

Yashil

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08.00.03 Sanoat iqtisodiyoti
08.00.04 Qishloq xo'jaligi iqtisodiyoti
08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti
08.00.06 Ekonometrika va statistika
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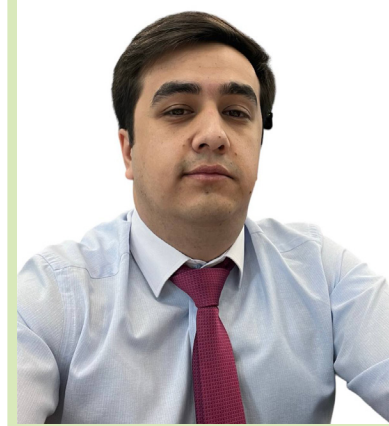
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MARKETING MIX, RETAIL TRADE, MATERIAL ENVIRONMENT IN MARKETING



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Abstract: In this article, it was covered by the fact that communication in marketing plotting at enterprises, before paying attention to the specific tools of retail, is closely related to them. To achieve this goal, the basic aspects of the Albert Hypermarket store are analyzed.

Key words: marketing, sales, communication, prodavets, pokupatel, uslugi, factor.

Annotatsiya: Ushbu maqolada, korxonalarda marketing aralashmasi, o'ziga xos vositalarga e'tibor berishdan oldin chakana savdo, qamrab olingan. Ushbu maqsadga erishish uchun Albert gipermarketi do'konining asosiy jihatlari tahlil qilinadi.

Kalit so'zlar: Marketing, chakana savdo, aloqa, sotuvchi, xaridor, xizmatlar.

Аннотация: В данной статье было освещено то, что коммуникация при построении маркетинга на предприятиях, прежде чем обратить внимание на конкретные инструменты розничной торговли, тесно связана с ними. Для достижения поставленной цели анализируются основные аспекты работы магазина «Гипермаркет «Альберт».

Ключевые слова: Маркетинг, продажи, коммуникация, магазин, покупатель, услуги, фактор.

INTRODUCTION

They should try harder. To achieve this goal, they are helped by the tools of the expanded complex of retail marketing, with the help of which retailers try not only to influence the decisions of customers on choosing a store, but also to stimulate their purchase behavior at the point of sale. .

Factors in the decision making of customers when choosing a store include, among other things, the location of the store, the opportunity to choose from the assortment, its quality in relation to the general price level, the availability of goods, the ease of orientation of the store or special offers and discounts. When customers are already at the point of sale, they are influenced by the atmosphere of the store and the communication inside the store, which motivates the customers inside the store, and whose task is not only to facilitate their purchase process, but also the goods they buy. is to help increase the size.

ANALYSIS OF LITERATURE ON THE SUBJECT

Foreign Cimler, P. et al. (2007). Retail management. Management Press. Ferney, J. & Sparks, L. (2019). Logistics and retail management. (5th ed.). Hoffman, M. (2021). Private label Albert. Atlas. Govorek, H., & McGoldrick, P. (2015). Retail Marketing Management. Pearson. Horiceczek, F. (2022). In the article, they covered their views on marketing mix and retail sales.

RESEARCH METHODOLOGY

The data of this article is based on the analysis of secondary data from various foreign companies, as well as statistical reports and documents. Data analysis was completed based on workshops, expert questionnaires with employers.

The marketing mix

Is also one of the elements of the marketing mix, and although there are more definitions of how to define it, this work is still based on the definition of Svetlik (2018, p. 139), which consciously defines it as „selling activity that informs, persuades, and influences behavior. customer“. Svetlik (2018) then



lists five elements of marketing communications, such as advertising, sales promotion, direct marketing, public relations, and personal selling.

He also states that combining these elements mentions the advantages that elements are planned and organized as a sequential whole by supporting and complementing each other, thereby increasing their overall effectiveness and conveying a coherent, clear and persuasive message to target groups. There are many options for communication and they can be divided into downstream and construction activities. Barta et al. (2009) explain the difference between "below the line" and "above the line" activities by saying that "below the line" is.

If these are non-mass forms of communication (for example, sales promotion, direct marketing, etc.), then non-traditional activities are classical media (for example, television, radio or print). is done using Coupons, promotional prices, discounts. In order to attract customers to the store and increase sales, retailers often use various coupons as part of sales promotion, through which the manufacturer gives various discounts to consumers.

The customer then declares this discount at the checkout. (Barta et al., 2009) Promotional prices or sales packages (eg 3+1 free, etc.) presented in flyers and other promotional materials are another tool used to promote sales. The purpose of flyers is to attract potential customers with an attractive product offer and make them visit the store. A shopper chooses discounted items first, but also buys other items while shopping at that store. However, when using these tools, they can increase the consumer's sensitivity to price and customers start to expect these advertised prices.

