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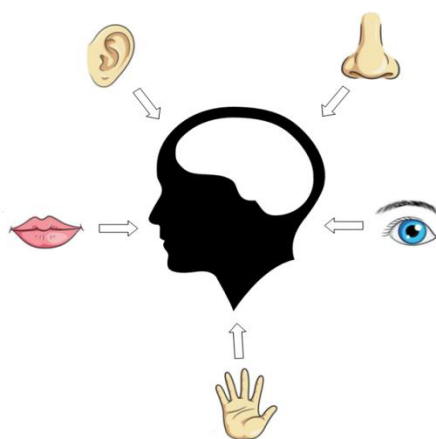
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### **INNOVATIVE MARKETING: SENSORY-PSYCHOLOGICAL METHODS FOR SOLVING ECONOMIC PROBLEMS**

The modern world is oversaturated with intrusive advertising that is not original. Therefore, in order to achieve a competitive advantage, an enterprise needs to use an extraordinary approach to product promotion. One of these methods is the professional use of consumer psychological stimulation tools. Thus, today sensory marketing has begun to play a significant role in the process of effective product promotion.

There are several definitions of sensory marketing. For example, from the point of view of A.V. Ulyanovsky, sensory marketing is a type of marketing, the main task of which is to influence the feelings of buyers and their emotional state in order to increase sales [3]. According to M. Lindstrom, sensory marketing is a type of marketing that involves influencing the psychophysiological mechanisms of the buyer's perception in the process of implementing marketing activities [3].

Thus, sensory marketing is a type of marketing that directly affects the consumer's senses in order to stimulate him to target actions. The five senses affected by sensory marketing are sight, hearing, smell, touch, and taste. They are shown in figure 1:



**Figure 1 – Sense organs affected by sensory marketing**

*Source: author's development*

The use of methods of this type of marketing develops a specific reflex association in the consumer – a clear comparison of melodies, colors, sounds, smells, textures, taste and tactile sensations with a certain brand.

The idea of creating sensory marketing belongs to M. Lindstrom, an American marketing consultant and brand expert [1]. His idea is that traditional marketing techniques no longer bring the expected

results. The consumer becomes indifferent to the classic types of advertising, requiring new approaches to attract their attention. According to M. Lindstrom, branding should be reoriented to visual and auditory perception. In addition, signals and messages should be sent using all the senses. In the process of creating a successful brand, it is necessary to pay special attention to its properties, when interacting with which the consumer has a rich emotional and sensory experience. Research by M. Lindstrom on sensory marketing shows the following: if a purchase is accompanied by a pleasant sound, then 65% of consumers are ready to purchase the product; pleasant taste – 23%; pleasant smell – 40%; goods that are pleasant to the touch - 26%; the product is attractive in its appearance – 46% [2]. It follows from this that the totality of influences on the sense organs should exceed the readiness of buyers by exactly 200% [2]. This means that the key to successful sales is well-designed sensory marketing in combination with other marketing tools and techniques.

Thus, the logic of sensory marketing is quite simple: to present product information through various channels of sensory perception. The result will be as follows: the information will be stored in long-term memory and subsequently used in making a purchase decision.

It should be noted that sensory marketing arises as a result of a decrease in the effectiveness of traditional marketing. From the point of view of J.-J. Lamben, professor, one of the most prominent representatives of the European marketing school, the following trends are observed in marketing at the present stage: the prevalence of poorly differentiated goods and trademarks; decrease in the effectiveness of advertising; lowering the level of commitment to the chosen brand; increasing the cost of personal communication; an increase in the number of shops and shopping centers [3].

