

CONCEPT

Defination of Retail Marketing.

Retail is the sale of goods and services from businesses to an end user (called a customer).

Retail Marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers.

There are many different approaches and strategies retailers can use to market their goods and services.

Retail Marketing Mix: The four 'Ps' of retail marketing.

Retailers use various advertising and communication tools to grow awareness and considerations with future customers. Finding the right marketing mix can lead to a profitable growth and a higher return on investment. By considering the right advertising strategy retailers can persuade to choose to do business ~~the~~ with the retail brand.

The fundamental approach used by modern retailers in marketing their products is the four Ps of Retail marketing.

• Product: — There are two primary type of merchandise. Hard or durable goods like appliances, electronics, and sporting equipments. And soft like clothing, household items, cosmetics and paper products. Some retailers carry a range of hard and soft ~~items~~ items, like a supermarket or a major retail chain while many smaller retailers only carry one category of goods, like a boutique, clothing store.

• Price: — Pricing is a key element to any retail strategy. The retail price needs to cover the cost of goods as well as additional overhead costs. There are four primary pricing strategies used by retailers:

→ Everyday low pricing: — The retailer operates in thin margins and attracts customers interested in the lowest possible price.

→ High/Low pricing: — The retailer starts with a high price and later reduces the price when the item's popularity fades. This strategy is mainly used by small to mid-sized retailers.

8 ⇒ Competitive pricing :-

9 The retailer bases the price on what
10 their competition is charging. The strategy
11 is often used after the retailer has
exhausted the higher pricing strategy.

12 ⇒ Psychological pricing :- The retailer sets
1 the price of items with odd numbers
2 that consumers perceive as being lower
3 than they actually are. For example,
a list price of Rs. 99, Rs. 795. The
strategy is also called pricing ending
or charm pricing.

Place :- The place^{is} where the retailer
conducts business with its customers.
The place can be a physical retail
location or a non-physical space like
a catalog company or an e-store.

Promotion :- Promotion is the final marketing
mix elements. Promotion include
personal selling, advertising, sales promotion,
direct ~~mix~~ marketing, and publicity.
A promotional mix specifies how much attention
to pay to each tactic, and how much
money to budget for each. A promotion can have
a wide range of objectives, including increasing
sales, new product acceptance, creation of

brand equity, positioning, competitive retailations,
or the creation of corporate image.

Unit - 5

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Retail Management

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