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## The Impact of Product Exposure as a Key Element of Sales Promotion

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### Abstract

Nowadays economy is characterized by a freemarket. Business and economic activities in general are exclusively related to the market. There are two main mechanisms as driven forces in the market such as (i) demand and (ii) supply. Demand is on the market, i.e., consumers (individual, family, enterprise). Meanwhile, the offer is formed in the enterprise, for the purpose of meeting any customer requirements. The greatest help for the functioning of supply and demand mechanisms in the market is given by the marketing discipline. Marketing in the quality of economic science is the bridge between the enterprise and the market using its own tool such as sale. Selling is a way of communication between buyers and sellers, often a face-to-face confrontation designed to influence the decision of a group of people or a single person to make a purchase. The Merchandising-exposure of the products are the activities that improve product commercialization, the purpose of which is to attract customer attention to the product when the customer is located in the place of sale.

**Keywords:** Marketing, Merchandising-Exposure, Consumer

### Introduction

#### Use of visual approach to the promotion of sales

Visual presentation is the art and science for the presentation of products in the most attractive way. Visual method is the "language of a store" of customer communication through the image of the product. Although the visual approach is often associated with retail, there are many ways to present many types of products to their best advantage. For example, to present clothes in the most attractive manner are often used fashion models, while a bakery can present small-sized goblets in a well-crafted silver tray, while vegetables in a supermarket can be arranged on a color basis, a perfumer uses a tabular display to showcase the menu see (fig. 1).

Fig. 1. Minimax Shopping Center in Prishtina and Antima SH.P.K Tirana



With a good visual design strategy, the products almost sell themselves. A more sophisticated visual exposure strategy can lead to greater effects, this is achieved by directing the consumer's attention to specific products, causing unplanned purchases and creating a view that fits in with the shop.

No other variable affects more than the store itself in the initial presentation of customers. The first impression that a buyer takes from the store is from the outside design as part of the method. Most consumers decide whether to go into the store or not, within a few seconds of observation. Also it is known that fifty percent of women, the idea to purchase usually clothes take from their exposure in the shop windows. Designing a store environment through visual communication, lighting, colors, music and aromas is done to encourage emotional and perceptual customer feedback that ultimately affect their buying behavior. Buyers tend to touch most of the products before they buy. While viewing is the most dominant feeling that people collect information, touching helps buyers make an emotional connection with the particular product. Seeing believes, but touching is feeling (Ebster and Garaus 2015) .

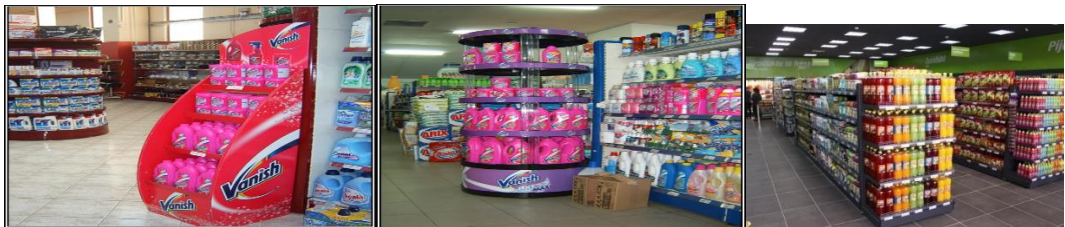
However, many retail outlets often use the method of introducing products in closed showcases, where buyers can not see and touch them closely, or even in some cases putting the products in a stack that some buyers do not have many options. For many products, buyers do not want to see only the packaging but the product as well. Therefore, in stores where such products are present, they should display a selection of unpacked goods so that buyers can see and touch the product for the affair. For example: an electronic store should have a selection of demonstration cameras so that buyers can recognize that product, see how it works, and then decide based on experience whether they want to buy that product. Consumers want to have complete control of what they do, so using visual methods is the best way to give consumers the feeling of freedom of choice (ibid.)

### Description and types of product exposure

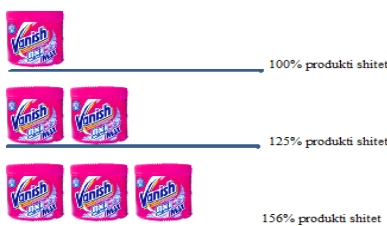
Most of the people have had the opportunity to see: towels with a coca cola logo, Harry Potter character, or any other character from animated movies in the toy shop, a pen of any national or any other team, any fan club AAB University or UAMD, etc. So all these are different forms of product exposure, as part of marketing products from some of the well-known brands of large companies. In a retail environment that is increasingly saturated, competitive and with international subjects, product exposure is the best way to communicate with consumers and to differentiate between competitors.

