthening of payment discipline* due to the fact that payment for consumed power is made in the month following the month in which it was consumed. It automatically leads to the formation of accounts receivable. Since many consumers do not pay their debts on time, increasing receivables reduce their working capital, which leads to the freezing of cash and makes it impossible to put them into circulation, which in turn worsens financial indicators. Strengthening of payment discipline is possible by limiting the amount of consumption or disconnection of consumers from power supply, increasing fines for non-payment and delayed payments;

4. *Control the quality of energy consumption by consumers*, as well as the promotion of modern technologies and energy receivers (equipment) in order to use them rationally, which will lead to energy savings.

5. *Monitoring the quality of the use of installed industrial consumers' capacities*. It isn't an available function in other industries – in order to optimize their load. The optimization will allow generating companies to reduce the volume of peak loads.

6. *Optimization of relations with fuel suppliers*, which can help to reduce energy costs.

The energy industry peculiarities functioning allowed the authors to determine the main directions of marketing activities. In conclusion it should be noted although marketing in the electric power industry can be called “sham” it is still present with its own features. In the conditions of a monopoly, all marketing ultimately comes down to the proper work of power generating and power supply companies, as well as state authorities to regulate the main aspects of power companies’ activities.

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Mariya Kirisyuk

Science tutor *N. Shevchenko*
BNTU (Minsk)

TRANSITION TO THE ECONOMY OF IMPRESSIONS

The purpose of our study is to understand whether price competition is the only way to attract buyers. Many people love sales, but this is the worst strategy for companies. Although, it has worked for many decades. Thanks to the economy of mass production, costs have been reduced, which means that prices for many goods have decreased. However, over time, this type of competition ceases to give the desired growth and profitability. An increasing number of companies are beginning to shift their focus from development and production to marketing and sales.