

Резюме – Многофакторный и многоэлементный подход к созданию рекламы предполагает тщательный анализ всех затронутых элементов каждой системы. В противном случае есть возможность возникновения необратимых последствий, многие из которых неявно проявляются, затрагивая при этом очень деликатные сферы жизни человека. Основная идея заключается в устранении проблемы на стадии ее зарождения. Некоторые подходы предусматривают нахождение и проявление основных причин возникновения негативных последствий и устранение неблагоприятных воздействий.

Introduction. Advertising is more than just a means of marketing communication, or means of employment, or a technique for increasing sales. It's an absolute storyteller, specific implement, a public disputant that dedicates the terms of normal human life, offering standards of well-being and shaping human values. Generalizing different values, attitudes and habits may result in stereotyping, a result of incomplete or distorted sort of information accepted as fact without any questions [1].

Reasons for stereotyping. Advertisements are frequently based on the utilization of already existing social ideologies that basically have a specific structure of integrated common beliefs. Those beliefs are sometimes considered as stereotypes that in some occasions are negative [1]. Negative stereotypes have the most impact when it comes to ethnic and racial differences. However, they are still used in advertising, targeting at specific demographics in various aspects. Reasons for stereotyping in advertising can be correlated with the 'mirror' and the 'mold' argument articulated by Pollay in 1986. According to the 'mirror' argument, advertising reflects values that already prevail in a cultural context. The rationale behind this argument lies in the existence of multiple interrelated factors of socioeconomic and political environment that influence the value system of a society. Otherwise, the 'mold' argument states that advertising enralls and impacts on a society, thus encourages stereotypes that are formed by media [2]. The 'mirror' and the 'mold' argument is a continuum. Advertising is a visual representation of different aspects of real life, which creates opinion within culture that reflects and contributes to a society. It is the indissoluble process of periodic operations, called cycle [2]. The cycled structure allows detecting severe problems on the initial stages of their origin and solving them on time. Marketers should be aware of the potential to cause serious or widespread offence when referring to different races, cultures, nationalities or ethnic groups [1]. Not only advertisers should be aware of the possible consequences, but the media consumers as well. The assumption of them becoming more conscious of the role of media in forming sense of values and social reality is that consumers will be able to process information correctly. Therefore they tend to be less likely to be influenced by explicit and irreciprocal notions of racial groups. What the media creates is representation of the modern social world, descriptions, explanations and frames for understanding how the world is and why it works as it is said and shown to work. And among many other various types of ideology, the media structures for us a definition of what actually race is, what meaning the race carries, and what the problem of race is understood to be. Generalized opinion helps classify out the world in terms of the categories of race. Human minds are arranged to set boundaries to retrieve, sort and sift out information. As a consequence the fear of being misunderstood or not being accepted by the society arises. This emotional and psychological state is just the tip of the iceberg. Although some advertising agencies may find it is their gold mine, and some of them can use marketing approaches based on or connected with stereotyping.

Conclusion. Stereotyping has the power to refocus people to live their lives driven by hate, and can be the cause of victims of those stereotypes to be driven by fear. It took us much time to get to understand we have the opportunity to avoid conflicts, disagreements, quarrels and discords, just sorting out the information surrounding us, paying attention to the details, investigating more and being tolerant world lovers.

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THE SIGNIFICANCE OF BUSINESS ECOLOGY

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Resume – Business is such a wide sphere that touches our planet a lot. Well-being of the Earth depends on human activities, so now it is time to make changes in people's mind about ecology. People should be inspired by each other; they should act and think about consequences. This article shows and describes the main principles of nature (cycles, partnership and diversity). These points should be remembered by all the people of the planet. The article has information about issues of business ecology. It includes some ideas that should be taken

into consideration by producers, because while starting business an entrepreneur has to consider all the potential affects. The issue of eco-friendly way of life is popular now. People start paying attention to the way of producing, reusable packaging and design, so changes must be done not only by individuals, but businesses too.

Резюме – Бизнес – широкая сфера, во многом касающаяся нашей планеты. Благополучие Земли зависит от человеческой деятельности, поэтому настало время изменить мнение людей об экологии. Людям следует быть вдохновленными друг другом, они должны действовать и думать о последствиях. Эта статья показывает и описывает главные принципы природы (циклы, партнерство, разнообразие). Всем людям планеты следует помнить эти пункты. Также статья включает в себя некоторые идеи, которые должны быть приняты во внимание производителями, потому что, начиная бизнес, предприниматель должен учитывать все возможные последствия. Вопрос экологичного образа жизни сейчас популярен. Люди начинают обращать внимание на способ производства, упаковки и дизайн многократного использования, поэтому изменения должны быть внесены не только частными лицами, но и предприятиями.

Introduction. Today our planet is full of producers, who make their products only in order to sell them; and consumers, who buy the production only in order to consume it. But all the people should remember that our planet is our home and we should think not only about our needs but about the consequences that are caused by the actions connected with these needs. We all know that there are a lot of serious troubles with nature which are made by people's arms. And business field touches with it a lot. Being eco-friendly means is to understand our being from nature's side that we are all a part of nature and we live on this planet together with other alive organisms. It refers not only to human being but to all living species in the world.

