

This monograph "Marketing Research in Enterprises (Albert Hypermarket Shop)" is focused on the marketing of a selected store. The purpose of the monograph is to study the practical use of marketing tools and a set of tools for selling and the application of selected principles and foundations related to them in this store. Since the retailer really has the last chance to impress the customer, much of the research is devoted to the point of sale, which is an important element here.



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# Marketing Research in Enterprises (Albert Hypermarket Shop)







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**MARKETING RESEARCH IN ENTERPRISES**

**( ALBERT HYPERMARKET SHOP)**

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This Monograph " Marketing research in enterprises (Albert hypermarket) " monograph is focused on the marketing of a selected store. The purpose of the monograph is to study the practical use of marketing tools and a set of tools for selling and the application of selected principles and foundations related to them in this store. Since the retailer really has the last chance to impress the customer, much of the research is devoted to the point of sale, which is an important element here . The research paper " Marketing research in enterprises (Albert hypermarket) " focuses on the marketing of a particular store, which is Albert hypermarket. The purpose of the monograph is to study the practical use of marketing tools and tools for selling and to apply selected principles and principles related to them in a particular store. Since the retailer really has the last chance to impress the customer, much of the research is also devoted to the point of sale, which is an important element here. The monograph includes a literature search necessary to create a theoretical introduction to the problem of the retail marketing complex and its individual tools.

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## **Introduction**

Nowadays, with many competing retail stores and the effects of the covid-19 pandemic, retailers have to do more to acquire and then satisfy their customers. To achieve this goal, they are helped by the tools of the expanded complex of retail marketing, with the help of which retailers try not only to influence the decisions of customers on choosing a store, but also to stimulate their purchase behavior at the point of sale. .

Factors influencing customers' decision-making when choosing a store include, among other things, the location of the store, the opportunity to choose from the assortment, its quality in relation to the general price level, the availability of goods, the ease of orientation of the store or special offers and discounts. When customers are already at the point of sale, they are influenced by the atmosphere of the store and the communication inside the store, which motivates the customers inside the store, and whose task is not only to facilitate their purchase process, but also the goods they buy. is to help increase the size.

This "Marketing Research in Enterprises" Monograph work focuses on the marketing of a specific store, which is Albert Hypermarket. The purpose of the monograph is to study the practical use of marketing tools and tools for selling and to apply selected principles and principles related to them in a particular store. Since the retailer really has the last chance to impress the customer, much of the research is also devoted to the point of sale, which is an important element here. The monograph includes a literature search necessary to create a theoretical introduction to the problem of the retail marketing complex and its individual tools. The main part of the work is the application of these tools and the subsequent study of selected principles and instructions related to them in the shop. During the work, the necessary information and materials were obtained from observation and the management working in the shop. In addition, the analysis is consistent with the results of a neighboring survey aimed at determining how customers evaluate the store's attitude towards sales and the tools used by customers. All the obtained results are then formulated in the form of conclusions, and as a result of the work, recommendations are made for the improvement of trading tools that can increase their effectiveness.

## **1. Work methodology**

The work of the monograph, as mentioned in the introduction, is primarily focused on the literature review that should be carried out in order to obtain theoretical starting points related to the tools of the retail marketing mix. These findings are then applied to case studies at Albert Hypermarket.

The monograph is divided into six chapters, the first of which describes the methodology of the work, showing its structure in more detail.

The next chapter is devoted to a literature review of the retail marketing mix and its tools. The third chapter focuses on the specific store characteristics of Albert Stores, as and Albert Hypermarket.

The fourth chapter presents the theoretical starting points that serve as the basis for the research proposal, which finally presents a two-part case study proposal. The first part is carried out through observation, and the second part is carried out using a questionnaire. The chapter also states the research questions and hypotheses.

The fifth chapter, which is the main part of the monograph, is devoted to the analysis of the practical application of tools, principles and rules in the Albert hypermarket, with a strong focus on communication at the points of sale.

The last, sixth chapter is used to summarize the answers to the research questions, evaluate the hypotheses and formulate conclusions based on the results of the analysis and survey, after which proposals are developed to improve the effectiveness of the store's sales tools. In the literature search, all information was obtained using the professional literature listed in the reference list. Company characteristics and other store information were obtained from online sources, store management, and direct in-store observations.

## **2. Marketing, marketing mix**

Before the monograph focuses on the specific tools of the marketing mix, it is necessary to explain the concept of marketing, which is closely related to them: what marketing actually means and what is its essence. Therefore, this chapter first examines marketing concepts and the marketing mix, followed by its tools.

### **2.1 Marketing**

According to Kotler (Karlíček et al., 2018), the essence of marketing, in general, can be to create, inform and communicate value to the consumer. Thus, its purpose is to identify the needs of customers and satisfy them in a way that makes the company profitable. If one definition was chosen for marketing, it would be very difficult to choose it, because there are many definitions from different authors. Some of them are listed below, but they all emphasize these factors equally.

For example, Karlichek et al. (2013) cite the definition of the UK's Chartered Institute of Marketing, in which marketing is presented as "a management process used to profitably identify, anticipate and satisfy customer needs". In turn, Prshikrilova and Yakhodova (2010) define marketing as a function of the company that identifies target consumers and seeks to determine the most appropriate way to satisfy their wants and needs while maintaining the maximum efficiency of all operations. Thus, according to them, it is "a complex set of activities aimed at target markets to which companies adapt their marketing programs."

At the same time, a relevant definition can be a light definition, according to which marketing is "a management process, the result of which is knowledge, prediction, influence and, finally, customer needs and wants. is to meet the organization's goals in an efficient and profitable manner."

It follows from the definitions that when deciding on a marketing strategy, marketers need to know their customers, what features and functions the product or service should have, what price should be set for them, and marketing and advertising. should make a decision. (Kotler and Keller, 2013)

### **2.2 Retail marketing complex**

Marketing tools form a marketing mix that combines all its components in a way that maximizes profit for the customer and at the same time achieves the company's goals.

Smith and Taylor (2004) stated that the marketing mix is basically a conceptual framework that helps structure the approach to each marketing task, and there are many ways to extend it.

The main tools of the marketing mix:

- • Product
- • Price
- • Place
- • Advertising

For simplicity and brevity, these four components are called the 4Ps. Each of these variables is in itself a set of activities in which companies operate. However, the company can start many more activities, and for these cases, marketing mixes filled with additional components are used. (Zamazalova, 2009) One approach to extended assortment that is relevant to the retail industry is presented by Smith and Taylor (2004), who add three more elements to it, namely:

- \* Material environment (physical evidence)
- \* People
- \* Procedures

Activities within the listed tools of the extended marketing mix may vary and the work will be related to specific activities. Using the components of various activities, retailers try to influence customers, influence them and satisfy their wants and needs. It should be noted that all components must be compatible with each other and form a whole.

### **2.3 Product in the marketing mix**

The first marketing tool to consider is the product. The understanding of the term "product" from the point of view of marketing may differ from the general understanding of this term.

From a generally accepted perspective, it is usually considered as a physical asset. However, from a marketing point of view, it needs to be more widely accepted.

This perspective is mentioned, for example, by Svetlik (2018), who states that a product is a means of satisfying wants and needs, that there is a very complex category of needs, and that if a product is to be created to satisfy it, it must have the appropriate characteristics. explains that it should be.

These characteristics cannot be reduced only to utility, and at the same time, a product in this concept can be not only a material good, but also, for example, an idea or a service.

Thus, a product can be almost anything, whether tangible or intangible, it can be a medium of exchange and can satisfy wants and needs, and Barta et al. (2009),

it is also related to other factors from the consumer's point of view, what exactly is the level of satisfaction of the consumer's requirements according to the consumer's opinion.

These factors include, for example, product assortment, quality, and brand, and stores must use them properly to maximize customer satisfaction.

### **Product range**

It follows from the above that assortment is also a part of product policy, and Zamazalova (2009) describes it as a set of goods that are logically and systematically sorted and sold to end consumers for later use.

The range of companies always has a certain width, length, depth and consistency. In a broad sense, this reflects the number of different product lines of the company. Length represents the total number of products in a category, then depth defines the number of variants of each individual product, and consistency reflects the relationships between product lines. These four features then indicate the scope of the selection. (Kotler and Keller, 2013)

In relation to the possibility of choosing the assortment, it is also worth mentioning the threat that Schwartz (cited in Lewis and Dart, 2014) called decision paralysis, a wide selection of goods designed to create a positive impression and make the customer more satisfied. , has the opposite effect and leaves the customer frustrated and exhausted. Yesensky et al. (2020) also mention the negative aspects of too much choice and show that more choice does not motivate customers to buy more. They refer to research by Iyengar and Lepper (2000), which suggests that if a customer has 10 or more options.

### **Quality**

The main component of the product is quality, which many authors consider synonymous with quality. However, in this work, these two concepts are treated differently and are still based on the definitions of Green (2006), which states that the main difference between quality and quality is that quality cannot be provided in any other way than by producing, creating or inventing. However, quality can be obtained by sorting, classifying or managing, but it cannot ensure quality. If a service or product is considered to be of high quality, this is reflected in the fact that they have a certain (high) utility, which is determined by the characteristics of the product. But the term "quality" defines belonging to a certain category or class. In other words, we are talking about determining the class similarity of objects in a certain class, group, category or sample.

(Green, 2006) There are many other definitions of how to understand quality - for example, it can be defined as a set of product characteristics that define the ability of a product to meet existing and expected needs.

(State Agriculture and Food Inspection, 2016) Another definition of quality is, for example, quality can mean the totality of all the characteristics of a product or service that affect its ability to meet specified and expected needs. (Dolejal et al., 2012)

Finally, Januška (2018) defines quality as the quality that the consumer considers. This definition is also consistent with the above-mentioned definitions - if the product / service can satisfy the customer's needs well, then they are considered high quality.

### **Private brands**

Private brands also play a role in the product sector. According to Yadro and Volfova (2021), private label products are mainly made-to-order products directly for the retailer, who then takes responsibility for further distribution. It is very easy to say that he can.

A NielsenIQ survey shows that the popularity of private brands among Czech buyers is now growing faster than classic brands, due to citizens' concern about the economic situation caused by the pandemic and the resulting preference for cheaper goods. can be (Media Guru, 2021)

Nowadays, the presence of private brands in the retail assortment is almost taken for granted, and as a result of their increasing popularity, they should be given more attention. Retailers should listen to the needs and wants of customers and tailor their branded products to them. Among other things, this type of assortment complements the image of stores and can also serve as a competitive advantage, since the customer does not have the opportunity to buy this brand from another network.

Private brands can be divided into two main categories:

- A private brand is created directly by the name of the network and is clearly owned by it.
- The private label does not mention the name of the retail chain and it is not clear whether it is owned by it or not.
- In addition, according to Zamazalova (2009), private brands are divided into three types:

Economical - they are characterized by a low price and an acceptable level of quality

Standard-cheaper and average quality products

- Special-for a certain type of product

However, currently it is appropriate to divide private brands into four types, so, for example, Jaderná and Volfova (2021) supplement this type of private brands with an exclusive (premium) type, which indicates high-quality products. This is also due to the high product price, which is still profitable compared to classic branded products.

**2.4 Price in the marketing complex** Another tool of the retail marketing mix is the price, so many different authors emphasize that it is the only tool of all the marketing mix that brings benefits to the company, not costs. Svetlik (2018, p. 102) defines it as “price is the amount of money paid in the market for the product or service sold”.

Then the price of all goods in the store forms the general price level considered in this section. Regarding pricing, Kotler and Keller (2013) argue that nowadays, when consumers have easy access to price information, they put pressure on retailers to lower prices, and they in turn put pressure on the supplier or manufacturer. are weaving.

The result may be a reduction in product quality or a significant support for price-related trade.

Price is, among others, a means of attracting as many customers to the store as possible, and depends on how many customers shop in the store, among other factors.

The prices of all goods, as mentioned above, form the general price level in the store, and companies should be careful when setting them, because they are among the important factors that the customer perceives. It should not be too high, but not too low, because it is also related to the perception of product quality. (Zamazalova, 2009)

Buchkova et al (2003) stated that retail stores usually do not offer the highest quality products, but offer the level of quality required by customers at an appropriate price.

This perspective on the price-quality ratio differs for different retail formats, but in the case of hypermarkets, according to Buchkova et al. (2003), the expected and required optimal price level is proportional to the high quality of goods.

## **2.5 Position in the marketing structure**

A marketing mix tool is also a marketing mix tool. Distribution includes activities related to placing the product on the market from the place of production to the place of consumption. Retail trade is an intermediary between the producer and the consumer and carries out this activity for profit.

To make the path of this product as easy and convenient as possible for the consumer, the place should be taken not only from the point of view of the location, but also from a broader perspective, which we present in this subsection.

The location of the store is primarily related to the location of the marketing mix. Retail trade is carried out in several types of outlets, but this monograph focuses on a store that belongs to the class of hypermarkets.

Since hypermarkets are large self-service stores with a wide assortment, Svetlik (2018) notes that larger and less frequent shopping in the car is expected. Therefore, they are mostly built on the outskirts of cities, and due to vehicle access, parking must also be taken into account.

Of course, the further the point of sale is from the customer, the less likely he is to make a purchase there. However, some factors of a specific location influence the willingness to travel long distances, which benefit, and according to Svetlík (2018) they are, among other things, a wide range of products located close to a store, catering or other services.

In addition to factors related to the location of the store, and this last but not least, there are other aspects to consider. This is highlighted by Karliček et al (2018) who argue that accessibility should not only be measured in meters of distance but also considered in terms of,

the extent to which the product availability meets the customer's needs; that is, for example, to adjust the working hours or distribution services to them, so that the product is as convenient as possible for the customer. If the product is not available enough for the customers, all previous marketing efforts may be in vain.

Thus, the availability of goods, for obvious reasons, depends on their sufficient availability in the store. Fernie and Sparks (2019) state that if in-store shoppers are faced with an out-of-stock (sold-out) situation, undesirable reactions occur, the most common of which is when a customer buys a product from another store or the product altogether. if he doesn't buy it.

This ultimately results in lost direct-to-store sales, even if the customer has already reached the desired location. In order to prevent such situations, great attention should be paid in terms of delivery and access to delivery of goods.

