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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.

To attract customers, the company uses a variety of flavors that depend on the scope of its activities, as well as on the interior, color and final goals. For example, visitors to the cafe are always attracted by the smell of fresh pastries and coffee. Such fragrances affect not only the appetite, but also create a home atmosphere in the room. Travel agencies use such fragrances as the smell of pine forest or invigorating sea freshness, which drives people to rest, relaxes and motivates to buy a ticket. In museums and galleries aroma marketing also finds application. Here they use flavors of new books the old streets, wood barrels and more. In general, everyone decides what smell to choose, but many prefer to turn to specialists in aromamarketing.

As for your own employees – some fragrances increase concentration and efficiency, they can protect from the transmission of diseases from sneezing people to the healthy ones, so aroma marketing is used in offices, especially open spaces. As a result, employees are less sick and work more productively.

In Belarus, aromamarketing has just started to develop, although there are already companies that offer more than 100 exclusive fragrances. However, in most cases, companies resort to the services of aromamarketing to neutralize odors, rather than for aromatization.

During using the tools of aroma marketing, certain difficulties may arise. This is the technical side of the method, financial investments and individual characteristics of people. Everyone perceives smells differently and please everyone does not seem possible.

**Conclusion.** Thus, each of us, visiting any places, pays attention to the interior, lighting, staff and, of course, the smell. Aromamarketing will help to create a positive impression, increase interest in the place in which it is used, and as a result will contribute to an increase in sales. This makes the development of such direction as aromamarketing modern and totally necessary.

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#### JAPANESE BUSINESS CULTURE

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*Resume – The article deals with the Japanese business culture, its aspects, the difficulty of understanding it and cultural values. The reasons for which companies should strive to enter the Japanese market are examined: conditions for a successful start-up and doing business there. Particular attention is paid to the use of Japanese business culture abroad.*

*Резюме – В статье рассматривается японская бизнес культура, её аспекты, трудность понимания и культурные ценности. Исследуются причины, по которым компании должны стремиться выйти на японский рынок: условия успешного основания и ведения бизнеса. Особое внимание уделяется вопросу применения японской бизнес культуры за ее пределами.*

**Introduction.** Standing along with such countries as the USA, China and Germany, Japan is advanced in terms of technology and infrastructure whilst at the same time it maintains traditional cultural approaches in almost every field.

Special features of doing business frequently depend on the country's traditions and conditions through which the county has passed. Japan is one of the best examples of centuries forming. At the end of the 20th century it did achieve unbelievable results in the development of technologies, business, along with cultural coexistence and has become nation with one of the best gross domestic product (GDP) and human development index (HDI) in the world.

**The main part.** In 2018 Japan occupied the 39th position among 190 countries with favorable conditions for doing business [1]. So we can say that it is rather difficult to be engaged in entrepreneurial activity in this country. However, this fact does not prevent a lot of businesspeople from entering this market.

The majority of the people concerned know about obvious cultural difficulties which start from arriving at any Japanese international airport. People are not accustomed to a high level of service and friendly attitude and this is what makes the main difference.

“Many very successful companies never start business in Japan because they fear its business culture” [2]. Everything is different and unusual. That is what pushes businessmen away from entering this market. Nevertheless, that is not a problem for companies like Apple, Mercedes-Benz, Google etc. Not only huge corporations, but any company can succeed with the right approach and taking into consideration special features of doing business in Japan.