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USE OF MERCHANDISING TOOLS IN TRADE MARKETING

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Abstract. The article shows the importance of merchandising in the trade marketing of enterprises as a tool to increase sales. The factors of merchandising in the process of trade marketing are considered. The ways to organize the merchandising function in manufacturing companies are described, the signs of merchandising in retail trade are identified and its key functions are indicated. The author suggests either the creation of a separate unit in an organization or the introduction of a new staff position of a «merchviser» into the structure of an enterprise in order to promptly control the merchandising process to increase the income of both the enterprise and retail facilities.

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MOBILE MARKETING STRATEGIES IN OMNICHANNEL CONTEXT

With the combination of online and offline communication, the advent of the omnichannel era provides enterprises with multiple opportunities to contact and understand consumers, which also greatly changes the mode that consumers get and use information. In recent years, WeChat, Instagram, VK and other smart phone apps have emerged one after another. We can express our views and understand others' thoughts by these social media anytime and anywhere, which has greatly reduced the attention to traditional media such as TV and newspapers. Many enterprises adapt to the changes, attract consumers through mobile marketing, and try to use «fans» to build marketing channels.

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1. Introduction. The marketing mode has been developing continuously, from the traditional single marketing mode to the multi-channel marketing mode, from the multi-channel marketing mode to the Omnichannel marketing mode. The development and formation of marketing mode is due to the development of technology. The development of the Internet has made online marketing more and more important. With the popularity of smartphones, a new marketing method «mobile marketing» has emerged. The way consumers obtain information and shop has changed, and internet marketing has also changed, that is, from «E-Commerce» to «M-commerce». Now mobile marketing is becoming more and more important in Omnichannel marketing. Therefore, enterprises need to have new marketing strategies in the era of mobile internet.

The market potential for mobile marketing is enormous, particularly with the arrival of the 5G era, which allows enterprises to select from a wider variety of internet marketing options that meet consumer needs and preferences. Mobile marketing is poised to become the primary marketing method in the Omnichannel marketing later, and there is an increasing amount of research being conducted on mobile marketing.

This article is divided into six sections. In the second section, the author reviews the literature on Omnichannel marketing and gives a detailed explanation of its advantages. In the third section, the author collects and analyses relevant data on mobile internet, the author wants to demonstrate the enormous potential of mobile marketing based on both data and expert opinions. In the fourth part, the author makes analyses on the opportunities and challenges that mobile marketing presents for businesses, drawing from his own insights and thinking. In the fifth section, the author provides his own mobile marketing strategies for enterprises. Finally, in sixth section, the author presented his conclusion, managerial implications, and insights for further research.

It should be emphasized that mobile marketing, as a growing force for Omnichannel marketing, offers endless possibilities. The mobile marketing strategies proposed in this article are significant for enterprises looking to implement Omnichannel marketing. It should be noted that the author does not intend to isolate mobile marketing from other marketing channels.

2. Omnichannel marketing is the primary marketing mode for enterprises in the future. «Omnichannel Marketing» is a new concept in recent years. Omni comes from the latin for all or every. Channel refers to the method in which customers interact with an organisation. Literally it is «every-channel». Omnichannel is the mix of all physical and digital channels to create an innovative and unified customer experience [1]. Actually, there has been a paucity of academic literature on Omnichannel marketing. On the webpage, there is such a definition, Omnichannel marketing is the integration and cooperation of the various channels organizations use to interact with consumers, with the goal of creating a consistent brand experience. This includes physical (e. g. stores) and digital channels (e. g. websites). The goal of an Omnichannel marketing strategy is to create a convenient, seamless user experience for consumers that offers many opportunities for fulfillment. An Omnichannel strategy may give consumers the chance to find and purchase online, in-store, or a combination thereof — such as «buy online and pick up in-store» [2].

