

Impact of Point-of-Purchase Display and Attention on Buying Decision

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Abstract

This research paper is focused on Impact of point-of-purchase display and attention on buying decision at various retail outlets. It is observed that Point-of-Purchase Display helps to increase the sale of the buyers. Over the last few decades through the emergence of supermarkets as the dominant retail the retail industry is experiencing dynamic changes all over the world. Retail industry in India has grown to be more complex and dynamic with an increase rate of speed from unorganized towards being organized. As reported by Media Reports, Department of Industrial Policy and Promotion website, Union Budget 2018–19, the retail industry in India would emerge as one of the most dynamic and fast-paced. It is largely dominated by unorganized sector. The organized retail is anticipating a hike of 24 per cent of the overall retail market by 2020.

Keywords: Retail, Organized, Purchase, Consumer Behavior, Buying, Display

RESEARCH METHODOLOGY

The present research is exploratory in nature and depends largely upon the primary source of information. Data has been collected with the help of a structured questionnaire from 100 respondents, who visited the shopping malls in Haryana to gather information about the present retail scenario. Data has been analyzed with the help of SPSS using One way ANOVA.

Objectives of the study

1) To study the importance of point-of-purchase display from customers' point of view with reference to Haryana.

2) To study the demographic factors influencing the customer buying behavior in relation to point - of-purchase display with reference to Haryana.

Hypotheses

H₀₁: There is no significant difference in the respondent's opinion about the customer buying behavior in relation to point- of-purchase display across the different age groups.

H₀₂: There is no significant difference in the respondent's opinion about the customer buying behavior in relation to point- of-purchase display across the different income groups.

H₀₃: There is no significant difference in the respondent's opinion about the customer buying behavior in relation to point- of-purchase display across the different gender groups.

H₀₄: There is no significant difference in the respondent's opinion about the customer buying behavior in relation to point- of-purchase display across the different occupation groups.

Sample Size: The sample size is restricted to 100 customers from selected five cities of Haryana state i.e. Panchkula, Gurugram, Panipat, Hisar, Sirsa.

Sample Technique: Snowball sampling technique is used in this research paper.

Data Collection: The study is conducting using Primary data which is collected through a well structured questionnaire from the customers visiting at different retail outlets and efforts is made to obtain unbiased and error free responses from the customers.

Data Analysis: The collected data is analyzed with the help of one way statistical tools based on data collection and with the help of SPSS 19.

Research Design: The present research is exploratory in nature and depends largely on the primary source of information.

Data Analysis using one way ANOVA

Used statements in the questionnaire are

Sr.N.	Display and attention
1	Eye-catching point-of-purchase display tends to enter the store
2	Point-of-purchase display helps to inform new schemes, discounts and offers
3	Point-of-purchase display reminds to buy the products that are skipped from the list.
4	Point-of-purchase display attracts more to young generation
5	Point-of-purchase display helps to save search time
6	If the products are displayed in sequence it makes shopping experience much better
7	Display facilitates brand awareness
8	An interesting window display compel to enter the store
9	It gives an idea of what to buy after looking through In-store form/Mannequin

Section-1 :Demographic profile of respondents

Demographic profile of the respondents include gender, age, monthly income and occupation of the respondent.

Table 1 : Gender profile of the Respondents

Gender	Frequency	percentage	Cumulative percent
Male	45	45	45
Female	55	55	100
Total	100	100	

Source: Primary Data Survey (Data Processed through PASW SPSS 19)

Table 1 shows the gender profile of the respondents. It is shows that fourty five percent of the total respondent are male and rest of the respondents are female.

Table 2 : Age Profile of the Respondents

Age	Frequency	percentage	Cumulative percent
Below Years 20	16	16	16

20 - 40Years	70	70	86
41 - 60 Years	14	14	100
61- 80 Year	0	0	
Total	100	100	

Source: Primary Data Survey (Data Processed through PASW SPSS 19)

Table 2 shows the age group of the respondents. It shows that 70 percent belongs to the age of 20-40 years, 16 percent belongs to below 20 years and 14 percent belongs to 41-60 years age groups.

