

mobile Plant, we can say with confidence that there is a prospect of controlling development at the industrial enterprises of Belarus. Gradually introducing and mastering the types of controlling, soon a much larger number of enterprises will be able to function more effectively and build their activities in such a way as to simplify the planning and control processes.

Conclusion. Summing up, I would like to note that the introduction of controlling in domestic enterprises will be able to provide managers with reliable data on the results of the implementation of the planned plans, to increase the level of validity of management decisions. Controlling is the key to successful management, in addition, creates favorable conditions for improving the efficiency of the enterprise and economic growth in the long term.

REFERENCES

1. Controlling at an industrial enterprise: features of the implementation procedure [Electronic resource]: Mode of access: http://www.up-pro.ru/library/management_accounting/controlling/osobennosti-vned.html. – Date of access: 28.02.2018.

2. Miller E. S. features of introduction of controlling in the enterprise /E.S. Miller - Perm: Mercury, 2012. - p.132-134.

УДК 339.13

NEUROMARKETING AS A TOOL FOR SALES

*V.B. Петрович, студент группы 10507216 ФММП БНТУ,
научный руководитель – преподаватель И.А. Поварехо*

Resume – The article points out that neuromarketing is a completely new and effective tool for increasing the sales level of a different products and argues about the need to implement and using its methods in Belarus practice in order to make products more competitive and popular among consumers.

Резюме – В данной статье рассматривается нейромаркетинг как абсолютно новый и эффективный инструмент для увеличения объёма продаж различных продуктов и подтверждает необходимость использования его методов в Беларуси с целью сделать товар более конкурентным и популярным среди потребителей.

Introduction. Neuromarketing is a new field of marketing to explore the brain's responses to marketing stimuli by using medical technologies (such a Magnetic Resonance Imaging). This science tells to the marketers what the consumer reacts to, whether it was the sound a box makes when open or the color of the packaging of this box [7].

Main article. Contemporary neuroscience allows not only to explain thought processes of consumer, but also successfully influence on them. It increases effectiveness of marketing companies and amount of sales at a lower cost. Researches of human brain have shown that 95% of all emotions and thought beginning to appear before the human aware it. The basic goal of neuromarketing is to understand a real reaction of consumer to a special marketing influence and to develop an effective marketing campaign based on the data received [1].

Also, neuromarketers use well-established methods [6]:

- 1) eye tracking (following the eye movement of participants of the experiment);
- 2) facial coding (used to „read faces” with a very high precision);
- 3) electroencephalogram of functional MRIs (reading the electromagnetic activity of brain);
- 4) sensory marketing (through smell, sound and touch);
- 5) neuromarketing mind tricks (psychological neuromarketing techniques).

The main task of neuromarketer is to appeal to consumers readiness to buy a certain good by using specific smell, image, symbols, sounds and tactile sensation [3]. The most successful marketing strategies encompass all five senses of the human. According to Martin Lindstrom, brands, that appeal to several senses are more successful than the ones that appeal to one or two. Smells also influence on actions of buyers. Test that was held in casino has showed: consumers left in fruit machines 45% more money when they were feeling pleasant aroma. There should not be too saturated. It is important to point out the fact that aroma should harmonize with the environment and situation. Aroma of caramel in butcher shop will decrease desire of the consumer to buy a meat product [1].

Studies have shown that three systems are responsible for the work of the human brain [8]:

- 1) reticular brain (instincts);
- 2) limbic system (learning, managing emotions, short-term and long-term memory);
- 3) neocortex (integrated thinking, logic, development of writing skills).

When a person begins to think actively, the neocortex is activated and up to 25% of the body's entire energy is consumed, which is a lot. That is why the brain tends to work at the level of instincts, using the reticular brain and the limbic system spending around 10% of energy [8].

Neuromarketing is able to explain the following [8]:

- 1) the reasons for making irrational and impractical purchases;
- 2) ways to increase sales of expensive goods;
- 3) influence of product design and the buyer's desire to use them;
- 4) the reasons for the formation some brands are cult.

An experiment in a bar showed effect of smell to buy a certain product under the influence of special smell. Customers that have been looking simultaneously at the advertisement and breathing an aroma dissipated in the air, bought twice as much of this drink than customers that have been only looking at the advertisement [1].

Background music has a primal effect on decision-making and customer confidence. Classic melody in a bank had raised the number of consumers, have been identified by specialists. People perceived this bank as «promising» of 233 per cent [3].