Thoughtful business behavior. Businesspeople should understand that they do much for the planet by their activity. Now the planet requires thoughtful business behavior, people's thinking and eco-awareness. There are some ecological principles of nature:

– cycles: all living systems are interconnected, one species' wastes can become another species' food. The main issue of this principle is waste sorting. We only need to separate glass, plastic, paper, metal, organic, batteries. Everyday people have garbage. How much we throw up depends only on us. We can decrease this amount by using more natural products, products that can be recycled. We can reuse some things if it is possible; reduce air emissions by change in transport means (use a bicycle instead of a car, for example), etc. Something that is a waste for us can be a need for another;

– partnership: people should cooperate, tell each other about eco-habits, and inspire each other by actions done for clean oceans, green healthy forests and blue sky. Population of the planet can't even imagine how their day-to-day habits can change the world. Some people think that they are insignificant little part of the planet, but this is not true. We all are big partners in healthy living business;

– diversity: our planet needs different living species'. It is so fantastic that we are all different and we have so many places and living species to touch, to see and to be surprised by. In order to save all this magic we should improve our eco-awareness, because we are nature too.

Today it is time to transform businesses into eco-conscious way. Producers have an impact on their consumers, so they should spread this idea to them. Before starting business entrepreneurs have to think about all the potential influences of their activity on the planet. Businesspeople can take into consideration next issues:

– world water crisis: demand for water has never been as great as it is today, and it will only rise with population growth and mobility, improving living standards, changes in food consumption, and increased energy production. The solution is to integrate water resource management strategies created by government with business development plans;

– planetary limits: today we use more resources than our planet can produce. At the same time, we are weakening ability of natural systems to regenerate and to produce. The pollution and other pressures don't give nature a chance to do it. Even when the size of forest areas or the agricultural land remains the same, it will clean less air. Usage of limit resources is not only an environmental problem. It influences economy and our society. Saving our natural capital is a key factor in determining our health, well-being and quality of life in general;

– wasting valuable resources: we are actually wasting resources that are very difficult or impossible to replace. A sustainable consumption of resources is directly linked to the way we produce. Products have to be produced in order to be used again and again.

Conclusion. Eco-friendly way of life starts only with us. Only people can change current situation connected with nature damage. The time is now. Those who didn't start caring about nature have to do it now. Businesspeople have to start running their businesses consciously, thinking about influence on living species', polluted places and air now. They have to take responsibility for spreading the idea of eco-awareness among their consumers. People usually pay attention to pictures of clean beautiful places of the Earth, but there are so many pictures on the Internet with damaged places full of garbage. And there is good news in such situation: the Internet is full of information about possibilities that can be implemented by each of us in our life to make a world better created by bloggers and people who are interested in saving nature and we can learn about it for free. So the hardest thing is just to start and it should be done now.

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AROMAMARKETING AS A MEANS OF ATTRACTING CLIENTS

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Resume – The relevance of my research lies in the importance of a relatively new way for the Belarusian market to attract customers – aromamarketing. The work will consider the objectives of the introduction of aromamarketing, its importance and relevance.

Резюме – Актуальность моего исследования заключается в важности относительно нового для белорусского рынка способа привлечения клиентов – аромамаркетинга. В работе будут рассмотрены цели внедрения аромамаркетинга, его важность и актуальность.

Introduction. In today's world, in conditions of growing competition, “surviving” and maintaining competitive positions is becoming increasingly difficult for enterprises. Marketing techniques, and approaches have a tendency to become obsolete, and do it quickly. Marketing, whose main goal is to attract the attention of the client, has been looking for new approaches and opportunities to surprise consumer, to “grab” and never let him go.

Modern marketing technologies have overloaded the visual and auditory space (vision and hearing) of the consumer so much that such an impact is simply ineffective, unless it involves huge investments. This was the reason to develop a new direction of activity to promote the product – aromamarketing, where the instrument of human exposure is the smell.

Main part. Aromamarketing is a modern direction of marketing, based on the use of different smells and aromas to attract customers. Fragrances help to have a positive impact on store visitors, affect their decision to purchase [1]. Today, aromamarketing is an effective tool for business promotion, which allows us to stimulate and bring sales to a new level, attract customers, interest them, cause loyalty and make the store the right image.

Over the past few years, numerous marketing studies have been conducted in large stores of various brands and small businesses that used aroma marketing. They say that [2]: a person experiences 71% of all emotions based only on the sense of smell;

- the sale can be increased by 7-27% due to the aroma;
- reduces stress levels by 30-40%;
- repeat attendance of target points increases by 15-20%;
- buyers linger in the target points longer on 15-20%;
- customer loyalty to the brand increases by 20-25%;
- the efficiency of sellers increases by 50%, and the number of errors is reduced by 20%;
- demand for services and goods increases by 10-25%;
- absorption of various unpleasant odors (damp, cigarette smoke) – 50-80%.

Aromamarketing is a means of increasing the competitiveness of enterprises along with the price, quality and popularity of the brand. The analysis confirms that aromamarketing technologies are effective in working with customers and can it also can be used to [3]:

1. create a special atmosphere in the places of customer stay, which allows you to stand out from the competitors (improving the image of the organization);
2. delay customer at the point of sale (or service) for a longer period of time;
3. increase sales;
4. increase customer loyalty and desire to visit the place again;
5. provide additional advertising due to the feeling of aroma outside the room (souvenirs, gift products);
6. improve the customer's perception of the quality of goods and services;
7. attract new customers by stimulating impulse (not planned in advance) purchase of goods / services;
8. improve the efficiency of workers, promote concentration, relieve stress, solve all the problems of staff turnover;
9. improve the competitiveness of the enterprise.
10. indirect brand advertising with flavored goods / services;
11. maintain seasonal and festive advertising campaigns through the use of special fragrances.