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SELFIE AS AN E-COMMERCE TOOL

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2013 was the year when the word "selfie" replaced the word "self-portrait" as the term for capturing an image of oneself, because in the age of the smartphone, time has become a scarce resource even for making a portrait.

In fact, the word “selfie” was the Oxford English Dictionary’s word of the year in 2013. President Obama posed for a selfie during the funeral for Nelson Mandela. And then there was the Pope Selfie, so it goes without saying that marketers would set their sights on selfies as the next new tool to get their product in front of the eyeballs that matter.

Amazon is a dominant player in the e-commerce space and it has recently announced that it is working on the technology to enable e-commerce customers to transact via the near-ubiquitous ‘selfie’. Instead of using passwords – which are open to fraud, hacking or sometimes forgotten – shoppers will be able to use a photograph or video of themselves as a way of doing transactions.

“While many conventional approaches rely on password entry for user authentication, these passwords can be stolen or discovered by other people who can impersonate the user for a variety of tasks,” Amazon said in a patent application for the technology, which was filed in March.

You can instantly ask the question: how safe can a selfie be while applying instead of the password? Is it possible to steal your selfie from your Facebook and happily go with it to gobble up products from the Amazon shelves? It is impossible.

To avoid criminals circumventing the system by using a photograph or an existing video of the registered user, the system has a two-tiered approach. The first selfie will establish the customer’s identity, while the second selfie will prompt the user to perform certain gestures – for example, a smile or head tilt – to verify that a real person is attempting to access the account. So the main online shop has taken into account this fact and the buyer makes a wink at the camera.

By the way, the Amazon store has received a patent for the invention which is called the latest purchase system.

The basis from Amazon will certainly keep an image of your face (which the robot system will compare with your new selfie) and in any case you need to have a smartphone in your pocket.

Industry experts observe this is an ideal strategy for younger Millennial and Generation Z consumers who are already obsessed with the selfie lifestyle.

According to the Daily Telegraph, studies have found that more than one in five people use the same password for everything, while 58% use a handful of passwords,

with small variations, across all their accounts.

In terms of the news we see that a selfie as one of the types of entertainment which are condemned to be useless is becoming a tool that is advantageous not only for business but also for creating new technologies providing a benefit to businesses. The question of how to monetize a selfie efficiently was sounded long ago.

Because of its mass usage a selfie has long been turned into a kind of resource (such as water or oil), and it is also possible to explore it putting at the service of mankind and for the benefit of those who owns a patent on the technological invention associated with the use of this resource.

References:

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THE BEHAVIOR OF CONSUMERS WHEN CHOOSING HOUSEHOLD SCALES

Key words: consumer behavior

Personal weight – a weight used in the kitchen for weighing products, weighing his own body. By household scales also include Kanter, weighing different goods and products in a package or bag.

The group sells scales weighing equipment on the market.

Household scales satisfy consumers who need to use the weighing equipment at home, monitoring the own weight or requiring precision in cooking.

Isolate the main characteristics of the kitchen and floor scales which first drew attention to the buyer:

- Heaviest weight weighing (least 7 kg, maximum 180 kg)
- The smallest weighting border (500 g, 100 g)
- Accuracy (1 g, 50 g)
- Platform scales (plastic, stainless steel, glass)
- Brand
- Country

Find information household scales typically done using the Internet. Then the buyer decides to purchase in sales when the customer comes in and consult the advice of the manager.

Especially given weights affect consumer choice the following factors:

- Low price (as in direct co-operate with suppliers)
- Producing country
- Bend
- The maximum weighting border