

cells come to the strongest excitement when a man contemplates scenes of women or violence (alpha-dominance). As the Austrian researchers explain - everything is quite logical. These stimuli play a crucial role in the performance of humans' natural duty.

Do not forget about the other human senses. The more sense organs involved the better. Let your customers touch your product – it will more likely to be bought! But it is important not to overdo with smells. They should be natural, appropriate to the occasion. Roughly speaking, leather shoes should smell like leather, not a food dish, even the most delicious.

Conclusion. Can you agree that it is interesting to see how neuromarketing technology works in retail networks? In practice, the use of neuromarketing research in Belarus is not widely published. However, it is hard not to mention the fact that more and more advertising agencies are turning to scientific organizations for the analysis or development of advertising and trade incentives. Neuromarketing is accepted.

There is a situation in which in the future, with the growth of competition and the emergence of available information about neuromarketing, its role in advertising and brand education will grow. Looking back at the Western models of development, we can say that neuromarketing is a potential component of the commercial success of foreign retailers.

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NEUROMARKETING MARKETING IN DESIGN

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Resume - In this article neuromarketing as absolutely new and effective tool in the sphere of design, its influence on emotional and behavioral reactions of the customer is considered.

Резюме - В данной статье рассматривается нейромаркетинг как абсолютно новый и эффективный инструмент в сфере рекламы, его влияние на эмоциональные и поведенческие реакции заказчика.

Introduction. It is pleasant to us to consider ourselves being rational, capable to make independently various decisions, despite of environment pressure. And though we can seriously consider various facts and opinions of other people, the last word always remains for us.

In fact, everything is a little different. Decision-making is influenced by a set of various variables, including biology, psychology and the external environment. Marketing specialists and psychologists for years studied cognitive prejudices along with ways of distribution of various ideas.

Everyone in life had moments when coming home we began to realize that we have bought a thing, absolutely unnecessary for us, having given in to some emotions. We can not realize, but marketing specialists already throughout a long time have learned to influence us and to mention our emotions. They could reach our subconsciousness, thereby I influence it. Could under the influence of various factors, define processes which take place at us in a brain. And thanks to this knowledge they try to embody the purposes in reality.

Main part. Neuromarketing - set of actions and methods on studying of behavior of buyers, ways of impact on emotional, behavioral reactions of the person.

Neuromarketing helps to understand with a huge accuracy what taste, sound, color and smell will be able to attract to us target audience and to make the maximum impact on subconsciousness of the person. Many hold the opinion that it is absolutely unethical because is based on studying of brain activity, desires which can't be controlled and also reactions of people. However other people think that this technology will help to understand consumers better.

In theory neuromarketing is quite interesting, but information is more interesting as after all neuromarketing is used in practice. The companies when they want to create a new product develop the advertising company for the organization. Thanks to it we can define what after all taste, color, the smell and design it will be attractable with an absolute accuracy to us buyers [1]. The often-largest companies resort to services of neuromarketing laboratories. The most known is Consumer neuroscience. There are such cases when the company is able to create the laboratory. The Coca Cola company where constantly conduct researches which help them to understand what will be able to exert the greatest impact on their consumers has such a laboratory.

Also, neuromarketing is widely applied in development of design. The organization which is engaged in production of the Lays chips can be an example of the company using this method in design. If to carry out the analysis of packing, then we can notice that they use bright colors, photos of useful food, seeing which we can want to buy these goods. Still important key feature is brilliant packing. Very actively neuromarketing is used in

advertising and also in cinema. Still it would be desirable to touch upon a subject of visual impact of neuromarketing. The hugest influence on people appears through sight. Because of it in many companies pay huge attention to the development of design of production, a logo of the company and don't feel sorry on it for means. Today it is very important for successful branding of the organization. It is possible to notice that it is very correct to use bright color for the logo. We can consider an example of such successful companies Lays, Coca Cola, McDonalds. In my opinion, red color in general deserves a separate conversation. It is the most popular and the color drawing attention. The Coca Cola company will be the most striking example. Certainly, at the company very competent marketing, but color plays absolutely not the last value here. Only think if this drink was in a blue or green jar, then it not so strongly would fix our eye to this product.

Impact on sense of smell is one more cunning reception. Such type of influence is called an aromomarketing. Shops of food, restaurants and cafe use aromas which tempt appetite, in beauty shops and day spa smells of freshness, flowers and the sea. Also, it is worth noticing that at such major companies as Zara, H&M, bershka, are used the personal smells, having felt which at the buyer at once there is an association with them.[2]

Conclusion. At the moment relation to neuromarketing is quite ambiguous. On the one hand, we can tell that he helps sellers to improve the production, to draw to it attention of consumers. But on the other, huge corporations have found access to our consciousness and can use it in the purposes for attraction of own benefit.

In the conclusion there is a wish to tell that neuromarketing is given fixed influence not only on scientists long ago, but also on mass media. Its main advantage is that it opens access to information that it is inaccessible for other ways, habitual for us.

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TRADING VIA THE INTERNET

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Resume – This article is about the importance of the Internet in modern entrepreneurship. The competitive advantages of having a website for business are considered. Main characteristics and features that will help to succeed in this area are mentioned.

Резюме – Данная статья посвящена важности интернета в современном предпринимательстве. Рассмотрены конкурентные преимущества наличия веб-сайта для бизнеса, а также его основные характеристики и особенности, которые помогут преуспеть в этой области.

Introduction. Nowadays skillfully made advertising is one of the most important factors in developing your business. And it is obvious that advertising is the engine of progress. Convincing you in buying goods is one of the main tasks of advertising. The Internet is the most popular place for producing advertisements for commercial products or services because people first turn to Google for the information about businesses and products. Also, you have the opportunities to make interesting, colorful and dynamic advertisement, and create something really attractive for potential customers.

"If your business is not on the Internet, then your business will be out of business" (Bill Gates). This quote is absolute truth as now nobody can imagine his life without the Internet. And if you doubt, just look at visitors in any restaurant, shopping mall or public arena and be sure you see countless individuals using the Internet on their phones. That is why any modern businessman, who tries to keep up with the times, is aimed at setting up a website. A lot of businessmen and entrepreneurs have already explored advantages of opening an online shop. They use an online store because it is certainly the most profitable way to sell any product or service. Such resources are gradually replacing physical selling places today, and this is not surprising as selling via the Internet does not require any rental of premises, or hiring a large number of staff, or purchasing various equipment.

Another benefit of a virtual shop or a website is communication of your product consistently. A website can provide hundreds of consumers with your company information all the time. A website can promote your product or service at any given location, place or time. A website is the most loyal employee because it never quits and will always work 24 hours a day, 7 days a week, and 365 days a year. No employee will do that. Thanks to having a user-friendly navigation system and understandable catalog a customer will be able to make a purchase in a few clicks. There are lots of traditional ways to advertise your products or services, but advertising via the Internet is the most effective method, besides it will cost much cheaper. It takes us several minutes to find out