

Original Paper

Communication of a Modern Trading Company in the Function of the Drafting of the Final Decision on Shopping

A. Vidovic¹

¹ Pan-European University Apeiron, Banja Luka, Bosnia and Herzegovina

Received: January 22, 2020 Accepted: February 10, 2020 Online Published: February 28, 2020
doi:10.22158/jbtp.v8n1p39 URL: <http://dx.doi.org/10.22158/jbtp.v8n1p39>

Abstract

The aim of this paper is communication of modern trading business based on two-way communication between traders and customers. It is very important for buyers to have the opportunity to express themselves freely about the products or services that a particular trading company provides, and the buyers give suggestions on what should be improved.

The objective of a modern trading company is to understand each client individually and use it to facilitate the decision making of customers to prefer to work with a particular company rather than with competition. Nothing provides loyalty better than excellent service. Merchandising as a form of communication seeks to influence all of its elements and knowledge to draw attention of the person-consumer in order to adopt and memorize the content communicated to him.

The company, the supermarket, the hypermarket is able to define the strategies and policies of the merchandising elements, which will help build the image of the sales, as well as the way of presenting the products, resulting in the main hypothesis of work: Timely communication with consumers influences to a large extent final consumption decision.

Keywords

communication, consumers, sales, mercantile, trading company

1. Introduction

The sales service is one of the most important in the company, and its efficient functioning allows for the completion of the production process, the payment of claims to creditors and employees, investment in investment research projects, in a word, the functioning of the entire organization (Tadić, 2014).

The biggest problem faced by manufacturers is finding a buyer for their products or services. The following terms need to be demarcated: A consumer is a person who uses products or services to meet personal and family needs, is a synonym for a consumer. The buyer is a person who performs a constant purchase (customers and customers are synonymous). A user is a person or an institution that occasionally uses certain products or services, but is not a real buyer.

A sale is a significant feature of modern marketing that should contribute to the successful realization of the product. People sell products, services, places, ideas or themselves. Production does not have any purpose if the product is not sold. That's why Spencer Johnson and Larry Wilson rightly conclude that "production minus sales is equal to a bunch of waste" (Johnson & Wilson, 2003).

A sale is an operational business function that connects marketing and the company to the market as a whole. The buyer becomes the owner of the goods, and the seller receives a certain counter value in money.

The essence of sales is in the creative satisfaction of the needs and wishes of consumers. Although, in the conditions of a developed market economy and the application of marketing concept, the sales job is facilitated, through market research and promotional activities, it can still be said that the sales process is now much more complex than it was before (Radočaj, 2007).

2. Literature Review

Sales tasks have been altered and aligned in parallel with the development of industrial production and markets. Linking production and consumption is one of the key determinants of the success of a marketing function and the overall marketing system.

In retail trade, the attitude of the consumer towards the products of the producer and their possible dissatisfaction can be seen in the complaints, the return of goods, etc. Therefore, retailers, on the basis of appropriate arrangements with manufacturers, should protect the interests of consumers. Such position (and per accommodation) close to consumers allows them to act on the programming of production according to the needs and demands of consumers (Segetlija & Maronić, 2002).

Merchandising is defined as a message sent to the consumer as a conscious intention to influence his later behavior (the purchase of a particular product). At the moment when attention is paid to one content, all other activities are hovering and interrupted the entire body occupies such a position that the observation is as good as possible. The sensory organs are changed to receive new impressions, and the brain is ready to process those impressions (Rot & Radonjić, 1995).

Visual merchandiser is the most commonly used term from the aspect of product management and its presentation in the trade, i.e., putting it into the forefront of its benefits. Visual merchandiser has a commercial approach and is in conjunction with the design in the store (Varley, 2001).

The task of managing visual management is to plan, organize, and monitor. Plan-Graphs are planning tools that allow you to communicate with a “complete” store, as well as representing a decor in multiple locations creating a powerful visual identity (Vidović & Jugović, 2014).

It is of great importance for buyers to have the opportunity to express themselves freely about attitudes about products or services provided by a particular trading company; the buyers give suggestions on: What should be improved? This way, trading companies get feedback that can reveal “what customers want”, and thus trade companies focus on changes that need to be made in the future. Customers like to communicate in this way (Vidovic, 2015).

The market is becoming more intense and in such a market you have to be differentiated from your competitors. The most valuable asset of a company today is a brand. Consumer satisfaction is the basic determinant of consumer behavior in the long term, and thus the creation of loyal consumers represents the strategic goal of all companies and their management (Bruce, Timothy, Lerzan, & Michael, 2007).

A lot of details need to be incorporated so that market communications in the function of improving the operations of companies operate in an impeccable and profitable way. Many factors, which are negligible and almost imperceptible to the ordinary layman, affect productivity, efficiency and effectiveness by positioning the company’s position on the market. If we conceive trade as a car with all its functions, then marketing could be conceived as a steering wheel, which directs the trade in the desired direction. After the customer segments identify and get acquainted, one needs to define the offer for each segment and make a plan for the appropriate proposals of the bids that are based at a

fixed value (Džober & Lankaster, 2006).