ANALYSIS AND RESULT

Table 1: The main indicators of retail trade data for the years 2019-2023 have been clarified due to the change in the calculation method of domestic trade

Indicators	2019	2020	2021	2022	2023
Retail turnover, sales in all trade sectors, including catering organizations, billion. sum	113 971.7	141 385.1	168 649.0	216,694.6	270 687.2
in cities	91 990.2	106 461.0	129,079.3	166 107.0	212 218.7
in rural areas	21,981.5	34,924.1	39,569.7	50,587.6	58 468.4
From the total volume of retail trade turnover, bln. Soum:					
food products	48,791.6	58 574.9	67,700.9	89,990.4	114,583.7
non-food items	65 180.2	82 810.3	100 948.1	126,704.2	156 103.5
Retail turnover per capita, thousand soums	3 458.3	4 210.3	4 926.6	6 206.3	7 593.3
Stocks of goods in retail trade networks (at the end of the year, including consignment goods) total, billion soums	3 476.5	5 416.1	9,031.5	12 270.0	15 296.6
on days of turnover	26.0	28.0	35.0	37.0	33.0
Retail trade facilities (by the end of the year) in total, thousand	132.9	151.8	169.4	177.3	194.1
per 10,000 inhabitants	37.0	43.0	48.0	49.0	52.0

POS Services

Trade of support again one tool - pop and POS services. Yesensky and etc. (2020) pop (buy get point) and pos communications (sales point) about information often in pos marketing connection that too is called. Many the authors this two the term Entirely different they describe. For example, buy get point usually buyers physical respectively purchase who does all retail trade area as is determined and whole field across advertising tools own into takes. However, according to the authors, POS is literally just the area around the cash register. Pop, on the other hand, defines tools as tools that are permanently on the sales floor and are part of the presentation of goods in or near the store. According to the authors, POS funds are products and things that the customer can take home after purchase - coupons and discounts for the next purchase, samples, loyalty cards or samples.

The definition of Boček et al. (2009), on which this work is further based, all support media used to promote a particular product or range, used in-store and sales as the most important drivers of impulse purchases. he knows as physical means. The POS symbol is considered as a symbol of all places where trade is carried out.

POP digital and multi-sensory tools (Yesensky et al., 2018) Thus, marketing communication at the point of sale using popular advertising is a set of advertising tools used in-store to influence customers' purchase decisions. serves.



At the same time, point-of-sale marketing is a crucial element because it operates at the last minute when the retailer has the opportunity to impress the customer. In other words, these funds increase the desire of the buyer to buy the product without planning.

In addition to influence, it also serves to provide information upon which decisions are made. Yesensky et al. (2020) stated that customers are now demanding information about time and location, which is useful for them to choose and make decisions at the right time.

This saves them time spent visiting the store and thus impulsively buying other things. (Lilienvall, 2004) The fact that point-of-sale advertisements are often perceived as helpful is also supported by a study conducted within Czech and Advertising Research, in which a total of 49% of respondents said that point-of-sale advertisements help them.

The relevance of pop-up advertising placement

In order for pop communication to work as effectively as possible at the point of sale, it is necessary to pay attention to the principles and procedure of its appropriate placement. The movement of buyers is compared to the movement of water in a river. This comparison is not accidental, because just as the water in the river flows in waves of different strength and speed, customers also pass through the store at different speeds. Pop media placement must also be adapted to these differences in customer traffic speeds. Shopping begins with entering the store, customers are not yet fully ready to buy and are in a calibration mode where they are not yet open to impulse purchases. The first thing to help get customers into shopping mode is to place shopping carts outside the store, because customers aren't quite ready to buy until they have their list or shopping cart. (Hendrickson, Jesenský et al., 2020)

In addition, several principles or rules mentioned by Jesenský et al. should be observed when setting up a POP tool. (2020):

- Follow the principles of the AVA model (available, visible, public).
- Keep in mind that in the first third (called the decompression zone) the least impulse purchases are made, and placing pop-ups immediately after entering is not very effective.
- Use carefully designed or highly attractive products such as "speed bumps" to help align customers to purchase.
- Place resources where there is a maximum concentration of customers who can buy this product.
- The larger the shopping cart, the more ineffective the POP connection (the first third of the store is the most effective for activating the shopping mode).
- Customers are also accustomed to loading larger items into the Cart first.
- Place pop resources in the direction of customer traffic and always at the beginning of the section
- Avoid blind spots and place pop media in a place where they can be substituted. POP resources should respect their placement, not interfere, should contrast with the environment, dominate in design and not be close to another dominant program.

