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ADVERTISING EFFICIENCY IS IN A RETAIL BUSINESS

An object of publicity influence in a retail business is the real and potential buyers. At the analysis of correlation of expenses on promotional purposes, devoted one or another group, there is a question: what is it needed to outlay a more money on — on bringing in of new buyers or on stimulation of already present? List of traditional publicity instruments, applied in a retail, does not differ a variety, but it is necessary to say that a basic transmitter of publicity message to the buyers is a shop.

In respect of bringing in of new buyers and stimulation them to the feasibility of the first purchase, here publicity influence appears by means of such external attributes, as a signboard, registration of windows and presence of the comfortable parking.

Efficiency of publicity influence of shop as a basic transmitter of advertising can be estimated by such descriptions, as a degree of loyalty of buyers, frequency of visits of shop, meaningfulness for the buyers of basic descriptions of shop and satisfaction by them. By most efficiency in a retail business, publicity strategy, based on the complex and balanced affecting all types of having a special purpose groups of potential and real buyers, possesses presently. The aims of separate promotional purposes must correspond the aims of general publicity strategy, if they are not directed on the specific groups of buyers.

Result: the major instrument of the publicity affecting buyers — it a shop as place of comfort feasibility of purchases. In this sense the balanced assortment and carefully thought out price policy work on withholding of buyers.