

ECONOMY OF IMPRESSIONS: DOES BUSINESS EQUAL TO THE THEATRE?

Work is a theater and every business is a stage. Not all analogies apply to business. Let's take the thing without which we can't imagine our everyday life – it's coffee.

From coffee to impressions. Coffee as a product is divided into 4 sales categories: raw material, product, selling it, and selling it with impressions. These stages start with the raw material, which is extremely cheap (since it is grown in the poorest countries, such as Ethiopia). As a rule, the raw material is not valued because the marketers haven't had time to work with the packaging, the concept hasn't happened yet. This is just an unsightly bag of coffee lying in a warehouse waiting to be sold. The second stage – the product is lying on the shelf in a store and waiting for its time. Already our product is sold at a slightly higher price. The third category and the most significant one - sale of goods using marketing solutions: slogans, advertising, concepts that attract consumers. The fourth one – selling with impressions: e.g., Starbucks. They oppose themselves as «the third place»: the first one is the place where you live, the second one – where you work, the third – where you can relax, spend time with friends, that is sales with impressions. And along with impressions, comes an even bigger markup on the same coffee from an unsightly bag.

Some goods by their very nature depend on sensory perception: toys, sweets, videotapes, CDs, wine, etc. These products themselves carry some sensory impression, but the manufacturers try to enhance it. Changes are made to improve the perception of the goods, based on an analysis of its impact on those or other senses. Bright colors, a beautiful cover that is pleasant to the touch – all these things influence our attention.

Some people think that competition in terms of price is pointless, because sooner or later there will be competitors who produce cheaper products. Prices need to be backed up by something: excellent service, attractive and high-quality packaging, and the quality of the product itself.

Leonard Riggio, General Manager of Barnes & Noble, used the theater theme to expand his store. He realized that people go to his stores for the same reason as to go to the theater: for the social experience. To do this he changed the architecture, the appearance of the staff, the furniture and the interior, and added a café. However, Noble soon closed as other companies began to supplant it, with many switching to e-books or reading online. Many public places attract visitors precisely because of their atmosphere: Japanese cat cafes, Italian restaurants where the chef himself teaches you how to say ravioli or pasta, bars with board games. Such interesting places contribute to a great pastime, meeting new people.

«A square meter should sell itself».

After interacting with the seller, the buyer learns something new about himself. After all, outsiders can point out the virtues, what clothes accentuate your figure or what

jeans slim you down. This is another trait of the impression economy. You went to buy a sweater-got the pleasant emotions of the purchase along with compliments and a great shopping experience. No matter how great and high quality the product is, it is the presentation that plays a decisive role in its realization. If the seller understands and sees the weaknesses and strengths of his product, the requirements of buyers for this type of goods, he is able to present the product so that the buyer wants to buy it again and again. Market analysis, continuous product improvement contributes to its relevance, popularity and trust on the part of the consumer market. It is the ability to adjust to the changing world, requirements and trends that the manufacturer will be able to extract a large profit from that very unsightly bag of coffee.

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EMOTIONAL INTELLIGENCE: CONCEPT, DIAGNOSIS, EFFICIENCY

The term “emotional intelligence” was first coined by John Mayer, PhD, from the University of New Hampshire, and Peter Salovey, PhD, from Yale University. They co-authored an article in an academic journal in 1990, in which they described the term as “the ability to understand the meaning of emotions and use this knowledge to find out the causes of problems and solve these problems” [1, p. 92-95]. After the publication of this article, the American psychologist, writer and science journalist, Daniel Goleman, who attended many lectures by the authors of the term “emotional intelligence”, released a book to the general public in which he described in detail what he meant by this term and revealed the relevance of the development of emotional intelligence in people, explained how it should be developed and how it affects the achievement of outstanding results in any activity.

In Russian psychology, a contribution to the development of emotional intelligence was made by S.L. Rubinstein and A.N. Leontiev. From the point of view of practical research, a considerable contribution was made by D.V. Lyusin, he developed diagnostic tools and a two-component theory of emotional intelligence.

Emotional intelligence is a combination of such qualities as emotional awareness, self-motivation, empathy, control over one's emotions and recognition of the emotions of