

# Yashil IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

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08.00.01 Iqtisodiyot nazariyasi  
08.00.02 Makroiqtisodiyot  
08.00.03 Sanoat iqtisodiyoti  
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## IMPROVING TRADE EFFECTIVENESS THROUGH MERCHANDISING: THEORY AND PRACTICE

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**Abstract:** This article describes the main directions that determine the efficiency of the railway transport services, the relationship between the concepts of railway transport services, transport system and transport infrastructure and the main factors influencing the choice of mode of transport, suggestions for improvement are given.

**Key words:** merchandising, effective product placement, retailing, visuals, customer psychology, technology, colors, lighting, music design, fragrance, point-of-sale advertising.

**Annotatsiya:** Maqolada iste'molchilarga ta'sir ko'rsatadigan marketing vositalaridan foydalanish va uning merchandising tamoyillari va texnologiyalaridan foydalanadigan chakana savdo korxonalarida sotish samaradorligini oshirishga ta'siri ko'rib chiqiladi.

**Kalit so'zlar:** merchandising, mahsulotni samarali joylashtirish, chakana savdo, vizual effektlar, xaridor psixologiyasi, texnologiya, ranglar, yorug'lik, musiqa dizayni, parfyumeriya, savdo nuqtasi reklamasi.

**Аннотация:** В статье рассмотрено использование маркетинговых рычагов воздействия на потребителей и его влияние на повышение эффективности продаж на предприятиях розничной торговли, использующих принципы и технологии мерчандайзинга.

**Ключевые слова:** мерчандайзинг, эффективное размещение продукта, розничная торговля, визуальные эффекты, психология покупателя, технологии, цвета, освещение, музыкальный дизайн, аромат, реклама в точках продаж.

### INTRODUCTION

Modern commerce is a complex and rapidly evolving business. Successful commerce involves finding customers, identifying their needs and demands, selling products, and more. However, regardless of the quality of a product, even the best may not sell itself, hence ensuring effective presentation of products in a retail store, convincing customers of the desirability of the purchase, and offering post-sales services is essential.

Merchandising, as a system of product placement strategies, provides control over the sales process in a retail environment, facilitating consumer engagement with product selection and purchase. The use of this technology in the sales process is not only indicative of a company's ambitions or the professionalism of its managers. Retail merchandising highlights the orientation towards presenting competitive products to the customer. A systematic approach to establishing merchandising in a retail store is essential for presenting products effectively.

### LITERATURE REVIEW

Thus, this research is based on the theory and practice of merchandising to improve trade effectiveness in retail outlets. In pursuit of this goal, insights from foreign and domestic scholars, such as D. Buymov, U. Uilyam, K. Y. Kanayan, Joel Jalle, N. V. Chernonosova, E. E. Prushkovskaya, G. S. Yarovikov, B. Abdulkarimov, A. Y. Samadov, S. A. Eshmatov, and others, are considered in their scientific works and research related to the use of technologies based on merchandising in retail outlets.

### RESEARCH METHODOLOGY

In the course of the research, various methods were employed, including analysis and synthesis, logical analysis, grouping, comparative and structural analysis, abstraction, holistic analysis, induction, and deduction.





## ANALYSIS AND FINDINGS

The globalization of the economy and the increasing competition at both the national and international levels emphasize the importance of efficient use of merchandising standards and technologies in all types of retail outlets. As a result, correct product placement can increase product sales by 10%, profitable pricing by another 20%, and addressing other factors related to product placement can further increase the sales margin by 20%. The Presidential Decree of the Republic of Uzbekistan No. PF-60 from January 28, 2022, titled “Strategy for the Development of New Uzbekistan for 2022–2026” sets ambitious goals in this area, which demand sound knowledge and skills to accomplish and exceed them.

Merchandising, as an applied resource within competitive industries, is considered an innovative direction unique to retail outlets that can successfully compete with rivals. There is also a second variant of the term “merchandising,” which can be considered as a separate element within the marketing communications system. As a result of our research, it is possible to see several definitions provided by specialists in the field of merchandising (Table 1).

