

THE IMPACT OF COMMUNICATION IN AGROALIMENTARY SALES

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Abstract: *It is already known the importance and impact of effective communication, whether we are talking about verbal or nonverbal communication. In the following paper we will observe the impact of different communication techniques in the agroalimentary industry. Our study presents how verbal communication increased the sales volume successfully, promoting easily, through direct marketing. Making a difference between advertising and direct marketing, we can state that, the last one, has a bigger and immediate impact on customers. Thus, direct marketing is made either by direct contact with the client, on the occasion of salons, exhibitions and tourist stands, either by phone, fax, post or computer*

Key words: *communication, effective, techniques, promotion*

INTRODUCTION

A fairly new concept, introduced in the twentieth century, as a result of the evolution of marketing in this period relates to marketing communication. It helps to initiate a relationship between the seller, customer, distributors or other audiences.

Modern marketing is based on effective bilateral communication: consumers communicate to companies what they want, and companies tell them what they have.

In comparison to advertising, promotion is aimed at stimulating buyers to get them to buy a product immediately. With the help of promotion, distributors enjoy a fast, but temporary, sales of a product or service.[1]

MATERIALS AND METHODS

For the preparation of the paper, we consulted specialized material in the field of promotion and selected some of the medes to implement them. It is well known that the ideas or marketing strategies that we can apply in our own business can be difficult to find.

Direct advertising or direct marketing is based on direct contact between sellers and buyers through a variety of methods, such as: virility, answering questions, offering advice, giving free gifts, respecting customer ideas, dealing with clients, interviews.

RESEARCH RESULTS

This chapter of the paper aims to present direct marketing techniques and actions aimed at convincing customers or potential buyers to purchase products and to keep them constantly aware of existing offers.[3]

In order to carry out the case study, we took research in S.C. FOIENTIM S.R.L, with the field of activity selling alimentary and non- alimentary products. The store is located in Timisoara, on Evlya Celebi Street, no.5, is a small shop with only three employees. For a permanent improvement, over a year, when the store was opened, several variables, components of direct marketing, were taken into account to test their effectiveness.

Virality, one of the most popular concepts and one of the cheapest for the seller. The basic idea of this concept is to convince existing customers to bring new customers. To encourage virality, we must offer our customers the reasons why they want to recommend us: quality products, affordable prices. A strategy used for this is to offer vouchers for acquaintances, to offer business cards that can be easily distributed or to reward those who come with a new customer.[3]

If in the first month of operation, the store enjoys an average daily number of 50 customers, with the help of virility, S.C. FOIENITIM S.R.L has reached an average customer number of 300 people per day. (Chart 1)

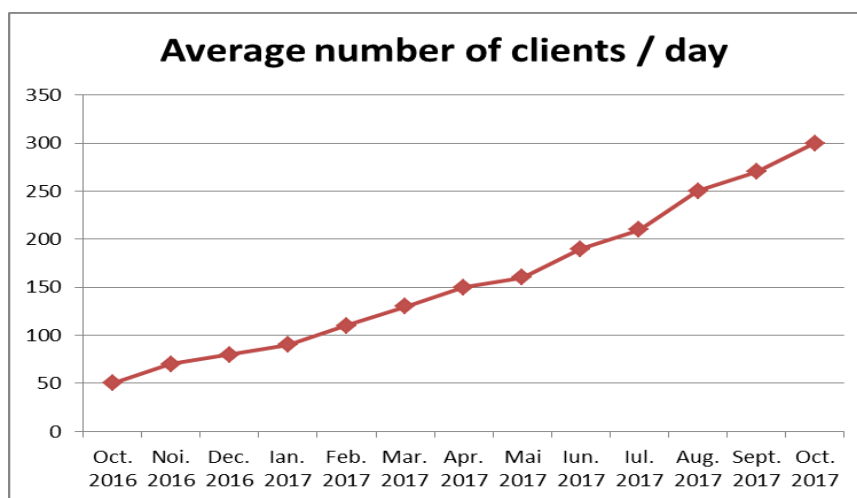


Chart 1. Average number of clients / day

Responding to customer questions may seem unnecessary, but in reality this is an opportunity that can help buyers loyalty. Although today any answer can be searched on the internet, try to document and answer your customers no matter what. This will build credibility and automatically generate new customer gain and implicitly increase sales.[2]

