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BRAND RECOGNITION AND STUDENTS' ATTITUDE TOWARDS THE PURCHASE OF ENERGY DRINKS

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Energy drinks have been known for over a dozen years and so far different types and equivalents have been created. The name implies that their task is to provide the body with energy that is to be easily and quickly assimilated. They aim to instantly improve the mental and physical condition of a person. Currently, energy drinks are consumed not only for these reasons, but also when we do not need extra energy, and more from habits, for taste or even from addiction.[1]

The subject of the conducted research is brand recognition and students' attitude towards the purchase of energy drinks. The research took place on 08.12.2018 and 12/01/2019, the aim of which was to determine the brand's knowledge and determinants of the purchase of certain brands of energy drink. A questionnaire, tastings and an individual in-depth interview were used to conduct the study. The research was carried out on students of the Faculty of Management Engineering at Bialystok University of Technology. The first task was to create a questionnaire and pass it on to students. The second step was to create individual questions that were asked after the previous tasting. The respondents had three brands of energy drinks to be recognized and assessed in terms of their determinants.

The main goal of the study was to determine the determinants of purchasing certain brands of energy drinks.

Due to the lack of previous research in this area, the study was exploratory in nature. The main goal was cognitive, enabling further detailed targeting of research in this area.

Methodology:

a) Quantitative research:

- Questionnaire of the questionnaire supplemented by the respondents themselves.

The survey questionnaire is a technique of gathering information consisting in filling in most often independently by the respondent special questionnaires usually with a high degree of standardization.

b) qualitative research:

- Tasting.

Tasting is an evaluation of the taste of food products.

- Individual in-depth interview.

In-depth individual interviews (IDI) are one of the basic techniques of qualitative research. They rely on the researcher's "four eyes" conversation with the respondent. Their goal is to obtain detailed opinions and information from specific people who meet the criteria for the selection of the sample specified by the researcher. This technique is also used to explain the nature of the phenomenon being investigated, to reach the essence of things, to receive information that would be difficult to obtain by other methods, such as a questionnaire.

The selection of people for the survey consisted of giving out questionnaires during the classes and filling it with the students. The tasting took place at a later time during classes, during which students tasted energy drinks, ie. Red Bull, Tiger, Black. The tasting was supplemented with an individual in-depth interview, during which information was obtained which was not possible to obtain from the questionnaire.[2]

Conclusions and recommendations:

The conclusions from the conducted research are as follows:

Applications from quantitative research:

- Most students regard consumption of energy drinks as harmful to health.
- The reason for consuming energy drinks by students is to provide the body with energy, as a component of alcoholic drinks and during a period of physical exertion.
- The most preferred brand of energy drinks among students is Red Bull, Tiger and Black.
- Most often, students buy energy drinks in neighborhood stores and supermarkets.
- Students assessed that energy drinks have an average effectiveness.
- Most students think that energy drinks work.
- The choice of energy drinks is influenced by taste, promotion and brand.
- Most often, energy drinks are bought in a 0,25 l.

Applications from qualitative research:

- Most respondents distinguish the flavors of energy drinks.
- Most respondents had no bad experience after consuming energy drinks. Among the examined, only one person stated that after drinking a drink there is a tongue that is absent.

• The substitute for consuming energy drinks is coffee, yerba mate and caffeine in tablets.

• Students learn about the harmfulness of energy drinks from friends, parents, older siblings, the Internet, the press and their own experience.

- According to students, energy drinks are popular among young people because they stimulate to action, are tasty, are useful during a lot of effort, such as an exam session.

recommendations:

Energy drinks are popular among young people. They have strengths as well as weaknesses. Providing energy to the body is definitely a positive feature, while their weaknesses include the fact that consumed in large quantities are harmful to health. Every person at least once in a lifetime tried energy drinks. Most believe that energy drinks are effective. The conducted research would be useful for producers at the time of introducing a new energy drink to the market, because thanks to them they could learn what to take into account during production. Producers should encourage the purchase of energy drinks through various types of promotions, discounts, contests in which students could win energy drinks. It is also worth paying attention to the price for which energy drinks are sold because it plays a significant role in the purchase of the product. Promoting the brand in radio and TV stations would help increase the sales of other less-known brands of energy drinks. Each customer pays attention to the appearance of the product, so to interest the student and attract his attention, the producers could create new packaging. Considering the fact that RedBull is the most popular energy drink among young people, producers should introduce a new taste of this drink.

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ИНСТРУМЕНТЫ ФОРМИРОВАНИЯ ЛОЯЛЬНОСТИ ПОСЕТИТЕЛЕЙ И УВЕЛИЧЕНИЯ ПРОДАЖ В РЕСТОРАННОМ БИЗНЕСЕ

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Для успешной работы в ресторанном бизнесе нужно быть знакомым с его особенностями и с последними тенденциями отрасли. Будет ли ресторан, кафе успешным, – зависит от многих факторов, в частности, от наличия хорошего менеджмента, современной кухни, удачной концепции объекта общественного питания, безукоризненного сервиса, интересного интерьера и разумных цен.

Рассмотрим основные группы инструментов повышения лояльности посетителей и роста продаж в ресторанном бизнесе: