

DIRECTIONS FOR USING MERCHANDISING STRATEGIES IN THE B2C MARKET OF VEGETABLE PRODUCTS

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ABSTRACT

Research aimed at creating marketing science and its theoretical foundations is becoming more and more popular in the countries of the world. The reason is that marketing is the science and philosophy of the market that helps the entrepreneur to find his customers. The study of marketing theories is the key to success in business by helping to understand, operate in, influence and manage the market. This article is the result of a dissertation on the topic of improving the marketing of vegetable products in the B2C market.

Keywords. Vegetable products, demand and supply balance, market elasticity, marketing activity, economic growth, economic development, logistics of vegetable products.

INTRODUCTION

Increasing consumption of organic food products in countries around the world and trends in health, sustainability, naturalness and convenience are seen as important factors in vegetable retailing and consumer choice of vegetables. The global fresh vegetable market is projected to reach USD 632.54 billion in 2021, expanding at a compound annual growth rate (CAGR) of 2.8% from 2022 to 2028. In this trend, organic vegetable sales are expected to reach 95 percent in developed countries and 75 percent in developing countries. Rising health concerns and increasing consumption of fresh and organic vegetables among people in developing and developed countries are emerging as major driving factors for the market.

In the development of the global B2C market, while online sales are growing at a high rate, the share of the offline channel in the vegetable market in 2021 was more than 80%. Consumers are preferring offline distribution channels where they can physically check the quality of the produce while purchasing vegetable products. Marketing strategies aimed at creating value for customers are being used effectively based on the effective integration of vegetable distribution channels and logistics systems around the world. These conditions require the use of customer-oriented marketing strategies in the B2C market.

METHODS

In the article process, methods of statistical and economic analysis such as comparison, selective observation, observation, correlation-regression, induction and deduction, logical approach, SWOT analysis, BWS and MaxDiff, as well as the results of a sociological survey were used.

RESULTS

Specific aspects of grocery retailing have been mentioned in the above chapters. Every experienced seller knows that there are difficulties associated with selling vegetables. The reasons lie not only in the seasonality of sales and short shelf life, but also in the level of perception of the product offered by the

buyer. At the same time, the use of modern merchandising technologies allows to hide the existing shortcomings of the product to a large extent and tries to make it attractive to the potential buyer. Its freshness was recognized as the main important factor in the purchase of vegetables by consumers in Uzbekistan. An effective merchandising practice is the key strategic direction to solve these problems. Merchandising is a science and field that is based on visual effectiveness, and is devoted to the rules of display of goods in showcases. It also includes the placement of various promotional materials used to promote sales and stimulate consumer interest in the advertised product.

The main tasks of visual merchandising include:

ensure the positioning of the product and its design in such a way that the potential customer wants to buy it;

ensuring the movement of the buyer on the sales floor to increase the average size of the purchase made through advertising materials;

providing tools that not only increase the labor productivity of employees, but also provide the best quality of sold goods;

Although visual merchandising practices can be used in retail across all product categories, the approach varies by product type. The appearance of the products sold in vegetable retail is the main thing. It is based on many studies that there is a significant increase in the sales of the vegetable assortment in stores where fruit and vegetable products are distinguished by their attractive appearance. Also, as a tool to help improve the image of supermarkets, vegetables are considered sales platforms.

Merchandising is done by merchandisers. As experts in their field, they seek to increase "impulse buying" in the customer by working with certain goods in a certain area in order to increase the volume of sales. He solves various issues related to product advertising and its quality, organizes and conducts various promotions, tastings, presentations, etc., together with the managers of the sales areas, decorating stores and pavilions with brand advertising materials. In a word, it directly deals with the sale and advertising of goods based on consumer characteristics. In this sense, we can draw a parallel between the functions of merchandisers and sellers - both of them must know the consumer characteristics of the product well. Merchandising tasks also include maintaining relationships with existing and potential customers, monitoring the progress of their orders, maintaining the agreed stock of goods in the customer's warehouse. It searches for new customers and refers them to experienced distributors [1]. In addition to the above, the merchandiser performs the following functions:

communicates with employees, identifying information on consumer preferences, sales volume and dynamics;

controls the attitude of employees of trade enterprises to the sale of the brands they represent;

conducts express surveys among buyers at points of sale in order to quickly assess the attitude of buyers to certain brands, the influence of advertising and sales and technological process organization methods on making a purchase decision; maintains reports [2].