## **2.6 Communication in the marketing mix**

Communication is also one of the elements of the marketing mix, and although there are more definitions on how to define it, this work is still based on Svetlík's definition (2018, p. 139), which consciously defines it as " activity that informs, persuades, and influences purchasing behavior. customer".

Svetlík (2018) then lists five elements of marketing communications such as advertising, sales promotion, direct marketing, public relations, and personal selling.

It also mentions the advantages of combining these elements, that is, the elements support and complement each other, thereby increasing their overall effectiveness and delivering a consistent, clear and persuasive message to target groups. planned and organized as a whole.

There are many options for communication and they can be divided into downstream and construction activities. Barta et al. (2009) explain the difference between "below-the-line" and "above-the-line" activities in that "below-the-line" refers to non-public forms of communication (e.g. sales promotion, direct marketing etc.). Then, non-routine activities are carried out using classical media (for example, television, radio or print).

In addition, this research monograph examines only some activities of the lower link, namely sales support.

These activities below can be done directly inside the store (called in-store communication) or outside. At the same time, they can be divided into humanized (that is, performed by people) and non-humanized (not performed by people).

### **Sales promotion**

As noted above, this work is devoted to sales promotion in the field of communication, which includes a number of tools whose task is to promote immediate sales. Its tools work with certain non-financial rewards that encourage potential customers to buy the product or at least try it, thereby quickly increasing sales. As you can see in the previous card, it includes various discounts, promotional prices, sales packages, discount coupons, loyalty systems, but POS terminal communication or POP-POS communication and sales are also part of it. (Karlichek et al., 2018)

### **Coupons, promotional prices, discounts**

To attract customers to the store and increase sales, retailers often use various coupons as part of sales promotion, through which the manufacturer gives various discounts to consumers. The customer then declares this discount at the checkout. (Barta et al., 2009)

Promotional prices or sales packages (eg 3+1 free etc.) presented in leaflets and other promotional materials are another tool used to promote sales. The purpose of flyers is to attract potential customers with an attractive product offer and make them visit the store.

A shopper chooses discounted items first, but also buys other items while shopping at that store.

However, when using these tools, they can increase the consumer's sensitivity to price and customers start to expect these advertised prices. If the product doesn't sell, they stop buying it. (Zamazalova, 2009)

### **Mobile application and loyalty program**

Currently, retailers are also approaching the creation of mobile applications, where the customer can see the exact offers of promotional leaflets and store information.

Typically, a loyalty card can be electronically embedded in apps as part of a loyalty program. Bárta et al. (2009), most of these programs are based on providing great benefits to the consumer through long-term consumption.

These benefits are mainly points earned based on the purchase price, coupons from purchased packages, and then different amounts of discounts for subsequent purchases based on their number.

Thus, loyalty programs serve as a means for retailers to encourage customers to make more frequent or larger purchases. The idea is to create a long-term relationship between the customer and the company. A loyalty card also allows you to record information about consumer purchases in a relatively simple way. (Zamazalova, 2009)

### **POP / POS services**

Another means of trade support is pop and POS services. Yesensky et al. (2020) information on pop (point-of-purchase) and pos (point-of-sale) communications, often referred to as pos-marketing communications.

Many authors define these two terms quite differently. For example, the point of purchase is usually defined as the entire retail space where customers physically shop and includes advertising media throughout the space. However, according to the authors, POS is literally just the area around the cash register.

Yadro and Volfova (2021), on the other hand, define pop tools as tools that are constantly on the sales floor and are part of the presentation of goods in or near the store.

According to the authors, POS funds are products and things that the customer can take home after purchase - coupons and discounts for the next purchase, samples, loyalty cards or samples.

The definition of Boček et al. (2009), on which this work is further based, all support media used to promote a particular product or range, used in-store and sales as the most important drivers of impulse purchases. he knows as physical means. The POS symbol is considered as a symbol of all places where trade is carried out.

- • There are more pop resources and their main division:

- • Paul clapping means
- • Means a pop-up window on the shelf
- • Pop tools for cash registers and counters
- • It means hitting the wall
- • Other pop tools

• • POP digital and multi-sensory tools (Yesensky et al., 2018) Thus, the marketing communication carried out at the point of sale using popular advertising is a set of advertising tools used inside the store to influence the purchasing decisions of customers.

Serves as at the same time, point-of-sale marketing is a crucial element because it operates at the last minute when the retailer has the opportunity to impress the customer. In other words, these funds increase the desire of the buyer to buy the product without planning. (Boчек et al., 2009; Yesensky et al., 2020; Lilienvall, 2004)

In addition to influence, it also serves to provide information upon which decisions are made.

Yesensky et al. (2020) stated that customers are now demanding information about time and location, which is useful for them to choose and make decisions at the right time.

Generally, today's shoppers are often in a hurry because they don't have much time, and checkouts help them find what they need to buy faster because of their interactive and informative features.

This saves them time spent visiting the store and thus impulsively buying other things. (Lilienvall, 2004)

The fact that point-of-sale advertisements are often perceived as helpful is also supported by a study conducted within Czech and Advertising Research, in which a total of 49% of respondents said that point-of-sale advertisements help them.

### **The relevance of pop-up advertising placement**

In order for pop communication to work as effectively as possible at the point of sale, it is necessary to pay attention to the principles and procedure of its appropriate placement.

The movement of buyers is compared to the movement of water in a river. This comparison is not accidental, because just as the water in the river flows in waves of different strength and speed, customers also pass through the store at different speeds.

Pop media placement must also be adapted to these differences in customer traffic speeds.

Shopping begins with entering the store, customers are not yet fully ready to buy and are in a calibration mode where they are not yet open to impulse purchases.

The first thing to help get customers into shopping mode is to place shopping carts outside the store, because customers aren't quite ready to buy until they have their list or shopping cart. . (Hendrickson, Jesenský et al., 2020)

In addition, several principles or rules mentioned by Esensky et al. should be followed when installing a POP tool. (2020):

- Follow the principles of the AVA model (available, visible, public).
- Keep in mind that in the first third (called the decompression zone) the least impulse purchases are made, and placing pop-ups immediately after entering is not very effective.
- Use carefully designed or highly attractive products such as "speed bumps" to help align customers to purchase.
- Place resources where there is a maximum concentration of customers who can buy this product.
- The larger the shopping cart, the more ineffective the POP connection ( the first third of the store is the most effective for activating the shopping mode).
- Customers are also accustomed to loading larger items into the Cart first.
- Place pop resources in the direction of customer traffic and always at the beginning of the section
- Avoid blind spots and replace pop media. POP resources should respect their location, not make noise, contrast with the environment, dominate in design, and be close to another dominant program. should not be.

### **Merchandise**

Sales is also used for communication, which is a method of sales optimization. It is based on the planning and study of the placement of goods on the shelves or on the sales floor, including their placement in the media.

Its purpose is also to improve the general appearance of the goods at the place of display, to increase the attractiveness of the point of sale, to attract buyers and to achieve an increase in the sales and subjective value of the goods in the eyes of the buyer. (Boчек et al., 2009; Zamazalova, 2009)

Due to the value of the goods in the eyes of the buyer, different goods should be presented correctly according to their image.

Govorek and McGoldrick (2015) state that the perception of product quality is related to its price, and exclusive brands should be considered.

Discounted prices and discounts can damage their image and make brands look cheap. Therefore, if there are discount ads, they should not even be placed on the shelves.

Yesensky et al. (2020) further generalize that merchandising is valid if it provides certainty, facilitates orientation, and thus ultimately makes the shopping experience more enjoyable for customers.

At the same time, the main principles of trading are:

- The level of replenishment of goods from carriers, because customers do not buy them from carriers that are oversold or, conversely, overstocked. Therefore, the filling should be kept at about 60-90%.
- Grouping and improving merchandise, for example using different colors to make orientation easier (use contrast).
- Price tags which should contain the correct quantity as per the planogram as well
  - the correct color (depending on whether the product is on sale or regular price).
  - The placement of the number of product columns by market share is also related to the so-called coverage, which is the indication of the parts of the product that the customer sees (ie, the first column and row).
  - Taking into account the warranty period (place short-term products at the front).
  - Taking into account the distance between the display cases, the goods that the retailer wants to sell should be placed first in a row in a horizontal position, and if the advertised product is more expensive than the competitors, then the two products should be further apart.

- Placing pop-messages at checkout can increase sales of goods by 4 times and reduce waiting time (Jesenský et al., 2020; Bárta et al., 2009).

In addition, sales are also related to the high placement of goods on the shelf, which is related to the attractiveness of the showcase. The attractiveness of the space depends, among other things, on the height of the shelves, the most attractive of which is about 1.5 meters high. (Barta et al., 2009)

The plans that stores usually receive from headquarters and correct this way of placing certain goods in specific areas of the stores, including price tags, are called planograms.

### **Prices**

In relation to the aforementioned price tags, Yesenski et al. (2020) also state that all prices and discounts should be communicated as much as possible using price tags and displayed in the store according to certain principles and visual composition.

According to Jesenský et al., the visual price structure of price tags. (2020), is formed by their location, because if the price is at the bottom of the price tag, it is perceived as lower. It also depends on the size of the font, which should correspond to the importance of the price - if you want to indicate a good price, for example, 5 czk, then this price should be written in a larger font than the original. Also, the price is assumed to be lower without indicating the currency symbol-currency, so the currency should not be too prominent on the price tag.

At the same time, the use of colors also plays a role in price perception. The human brain uses colors to make an initial determination of price. Therefore, when displaying prices, it is recommended to use color signals that indicate the price value. The total size of the price tags should also correspond to the size of the goods to which they belong. (Yesensky et al., 2020)

### **Mutual trade**

In addition to the distribution and display of goods through pop communications in home departments, corridors, entrance and registration areas, it is possible to work with these media within the framework of cross-selling and other departments of goods. that is, put them in places where they have some advantages, taking into account the

complementarity of each other. communication with the products listed in this section. (Yesensky et al., 2020)

The result of cross-selling is that this product reappears on the sales floor, thereby increasing its recognition and encouraging impulse purchases. However, this method should be considered not only as a marketing tool to increase sales, but also as a service aimed at providing a simpler, more convenient and inspiring shopping process for time-poor customers . (Yesensky et al., 2020)

### **Check it out at the radio store,**

In addition to popular communication and merchandising, in-store promotion also includes flavors that retailers can use to increase sales of a particular product or brand. . Svetlik (2018) states that the opportunity to taste these products and register their taste can serve as a very strong incentive for consumers to purchase the respective product.

Additionally, sales teams typically hear music mixed in with promotional messages. "Slower background music makes shopping slower and longer and you spend more time browsing the shelves." "On the other hand, very fast music can speed up the customer's movement." In turn, interesting songs can match his mood, which is one of the factors influencing the purchase decision. If the consumer is in a good mood, they may be willing to buy. (Yadro and Wolfova, 2021)

### **2.7 Material environment in the marketing mix**

Another tool is the material environment that fills the atmosphere of the store, which is an element capable of improving the shopping process today when it is viewed as a specific experience. This is also confirmed by Zamazalova (Zamazalova, 2009), who considers it an equally important element of communication at the point of sale, because several factors influence the customer's purchase.

Martino (cited in Huo, 2021) points out that these factors have a dual effect on customers, because in their minds they are considered in terms of functional qualities and aura of psychological perception. Thus, the store should look clean, have functional qualities and therefore have a logical and clear layout and use elements that complement the atmosphere of the store.

The elements that make up the atmosphere of the store can be divided into internal and external parts, but Zimmler and Zadrajilova

(2007) mention that it is more or less a division of labor, because the stimuli act together, in their actions they are related to each other. and probably emphasize each other.

As for the external elements, the architecture of the store already affects the customers from a relatively long distance, which has the ability to attract them closer with an interesting external solution, thus ensuring the effect of other external stimuli that work only at a closer distance. Ideally, the entrance to the store should be free of any obstacles and the customer should not feel that he is entering an enclosed space from the outside. (Zimmler, Zadrajilova, 2007)

The interior design of the store is then completed with interior elements that, among other things, according to Cimler and Zadrazhilova (2007):

Commercial equipment that can be presented, for example, equipment and sets of elements for the presentation of goods or cash registers, etc.

- The material used must be consistent with the store's image, assortment, and safety or hygiene measures.
- Lighting that can be used in addition to general lighting to illuminate certain types of goods.
- A color interior solution that affects the visual perception of customers.
- Background music that influences the customer's movement through the store.
- The flavor depends on the assortment.
- Microclimatic conditions include, in particular, temperature.

In-store music is also connected to the built-in radio used for in-store communication, so this issue is described in more detail in the communication chapter.

Interior layout of the store

In addition to the design, the interior layout of the store is also crucial, it aims to ensure the clarity and comfort of the customer's direction and partly helps to create a general atmosphere. According to Govorek and McGoldrick (2015), it also plays an important role in communication and, along with other elements of store atmosphere, should reflect the environment in which customers want to visit.

The seller should also pay attention to the following basic principles when creating a store layout, which include:

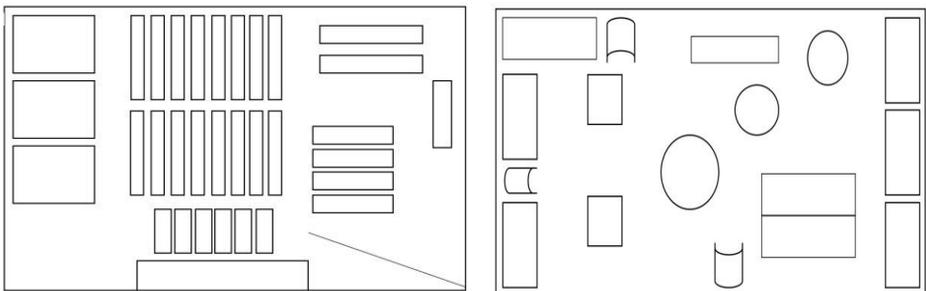
Clear structure of the store by separate sections.