Some scholars have also given a definition of Omnichannel marketing. Rigby first coined the term Omnichannel retailing to address the current and rapid proliferation of digital retailing by defining Omnichannel as «an integrated sales experience that melds the advantage of physical stores with the information-rich experience of online shopping» [3, p. 67]. Verhoef et al. define Omnichannel management as «the synergetic management of the numerous available channels

and customer touchpoints, in such a way that the customer experience across channels and the performance over channels are optimized» [4, p. *176*]. Also, Levy, Weitz, and Grewal define Omnichannel as a coordinated offering using all the channels of a retailer to provide a seamless customer experience [5]. Brynjolfsson et al. foresee Omnichannel marketing as an experience which will diminish the distinction between online and offline channels and turn the world into a showroom without walls [6].

In the author's view, Omnichannel marketing can be defined as follows: In order to achieve goals, the enterprise makes channel selection decisions across all channels, and then implements targeted marketing positioning based on the preferred channel types of the target customers, and combines product, price, and other marketing elements to form a strategy.

Scholars classify Omnichannel mainly from two aspects: entity and network, online and offline, It can be learned that from figure 1.

Channel		Function / sub-channel	1. Collect information of goods	2. Design and produce goods	3. Place orders	4. Pay money		5. Pick up and receive goods	6. Consumption	7. Feedback and comments
Offline Channels		Physical stores	Live views	Design	Live	Live		In Stores		Feedback in stores
		Letters	Reading letters	No	Mail	Mail				Feedback by letters
		Catalogue	Reading catalogue		Mail	Mail			Various offline methods	Feedback by letters
		Fixed telephones	Telephone consultation	Design	Call	Other forms				Feedback by telephones
		TV	Watch TV							No
		Other channels	Advertising information	No	Other forms					No
Online Channels	Desktop, ipad, mobile terminal	Search	Collect information, read reviews, socialize and discuss, etc	No	No	No	Cash on Delivery	Home deliveries or logistics network		Post comments
		Websites								Feedback on websites
		Online shops								Feedback at online shops
		Emails		Design and produce	Anytime, online	Anytime, online			Various online methods	E-mail feedback
		Instagram								Comments on Instagram
		WeChat								Comments on WeChat
		SMS								SMS communication
		Other channels								Feedback in other ways

Figure 1. Customers' Omnichannel behavior mode

It can be seen from Figure 1 that mobile marketing is an important component of Omnichannel marketing. Instagram, WeChat, and other similar mobile applications are currently popular. Businesses have seen the potential in these apps. Using WeChat as an example, businesses post pictures and information about their products on WeChat Moments. Customers browse the products and if they're interested, they can ask the business for more details about the product such as style, price, delivery time and method, and so on. Customers can then pay the business through WeChat and provide feedback after receiving the product. If the customer is satisfied and shares the product on their WeChat Moments, more people will see the product. The business may then offer the customer a discount during their next purchase. Overall, apps like WeChat and Instagram have become popular platforms for businesses to promote their products and for customers to shop conveniently through their mobile devices.

In a short period of time, the superiority of the Omnichannel marketing mode has been fully demonstrated. Research on Omnichannel management is gaining momentum as reports show implementing an Omnichannel system results in 250 %

higher purchase frequency, 13 % more order value, 90 % higher customer retention, and 13,5 % more engagement rate compared to a single-channel system [7]. Smart Insights reports that 74 % of managers believe Omnichannel is important, fairly important, or very important. However, successful Omnichannel marketing has been elusive [8]. eMarketer reports that only 3 % of retailers have all channels «connected», 23 % have most or half connected, 53 % have a few channels connected, and 21 % do not have any channels connected [9].

It's quite interesting to note that there is a term similar to «Omnichannel» called «Multichannel», but there are distinct differences between the two. Multichannel marketing aims to widen a campaign's reach by broadcasting on the maximum number of channels, but these channels don't work together. Multichannel marketing keeps the brand top-of-mind, it does not unify campaigns and messaging across channels to deliver a complete, consistent customer experience.