Providing advice becomes a bridge through which we can keep in touch with our customers to reach the sales process. For example, if a consumer wants to purchase a product in the store-existent, it is necessary to recommend them to other existing products has to fulfill the same needs. SC FOIENITIM S.R.L faced time with this technique, some examples being presented in Table 1.[4]

Table 1.

Examples of advice offered

Customer request	Buyer's offer	Customer decision
Chocolate Milka	Chocolate Primola	- bought it
White bread 400g	White bread 500g	- bought it
Yogurt Danone	Yogurt Mugura	- bought it
Fanta orange	Mirinda orange	- did not buy

Offering free stuff, no matter how different we consider, we all like this. Used correctly, this strategy can be a permanent source of loyalty to existing customers, but also to bring new buyers. This theory has been tested in stores and there has been an increase in sales to products that implicitly offered something free. We took the average selling daily for one week of Ursus beer to 250 ml. In the first two days the price of one beer was 2.5 lei and on the other days when customers buy four beers they received a free glass. We can see a significant increase that suggests attracting customers by offering free gifts. (Chart 2)[1]

Customer ideas are the basis for winning them. Whatever we try, we can not always have the best ideas in the store so proactively inviting customers to find new products or new promotion methods can be a great marketing tool.

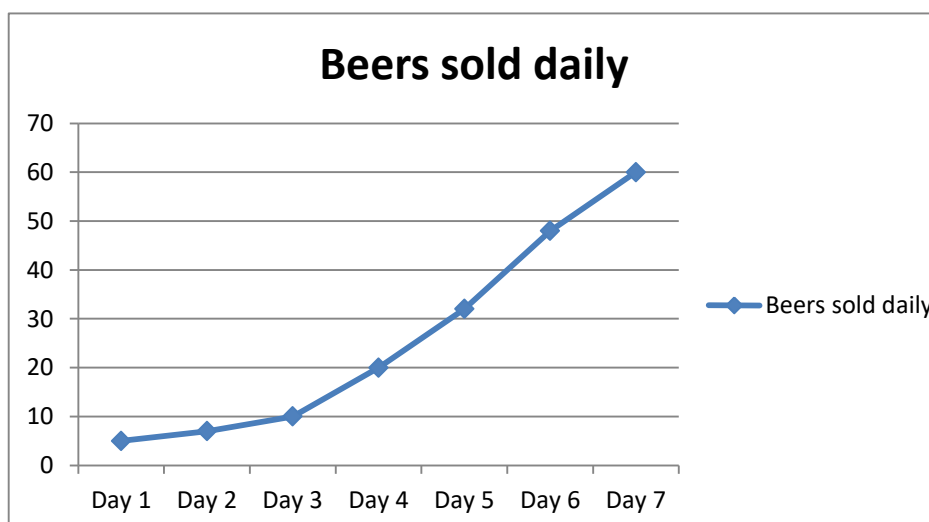


Chart 2. Increase sales by offering free gifts

In this chapter, the store can be proud of a lot of achievements made with the help of the clients. In the chart below are presented some of the ideas of the clients, ideas that have been awarded with various bonuses over time. (Chart 3)[1]