- Approximate points of the store, through which customers can get a spatial idea of the sales floor.
- Main store routes used for easy navigation for customers.
- Make the order according to the logic of the customer, not the seller.
- The placement of goods on the shelves should not be changed too often, as this will help to retain regular customers. (Zamazalova, 2009)

In addition to the above, the general style and layout of the store should match the type of products sold to make the store image satisfactory. The two most commonly used layouts in supermarkets (hypermarkets) are the free-flow layout and the grid layout. (Govorek McGoldrick, 2015)

In a free order, customers can move as they wish and are not bound by the store's order in any way. Thus, grid layout is a scheme that represents the possibility of controlled movement and leads the client in a certain direction (see schemes below). (Zimmler et al., 2007)

Layouts: grid design (left), flow design (right)



Source: Yadro and Volfova (2021), adapted by the author

## 2.8 People in the Marketing Complex

People, as another tool of the marketing mix, among other things, in the retail sector, are undoubtedly formed by store employees, who refer to factors that significantly influence the customer's overall impression of the point of sale, because they are involved in the creation of the shopping experience. . Cimler et al. (2007) also consider IT as an integral part of retail operations and mention that, in principle, two tasks should be solved in relation to employees, namely:

- **Optimal number of workers**
- **Workload of individual workers**

At the same time, it should be understood that the management of employees in retail trade has its own characteristics that limit it compared to other industries. Due to the optimal number of employees, retail stores often have to deal with, for example, a general lack of employees or unevenly distributed working hours subject to customers. The peak workload usually coincides with the end of working hours at other workplaces. (Zimmler et al., 2007) In addition, employees in different positions have the appropriate abilities and skills to perform their jobs properly and thus ensure the proper functioning of the store. necessary, which is very important for customer satisfaction. Ensure proper operation of the store, such as adequately stocking the shelves, keeping the store clean, providing information to customers as needed, or checking customers through cash registers to avoid queues. can be defined as providing teeth.

All the above-mentioned activities are mainly performed by the most requested service personnel in the store on the sales floor. Given that these employees have the most contact with customers, they also shape the image of the retail chain, and Zimmler and Zadrajilova (2007) state that their communication skills, pleasant demeanor and stress tolerance are therefore highly demanded. they emphasize that it should be. This is also emphasized by Vashtikova (2014), who points out that only a few bad employees can lower the image of the store as a result of bad behavior and, moreover, destroy the results of the good performance of others.

Govorek and McGoldrick (2015), in addition to the close relationship between employees and store image, employees, unlike other tools of the marketing mix, are the most difficult to increase and contribute to the image of the store and its appearance. adds that care must be taken in consideration of the swelling.

## **2.9 Processes in the Marketing Mix**

The last tool discussed in this subsection is to adjust and implement processes that are one of the key factors that help ensure proper store operation in retail and maximize customer satisfaction. need According

to Kerkovskeho and Dracula (2003), process business is "the development, delivery, production, distribution, information or other processes required to satisfy customer needs...". Zimmler and Zadrazilova (2007) stated that currently information technologies and systems are also an integral part of the processes that more or less support these processes, and when considering the processes in a retail company, they can be divided into three levels:

- Processes at head office
- Front office processes
- Back office processes

Later parts of the work focus on front-office processes, which are processes that involve direct contact with the customer, and according to Zimmler and Zadrazilova (2007), for example:

- ordering systems where it is important to try to minimize the customer's waiting time in the queue and
- additional systems called weighting systems or price controllers, etc., used to check prices. In addition, the monograph also focuses on back office processes, which no longer mean direct contact with the customer, but take place in the background.

These are processes that ensure the presence of a mandatory assortment in stores to optimize the entire logistics process, eliminate the human factor and effectively predict situations related to the need for consumables. For example, these (Zimmler Zadrazilova, 2007):

- supply and logistics processes or
- information about the status of goods in the store. CHAPTER

### 3. Company characteristics and selected stories

Now Albert stores, this is a brief introduction and then the store of his choice is Albert hypermarket, one of the 190 stores where Albert employs a total of 10,500 colleagues. The company cooperates with a total of 775 Czech suppliers and has one distribution center located in Postržijín in Prague. Albert also operates 17 gas stations and operator Albert Mobile in the Czech Republic.

The company also participates in charity projects through the "you decide, we help" program, which donated 28 million czk. It also distributes food to those in need and tries to reduce waste. (Albert Stores, CR, 2022a) The company also has a mission statement to "be the best for customers and help them lead a better and simpler lifestyle." He adds to the mission statement that customers want great products that are available to them at a great price, and Albert's mission is to deliver that to customers.

#### 3.1 "Albert hypermarket" store

The selected store to be analyzed further is located on the outskirts of the city and next to the Stop-Shop shopping complex, which includes Deichmann, Takko, SuperZoo, Okay and Kik stores. In addition to Stop-Shop, there is a rival KAUFLAND store about 320 meters away from Tesco.

Inside the Albert's building, in addition to its retail space, there is a pharmacy, nail salon, liquor store, jewelry store, tobacconist, flower shop, Vietnamese bistro, **and** recently a post office with a currency exchange office. During the season, there is also an ice cream shop in front of the store.

#### 3.2 Organizational structure

About 95 employees work in the selected store. Their organization is shown in the diagram below to make it more clear, where the store manager is at the top, responsible for accounting, personnel, maintenance and individual department heads. Managers coordinate staff responsible for filling merchandise, serving Deli counters, cashiers, and information workers. The staff consists of full-time staff and part-time staff.

## **4 CHAPTER. Research plan**

This is followed by subsections devoted first to theoretical starting points and then to a case study proposal where the analysis of Albert Hypermarket's merchandising tools is finally carried out.

### **4.1 Marketing research**

In a very dynamic field of marketing, marketing research provides an opportunity to improve it based on the results obtained. According to Karlicek et al., can (2013) marketing research is defined as "the systematic collection, analysis, and interpretation of information that serves as a basis for marketing decisions." Research can be done in different ways. can be done with, and currently the professional community recognizes three main types: quantitative, qualitative and mixed. Quantitative research uses numerical data, and qualitative works with verbal conclusions. In practice, there is no need to consider quantitative and qualitative research as incompatible. q, on the contrary, they can complement each other appropriately. The combination of these two studies is a mixed research that can lead to better results than using only qualitative or quantitative research. (Eger Egerova, 2017) Research Proposal Marketing Research Process is divided into two stages, the first is preparation and the second is implementation. In the preparation stage, the goal and the field of study should be defined. Punch (2008) recommends the concept of questions to help clarify research. It starts with the most general definition of the research area and moves to more and more specific questions (called a deductive approach). A field of study is usually a brief definition, and sometimes it can be a concrete concept. The next research topic is more specific than the research area, but again can be defined in a very short time. In addition, they develop specific characteristics of research on general and specific issues. General questions usually cannot be answered directly due to their high generality. Unlike general questions, specific questions can be answered directly. If it is possible to predict the outcome of certain issues based on a certain theory, then you can try to formulate and test hypotheses. (Eger Egerova, 2017; Punch, 2006) In addition, a preliminary analysis of the entire situation should be done at the preparatory stage. Assess whether it is realistic to conduct research and find the necessary information, as well as study the theoretical starting points relevant to this field, because it is impossible to conduct qualitative research without studying the

relevant sources of information. (Eger Egerova, 2017) The preparatory phase also includes research planning according to Kozlo et al. (2011, p. 86), if there is a plan, it is first of all "everything that happens during the research a document describing significant actions (and their consequences). The final point is the time of initial research, where it is still possible to identify and correct some overlooked flaws or to change some parameters of the planned methodology in order to achieve better results. This should be a part of any research because it uses a small number of respondents to learn their point of view, which can identify possible mistakes and guide them in the right direction. (Echki et al., 2011) In the implementation part, in the later parts of the work, interviews and observation are used to collect data, which Kozel et al. (2011) shows as the main method in the current collection of primary data. Later, the analysis of the obtained data is processed, in which there are various approaches can be used. As for qualitative data, they can be used for related visualizations, such as tables.

## **4.2 Applied research analyses**

Now there will be a detailed description of the case study research, and as mentioned in section 4.1, with the help of deduction, it is necessary to first identify the research area, then the research topic, and then general and specific questions.

## **4.3 Research Area and research topic**

### **Research Area**

The area of this monograph is retail marketing, which is the subject of the entire monograph. Due to the breadth of this field, it should be more precisely defined by the research topic.

**Research topic** In this case, the research topic is the practical use of marketing mix tools and the application of the selected principles and bases related to them in a particular store and their perception from the point of view of buyers.

## **4.4 General and specific questions**

In addition, general questions on the research topic should be proposed:

O01: "What is the current state of the store in terms of the use of retail tools and the application of individual policies and principles related to them?"

O2: "how are the selected analyzed retail tools of the store perceived from the point of view of customers and what is their attitude towards them?"

**Specific Questions** The first general question is further formulated in the form of the following ten specific questions in subsection 6.1 using the data obtained from the observation.

*S01: How does the store use the product as a retail marketing tool, as well as the related principles described in the 3 theoretical parts?*

*S02: How does the store use pricing as a retail marketing tool and the related principles described in the theory section?*

*S03: How does the store use places as retail marketing mix tools and related principles described in the theoretical part?*

*S04: What forms of sales support mentioned in the theoretical part are used by the store?*

*S05: How and how intensively are the marketing principles mentioned in the theoretical part about placing popular media and motivating customers' purchasing behavior applied/observed in the store?*

*S06: In the field of sales, how are the marketing principles mentioned in the theoretical part applied/observed in the store and how intensively?*

*S07: What is the current state of the store's interior design and exterior architecture?*

*S08: help to navigate the space described in the theoretical part inside the store are the main factors that give*

*S09: What are the employee-related principles described in the theoretical part used in the store? S010: How does the store apply the processes as retail marketing mix tools and related principles described in the theory section?*

*The second general question, which complements the analysis from the consumer's point of view, concerns the attitude and perception of the customers of the analyzed means of sale of the store, and the other nine*

questions presented in subsection 6.2 using the data obtained from the survey more clearly stated in the specific questions:

*SO11: How do store shoppers rate the choice in assortment categories according to school grades?*

*SO12: How do store buyers rate the quality and freshness of assortment categories according to school grades?*

*SO13: What is the reason why customers who do not buy private brands make this decision?*

*SO14: How do store buyers evaluate the overall price level and the ratio of the overall price level to product quality according to school labels?*

*SO15: What proportion of a store's customers usually wait for its discounts, and how many customers who come to the store because of the discounts make the entire purchase there?*

*SO16: How often do customers use Club Albert and why do customers not use it or not?*

*SO17: How do store shoppers rate store cleanliness, store orientation, and product mix based on school signage? SO18: Do customers find in-store promotional products useful or not?*

*SO19: How do store customers rate staff, store cleanliness, availability and cleanliness of shopping carts, and general environment according to school evaluations? Also, the used information needs are presented, on the basis of which hypotheses are advanced.*

#### **4.5 Information needs and assumptions**

Some aspects affect customers when choosing a store. According to a study by the agency Growth from Knowledge, the most important factors are the location of the store and fair prices relative to the quality. Store hours and directions are also important to customers, which also helps with communication at the checkout. In addition, contactless payment, parking and most importantly, freshness of fruits and vegetables. Among other things, the following analysis of the Albert store focuses on these factors.

In addition, a study by Skály (2020) shows that hypermarkets remain the main place for purchasing fast-moving goods in the Czech

Republic, and according to the study, 49% of respondents shop in Albert hypermarkets. These results show their high popularity and clear customer satisfaction with their parameters. The following hypotheses H1, H2, H4, H6 and H7, even if it is a selected store, taking into account the evaluations of customers, for example, the selection possibilities in the assortment, the quality and freshness of the goods, the price level, including their quality, product assortment, attitude of the employees and the ratio with the atmosphere of the store, it tries to test the satisfaction. accuracy and purity.

Currently, as mentioned in the monograph, private brands, which make up almost a quarter of the fast-growing market, are also becoming more popular and therefore more important for retailers. A 2019 study by Billa found that 41% of respondents believe that the quality of individual private brands varies, and 61% of respondents attribute low quality to private brands. they called the disadvantages of brands. Because of their increasing importance, the study also examines the issues related to them and therefore the hypothesis H2 tries to test whether the majority of respondents who do not buy Tesco private brands refer to the fear of low quality as a reason. To determine the need to focus on private brand communication, emphasize their quality or think about taste, which respondents in this study called the second most important reason that motivates them to buy these products. (Oupic, 2018)

In addition, a study published by the server [sprazy.aktualne.cz](http://sprazy.aktualne.cz) Growth from Knowledge in 2019 shows that 52% of purchases in the Czech Republic are actually made. (Shpachkova, 2019) it follows that customers widely use discounts and promotions, and therefore are an effective means of attracting customers to the store that awaits them. Thus, hypothesis H5 examines what proportion of Albert store customers expect these discounts on purpose. Hypothesis :

H1: the assessment of the choice of the assortment categories will not be worse than 2 points on average.

H2: the quality and freshness ratings for the assortment categories will not be worse than 2 on average.

H3: More than half of the respondents who do not buy Albert private brands cite fear of low quality as the reason.

H4: the price level and the ratio of price level to quality will not be worse than 2 on average.

H5: more than half of respondents tend to expect discounts

H6: evaluation of store layout, comprehensibility and configuration of goods will not be worse than 2 on average.

H7: evaluation of employees, cleanliness of the store, availability and neatness of shopping carts and general atmosphere of the store will not be worse than 2 on average.

#### **4.6 Social analysis**

The next step is a preliminary analysis, which consists in determining whether it is possible to conduct a study and obtain the necessary data for its implementation. This analysis was conducted in the form of a literature search on the problem of retail marketing. Next, to conduct the first part of the research through observation, it was necessary to visit the store and determine whether it was possible to take photos in the store. For the second part of the study, using a specific survey, the respondents were then asked whether these questions could be identified or understood. This issue was resolved by interviewing a smaller number of store customers. A tentative analysis showed that the study was feasible.

#### **4.7 Research Plan**

This subsection presents the detailed characteristics of the research design based on the theoretical conclusions in subsection 4.1. The study is divided into two parts.

