

MARKETING TECHNIQUES FOR CUSTOMERS' ATTRACTION

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First of all we will find out the meaning of marketing. Nowadays, a lot of goods appear and it's very hard to make right choice for customers and it's hard to sell for sellers. That's why marketing is so popular with sellers to improve their business. But what is marketing?

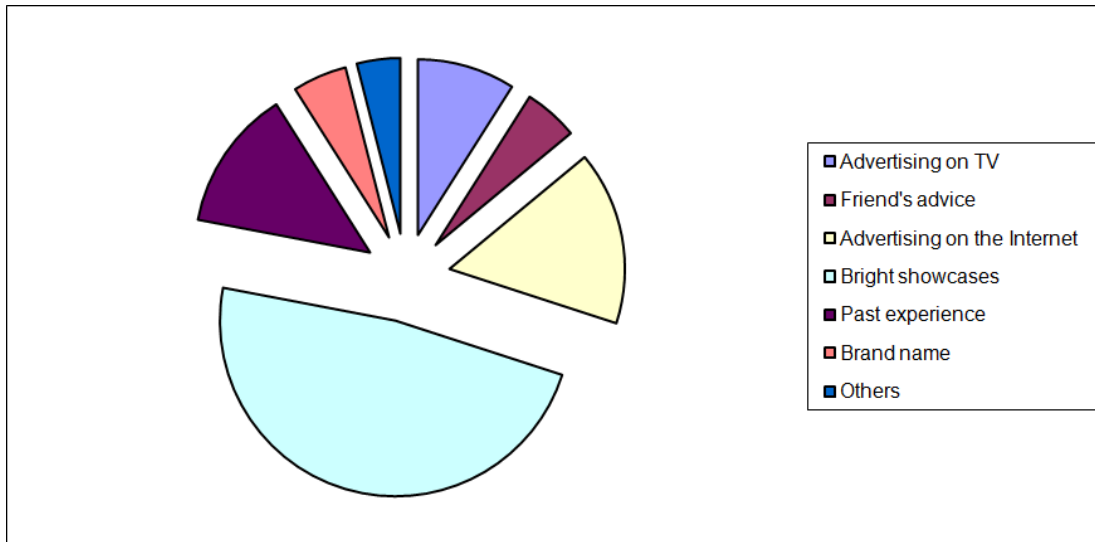
Marketing is the process of communicating the value of a product or service to customers. Marketing might sometimes be interpreted as the art of selling products, but sales is only one part of marketing. As the term "Marketing" may replace "Advertising" it is the overall strategy and function of promoting a product or service to the customer.

From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships. The process of communicating the value of a product or service through positioning to customers. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that benefit the organisation and its shareholders. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behavior and providing superior customer value.

There are five competing concepts under which organizations can choose to operate their business; the production concept, the product concept, the selling concept, the marketing concept, and the holistic marketing concept. The four components of holistic marketing are relationship marketing, internal marketing, integrated marketing, and socially responsive marketing. The set of engagements necessary for successful marketing management includes, capturing marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, creating long-term growth, and developing marketing strategies and plans.

Now let's turn to the second part of the research. We have made an option poll asking people "What influences on you during shopping?" (brand name, advertisement, friend's advice, quality, experience)

You can see the results at the diagram. So, the majority has chosen "the advertisement" and "the goods' attraction on the show-cases". This result means that the marketing has a big influence on our choice.



Picture 1. The results of opinion poll

But how exactly does the marketing influence us? What makes us to buy?

We have analyzed all the techniques used by the different sellers and composed the list of most popular ones. They are:

1. Fragrant Smells

In some shops you can feel the smell of freshly baked bread or freshly ground coffee. These smells cause feeling of hunger and make us to buy more and more.

Also, sections with pastry usually are located at the end of trade stands. So you definitely will put a lot of unnecessary items in your food basket until you get to the fragrant pastry.

A lot of marketing tricks connected with aroma oils. For example, smell of a citrus increases people's mood. Experts in marketing know that in good mood people buy more, that's why many shops spray lemon's and orange's fresheners in trading floors.

And the main is vanilla smell which makes us to "lose our heads". We start to trust only our feelings and cannot think clear.

2. Music

Music in shops sets us for the good mood. You can hear a calm music if in shop there are not so many customers. It makes us think that there is no reason for rush and we just stand there much longer, carefully looking through all goods. But if the music is fast and rhythmic customers start buy faster and purchases become less deliberate.

3. Merchandising

In every shop all the goods are laid out in that way when you pay attention to the certain products. For example, products which should be sold as faster as possible or the most expensive goods are lying out at eye level.

Goods for children always lay out on the bottom shelves where every child can take it. So in order not to face with hysterics of your child you should always keep this information in mind and put children in shopping trolleys.

Goods like chocolates or gums always lay out at cash desk. And you are likely to take them while you stand in shopping line

4. Everything for 999,99

Despite of the fact that this method is very obvious it still works.

5. Shopping trolleys

Shopping trolleys always much bigger than it is necessary. You are likely to buy much more goods than you were planning.

6. Sales promotions.

Sales promotion usually provides increasing of sales. People start buy more and more in order to win any prize. But only 10 per of all customers cent really won it.

Another type of marketing tips is a viral marketing which is the marketing technique that uses social networks and other technologies to produce increases in brand awareness or to achieve other marketing objectives. Viral marketing may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, text messages, email messages, or web pages.

Indeed, this definition is based on the people's habits to share new information between each other's. The essence of viral marketing is to create an environment where your product or service can be recommended by the customers themselves. This is a strategy where the goods, services or advertising affect a person that he becomes «infected» the idea of the product and begins to advertise the goods.

The popularity of viral marketing is by far increasing. The main reason for it is the fast internet channels allow users to share videos, photos and music files easily. And it's fairly obvious that the increasing number of the different social networks' users also leads to the increasing number of the sold goods which were promoted with help of viral marketing.

There are some types of viral marketing. As we said before, the advertisement can be transmitted through the e-mails, mobile phones, through the social networks, games etc. We would like to consider just the movies, which help the companies to promote their products.

Viral marketing has quickly achieved recognition because of a handful of high-profile examples: Marketers demonstrated that on shoestring budgets they could motivate millions. They did so by leveraging customer-to-customer communication to increase sales, brand awareness, and market coverage. The basis of viral marketing is that it's perceived as an art rather than a science.

A good example of the viral marketing in Russia can be considered the movie of the travel company "Travel Menu", which launched their advertisement in 2012 using the celebrity - the President of Russian Federation. Such movies often consist of interesting and exciting plot, which make the audience to watch it to the end. Another example is the advertisement of the popular manufacturer of Choco bars - brand "Snickers".

To sum up, we have conducted the research, which showed how many people are addicted from the commercial and advertisement. According to the results, people pay attention to the goods, which are imposed us by sellers with help of marketing. Now everybody can make right choice which allows us to save the money.