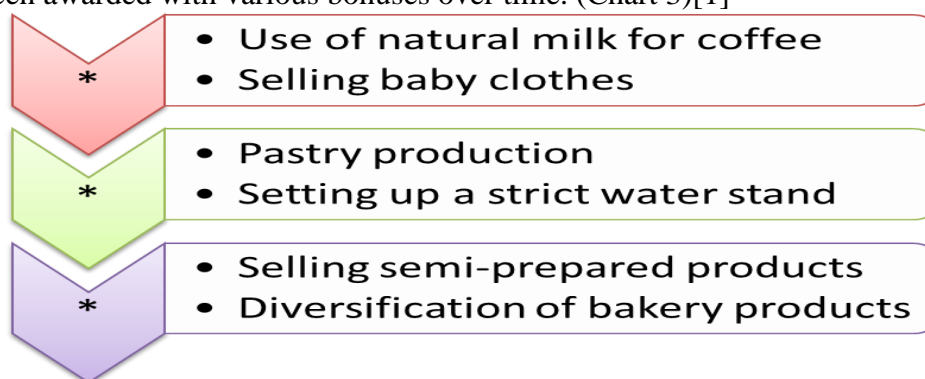


Chart 3. Customer Ideas

The relationship with the customer is very important, but with the desire to draw a new client we can get to ignore the existing ones. It's 10 times cheaper to have an existing customer than to attract a new one, so offering bonuses, discount vouchers or simply a thank-you note are tools that loyalty to customers. In the following table, some of the ways in which S.C FOIENITIM S.R.L. maintains the relationship with already existing customers and the benefits felt in sales. (Table 2) [2]

Table 2

Ways of Customer Relationship and Benefits

Methods used	Benefits
- offering a free coffee	- higher valued shopping
-reducements offered for the moment	- increase of tips
-degust of new products	- faster sales of tasting products

Tariff cuts stimulate the growth of purchases and attract an increase in buyers. Consideration must be given to price regression: the price drop is not associated with the reduction in product quality, to be significant, to be done in the right time. One of the most specific examples is the fall in the price of products for sale for winter holidays. After December 25, the entire range of chocolate with the theme suffered a 15% drop in price.[4]

Games and competitions are also a direct marketing method. Involving customers in different games is an attraction that automatically generates sales growth and brings

profit to the store. Customers are informed in a subtle way about new offers or products. S.C FOIENITIM S.R.L. has organized a small game of general culture. Two questions were addressed to the interested customers, if the answers were correct, they were given a promotional package of biscuit, a new assortment launched on the market.[4]

Lotteries and raffles are defined by awarding prizes by lottery and are a marketing technique directly similar to that of gaming. A tomblo was organized inside the store, based on the receipts. Any shopping worth at least 20 lei offered buyers the chance to sign up for the lottery of receipts. The following table shows the prizes offered. (Table 3)[4]

Table 3

Prizes in the lottery of bills

Prizes offered	Amount on receipt
6 bottles of Coca-Cola at 2.5 l	75.80 lei
A Milka chocolate at 300g	20 lei
A bag of wafers Joe at 135 g	30 lei

Advertisements at the sales point are characterized by posters at the point of sale, stands. All this stimulates the imagination of the clients and helps the decision to buy. In the S.C FOIENITIM S.R.L space store, fortunately, it offers the possibility of displaying more posters. At present, they are in the number 8. Besides the standard ones, received from suppliers, there are also advertisements in stores that are strictly related to the daily offers of the store.[2]

Gifts are one of the most expensive variants of direct marketing, but offer a great deal to customers, increasing the chances of having loyal buyers. For example, during the winter holidays, each child received a small chocolate bar from the store.[4]

Interviews are the best way to discover the problems in the store by simply talking to customers, with some key questions, like: How do you feel the store? What do you think of serving ?; What do you think of products ?; and so on[1]

CONCLUSIONS

We can say that direct advertising or direct marketing is the direct contact between sellers and buyers by specific methods. Virility is one of the cheapest direct promotion methods and has a simple principle that an existing client will bring other new customers. That's why we have to give our existing customers reasons to recommend us.

It is very important to offer advice to our customers to find the best products that fit them, and at the same time, it is very important to listen to customer ideas as these are the basis for their winning, but also to improve the range of products so that to be very attractive to them.

We have found that offering free stuff even some insignificant can increase the sale even 12 times. At the same time, Games, contests, lotteries or tombolols are the most interactive method of direct marketing. Engaging customers in fun activities gives them the chance to win and automatically generate sales.

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