

MERCHANDISIER - CLIENT COMMUNICATION AND THE IMPACT ON SALES

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Abstract: People's behavior when it comes to consumption is difficult to explain. The decision is based on many factors and acquisitions can be classified as useful / useless, rational / irrational. The client saves time going in one store, because it can find all the products from different manufacturers. The stores are chosen depending on the attraction, the ambiance, the layout of the products, in conclusion according to merchandising that is applied in the store. The responsibility of organizing the space in the store will lie with the merchandiser so it is essential for the merchandiser to communicate with the clients to meet their expectations.

At present, it is very important that products and brands to be brought to the attention of the public, communication is an important pillar of modern society.

Keywords: communication, merchandiser, performance, client, product presentation.

In the exhibition spaces of some products, a communication space can be detected when it comes to the company itself or products sold. The retail space is, for marketing professionals, an ideal space to communicate with consumers. If we refer to an assisted sale, in fact, we identify the passive buying. Instead we observe the consumers orientation towards large stores where they can analyze their products, so we can talk about an active buying behavior.

The behavior is a set of external reactions through which the individual responds to stimuli. If we do reference from the psychological point of view, the behavior means what is objectively observable in the global response to the individual, regardless of what it is said, his thoughts and psychological attitudes.

The special complexity of the consumer's behavior is also explained by many factors affecting directly or indirectly as a last resort decision-making process for the purchase and consumption.

The American psychologist Harold Leavit mentions that there are three essential elements that define human behavior: the stimulus - which is the cause, the need - which is the desire that can be accomplished and the objective - which is its purpose. How do needs multiply in exponential proportion, due to technical and scientific progress leads to the invention of others, and the satisfied need cause others, obviously, the behavior of individuals are changing.

In the communication on the sale a very important role is the customer observation. Apart from the expressed content emotion should be followed carefully in order to properly address client. For example, in the dairy district, following observation made in a hypermarket in Targu-Mures, we identified the following issues:

- customers always need eye contact with the merchandiser
- employees are willing to provide information to customers
- employees know the products but most are limited to their display shelves

Research in the field of consumer behavior shows how consumers respond to numerous stimuli can be divided into four types of behavior:

a -the routine behavior responses, which the consumer frequently practice, consumers for buying low-cost items for everyday consumption, not spending much time and effort selecting a brand or product.

b – boundary decision taking, when buying a product on an occasional basis, for which one needs moderate time for information search and deliberation.

c - intensive decision, when purchasing unfamiliar expensive products, so it involves a complex decision. Several criteria are used for evaluating alternatives, which require a longer time.

d - the impulsive buying behavior, caused by a strong and consistent incentive to buy something immediately prompted by a consistent and powerful stimulus to buy something immediately.. For some individuals this purchasing behavior is dominant, although it often causes emotional conflicts.

Employees need to organize their messages including basic conversation 'I see that you are interested in this product, is not it?' Then will stir up emotions 'will remember this from childhood?'

The point of sale is a creator of value which is added to the products sold. Therefore many new products miss their favorable evolution because do not sell enough in the first few months or get to go unnoticed due to the way of the windowing.

There are two ways of placing the goods on the shelves: horizontally and vertically. If the shelves are behind the counter, so at a distance of at least 1 meter from the customer, the horizontal layout is preferred because the client will choose to look from left to right, the model of reading.

If the shelf is accessible to the customer, then the vertical arrangement is preferred. Customer will find all his choices on the shelf from top to bottom. For horizontal browse the client should move along the shelf or step back for a better look. Both versions require an additional effort, so they are uncomfortable.

If the shelves are brimming perfectly ordered, untouched, the effect it will produce will not necessarily lead to an increase in sales. The merchandiser must ensure continuous supply on the shelves and ensure their proper display for better presentation.

Ways of displaying the goods:

- horizontal
- vertical
- mixed combination of the vertical and the horizontal
- in window: items surrounded entirely by another
- in Panel: presentation surface segmentation by volume and packaging differentiation
- in bulk: it is used especially at ground level and gives the impression of low price.

Advertising at the retail space is an assembly of advertisements with commercial value which is used in stores and in other areas where selling actions are undertaken. Its role is that of guiding, that of waking the interest in a particular commercial area, in a certain department or a displayed area. It uses a variety of means to ensure visual sensitivity with the aim of attracting the customer into an exchange act by transforming an innate interest into motivation. Employees can achieve in-house exhibitions and even practical demonstrations

using certain products, so that they should attract as many customers as possible, helping them take a decision.

Customers feel motivated to buy products in order to benefit from the special offers and from those offers that, together with a certain product, provide an additional “value” such as a discount, a free product, a gift. They let themselves convinced to purchase the product by looking at the posters displayed at the selling place, by the positioning of the product in the shop, by clearance sales, by the selling of certain products whose expiration date is very close and by any other opportunity to save money. The merchandiser has to inspire trust to the customer and to promote the image of the company.

Customers want to understand and to find out details regarding anything they buy, that is why they evaluate everything that can be of use in the rapid taking of a decision during a fast shopping session, taking into consideration the fact that the average time someone spends in front of a shelf is of 55 seconds.

The responsibilities of the sales force function according to the continuity of the production and sales process and according to the logistics of the company; these are:

- organising the retail space
- managing the flow of goods
- animating sales

The retail space is divided into display stands, built of shelves which are situated at different levels and which influence the selling of the products in the following way:

- 20% of the sales, on the highest shelf
- 35% of the sales on the shelves situated at eye level
- 30% of the sales on the shelves situated at hand level
- 15% of the sales on the lower shelves

The change of the position of a product from a display level to another (upper or lower level) leads to a relative change in sales, in the following way: the products that are moved onto the upper shelves will sell better by an average of 18%, and those products that are moved onto the lower shelves will sell worse by an average of 12%.

The merchandiser has to develop relationships with all his customers and in case of complaints or disorder he has to find an optimum solution for the customer. Besides his personal traits such as imagination, flair, reliability, a merchandiser should possess real communication skills. A friendly attitude and knowledge regarding the products of the company transform this employee into a key-factor in the process of increasing sales.

In conclusion, the expectations of the customers have to be satisfied in such a way so that the customers should become loyal customers, this implicitly leading to a growth in the sales value.

Bibliography

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