3. Mobile marketing has enormous potential, and it is an essential component of Omnichannel marketing. With the popularity of smartphones, mobile internet has greatly changed people's lives in a very short period of time. From these data, it can be understood the importance of mobile internet in our lives. As of April 2022, there were more than five billion internet users worldwide, which is 63,1 percent of the global population. Of this total, 4,7 billion or 59 percent of the world's population were social media users. By now, it is not possible to imagine the world without internet. Connecting billions of people worldwide, the internet is a core pillar of the modern information society. China, India and the United States rank ahead all other countries in terms of internet users [10]. The global number of mobile internet users was forecast to continuously increase between 2022 and 2028 by in total 1 153,7 million users (+23,19 percent). After the sixth consecutive increasing year, the number of users is estimated to reach 6,1 billion users and therefore a new peak in 2028 [11].

Based on Figure 2, it can be observed that the share of global mobile website traffic has been steadily increasing from Q1 2020 to Q4 2022 in overall trend. Mobile accounts for approximately half of web traffic worldwide. In the fourth quarter of 2022, mobile devices (excluding tablets) generated 59,16 percent of global website traffic, consistently hovering around the 50 percent mark since the beginning of 2017 before permanently surpassing it in 2020 [12].
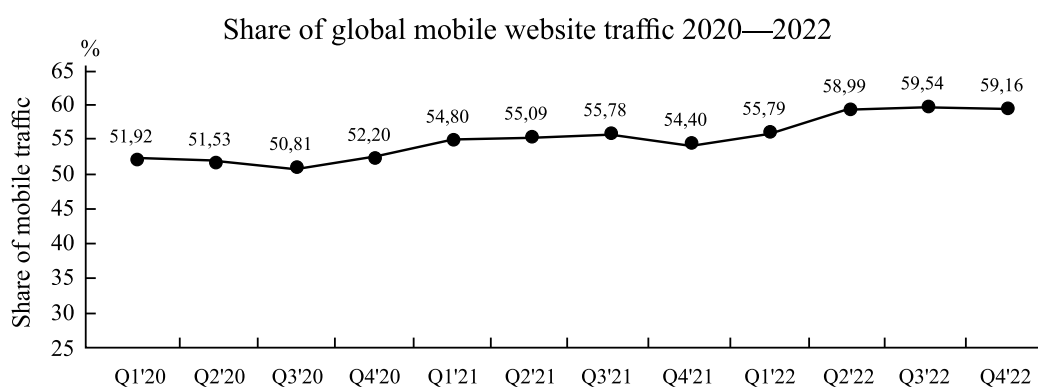

Figure 2. Percentage of mobile device website traffic worldwide from 1st quarter 2020 to 4th quarter 2022 [12]
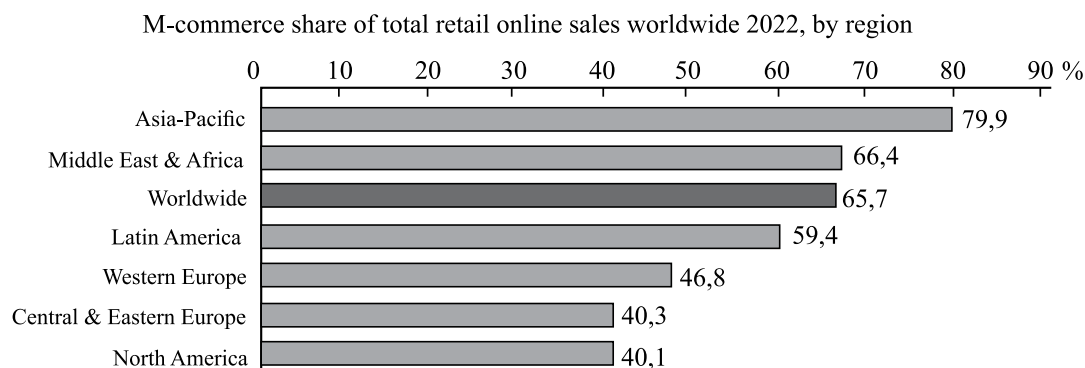
Mobile internet has brought enormous commercial value and potential, and «mobile marketing» has emerged accordingly. Some scholars have conducted research on mobile marketing. For mobile marketing, Shankar and Balasubramanian have provided a concise and accurate definition, «the two-way or multi-way