There are almost no merchandising professionals among retail trade professionals who consider it simple and easy to sell products in the "Vegetables - Fruits" category. Visual merchandising, in simple words, is the art of effectively organizing and selling product displays, as well as the principles of placing goods, advertising materials, equipment and lighting on the sales floor. The main goal of visual merchandising is to place the product in such a way that visitors will want to buy it, to arrange it, to use promotional materials correctly and to organize the navigation of the flow of customers, to choose equipment that optimizes the work of employees while ensuring high-quality presentation and

maintaining the consumer characteristics of the product. In general, due to the external attractiveness of most vegetables and fruits, the work of a visual merchandiser in this category is much easier than, for example, "freezing". The main task of marketers is to ensure an attractive appearance of fruits and vegetables. There are several basic principles that can help solve this problem:

- 1) Product quality. Low-quality goods should be removed from the shelves in time, because even among a whole mountain of bright and juicy tomatoes, one rotten, but visible, can spoil the whole positive impression.
- 2) Mass order. The fruit and vegetable section should resemble an oriental market. The brighter, more massive and more colorful the assortment of vegetables, the greater the desire to study it and make impulsive purchases. However, by organizing an exhibition of tomatoes and bananas, you will not be able to achieve results. In this case, vegetables are mechanically damaged, and secondly, customers avoid touching them. Therefore, placement in containers installed at an angle is relatively effective.
- 3) High quality commercial equipment. Cooling, humidity, ventilation, strong, clean and well-lit shelves and boxes are the most important tools in the store. These tools help not only customers, but also employees to strive for comfort and product quality, prevent mechanical damage to vegetables.
- 4) Graphic design, navigation and advertising materials. The fact that the "Vegetables - Fruits" section has a green design is based on scientific research. If "berries" is written at the top of the shelf, then there should be no potatoes (yes, even if there is no place to store them!). Navigation should be noticeable and convenient. All inscriptions, signs, price tags (for starters, just have to be!) Must be clean, intact and authentic.

The store environment has a strong influence on the customer's purchase decision because more customers are likely to make a purchase decision while they are in the store. A third of unplanned purchases are related to recognition of needs that arise while in the store. The proportion of unplanned impulse purchases is particularly high when it comes to food products, with estimates that two out of three supermarket purchases are made in-store. In addition, consumers who plan to buy have been found to be as spontaneous as those who do not plan to buy [3].

In order to attract attention in the store environment, retailers usually use in-store displays. It has been estimated that impulse purchases increase by 10 percent when using the appropriate display.

By developing and implementing effective visual merchandising techniques, retailers can sell their products in a better and more attractive way. The presentation of goods, location, appearance and the technological process of the store of supermarkets play a big role in the offer of retail products. The purpose of in-store merchandising is to make products more attractive, visible and to encourage purchase. Visual merchandising is an important marketing tool in the supermarket environment, which helps marketers manipulate and change consumer behavior.

Visual merchandising is an activity that combines effective product selection with effective product display. Visual merchandising is the science and art of displaying and presenting products in a way that grabs and creates a customer's attention to convince them to buy the product. Visual merchandising is also defined by Darlington: everything in the customer's interior and exterior creates a positive image of the business and leads to the consumer's attention, interest, desire and reaction. Effective visual merchandising plays an important role in consumers' purchase decision [4].

The main elements of visual merchandising are as follows.

- 1) The physical environment inside the store. The physics of the in-store environment focuses on interacting with customers through various sensors such as visual, aura, tactile and taste [5]. A consumer's social and physical environment can make a big difference in the consumer's decision-

making process, as well as in the evaluation process of a product. Kerfoot et al.'s research found that it is of great importance to the retailer to make the physical environment in the store understandable to the consumer. Research shows that some people are more receptive to stimulation than others. Many environmental cues are received visually in retail environments, up to 90 percent of which are perceived by customers. According to Suleiman et al., important characteristics include the number of consumers and the social settings in which they occur, as well as the dimensions of the physical environment.

