

## MARKETING IMPACT ON THE PROCESSES OF FUNCTIONING OF RETAIL ORGANIZATIONS

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**Abstract.** *The article explores the impact of traditional marketing on retailing, emphasizing its importance in the context of the popularization of online marketing. The authors note that classic methods remain relevant for attracting and retaining customers, despite digitalization. They also describe the advantages of Internet marketing: the ability to fine-tune advertising to the target audience, lower advertising costs and personalized approach to customers, making it effective for increasing sales and improving customer interaction.*

**Keywords:** traditional marketing, internet marketing, SEO, SMM.

Traditional marketing has a significant impact on the functioning processes of retail organizations, although its methods are gradually giving way to Internet marketing. However, traditional approaches to marketing remain important in winning customer audiences and keeping them interested. Let's consider the main aspects of this influence:

### 1. Creating a recognizable brand

Traditional marketing strategies such as television advertising, radio, print media and outdoor advertising contribute to the creation of a recognizable brand image [1, p. 245]. This is especially important for retail organizations that seek to stand out from competitors and consolidate their presence in the market.

### 2. Mass audience reach

Traditional advertising can reach a wide audience through the use of mass distribution channels. For example, television advertising can reach millions of viewers simultaneously, which makes it an effective tool for large retail chains [2, p. 1197].

### 3. Loyalty building

Traditional promotions such as coupons, discounts, and loyalty programs are often used by retail organizations to retain customers. These methods help to encourage repeat purchases and strengthen customer relationships.

### 4. Assortment management and pricing

Traditional marketing includes market research and analysis of consumer preferences, which helps retail organizations to properly manage their assortment and set competitive prices. This helps to meet the needs of the target audience and increase the profitability of the business [3, p. 151].

### 5. Merchandising and window displays

Window displays, sales floor design and merchandising are important elements of traditional marketing. They attract customers' attention, create an atmosphere and influence purchasing decisions directly in the store.

### 6. Personal selling

Personal sales and customer service training remains an important part of traditional marketing. Quality communication with customers, assistance in product selection and product advice help increase sales and improve the organization's reputation.

### 7. Participation in exhibitions and fairs

Exhibitions and fairs provide retailers with an opportunity to present their products to a wide range of potential customers. It is also a great platform for networking and finding new partners.

In addition to traditional marketing approaches, Internet marketing has also played an important role in changing the functioning of retail organizations, changing many aspects of their work and the way they interact with customers [4, p. 66]. Here are some key points:

### 1. Changing buying behavior

Internet marketing has contributed to changing buying habits. Customers have become more informed through access to online reviews, ratings and product comparisons [2, p. 1199]. This has resulted in retail organizations having to adapt to the new realities and provide more information about their products.

### 2. Omnicanality

Omnichannel is the integration of all customer interaction channels to provide a unified and continuous customer experience.

As internet marketing evolves, customers expect the shopping process to be equally convenient in both conventional stores and online. An omnichannel sales strategy gives customers the freedom to choose where and when to shop, whether it is through a website, mobile app, social media or a conventional store. To maintain customer loyalty, retail organizations need to achieve full consistency between all these channels [5, p. 101].

### 3. Increased competition

The emergence of many online stores has increased competition among retail organizations. To remain competitive, traditional retailers have started to actively develop their online platforms and offer delivery services to attract customers who prefer to shop at home [6, p. 354].

### 4. Personalization of offers

Internet marketing makes it possible to collect data on user behavior and use it for personalized offers. It has become easier for retailers to analyze customer preferences and offer them products that match their interests. Personalized offers increase the likelihood of repeat purchases and increase loyalty.

### 5. SEO and content marketing

SEO optimization has become an important tool for attracting traffic to retail store websites. Organizations invest resources in creating quality content that helps attract new customers and retain existing ones. Content marketing also helps increase brand awareness and build consumer trust.

