

The airline's overall rating has fallen from 3.8 in 2019 to 2.0 points in 2021, which is approximately 47.3 %. The decrease in the rating primarily indicates a lowering of the quality of service. According to the table such indicators as customer service, price quality ratio, food and drinks have decreased the most by 45,2 %, 50,4 % and 46 % respectively. At the same time, about 24 % of passengers who used Belavia services in 2020–2021 report a flight delay or cancellation without warning. The assessment of the cleanliness of the cabin and service during boarding and check-in changed the least – by 23.9 %. Such results of the Belavia user feedback study mean that the airline needs to pay attention first of all to customer service, passenger awareness of flight cancellations and delays and to the quality of food and drinks.

The conclusion. This article shows the result of studying the reviews about the airline in the period for 2015–2021, reflecting more detailed data on dynamics of changes in the user rating from 2019 to 2021 in eight indicators. This article may be useful for building strategies to improve the quality of Belavia's service, based on the comments and needs of people who have an experience flying this airline.

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IMPRESSION ECONOMY

*В. К. Аференок, студент группы 10508120 ФММП БНТУ,
научный руководитель – старший преподаватель Г. В. Прибыльская*

Резюме – в современном мире конкуренция между разными компаниями становится все более высокой, продукты на рынке унифицируются, а потребители уже не обращают внимания на бренд. В таких обстоятельствах становится крайне важно найти конкурентное преимущество и объяснить покупателям ценность вашего продукта. Экономика впечатлений помогает справиться с этими задачами. Основная цель данной работы – понять, что такое экономика впечатлений и как можно использовать ее инструменты для построения успешного бизнеса.

Resume – in the modern world, competition between different companies is becoming increasingly high, products on the market are unified, and the consumers are no longer paying attention to the brand. In such circumstances, it becomes extremely important to find a competitive advantage and explain the

value of your product to customers. The impression economy helps you cope with these tasks. The main aim of this work is to understand what the impression economy is and how you can use its tools to build a successful business.

Introduction. The era of the impression economy formally began in 1999, but the new paradigm was only seriously discussed a couple of years ago. Today global market giants such as IKEA, Starbucks, Apple, Google, LEGO and many others are actively involved in the race for customers who are hungry for emotions. Since competing companies in any field offer very similar products and services, the key factor in choosing a buyer is price. Companies cannot reduce the cost of products below a reasonable level. In these circumstances, the most important thing for the company is to evoke emotion in the buyer. Today customers pay not for the usefulness of goods, but for the feelings, they evoke. That's why companies seek to transform their audience interactions into a memorable experience.

The main part. The industry has experienced a long history of development – from the sale of raw materials to the production of goods and service models to the economy of impressions. Previously, it was enough for a person to buy coffee beans in bags. Later-ground coffee in briquettes. A few hundred years ago, it became common to drink coffee in restaurants or cafes. However, even this is not enough today. People want to have an unforgettable experience with a cup of coffee and are willing to pay much more.

According to a PwC study, consumers spend 16 % more on those products and services that allow them to get a higher quality of service and a pleasant experience from the purchase process. According to other data, 78 % of people are more willing to pay for experiences and impressions than for things.

The new economic paradigm is easy to explain. Due to the optimization of many household processes (to drink a cup of coffee, we just need to run into a cafe – we don't need to buy grains, grind, cook them, pour into a cup), time is freed up. And consumers want to use it as pleasantly as possible. How? Change it for impressions and emotions.

In the "service" paradigm companies offer the client exactly this service and in the shortest possible time. In this case, the goal is to save the client's time by providing them with what they need on the first attempt. The impression economy is built differently: the question at the forefront is not "What do you offer?", but "How do you offer?" [1]. Now the task is not to save the client's time, but to fill the time with impressions.

In the near future, impressions will become almost the only competitive advantage. The quality of similar products and services is gradually being unified, and prices are also being smoothed out. It will be possible to stand out from the competition only by surrounding your product with unforgettable impressions. Consumers choose experiences, not products. Moreover, manufacturers easily monetize these impressions.

Apple phones, for example, are significantly more expensive than competitors are, but people are willing to pay for them, because they buy not only the device, but also many emotions that this device offers. Customers feel their uniqueness, belonging to a certain club of favorites. Here is a curious example – the Ferrari World Abu Dhabi theme park. Millions of people a year visit it. By the way, the company Ferrari earns much more on the park than on the sale of cars. The Starbucks network also has an interesting system: you get not only a glass of coffee with your name on it, which is already interesting, but also home comfort. The company promotes the concept "Starbucks – the third home". And indeed, people spend a lot of time in these coffee shops – working, socializing with friends. Because the atmosphere is inviting.

Conclusion. Thus, we can conclude that the economy of impressions is a promising direction for business development. Studying the target audience and developing products or services that not only meet your needs, but also create an unforgettable user experience are essential steps to promote any company at the current stage.

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COMMON CHALLENGES OF INTERNATIONAL BUSINESS

*Е. А. Берникович, студент группы 10503121ФММП БНТУ,
научный руководитель – старший преподаватель Н. В. Шевченко*

Резюме – в данной статье рассматриваются проблемы международного бизнеса, его особенности и факторы, которые являются препятствием для развития бизнеса за рубежом. А также анализируются культурные различия в профессиональной сфере международного бизнеса.

Resume – this article considers the problems of international business, its features and factors that are an obstacle to the development of business abroad. The article also gives the analysis of cultural differences in the professional sphere of international business.

Introduction. The purpose of the article is to analyze common challenges in international business. International business is the conduct of any business transaction by parties that represent more than one country. The development of