communication and promotion of an offer between a firm and its customers using a mobile medium, device or technology» [13, p. *118*]. Wei et al. defined mobile commerce, that is «any transaction including transfer of ownership or rights of any goods or services carried out by using mobile access through mobile devices» [14, p. *383*].

Scholars think that mobile marketing is playing an increasingly important role. Shankar et al. believe that mobile devices and mobile applications offer retailers more than just the opportunity to exploit a new channel to reach customers. Mobile devices offer opportunities to combine information search, phone functionality and interaction while shopping in-store or using a product. A mobile device is a constant companion to the consumer, a gateway to a relationship between the consumer and the retailer, making it an ideal supplementary channel for distance selling and physical retailing [15]. There are also opinions about mobile marketing on website «adobe.com», compared with traditional e-commerce (based on using desktops and laptops), m-commerce has excelled worldwide as the online commercialization method that has grown the most in terms of business volume and number of transactions, tending to overcome the traditional e-commerce in the coming years [16].

Mobile marketing has also demonstrated outstanding commercial impact, which can be seen that from the data. In 2021, global online retail sales amounted to almost five trillion U.S. dollars, a figure expected to exceed seven trillion U.S. dollars by 2025. The average order value of online shopping via smartphones and tablets still lags traditional e-commerce via desktop computers. However, e-retailers around the world have caught up in mobile e-commerce sales. Online shopping via smartphones is particularly prominent in Asia [17].

From Figure 3, it can known, as of January 2022, mobile commerce accounted for nearly two-thirds (65,7 percent) of all global e-commerce retail sales. Asia Pacific exceeded this proportion, where mobile sales represented about eight out of every ten digital sales. As can be seen in this graph, the use of mobile devices for online shopping was more prevalent in regions of the global south [18].

M-commerce share of total retail online sales worldwide 2022, by region

Region	%
Asia-Pacific	79,9
Middle East & Africa	66,4
Worldwide	65,7
Latin America	59,4
Western Europe	46,8
Central & Eastern Europe	40,3
North America	40,1

Figure 3. Retail m-commerce as percentage of total retail e-commerce sales worldwide in 2022, by region [18]

4. Mobile marketing has presented both opportunities and challenges for enterprises. In the era of mobile Internet, marketing channels have increased. With the development of mobile network, mobile phones, iPads and other portable electronic devices have become the main tools for people to communicate and obtain information. The change of tools for obtaining information can affect the marketing of enterprises. In the past, people mainly obtained information through newspapers, TV and radio media, so the traditional marketing channels are relatively simple, mainly relying on TV, radio, newspapers and so on. At

present, the popularity of the Internet, computers and mobile phones has increased the channels for information transmission and acquisition. As daily communication tools for people, apps such as Instagram and Wechat allow users to express their views and status at any time. The mobile internet tools can quickly and timely spread information, which brings more marketing channel options for enterprise marketing and accelerates the transformation of enterprise marketing to Omnichannel marketing. Now every mobile terminal and client can be used as a we-media for information dissemination, which expands the scope of information dissemination geometrically and accelerates the speed of information dissemination. Twitter, Instagram and other apps have come into our lives, and users repost information to each other, which enables events to spread quickly in a large range. For example, the comments of an actor or singer can get tens of millions of comments and hundreds of millions of retweets in just one hour. The breadth, speed and influence of media communication in the era of mobile Internet are more superior. Therefore, in the era of mobile Internet, the characteristics of channels make the breadth and speed of enterprise marketing larger and faster than before.

In traditional marketing, enterprises could only choose a few marketing channels, which prevented them from achieving an Omnichannel advertising approach. Now big data analysis and cloud computing data can effectively collect customer information, and analyze customers in terms of age, region, gender, hobbies and other dimensions. Enterprises can quickly and accurately find a group of common audience groups through these analyses. The apps that we use daily have these functions, such as VK, Tiktok, WeChat, and so on. And these apps can accurately push information and advertisements for users by the analysis of the client. Taking WeChat as an example, Tencent can make big data analysis based on users' login regions, registration information, browsing records, WeChat Moments, etc., then make a portrait of users, so that enterprises can accurately select customer groups to put advertisements in customers «WeChat Moments». In the mobile era, the application of big data analysis and other technologies has greatly improved the marketing accuracy of enterprises.

It can be seen that the mobile marketing in the Omnichannel situation brings unlimited possibilities to enterprises, but at the same time, the transformation of the marketing environment is also a big challenge for enterprises.

Now consumers can quickly obtain information from multiple channels, under the condition of sufficient information, consumers' psychology and behavior have changed. Consumers no longer blindly choose products, they begin to turn to rational consumption. Consumers no longer blindly believe in advertising, they choose products from their own needs and quality. Consumers now have increased bargaining power and can obtain pricing information through an Omnichannel approach. The information between buyers and sellers is becoming more and more equal. The emergence of B2B, B2C, O2O and other sales modes has made prices more transparent.

At present, mobile phones have become the main tool for people to shop and pay. The growth rate of sales in physical stores has slowed down and even started to decline, while online shopping, especially mobile terminal shopping, is growing significantly. In order to adapt to changes in consumer purchasing behavior, enterprises need to expand their mobile marketing channels to achieve Omnichannel marketing. The marketing activities of enterprises need to be completed by the marketing personnel of enterprises. Therefore, in the era of mobile Internet, the requirements for marketing personnel are higher. It requires that marketing personnel not only have good sales ability, but also understand the characteristics of the era of mobile Internet, and have the ability to establish online communication channels with customers and design online activities.

5. Strategies for mobile marketing that enterprises can use. In the era of mobile Internet, although enterprises face challenges, they have more opportunities to seize. If enterprises want to better carry out Omnichannel marketing activities, they need more innovative ideas. The author gives the following mobile marketing strategies (figure 4).

Figure 4. Mobile marketing strategies given by the author

1. One of the cores of the traditional marketing strategy is how to make the target audience notice, recognize, like and buy the products and services of the enterprise. The enterprise adopts the strategy that directly affects consumers. However, now, consumers are more willing to accept the sharing and recommendation between other consumers and friends on the smartphones. Therefore, enterprises must adjust their communication strategies to achieve indirect impact on consumers. In fact, Omnichannel communication is one of the most important strategies. If an enterprise's marketing communication can stimulate the word-of-mouth communication of consumers and users, the enterprise's marketing will be half successful. The key is how the enterprise's communication strategy can stimulate the communication between consumers and users. The traditional communication activities of enterprises include advertising, promotion, public relations, etc. to shape the brand and stimulate consumers. Now these communication activities need to be integrated into mobile Internet. The advertisements launched by enterprises need to be more entertaining. The most typical example is that Coca Cola has launched an Internet advertisement to introduce various wonderful uses of Coca Cola bottles. After the advertisement was launched, many users felt that the advertisement was very interesting, and they shared and re-posted this advertisement on the Internet. Generally speaking, if an enterprise wants to make advertising spread like a virus, it must be interesting and valuable. The interest enhances the acceptance of advertising and make advertising easy to attract attention. The value enhances the spread of advertising and make advertising valuable to others. Enterprises need to create more passionate brands. After the decline of Nokia mobile phones, few consumers missed and remembered «Nokia», because they approved Nokia's durability, technology and other factors, but these factors can also be found in other mobile phone brands. Apple has always had a lot of loyal fans, who approved the design and uniqueness of the product from their hearts. Even when Apple was in a downturn, many consumers were obsessed with its artistry. Once Apple launched a new product, consumers came in great numbers to Apple and shared this unspeakable happiness in the group. It can be seen that this emotional and warm brand seems more likely to cause social marketing.