The goal

The first part of the monograph, as mentioned above, answers questions about the practical use of marketing mix tools and their application in a specific store using the information obtained by observing the selected principles and foundations related to them. Its second part then, using data from the survey, complements these findings with customers' views and perspectives on these selected analyzed tools.

Data and its collection method The necessary data collection methods were direct observation in the store of Albert Hypermarket, followed by a survey using a questionnaire. The role of the interviewer

was played by the author of the monograph, who conducted the interviews partly via e-mail and social networks, and partly in person in the city center.

Respondent group and time period The respondent group consists of Albert store shoppers who are at least 18 years old, as there is a risk that young people have little shopping experience (for example, because their parents shop for them). Before starting to fill out the questionnaire, each respondent was asked (in person or using a filter question on the questionnaire) whether they had visited an Albert store or were over 18 years of age. The aim was to obtain completed questionnaires from at least 150 respondents. The schedule is given in the table below.

**1-table research**

<b>period</b>	<b>Activity</b>
1	Data collection during follow-up (part 1 of the study)
2	Data processing of the first part of the study
3	Filling out the questionnaire and preliminary research
4	Collecting and processing data using a questionnaire (part 2 of the study)
4	To conclude

Source: Author, 2022

**Data processing and analysis**

The survey data were processed using Microsoft Excel, with which the hypotheses were tested (see Chapter 6 ).

**Preliminary studies**

A preliminary study tested the clarity and comprehensibility of individual questions and the average time required to complete the questionnaire. A group of 8 people was selected for the preliminary study , which helped to identify minor flaws that were later corrected in the questionnaire.

## **5. ALBERT ANALYSIS OF THE USE OF TRADE TOOLS, PRINCIPLES AND RECIPES IN A HYPERMARKET**

Now this chapter is devoted to analyzing the principles, tools and marketing founder application described by Albert Hypermarket in literature search. Subsections interpret the data obtained from observations together with tables or photographic documents. The entire chapter is also supplemented with notes based on data obtained from a survey aimed at customer perception of the analyzed trading tools.

### **5.1 Products in “Albert Hypermarket”**

The first marketing tool analyzed in the store is the product. Subsection 2.3 emphasizes the importance of focusing on other product-related factors as part of marketing, and therefore the following subsections also focus on assortment, quality, and private brands.

### **5.2 Assortment**

Hypermarkets are characterized by a wide and rich assortment that matches the Albert store. The store assortment includes a large number of high-speed products that the customer often buys and searches for (food). It is also filled with products that the customer buys less often (dishes, stationery) and is deliberately designed so that it is full and the customer can buy what they need in one place.

The assortment of the Albert store consists of the following categories:

- Clothing
- Fruits and vegetables
- Dairy products, eggs and alternative dairy products
- Bakery and pastry shop
- Meat, fish and delicacies
- Perishable foods
- Special and healthy diet
- Frozen foods
- Drinks

- Alcoholic drinks
- Household management
- Pharmacy and cosmetics
- Childcare
- Products for pets
- Home & Entertainment (Albert Stores CR, 2022c)

The assortment is also evaluated according to four characteristics: width, depth, length, strength. These individual assortment characteristics are presented in the table in a practical example of the assortment of dairy products in the Albert store. The breadth of the assortment reflects the number of individual product lines of the company. The example of Apple in Tesco store (see table 2), Albert store offers its products in four product lines (yoghurt, milk, butter, cottage cheese). Assortment size is defined by Kotler and Keller (2013) as the total number of names in a product line, in this case 10. Assortment depth is then defined as the number of variants available for each product such as Apple Florian strawberry, vanilla, chocolate, etc. Finally, consistency shows how closely related product lines are to each other (see relationship in consumption).

Table 2 is an example of the characteristics of the dairy product range of Albert Store

"Apple" Company			
Yogurt	Milk	Oils	Cottage cheese
Being a classic	Fresh milk	Golden Khan	Olomoutsky cottage cheese
Don't be Florian	Organic fresh milk		
Apple Bio			
Apple Sweets			
Olmsted-that Olmsted			
To be a cavalier			

Source: Author, 2022

In connection with the wide assortment of dairy products in the store, it is necessary to talk about the risk of the so-called decision paralysis of the buyer. In the assortment of dairy products, in particular white yogurt or margarine (see Table 3), the customer has the opportunity to choose more than ten types in the store, which can lead to decision paralysis according to the research results mentioned in section 2.3 . Thus, some customers may have purposefully avoided sales due to negative feelings associated with paralysis. In addition, they can take a long time to make a purchase decision.

Table 3-More than 10 options of dairy products in the Albert store

	White yogurt	Margarines
1.	Boguslavetsky natural white milk Skir	Classic games
2.	Apple Classic original white yogurt	Rama butter
3.	Hollandia yogurt white suspension	Classic frame
4.	White yogurt with chocolate cream	Frame with salted butter
5.	Milko White Greek Yogurt 0 <sup>o</sup> /"	Pearl semi-fat margarine
6.	Milk Greek Yogurt White 5%	Farm butter is a gem of taste
7.	Activia Probiotic yogurt white	Flora Golden
8.	Dairy products Volske Mezifiti white yogurt	Florida liazi
9.	Yogurt Activia white sweetened	Flom is original
10.	Greek-type yogurt elinas white	Apple Zlat Khan

11.	Yogurt with Albert White	Thick margarine Albert extra classic
12.	bifidoculture	
13.	Yogurt Cumin Salsa White	

Source: Author, 2022

The assortment of stores is also related to the dynamic factor, when it is necessary to constantly change it and adapt it to the needs of customers. Wu Store regularly changes its assortment according to the instructions of the head office. For example, innovations in the category of alcoholic drinks, when the new sparkling wine Mucha Sekt Ice, available in the store range, was recently released. Another example is new products such as limited edition befeater gin (blueberry, strawberry, orange) or new flavors of Jack Daniel's Apple or Frisco Daiquiri. Among the new soft drinks, Albert introduced Coca-Cola Orange to its offer. From the cereal category, he offers, for example, a new product - churros Chiniminis. Changing the assortment should be considered not only from the point of view new products, as well as in terms of seasonality that regularly appears in the store, for example, grill products in the summer or in connection with the holidays, products for Valentine's Day, Easter or Halloween. subject etc.

The ability to choose from the assortment of the selected store was also studied as part of a questionnaire study, where shoppers were asked to rate this aspect for individual categories with grades, as in school. All assortment categories scored an average of 2 except for fruit and vegetables, meat products, poultry, and fish assortment, where the rating was slightly worse than the average of 2. According to the results of the survey, the risk of decision-making paralysis due to a wide choice is not so great, since the feeling of long-term purchase is confirmed by only 11% of respondents (more information in section 6.2).

### 5.3 Quality

The product is also related to quality and freshness immediately after the Albert hypermarket store receives the goods, when the delivery inspection is carried out and the staff checks that the item meets the requirements. Then, the respective products are stored in accordance

with the rules for optimal temperature, dryness, light and clean and tidy storage.

In addition, regular inspections of goods already displayed on the shelves are carried out. These inspections are most common for perishables such as fruits and vegetables, which also require the most frequent deliveries. The store staff will re-examine this assortment and discard all items that no longer meet the requirements. If the product is damaged only from an aesthetic point of view, these products are sold at a discount as secondary. The same procedure applies to durable products with damaged packaging, for example.

However, despite efforts to control the quality of the products sold, there were several cases in 2021 when certain food products in Albert stores were removed from sale as a result of the order of the state agricultural food inspection. was. It was, for example, a light mozzarella with an unsatisfactory ratio of dry matter, and this condition was considered misleading to the consumer. (Eating in the Column of Shame, 2022) in addition, Albert on his website, for example, the recall of Apple brand milk due to possible microbial contamination, the recall of crispy strips of pork due to trace amounts of Mr. Salmonella, or the Vegetarian reported a recall of his butcher's veggie burger. plastic content in the product. (Albert Stores CR, 2022d)

Such market withdrawals can lead to a loss of trust among store customers, and as Karlicek et al. (2018) points out, companies should therefore avoid situations that can damage the reputation of their products. , because after customers turn. rating the company's brand as poor quality, in most cases the tool is too complicated and expensive. Therefore, it is important to be very careful not only in quality control, but also in the selection of suppliers, thereby trying to avoid an excessive increase in these adverse events.

In cases where a customer subsequently buys a discontinued product, you should pay attention and try to rectify the situation. The store understands this, takes a responsible approach to events of this nature and gives customers the opportunity to return goods with full compensation.

Quality and freshness were also investigated in a questionnaire study (subsection 6.2) and proved to be the worst perceived by

consumers of the range of fruits and vegetables mentioned above. The mean is 2.2 when calculating the mean score .

#### **5.4 Private brands**

In the Albert store, you can also find self-made products that clearly display the name of the chain, but do not have this name. Here, both food and non-food products are offered under private brand names, which are also tailored to suit customers (see below, eg organic products, protein, etc.).

Brands called Albert include the private label Albert, which replaced the former Albert Standard and Albert Value, launched in 2001, and offered low-quality products at low prices (Hofman, 2021). The Albert brand offers both food and non-food products and falls under the economy or standard private brand category.

Another brand is 'Albert Finest' under which value added products are offered over standard products. This added value is, for example, a gentle processing method, original recipes or the origin of raw materials. This includes products such as Fairtrade certified coffee or Rainforest certified tea. This brand offers the highest quality products and therefore belongs to the category of exclusive private brands. (Hoffman, 2021)

Private brands, which belong to specific brands that represent specific product types, for example, "Albert High Protein". This direction is devoted to food products that are appreciated by supporters of a healthy lifestyle, because they contain a high amount of protein. In addition, "Albert Free From " is a gluten-free food line, and "Albert Organic" is a line of products that meet the requirements for organic products. (Hofman, 2021) is another specialty brand, such as Albert Plant Chef, under which plant-based products are marketed.

Non-chain brands include Liberty and Flo, which replaced the former Albert Loves Baby.

These are products for children. Pro Formula is a line of beauty products such as shower gels, shampoos, soaps and more. In addition, the Go Cook brand specializes in kitchen appliances (Hofman, 2021). Then, for example, the "Brunos" brand, which includes products for animals, "Avoure" or "Spring Force" shower gels, which are toilet articles.

It follows from the above that in the store you can find many goods under private brand names in various product categories, which is appropriate today, because, as mentioned above, these products are gaining popularity and in 2021, the rapid transition of private retail brands its share in spending on perishable goods made up a quarter of the market value. (Media Guru, 2021)

Although the popularity of private brands is increasing, they are often associated with a problem in the form of concerns about their poor quality (see section 4.2.3), according to the results of the survey, even selected the reason for deciding not to buy the brand is also dominant among mine buyers.

## **5.5 The price**

Another tool of the marketing mix that is analyzed in relation to the selected store is the question of price and the overall price level associated with it. The store price level is determined by all the prices of all goods that the selected store receives from the head office in most cases, with the exception of special discount prices (see section 2.4 for more information).

The price level depends on the type of retail format, and in hypermarkets, along with goods, boučková et al. (2009), customers expected and demanded an acceptable price level. Consumers decide where to shop based on prices they can easily compare between competing stores. Therefore, the Albert store emphasizes its value for money with various special discounts and many price offers, which is discussed in more detail in the contact section. However, there is now the problem of rising prices.

Currently, the prices of not only food products, but also non-food products are increasing significantly. Price increases are caused by higher prices of raw materials required for production and other costs such as fuel, packaging materials, energy and wages, and customers also feel this increase in all competing retailers. So Albert stores are no exception and are still facing this reality.

The company responds quickly to the existing unfavorable situation and tries to agree with the suppliers on the purchase prices of the goods. However, the representative of the Albert chain explains that

traders cannot fully influence these factors, but they are trying to reduce the increased prices through negotiations, they do not pass them on to consumers, and despite the increase in the price of raw materials , continue to provide the most widespread use. to affordable, environmentally friendly and healthy products for customers. (Goracek, 2022)

According to the results of the survey, the customers of the store evaluated the level of price, and in both cases, the level of price with the quality of the store was lower than 2 on average, so compared to other aspects that the customers evaluated, this was the worst evaluated price. the rest (for more information, see subsection 6.2).

## **5.6 Location**

The third marketing mix tool to be analyzed in relation to Albert's store is place. The store is usually located on the outskirts of the city, according to the theoretical principles for hypermarkets, and has a large parking lot with about 250 parking spaces, which is enough, because it is possible to park due to the excessive number of people. There are no cases. The customer can also use other services of other retailers near Tesco, such as a beauty salon or currency exchange, or visit other stores (pet store, clothing stores, etc.). The proximity of these other stores and services may give Tesco a preference for shoppers who may prefer it over its competitors because of its shopping options and access to services.

The choice of location also includes providing the customer with the easiest and most convenient way to get the right product to the right place at the right time, which is due to the store hours set from 7:00 a.m. to 10:00 a.m. every day. 'liq, weekends, including holidays excepted.:00. Thus, it works almost continuously throughout the day and is more suitable for customers with irregular working hours, for example. In addition, Albert strives to provide the easiest and most convenient way to deliver products to the consumer, including offering distribution services not offered by other competing companies in the region.

The main issue in the area of availability is also to ensure that there is sufficient availability of goods in the store, because there have often been cases where the customer cannot find the items they need in the store (or they saw in the brochure) because they are sold out, this start a store connection that eliminates the inconvenience.

Chosen Albert recognizes these risks, tries to avoid them and ensures the availability of goods by regular delivery and replenishment of goods. The warehouse in the store is managed by the store-line program, which monitors the state of inventory in the warehouse and, if necessary, forms orders for certain goods (more information in section 5.7). The arrival of goods from the warehouse to the shelves is monitored by store employees in night shifts and throughout the day, depending on the current state of sales in various departments.

The presence of promotional products in the store not only from the point of view of customers was also studied within the framework of the survey, from which it was found that despite the great attention paid to the replenishment of goods, customers rated the degree of replenishment of promotional goods as slightly worse than 2 (Section 6.2 see lim).

## **5.7 Communication**

Another tool analyzed is the communication used by Albert Hypermarket to inform and engage customers both outside and inside the store, as well as to create a loyal community through loyalty programs. The following subsections are devoted to the sales support tools used in connection with the selected store. Subsections first describe the use of communication in the form of promotional offers in the form of flyers, coupons, and loyalty programs, the purpose of which is to attract customers to the store, and then directly in the store and its the application of principles related to communication on the trading floor is considered. The customer can access the product. the retailer has one last chance to impress the customer.

