leading educational systems, along with participation in academic mobility programs, ensures the competitiveness of specialists in the international labor market (Knight, 2021).

Another essential aspect of pedagogical innovations is the emphasis on lifelong learning. The concept of continuous professional development encourages students and professionals to acquire new knowledge and skills throughout their careers, ensuring their adaptability in an evolving professional landscape (Merriam & Bierema, 2020).

In conclusion, the transformation of professional training through pedagogical innovations ensures the development of highly skilled specialists capable of meeting the challenges of the modern world. The combination of traditional educational values with cutting-edge global trends paves the way for a more effective and dynamic learning process.

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INFLUENCE OF WEBSITE DESIGN ON CUSTOMER'S PSYCHOLOGY

Introduction. Today, websites have become a full-fledged part of our lives, they bring us some quick and useful information, or some entertaining content, but most importantly, they provide an opportunity to buy things from anywhere in the country or even the world. With the emergence of such sites, competitive trade began to appear, and here the game is not about the quality of the goods, but about their correct presentation, through design.

The aim of the article is to explore the world of website design for possible influence on customer psychology.

The growing trend of internet technologies has given rise to electronic commerce (e-commerce). Ecommerce can be described as buying or selling of products or services over the internet by using different devices such as desktop computers, laptops, tablets, smart phones, etc. There are different categories of ecommerce and business to consumer (B2C) is the most common among them. Example of B2C is online shopping or online retail.

Companies earned huge revenue from online retailing like Amazon. According to statistics, $2.3 trillion had been achieved in online retail sales in 2017, and in 2021 this figure increased to $4.48 trillion. People also find it easy to purchase goods at home because of the convenience. In China, 83% of the online population had purchased goods online in the second quarter of 2017 (Al-Qeisi, 2014).

People like to shop online from the sites that are easy to use, friendly and interactive. Despite all this progress and success in e-commerce, statistics also show that a huge number of users abandoned a shopping cart because of poor and complicated interface design as 25% of users abandoned the shopping cart because of lousy navigation (Delafrooz, 2010). Therefore, to improve users' experience, it is important to utilize the website design artifacts carefully.

Website design artifacts are characteristics or features of a website. Each user perceives them according to his capabilities. There are different design artifacts that designers used in a website to make the website user-friendly, attractive, accessible, interactive, and useful. These artifacts have a significant impact on consumers' behavioral intentions and attitude. As shown by the previous literature, in online shopping during consumers' initial experiences, website design interface is one of the significant factors because design artifacts and interaction experience influence consumers' beliefs and behavioral intentions and attitude is affected by beliefs (Farhan, 2018).

T. Lee conducted a study to examine the influence of interactivity perception on buyer's purchase intention and trust in m-commerce. Results revealed the significance of interactivity constructs in the context of m-commerce. Perceived contextual proposal and ubiquitous connectivity, along with other interactivity components, positively forecast the buyer's satisfaction and purchase intention (Maheshwari, 2010).

Psychology of color. Visual design, as discussed earlier, is related to appearance and feel of a website. Consumers make attitude positive towards the website in the current competitive environment, it is important to make website appearance more appealing and engaging. In this perspective, choosing the right colors with suitable hues

and high-quality typography can help retailers to gain consumers trust and increase their purchase intention. Customer's acceptance or rejection of a website depends upon color is over 60% (Papapanou, 2015).

Pallet proved a positive influence of mobile website design features (font, color, layout). Different colors have a different impact on purchase intention: blue has a stronger impact on purchase as compared to red, as was found by Lalomia. Another author, Maheshwari also pointed that blue color (Times Roman type face) positively influenced the trust than green (Courier type face). Colors also have a significant impact on typography. It provides the intended meaning of the message, enhances readability, draw user's attention (Pengnate, 2017).

From above-mentioned information we can make a conclusion that visual design (color, typography) may be successful in attracting and engaging consumers toward website and lead their satisfaction and trust. Color and navigation are both aspects to be important for making attractive, appealing and easy using.

Conclusion. Analyzing how website design affects customer psychology shows that design is key in influencing consumer actions and their desire to buy. Visual elements like colors, fonts, and how users navigate greatly influence how much users trust, like, and can easily use the site. When design elements are chosen well, they can make the user experience better, making sites more appealing and encouraging people to come back. On the other hand, bad designs can cause annoyance and make users leave. Knowing these psychological points lets businesses improve their websites, create good feelings, and boost sales.

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