2. The biggest opportunity and challenge for enterprises in the era of mobile Internet is big data. On the one hand, consumers' computability gives enterprises the opportunity to understand consumers and grasp their needs. Enterprises use data to carry out personalized marketing for consumers. On the other hand, the

diversity and rapidity of big data require enterprises to quickly analyze data and interact with consumers in a timely manner, otherwise new scenarios and new demands will be generated after consumers move, which brings huge challenges to enterprises. So in the era of mobile Internet, the marketing research of enterprises must adapt to the SoLoMo (social, local, mobile) mode of consumers. SoLoMo services appeared as a form of mobile application (app), consisting of social network and location-based services that fulfill users' immediate needs via mobile devices [19]. Enterprises adopt engineering methods to follow, analyze and quickly respond to consumers, and constantly adjust and optimize their marketing strategies. The traditional cyclical marketing research model cannot adapt to the situational and mobile behavior model of consumers. Therefore, in order to integrate sociability into enterprise marketing, it is necessary for enterprises to adopt engineering methods to do marketing research based on big data.

3. Enterprises need to shift towards an Omnichannel mindset to adapt to the requirements of the new era. Through the network, big data analysis and other channels, enterprises can quickly obtain information about market changes and the rules of market changes. In order to adapt to the characteristics of mobile Internet, an enterprise's marketing strategy should be forward-looking. Through the collection of market information and the analysis of big data, it can predict the rules of market change and formulate a forward-looking marketing strategy. The marketing concept of enterprises should be consistent with consumers' psychology. In the era of mobile Internet, consumers pay more attention to interactive and fast shopping methods. Enterprises should change their traditional marketing concepts and provide consumers with complete interactive channels and consistent shopping experiences.

4. Enterprises not only need to change the marketing concept, but also need to change the marketing mode. In the traditional marketing strategy, the marketing mode is mainly the 4P theory, that is, focusing on products, prices, places and promotion. The mobile internet era is characterized by anytime, anywhere and interaction, and people's consumption psychology and purchase behavior have undergone tremendous changes. The products or services of an enterprise can be delivered to consumers directly and quickly. The enterprise can deliver the value of its products or services to customers through online and offline channels, that is, Omnichannel integration. Enterprises should establish interactive channels with consumers, which can reduce the intermediate links so that enterprises can quickly and directly understand the needs of consumers, and consumers can understand the value of the enterprise.

5. The era of mobile Internet has put forward higher requirements for the marketing staff of enterprises. Mobile Internet has changed the way people live, and it is also changing the marketing methods of enterprises. If staff want to meet the requirements of the era, marketing staff should know more about the characteristics of the mobile Internet era. Marketers should grasp the changes in consumer psychology and purchase behavior, which will promote changes in the enterprise's sales mode. Marketers should focus on consumers for marketing activities. Marketers should have the ability to plan both online and offline activities, that is, Omnichannel activities, to provide consumers with complete and consistent experiences in these activities.

6. The core of the classic pricing marketing strategy is the game between the three prices, that is, the balance between the profit of enterprises, the competitive price of the peers, and the expected psychological price of consumers, which makes enterprises have advantages in the competitive market and maximize the benefits. In the era of mobile Internet, the pricing strategy of enterprises may not be about direct profits, but more about attracting customers, which makes

