

Merchandising strategies and their influence on shopper marketing in the modern channel in the north of the city of Guayaquil

Estrategias de merchandising y su influencia en el shopper marketing del canal moderno en el norte de la ciudad de Guayaquil

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ABSTRACT

Strategies are important in all businesses, generally in the wholesale channels where they use each tool to develop actions and sell the different products, their categories and services, so a series of studies must be carried out in order to determine the preferences, preferences, environments and, above all, the consumption and consumer behavior of the consumer and thus establish the factors that influence their decision with merchandising tools in order to influence the shopper market. However, it must be clear that this type of strategy is focused on the point of sale, and serves to revalue it, becoming the ideal setting for the purchase decision to be able to win and not lose buyers by providing the right information inducing them to be driven to that they can acquire through their consumption habits generating a link and direct relationship with the buyer or consumer.

Keywords: Merchandising, shopper market, consumer, buyer.

RESUMEN

Las estrategias son importante en todos negocios , generalmente en los canales mayoristas donde

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utilizan cada herramientas para poder desarrollar acciones y poder vender los diferentes productos , sus categorías y servicios por lo que hay que realizar una serie de estudios para poder determinar los gustos, preferencia, entornos y sobre todo el comportamiento de consumo y compra del consumidor y establecer así los factores que influyen en su decisión con herramientas de Merchandising para poder influir en el shopper market . Sin embargo, debe tenerse bien claro que este tipo de estrategia va enfocada al punto de venta, y que sirve para revalorizarlo llegando a ser el escenario idóneo para la decisión de compra para poder ganar y no perder compradores otorgando la información adecuada induciendo a ser impulsados para que puedan adquirir mediante sus hábitos de consumo generando un vínculo y relación directa con el comprador o consumidor.

Palabras clave: Merchandising, Shopper marketing, consumidor comprador.

INTRODUCTION

The process of collaboration between manufacturer and distributor has become an important part of the marketing processes using strategic tools such as Merchandising, shopper market that is to define categories between the manufacturer and the channel at the point of sales for the consumer and buyer to define a base medium, as a business unit thus forming a central axis whose objective is to improve the results based on the value given to the consumer for the purchase of a product, good or service.

Every shopper strategy begins with the brand, and in turn the basis of a brand strategy is the focus on the brand.

of a brand strategy is the one focused on the consumer. Shopper and consumer are synchronized, so you should always go one step ahead in the demand generation process and be clear about who the consumer is. In general, the best brands win in two moments of truth. The first moment occurs on the store shelf when the consumer the shopper decides on a product of one brand over another and the second occurs when the consumer uses the product at home and is either satisfied or disappointed. (Markus, Stehlberg, ville Maila 2014, p7)

For the application of shopper marketing a perfect mix is needed between the understanding of channels, brands and shoppers where differentiable and structural products are focused on the market to have a perception through the so-called

INSIGHTS, where they can be understood from quantitative, qualitative data, in which it will be done through consumers, channels and shoppers.

The sources of information for segmenting buyers and knowing their insights are the reading of purchase tickets, the reading of purchase behavior derived from the use of loyalty cards, customer studies, buyer panels, and above all, from the same observation of the buyer at the point of sale (Manzano R. and Rodriguez A, 2009).

The process includes three major complementary and sequential stages, which are Brand strategy (consumer). The brand strategy is the classic stage of the process where the strategy focused on the consumer is developed, here in this stage are the variables of insights, positioning, perception, brand value and advertising. These guidelines, which are the genesis of demand generation, must be developed with a deep strategic level, as they would be a necessary input for the next stage of the process. The channel strategy (shopper) is the one that connects both the brand strategy and the retail strategy, while the brand strategy focuses on the consumer, the channel strategy focuses on the shopper. The channel strategy takes the brand category guidelines and transforms them into channel brand guidelines. Retail (customer) strategy is entirely the responsibility of the sales area, while for companies with large accounts, the Key Account Managers (KAMS) are responsible for it.

The perception of the consumer is focused on the attitudes presented in the buying process, which sometimes facilitates the information within the behavior, it is understood that it fulfills functions within the different moments such as, for example, the utilitarian function, the one that expresses value, the one that has to watch over the interests of one's self and the function of knowledge, which has determined that there are three factors that are related and that have been the subject of studies, these factors are affection, behavior and cognition.