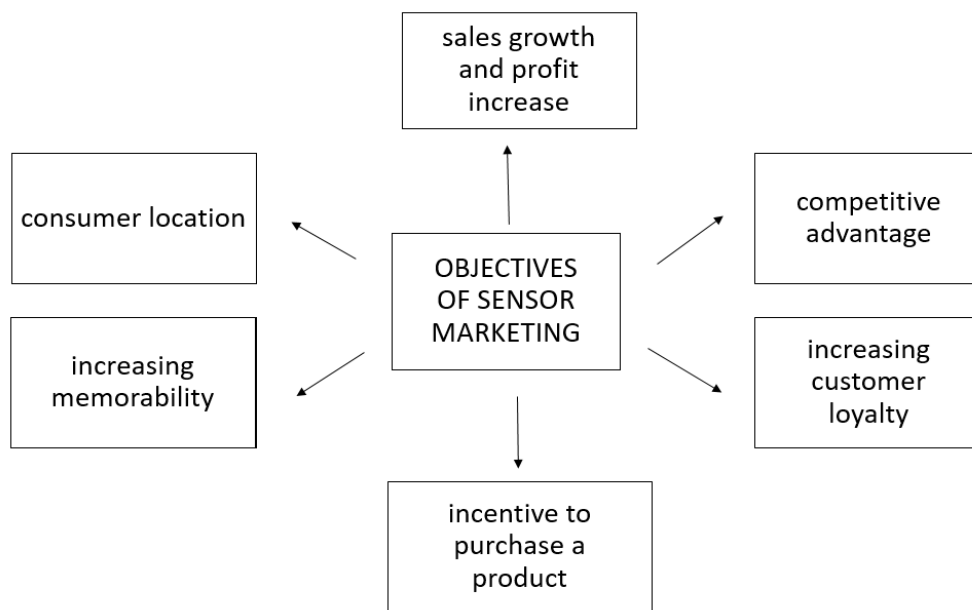
According to Professor E.P. Golubkov, the modern market is characterized by: reduction of the conscious difference between the consumer properties of products, which leads to a decrease in loyalty to individual brands; increasing competition in most markets and, as a result, an increasing need for detuning from competitors; growing information overload and inflation in traditional sources of advertising (television, outdoor advertising, press, etc.), which leads to a decrease in the effectiveness of standard advertising; increased competition and expansion of market offers, therefore, the expectation of goods and services of higher quality; leveling the properties of many products, which enhances the significance of their emotional impact; a decrease in product differentiation, that is, the emergence of imitator products, and, as a result, a reduction in the life cycle of products [3].

B.G. Schmitt, a professor of international business at Columbia Business School's marketing department, concluded that traditional marketing tools can no longer effectively communicate and retain customers, as traditional marketing is largely focused on the functional properties and benefits of products [3]. This means that he does not have a solid psychological base on which the consumer's reaction would be based. This leads to the fact that the buyer in the process of making a purchase decision proceeds only from rational behavior, in which he seeks to gain consumer benefits based on the functional properties of the product. Therefore, there is no place for such a factor as the emotions and psychological state of the consumer.

Let's compare traditional and sensory marketing in various ways:

- traditional marketing is focused on the properties of the product, and sensory - on the benefits of the product, the emotional benefits of its acquisition;
- traditional marketing focuses on primary transactions, while sensory marketing focuses on customer retention through building emotional connections;
- traditional marketing is aimed at short-term interactions with the consumer, and sensory marketing is aimed at long-term interaction, supported by emotions;
- traditional marketing is characterized by a limited level of sense of duty towards the client, and sensory marketing is high;
- in traditional marketing, contacts with customers are moderate, and in sensory – intensive;
- in traditional marketing, quality is considered the concern of the production department of the company, and in traditional marketing, it is the concern of all employees.

There is a need to highlight the tasks solved by sensory marketing. They are presented in the diagram in figure 2:



**Figure 2 – Tasks of sensory marketing**

*Source: author's development*

Let's take a closer look at the tasks of sensory marketing:

1. Incentive to purchase the product. The main task of sensory marketing is to improve the consumer's mood, as most buyers believe that shopping will bring them pleasant emotions. The problem of creating an atmosphere that will serve as an incentive to make a purchase is solved by carefully selecting different sensory stimuli at the point of sale.

