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Modern forms of promotion in food trade

Współczesne formy promocji w handlu żywnością

Abstract

The aim of this work was to characterize considerations and an attempt to evaluate the use of modern marketing tools, which are used in commercial enterprises on the market of food products, affecting the decision-making processes of their purchase and experience in the use of promotion as part of increasing trade competitiveness. Weaker traditional forms of promotion on buying behavior, increases the importance of new forms of consciousness to reach consumers in the form of custom promotional activities. They represent a form of marketing innovation and opportunity at the same time increase the competitiveness of the supply chains of food products. The paper presents an analysis of the existing solutions in the promotion of innovative food products based on non-standard forms of promotion in the process of selling this type of promotion analysis indicated the chance to use them to improve to compete, but also threats in the communication market.

Keywords

food trade, marketing, sales promotion

Streszczenie

Słabsze oddziaływanie tradycyjnych form promocji na zachowania zakupowe konsumentów wpływa na zwiększone znaczenie nowych form dotarcia do świadomości konsumentów w postaci niestandardowych działań promocyjnych. Stanowią one jedną z form innowacji marketingowych i jednocześnie szansę dla wzrostu konkurencyjności łańcuchów dostaw produktów żywnościowych. W artykule przedstawiono analizę istniejących rozwiązań innowacyjnych w promocji produktów żywnościowych w oparciu o niestandardowe formy promocji w procesach sprzedaży. Analiza tego typu promocji wskazała na możliwości ich wykorzystania dla poprawy konkurencyjności, ale jednocześnie także na zagrożenia w komunikacji rynkowej.

Słowa kluczowe

handel żywnością, marketing, promocja sprzedaży

JEL: L1, M31, L81, O31

Introduction

The final link in the food chain which is retailing requires a separate treatment in the process of market communication, due to the direct impact on consumers' decisions. In view of the declining influence of traditional forms of promotion, including advertising, is increasingly important to a comprehensive impact on the buying behavior of shoppers and to reach their consciousness in the form of custom promotional activities, which are a form of marketing

innovation. They provide both a chance to increase the competitiveness of the supply chains of food products, defined as the ability to obtain and maintain market advantage over rivals (Tul-Krzyszczuk & Krajewski, 2014). Custom promotional activities, integrated with other marketing activities reinforce the company's active exchange of information with the consumer. Trading Companies should strive to constantly adapt to customer needs and changing market conditions, by offering relevant services and product range, quality and price of products,

effective communication market segment and adapted to the type of product offered, and above all by the wide-ranging innovation all the activities, representing a key factor in the competitive position of these companies in the strategic perspective (Jeznach, 2007; Jeznach & Jerzewska-Zychowicz, 2012; Tul-Krzyszczuk & Krajewski, 2014). These activities represent a large range of applications of various innovations in the field of information and persuasion, aimed at strengthening the image of retail outlets and offered food (Tul-Krzyszczuk & Kosicka-Gębska, 2013; Tul-Krzyszczuk et al., 2020). They can also be an effective tool in creating proper eating behaviour (Tul-Krzyszczuk et al., 2016).

The scope, content and methodology of research

The aim of this work was to characterize considerations and an attempt to evaluate the use of modern marketing tools, which are used in commercial enterprises on the market of food products, affecting the decision-making processes of their purchase and experience in the use of promotion as part of increasing trade competitiveness. In particular, an analysis of existing and potential innovative solutions with regard to the promotion of food products based on non-standard forms of promotion processes in retail sales.

These analyzes were conducted based on the study of literature, previous studies and our own observations of these processes. Taken analyze the efficiency of these processes was also the task, identify determinants of actions undertaken using innovative, customized solutions in the field of promotion.

The evaluation of these processes has been focused on the effectiveness of modern methods of promotion in the context of strategic actions undertaken by commercial companies. This requires structural analysis and evaluation of innovative forms of marketing used in trade and sales organization of food products.

Modern marketing activities in trade

At the core of the modern business activity of the company is searching for new sources of innovative solutions, new technologies and devices or new service areas. Innovations are the successful use of new ideas in practice (Okpara, 2007) and the final stage of creating a new material reality (Bogdanienko et al., 2004). It is therefore

closely related to such issues as: novelty, creativity, reform, change or entrepreneurship (Schippers et al., 2015). The purpose of innovation in enterprise sales, among other things:

- improving and modernizing manufacturing processes (to increase their efficiency and quality),
- increase the competitiveness of products and services,
- better adapt to the market environment and competitive solutions,
- improving the organization and working methods and to improve working conditions and safety,
- elimination of barriers and mobilization of resources, and increase the overall efficiency and effectiveness, in particular through the use of new techniques and new developments in the organization and marketing,
- increasing trade capacity and capabilities of strategic objectives (Penc, 1995).

