

- Price tag and its color. Psychologists have proven and repeatedly confirmed in practice that the bright yellow color of price tags with information and price printed in black significantly increases the desire of buyers to make a purchase.
- Lighting. Lighting, and more specifically, its color characteristics, brightness, contrast, and intensity have a very powerful effect on the psychological and emotional perception of the situation in the store. As well as the mood of the buyer. Stores that sell exclusive and branded products adjust the light in their salesrooms, making it softer. This calms the buyer and sets it up for deliberate and judicious choices. Lighting devices in boutiques and other expensive stores are almost always aimed at rare, valuable and expensive goods.
- Recognizable images in ads. Psychologists proved that people tend to trust doctors and teachers most of all. This explains the fact of regular usage of these two professions representatives in TV commercials more often than others. Also, most people like small, cute children and animals most of all. For this reason, we should not be surprised at the ubiquitous presence of doctors, teachers, children and animals in commercials. They are often displayed against the backdrop of beautiful nature, because it is associated with health in human mind.
- Quantity of product used. Marketers and manufacturers deliberately force people to use significantly more of their products than the consumer actually needs. The goal of manufacturers and marketers here is very simple: the more products, such as toothpaste or chewing gum, a person uses, the faster this product runs out, and the buyer will purchase another package or unit of product.
- Head nodding. Such an ordinary way of movement in everyday life as a nod is extremely effective for the consumer, convincing him of the correctness of the choice of goods or services offered to him. Marketers and advertisers rely here on the psychology of the buyer. Getting the customer to nod is quite simple. To do this, it is enough to correctly place the desired products on the shelves in stores at different levels of height.
- Goods at the checkout. In the supermarket area located near the checkout, there are always products that marketers themselves refer to as products of the impulsive category. It includes cheap commodity items that a person is ready to buy without much thought. Batteries, vitamins, children's products, and other small items are often placed in the checkout area. It is interesting that children's products are placed at checkout specifically so that a parent can not refuse to buy them at the exit of the store. Especially when there is a long queue at the checkout.
- Discounts or the illusion of demand. Famous phrases such as "promotion", "discounts", "only today", "the quantity of goods is limited" create the illusion of increased demand for the categories of products that stores need to urgently sell off. Artificially created queues before entering a night club also increase the interest of many passers-by and people who did not initially plan to visit this institution.
- Game is based on the buyer's sense of duty. This psychological technique involves the maximum possible courtesy, respect, and other important qualities when communicating with a person. This concern for the customer often forces them to make an unplanned purchase as a sign of the seller's attention.

Without experienced use of marketing techniques in practice, most supermarkets would not be able to maximize profits, retain regular customers, and take a worthy place in the market.

**Conclusion.** When you know a variety of thoughtful marketing methods, and they are interconnected you can avoid unwanted purchases. Nevertheless, smart sellers can rely on the above techniques for commercial success.

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#### MODERN WAYS OF PROMOTING GOODS AND SERVICES VIA INSTAGRAM

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*Summary – This article discusses modern ways of promoting goods and services in Instagram. The main advantages of the Instagram network, the relevance of doing business on the Internet are determined. Recommendations on improving Instagram profile are given.*

*Резюме – В данной статье рассмотрены современные способы продвижения кондитерской товаров и услуг через Инстаграм. Определены основные преимущества сети Инстаграм, актуальность ведения бизнеса в интернете. Даны рекомендации по совершенствованию Инстаграм профиля.*

**Introduction.** At the moment, most companies have a presence on the Internet and it connectively allows them to display communication with consumers in a format that is convenient for both parties.

Instagram is one of the most promising ways of promoting goods, services, knowledge via the Internet. This is due to the ease of doing business. The users of a particular social network spend a significant part of their free time surfing the Internet and processing a large amount of different information. The main goal is to attract consumers to your product. The situation is complicated by a large number of competitors on this information platform. Therefore, it is necessary to observe the trends in the network and by all means become interesting for every consumer.

**Main part.** It should be mentioned that Instagram has recently been changed significantly. It happens due to new advertising opportunities and changing the audience. This information platform displays excellent sales results. However, the success of sales lies in the ability of using all the existing features of Instagram and in adapting in changing conditions.

First of all, it is important to create original content on your account. The content should not only correspond to the chosen type of business, but also be interesting for the consumers. Nowadays an interactive content is popular: video and animation, unusual presentation and humor. However, you need to invent a unique concept for the profile and stick to this concept throughout the existence of the profile. Next, you need to associate the content with a particular goods or service. It can be in the form of posts about the features of a product, service, creation history, production technology, service features. Reviews also attract customers` attention.

Targeted advertising is one of the most effective ways of promoting goods and services. Targeted advertising is a special type of advertising strategy that is aimed specifically at people who are potentially interested in a particular product or service. The purpose of this type of advertising is to identify groups of potential subscribers by promoting upcoming events and seminars. Instagram also links to Facebook, which contains information about user activities. This helps in accurately selecting customers within specified advertising parameters. Advertising then appears in the users` streams among posts from accounts that interest them. Publications that are promoted through targeted advertising are displayed as “advertising.” In addition, they have different action buttons (“go”, “more” and others), which are configured individually for each promo post.

Creating masks on Instagram is another effective way of promoting goods and service. Subscribers of the account use the mask so that their friends can see it and in the future they also begin to use it. Distribution of the mask leads to increased coverage on the seller`s page. For example, masks are ideal for cosmetic brands, because they create the opportunity to test cosmetics virtually. Profiles can promote masks via bloggers to attract a large number of subscribers.

Marathons are becoming more popular on Instagram. Social network users want to participate in such marathons for the purpose of training and self-development. The essence of the marathon is the achievement of tasks specially designed for a certain period of time. Mandatory attributes of a marathon are an interesting task, development of skills and prizes. Preparation consists of identifying the audience, creating a banner, drawing up a plan of tasks. Creating marathons is suitable not only for accounts that provide services, but also for the sale of goods. For example, a clothing store account launches a style change marathon. Thus, the profile attracts new subscribers to your account and increases its expertise.

It is important to study competitors` activities no matter which way of promoting will be selected. After analyzing their activities you can assess their strengths and weaknesses. Using relevant information pertaining to them you can improve headings for posts, advertising materials and price policy.

**Conclusion.** In conclusion, I should mention that the success of promoting on Instagram depends on a combination of different ways of promoting: an interesting content, a targeted advertising and various marathons. Only in this case, promoting will be effective. Also, I should emphasise that the future of Internet marketing on Instagram must incorporate the digitalization of advertising media. Improving promotion systems in step with emerging trends should be a strategic goal.

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#### EXTERNAL AND INTERNAL ENVIRONMENT OF THE ORGANIZATION

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*Summary - The environment of the organization is a combination of business entities, their relationships, infrastructure links and the conditions of their activities. The study of the environment is an extremely important process for any organization, because it can have a direct impact on various areas of the organization and its behavior in general.*

*Резюме - Среда функционирования предприятия представляет собой совокупность субъектов хозяйствования, их взаимодействий, инфраструктурных звеньев и условий их деятельности. Изучение среды является*