## **5.8 Flyers, promotional prices**

Advertising prices, as mentioned in section 4.2.3, are a very effective and widely used tool in the Czech Republic. In 2018, almost half of the purchases of fast-moving goods here were on sale. (Spachkova, 2019)

Albert, like other retail chains, uses promotional pricing and promotes sales with multiple flyers that include promotional pricing or sales packages such as 3+1. To get some discounts, flyers also show a club loyalty card icon (more on this in the next section), which shows a better

price if the customer uses it at checkout. The leaflets are available both in printed form (directly in the store or by mail) and in digital form, and the offers in them are almost the same for all stores in the Czech Republic (if the promotion of this product is in any store unless applicable to the mine, specified in the leaflet with an exception note).

Advertising prices are also related to the already mentioned fact that customers can expect them to be targeted, so this question was also considered in a survey study, in which more than half of the respondents in the Albert store confirmed to be targeting discounts on certain products. At the same time, almost half of them said that if they went to the store only for discounts, they would do the whole shopping there (see section 6.2).

### **5.9 Albert Club Mobile App and Loyalty Program**

Albert, like most modern retailers, also offers the possibility of using a mobile application, where the customer can find out about current offers and get an Albert Club loyalty card. As for the use of loyalty cards, this mobile application can support the frequency of use by customers, because today almost every store offers a loyalty card, and the storage of many physical cards is associated with a number of problems (the customer now has another there is no place for the card, so he prefers not to use it, loses it or forgets it at home). Thus, the application makes it easier to access and use the card and gives the customer the opportunity to choose what is more convenient for him - a card in the mobile application or a physical card.

The Albert Club Card loyalty program is based on the accumulation of points based on the purchase price, and the customer receives one point for every 10 kroner. After assembly

300 points per billing period (billing is carried out up to 4 times a year) the customer receives cash vouchers for shopping in Albert stores, as well as for the things he buys the most, according to the information received through his card gets personal discounts to get. The card is also useful for purchasing certain items that are sold at a discount when used in the club. However, in order for customers to use the card, they must have sufficient information, know about its existence and be convinced of its usefulness.

The Growth from Knowledge agency also looked at the use of loyalty cards in one of their studies, and the study found that the two most common reasons customers typically don't use them are lack of information and not being offered the card (i.e. employee inactivity).

The Wu store provides such awareness of the club through some information materials and flyers on the sales floor, but nevertheless, a survey related to the selected store showed that Albert store customers prefer to map The most common reasons for non-availability/non-use were found in the same way, and with the increase in knowledge, it is insufficient information, lack of use (so increased staff engagement in the form of usage notes here can help ) and lack of confidence in its benefits (see Section 6.2).

### **5.10 Coupons**

To increase the frequency and volume of purchases, the store also uses coupons for customers who do not have a loyalty card. This Coupon system is launched at different frequencies and for every 200 Krona purchase, the customer gets one sticker. These stickers are attached to paper and after collecting ten stickers, the customer gets a 10% discount on the entire purchase, after twenty stickers - a 20% discount on the entire purchase. Thus, the store strives to establish long-term relationships with customers, maintaining the frequency and volume of purchases even by customers who are not part of the loyalty program, thereby trying to stay ahead of the competition. does.

### **5.11 Communication during exit**

When the customer is already in the store, the communication in the POS terminal starts working, and the retailer has the last chance to use it to interest him and convince him to buy. This subsection is devoted to the analysis of the principles and methods of using communication tools used in the form of outdoor communication tools and indoor Floor Stands at points of sale.

POP communication tools are placed in individual stores according to the instructions of the headquarters or according to the wishes of the management. Space is always taken into account when placing them. They are placed in such a way that they do not obstruct the movement of

customers through the store and can be reached in an organized manner. Mail communication begins outside the store.

### **External means of communication**

Before entering the store, there are advertisements at the front door, club information materials, or posters highlighting the quality of products that the customer can find in the interior sales floor.

The effectiveness of these ads depends on the customer's readiness to buy, which is influenced by whether or not he already has a shopping cart. Yesensky et al. (2020) stated that if a customer does not have a purchase tool in hand, he will only notice outdoor advertisements ten percent of the time. But once he gets his hands on the basket, his obsession with pop tools doubles.

In the case of a selected store, shopping baskets are placed in four locations outside the store, where three shelters with shopping baskets are located in the parking lot and the fourth shelter is directly is located before entering the store. Thus, customers enter the shopping cart even before entering it, which positively affects their perception of external and internal advertising materials, and therefore they are properly prepared for the mode of shopping outside the store.

### **Reduce speed**

Other factors that affect the buyer's willingness to buy, as mentioned above, are called "speed bumps". These are carefully designed or highly attractive items that help customers get into buying mode. These products can interest the buyer, slow down his progress and set him up for impulse buying. Retailers can use them as parking spaces in their stores. These products include, for example, bakery products, fruits and vegetables, meat and sausages, advertising spaces or seasonal products. Working with these stops is effective not only in the so-called decompression zone, but also during the entire shopping trip. (Yesensky et al., 2020)

In a selected store, these stalls are distributed throughout the entire store area, both as promotional zones and seasonal products can be considered a very attractive assortment, as there are carefully planned products such as promotional/seasonal products from flyers and fruits and vegetables. vegetables, baked goods and delicacies. These

departments are not located close to each other in the store, but there are shelves with other assortments between them. The more aisles a customer has to go through, the more he buys, and therefore separate parts of the store help to put customers in shopping mode during the purchase and give the customer as much as possible. accompanies to pass.

At the same time, there are stops according to the results of the Advertising Display Power project, which are the most visited. This study shows that many thousands of people pass through areas where bakery products, meat and sausages, cheese, fruit and vegetables are sold. It was later determined that the results of the research from the company's internal sources correspond to the usual behavior of customers in the selected store. Most customers pass through these sections, and the most visited are the advertising areas in this store.

### **Placement of POP communications within the store**

It is optimal to place POP communications in the most visited places of the store, because there it can reach the most customers. The end to the middle of the first third of the store is also the most effective zone for such communication, because customers do not feel like they have already spent, so they are more prone to impulse buying.

In a selected store, POP devices are located throughout the sales floor, mainly in the most visited areas, but also include the initial decompression zone, where, according to theoretical principles, their efficiency may be low. From the first half to three quarters of the sales floor, their concentration is undoubtedly the highest, where advertising goods are mainly displayed.

Promotional goods currently on sale are usually sorted by size on the sales floor, so the largest products are located at the beginning of the store. Shoppers prefer to put larger items in their carts first, which makes sense from a practical standpoint.

As mentioned above, POP primarily means the promotion of impulse purchases, that is, the sale of a specific product. The customer should notice the pop-up tool, remove the product from it and pay. If a customer places an item in the Cart once, perhaps when he later sees a competitor's item, he will not return the original item he already placed

in the Cart and buy the competitor instead (for example, if it is not much cheaper). (Yesensky et al., 2020)

Accordingly, POP media in the store is always placed at the beginning of a certain line to ensure that the customer buys this product, because even if he encounters a competitor, it is unlikely that he will not buy it, because in POP media Whoever saw it first.

Blind spots should also be avoided for a clear view of pop media. However, if it is necessary to use blind spots, a possible solution is to use expressive and active communication, or even practical and creative means that go out into space.

In these blind spots, in a selected store, several pop music stands were always located at the beginning of the aisle, where usually two pop media were facing each other. Due to the internal layout of the store, it is currently not possible to place the shelves outside the blind spots, so in most cases they are equipped with at least a color contrast coefficient, which can attract customers due to the color difference. At the same time, the media are always opposed to each other, and the stands are placed so that representatives of rival companies are not shown.

## **5.12 Merchandise**

Placement of goods on shelves, including price tags, is also related to communication at the POS terminal. Thus, this section is devoted to the application of principles and rules for placing goods on shelves within the framework of trade.

### **Planograms**

The placement of goods in the selected store is controlled mainly by planograms and partially at the discretion of the store management. Planograms for the store are prepared by the headquarters and used to determine the location and accuracy of goods on the shelves. Among other things, they also work with height, and the most expensive products are often placed in the most useful height positions (approx. 150 cm) or if the store offers private brands in this category, they are located there, because Albert first tries to sell their brands.

Depending on the volume of sales, the edges of individual products (parts of products that can be seen by the customer) are developed, with which work related to the change of the assortment is also carried out, if

new products are introduced, it is necessary to reduce the other. to make room for the new one - they are installed with a cover, and the old product is displayed with fewer parts (columns). Products are always sorted in a column based on the date of use and the corresponding price tag is placed next to them. Price connection

Adequate positioning and visual composition of price tags are also considered in relation to merchandising. Product name, packaging price, and unit price are displayed on all price tags in the store for both staff and customer needs, ensuring proper location of price tags. They also contain the so-called TPN, which is the number that the product is kept in the store, the date of publication, the EAN code and the number of people to whom the staff should show this product.

Price signs should be tailored to accurately reflect prices and fit in the store, be clearly visible, and contribute to impulse buying. A colorful price tag design designed to attract the customer's attention helps to visually convey information and increase the benefits of promotional prices and discounts in the selected store. For this reason, non-discounted products only have a white price tag, and for better visibility, the store marks the sale items with a clear yellow illuminated price tag indicating the discount percentage. These yellow colors can be found in several store designs, as in addition to special price tags on the flyer, special price tags are used to determine the prices of sale price tags (for example, for end-of-season sales) and items nearing the end of their shelf life. is displayed. in short, the store needs to be sold ASAP.

The principles of using fonts are also related to the customer's perception of the price tag, where the more important (i.e. stock) price is written appropriately below the original cut price of the others, except for the special price tag. On all types of price tags, the best price is written in a significantly larger font to highlight it. In all cases, the currency symbol is displayed so that it is not too noticeable on the price tags, because usually the price on a price tag without a currency symbol is assumed to be lower according to theoretical principles. Also, according to marketing principles, in-store price tags often correspond to the exact products they display here.

### **Contrast, sales level**

As part of sales, colors and their contrast should also be used in the arrangement of goods, so that customers have the best view of the products placed.

An example of the use of color differentiation in a store is for example the juice section where brand differentiation can be clearly seen with colours, or the differentiation of Tesco's own brands (beige range) with blue 'our price' lines. stands out.

The above-mentioned "our price" plates are used to refer to the shelves in the store that display the promotional and non-promotional products of private brands. However, the exception is Albert Finest's own brands, which offer an exclusive range, where there is never an inscription "our price" on the shelf, which is quite appropriate, because if it exists, this is the accepted reputation of the product line. can reduce

The store also uses a unique digital frame that extends into the space. The frame is conveniently placed next to the assortment of sweets and has a dominant position in the room. It is used here to highlight the range of Orbit chewing gum.

Sales, pop media, is also concerned with the level of sales of goods in a particular medium. Because buyers often look for patterns in what others are doing, a cluttered shelf can make the buyer feel like they're not interested in the product (or simply that the buyer doesn't want to compromise the integrity of the clean whole in the first place). If the goods in the warehouse are partially sold, this may mean that the product is in high demand because people are buying it, so the customer may think that it is worth buying. But if the shelf is half-empty, he may feel that there are still unnecessary leftovers. (Yesensky et al., 2020)

In most cases, selected Tesco's had grocery carts filled with approx. from 60 to 90 percent according to recommendations for their efficiency. At the same time, there were cases when the shelves or the media were completely filled, which, on the contrary, could reduce their effectiveness. There are almost no cases of half-empty shelves, from which we can conclude that the store takes good care of filling pop resources, but for practical reasons independently of partial filling (to reduces the need to kill).

**Complementary placement and cross-selling** The cross is also used in retail stores. Yesensky et al. (2020) stated that it is desirable to post only highly relevant products that are closely related to the section in question. If the customer is set up to buy the goods of a certain department, he probably will not be interested in dealing with goods that have nothing to do with them.

The Albert Store has a very small number of apps that serve as additions to a specific assortment. However, the application areas are always related to the product range and complement it accordingly. Examples of cross-merchandising used by a select store include a display rack with chips next to the beer or gift bags in the wine display area. These additional storefronts not only help to increase the sales of these products, since they are located in more store locations (gift bags and chips have their own home shelves, but also in other departments), but also to customers helps to make shopping more convenient.

### **5.13 Communication at Checkout**

In select stores, POP media is also used on both floor and trailer cash registers, designed to increase sales of merchandise, as well as reduce customer wait times. In particular, there are stores near the cash registers that sell, for example, candy, chewing gum, ice cream or small packets of drinks.

Since in-store advertising is designed to help customers make a purchase, the survey asked customers how they felt about in-store advertising, and 17% of them answered that it helps them (more information in section 6.2 ).

### **5.14 In-store radio and tasting**

The store also has music that isn't too fast or too slow. Music serves as a tool here, its role is to set the mood, set the customers at ease and contribute to the shopping environment. The radio will be replaced by a radio that informs people in the store about current events. There are promotional offers, additional services or information intended for store employees.

Tasting products that are not available in the store also helps to increase sales. The store could use them, for example, to increase sales of

their own brand, which according to the results of the survey (see section 6.2) would be approved by more than half of the respondents .

### **5.15 Material Environment**

should have both functional qualities that facilitate shopping for customers and factors that affect the psychological perception of customers.

### **5.16 Store Exterior Design**

The material environment of the Albert store begins to affect the customer from the outside because of its unique architecture. The store is decorated in blue and red, matching the colors used in the logo, which is also featured prominently on the building, so it can be seen from a long distance. From the outside, the store looks clean and tidy. Access to it is through wide glass doors, and the transparency of the glass reduces the contrast between the interior and exterior environment. The entrance is located on the left and right side of the lobby, so the flow of customers is divided into two separate corridors, thereby regulating its intensity. There are no barriers or stairs to obstruct the entrance.

