

concept does not develop business processes, but allows the administration to get external information and choose the best approach to improving the company's performance [2, p. 58].

One of the main business process factors is organizational efficiency, which may be estimated within labor productivity, product margins, the level of execution of the planned free cash flow from operating activities, sales growth in comparison with the previous period, return on sales etc.

It is common to choose such indicators, which are close to the operational goals. Organizational efficiency (OE) guarantees efficiency of each business process so manager's motivation must include goals in achieving OE. One of such exponents can be operational profit. The operational profit depends on labor productivity so it is the next exponent for improvement.

Main principles of modernization business process according to ABC-EVA model are:

- 1) breaking up management system into a chain of processes (with the main processes highlighted);
- 2) each business process is estimated according to the working day time (the execution time of process is estimated for being optimized);
- 3) determination of costs centers;
- 4) adjusting the cost allocation using ABC rules;
- 5) calculation of EVA for each product group and for each category;
- 6) marketing conclusion for each group about its efficiency at brand portfolio;
- 7) the decision to adjust business processes and the structure of the sales portfolio.

Business process efficiency must be measurable, for this purpose economist may use next indicators (for processes): net final result, cost, duration of cycle, quality etc. As the company seeks to get the planned result, which is mainly measured by using quantitative or cost indicators. Evaluation of this result is the base for the administrative decisions according to a certain business process. While talking about ABC-EVA system it was pointed that costing is very important to be linked with the net result. The cost of the process is one of the most visible indicators to point out ineffective parts of the process and makes possible corrections, changes and developing of them. The cost of business processes is included in the cost of products/services, therefore, directly affects the competitiveness of the company.

The common practice is to take some measures to reduce the cost of business process compared to the previous period. The length of the process affects the entire value chain: the longer the process takes the more resources it consumes. That is why the length of process is always related to the net result. Time means money.

In our modern world it is very important to estimate the business process efficiency through measuring quality. For example, when you buy a ticket for the train at the station you are usually proposed to estimate the quality of seller's service (business process). Ways of estimating the quality of business process are specific for each process, but it always should be measurable. In addition, quality of productivity process may be measured by the quantity of defective goods (this figure must be close to the zero point).

Conclusion. Decomposition of processes enables managers to make decisions more careful with better quality and higher specification. This block of analysis makes possible to find problem points in the system of making administrative decisions, simplify and specify goals. Improving the company's business processes as a whole means improving the entire business system and should include: improvement of informational systems; changes in the corporate culture; increases in the employees' awareness. Employees perform a specific part of the business process, they should be aware of the ways of improving those operations and increasing company's efficiency [3, p. 38]. Thus, we should note that the methods are not used in all companies. Many managers do not pay due attention to this issue, which does not allow improving the company's efficiency. Rapidly changing processes, especially in high-tech areas, lead to the need of to understanding the importance of the effectiveness of business processes and their optimization.

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PSYCHOLOGY OF CONSUMER BEHAVIOUR

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Summary - This article deals with the field of economic psychology, which studies the psychological characteristics of consumer behavior and attitudes toward goods and services, the psychology of consumption.

Резюме - В данной статье идёт речь об области экономической психологии, в которой изучаются психологические особенности поведения потребителей и отношения к товарам и услугам, психологии потребления.

Introduction. At present, without examining the human response to the goods and services provided by information and experience, it is not possible to accurately predict which goods will be in demand, which the consumer will prefer. In management and marketing it is not enough to use only economic laws, it is necessary to take into account the psychology of consumers, their economic behavior. Economics as a special discipline has always been oriented to a person of a rational type, capable of guided by common sense and understanding of his own benefit [1, p. 1830].

Economic psychology arose from the realization that understanding of human behavior in the field of economic relations and the development of successful economic policy are impossible without understanding the psychological characteristics of the subject.

The main part. At the end of the 20th century, consumption began to be considered both an economic and social process in the post-Soviet space, as there was a transition to a market economy. When forming the demand for goods, it is necessary to take into account and study the desire and system of consumer assessments, that is, subjective factors. The buyer learns more about the quality of goods and services. Very often the user performs actions that are difficult to explain by logical laws, so it is necessary to determine the directions of study and the principles of consumer psychology. Often, market segmentation depends on the attitude of consumers to goods/services (positive, negative, neutral). Depending on this, a complex of marketing is developed.

One of the directions of economic psychology development was consumer psychology (psychology of consumption), which analyzes the psychological mechanisms of purchases. Without a detailed study of psychology factors in human economic behavior, effective economic models of development cannot be predicted [2, p. 36]. In order to understand the psychology of the consumer, it is necessary to study the consumer cycle, which includes consumer choice, attitude to the product / service. At the same time it is important to understand consumer preferences, to study all factors (psychological, subjective-objective) that can influence the attitude to the commodity / service.

Therefore it is important to define the main directions in the psychology of consumption. Let us start with a study of the peculiarities of the consumption of the advertised goods. The main task is to increase the advertising impact on consumers. As the number of the Internet users increases at a huge speed, the psychological peculiarities of shopping on the Internet are now becoming relevant.

A new direction in the psychology of consumption is the study of the brand, which has psychological resources for many consumers, psychological assistance to branding. The main task is to make the goods be associated with taste, safety, prestige, etc., more than goods - analogues. Knowledge of the peculiarities of the information impact accompanying the selection of goods (marketing incentives) makes it possible to study the effectiveness of all types of information: advertising, on packaging, from friends, etc.

Social - psychological factors influencing the consumer are important. These are emotions, satisfaction with purchases; desire to buy new goods, features of social layers of consumers. Examining the gender features of purchases is also important. Differences in motivation, needs, and goals for purchasing men and women can help to increase the consumption of goods/services.