Marketing innovations occurring in the activities of commercial enterprises rely mainly on the implementation of new and non-standard methods and solutions in the area of marketing, previously not used by the company. The new method should be part of a new concept or a marketing strategy, which is a significant departure from the marketing methods used so far in the company. You can arrange them into different areas of marketing-mix, namely: design, distribution and pricing, and above all, the promotion of the services provided by commercial establishments, as shown in Table 1 (Tul-Krzyszczuk & Kosicka-Gębska, 2013; Berkey, 2019; Acutt, 2020).

Modern forms of trade promotion

Promotion is a way to communicate with customers and business process impact on them (potential buyers) consisting in the delivery of information, arguments and promises and incentives, tending to use the services of the institution or buying products offered (Michalski, 2004; Oleksiuk, 2007). It is defined as a set of activities and tools that are used to spread information about the product (the company) in order to raise awareness of the potential customer, agitation and orientation of the demand for goods and services, to help solve the current problems with the sale of products, thus improving the image of the company at competitive market (Wiktor, 2006; Pilarczyk & Michalik, 2007). Part of the advertising budget is thus allocated to promotion targeted to buyers and retailers, called BTL (below the line), including on advertising at

Table 1. Examples of marketing innovations used in retail

PRODUCT DESIGN
• significant changes in the design of a line of private label products (with new look and more attractive) • significant changes in form, appearance or color logo of retail outlets (excluding seasonal/routine changes) or surroundings retail outlets (attractive, upscale and modern look), distinguishing them from other visually • new arrangements, exposures range (range, island, etc.)
PRODUCT PLACEMENT
• new forms such as exclusive sales, specializing in the sale • new concepts for product exposure, the change in the sales area • new facility opening hours • new location of the facility and the goods in the store • modern forms of distribution (web site)
PRODUCT PROMOTION
• new concepts to promote products and services • programs, loyalty cards (discount) • first use of significantly different media/media or techniques, such as advertising on TV, electronic shop terminals (POS), exposure additional animation/tastings, pricing strategies, new equipment exhibition producer, trade newsletters, new product posters, advertising POS TV, new materials shelf (shelf-talkery), dangle (rotating advertising materials), displays, etc. • the use of a celebrity apparitions as a user of the product in the ad • first use of trademarks; development and introduction of an entirely new brand symbol (ie branding)
PRICING
• new pricing strategies for the sale of goods or services (the system of discounts, etc.) • first application of a new method of adjustment of the price of the product or service according to demand

Source: Tul-Krzyszczuk, A. & Kosicka-Gębska, M. (2013). Innowacyjne aspekty handlu artykułami żywnościowymi. In U. Kłosiewicz-Górecka (Ed.), *Handel wewnętrzny w Polsce. Rynek artykułów żywnościowych* (pp. 206–221). Warszawa: IBRKiK; Tul-Krzyszczuk, A., Jeznach, M., Bobola, A. & Przybyła, A. (2016). Wybrane innowacyjne narzędzia marketingu w handlu detalicznym żywnością. *Handel Wewnętrzny*, (3), 353–362.

point of sale (point of sales — POS; i.e. racks, checkout area or counters) and sales promotion (for example, promotional materials or advertising placed on the surface sales, consumer leaflets, catalogs, brochures, etc.) (Sztucki, 1998). They represent the most common complement to advertising campaigns character ATL (above the line), issued the mass media (television, radio, newspapers, internet) and outdoor advertising media (Wiktor, 2006). It is therefore an essential tool for competition on the market (Michalski, 2004).

Due to the innovative use of solutions (media) and the time of their use in creating messages, you can distinguish standard and non-standard forms of promotion. For standard forms of promotion include, those mentioned above, which are used in the communication process and market to which the consumer is accustomed. In contrast, non-standard actions resulted in the need for a new approach to the division and classification, applied to traditional forms of marketing communication

(Pilarczyk & Michalik, 2007). Among them there are those that use new, creative and surprising solutions, technologies and media and unusual locations. The message is transmitted using methods based on the involvement of the recipient. At the same time allow for a reduction in the budget for their implementation, which is associated with a more precise determination of potential buyers (Hatańska, 2002).