### **5.17 Internal layout of the store**

Then the internal layout of the selected store is decided in the form of the so-called mesh layout, which is mainly characterized by parallel shelves arranged according to individual sections of goods. Section F is a flow design style and the customer can go through this section at will escorts in any way that is on the racks. After entering the store, the customer can walk through several streets, which makes it easy and quick to go through the store, for example, if he is after only one item. To facilitate orientation, the store has hanging signs as a guide (in the same colors as the store's architecture on the outside), where the customer can see what is on the individual shelves directly from the main street. can reach The location of store shelves rarely changes, so customers do not have to constantly adjust to a new location and thus do not spend time looking for the desired product.

The question of how reasonable customers perceive the layout of the store was also examined in a survey study, which showed that customers rated it with an average of 2 points (see section 6.2).

## 5.18 Store interior design

Shop furnishings are also complemented by the tools and colors used. In many stores, the walls are painted white, which can psychologically create a sense of purity. The exception is the seasonal section where the walls are painted green.

The floors of the store are covered with small-format white tiles, except for the clothing department, where a simulated floating floor is installed. This unusual floor design creates a contrasting effect here and creates a more pleasant environment for selling clothes.

Used equipment such as shelves, coolers and refrigerators are painted white, which matches the color of the floor in most areas of the store. The shelves are equipped with cranks and stripes in dark blue, red or yellow, matching the colors Albert also uses in the store's exterior architecture, logo and advertising materials. Thus, all these elements reinforce and complement each other, and the customer will better remember the colorful image of the store, because it will be associated everywhere with the same colors as the Albert brand.

Fruits and vegetables are displayed as small garden boxes to make them look as fresh as if they were just picked. Baking is presented in wooden baskets and boxes suitable for this type of assortment.

Obviously, lighting also affects the psychological factors of customers. According to Jesenský et al. (2020), affects the human body, affects the behavior of customers and employees, and affects their psychological state. In the case of artificial light, the light intended for the active part of the day should consist of blue components, at least the daylight contains them, because this is the circadian rhythm (are blue components that have the ability to activate alertness).

Lighting in the store is solved using artificial light, which is painted in warm colors that have little ability to influence the activation of the circadian rhythm, and therefore its effect on the motivation of customers and employees is less effective. may not. In addition to general lighting, lighting can also be used for window lighting of goods that are almost never used in the store (except for the light frame in subsection 5.4). Similarly, contact with fragrances is not used here.

Cleanliness also affects the atmosphere of the store, due to daily cleaning, the store is kept clean, and the temperature inside the store affects not only the alertness of customers, but also the speed of movement through the store. If the temperature is too hot, it can cause customers to get tired or leave the store faster (also, it's too cold). In the selected store, according to observations, the temperature is neither too hot nor too low.

Perceptions of store cleanliness and the impact of the general atmosphere from the customers' point of view were positively evaluated according to the survey results. The worst was the cleanliness of shopping carts, which customers rated an average of 2.1 (see section 6.2).

### **5.19 People**

Employees are also an element that affects the atmosphere of the store, and it is not unusual for employers in the retail sector to face a shortage of them. The same is true of Albert Stores, a company whose hiring manager said that the number of applicants for jobs increased during the pandemic in 2020, but then decreased with it, and that the interest of job seekers was as high as before the pandemic. decrease can be seen again. pandemic. (Albert Stores CR, 2021)

Labor shortages can have a negative impact on customer satisfaction with the outlet, but store vu can deal with these issues very well in the case of low job satisfaction. It has a large staff of about 90 employees. Employees work in shifts, so there is always a sufficient number of workers who can provide their work at a given time and are available to customers when needed. A regular four-shift work schedule is established for the store's permanent employees, who plan their shifts each month. The store has a four-shift mode of operation, because in order to create the most comfortable conditions for customers, it is necessary to constantly maintain the proper operation of the store, even when most other workplaces finish their working hours.

Of course, most of the store staff are needed to work on the sales floor, but as part of more flexibility, Albert trains its operational staff in such a way that all store staff can carry out all the activities that take place here, and the current depending on the situation, so work as needed. at the moment they are most needed (for example, in the case of temporary queues, employees can immediately help cash registers and thereby

quickly reduce them). However, despite these efforts, the speed of service at cash registers was rated below 2 on average, and therefore ranked among the worst when compared to other factors (see Section 6.2).

Since it is very common for the employees working in the store to have personal contact with the customer, the management of the store also makes sure that there are people who have a pleasant demeanor and enjoy interacting with people. Since store employees are always "in sight" of customers, it is also important that they look good and dress appropriately for the store. That's why store staff wear blue T-shirts or sweatshirts with the Tesco logo on them.

## **5.20 Processes**

Processes, as the last tool of the retail marketing mix, are carried out in the selected store, among other things, in the category of front office processes, for example, the speed of service at the checkout, customer information and processes related to complaints.

Due to the speed of the service, the store prepares shift plans, which are adjusted based on the accumulated experience in relation to the times of the most visited peak loads. The aim of these plans is to ensure maximum service speed and availability to avoid queues. At peak times, self-service cash registers also help eliminate queues where you can pay by card or cash, as with traditional cash registers. Self-service cash registers facilitate transactions, especially for customers with small purchases. The store also trained employees flexibly so that all employees were able to work in almost all positions on the sales floor, before forming checkout lines, see the previous section.

In case of complaints, the customer store has information officers who always try to resolve the customer's complaint as quickly as possible and at the end of the process to the customer's satisfaction. Information desk staff, as well as other store staff, are also available to customers if they need information, and in addition to the people available here, they check weight such as fruit for price information. may use several price testers or scales for

The main supply process is carried out as part of the back office processes supported by a computer system called Store-line connected

to the POS systems. This connection is used here so that the system can record the status of the product in the store. It does not distinguish whether the item is in the warehouse or on the sales floor, but when the transaction occurs at the checkout, the system automatically removes the sold item from the inventory. Then the system automatically creates an order for items to be delivered to the store, and every day, except Monday, the goods are delivered by truck. Using the system and almost daily delivery, the store tries to ensure the maximum availability of goods in the store for customers.

Revaluation of goods is also done in the back office. This process is repeated daily, mostly during the night shift, to ensure that the customers in the store are pricing the items correctly and thus the price shown on the price tag is actually displayed for them at the till. .

The staff who perform this revaluation print the price tags that need to be converted. The printing is done automatically, so that the price tags are printed sequentially according to the shelves, and the employee can reproduce them sequentially.

The biggest price changes happen every week from Tuesday to Wednesday evening, because Wednesday is always the day when new promotions appear from the flyer. Despite our best efforts to ensure the correct placement of price tags, the price may be displayed incorrectly due to human error. An electronic price tag system can help eliminate these potential errors, saving employees time spent on routine pricing.

## **6. FORMING CONCLUSIONS ON THE RESULTS OF ANALYSIS AND RECOMMENDATIONS**

In the previous subsections, a series of data and photographic documents obtained in the first part of the study were interpreted using observations. The second part of the questionnaire survey complements this analysis with findings on customer perception of the store's sales aids. The following sections are now devoted to formulating answers to a total of 19 specific questions in both parts of the study identified in Section 4.2 and visualizing the results of the survey. Then recommendations are formulated based on the results of the analysis.

### **6.1 Structured interpretation of the data obtained in the first part of the monograph**

#### **Obvious question #1**

S01: "how does the store view apple products as a retail marketing tool and the related principles described in the theoretical part?"

In the field of product policy, the active principle of the store to change the assortment by introducing new products or seasonal products is especially appreciated. In the store, you can find a wide range of products under private brand names, which are now a very important tool that is becoming more and more popular. In the store, you can see that the offer of your brands is intensively adapted to the needs of customers (for example, special brands with high protein, etc.) to attract as many customers as possible.

Here, the general assortment is wide and offers a wide choice that is theoretically expected from hypermarkets and is attractive to buyers in general. For example, for white yogurts and margarines, the possibility of choosing more than 10 types was noted, which could create a risk of decision paralysis due to prolonged choice, which was addressed by the survey during the study. The store tries to carefully monitor the quality of not only private brands, but also all other assortments. Nevertheless, there are several cases in 2021 where certain products will have to be

withdrawn from sale due to quality reasons, which may have a negative impact on consumer confidence and should be eliminated.

## **Obvious question #2**

*SO2: "how does a store use price as a marketing mix tool and the related principles described in the theoretical part?"*

*In hypermarkets, customers demand and expect an acceptable price level due to the high quality of goods. However, according to the research presented in subsection 4.2.3, prices are the second most important parameter when deciding on the choice of store, and therefore this fact should be strictly taken into account, which is raw material becomes complicated in the current situation of rising prices. However, in order to comply with this principle, Albert is already taking appropriate measures against price increases in its stores by actively negotiating with suppliers, thereby reducing the final price increase for customers without affecting the quality of the product. These aspects are becoming increasingly important due to current events, as unfavorable times can affect the price sensitivity of customers, and therefore the company's activity in this area is very appropriate now.*

## **Obvious question #3**

*Thus, 3: "how does the store use places as a retail marketing tool, as well as the corresponding principles described in the theoretical part?"*

*According to the research presented in section 4., the location of the store is the most important factor in choosing a store, but it has not changed much. In hypermarkets, large and less frequent purchases are expected, and therefore they tend to be built on the outskirts of cities. The same applies to Albert's store, which is located close to other stores and services, which is also a distinct advantage, as, among other things, customers may prefer it to its competitors. The store also has a large parking lot (250 parking spaces), and the size of the parking lot is also an important factor influencing the customer's decision when choosing a store. In the case of Tesco, according to observations, this capacity is sufficient and there are no cases of overcrowded parking. At the same time, the place in the marketing structure is also related to its sufficient availability, which is a very important factor for the store, which is clearly not overlooked, works with it correctly and gives customers a day allows shopping, for example, during*

*business hours (from 7:00 a.m. to 10:00 a.m.). or by providing distribution services that the company provides nearby and exclusively. In addition, the availability of products is intensively ensured with almost daily deliveries and constant replenishment of goods.*

#### **Obvious question #4**

*So, 4: "what forms of sales support mentioned in the theoretical part are used by the store?"*

The store uses various promotional prices and discounts to attract customers to the store, which are advertised in flyers in almost the same way as competitors. To increase loyalty, it uses Albert Club loyalty cards, which give holders additional benefits and allow them to receive personalized discounts. This gives him the opportunity to more precisely influence individual customers. In addition, it sometimes uses discount coupons, the purpose of which is to encourage customers who are not even in the loyalty program to buy more and thus conveniently fill out the remaining contact forms. At points of sale, the principles of mass communication and sales are used, which influence the impulsive purchases of customers at the last minute and increase the visibility of advertising offers advertised in leaflets (for example, through advertising zones). The built-in radio also complements the atmosphere of the store. However, there are no flavors that a store can use, for example, to increase awareness of its own brands.

#### **Obvious question #5**

*SO5: "in the theoretical part, what marketing principles are used/observed in the store, related to the placement of popular media and the stimulation of customer purchasing behavior, and how intensively?"*

The question focuses only on communication that occurs when the customer is already at the point of sale. This communication should be carried out as part of following certain principles, and it can be said that the store follows these principles correctly in most cases (see Table 4), thereby significantly increasing the effectiveness of communication at the POS terminal.

*Table 4-Modeling the purchase and placement mode of Pop messages*

<b>Principle</b>	<b>Verbal comments</b>	<b>Appearance frequency</b>
Placement of shopping baskets outside the store	The principle of placing shopping baskets outside the store is at work here, it encourages the shopping mood of customers and the baskets are conveniently placed outside, in the parking lot and before entering the store.	4-fold outer arrangement of baskets
Placing links at the beginning of sections	This principle is usually followed here , and the pop-up message is almost always placed at the beginning of the sections, so that the customer sees it first when entering the section.	Very common (20 or more cases)
Placing popular media beyond the reach of replacement	The store strictly adheres to the arrangement of pop media, so that there are no pop substitute stands next to each other.	Always
Using the so-called stops	In the store, very attractive or seasonal products are distributed appropriately throughout the area so that they are not placed close to each other and encourage the customer throughout the purchase.	-
Placing popular media in places where customers are most concentrated	Pop media in the store is mainly located in places where the highest concentration of customers is found according to the internal materials.	Very common (20 or more cases)
Distribution of pop communications is mainly up to the first third of the store	This principle is not strictly followed here, but the largest concentration of popular resources is observed in the first half-three-quarters of the store, where customers do not necessarily feel that they have already spent all their money.	-

Distribution of advertising goods on the sales floor according to their size	This principle is strictly observed when selling goods. The largest items are always placed at the beginning of the store, and smaller items are gradually placed next to each other (this avoids situations where the customer does not put larger items in the Cart at the end of the purchase and therefore prefers not to buy them).	Always
The principle of placing pop contacts outside the decompression zone is not considered here.	This principle is not considered here. In several cases, the pop connection is located in the storage decompression zone, although it is less effective here.	-
Placing pop-ups away from blind spots	The store does not adhere to the principle of placing POP-media outside blind spots. POP media are also placed in the so-called blind spot on the sales floor, where they are small and therefore less effective. However, the store is placed in such a way that in most cases pop media is not better placed so that it does not hinder the movement of customers, and therefore they are at least provided with color contrast. At the same time, all POP media in the store can be easily accessed from several sides.	-
Use of color contrast in popular media	Contrast is mainly used for advertising materials that are blindly placed in the store, because their expressiveness increases, and therefore the customer can notice them. Very common (5-20 cases)	Very common (5-20 cases)
Using POP communication at checkout	In the store, communication at the checkout is used a lot, which distracts customers from waiting in line and promotes impulse buying.	Very common (20 or more cases)

Source: Author , 2022

**Obvious question #6**

*Thus, 6: "how are the marketing principles mentioned in the theoretical part in the field of sales applied/observed in the store and how intensively?"*

Analyzes in the field of communication in POS terminals are also related to the trading principles observed in most cases (see the table below).

sales analysis results

<b>Principle</b>	<b>O verbal explanation</b>	<b>frequency</b>
Using product coverage based on market share	The store works intensively with the coating due to the increase in the market share of the product. He changes it as needed to include new products and to make sure that the display case has enough of the required products.	-
Using the contrast of product colors on the shelves	Some sections of the store, for example, used contrasting colors to distinguish private brands. The store also has one contrast digital frame.	General (case 5-20)
Color price tags by price type and their content (sale, regular, special sale)	Stock price tags are always highlighted in yellow, compared to regular prices that are only white. Prices are usually in the price tags presented according to the principles of using fonts and their overall size (the only exception is for sale price tags where the stock price is higher than the original price, which is recommended in these principles). Accordingly, they have a currency symbol, which is imperceptible and thus lowers the perceived price level.	Very common (20 or more cases)
% completeness of products in media at configuration level 60 to 90	The store does not take into account this principle for practical reasons (the frequency of the need to fill) and therefore always fills with full fuel. Nevertheless, in most cases carriers were	Very common (20 or more cases)

	filled in accordance with recommendations from 60 to 90%.	
Considering the shelf life of the products	In all observed cases, the expiration date was taken into account. Goods with a longer shelf life are always listed after goods with a shorter shelf life.	Always
Placing competing goods on the shelves at a sufficient distance	In none of the observed cases, competing products were placed close to each other on the shelves.	Always
Proper display of goods under their brand in accordance with their image	When displaying the goods, the store also takes into account the picture of the goods. The company places "our price" labels on its private brands in its standard categories, which are never seen on its exclusive brands to avoid tarnishing its image.	Always
Use of mutual trade	Cross-selling in the store is very rarely used, but in all cases the categories are connected to each other and, accordingly, complement each other.	Rarely (up to 5)

Source: Author , 2022

### **Obvious question #7**

*So, 7: "what is the current state of the store's interior design and exterior architecture?"*

The following table also answers this question.