For the analysis of the market, it is necessary to look for an efficient consumer response that helps to increase the degree of consumer satisfaction, also to know, in order to eliminate inefficiencies within the use of processes in the distribution system, logistics in order to reduce costs seeking to improve the results in the business and therefore sales. Within the shopper marketing there are seven steps for the implementation of effective marketing, the first step is to start with the objectives and corporate and marketing strategies, that is to say that everything that is communicated to the buyer at the point of sale must be absolutely consistent with the brand strategy and be in harmony with the communication of the brand and other media, The second step is to make the right decisions, i.e. when resources are limited and it is impossible to do everything with each retailer, the focus and attention will be assigned to each retail chain based on a specific analysis of each of them based on three key criteria (Cijs and Van den Berg, 2007). Thirdly to get a thorough understanding of the current business situation in the key retailers how to realize the buyer's interest in the brand with the opportunities thus the, fourthly to get a thorough understanding of the organization, objectives and strategies of the key retailers. Retailers will be motivated to give full support to a given initiative

when they see that they get clear benefits, actions that help them achieve their marketing objectives and that respect their operational standards and way of working, Step five: Know the buyers and their buying behavior in the case of shopper marketing an in-depth knowledge of buying behavior at each key retailer is often an important key to open interesting doors, the sixth step is to create a shopper marketing strategy and plan as part of a complete and tailored account plan, creating and implementing actions that leverage the impact of all the efforts of the manufacturing company throughout the buying process and at the point of sale. And finally, the seventh step is to implement with excellence and measure the results of a shopper marketing activity that may reflect a brilliant concept, but its success will ultimately depend on the impact it has on the shopper. Therefore, the task does not end when the activity has been sold to a customer or product category manager at the retailer's company headquarters.

The concept of behavior refers to the internal and external dynamics of the individual or group of individuals that arise when they seek to satisfy their needs through goods and services.

Schiffman & Kamuk (2010) note that consumers make three types of purchases: trial purchases, repeat purchases, and long-term commitment purchases. Trial purchases occur when the consumer purchases a product (or brand) for the first time and buys a smaller quantity than usual, thus initiating an exploratory phase in which an evaluation of the product will be attempted through direct use. Repeat purchases are related to brand loyalty, because when a brand proves to be more satisfactory or better than others, consumers will choose to repeat the purchase and in this case the product will obtain the consumer's approval to purchase it again and in larger quantities. If this behavior becomes more and more frequent, we will be talking about a long-term commitment purchase.

Prieto (2010) mentions that in the market there are different types of purchase or consumer behavior at the point of sale. These are of two types: planned purchases or rational behavior and impulsive purchases or irrational behavior (p. 333).

Prieto (2010) points out that intended purchases are subdivided into three dimensions. The planned purchase is one in which the buyer has determined in advance, by means of a list, the product, size, brand, price and even place; in this case it is very difficult to modify the purchase behavior. There is also the necessary planned purchase, here the purchase is made on the basis of a planned product, but there are no brand preferences and importance is given to offers. Finally, there is the modified intended purchase in which the buyer acquires the chosen product, but changes the brand that was chosen at the beginning (p. 333).

Prieto (2010) also points out that impulse purchases are subdivided, and it is in this type of purchase where merchandising is a conditioning factor in the purchase decision. He mentions among them the planned impulse purchase, which is the one in which the buyer has already determined what he is going to buy, but waits for the period of sales, promotions, offers, etc. There is also the remembered impulse purchase in which the

customer initially did not plan to buy a product, but after seeing it in the store remembers that he/she needs it. In addition, there is the suggested impulse purchase in which the buyer sees a certain product, sometimes for the first time, or is influenced by the seller and ends up buying it, and even makes complementary purchases. Finally, the pure impulsive purchase, in which the customer suddenly makes a decision and impulsively breaks his schemes by buying products and services, often unconsciously and without taking into account price, quality, brand, etc. (p. 333).

Customer buyer: this is the in-store customer who, once inside the point of sale, will base his or her purchasing decision on prices, product quality, offers, promotions, product range and treatment received. The shopper customer will be the one who will apply exit marketing in order to acquire not only the products he was looking for, but also those he did not plan to buy (Miquel et al., 2008).

Shopper customer: is the one who needs a series of arguments to go to one establishment and not to another. They want to know where to buy and not what to buy. They are concerned about aspects such as ease of access, parking, the image of the establishment and prices in general. In short, the shopper customer is the one who, outside the store, chooses where he/she wants to shop or where it is more convenient for him/her. The customer buyer is the one who, inside the store, decides what to buy. Inbound marketing will be applied to the shopper customer in order to attract new customers and retain existing ones (Miquel et al., 2008).