### 6. Social Media and SMM

Social media plays a key role in promoting retail brands. Platforms like Instagram, VK, Odnoklassniki and TikTok provide an opportunity to interact directly with audiences, showcase products and receive feedback. Adoption of SMM strategies has enabled retail organizations to significantly expand their audience and increase engagement.

### 7. Advertising campaigns, targeting and retargeting

Internet advertising allows you to precisely target your ads to the right audience. Retargeting allows ads to be shown to users who have already shown interest in the organization's products, which increases the chances of conversion. Retail organizations are actively using these tools to increase the effectiveness of advertising campaigns.

### 8. Analytics and measurability of results

Internet marketing provides many tools to analyze the effectiveness of marketing campaigns (e.g., Yandex Direct, Google Ads). Retail organizations can track user behavior on the website, evaluate conversions, analyze traffic sources (e.g., using Yandex Metrics, Google Analytics) and adjust strategy in real time. This allows to quickly respond to market changes and improve results [7, p. 327].

### 9. E-commerce and delivery

The development of e-commerce has increased the demand for delivery of goods. Many retail organizations have started offering fast delivery, in-store pickup and other options to meet customer expectations. This requires optimization of logistics processes and implementation of modern inventory management technologies.

The impact of Internet marketing on retailers can be described as transformational. It has changed approaches to customer acquisition and retention, channel management and analytics. To remain successful, retail organizations must constantly adapt to new technologies and trends by integrating digital solutions into their operations.

Thus, in retailing, traditional marketing is used as the backbone of an organization's marketing activities and internet marketing as its complement and extension. An approach to marketing that includes building relationships with customers, merchandising at retail outlets and both online and offline sales is becoming essential in a highly competitive environment.

Retail marketing includes all the methods by which organizations seek to attract customers and increase sales of their goods and services. Strategies used in retail marketing cover virtually all areas of an economic entity's activities, such as signage, store location, promotions, pricing, order processing and customer service.

Internet marketing is an excellent and almost indispensable tool for modern marketing. It helps to work with the audience in real time, is convenient for both consumers and sellers. Internet marketing owns a huge number of tools with the help of which you can effectively increase sales. Another plus point is that these tools are in different price range, which allows everyone,

depending on their budget and objectives, to take advantage of them.

With the help of Internet marketing can effectively increase sales, as it is very flexible, that is, it allows you to customize advertising to a specific target audience, while not affecting the uninterested audience, which reduces advertising costs, and also has a feature such as an individual approach to each client.

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## ОСОБЕННОСТИ РЕГУЛИРОВАНИЯ НАЦИОНАЛЬНЫМ БАНКОМ РЕСПУБЛИКИ БЕЛАРУСЬ ЛИКВИДНОСТИ БАНКОВСКОГО СЕКТОРА

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Реферат. В статье рассмотрены особенности регулирования ликвидности банковского сектора Республики Беларусь со стороны Национального банка Республики Беларусь, приведены основные инструменты воздействия регулятора на ликвидность банковского сектора страны. Регулирование ликвидности банков имеет большое значение с точки зрения обеспечения Национальным банком Республики Беларусь финансовой, а также ценовой стабильности страны.

Ключевые слова: ликвидность банковского сектора, инструменты регулирования ликвидности, постоянно доступные инструменты, двусторонние инструменты, операции на открытом рынке, усреднение резервных требований, внутрисдневной кредит, стабилизационный кредит.

Регулирование ликвидности банковского сектора является частью системы регулирования Национальным банком Республики Беларусь денежно-кредитной сферы. Таким образом, управление ликвидностью банковского сектора со стороны Национального банка представляет собой неотъемлемый этап проведения регулятором денежно-кредитной политики страны. Управляя ликвидностью банковского сектора, Национальный банк Республики Беларусь обеспечивает достижение операционной цели денежно-кредитной политики, а также сигнализирует экономике о смягчении либо ужесточении проводимой им