

ECONOMICS, MANAGEMENT, LAW: PROBLEMS AND PROSPECTS OF DEVELOPMENT

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FEATURES OF SELLING GOODS ON MARKETPLACES

Introduction. Marketplaces as retail resellers on the Belarusian market have appeared relatively recently, but have already taken a significant place in online trading. The e-commerce market is one of the fastest growing, so various online stores have gained popularity very quickly [1]. Despite the popularity and widespread use of this e-commerce method, it has a number of its own specific features. This article will consider the main features of the sale of goods on marketplaces, which cause a different degree of success of implementation depending on the product, manufacturer or reseller.

Main part. Marketplace is an online trading platform that helps sellers and potential buyers to interact with each other [2]. Trading conditions on marketplaces, as well as a large number of potential buyers attract many sellers. However, not every online store has a large and stable number of visitors. At the same time, in the search results for the “buy” query, marketplaces are in the first place. Thus, going to these sites with the product, traders can attract the attention of their audience. In addition, marketplaces contribute to brand visibility in the online-space. [3]. Because of this, a high level of competition is formed: at a distance of one click from the products of one company are the goods of competitors. The very structure of the marketplace sites supports high competition. Competing products are in the internal search results, in the relevant sections of the site and even in the product card. This factor should be taken into account when the supplier company enters the marketplace: products should be competitive not only due to their quality, but also have a competitive price and, equally important, a product card.

Product card contains detailed information about the product, as well as photos and videos of the product, the number of purchases made, brief information about the seller, product rating, customer reviews and questions, similar products and products recommended by the seller. Each of these sections requires a responsible approach to create and form a successful, well-selling product. Product photos in card must be of high quality and informative. The product description contains the advertising text and product characteristics. It is advisable to fill these fields in as much details as possible to facilitate product search. The lack of product characteristics also creates inconvenience for a potential buyer. Buyer can ask the information by the “Questions” section, but if there are other suitable options, he will not waste time asking a question and waiting for an answer.

The “Questions” section allows visitors of marketplace to get information directly from a sales representative. In a highly competitive environment, operational support and accuracy are really important. Answers cannot be changed or deleted, and many users can see them. That is why it is necessary to check correctness of information posted in this section carefully. Next to the “Questions” section there are “Reviews” for the product. First of all, they reflect the product rating – the arithmetic mean of the product ratings by buyers. Also in this section reviews of the product can be found. Visitors of the marketplace who are thinking about buying a product and studying it often visit this section. That is why it is important to work with reviews. This is especially important for negative reviews containing messages about problems with product or criticism of its characteristics. There may be various reasons for such situations, and it is necessary to find an answer that would not undermine the confidence of buyers in the seller and would strengthen his positive image.

Conclusion. Based on the above features of marketplaces, it can be concluded that this is current and rapidly developing method of trading and it is suitable to different degrees for different sales agents. First of all, in conditions of high competition, seller must be prepared for continuous improvement of product. Product price, quality and informativeness of photos, work with reviews and questions affect the competitiveness of the product card. Nevertheless, the willingness to improve the product in accordance with the needs of consumers can be called the key factor of successful sales on the marketplace. As a result, manufacturers that have ability to directly influence the characteristics of product and its price have an advantage over suppliers whose ability to influence the above-mentioned factors is limited. Based on these features and trends in the development of marketplaces, it is possible to make a decision about the effectiveness and expediency of working with them.

References

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