Under the provisions of the Law on the Development of Small and Medium Enterprises, modern companies is considered as an innovative process of creating and developing business ventures or activities and creating business success on the market (Vidović, 2018).

3. Research Methodology

This work is based on non-experimental research data collected from the target group of respondents, which indicates that this is a quantitative survey.

The analysis of consumer communication, whose results are presented in this paper, is based on the data carried out surveys. The aim of the paper is communication of modern trading business based on two-way communication between traders and customers.

Based on the literature review and previous research, the zero hypotheses were set up, which was the subject of testing with the intention of confirming it. With the help of the questionnaire, it is possible to examine the following hypothesis, which reads as follows: H_0 -Timely communication with consumers significantly influences the final consumption decision. The technique used in the research function is the method of an anonymous questionnaire and interview, composed of 3 questions. The research was carried out in the period from 01.08.-30.08.2019, 87 respondents participated in the survey.

The list of research questions used in the survey, besides general questions (gender, age, education level), included a specific set of questions:

- 1) Do customers have the opportunity to express their views on products freely?
- 2) Does communication with consumers affect the decision on final consumption?
- 3) Are you satisfied with the services provided by the trading companies you are visiting?

The answers to the question under number two represent the set zero hypothesis which states: Timely communication with consumers influences the final consumption decision,

4. Results and Discussion

Results of the empirical research were analyzed through a statistical program SPSS 22, the results of the conducted empirical research will be presented in a table, and the accompanying text will show the analysis, i.e., the main results of the conducted research, obtained by interviewing the respondents.

After rewriting the questionnaires, it was found that 7 of the 87 questionnaires were not filled correctly, and they during this research excluded. Observing the demographic and socioeconomic structure, it can be noted that in the sample of 80 respondents, there were more female respondents in the 60% compared to 20 male respondents. According to the level of education, there were mostly respondents with secondary education 55, higher and higher education 25.

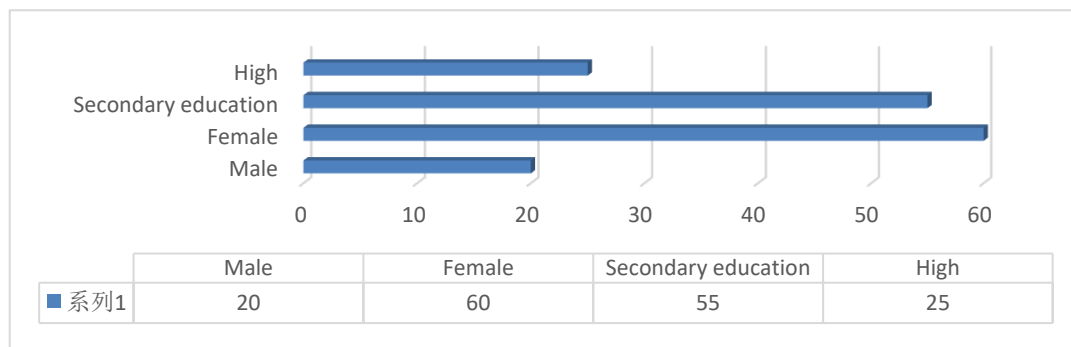


Figure 1. Authors' Research

1) Do customers have the opportunity to express their views on products freely?

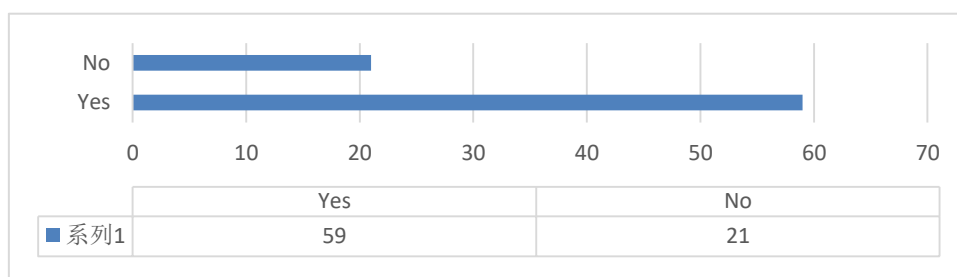


Figure 2. Authors' Research

Question No. 1—The possibility of free expression of product attitudes, the vast majority of respondents from both groups think that customers have the opportunity to express their views freely (59.7%), 21 (26.25%) think that they do not have this opportunity.

1) Do customers have the opportunity to express their views on products freely?