According to the definition of visual merchandising, this further strengthens the connection between the physical environment inside the store and the visual merchandising. With this in mind, individual visual stimuli are essential for two aspects of communicating product and brand images.

2) Sensory marketing. The physical focus of the in-store environment is communicated through various sensors such as visual, aura, tactile and taste. Sensory marketing is a marketing practice that focuses on how companies create and establish a brand image that depends on the personality, lifestyle and personality of customers through various sensory strategies. Compared to relationship marketing, with sensory marketing, companies can respond to customers on a more intimate and personal level through specific emotional elements. Sensory marketing is based on the human brain with the five human senses; it takes place in the mind of the individual and creates an image in the form of mental pictures and feelings. This image is the result of an individual's emotional experiences of a company or brand.

3. Sensory elements

Humans have five senses, which are sight, hearing, smell, touch, and taste. These features require flexibility in the placement of vegetables in stores and are considered a key element of marketing. Sensations are of decisive importance in human life experience, and without them impressions cannot arise in a person. In-store merchandising uses a variety of sensors to help people feel emotionally, including: music, themes, colors, hangings, columns or stands, platforms, pictures and wall decorations, fabrics, tablecloths and banners, tables and furniture, lighting, accessories, mannequins, movements, noise, shapes, fixtures, smells, etc. These elements influence the customer's attention and purchase sentiment and stimulate decision making.

Analyses

The merchandising practice of supermarkets in Uzbekistan is evaluated through "EastFruit - fruit and vegetable business development portal". "East Fruit" provides information on the fruit, vegetable, nut and berry market in Eastern Europe and Central Asia. The initiators of this project present the traditional quarterly audit data of the fruit and vegetable departments of supermarkets in seven cities of five countries - Kyiv and Dnipro (Ukraine), Chisinau (Moldova), Tbilisi (Georgia), Tashkent (Uzbekistan), Dushanbe and Khojand (Tajikistan). The East Fruit team conducts marketing research in evaluating and ranking supermarkets based on the following criteria:

- product assortment - the total number of fresh fruits and vegetables presented on the shelves of the supermarket department;
- product quality - compliance of fresh fruits and vegetables in the store department with minimum quality standards;
- department quality - how informative and convenient the fresh fruit and vegetable department is for consumers, how polite and knowledgeable the employees are;
- product price - the price of the main groups of fresh fruit and vegetable products offered to consumers.

The results of the 2020-2021 retail audit carried out by "East Fruit" on the network of supermarkets in the Tashkent region are shown in Table 3.1. Since 2019, "East Fruit" has launched effective marketing campaigns in Uzbekistan's chain of supermarkets to study fresh fruit and vegetable sales and merchandising practices.

Table 1 Results of marketing research conducted by East Fruit desk team

The time spent	Number of supermarket chains	Number of stores surveyed	High ranking on the final result
July 5-7, 2022	12	32	Magnum
March 17-18, 2022	11	32	Asia.uz
November 9-10, 2021	9	28	Karzinka
July 8-9, 2021	9	28	Green Apple
March 1-3, 2021	8	26	Carrefour
November 24-25, 2020	6	19	Makro
June 30, 2020	3	9	Karzinka

From the results of the conducted research, it is known that in Uzbekistan, a highly competitive environment has formed in the fresh fruit and vegetable market in supermarket chains. In 2019, the "East Fruit" team evaluated only the "Karzinka" and "Makro" supermarket chains in the chain of supermarkets of Uzbekistan, but by now, the number of supermarket chains participating in the rating has reached 12.

