

exchanges and internships and financing research that meets the scientific interests of the country. These methods affect migration from different sides: attracting new specialists, retaining and returning existing ones [3].

Research results: familiarization with the basic concepts, cognitive analysis of the existing problem and identification of its essence were carried out.

References

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SENSORY MARKETING IS AN EFFECTIVE DRIVER OF THE GLOBAL ECONOMY

Сенсорный маркетинг как эффективный драйвер мировой экономики

The purpose of the study is to consider sensory marketing as an actual direction of marketing.

Research results: the characteristics of the new marketing industry and the main tools of sensory stimulation in marketing are given.

The new time has brought new trends to the world economy, including the use of new methods in various sectors of this sphere. Much attention has been paid to innovative marketing areas, among which sensory marketing is gaining increasing recognition, based on knowledge of economics and psychology.

Nowadays, the importance of using sensory marketing tools as a way of psychological stimulation of the consumer is of great importance — with their help, customers develop conditioned reflexes associated with brands.

Due to the fact that a person has five main senses (sight, hearing, taste, smell and touch), the following sensory marketing tools can be distinguished: color, sound, aroma, tactile contact, taste sensations.

A person receives most of the information about the world around him daily through the organ of vision, and retail outlets are no exception. To successfully promote its product and brand, a company must first pay attention to the color design and color scheme of its outlets. Knowledge of the psychological semantics of each color makes it possible to design the outlet in such a way that it matches the tastes of consumers, increases their loyalty, allows you to effectively promote the product and form a positive brand image.

When psychologically stimulating the consumer, the musical design of the outlet plays an important role. When musically designing retail outlets, a number of factors should be taken into account: the number of people in the store at the moment; Times of Day; volume; product range. The positive impact of musical design is as follows: creating an individual style, atmosphere and brand perception; Improving the mood of employees of the trading floor and customers.

Another sensory marketing tool that has a significant impact on the customer is smell. One of the advantages of the aroma is that only with a single breath it instantly affects the nervous system and remains in the memory of the consumer for a long time. The most popular categories of fragrances are used in various retail outlets, depending on the assortment offered in them. There are various extraordinary and complex engineering solutions and systems to draw attention to a particular object.

While at the point of sale, the consumer strives to make not only visual, but also tactile contact with the product. Of course, the opportunity to touch it, feel its packaging is important in the process of making a purchase decision, as it allows you to form a holistic impression of the subject of purchase. It should be noted that people with a well-defined tactility are prone to impulsive purchases.

Another center of influence on the psychological stimulation of the consumer are taste buds. This factor is especially important to consider for those enterprises that are engaged in the food industry. Tastings help draw attention to a particular brand, its products, as well as to new products launched for sale. After tasting, the taste is stored in the memory of a potential buyer, and if the product made a positive impression on him, then the probability of purchasing the product will be high.

In conclusion, it should be noted that each of the listed sensory marketing tools has its own characteristics of impact on the human psyche. At the moment, sensory marketing is one of the most effective strategies for influencing customer behavior. Due to its high efficiency, it is actively used to increase sales in all countries of the world, which stimulates the growth of the global economy.