Table 3:Monthly Income of the Respondents

Monthly Income	Frequency	percentage	Cumulative percent
Below Rs.25000	57	57	57
Rs.25001-50000	21	21	78
Rs.50001-100000	18	18	96
Above Rs.100000	4	4	100
Total	100	100	

Source: Primary Data Survey (Data Processed through PASW SPSS 19)

Table 3 shows the monthly income of the respondents. It shows that 57 percent respondents belongs to Rs. 25000, 21 percent belongs to Rs. 25001-50000, 18 percent belongs to Rs. 50001-100000 and 4 percent belongs to above Rs. 100000 monthly income groups.

Table 4:Occupation of the Respondents

Occupation	Frequency	percentage	Cumulative percent
Service	38	38	38
Business	23	23	61
Professionals	31	31	92
Retired	1	1	93
HouseWife	7	7	100

Total	100	100	
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Source: Primary Data Survey (Data Processed through PASW SPSS 19)

Table 4 shows the occupation of the respondents. It shows that 38 percent respondents belongs to Service class, 31 percent belongs to profession, 23 percent belongs to business, 7 percent are housewife and 1 percent are retired persons.

Section -2: ANOVA Results with Regards to point-of-purchase display and attention

Section- 2 include ANOVA Results with Regards to point-of-purchase display and attention in the retail store, which include demographic profile of the respondents include gender, age, monthly income and occupation of the respondent.

Table 1.1 - Analysis of data using ANOVA across gender

Sr.	Problems	Mean	S.D.	F	Sig.
1	Eye-catching point-of-purchase display tends to enter the store	2.23	1.221	.073	.788
2	Point-of-purchase display helps to inform new schemes, discounts and offers	2.12	1.233	3.047	.084
3	Point-of-purchase display reminds to buy the products that are skipped from the list.	2.27	1.145	3.054	.084
4	Point-of-purchase display attracts more to young generation	2.18	1.226	.407	.525
5	Point-of-purchase display helps to save search time	2.24	1.272	.438	.510
6	If the products are displayed in sequence it makes shopping experience much better	2.13	1.346	3.372	.069
7	Display facilitates brand awareness	2.22	1.260	4.523	.036*
8	An interesting window display compel to enter the store	2.11	1.171	.272	.603

9	It gives an idea of what to buy after looking through In-store form/Mannequin	2.24	1.046	.001	.970
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Data.Survey:(Data Processed through PASW SPSS 19)

Note: *= at 5 percent Significance level

Df: between group=1, with in group=98, Total=99

The table 1.1 depicts the results of ANOVA that was applied to analyze whether there is any significant difference in the opinion of the two genders – males and females over the impact of point-of-purchase display on attention. It can be interpreted from the table that only one variable i.e. ‘Display facilitates brand awareness’ for a significance level of less than 0.05 has been obtained which rejects the null hypothesis. For all other variables the level of significance for is higher than 0.05 and therefore null hypothesis H01 cannot be rejected for these variables. Thus, it can be concluded that there is more or less no significant difference in the opinions of the two genders over the attention variable pertaining to role of point-of-purchase display.

Table 1.2 - Analysis of data using ANOVA across Age

Sr.	Problems	Mean	S.D.	F	Sig.
1	Eye-catching point-of-purchase display tends to enter the store	2.23	1.221	.326	.722
2	Point-of-purchase display helps to inform new schemes, discounts and offers	2.12	1.233	.374	.689
3	Point-of-purchase display reminds to buy the products that are skipped from the list.	2.27	1.145	2.382	.098
4	Point-of-purchase display attracts more to young generation	2.18	1.226	.917	.403
5	Point-of-purchase display helps to save search time	2.24	1.272	.667	.516
6	If the products are displayed in sequence it makes shopping experience much better	2.13	1.346	.908	.407

7	Display facilitates brand awareness	2.22	1.260	.216	.806
8	An interesting window display compel to enter the store	2.11	1.171	1.422	.246
9	It gives an idea of what to buy after looking through In-store form/Mannequin	2.24	1.046	.733	.483

Source: Primary Data.Survey (Data Processed through PASW SPSS 19)

Note: *= at 5 percent Significance level

Df: between group=1, with in group=98, Total=99

The table 1.2 depicts the results of ANOVA that was applied to analyze whether there is any significant difference in the opinion of different age groups over the impact of point-of-purchase display on attention. It can be interpreted from the table that not a single variable has significance level of less than 0.05 which rejects the null hypothesis. For all variables the level of significance is higher than 0.05 and therefore null hypothesis H02 cannot be rejected for these variables. Thus, it can be concluded that there is more or less no significant difference in the opinions of different age groups over the attention variable pertaining to role of point-of-purchase display.

