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УДК 658.8=111

THE EFFECT OF AUDIOMARKETING TOOLS ON CONSUMER BEHAVIOUR

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Customer shopping patterns and behaviors are changing globally. The rapid development of online commerce and digital technology has become one of the factors that led to a change in consumer behavior. Modern consumers are not ready to spend as much time and money on shopping as before. Therefore, in order to keep consumer attention, retailers need to develop new ways to attract customers.

The purpose of our research is to classify the types of audio marketing tools, to find out how music affects consumer behavior and to work out effective ways to prevent being manipulated by stores.

A research conducted by the US Institute for Advertising has shown that the majority of consumers (more than 70%) make a decision about a purchase at the point of sale. In this situation, an important role is played by marketing tools that are used directly at retail outlets and are capable of retaining consumers and increasing their loyalty. These tools include the use of audio marketing [3].

Audiomarketing is used to support the traditional marketing tools as well as to make the brand more original. The purposes of audio marketing are 1) identification of a brand, 2) raising the loyalty of customers, 3) creating a positive image of the company.

Audiomarketing is a tool for influencing consumers with the help of specially selected musical accompaniment. However, people are often unaware of the fact that they are being manipulated. The use of special marketing tools makes them buy more, and this promotes consumerism which has a negative impact on the environment.

The history of background music goes back to the company named Muzak. It was founded in the USA by General George Owen Squier in 1934. In the 1940s the company researchers discovered that Muzak could make workers happier and more productive [6].

The effect of music on people's behavior has been an object of research of many scientists. Naomi Ziv, a psychologist from Israel, discovered that when people are in a good mood they make decisions easier, but when they feel depressed they analyze everything better, so musical style and rhythm both have an impact on people's behavior [4].

Some aspects of impact of music on visitors include: influence on the behavior of visitors using musical rhythm; thematic music creating a special festive atmosphere that attracts buyers to the shopping facilities; audio advertising, directed on visitors at the point of sale; the use of a memorable audio logo increases brand awareness and its value for consumers; music in the sales area provides a comfortable atmosphere for visitors by creating a soundscape (sound landscape) that contributes to a more relaxed communication between customers and the staff, and also hides other noises [2].

According to J. Hubareva, there are 9 types of audiomarketing tools: sound logo, signature sound in telecommunications, musical scaffolding, jingle, celebrity collaboration, musical product placement, musical events, mediadesign of buildings, offices etc, telephone audiomarketing [1].

Although these tools are used by marketing companies to increase sales, we believe that consumers should be aware of the fact that they are being manipulated. Thus, we worked out several ways to avoid being manipulated in shops, including: writing a shopping list; having the exact amount of money that you need; considering whether the food has been grown or manufactured; reading all the information on the packaging carefully; online shopping.

Audio marketing is a promising branch of marketing, which possesses powerful tools to affect consumer behavior. Concerning the prospects of development of audio marketing in the near future, it's obvious that music content will become more integrated into the marketing communication systems between consumers and retailers, making audio marketing even more personalized.

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УДК 378.147=111

THE ROLE, PLACE AND SIGNIFICANCE OF EVENT-MANAGEMENT IN THE PRESENT CONDITIONS

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The formation of a market economy in the present conditions requires energetic and versatile professions. The profession of manager originates from the science that studies the art of management. Event management is one of the most effective promotion methods for companies that develop innovative products and services and operate in the areas of management consulting and system integration. The well-organized event management system allows you to spend it at the highest level of a private party, presentation or corporate event. A holiday in the life of the organization is a multifaceted and ambiguous phenomenon. The study of the phenomenon of the feast represents both theoretical and practical interest. The holiday event is one of the most effective tools of marketing communication, provides a long-term effect through the formation of the image, motivation of staff, and the formation of loyalty to the organization. These circumstances determine the relevance of the research topic.

The purpose of this work is to determine the role, place and significance of event management in the present conditions. Event management (from the English "Event") — is defined as a complete