2. The location of the consumer. The considered type of marketing allows you to contact the buyer without initiative on his part. In addition, sometimes the interaction can occur completely unconsciously (an example is the smell in a retail outlet).

3. Increasing customer loyalty. A pleasant atmosphere in the store and a positive experience of purchasing goods increase customer loyalty. As a result, there is an increase in the client base, the number of secondary transactions, as well as "recommended clients", which refers to the highest level of the loyalty pyramid.

4. Increasing the memorability of the product, outlet, brand. More complete than traditional marketing, the involvement of the buyer in interaction with the company, which is provided by the impact on all senses, creates more vivid and, as a result, more stable memories.

5. Competitive advantage. Sensory marketing helps to develop a conditioned reflex in a person, which consists in a specific association of a melody, sounds, smells, colors, taste and tactile sensations with a certain company in the market. This means that sensory marketing helps to establish a strong stand-alone position in the minds of consumers.

6. Sales growth and, as a result, profit increase is an important economic component of effective sensory marketing.

To properly assess the capabilities of sensor marketing, you should pay attention to its functions: identification of unconscious motives and incentives of consumers; identification of advertising elements that evoke emotions in different social and age groups of people; minimizing the traumatic impact of advertising on the mental state of a person; formation of a clear association of sound, smell, color, tactile, taste sensations with a certain brand; creating a pleasant atmosphere and good conditions for shopping.

Based on the obtained theoretical information about the psychological stimulation of the consumer with the help of sensory marketing, we can come to the following conclusion: the use of tools of this type of marketing will bring it in line with the requirements of the time and create favorable conditions for stimulating sales and economic growth.

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## **ИСПОЛЬЗОВАНИЕ ДРЕВЕСНОГО ТОПЛИВА В ПРОИЗВОДСТВЕ ТЕПЛОВОЙ ЭНЕРГИИ В МАЛЫХ НАСЕЛЁННЫХ ПУНКТАХ**

Топливо-энергетический комплекс, включающий в себя системы производства, преобразования, распределения и потребления различных топливо-энергетических ресурсов (ТЭР), является основополагающей, стратегически значимой структурной составляющей национальной экономики Республики Беларусь, от эффективного функционирования которой зависит успешная деятельность хозяйства в целом. Важнейшей задачей, стоящей перед государством, является диверсификация структуры ТЭР в целях увеличения уровня энергетической безопасности. На данный момент, ввиду низкой обеспеченности собственным углеводородным сырьём, энергетическая зависимость Беларуси составляет 83,8 %, в структуре валового потребления ТЭР наибольшую долю (59 %) составляет газ природный, импортирующийся из Российской Федерации. При преобразовании различных видов топлива в тепловую и электрическую энергию на всех видах тепловых электростанций и в котельных расход природного и попутного газа в общей структуре составляет 86,2 % [1].

Постоянный рост промышленного производства, структурная перестройка национальной экономики, увеличивающийся спрос со стороны домохозяйств требует постоянного прироста генерирующих мощностей. Высокая энергетическая зависимость и энергоёмкость ВВП в значительной мере тормозят развитие субъектов хозяйствования, снижают конкурентоспособность продукции на внешних рынках. Однако отсутствие альтернативных схем поставок ТЭР создают опасность для предприятий, отраслей и государства в целом. В случае приостановки импорта сырья в республику экономика столкнётся со значительными кризисными явлениями, вызванными недопроизводством ВВП, который в значительной степени превышает стоимость поставок ТЭР. В данной ситуации оптимальным решением для повышения энергоэффективности экономики и безопасности государства является увеличение доли использования местных топливо-энергетических ресурсов (МТЭР) в структуре конечного потребления топлива.

Географическое положение Республики Беларусь ограничивает развитие таких источников возобновляемой энергии, как солнечная, ветровая, геотермальная и т. д. из-за отсутствия