Table 6 - interior and exterior architecture design of the store

Factor	verbal explanation
External store architecture	The external architecture of the store is designed in blue-red colors, it is fresh, clean and able to impress from a long distance due to its expressiveness.
Barrier-free store access and contrast	At the entrance, due to the glazed entrance, as recommended in the literature, the contrast of entrance from the outside to the interior space

between indoor and outdoor spaces	is eliminated. Also, there are no stairs or barriers.
Sales equipment and materials used (merchandising equipment)	The store is mostly painted white. The floor is covered with white tiles outside the clothing department, where the imitation of a floating floor was chosen to create a better environment, emphasizing the contrast of the clothing range with the rest of the store. Commercial equipment, such as refrigerators and refrigerated display cases, are white, which psychologically evokes a sense of cleanliness, and wooden cases are chosen accordingly to display, for example, bakery products and vegetable boxes.
Illumination	The lighting of the store is yellow, so the effectiveness of increasing the vigilance of customers may not be very noticeable.
Colors used	Red, blue and yellow colors are used a lot on store shelves. These colors are also used in the logo and advertising flyers.
The smell	Exposure to customers with fragrance is not used at all.
Music	The background music features a radio that plays music at a moderate pace, interrupted by commercials and other advertisements.
Temperature	Under observation, the temperature in the store is alternative.
Combining and complementing the interior and exterior of the store	Coordination of indoor and outdoor spaces is very intense here. Both the exterior architecture and the color scheme inside the store match and thus reinforce and complement each other. Through consistent use both inside and outside the store and in promotional materials, the customer can better associate them with the store and thus remember the colorful image of the store.

Source: Author , 2022

### **Obvious question #8**

*S08: "Are there any key factors that facilitate movement in the space described in the theoretical part within the store?"*

Table 7 - the results of the analysis of the main direction factors of the store

<b>Factor</b>	<b>The event</b>
Departmental store structure	Yes
Attractions in the store	yes (character)
Main shopping streets	Yes
Permanent (rarely changing) layout magazine	Yes

Source: Author, 2022

### **Obvious question #9**

*So, 9: "How is the personnel policy described in the theoretical part applied by the store?"*

The store works very conscientiously with the employees within the framework of marketing and takes into account the relevant principles in the selection process of employees.

Then the store properly trains its employees, so that the workers can do all kinds of work (for example, when creating queues, the person who adds goods can help at the checkout), which has a positive effect on their efficiency. The store does not forget to take into account the image aspect, which also refers to the original appearance of the employees wearing blue clothes with the Tesco logo, which matches its interior environment.

### **Obvious question #10**

*Thus, 10: "how does the store apply the processes as tools of the retail marketing mix and the related principles described in the theoretical part?"*

The store uses front-office-level processes as a means of ensuring a smooth flow of customers through checkouts, as it carefully plans staffing levels to avoid queues, including self-service checkouts. will help. In addition, through front office processes, it provides the necessary

information about the customer and complaint handling process, while giving maximum attention to the principle of maximum customer satisfaction. Back-office processes are then used as a means of ensuring, for example, that goods are adequately supplied and adequately priced. Introducing electronic price tags for revaluation, which will greatly facilitate this process, save time and, moreover, eliminate possible pricing errors that, if they occur, can make the store look bad. can be considered. correctly marked prices are also one of the main factors that customers make a decision when choosing a store.

## **6.2 Visualization of data obtained in the second part of the monograph**

Now the second part of the research conducted with the help of the questionnaire (and the answers to the following 9 specific questions) is presented, which fills the customer's perception of the analyzed trading tools. The content also includes hypothesis testing.

It should be noted that as stated in Črása (2016), a statistical hypothesis is not only tested by itself, but always against another statement, called the null hypothesis ( $H_0$ ), which is the one being studied. is a statement that asserts that there is no difference between the correlation of variables. If the test proves that the null hypothesis can be rejected, the alternative hypothesis ( $H_A$ ) is accepted. Decision-making about statistical hypotheses is probabilistic in nature, which also creates the risk of falsely rejecting the null hypothesis. This risk is called the significance level " $\alpha$ " and can be chosen arbitrarily. Thus, the following hypotheses are rejected/accepted based on what is called the p-value, which is the lowest level of significance at which the null hypothesis can be rejected (if a  $>$  p-value, we reject the null hypothesis and if a  $<$  p-value, null hypothesis we do not reject the hypothesis).

The questionnaire survey received responses from a total of 161 respondents, 90 of whom were interviewed in person in the city center (in the form of paper questionnaires or using a tablet) and the remaining 71 via email and social media surveys. The questionnaire (see appendix) had a total of fifteen questions, with two additional filtering questions added to the online questionnaires. Customers had to evaluate the selected factors by rating them as in school (1 - excellent, 2 - very good, 3 - good, 4 - adequate, 5 - insufficient), if for some reason they could not

evaluate a certain parameter , they had the option of choosing the answer "I can't appreciate." Some questions also had verbal responses.

### **Obvious question #11**

*Thus, 11: "how do store buyers evaluate the possibility of choosing assortment categories according to school signs?"*

If the question in survey number 1 is about choice, the following survey results will answer. The provision of personal choice ratings is such that respondents often gave ratings from 1 to 3.

In addition, for individual categories, rather than an "I can't rate" response, an average value was calculated for which respondents rated the worst possible choice in the categories of fruits and vegetables, meat products, and meat, poultry, and fish. . Conversely, the best average score is obtained for the range of alcoholic and non-alcoholic beverages and dairy products. The greatest data variability, in terms of standard deviation, was found for meat, poultry and fish.

In connection with this issue, the hypothesis H1/H0 was also established:

H1 / H0: "the evaluation of the choice of the assortment categories will not be worse than 2 on average."

H1 / ga: "the evaluation of the choice of the assortment categories will be below 2 on average."

The hypothesis was tested with a one-sample t-test for each observed aspect to determine which were above the mean and which, on the contrary, were indeed the top 2. The null hypothesis regarding selectivity was then rejected at a significance level of .05 for three dimensions, namely fruits and vegetables, meat products and meat, poultry and fish. Thus, it is proved that the respondents rated them very well. Even if this does not lead to a rapid deterioration of the results and the store focuses a lot on its assortment, it will conduct another study that will focus on what the customers in this category are missing and take corrective measures if necessary. can organize.

The aforementioned decision paralysis is also related to assortment, specifically choice. In some cases , a survey was conducted to determine whether store shoppers feel that shopping in a store can be

boring because of the wide selection, as in some cases there are more than 10 options for a single type of product for dairy products. Question #2 was asked. A total of 20% of respondents (33) said they did not feel this way, and 39% (63) said they did not. 11% (17) said they definitely had a long-term shopping sense, and 14% (23) said they had more. 16% of respondents (25) said they don't know. The results show that the richness of the assortment is probably optimally chosen, since most buyers do not consider this area problematic, and reducing it can cause dissatisfaction with a narrower offer, rather than helping to increase satisfaction by buying less.

### **Obvious question #12**

*SO12: "How do store shoppers rate quality and freshness in all categories of the assortment according to the school assessment?"* To answer survey question 3, respondents rated quality and freshness as in the previous question in categories with a high risk of perishables, i.e. fruits and vegetables, bread and pastries, as well as meat products, sausages and should be rated for delicious food. Now the respondents rated all the categories as in the previous case, mostly from 1 to 3.

The best rating was obtained for bread and bakery products, and the worst for fruits and vegetables, where there is also the greatest variability of ratings.

Hypothesis H2/H0 was put forward on this issue:

H2 / H0: "the quality and freshness assessment for the assortment categories will not be worse than 2 on average."

H2 / ga: "the quality and freshness indicators for the assortment categories will be below 2 on average."

As in the previous case, it was tested with a one-sample t test. As for fruits and vegetables, the null hypothesis was rejected at the  $\alpha = 0.05$  level of significance, which proved that consumers rate the quality and freshness of fruits and vegetables worse than 2 on average.

According to the study presented in Section 4.2, the freshness of fruits and vegetables. 3, is among the less important factors that customers decide when choosing a store, but nevertheless, they should not be ignored. Therefore, the store should pay more attention to this aspect.

### **Obvious question #13**

*S013: "What is the reason why customers who do not buy private brands make this decision?"*

Question 4 asked how many of the store's customers buy its private brands. Research has shown that he buys goods under private brand names

88 people (55%), 59 (36%) do not buy them and 14 (9%) do not know what a private brand is. This finding is also consistent with the fact that private brands are becoming more and more popular these days, as few respondents know about them and most consumers buy them.

The next question in Questionnaire 5 was only relevant to respondents who said they did not buy private brands. According to the results of the survey, the most common reason for this decision was fear of the low quality of these goods, which is also consistent with the research mentioned in section 4.2.3.

Hypothesis H3 /HA was also established:

H3 / H0: "more than half of the respondents are of low quality fear.

H3 / YES: "More than half of the respondents who do not buy Albert private brands fear low quality."

This hypothesis was tested with a relative frequency test and the null hypothesis was rejected at the 0.05 level of  $\alpha$ . Thus, it is proven that more than 50% of respondents who do not buy private brands are concerned about their low quality.

As the store tries to increase sales of its brands, as a countermeasure to the perception of low quality, for example, it is now possible to sample them directly in the store for customers to taste. can apply some measures such as

This was followed by survey number 6, which found that 56% (91) of respondents were in favor of tasting private brands in stores, only 20% (32) of respondents were not, and 24% (38) of respondents he said he didn't know.

Most customers recognize them, and implementing them not only helps overcome mistrust, but also increases awareness.

### **Obvious question #14**

*SO 14: "how do store buyers evaluate the overall price level and the ratio of the overall price level to product quality according to school labels?"*

Presenting individual evaluations when a question arises in questionnaire No. 7, we can say that evaluations with 2 and 3 points prevail here, and customers rated these aspects a little worse than before.

When calculating the average value, it exceeded the value of 2 in both respects. Then the volatility in terms of standard deviation is higher for the general price level issue.

Hypothesis H4/H0 was related to this issue:

H4 / H0: "price level and the ratio of price level to quality will not be worse than 2 on average."

H4 / to: "the price level and the price level and quality ratio will be below 2 on average."

This was tested with a t-test and the null hypothesis was categorically rejected at a significance level of  $p=0.05$ . It turns out that buyers actually rate these two aspects worse than 2 points on average, while the ratio of price level and product quality was rated slightly better.

In the case of prices, this worst-case estimate may be affected by the current general increase in raw material prices, which will then be reflected in the final prices of all competing stores, and therefore when customers become more price-sensitive due to lower Real incomes. At the same time, as mentioned above, prices are the second main motivation of customers to choose a store, which is the chosen store, is evaluated worse by customers than other factors, and therefore Albert negotiates the prices in its stores. it is very reasonable to try to increase suppliers average.

### **Obvious question #15**

*SO15: "What proportion of the store's customers expect discounts, and how many customers who come to the store because of the discounts will make a full purchase here?"*

This specific question is related to the customer discount expectation problem discussed in Chapter 2.6. The survey showed (survey No. 8) that 68% (110) of respondents expect discounts, only 32% (51) do not expect discounts.

In connection with this issue, the hypothesis H5/HA was established:

H5 / H0: "more than half of the respondents are not inclined to wait for discounts.

H5 / YES: "more than half of the respondents are inclined to wait for discounts."

After performing the relative frequency test at the level of significance, the null hypothesis  $p \leq 0.05$  was rejected, and thus it was proved that more than 50% of respondents expect discounts on certain goods.

Based on this question, the next question in questionnaire #9 was asked only to customers expecting discounts. The goal was to determine whether they would do all of their shopping in-store if they only went to the store for the discounts. 49% (54) of respondents answered yes and 41% (45) chose when. Only 10% (11) of the respondents said no. It follows from this conclusion that most customers expect discounts, but if they go to the store, in most cases they immediately make the entire purchase, which is also in line with the main purpose of these discounts, because they attract customers and make them do 'attracts mine and you buy other things. goods here at the same time.

Another tool that not only attracts customers to the store, but also helps to increase their loyalty, as well as personalize offers and collect data, is the Albert Club loyalty card. Another obvious question is related to this matter.

### **Obvious question #16**

*S016: "how often do customers use Club Albert and why do customers not use it or not?"*

Question 10 of the questionnaire was previously related to the frequency of its use. A total of 47% (76) of customers who have a card

always use it. 18% (29) use it occasionally, 10% (16) own it but do not use it, and 25% (40) of respondents do not own it at all.

Respondents who did not have a card were directed to survey question 11, which asked why they did not have such a card.

In general, the majority of respondents who did not have a card indicated that they were not sure of its usefulness, 50% (20), the second most common reason given by 25% (10) of respondents was that they were not interested in it, 20% (8) people. 2.5% (1) said they had another reason and 2.5% (1) visited the store only occasionally.