The way in which products are presented and exhibited in stores will largely determine the customer's choice of products. In many end-of-sale stores, they offer a display system for displaying goods in the form of a stack for consumers in a longitudinal presentation, also known as the Gondola (Varley 2016) . The term Gondolas is used in the form of a network where consumers move to a part between drawers who offer goods on both sides and at the end. This method is particularly effective in attracting customers to the products, where it can turn the corner to see the goods on the other side.

Fig.2. Gondola Way of Product Exposure



Another way of presenting products is: bins, baskets and tables. Usually used to place large quantities of products that should be usually exposed for their promotion or in case of price reductions. They are filled with a variety of products or, in certain cases, with a kind of product. Facing is also a very important element for selling products from the shelves. As the number of faces increased, sales increased by approximately 25%. In products with faster rotation coefficients, the growth of the shelf facing affects more than those with slower rotation coefficients



### Fig.3. Exposure of the products on tables bins, baskets and impact of Facing

Exposure of the products is done in many ways, and another is rounders - a kind of circle. Ronders, by name, we understand that this mode of exposure offers products in a circular presentation. The pattern depends on a set of teeth, such as in the case of belts. Raunders are useful to show a variety of commodities within a category, consumers have access to from all sides.

Exposure of products includes the ways in which goods are presented such as whether the goods are hanged, placed on stacks or otherwise placed available for sale. Of course, the withdrawal towards the purchase is made by the variety of products offered. For example in a clothing store the products should be organized based on style and sizes brands. Conversely, in a grocery store should consider other product features such as weight, type, expiration date etc. Before mentioning some of the main types of merchandising application, several points should be considered such as: (Ebster&Garas 2015)

- Exposed goods should be presented in an easily understandable way. Products present in a logical sequence (eg top jackets, skirts and pantos at the bottom half of a presentation, organized according to size)
- It should facilitate the purchase decision based on the exposure of the goods. Products should not be organized on a per-category basis, but should be exhibited in that way by presenting additional items for buyers. For example, in a grocery store in the meat sector, put different spices on a nearby rack , so that buyers value it as a product reminding them they've forgotten to buy it, and that does not hurt the sale.
- The products should be placed in shelves of a suitable height, where buyers can easily access the product, not to place it in too high or even too low stacks.

Try to avoid defects. Immediately fill the shelves with the products sold on the shelf.

There are many types of merchandising application, but we will try to name some of the types of merchandising that are more applicable to retail stores. One of the many types of application and presentation of the products is the external presentation - the sup-out presentation, is the way the products (usually in clothing) are hanging on the wall cupboards and shown one side from the shoulders to the bottom.

Another way of merchandising is to present or face presentation. This type of presentation is usually applied at the entrance and in the rows, where the buyer enters the storefront with the presentation of the product in front of the stack and the way it has the figurative meaning of a permanent four-winged worker allowing subordinate access to goods along the road around them.

In this way, the presentation offered the possibility of presenting a variety of goods and more space efficient than one way of the round presenting. Also, the drawer presentation is quite usable. The drawer has a space-saving space that is quite useful for displaying goods in the overall design of the shop. Usually, at the large selling points of goods use this way to apply the goods' exposure, the amount of goods is stacked from floor to ceiling, showing all alternative colors of the product. T-stay, free stay means a way of displaying the products in the form of letter T, which usually wears clothes in hangers on both sides of the wings. Waterfall, this type of exposure is called a waterfall due to the sloping sloping form, which features the forehead-toothed knobs in front of the dresser with clothing at different levels.



Fig. 4. The place for the exposure of the products in the T-stand with waterfall and props appearance

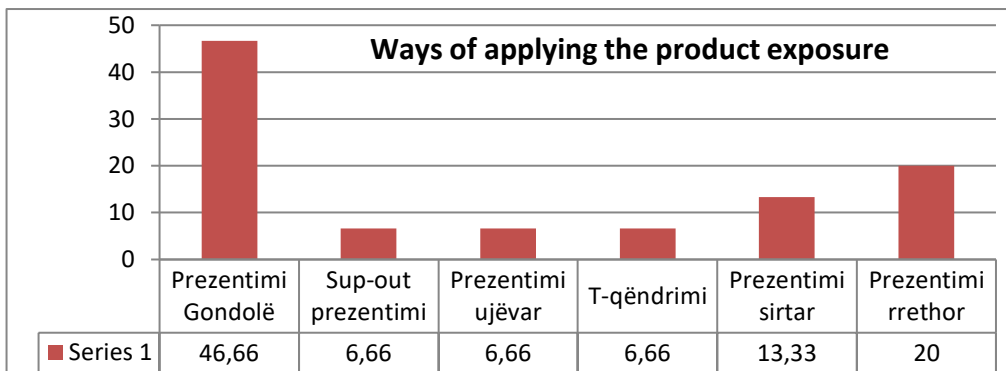
Of all these types of merchandising application mentioned above, it depends on whether a store looks appealing or not, but besides these types of attraction the customers depend to a great extent on the use of props, supporters, models as small details but very important for attracting consumer attention. A props refers to something that is used to clarify the

function of goods, selling or even showing a story about that commodity. Props are usually not for sale, such as plastic food patterns used in the fruit section at a supermarket or even as a mannequin dressed in a clothing shop. The plums are presented as important tools used to achieve the main purpose in visual merchandising which is the attraction of consumer attention even if it is even longer.