Experiment with a yogurt confirms the fact that the human often don't aware a real reason reasoning for the decision to buy something. Consumption of the yogurt consists of the following steps: 1) consumer see the product; 2) take up it; 3) take a spoonful; 4) open the yogurt; 5) immersed the spoonful into the yogurt and mix the contents [1].

When people were asked which of those steps influence on their brain most of all, most respondents said that «immersed the spoonful into the yogurt and mix the contents». However, when the company «Neurofocus» of Dr. A. Predip reviewed the process of consumption the yogurt in the laboratory by conducting an examine the brains of participants of the experiment, they found that the main step of consumption yogurt is just opening the yogurt [1].

An important factor of taking decision to buy something is the price. A number of studies have shown that the customer notices the changes in the price more often than in the package. If you change the packaging so that in contains less product, leaving the same price, the consumer may not notice it [4].

Conclusion. Techniques of neuromarketing in some cases helps to identify ineffective advertisement and problem goods. This science provides objective support to the marketers that seek to increase sales and effectiveness of advertising campaign. Even with the high cost of biometrics, behavioural researches and workig with neuriscience have a capability to change marketing decisions for the better. Neuromarketing allows to identify subconscious desires and preferences of consumers, knowledge of which promises to increase effectiveness of product promotion. Thus, neuromarketing is a very important area for study in Belarus and its direct implementation and use.

REFERENCES

1. Нейромаркетинг. Как влиять на подсознание потребителя / Роджер Дули; пер. с англ. В. Рубинчик. – 3-е изд. – Минск : Попурри, 2017. – 336 с.
2. Сергей Шилкин. Нейромаркетинг в действии [Электронный ресурс]. – Режим доступа: <https://books.google.by/books?id=3QRFDwAAQBAJ&pg=PT8&lpg=PT8&dq=%D1%86%D0%B5%D0%BD%D0%B0+%D0%B8+%D0%BD%D0%B5%D0%B9%D1%80%D0%BE%D0%BC%D0%B0%D1%80%D0%BA%D0%B5%D1%82%D0%B8%D0%BD%D0%B3&source=bl&ots=UnAx2OnuuO&sig=P7DbT9EOovfTnNlorKgCMqCHw7s&hl=ru&sa=X&ved=0ahUKEwiZs8zLyPDZahWMBZoKHRdSAwsQ6AEIbDAH#v=onepage&q=%D1%86%D0%B5%D0%BD%D0%B0%20%D0%B8%20%D0%BD%D0%B5%D0%B9%D1%80%D0%BE%D0%BC%D0%B0%D1%80%D0%BA%D0%B5%D1%82%D0%B8%D0%BD%D0%B3&f=false> - Дата доступа: 14.03.2019.
3. Всё, что вы не знали о нейромаркетинге [Электронный ресурс]. – Режим доступа: <http://kirulanov.com/vse-chno-vy-ne-znali-o-nejromarketinge-metody/> - Дата доступа: 15.03.2019.
4. Нейромаркетинг и мозг потребителя // [Электронный ресурс]. – Режим доступа: <http://fastsalttimes.com/sections/solution/1124.html> - Дата доступа: 15.03.2019.
5. Нейромаркетинг: искусство продаж на основе психологии и digital marketing [Электронный ресурс]. – Режим доступа: <http://www.cossa.ru/152/94111/> - Дата доступа: 15.03.2019.
6. Neuromarketing techniques for marketers [Электронный ресурс]. – Режим доступа: <https://www.cyberclick.es/numericalblogen/5-neuromarketing-techniques-for-marketers> - Дата доступа: 15.03.2019.
7. What is Neuromarketing? <https://www.neurosciencemarketing.com/blog/articles/what-is-neuromarketing.htm>
8. 6 приемов нейромаркетинга от PayPal, Netflix и Red Bull, которые вы можете внедрить в свой бизнес [Электронный ресурс]. – Режим доступа: <https://geniusmarketing.me/lab/6-priemov-nejromarketinga-ot-paypal-netflix-i-red-bull-kotorye-vy-mozhete-vnedrit-v-svoj-biznes/> - Дата доступа: 15.03.2019.

УДК 339.9

SYSTEM OF INTRODUCTION OF ELECTRONIC JOURNALS AND DIARIES

*Е.И. Рыжко, студентка группы 10508118 ФММП БНТУ,
научный руководитель – преподаватель Е.В. Новикова*

Resume – This work is relevant, since in this period the role of the school as an educational institution is undergoing significant changes. Electronic journals automate the process of monitoring progress, duplicating