Consumer Behavior: It is that internal or external activity of the individual or group of individuals aimed at satisfying their needs through the acquisition of goods or services, we speak of a behavior directed specifically to the satisfaction of needs through the use of goods or services or external activities (search for a product, physical purchase and transportation of the same) and internal activities (the desire for a product, brand loyalty, psychological influence produced by advertising) (Arellano, R., 2002). (Arellano, R., 2002)

Purchase Decision: the purchase process begins when the buyer recognizes having a problem or need. The need can be triggered as a consequence of internal or external stimuli. In the case that the origin is an internal stimulus, one of the natural needs of the person (hunger, being, sex) reaches the intensity limit necessary to become a motive (Kotler & Armstrong, 2008).

Corporate Image: abstraction and synthesis of the values, characteristics and properties with which external agents and institutions, as well as people outside the company, identify it, as a consequence of its actions, both corporate and of the individuals who compose it (Chaves, 1997).

Visual Merchandising: technique that consists of the correct display of a product by assigning it a place on the shelf, with the objective of optimizing customer traffic inside the establishment and allowing the shopping experience to be more pleasant and fascinating for customers, and as profitable as possible for the retailer (Bort, 2004).

POS: It is the set of advertising actions, carried out in a commercial establishment and that seek to influence the purchase decision of customers (Bort, 2004).

Retail: Retail is composed of all the activities involved with the sale of products to end consumers (Miquel, S., Parra, F, Lhermie, C and Miquel, MJ ,2008)

Humberto Martínez Cruz (2018) That Merchandising can be defined as all the activities to seduce the consumer at the point of sale, at the moment of deciding to buy and that can also extend outside this, but Merchandising exceeds any definition so it is necessary to review different aspects. The purchase decision is the definitive moment in the transaction, it is a situation where the consumer brings to his mind all those efforts that the company has made to inform, remember, and insert towards the preference in a product, Merchandising acts at the point of sale as that additional help or fundamental reason that convinces the customer that the choice he will make will be the best. A tidy, clean, organized, surprising, eye-catching, communicating product or establishment will give confidence and will undoubtedly participate actively in the consumer's decision to buy (page 3).

Martínez and Vázquez (2006) point out that the main objective of merchandising is to communicate brand values and product features to customers and induce them to buy, it can also help to position the brand and differentiate it from the competition (p. 263).

Merchandising can be approached from the perspective of distribution or communication. Prieto (2010) indicates that the point-of-sale Merchandising or distribution approach is mainly performed by retailers, and focuses on coverage and distribution channel, strategic use of space, location of zones and levels, etc. The communication approach or manufacturer's merchandising is executed by the channel members, specifically by the manufacturers, who use research and communication techniques, market research and analysis, packaging design, POS, negotiate space, etc. (p. 46).

MATERIALS AND METHODS

This research used the descriptive, quantitative, and direct observation method in order to study the social environment, describing each of the variables presented in this work. The research design or the way to collect information will be the basis for the documentary way to contribute to relevant results. For the development of this project, the population will be taken as the total number of people residing in the Tarqui Parish of the city of Guayaquil, which represents 1'050,826 inhabitants, data taken from the Ecuadorian Institute of Statistics and Census (INEC).

RESULTS

According to the analysis of the question, the following results were obtained: 40% of the respondents favored the location by sections, 29% the ease of transit, 21% the product display and the last 10% the atmosphere of the store. As a result of question 2, the following results were obtained: buyers are more interested in the price with a result of 32%, followed by the brand with 27%, the product display and 20% in the packaging. The result of question three tells us that 31% are inclined by the interior decoration, 22% by the smell, 17% by the background sound, 16% by the smells and 10% by the illumination.

According to question 4, the following result was obtained: 33% of the buyer's attention is drawn to the promotions, 25% to the packaging, 23% to the benefits and characteristics of the product, and finally 19% to the placement of the product. Within the results obtained in question number 5, it was found that 30% went to the vegetable sector, 30% to dairy products, 17% to plastics, and 14% to household products.

The results of question six showed that 36% bought it on impulse, 26% because it caught their attention, 21% because of a need and 17% because they did not see it on the hanger. The results of question seven showed that 30% would change for quality, 22% for presentation, 25% for price, and 23% for recommendations.

CONCLUSIONS

Visual merchandising has a direct impact on the purchase decision of customers of department stores in modern channels. This is appreciated by all its components and how customers evaluate its importance in the purchase decision, among the most frequent buying habits among customers surveyed is that customers of department stores, ever made an impulse purchase, The visual merchandising elements that have greater impact on the purchase decision of shopper customers (outside the store) Most important are the factors that affect the purchase decision of customers buyer, as they highlight the number of payment boxes evaluated, the cleanliness and display of products with each. Other important elements are the number of fitting rooms, air conditioning, ease of transit and lighting.

Shopper marketing strategies seek to generate improved profits, knowing that the product is of quality, but has not been distributed in an inappropriate segment, so it is necessary to promote and encourage the product, strategic alliances can directly attract consumers.

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