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INTERNATIONAL CONVENTIONS AND AGREEMENTS AS SOURCES OF CUSTOMS LAW

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International conventions and agreements play an important role in the formation of customs law. They are binding legal acts regulating issues of customs regulation and control. International conventions and agreements establish general principles and rules that apply to customs regulation [1].

They ensure the consistency of the customs legislation of different states and contribute to the elimination of contradictions between national legislations.

Some international conventions and agreements establish international standards and norms that are the basis for the development of national customs legislation [4].

International conventions and agreements regulate such important issues as the classification of goods, valuation, origin, measures to combat counterfeit products, etc.

International conventions and agreements provide legal protection of the rights and interests of participants in international trade and contribute to the development of international economic integration [2].

They oblige the participants to ratify them and bring their national laws into line with their provisions, which helps to ensure uniform practice in the application of customs legislation.

International conventions and agreements contain mechanisms for resolving disputes arising in the process of customs regulation, which helps to resolve conflicts and increase the confidence of participants in international trade. They can be updated and supplemented over time, taking into account changing conditions and needs in international trade, which contributes to the improvement of customs legislation and the improvement of conditions for international trade. International conventions and agreements play an important role in the development and improvement of customs legislation. They provide a unified approach to customs regulation and control, establish common rules and principles, regulate important issues related to international trade, and contribute to the development of international economic integration. The ratification of international conventions and agreements and bringing them into line with national legislation are important steps in ensuring uniform practice in the application of customs legislation [3].

International conventions and agreements are the foundation for the development of customs law. They are irreplaceable sources of international law and justify the important place they are given in the system of international justice. Such agreements contribute to the development of international relations, the regulation of norms and standards, as well as the resolution of disputes and conflicts.

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NEUROMARKETING IN PACKAGING

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Packaging is a powerful tool for brands that can not only grab consumers' attention but also influence their purchasing decisions. The application of neuro-marketing techniques to the study of packaging has recently gained considerable popularity both in academia and in practice, but there are still some concerns about the methods and indicators offered commercially and the interpretation of their results.

For decades, marketers have tried to understand the motives behind consumer buying intent. What makes a product stand out? What do consumers think and feel when they interact with a product and its packaging? Many marketers refer to packaging as the silent salesperson. Let's talk about why packaging makes consumers choose a particular product over others on the shelf and how this can be used to boost sales.

Consumers' first impression of a product is influenced by the design of the packaging. The truth is that sight accounts for 90% of all information that enters our subconscious mind, and we do not even consciously perceive it and therefore do not analyse it.

In the past, marketers relied on traditional research methods such as focus groups and surveys to find answers to these and other questions. Thanks to advances in technology, there is now a new field of marketing methodology: neuro-marketing, a scientific discipline at the intersection of psychology, neurobiology and marketing that works with the buyer's subconscious, which entire agencies specialize in applying to packaging design.

According to the Association for Neuromarketing Science and Business, "Neuromarketing studies what emotions have to do with human decision-making and uses this knowledge to improve marketing effectiveness. " Neuromarketing applied to packaging can drastically improve the consumer experience, from the aesthetic to the functional.

All neuromarketing techniques are technological and scientific, just to eliminate rational evaluation and track unconscious reactions. Neuromarketing