

novice and successful bloggers, but also large companies are increasingly paying attention to this method of psychological interaction with the client.

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Darya Semenovich
Science tutor *L. Bedritskaya*
BSEU (Minsk)

YANDEX GO: A CHANCE OR A DEVELOPED STRATEGY?

Today, various types of transport are used for faster and more comfortable movement around the city: tube, buses, bicycles, motorcycles, electric scooters and monowheels, as well as taxis. The popularity of the latter has increased enormously over the past 7 years. Previously, it was believed that a taxi was a transport for the rich. Now the situation has changed dramatically.

The purpose of my report is to analyze the trends of the development of taxi transportation in the Republic of Belarus.

The first thing to be mentioned is a positive steady growth in the share of taxis in passenger transportation in Belarus from 0.78 % in 2013 to 2.71 % in 2020. What concerns companies, 7788 have been functioning here for a long time with the famous advertising slogan “7788 – call us and we'll give you a lift”, *the capital 135*, *NEXT*, 7220, a large number of sole proprietors who persistently offer their services to you at the railway station, as well as aggregators like *Maxim*, *Uber*, *Yandex Go*.

With the arrival of taxi aggregators on the market (as Uber and Yandex prefer to call themselves) the situation in the field of individual passenger transportation in Belarus has changed dramatically. The entry of the Uber service into the Minsk market in 2015 did not really make significant changes – the service became not a competitor, but an alternative to traditional taxi services, and the tariffs set by the service did not force most market participants to “squeeze”. But after entering Yandex Go in Belarussian market the situation has changed.

Yandex Go is an aggregator service that helps to contact the taxi driver, directly without contacting the dispatcher. When you order a ride in Yandex Go, you are provided with a service not by Yandex itself, but by a third-party contractor. Yandex legally provides an information service – brings together passengers and taxi drivers and receives a commission for this service. Therefore, not the entire cost of the trip gets into the company's reports as revenue, but only the commission that Yandex charges.

When entering new markets (Belarusian is not exception), the management of Yandex Go applies a strategy of low prices. Having come to a new market, in our case, Belarussian market, the platform sets a deliberately low tariff, which, of course, was unprofitable for drivers. However, Yandex compensated for the difference, and also provided various perks to motivate drivers. Thereby eliminating competitors in the price segment. Moreover, Yandex bought a controlling interest in Uber in 2017, which allowed Yandex to expand its market share. Up until 2018, Yandex Go worked at a loss, but management achieved its goal. But, having removed a large number of competitors and becoming a kind of a leader in the market, Yandex Go began to dictate prices, which are often too high. This can be seen in the increased tariffs and frequent overestimated “increased demands”.

According to various estimates, Yandex Taxi has a 75 % share in the taxi transportation market of the Republic of Belarus. Yandex Taxi is represented not only in the CIS market, but also in countries such as Israel, Finland, Serbia, Romania, as well as in African countries Ivory Coast and Ghana, for which Yandex has created a separate brand Yango. But the company’s management does not plan to stop there and sets the goal of further expanding the geography of transportation services.

Yandex Go have both advantages and disadvantages for the passenger. The most obvious advantages are: Relatively low price, ease of tracking the car by mobile application, means of payment (in cash or be card) and many others; and following disadvantages, such as: rude drivers and “reckless drivers”, frequent increased demand, inaccurate GPS operation: often drivers cannot arrive at the specified point.

Nevertheless, there are also pros and cons of the work in Yandex Go as a driver. The main advantages include: free schedule, anyone who has the appropriate driver’s license can work in Yandex Go, rare downtime, system of bonuses and surcharges directly from Yandex and many more. However, the following most noticeable disadvantages can be identified as: a long chain of intermediaries, lack of decent technical support, social insecurity, for example, unpaid sick leave, set daily threshold of 40 trips, etc.

I conducted the study: which taxi below is the fastest and cheapest to get from BSEU to the railway station *Minsk-Passenger* and recieved the following results: in terms of price / speed of delivery, Uber, Yandex and Maxim won with the drive price of 5.1 BYN and waiting time of 3-4 minutes, and 7788 turned out to be the most inconvenient in the machine ordering method, waiting time and the uncertainty of the price.

I conducted the study among the students to determine which taxi is the most popular among students and how often they use this service. I received the following results: Yandex Go is the most popular (votes for Uber are also included here), gaining 96 % of the votes of respondents, and taxi Maxim and service 7220 received 1 % each. The survey also showed that taxi services are popular among students, as 55 % of students surveyed use taxi services several times a month, 14 % of respondents – several times a week, 30 % – only a few times a year.

In conclusion, it should be said, that the taxi service sector is an expanding and promising means of transportation in the Republic of Belarus, with the most popular Yandex Go service. The success of Yandex Go is not an accident, but the result of a well-thought-out strategy and effective work of employees. However, the managers should

solve mentioned and many other problems in order not to lose its position in the market in the near future.

Darya Slabkevich, Elena Virshich
 Science tutor *E. S. Makeeva*
 BSEU (Minsk)

IMPACT OF GENDER STEREOTYPES IN THE PROFESSIONAL DEFINITION

In the modern world, interest in gender stereotypes is only increasing. The question is raised about the assessment of a person not from the side of gender, but of individuality. Gender stereotypes deprive society of valuable personnel, because they affect the worldview of an unformed personality. The study demonstrates the influence of gender stereotypes of the microenvironment on the professional interest of the younger generation.

The problem of the relationship between gender stereotypes of the microenvironment of the individual and professional interest in certain areas was the goal of our study.

We used the questionnaire “Gender education of older preschoolers” by N.A. Barannikova and “Semi-standardized interview” by V.E. Kagan and “Interview with a child of preschool age (3-6 years)” [1], [2], [3].

In response to the questionnaire “Gender education of older preschoolers” N.A. Barannikova we made the main statements, to which the parents gave a more stereotyped answer.

Question	Answer
Do you consider the gender of the child when choosing toys or games?	Yes (98%)
Do you make sure that the child's behavior in the game complies with the moral standards imposed in society on people of his (her) gender?	Yes (55%)
Do you think it is necessary to select clothes and dress the child according to the gender?	Yes (91%)
What character traits should be formed in girls?	caring for loved ones, kindness, responsiveness, honesty, accuracy, neatness, sensitivity, attentiveness, being yourself, responsibility, ability to behave, fidelity, goodwill, calmness
What character traits should be formed in boys?	masculinity, justice, honesty, generosity, attentiveness, kindness, decency, humanity, not to be afraid to show emotions, care, responsibility, the ability to take care of yourself and your loved ones, the ability to behave, keep your word.

It should be noted that 55% of respondents do not separate family responsibilities by gender.