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TOUCH MARKETING

In the past five years, the world has started to actively develop the touch marketing. Now this technology has begun to actively run in Ukraine. Today touch marketing is becoming commonly used marketing technique. For example, a manufacturer of household appliances «Miele» uses of scents blooming roses, coffee, vanilla and orchid for this combination. It is believed to make a client tell closer to his home and family comfort. «Lexus» showrooms welcome visitors with aromas of vanilla, grapefruit, green tea and chocolate chip cookies to cheer them, to create a good mood.

Marketing consultants believe that the so-called touch marketing helps a person develop a conditioned reflex, a clear association of melodies, senses, smells with a particular brand name. The main task is connected with improves buyer's mood, because most consumers expect pleasant emotions from shopping.

Good color interior design attracts customers and creates a special atmosphere, contributing to a comfortable pastime. According to the results obtained in the course of numerous psychological experiments, scientists have concluded that the color has some effect on the human perception. Therefore, color can change the way the prospective buyers potential see weight, temperature of the room and the distance of the object. It was found out, that the color balanced color field attracts attention, creates an enjoyable atmosphere, soothes and improves communication between people. Color affects the intellectual and psychological human condition. The colors refer to the feelings, not the logic of the person.

According to the numerous special researches, 80% of light and color are "absorbed" by the nervous system and only 20% by the vision. There is a definite relation between the color scheme of advertising and a natural perception of human. It is scientifically proved, that each color is evokes subliminal associations and emotions.

Sound is a special factor influencing the psychological state of a man. It is associated with the psychophysiological characteristics of perception. Sound reflects in the mind in the pattern a specific mental image. It is proved, that nature of the sound effects is dual and besides the physical aspect in involves a psychophysiological one. Psychologists have found that fast music compels customers to move faster along the ranks with the goods, and slower, increases the time to choose the goods. When sounds the loud music, buyers spend less time in the shop, but spend more money.

This principle is used in fast food, in particular, in McDonald's. A special employee constantly monitors the number of visitors in the room and decides which CD to put in this time. If there are a lot of visitors in the room, he puts a dynamic music to make the customer turnover more dynamic. And vice versa, if there are few, he turns some on calm and relaxing music. This encourages customers to spend more time and more money.

Aromamarketing is the most important component of sensory marketing. Stores around the world, from bakeries and women's clothing boutiques to department stores and furniture stores, even stores selling consumer electronics use the power of aroma to stimulate sales. As noted by Dr. Pashutin, the effect for humans visiting new store for the first time, depends on the aroma by 10 percent

Touch is the ability of animals and humans to perceive the action of environmental factors with the receptors of the skin, musculoskeletal system (muscles, tendons, joints, etc.), as well as some of the mucous membranes (on the lips, tongue, etc.). Tactile sensation can be very different, as it is the result of a complex perception of the various properties of the stimulus, skin and subcutaneous tissue. The perception of environment objects with the sense of touch can judge upon their shape, size, surface properties, texture, temperature, dryness or humidity, as well as position and movement in space. Thereby, sensory marketing can be an advantage or disadvantage. It depends on how and use this tool.