Then the following table shows the reasons why the respondents own it, but do not use it or use it only occasionally (questionnaire #12). The results show that among those who use it, the problem of sometimes neglecting it dominates. The main reason for respondents who own one but don't use it is that they don't have enough information. The survey results are also in line with The Growth study by the Knowledge agency, where the most common reasons are lack of information and lack of mapping, which can be attributed to low employee engagement and subsequent forgetfulness. . Therefore, sales staff are advised to focus on these two factors.

### **Obvious question # 17**

*Thus, 17: "how do store shoppers rate store cleanliness, store orientation, and product mix based on school signage?"*

Merchandising, the products on the shelves, provided by the general layout and comprehensibility of the store, are also one of the most important factors influencing the customer's decision to choose a store (see Chapter 4.2.3), and they are selected assessment in conjunction with other factors related to the environment in the store. you can see an overview of the individual grades, the most common grades are 1 and 2. Thus, the respondents evaluated these factors very positively.

After calculating the average scores for individual categories, it is clear that all other factors are rated better than the average score, except for the addition of promotional merchandise, clarity and logic of store design. good (2). This assessment is generally positive, but although intensive replenishment is being carried out in the store, the assessment of the replenishment of promotional goods was the worst.

In connection with these factors, the hypothesis H6/H0 was established:

H6 / H0: "The evaluation of the layout of the store, the appearance and configuration of goods will not be worse than 2 on average."

H6 / YES: "The evaluation of the layout of the store, the appearance and configuration of the goods will not be worse than 2 on average."

It was tested using a one-sample t-test. Here the null hypothesis was rejected for only one aspect and therefore the mean score below 2 was proved at the level of significance. only for inclusion of promotional products=0.05. Therefore, it is recommended that the store pay more attention to the adequate supply of promotional products, which, according to the above results, expects many customers. A situation where they can take it to the store and find out that it is not there can increase the negative situation and customer dissatisfaction, and therefore it is important to solve this problem.

### **Obvious question #18**

*S018: "do shoppers find in-store ads useful or not?"*

The appearance of the store is also related to the in-store advertising tools, which should help customers to shop and navigate the store. According to the results of survey No. 14, 17% of respondents said that advertising helps them, 75% does not help, but does not bother them, and 8% say that point-of-sale advertisements annoy them. These results are more or less consistent with the results of the Czech and advertising studies, in which the respondents described the advertisements at the points of sale as more useful and less annoying. The results show that in the Albert store, the advertising in the sales floor is also perceived as neutral or useful, and therefore its customers do not feel saturated with advertising in the sales point.

### **Obvious question #19**

*S019: "How do store customers rate staff, store cleanliness, availability and cleanliness of shopping carts, and general atmosphere according to school evaluations?"*

In survey No. 15, as in many previous cases, customers often put 1 and 2 points. The calculated average shows that the worst score was

obtained in the case of speed of service at cash registers, but there is also the greatest variability here. The second worst rating was for the cleanliness of shopping carts.

Regarding these factors, the final hypothesis H7/H0 was established:

H7 / H0: "Evaluation of employees, cleanliness of the store, availability and neatness of shopping carts and general atmosphere of the store will not be worse than 2 on average."

H7 / YES: "Evaluation of employees, cleanliness of the store, presence and orderliness of shopping carts and general atmosphere of the store will be below 2 on average."

Here, the null hypothesis was rejected only for the speed of service at the cash registers, where the average was proved to be higher than 2, although the employees were trained in the store, when they appeared in the queue can intervene immediately.

### **6.3 Recommendations for improvement**

Based on the results of the analysis and survey, we can conclude that the store correctly uses the sales tools and takes into account almost all the theoretical principles associated with them. Buyers evaluate the factors of the store selected in the questionnaire survey very positively, but in order for the results to give a more accurate picture of reality, the questionnaire survey should also be conducted in connection with competing stores, so that the results of the average evaluation can be compared. Its limitation. Based on the results of the analysis, certain recommendations can be made to the store.

According to the survey research, consumers rated the choice of fruits and vegetables, meat products, as well as meat, poultry and fish below 2 points on average. So, the store could conduct another study in this area, the purpose of which is to determine what specific products are missing here, and based on the results, then consider adding them.

As for fruits and vegetables, a worse score than 2 was shown due to their quality and freshness, while the proposal to solve this situation is to increase the daily inspections of the products displayed in this assortment category. In the case of second-rate products, the store excludes them from the classic assortment and offers them a more

favorable price, but it is useful to increase its intensity in this activity. At the same time, it can communicate a good price in such a way that when the customer decides to buy this second-quality product, it prevents waste and "saves" the fruit or vegetable from being thrown away. In this way, waste can be eliminated, and furthermore, this measure can also be useful in reducing negative perceptions of quality and freshness.

In addition, the analysis showed that in relation to customers who do not buy private brands, the main reason for such a decision is uncertainty about their quality, which may be related to the fact that these brands are initially presented as cost-effective. Therefore, the author suggests that when communicating with private brands, they should emphasize their quality more and consider tasting these products directly in the store, which is so According to the results of the search, it welcomes the majority of buyers. This proposal helps to remove doubts about the identity of private brands and increases awareness about them.

In addition, the analysis showed that the majority of customers who did not have a club loyalty card decided to do so because they did not consider it useful. Customers who own it but don't use it or use it only occasionally cited lack of information and lack of use as the most common reasons. A measure of improvement here would be to increase awareness of the benefits of the club directly in the store and add the same signage that shows the better value when using the club used in the flyers. In addition, the author recommends more actively reminding store employees to use and offer the club.

The store analysis also revealed that cross-selling is rarely used, which helps make shopping more convenient for customers. Taking this into account, the author recommends its wider use and further use, for example, in the preparation of delicacies in the form of spices and marinades, adding straws, flavored milk and granko to the range of milk, adding nozzles with sponges for washing dishes to the range of cleaning products. swelling etc.

The shop may also suggest using more spotlights, as they hardly work with light. For example, it would be appropriate to use it in the field where it presents its exclusive private brands. In this case, general lighting is carried out in more yellow colors, the author recommends replacing it with blue light, which increases the alertness of both

customers and employees. Customers in the store also evaluated the cleanliness of the shopping carts, where a slightly worse score was found, and therefore the author recommends cleaning them and then checking their condition regularly.

Due to stock availability, stock replenishment is 24 hours a day at the store and despite regular, almost daily deliveries, the survey found that stock replenishment averaged below 2. Here it would be appropriate to pay more attention to plan the delivery of promotional products and direct employees to pay more attention to them during filling.

In addition, observations showed a worse score of 2 for the speed of cash register staff when the store exerted maximum effort during peak hours and in most cases when all cash registers were operating. Small purchases are made in stressful situations at self-service checkouts or information counters. Therefore, this problem can be solved by implementing a scanning and purchasing system, which is already available in some Tesco stores, which allows you to pay for your purchase without leaving the cash register, thus saving time. In cases where the cash registers are not fully occupied during peak hours, as mentioned above, which is very rare in the store, to mitigate any negative perception and the store is unwilling to offer a solution via built-in radio, if there are queues and not all the cash registers are working, the customer will announce that he can do it. use information as an excuse to get less money (Coupon, discount on purchase). This is already in practice, for example, the company KAUFLAND, in this case, offers a discount of 50 kroner on purchases.

The analysis also revealed that in-store staff spend a lot of time on revaluation activities, which could be saved by implementing electronic price tags, which would help eliminate potential pricing errors.

## **Conclusion**

The monograph work is devoted to the topic "this monograph work" Marketing research in enterprises is devoted to the marketing of a certain store, which is "Albert hypermarket". The purpose of the monograph is to study the practical use of marketing tools and a set of tools for selling and is the application of selected principles and fundamentals related to them in a particular store. Since the retailer really has the last chance to impress the customer, much of the research is focused on the point of sale, which is an important element here. is also dedicated." And there is a special focus on the tools of the expanded marketing mix that companies use to maximize exposure and customer satisfaction, which is now even more difficult due to the high competition of retail and the lingering effects of the covid-19 pandemic.

The purpose of this monograph is to analyze the practical use of tools appropriate to the marketing complex and to process selected principles and instructions related to them in a particular store. The research conducted through direct observation in the Albert hypermarket store is the most important part of this work, while more attention is paid to the communication at the sales points. The research is supplemented by the opinion of the buyer about the selected analyzed tools, as well as the results of the survey and other necessary information and materials provided by the store management.

The results of the research show that the store uses the individual tools of the marketing mix very actively and takes into account many of the principles associated with them. In conclusion, the author evaluates marketing activities very positively. In particular, one can appreciate active work with the assortment and its regular change. The store also uses various forms of sales support to attract customers, which are then reinforced in the store environment through communication at the POS terminal, in most cases, according to the study, they are properly applied according to the relevant principles. is used, so it can have the most effective effect on store customers. the last possible point. The store's focus is on making shopping as enjoyable as possible for customers, aided by its atmosphere, location and staff. You can also appreciate active negotiations with suppliers, with the help of which the company tries to maintain an acceptable price level in its stores during the current period of price increases.

The benefit of the work should be, first of all, a more detailed picture of the problem of selling tools and understanding the purpose and context of their practical application. According to the results of the study, there are also certain recommendations in the areas identified as problematic according to the study. These recommendations are related to, among other things, assortment, private brand communication, club loyalty cards or other organizational recommendations that can then be submitted to store management.

## Application: Questionnaire

Dear respondents, I ask you to fill out a short questionnaire. The answers are anonymous and will be considered later for research work related to retail marketing. The questionnaire is intended for people who are customers of Albert hypermarket and have reached the age of 18. It contains a total of 15 questions and lasts from 5 to 10 minutes.

Please grade the following question according to the classical grade:

1 - excellent, 2 - very good, 3 - good, 4 - sufficient, 5 - not enough. If you cannot evaluate this aspect, for example, because you did not buy it / did not pay attention to it, you can choose the answer "I cannot evaluate".

### 1. How do you rate the possibility of selection in the following categories?

Perishable foods	1	2	3	4	5	I can't rate
Pharmacy	1	2	3	4	5	I can't rate
Non-alcoholic beverages	1	2	3	4	5	I can't rate
Non-alcoholic beverages	1	2	3	4	5	I can't rate
Frozen products	1	2	3	4	5	I can't rate
Meat, poultry and fish	1	2	3	4	5	I can't rate
Dairy products	1	2	3	4	5	I can't rate
Meat products	1	2	3	4	5	I can't rate
Bakery	1	2	3	4	5	I can't rate
Fruits and vegetables	1	2	3	4	5	I can't rate

**2. Do you think the richness of the assortment in this store makes you tired of shopping?**

Of course, yes, on the contrary yes, I don't know, on the contrary no, of course not

**3. How would you rate quality and freshness in the following categories?**

Rate the school according to the evaluation method (1 – excellent, 2 – very good, 3 – good, 4 – adequate, 5 – insufficient).

Bakery	1	2	3	4	5	I can't rate
Fruits and vegetables	1	2	3	4	5	I can't rate
Meat products	1	2	3	4	5	I can't rate

**4. Do you buy products under Tesco Private Labels?**

- \* Yes
- \* No
- \* I don't know what it is

**5. Why not buy private labels?**

*(This question appears in the electronic survey only for respondents who answered "no" to the previous question.)*

- \* I did not register them in the store
- \* I doubt the quality of this product
- \* Very high price
- \* Another reason

**6. Do you want to try private brands directly in the store?**

- \* Yes
- \* No
- \* I do not know

**7. How do you evaluate the general level of prices and their ratio to quality?**

Rate the school according to the assessment method. (1-excellent, 2-very good, 3 – good, 4 – sufficient, 5 – insufficient).

The price level is 1 2 3 4 5 I can't rate proportional

with product quality I can't rate

General price level 1 2 3 4 5

**8. Are you waiting for discounts on certain items that you would not buy at full price at the store?**

No, no

**9. If you go to the store only because of discounts on certain products, do you make all purchases here, including non-discounted items?**

Yes No No Never

**10. How often do you visit the Albert Club?** *(The following two questions were shown as answers to this question in an electronic questionnaire created for surveying via tablets and social networks.)*

\* It belongs to me, but I don't use it

\* Always

\* Sometimes

\* This does not apply to me

**11. If you don't have a card at all, why?**

I am not interested in him

I'm not sure about its usefulness

I don't know enough about it

Another reason. I go shopping from time to time

**12. If you have a card but don't use it or use it only occasionally, why do you do it?**

\* I am not sure about its usefulness

\* I don't know enough about it

\* I forget to use it

\* I go to the store from time to time

\* Another reason

### **13. How would you rate the following features related to store orientation and product availability?**

Rate according to school evaluation method (1 – excellent, 2 – very good, 3 – good, 4 – adequate, 5 – insufficient).

Adding non-promotional products	1	2	3	4	5	I can't rate
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Add promotional products	1	2	3	4	5	I can't rate
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The ability to pull goods from the shelves	1	2	3	4	5	I can't rate
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Transparency of goods on shelves	1	2	3	4	5	I can't rate
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Clarity of placement of advertising products	1	2	3	4	5	I can't rate
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Ability to move around the store	1	2	3	4	5	I can't rate
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Clarity and logic of store planning	1	2	3	4	5	I can't rate
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### **14. What do you think about store advertisements?**

Promotional tools help me make purchases

Advertising tools don't help me buy, but they don't bother me

Advertisements don't help me when I'm shopping, and they annoy me

**15. How would you rate the store atmosphere and the following characteristics related to store cleanliness and staff? Rate according to the style of school certification (1 - excellent, 2 - very good, 3 - good, 4 - sufficient, 5 - insufficient).**

General atmosphere in the store	1	2	3	4	5	I can't rate
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Cleanliness of shopping carts	1	2	3	4	5	I can't rate
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Having shopping carts	1	2	3	4	5	I can't rate
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Cleanliness in the store	1	2	3	4	5	I can't rate
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Staff readiness and attitude	1	2	3	4	5	I can't rate
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Service speed at checkout	1	2	3	4	5	I can't rate
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Source: Author, 2022

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