There are a number of methodological approaches to the high-level study and evaluation of the merchandising practices of large supermarkets, and they are being used in practice. However, the main problem today is the conditions created for customers in dekkon markets and shopping complexes and the merchandising practices formed in them. The decision of the Cabinet of Ministers of the Republic of Uzbekistan on regulating the activity of markets and shopping complexes was adopted on August 28, 2012, and until now only changes and additions have been made. However, these regulations and guidelines have not given much attention to creating effective mechanisms to provide convenience to customers in the markets. The decision includes retail formats such as farmers' (food) markets and weekend fairs, which today require the introduction of well-founded regulations that define direct sales opportunities for producers.

The use of the main merchandising practice of farmers' markets is considered on the example of markets in the Tashkent region. The development of the financial situation of "Parkent Farmer's Market" LLC is being carried out on the basis of the technologies of effective use of trading places and optimal placement of entrepreneurs in them.

Sources of economic and financial support of the limited liability company "Parkent Farmer's Market" are reflected in the data of Table 3.2. According to Jadqal data, during 2015-2018, it is possible to observe the increase of all types of services provided on the market. Also, the main income of the market, that is, more than 40 percent of the total financial supply, is made on the basis of patta or one-time collections.

Table 2 Analysis of economic indicators of the limited liability company "Parkent Farmer's Market".

№	Indicators	2016 y.	2017 y.	2018 y.	As a percentage of the total in 2018, %
1.	Location fee	3042260,0	3377731,7	3827762,4	40,4
2.	Rent	2862100,0	3146047,2	3501653,9	37,0
3.	Service fee	996600,0	1188320,7	1112810,1	11,8
4.	Parking revenue	980000,0	895761,0	1016515,9	10,7
5.	SXK income	70800,0	0,0	0,0	0,0
6.	Utilities	0,0	9900,0	7430,4	0,1
7.	Dividends	70000,0	5088,6	0,0	0,0
8.	Total	1145965,7	1231835,6	9466172,7	100,0

In its activities, the management of the market strives to maintain the main cocktail team in its personnel policy, in addition to the traditional forms of incentives, it also implements moral incentives by giving labels, incentive entries in the cocktail book, etc. In the case of low-skilled work, it attracts labor or rents out part of the capital stock, if appropriate. It engages temporary labor in highly specialized activities, including complex landscaping of the market area and other situations.

In assessing the activity of trade enterprises, the main direction is determined by the trade services they provide to the population of the territory.

The technical-technological factors of trade enterprises are related to the introduction of scientific and technical progress, and they include the introduction of new equipment and technological processes for trade, technical-technological development of industries serving trade (communication, transport, communal economy, etc.).

Some of these factors lead to an increase in the amount of working capital. These include measures related to the improvement of the quality of sales service, expansion of sales outlets, construction of new ones, increase in the share of goods in the composition (assortment) of the product cycle, which leads to a reduction in the process of repetition of working capital. As a result of the sale of goods, commercial enterprises achieve economic and social efficiency, satisfy the demand of the population and ensure the circulation of economic resources.

The organization of food products trade in the limited liability company "Parkent Farmer's Market" is approved by the decision of the Cabinet of Ministers of the Republic of Uzbekistan dated August 28, 2012 No. 253 "On additional measures to regulate the activities of markets and shopping complexes" "Trading in the markets of the Republic of Uzbekistan is carried out on the basis of the Rules of Organization of Activities.

The following infrastructure has been created for the implementation of trading activities in the limited liability company "Parkent Farmer's Bazaar". 100% of the area of the market area is asphalted, their lighting meets the relevant requirements of trade, there are trade areas separated from the adjacent area by a fence. The market has entrances and exits that close after business hours and are constantly monitored by security guards.

The name, specialization and working order of the limited liability company "Parkent Farmer's Market" are displayed in the official language of the state language and installed at the total of 3 entrances of the market and at the central gate.

In front of the administrative building of the limited liability company "Parkent Farmer's Market" the arrangement scheme of the market objects is hung in a visible place, and the actual location of the

objects, as well as the location of the market stalls and sales places, ensure free movement of customers in the market and easy access to the sales stalls and places.

In the administrative building of the market, a total of 105 m² is allocated for storage of goods, storage of disinfectants, separate rooms for grinding meat products (for meat sales) and they are constantly monitored by the Sanitary Epidemiological Center.