Due to the rapid development of the media has brought a new concept of advertising TTL (through the line) to integrate the above-described methods of communication, which is the result of a deeper interpenetration of measures to promote and combine indirect and direct forms of influence on consumers (Gębarowski, 2007). It stands out here such advertising, as teaser, ambient, guerilla and social advertising, but also eg product placement, or actions of border advertising and PR, such as marketing events, advertising and direct marketing (mobile marketing, telemarketing, direct marketing), and advertising

and promotion of personal (buzz marketing), as well as the activities of a sales promotion (loyalty programs, marketing experience) (Świątkowska & Nowak, 2011).

The group of innovative forms of marketing communication also includes non-standard measures at points of sale, which include scent marketing (aromamarketing), marketing sound (audiomarketing), custom indoor advertising, or non-standard forms of advertising on the Internet (eg, screen savers, games advertising (advertgaming), podcasting or online amplifying) (Świątkowska, 2009).

In response to market demand for new forms of promotion is also ambient media, a term that emerged in 1996 through the British advertising agency Concord Advertising, specializing in external campaigns (Luxton & Drummond, 2000). The concept of ambient comes from the words "including, surrounding, circling on all sides, extending" or "occurring in the surrounding area" (Paluchowski & Marciniak, 2005). There are so activities do not fall within the traditional divisions that have not been used anywhere (appeared for the first time) and are the solution "a tailored" (Radziszewska-Manikowska et al., 2012). Being ambient is therefore to effectively combine a wide variety of communication channels, such as PR, television, radio, newspaper, Internet, Experience (marketing experience) and OOH (out-of-home), which includes the ambient media. The aim is to build the strongest possible relationship with the consumer (Hatałska, 2008).

This term is used in the identification of ambient media, suggesting that it is a strange, alternative means (media) advertising, both external and internal, other than newspapers, television, radio and the Internet, as well as ambient advertising, which means custom advertising campaigns, carried out using conventional media such as shopping carts, ATMs, seating in theaters, large format arrays. It stands out as ambient marketing, used to describe any unusual behavior that is not implemented in the well-known communication channels, which suggests a broader approach to the activities in the field of ambient (Świątkowska & Nowak, 2011).

For the characteristics of ambient actions may include (Dolhasz, 2009; Liberka, 2007):

- attracting attention of the consumer and ease of storing media through ingenious and unconventional solutions, which can be stored and passed on;
- the use of surprise, surprise, humor and ingenuity;
- the transfer of the mysterious and half-currently-expanding curiosity and encourage the search for further information;

- involvement of reference groups and opinion leaders in action, which leads to launch of mouth marketing (WOM) and the synergy of these forms of communication;
- placing the media in places and the environment of persons to whom the advertising is directed, thus enabling a direct contact with the group;
- the special emphasis on reaching audience segments (eg, persons under 30 years of age, residents of large cities).

One of the most important non-standard forms of promotion and market communication is also no doubt guerilla marketing, defined as the unconventional, controversial action, combining different media and media, mostly implemented at low cost (Świątkowska, 2012). These types of actions are performed usually on the fringes of the law, without the proper permits. Based on media exposure and media event, but also provoking buzz around the product. It is a form of marketing designed more for small businesses, which, due to the profile of the activity or strategy throughout its existence remain small. Guerrilla Marketing is the alternative to traditional marketing activities. However, in the case of companies that are in development, guerilla marketing can be a step in the evolution of marketing activity (Świątkowska, 2010).

A characteristic feature of many standard forms of marketing communication (word of mouth marketing, viral or guerrilla) is that the use of these phenomena in networks (social networks) and to stimulate informal communication (gossip, information of mouth), hereinafter worth of mouth (WOM) (Hatałska, 2006; Świątkowska, 2010). Can be defined as a set of all comments made by any of the communication channels at a given time for a given product or service (Lotko, 2008). They are spontaneous and independent consumer discussions about a product or service that can not be controlled or measured (Hatałska, 2008). The credibility of the experience of other people and willingness to share information with the environment induce word of mouth, through which the company reaches of the message to many customers in a short time, do not invest at the big capital. Effects of mouth marketing are spontaneous discussions consumers about a product or service that can not be specifically planned or controlled. The role of marketing experts is therefore limited primarily to stimulate and deliver the tools to communicate, exchange ideas, providing feedback and creating social networks (Gołda, 2008).

For non-standard forms of marketing communication also includes non-standard measures at points of sale, which include: marketing fragrance (aromamarketing),

audiomarketing, visual merchandising, custom indoor advertising, or non-standard forms of advertising on the Internet, such as screensavers, advertgaming, desktop marketing, podcasting, online amplifying (Williams & Mullin, 2011). The group's new measures include the same time more and more diverse ways and means to communicate with the enterprise market. This concept is characterized by high dynamics of changes and forms. That's what today is part of the innovative activities may in the future become a standard action (Świątkowska & Nowak, 2011).

