

estimated at \$43.6 billion. Cosmetics and hygiene products occupy the first place in consumption among the Chinese. The fact that one of the biggest problems of China is the poor ecology which pushes the nation to take care of its health and beauty and to produce eco-cosmetics or natural cosmetics without preservatives.

At the same time, Chinese cosmetics brands are not only manufacturers of high-quality cosmetics, but also of products affordable for any consumer, which makes Chinese brands competitive on the world market. It should be noted that despite the fact that the brands are of Asian origin, cosmetics are adapted to the skin of a European and Slavic person.

Thus, we can make a conclusion that in all three countries the beauty industry is developing rapidly, which has a positive effect on the development not only of the market but also for companies, making them competitive. It should be noted that the range of cosmetic products in the Republic of Belarus, the USA, and China is very diverse. More and more new products with unique formulas and textures are released every year. In addition, a wide selection, high-quality products, and democratic prices — all contributes to the growth of the target audience, awareness among consumers, and increase in the company's profit.

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## **THE ROLE OF NEUROMARKETING IN MODERN BUSINESS**

### **Роль нейромаркетинга в современном бизнесе**

In modern reality the role of business is increasing every year, new generation strives for independence, which encourages them to set up their «own business».

Hence, special mechanisms for successful development are engaged. Such mechanisms can answer the following questions: why is this or that package, advertisement, image, smell more preferable to the target audience and why do these factors make the product attractive to the purchasers. As a result, a new direction of marketing was developed — neuromarketing. It is a new marketing tool, that bases on visual, audial, olfactory, tactile, kinesthetic human systems and interprets them.

When writing the article, a sociological survey was conducted. The main aim was to figure out what subconscious connections are formed by prospective customers. The target audience — students. The number of the respondents — 50 people. They were asked 10 questions about olfactory associations with certain places (we chose the places, where there is any distinct smell).

The results are as follows:

1. Cafe — the smell of coffee, not strong and pungent, but mild. The respondents immediately produced subconscious association of a resting place, like a cafe. The same association appeared with the smell of pastry.

2. Cinema — popcorn is considered to be the basic association.

3. Perfume shop — plenty of smells: floral and citrus.

4. Hardware store — the smell of freshness, which is directly associated with laundry powder, soap; though hardware stores sell not only laundry powder, but also household chemicals, which often have an unpleasant odor. This is one of the neuromarketing metrics.

The responders also were asked questions about their olfactory associations with any event, holiday, abstract concept.

1. New Year — the smell of tangerines, pine needles, sparklers etc.

2. Wealth — wood, any dense smell, building materials.

3. Food smell — it is worth mentioning that traditional and territorial aspects play an essential role in associative connections over food smells. For instance, the food smell associations of Asian and European nationalities will differ fundamentally.

4. Church, religious holidays — candles, incense.

5. Spring — flowers, and «8<sup>th</sup> March» holiday — tulip odor.

6. Rest — roasted meat, barbecue.

The results of the survey show the occurrence of signaling connections: a particular odor is connected with a particular branch. These results can be included into a universal system that is rather predictable. Thus, some shops increased pre-New Year sales by 22 % due to spraying tangerine and pine needles aroma; aroma makes the customers stay in the department with mouth-watering smells averaging for 11 minutes longer than usual. It contributes to sales increase on average by 5–6 %. In every particular case the results may differ, but we can undoubtedly state its positive effects. Thus, we can conclude that neuromarketing and aroma marketing in particular can be prospectively used in the business sphere and can effectively influence the sales rating.

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## **WOMEN'S ENTREPRENEURSHIP IN BELARUS**

### **Женское предпринимательство в Беларуси**

Entrepreneurship is an independent, risky activity aimed at systematic profit from selling goods and providing services.