Table 1.3 - Analysis of data using ANOVA across Monthly income

Sr.	Problems	Mean	S.D.	F	Sig.
1	Eye-catching point-of-purchase display tends to enter the store	2.23	1.221	2.655	.053
2	Point-of-purchase display helps to inform new schemes, discounts and offers	2.12	1.233	2.163	.097
3	Point-of-purchase display reminds to buy the products that are skipped from the list.	2.27	1.145	.094	.963
4	Point-of-purchase display attracts more to young generation	2.18	1.226	.519	.670
5	Point-of-purchase display helps to save search	2.24	1.272	.163	.921

	time				
6	If the products are displayed in sequence it makes shopping experience much better	2.13	1.346	.356	.785
7	Display facilitates brand awareness	2.22	1.260	.515	.673
8	An interesting window display compel to enter the store	2.11	1.171	1.401	.247
9	It gives an idea of what to buy after looking through In-store form/Mannequin	2.24	1.046	1.205	.312

Source: Primary Data.Survey (Data Processed through PASW SPSS 19)

Note: *= at 5 percent Significance level

Df: between group=1, with in group=98, Total=99

The table 1.3 depicts the results of ANOVA that was applied to analyze whether there is any significant difference in the opinion of different age groups over the impact of point-of-purchase display on attention. It can be interpreted from the table that not a single variable has significance level of less than 0.05 which rejects the null hypothesis. For all variables the level of significance is higher than 0.05 and therefore null hypothesis H03 cannot be rejected for these variables. Thus, it can be concluded that there is more or less no significant difference as per monthly income groups over the attention variable pertaining to role of point-of-purchase display.

Table 1.4 - Analysis of data using ANOVA across Occupation.

Sr.	Problems	Mean	S.D.	F	Sig.
1	Eye-catching point-of-purchase display tends to enter the store	2.23	1.221	1.521	.202
2	Point-of-purchase display helps to inform new schemes, discounts and offers	2.12	1.233	.623	.647
3	Point-of-purchase display reminds to buy the products that are skipped from the list.	2.27	1.145	2.225	.072

4	Point-of-purchase display attracts more to young generation	2.18	1.226	.293	.882
5	Point-of-purchase display helps to save search time	2.24	1.272	.498	.738
6	If the products are displayed in sequence it makes shopping experience much better	2.13	1.346	.261	.902
7	Display facilitates brand awareness	2.22	1.260	.305	.874
8	An interesting window display compel to enter the store	2.11	1.171	.743	.565
9	It gives an idea of what to buy after looking through In-store form/Mannequin	2.24	1.046	2.213	.073

Source: Primary Data.Survey (Data Processed through PASW SPSS 19)

Note: *= at 5 percent Significance level

Df: between group=1, with in group=98, Total=99

The table 1.4 depicts the results of ANOVA that was applied to analyze whether there is any significant difference in the opinion of different age groups over the impact of point-of-purchase display on attention. It can be interpreted from the table that not a single variable has significance level of less than 0.05 which rejects the null hypothesis. For all variables the level of significance is higher than 0.05 and therefore null hypothesis H04 cannot be rejected for these variables. Thus, it can be concluded that there is more or less no significant difference in the occupation groups over the attention variable pertaining to role of point-of-purchase display.

FINDINGS & CONCLUSION

After analyzing the data it was found that no significant difference in the opinion of different groups over the point-of-purchase display on attention. For statements like eye-catching point-of-purchase display tends to enter the store, Point-of-purchase display helps to inform new schemes, discounts and an interesting window display compel to enter the store and An interesting window display compel to enter the store has no significant difference in the respondents point

of view. It helps them to buy what they want to buy and increase the sale of the retailers. To conclude we can say that point of purchase display has an impact on the respondents to shop the products from the retail store. The customers visit more those stores which have good window display.

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