In our exclusive research work, we have surveyed a number of sympathetic enterprises that have a full market coverage of altogether fifteen. Of these fifteen companies, only two of them are administered by women, while 13 of them are administered by males or 86.66%. As for the number of employees, we concluded that we are dealing with micro, small and medium enterprises. 20% are micro enterprises, 44.66% small and five of them were medium or 33.33%. Enterprises operate with their business from 1980 onwards, and are enterprises from different cities in Kosovo, so that research is wider.

Based on the research I've done, through questionnaires to commercial enterprises in Kosovo, in order to understand the impact of exposure to products as a key element of promoting sales and have managed to draw the following results:

Desiring to be aware of the types of products exposed by surveyed enterprises, out of fifteen companies, 7 of them said they applied the most Gondola presentation, 13.33% applied the drawer presentation, 3 or 20% applied circular presentation, while 20 % of surveyed enterprises apply sup-out presentation (6.66%), waterfall presentation (6.66%) and T-stance (6.66%).

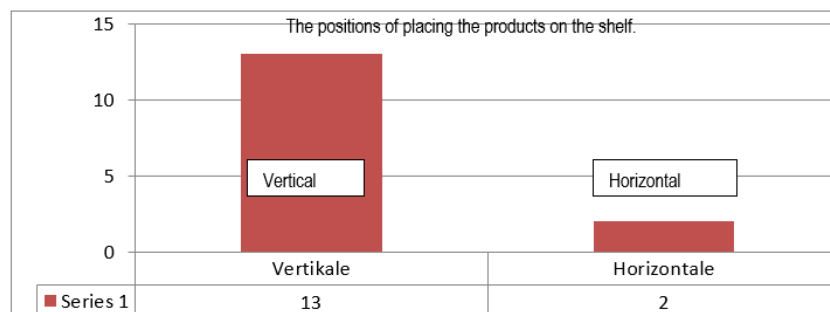


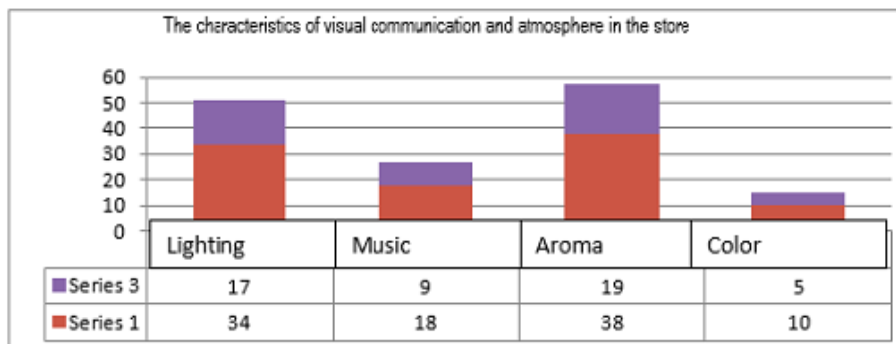
Graph no. 1: Ways of applying the product exposure.

In our interest, which of the positions of placement on shelf products is more successful and more practical than the fifteen surveyed enterprises, 13 said that the vertical position is the most successful and practical, while 2 of them say about the

Graph no. 2: The positions of placing the products on the shelf.

In an empirical research from a mekonsumatoreet questionnaire about visual communication characteristics and which of the elements of the atmosphere in the store promotes more receptive and emotional reaction from fifty respondents 17 or 34% of them said that lighting has a greater impact, 9 or 18% of them have said about music, 19 or 38% of the smokers respond to more emotion, while 5 or 10% of respondents have chosen color as the element that encourages more perceptual and emotional attention.





Graph no. 3: The characteristics of visual communication and atmosphere in the store.

### Conclusion

Analyzing the research made recommend:

Enterprises in Kosovo to see merchandising as a very important advantage and to use this kind of activity to become more competitive and to face challenges easily, thus becoming a leader in the market.

To Invest more in the design and the store environment. To apply as many types of this activity with the aim of growth and promotion.

Enterprises in Kosovo should do more to promote products and pay particular attention to the use of exposure, which is also a key element of promoting sales and the success of an enterprise.

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