

**Merchandising** is any practice which contributes to the sale of **products** to a retail **consumer**. At a retail in-store level, merchandising refers to displaying products that are for sale in a creative way that entices customers to purchase more items or products.

In **retail** commerce, visual display merchandising means merchandise **sales** using **product design**, selection, **packaging**, **pricing**, and display that stimulates consumers to spend more. This includes disciplines and **discounting**, physical presentation of products and displays, and the decisions about which products should be presented to which customers at what time. Often in a retail setting, creatively tying in related products or accessories is a great way to entice consumers to purchase more.

Merchandising helps to understand the ordinary dating notation for the terms of payment of an invoice. Codified discounting solves pricing problems including markups and markdowns. It helps to find the net price of an item after single or multiple trade discounts and can calculate a single discount rate that is equivalent to a series of multiple discounts. Further, it helps to calculate the amount of cash discount for which a payment qualifies

The functions of merchandising are: **buying, selling, standardizing and grading, storing, transportation, marketing research**. The first important step or condition in merchandising is establishing working relationships with manufacturers who will provide the goods or services that are ultimately sold by the retailer

What is merchandise division?

A division is **below the company and above the group in the merchandise hierarchy**. Typically, the division is used to signify the type of merchandise that your organization offers, such as hard lines or apparel.

Buying:

It is the process of acquiring goods at the right price, at a right time, in tight quantity and quality and from a right source of supplier. The marketing is concerned with buying of goods for sale or use. Buying includes the determination of one's needs, finding out the sources of supply, the negotiating prices and other terms and the transfer of title from seller to the buyer. Its purpose is to bring the goods at the place where they are wanted.

Assembling:

Various producers at different centres produce goods in small quantities. They cannot be processed unless they are transported to market. This process of collecting goods from various sources and bringing together them in a centrally located place are called assembling. Assembling may be for the purpose of either resale to the retailer or ultimate consumers, or it may be for getting together raw materials to be used by manufacturers.

Standardizing and grading:

Standardizing means the setting up of basic categories or grades of the products. If the particular goods are of certain standard, it means that they are of a certain quality.

Grading means the division of products into classes made up of units possessing similar characteristics of size and quality. Thus, it may be said that goods are graded in accordance with specifications set up in the standards.

Storing:

Storing is another important function of marketing process. It involves the holding of goods in proper condition from the time they are produced until the consumers need them. Storing protects the goods from deterioration and helps in carrying over surplus for future consumption, storing regulates the flow different places; it enables goods to be made available to consumers.

Transportation:

Transportation helps in the physical movement of goods from places where they are produced to the places where they are demanded. Using any form of transport does distribution of goods. It creates place and time utility for the goods. Transportation has helped in mass production.

Market research:

Efficient sales depend on maintaining a stable relationship between supply and demand. It can be achieved by conducting a market research. Through market research, a manufacturer or dealer can find out the quality and quantity of goods wanted by the customers at the time when the consumers want them. Market research includes such activities, as market analysis, sales research, dealer research, consumer research and advertising research. Market research helps in the prosperity of the individual business and the community.

**Definition.** The term buyer refers to **anyone that buys products or subscribes to services provided by a particular business**. Companies can consider different kinds of entities, from individual persons to organizations (such as other companies, different legal bodies, and governments) as their buyers

## The Marketing Trends of 2022 [Highlights]

1. Influencer marketing will evolve from trend to a common marketing tactic.
2. Video marketers will keep content short.
3. Mobile optimization will be even more important.
4. Permanent social media posts could overtake ephemeral content.
5. Companies will prioritize social responsibility.
6. Experiential marketing could make a comeback.
7. More businesses will use SEO to concur search traffic.
8. Virtual events will continue, but some brands will invest less.
9. More consumers will hear branded audio content.

10. Inbound marketing will remain a best practice for growing brands.
11. Consumers will step into virtual reality (VR) and augmented reality (AR) experiences.
12. ABM will align more sales and marketing teams.

### 1. Influencer marketing will evolve from trend to a common marketing tactic.

When we asked global marketing professionals which trends they planned to invest in for 2022, 34% said influencer marketing, putting it at the top of the list -- above other trends like mobile web design and short-form video marketing.

While 57% of marketing professionals that currently leverage influencer marketing say it's effective, 46% of them plan to increase their investments in 2022. Additionally, 11% say it's the top ROI-generating trend they've tested.

### 2. Video marketers will keep content short.



### 3. Mobile optimization will be even more important.

- 33% of global marketers invest in mobile web design,
- 84% of marketers that focus on mobile web design are planning to continue to invest the same amount or more in 2022

- 64% of SEO marketers call mobile optimization an effective investment

4. Permanent social media posts could overtake ephemeral content

5. Companies will prioritize social responsibility.

6. Experiential marketing could make a comeback.

[Experiential marketing campaigns](#) enable audiences to step into an immersive experience that is often in a physical place or via an AR/VR platform

7. More businesses will use SEO to concur search traffic

While SEO was the sixth marketing trend those surveyed were leveraging, with 28% of marketers saying they currently used it. Of those marketers, 49% of marketers call it effective while 84% continue to invest the same amount or more into the tactic in 2022.

8. Virtual events will continue, but some brands will invest less

9. More consumers will hear branded audio content

10. Inbound marketing will remain a best practice for growing brands.