The material environment in the marketing mix

Another tool is the material environment that fills the atmosphere of the store, which is an element capable of improving the shopping process today when it is viewed as a specific experience. This is also confirmed by Zamazalova (Zamazalova, 2009), who considers it an equally important element of communication at the point of sale, because several factors influence the customer's purchase.

Martino (cited in Huo, 2021) points out that these factors have a dual effect on customers, because in their minds they are considered in terms of functional qualities and aura of psychological perception. Thus, the store should look clean, have functional qualities and therefore have a logical and clear layout and use elements that complement the atmosphere of the store.

The elements that make up the atmosphere of the store can be divided into internal and external parts, but Zimmerler and Zadrazilova (2007) mention that it is more or less a division of labor, because the stimuli act together, in their actions they are related to each other. and probably emphasize each other.

As for the external elements, the architecture of the store already affects the customers from a relatively long distance, which has the ability to attract them closer with an interesting external solution, thus ensuring the effect of other external stimuli that work only at a closer distance. Ideally, the entrance to the store should be unobstructed and the customer should not feel that he is entering an enclosed space from the outside.

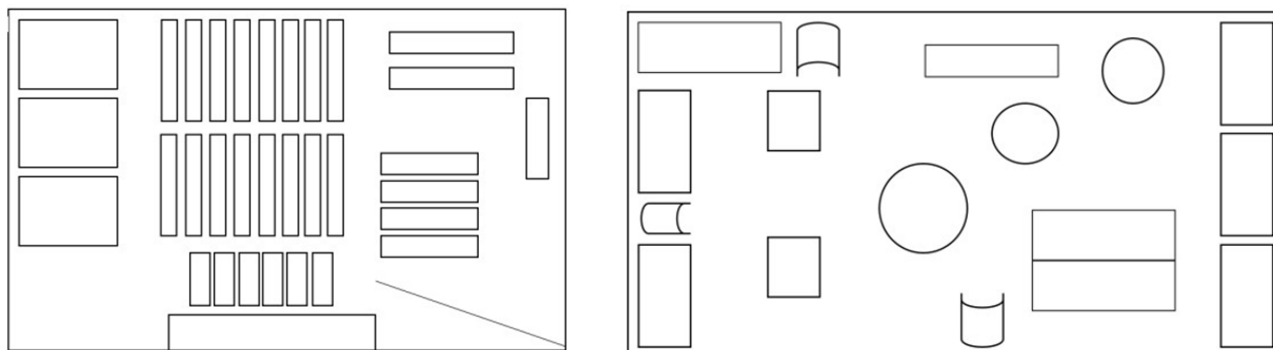
Then the interior design of the store is filled with interior elements:

- Commercial equipment that can be presented, for example, equipment and sets of elements for the presentation of goods or cash registers, etc.
- The material used must be consistent with the store's image, assortment and safety or hygiene measures.



- Lighting that can be used in addition to general lighting to illuminate certain types of goods.
- A color interior solution that affects the visual perception of customers.
- Background music that influences the customer's movement through the store.
- The flavor depends on the assortment.

M is a circuit that leads to a certain direction (see the circuits below).



1-picture: Layouts: grid design (left), flow design (right)

Source: Yadro and Volfova (2021), edited by the author

People in the Marketing Complex People

As another tool of the marketing mix, refers to factors that, among other things, in the retail sector, undoubtedly have a significant impact on the overall impression of the customer on the point of sale are shaped by the store employees who hold them, as they participate in creating the shopping experience. Cimler et al. (2007) also consider IT as an integral part of retail operations and mention that in principle two tasks must be solved in relation to employees, namely:

- Optimal number of employees
- Workload of individual employees

At the same time, it is important to understand that personnel management in retail trade has its own characteristics that limit it compared to other industries. Due to the optimal number of employees, retail stores often have to deal with, for example, a general lack of employees or unevenly distributed working hours subject to customers.

The peak workload usually coincides with the end of working hours at other workplaces. (Zimmerler et al., 2007) In addition, employees in different positions have the appropriate abilities and skills to perform their jobs properly and thus ensure the proper functioning of the store. necessary, which is very important for customer satisfaction.

CONCLUSION

All the above-mentioned activities are mainly performed by the service personnel who are most in demand in the store on the sales floor. Given that these employees have the most contact with customers, they also shape the image of the retail chain, and Zimmerler and Zadravilova (2007) state that their communication skills, pleasant demeanor and stress tolerance are therefore highly demanded. they emphasize that it should be. This is also emphasized by Vashtikova (2014), who points out that only a few bad employees can lower the image of the store as a result of bad behavior and, moreover, destroy the results of the good performance of others.

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