When studying the psychological features of the life cycle of the product / service we can identify the stage of product creation, market entry, growth, maturity, recession. The main task of psychologists is to use methods that will prolong or increase this cycle. The "psychology" of the price is also important. Price as economists understand it and the price, according to psychologists, is the monetary expression of value, how much the consumer can afford to spend on the product and whether it benefits the market. Often, the purchase is influenced not only by the price and income level of the consumer, but also by the desire to purchase the goods, the value of it [3, p. 1021].

When promoting a product/service in the market it is important to take into account how a consumer gets acquainted with the product, trace, study the entire path that the product passes before buying. First, there is a consumer survey. How good the product is, how convenient it is, whether the consumer needs are satisfied. The consumer benefits that the product will bring are convenience, beauty, cheapness. If the product brought satisfaction (emotional, cognitive), then the consumer will again buy it. At the end of the study of the goods the conclusion is made about the choice, purchase, and use.

To promote a product/service, it is necessary to follow the principles of consumer psychology, which were formulated by Jane Spir. Gestalt is the principle that means that in order to analyze the popularity of the product, it is necessary to find out what cultural values he owns. There is the iceberg principle, which is seen only as a superficial motive for purchasing behavior, it does not always coincide with the internal desire; a dynamic principle that encourages people to change under the influence of economic, social, psychological factors; the principle of image and symbols, while the images on the package are a stronger factor of consumption than the quality of the product, its composition.

Psychological relations in economic activity are devoted to the research of V.P. Poznyakova. Psychological relations act as social – psychological characteristics of subjects of various types of economic activity, differing position in the system of ownership relations on means of production [1, p.1833]. The identification of relationships and evaluation of consumers is used in management and marketing in the planning of shares, communications before their implementation. At this stage, economic psychology serves to increase economic benefits. It is necessary to take into account, subject - objective attitude to a commodity and a service. It is important to define and study the subject-objective attitude to the product/service, which means that we think what we feel about the product. Psychologists note that consumers have an emotional attitude to the product.

Conclusion. Thus, it can be said that the manufacturer has to study not only objective sides of the formation of demand for goods, but also subjective, i.e. the psychology of the consumer. It is only in the close relationship between economics and psychology that it is possible to study the psychological aspects of economic laws and their impact on economic life. Economists have concluded that consumer choices are influenced by desires, needs, price, incomes, and the law of social comparison. Psychology of consumption is based on the basis of general psychology, marketing, economics, and culture specialists. Consumer behavior as an economic and social phenomenon should be studied. The task of psychologists and businessmen is to meet the needs not only of buyers, but also of manufacturers and sellers.

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THE PROBLEM OF INDUSTRIAL TOURISM DEVELOPMENT IN THE REPUBLIC OF BELARUS

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Summary - Today, one of the problems in the modern economy is the development of industrial tourism. This direction is also significant for Belarus, but its implementation in the practice of tour operator activity is not at a sufficient level. The formation of industrial tourism is a reliable mechanism for promoting products, an effective element of marketing that allows you to attract tourists and investors. The goals of introducing industrial tourism in our country are clear: promoting your product, increasing sales, and raising the image of domestic products. But do not forget that companies that organize excursions have a risk of conducting such excursions. This article will cover such concepts as: industrial tourism, its role in the country's economy, problems of industrial tourism development in the Republic of Belarus.

Резюме - На сегодняшний день одной из проблем в современной экономике является развитие промышленного туризма. Такое направление значимо и для Беларуси, однако его внедрение в практику туроператорской деятельности протекает не на достаточном уровне. Формирование промышленного туризма - надежный механизм продвижения продукции, эффективный элемент маркетинга, который позволяет привлечь туристов и инвесторов. Цели внедрения промышленного туризма в нашей стране наглядны: продвижение своего товара, увеличение объема продаж, а также поднятие имиджа отечественной продукции. Но не стоит забывать, что предприятия-организаторы экскурсий имеют риск, проводя такие экскурсии. Данная статья затронет такие понятия как: промышленный туризм, его роль в экономике страны, проблемы развития промышленного туризма в Республике Беларусь.

Introduction. Recently, the direction of industrial or industrial tourism has become widely known among the tourism industry. The concept of "industrial tourism" is not a new phenomenon, but today only a few industrialized countries provide this type of tourism. Conducting such excursions has opened up a new opportunity for advertising companies that are aimed at promoting their product.

The main part. Industrial tourism is aimed at preparing excursions and tours at existing enterprises in the country. Not only tourists can visit the industrial site, but also entrepreneurs, managers, journalists, even schoolchildren and students. Today, it is difficult to find a company that is ready to cooperate with a tourist group regularly, regardless of the purpose of the visit (partnership, tourist tour). The reasons for the small spread of tourism are as follows:

- lack of experience and specialists to conduct such excursions;
- unjustified closure of enterprises;
- opportunities to hide your business ideas and processes from competitors;
- lack of special infrastructure for tourists;
- dangers of the enterprise for accepting tourists [1].

The organization of industrial tourism implies not only the promotion of products, but also an increase in the profit of both your company and hotels, restaurants, and travel companies. The advantages of industrial tourism at the micro level are as follows: increasing the volume of production and sales, improving the quality of goods, developing domestic tourism, creating a positive image of the enterprise and the country as a whole.

In the Republic of Belarus, industrial tourism has gained popularity in recent years and has become a popular tourist product. At the moment, there are companies in our country that develop industrial tourism, but there are not so many of them yet. At the same time, we have a sufficient number of productions that are interesting to domestic and foreign