customers recommend each other, so that enterprises can expand rapidly in the market. «Free» can be said to be the most socially transmissible pricing strategy on the Internet. At present, most popular Internet applications are free, especially when some Internet applications enter the competitive market, they also rely on free strategies to change the state of the industry and win the recognition of consumers. A typical example is that Avira AntiVirus, an anti-virus software, has become one of the most famous anti-virus software in the world in a short time with its free price strategy, and more than 70 million users use this software. Avira AntiVirus is not inferior to well-known paid antivirus software in all aspects, such as system scanning, instant protection, automatic update, etc., which has won the praise, wide recommendation and sharing of users. There are two problems that enterprises should pay attention to when adopting the free price strategy. First, the product itself must have extremely excellent functions and good experience. Second, enterprises must find profit points in other relevant markets to ensure the sustainability of product services. For example, network traffic brought by anti-virus software can bring advertising revenue, which makes Avira get indirectly profits.

6. Conclusion. The main purpose of this study is to explore new marketing models and strategies that businesses need to create in response to changes in the marketing environment in the era of mobile internet and Omnichannel contexts. Here are the results, in the era of mobile Internet, enterprises should play the role of traditional offline marketing strategies to make consumers understand, like and buy the products and services, and enterprises also need to find echoes with consumers online, then consumers will share marketing information with other friends to realize social marketing. It is not easy for enterprises to implement the Omnichannel marketing strategy, because enterprises need to consider different channel construction according to the nature and characteristics of consumers. For mobile marketing, enterprises must consider and use the sociability and communicability of the mobile Internet, which will stimulate users' communication to achieve the marketing goal. In terms of marketing strategies, the author provides specific recommendations. Mobile marketing also needs costs, and the cost is not lower than traditional offline marketing. In short, enterprises must reasonably choose their own marketing modes and allocate marketing resources according to their own resources and capabilities, as well as the characteristics of the target audience, so as to achieve their marketing goals. This article aims to investigate the implications of mobile marketing in the Omnichannel context. The findings of this study may provide valuable insights and guidance for researchers who are interested in exploring this field further. Moreover, the results may also offer practical implications and recommendations for enterprises' marketing strategies and decision-making processes.

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СУН ЧЖЕНИ

СТРАТЕГИИ МОБИЛЬНОГО МАРКЕТИНГА В УСЛОВИЯХ ОМНИКАНАЛЬНОСТИ

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Благодаря сочетанию онлайн и офлайн, приход эпохи омниканальной коммуникации предоставляет предприятиям больше возможностей связаться с потребителями и понять их, что также значительно меняет способ, с помощью которого потребители получают и используют информацию. В последние годы одно за другим появлялись WeChat, Instagram, VK и другие приложения для смартфонов. Мы можем выражать свои взгляды и понимать мысли других через эти социальные сети в любое время и в любом месте, что значительно уменьшило внимание к традиционным СМИ, таким как телевидение и газеты. Многие предприятия приспосабливаются к изменениям, привлекают потребителей с помощью мобильного маркетинга и пытаются использовать «поклонников» для создания маркетинговых каналов.

УДК 338.242

Я. В. КЛИНЦЕВИЧ

УПРАВЛЕНИЕ КЛИЕНТСКИМ ОПЫТОМ В КОМПАНИЯХ СФЕРЫ УСЛУГ

В статье предложена разработанная автором схема взаимоотношений «компания — клиент», которая резюмирует сложность взаимоотношений между клиентом, компанией и сервисом, а также рассмотрены ключевые факторы, влияющие на клиентский опыт. В работе описана модель управления клиентским опытом, применение которой позволяет сделать компанию более ориентированной на потребителя услуг и реализовывать принципы ориентированности на потребителя, что в итоге должно привести к улучшенному клиентскому опыту и, как следствие, получению большей прибыли. Система управления клиентским опытом позволяет более системно подходить к созданию и поддержанию положительных взаимодействий с клиентами, анализировать данные, выявлять тренды и понять, что именно делает клиентский опыт незабываемым. Это помогает компаниям вовремя вносить коррективы, оптимизировать процессы и подстраиваться под меняющиеся потребности клиентов, способствует выстраиванию более глубоких и долгосрочных отношений с клиентами.

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