Within the promotion of trade in services stand out among others: new concepts to promote products and services; programs, loyalty cards (discount); the first use of significantly different media or techniques, such as advertising on TV or in social media, on blogs, electronic terminals shop (POS) display additional animation/tastings, pricing strategies, new equipment exhibition producer, trade newspapers to facilitate the use of special offers, new product posters, advertising POS TV, new materials shelf (shelf-talkery), danglery (rotating advertising materials), displays, etc.; the use of a celebrity apparitions as a user of the product in advertising; and the first use of trademarks; development and introduction of an entirely new brand symbol (ie branding) (Williams & Mullin, 2011; Pałgan, 2012; Tul-Krzyszczuk et al., 2016, Ungerman et. al., 2018). More interesting and attractive graphic forms of POS materials attract customers' attention. They are one of the most frequently used ways of promoting products at the point of sale, which are closely related to the strategy of promoted brands. Today's consumers appreciate particularly good exposure at the point of sale (Górska, 2010; Plackowska, 2015).

It is expected that in the future, stationary stores will be more interactive, personalised and even more consumer-focused. Currently used mobile applications of retail stores (on a smartphone or tablet), are most often used by customers to create shopping lists, browse photos and offers of stationary stores. For this type of activity they receive loyalty cards and attractive discounts (Hatałska, 2015).

The potential of shopping applications lies in the fact that they can realistically increase the number of one-time purchases, rewarding loyalty and logging in with discount coupons, e.g. in the form of 1+1 product gratis. By purchasing more and more items that increase the value of the basket, the consumer receives more attractive prices. It is to be expected that in the future new functionalities will be added to the shopping applications, which will change the market and consumers' perception of such facilities. This may contribute to broadening the

range of consumer habits and behaviors (Portal żywnościowy, 2018).

Work is underway on micro navigation in smartphones, which allows for dynamic determination of the customer's route through the store on the basis of a shopping list previously created in the comfort of the home. During this transition the customer can be encouraged to try out products that pass by on the way. Modern technologies also allow you to display notifications about personalized shopping behavior of customers in the store, such as the frequency of visits, the way the customer moves around the store, the direction of the passage or the type of goods selected. In this way, it is possible to adjust and propose a sales and promotional offer for a specific customer in the future. The new solutions are to save time, facilitate shopping and better control expenses (Hatałska, 2015).

Conclusions and summary of

In shaping the competitiveness of companies and business units on the market of food products, in the context of high levels of availability of these products and the dominance of modern distribution channels, the basic form of communication importance of the market and the way to reach customer awareness of these objects and consumers.

When the observed weakening influence of the standard forms of promotion of trade sellers resort to a wide range of custom solutions using a variety of methods and techniques impact on the purchasing decisions of buyers of food products based on a wide range of organizational, technical and active forms of marketing communication.

Analysis of existing and potential innovative solutions with regard to the promotion of food products based on non-standard forms of this promotion, implemented processes in retail sales indicates that these measures provide tangible benefits to companies applying these processes, especially when used in a comprehensive and interactive using technology and materials to support promotional activities and when these activities are a network.

A large number of innovative promotional solutions, their mutual penetration and often compete for the attention of buyers sometimes cause noise and interference in communication between the trading company and the customer, which may pose a threat to the process of market communication and weaken the competitive position of commercial enterprises. This phenomenon may constitute a barrier to the use of innovative forms of promotion.

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Dr inż. Monika Świątkowska

Doktor nauk rolniczych w zakresie technologii żywności. Od 1995 r. pracuje naukowo w Katedrze Badań Rynku Żywności i Konsumpcji SGGW. Ekspert, szkoleniowiec i dydaktyk w zakresie komunikacji rynkowej, reklamy ogólnej i promocji towarowej, innowacyjnych form promocji, psychologii konsumenta i reklamy. Autorka i współautorka ponad 150 publikacji fachowych i ekspertyz oraz tłumaczka książek z języka niemieckiego.

Dr Karol Krajewski

Doktor, nauczyciel akademicki na uczelniach publicznych w Warszawie, Trójmieście, Koszalinie i Przemyślu oraz uczelniach niepublicznych. Ekspert i doradca rynkowy w zakresie marketingu czołowych firm sektora żywnościowego w Polsce. Autor ponad 400 artykułów i komunikatów naukowych z zakresu funkcjonowania rynku żywnościowego i zarządzania, 23 książek i 190 artykułów popularyzujących wiedzę o rynku żywnościowym oraz funkcjonowaniu sektora i handlu produktami żywnościowymi.

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