**Table 1: Definitions of the Concept “Merchandising”**

Authors	Definition of the Concept
William Wells	Merchandising is considered marketing within retail store walls, where practitioners use it as an extension of marketing's sole function: beyond displaying products at the point of purchase, it includes elements like “banners, posters, end-of-aisle displays, in-store service counters,” and the like.
Kirai Ruben Kanayan	Merchandising is retail marketing carried out at the point of purchase, employing methods and technical solutions to enhance the presentation of goods at places where consumers traditionally shop. While this definition emphasizes the product placement function, it contradicts many Western specialists' opinions.
French Marketing Institute	Merchandising is a comprehensive set of research and techniques that contribute to maximizing overall profit by creating the highest possible synergy in a retail space, and it underscores this goal.
Joel Jalle	Merchandising highlights the unique importance and significance of the “silent salesperson” in the field of customer service, who pays attention to the customer's service experience.
Paco Underhill	Merchandising (the science of shopping) shows us how to use all the rules of arranging sales effectively, especially: how to better arrange signs and position products for better visibility and readability, how to place products at eye level to make it more convenient for customers to reach them, and how to show customers the store's most invisible corners and make them desire them.
E. E. Prushkovskaya	Merchandising is considered a critical element of marketing technology that contributes to enhancing the efficiency of trade activities, maximizing trade volume, by using visual and socio-psychological tools, from the manufacturer to the consumer.
N. V. Chernonosova	Merchandising is a combination of factors that affect product placement, including consumer psychology, store technology, colors, lighting, music design, attractive displays, and in-store advertising. According to the author, merchandising is based on customer psychology, their perception of colors, musical styles and directions, as well as the influence of advertising tools in retail stores.
G. S. Yarovikov	Merchandising is an integral part of marketing, and it encompasses a set of measures to arrange and equip the retail space, with the aim of increasing trade volume by placing products and promotional materials in the retail showroom.
A. Y. Samadov, S. A. Eshmatov	Merchandising is considered a part of marketing process, articulating the selling technique of products in retail store walls.

According to our research, Merchandising is a part of marketing that defines the sales method in stores; it's an activity type designed to enhance the presentation of goods and is used by large retail sellers (supermarkets, hypermarkets), brought about by the non-proficiency of customers in stores.

It is understood that the consumer's environment is a crucial and primary element. Furthermore, the competitive environment is significant. Therefore, modern marketing technologies are evolving into various socio-cultural sciences, creating specialized areas within them. From these, one of the marketing concepts, a subset of the sociocultural concept, is emerging as a marketing communication system. One of these communication technologies is the merchandising process aimed at optimizing sales in the consumer market.



Given the current global conditions of the market, dynamics of changes related to the consumer behavior and a deeper understanding of human needs are increasingly important. Results of the conducted research show that 30% of consumers make purchases based on a well-defined list, 10% make purchases based on the selection of alternative products, and 60% of purchases are impulsive (within the limits of rapid changes in internal emotions). When consumers shop with a well-defined, predetermined list in hand, it is found that 7 out of every 10 people precisely identify the position of the product they want in the store. The decision-making process regarding purchases in this case is largely defined by the product's positioning. However, in the case of decisions regarding shopping, when consumers shop impulsively, it is considered straightforward and usually applies to ordinary products. This is because the uniqueness of various products usually stimulates a conservative type of individual's intellectual abilities. In this case, the appearance, smell, and color of products affect the position.

Psychologist James Vicary has studied the eye and eyelid movement as a physiological indicator of a consumer. Normally, the eye opens and closes 32 times in a minute, 50–60 times in strong emotional states, and about 20 times when idle. Using a concealed camera, the psychologist discovered that the pupils of women dilate about 14 times when selecting products. At the cash register, they blink about 45 times in a minute, reading the eyes of the cashiers. The moment when a consumer decides to purchase a product is simple and straightforward.

Nowadays, the psychology of modern shopping methods is based on the results of psychological research. Psychologists emphasize that impulses produced during shopping should be strong and attractive. In particular, warm and bright colors are considered influential (blue has a strong impact on men). The results of the following research show that in today's global market conditions, large enterprises willing to stay competitive need to invest heavily in the right merchandising strategies.

In conclusion and recommendations, effective merchandising is an essential component in increasing sales performance in retail outlets. It not only attracts and holds customers but also influences their purchase decisions. In turn, it leads to higher sales performance and overall business success. As competition intensifies in the retail sector, investing in proper merchandising strategies is crucial for supermarkets and large retailers.

In light of the above conclusions, the following recommendations can be made:

- Develop planograms that indicate how to position products effectively and allocate space for them, taking into account the attention of customers and the cognitive resources of individuals in organizing and managing trade and technological processes, considering the characteristics of trade and other environmental factors of the store.
- Arrange products or their complexes in the right places, emphasizing the role and condition of the products, categories, and signs.
- Utilize cross-merchandising. This attracts customers to make additional purchases.
- Implement POS materials in your store, as these signs serve as the most effective communication tools for providing customers with information about products, their advantages, and any promotions.
- Experiment with different sales strategies and monitor their impact. A/B testing helps identify which strategies are most effective in improving sales performance.
- Train employees to be knowledgeable about products and sales strategies.
- For continuous improvement of sales indicators, it is important to regularly assess and monitor sales data, as well as customer feedback and industry trends.

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