Table 1. Authors' Research

| Analysis of Variance (One-Way) | | | | | | |
|--------------------------------|-------------|-----|------|----------|---------|---------|
| Summary | | | | | | |
| Groups | Sample size | Sum | Mean | Variance | | |
| Variable #1 | 2 | 55, | 27,5 | 612,5 | | |
| Variable #2 | 2 | 25, | 12,5 | 40,5 | | |
| ANOVA | | | | | | |
| Source of Variation | SS | df | MS | F | p-level | F crit |
| Between Groups | 225, | 1 | 225, | 0,6891 | 0,4938 | 18,5128 |

| | | | |
|----------------------|------|---|-------|
| Within Groups | 653, | 2 | 326,5 |
| Total | 878, | 3 | |

What if communication with consumers influences the decision making respondents responded to agree with this finding 62, which makes (77.5%), while only 18 (22.5%) respondents disagree with this statement? Of the 62 respondents, according to the level of education, 45 were with secondary education, while the other 17 with a high school who agreed with this statement. On the other hand, out of 18 respondents who disagreed with by this conclusion, according to the level of education, 10 of them were with secondary education, and 8 with a high professional qualification.

Input data: rows number $m=2$, cols number $k=2$. $r=(2-1)*(2-1)=(2-1)*(2-1)=1*1=1$, $X^2_{(α,r)}=X^2_{(0,05,1)}=0,0037$ How is value calculated $X^2=0,0037 < X^2_{(0,05,1)}=3,84$ given that the calculated value of X^2 is smaller than the table, value of X^2 is smaller than the table, means that the set zero hypothesis is accepted, i.e., that timely communication with consumers in large influences the final consumption decision, i.e., the data obtained has a normal distribution. Using the appropriate test, X^2 -the independence test and, with a probability of 95%, a null hypothesis was established.

2) Does communication with consumers affect the decision on final consumption?

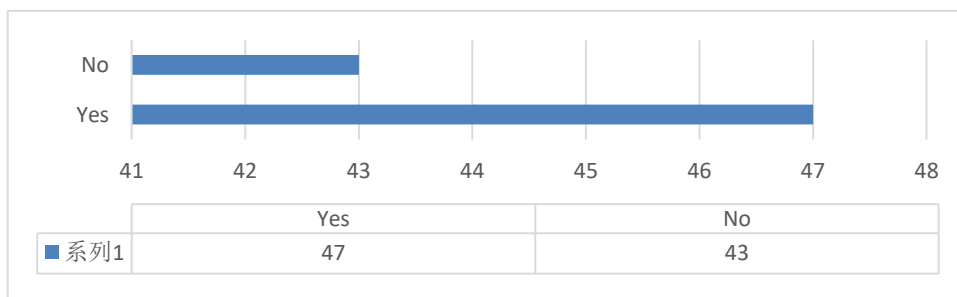


Figure 3. Authors' Research

The question of satisfaction with services provided in trading companies, the following answers were obtained: 47 respondents are satisfied while 43 respondents are not satisfied with the same.

5. Conclusion

Commercials in form of the video is seen by respondents through the media or at the point of sale at a greater or lesser extent dictated by their final buying. Summarizing the results of the conducted research, it is concluded that the opinions of the respondents are not identical, but also that there are no significant differences in opinion, it can also be concluded that the respondents are very familiar with the communication in the modern trading business. Based on the hypothesized H_0 - Timely Communication with consumers, to a large extent influences the final consumption decision, it is concluded that the hypothesis is accepted and that there are a whole range of other factors that greatly influence it.

References

- Bruce, C., Timothy, L. K., Lerzan, A., & Michael, H. (2007). A Longitudinal Analysis of Customer Satisfaction and Share of Wallet: Investigating the Moderating Effect. *Journal of Marketing*, 71(1), 67-83. <https://doi.org/10.1509/jmkg.71.1.067>
- Džober, D., & Lankaster, D. (2006). *Prodaja i upravljanje prodajom*. Beograd: Clio.
- Johnson, S., & Wilson, L. (2003). *Trgovac za jedan minut*. Beograd: Alnari.
- Radočaj, A. (2007). *Menadžment prodaje*. Prijedor.
- Rot, N., & Radonjić, S. (1995). *Psihologija*. Beograd: ZUNS.
- Segetlija, Z., & Maronić, L. M. (2002). *Marketing trgovine*. Osijek.
- Tadić, D. (2014). *Organizovanje prodajnih aktivnosti*. Banja Luka: Panevropski univerzitet Apeiron.
- Varley, R. (2001). *Retail Product Management* (2 izd.). UK: Routledge.
- Vidovic, A. (2015). Vizuelni merčendajzing u funkciji komunikacije savremenog poslovanja u trgovini. *MOĆ KOMUNIKACIJE-POWERCOM 2015*. Beograd: Visoka škola tržišnih komunikacija.
- Vidović, A. (2018). MANAGING THE DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP. *Časopis za ekonomiju i tržišne komunikacije Economy and Market Communication Review*, VIII(1), 86-99.
- Vidović, A., & Jugović, D. (2014). Merčendajzing u funkciji komunikacije sa tržištem. *POWERCOM* (str. 24-34). Beograd: Visoka škola za trzisne komunikacije.