

## MERCHANDISING AS A DIRECTION OF IMPROVING THE QUALITY OF MANAGEMENT OF THE EFFECTIVENESS OF MARKETING ACTIVITIES

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The profitability of the enterprise under market conditions is largely ensured at the expense of the marketing component. In turn, the effectiveness of marketing activity directly depends on the optimality of the composition of marketing tools. One of the tools of this portfolio is merchandising. Merchandising is a powerful marketing tool, the use of which allows you to increase the volume of product sales without resorting to significant financial infusions. Taking this into account, the strengthening of merchandising in the places of sale of the company's products is a promising and relevant direction of research.

Many scientists deal with the issue of merchandising research. In particular, Haqberdievich K. D. investigates the role of merchandising in increasing retail turnover [1], Zhuoyi Han focuses on the expediency of taking into account the psychological aspects of consumer behavior when planning marketing strategies (note that merchandising itself allows maximum manipulation of consumer behavior due to various approaches to displaying goods in retail establishments ) [2]. More thorough studies of the adjustment of consumer behavior at the expense of merchandising opportunities can be found in the scientific work of Swider W. [3].

Let's consider the main types of merchandising that ensure the growth of the company's sales volume:

- visual (design of the retail space, placement of advertising materials, active application of the psychology of color perception by consumers);
- cross (location of goods in such a way as to stimulate additional sales);
- technical (presupposes the active work of the sales staff, the holding of various promotions;
- branded (targeted attention of consumers to certain brands);
- categorical (location of certain categories of goods on the trading floor).

Thus, merchandising is a marketing tool that allows you to model consumer behavior through the use of original design solutions, product placement, placement of advertising materials, and various promotions. At the expense of merchandising, it is possible to significantly strengthen the marketing potential of a retail establishment.

### Reference:

1. *Haqberdievich, K. D.* Scientific and Theoretical Basis for the Use of Merchandising in Increasing Retail Turnover / *K. D. Haqberdievich* // Middle European Scientific Bulletin. – 2022. – No. 25. – pp. 37-43. [Electron. resource]. – URL: <https://cejsr.academicjournal.io/index.php/journal/article/view/1350>

2. *Zhuoyi Han* The Effectiveness of Marketing Strategies from the Perspective of Consumer Psychology/ *Han Zhuoyi* // Proceedings of the 2023 International Conference on Management Research and Economic Development. – 2023. – pp. 343 – 349.

3. *Swider, W.* Improving the effectiveness of marketing activities of enterprises through the use of heuristics and irrational behaviour described in behavioural economics / *W. Swider* // The Małopolska School of Economics in Tarnów Research Papers Collection. –2020. – pp. 39 – 56.