In the markets, the size of one sales place is defined as a maximum of 1.2 square meters, and for the sale of plastic products, flowers and seedlings, and packaged and packaged products, it is 6.0 square meters. is defined in meters. For each seat in excess of the specified size, the full amount will be charged by the market administration.

Market sources of income are formed on the basis of:

receipts from a one-time fee;

rental income;

revenues from providing services to sellers and buyers;

revenues from the provision of temporary storage services of motor vehicles;

income from the preparation, purchase and sale of agricultural goods (for farmers' markets) carried out by the market administration;

other receipts that do not conflict with legislation.

The conditions created for customers in farmers' markets and shopping complexes and the merchandising practices formed in them are considered. Based on these activities, the evaluation of the efficiency of markets and merchandising practices in Tashkent region was carried out. A total of 22 indicators as absolute quantitative indicators of the market and 12 indicator systems for evaluating efficiency were formed for evaluation. Based on these indicators, the evaluation results were tested in "Parkent Farmer's Market" LLC and "Chinaz Farmer's Market" LLC (Table 3).

Table 3 Results of evaluation of performance and merchandising practices of farmers' markets

Key performance indicators	"Parkent farmer's market" LLC	"Chinaz Farmer's Market" LLC
Market space utilization rate	0,81	0,65
The level of placement of business entities in the market area	0,21	0,14
The number of highly qualified specialists	0,26	0,37
Level of staffing	0,16	0,41
Ease of entry into the market	0,84	0,54
The degree of provision of verandas	0,54	0,74
The level of provision of cash registers	0,78	0,12
Availability of payment terminals	0,95	0,16
Level of provision of warehouses	0,12	0,41
Level of provision of car parking spaces	0,44	0,9
Availability of trolleys	0,63	0,84
Effectiveness of trading facilities carrying out trading activities	0,77	0,71
$\sum \bar{s}_i$	0,54	0,49

According to the results of the analysis, effective merchandising practices have been established in "Parkent Farmer's Market" LLC compared to "Chinaz Farmer's Market" LLC, and effective work is being carried out on the use of trade facilities and the creation of convenience for customers.

DISCUSSION

The use of modern merchandising technologies in the vegetable B2S market allows to hide the existing shortcomings of the product to a large extent and tries to make it attractive to the potential buyer. Freshness is recognized as the main important factor in the purchase of vegetables by consumers in Uzbekistan. An effective merchandising practice is the key strategic direction to solve these problems. From the results of the conducted research, it is known that in Uzbekistan, a highly competitive environment has formed in the fresh fruit and vegetable market in supermarket chains. There are a number of methodological approaches to the high-level study and evaluation of the merchandising practices of large supermarkets, and they are being used in practice. However, the main problem today is the conditions created for customers in dekkon markets and shopping complexes and the merchandising practices formed in them.

The conditions created for customers in farmers' markets and shopping complexes and the merchandising practices formed in them are considered. Based on these activities, the evaluation of the efficiency of markets and merchandising practices in Tashkent region was carried out. A total of 22 indicators as absolute quantitative indicators of the market for evaluation and 12 indicators for performance evaluation provide an opportunity to set strategic goals.

Since vegetables are considered the main and primary products of consumers, it is very important to seriously consider pricing strategies in this market, and it is appropriate to set them on the basis of customer orientation and social orientation.

In Uzbekistan, food safety is a constant focus of consumers. Consumers do not have a high level of understanding of product attributes such as price, quality, and certification. Accordingly, the provision of organic agricultural products at reasonable prices is not only an increase in consumer purchases, but also the protection of the global and national ecological environment and food security.

It is known from the forecast models implemented in the dissertation that the market of vegetables in the Republic of Uzbekistan develops only due to the increase in the population. These conditions require the use of marketing activities aimed at increasing the consumption of sazavots. According to the results of the forecast, there is a possibility to increase the daily consumption of vegetables by the population in 2026 from 121.3 grams in 2021 to 137.1 grams in 2016.

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