

Visual merchandising as the basis of marketing promotion in fashion product category

Научный руководитель – Шилина Марина Григорьевна

Карпова Н.Д.¹, Костюк П.Р.²

1 - Российский экономический университет имени Г.В. Плеханова, Факультет маркетинга, Москва, Россия, *E-mail: karpovanatalya73@mail.ru*; 2 - Российский экономический университет имени Г.В. Плеханова, Факультет маркетинга, Москва, Россия, *E-mail: Pollyfox0327@gmail.com*

Nowadays the ordinary television advertising or a worn advertising inscription in the newspaper does not produce the proper effect and are lost in the endless flow of information that perceives the modern consumer in the world of abundance and, consequently, of high competition. Thus, manufacturers have to resort to more convincing and close to buyers' methods of advertising. In the last decade manufacturers and sellers are more often choose consumer involvement manipulation of the consciousness as the main marketing ploy for survival in the market. One of the instruments - merchandising, which uses a number of psychological methods of influence on the buyer, which contributes to the increase in the volume of goods sold. Merchandising is a tool for promoting a product at the point of sale by creating an atmosphere in the store that inspires shopping. [1] Merchandising always focuses on a certain result: stimulating the desire of the end user to choose and buy the promoted goods. The goal of merchandising is to increase sales through retail chains and attract new customers.

Visual merchandising is all presentation activities due to the peculiarities of visual perception of consumers. The mainstream objectives of visual merchandising are to influence the thoughts of potential buyers, identify their interests and encourage them to purchase goods. In fact, the merchandiser should predict the thoughts and behavior of the consumer, and then use this knowledge for companies benefit. [2] Thus, the basis of visual merchandising consists of science engaged in the knowledge and definition of the laws of thinking, essence and forms of beauty in artistic creation, nature and life: psychology and aesthetics. To achieve its goals, merchandising uses several motives of consumption: rational, emotional, aesthetic, traditions, likeness and fashion, utilitarian, prestige, self-affirmation. [5]

In the fashion retail sector convenience and ease of placement of the product is of great importance, the density distribution of the product in the shopping space, comfortable fitting rooms, the creation of groups of "rational" and "impulse" goods. In order to avoid "cold" zones in the store, it is necessary to think about its design and arrangement of trade equipment, mannequins, and exhibition samples and so on at the level of the architectural plan. That is, long before the opening of the store, it is necessary to know how customer flows will move around the shopping space, where and how to attract the attention of potential buyers, determine the most winning and losing zones and ways to neutralize the latter. [3]

One of the key points in the promotion of the brand is to choose the right balance of rational and emotional component in the presentation of the product. Moreover, the shift in recent years is increasingly taking place in the direction of the latter. [4] The more expensive the brand, the more emotional will be the presentation of products. A typical example of an exceptionally rational approach to the exposition is demonstrated by stock stores, where goods are placed strictly in categories: dresses separately from trousers, hats next to gloves, etc.

Modern merchandising actively uses its new direction - aroma-merchandising. The smell one of the five senses of human perception, and therefore, it is also possible and even necessary to influence on. [6]

The aroma in the fashion retail sector is an essential attribute that emphasizes the fashion

component of the brand. It is no coincidence that fashion houses usually have their own line of fragrances. Vivid examples of this Mexx, Sisley, Calvin Klein. And such luxury brands as Dolce&Gabbana, Chanel. Even affordable brands have got their own flavor, for example, Zara, and even Tezenis that sells fairly cheap underwear. [7]

The statistics of Tezenis stores shows that the sale of eau de toilette with aroma increases by 56% if its flavor is distributed in the store. Thus, if the buyer feels a pleasant smell, he has pleasant emotions, good mood, which is why a lot of unplanned purchases are made. According to scientists from Paderborn University (Westphalia, Germany), the time of customers' stay in the flavored room increases by 16%, the willingness to buy - by 15%, impulsive purchases increase by 6%.

Therefore, there are a lot of techniques of competent presentation of the goods in the fashion retail. To sum up, the mainstream thing that makes merchandising is that it looks into the soul of a person and reveals to the seller all his thoughts and feelings, giving the opportunity to use it competently and for their own purposes directly in the point of sale. And while it is argued that it is impossible to find the right place to sell a bad product, studies show that the use of the principles of visual merchandising can raise sales in some stores up to 40%.

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