

Analysing Effectiveness of L.C.D and P.O.P Display on Consumer Purchases in a Retail Store

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ABSTRACT

Retail consists of the sale of physical goods or merchandise from a fixed location, such as a department store, mall, in small or individual lots for direct consumption by the purchaser. Mall's has a range of retail shops at a single outlet which they endow with products, food and entertainment under a same roof. The retail activity has caught up the speed as never before and all along this way retailers have taken keen interest in displaying their merchandise in such a manner so that the customers are lured to buy even those products/brands that they were not intending to buy. Creating an effective retail display is vital for success of any retail outlet. A display acts as a sales associate that constantly tries to sell products to its customers. Further, non effective display can led to the close down of the retail house as in case of Subhiksha. And this in- store displays originates the unique features of consumer purchase known as impulse purchase.

The consumer impulse purchase has taken displays to the centre stage and as a result, the retailers continuously search for innovative ideas of displaying merchandise in order to have competitive edge over each other. The proposed research paper aims to understand the effectiveness of LCD displays and POP displays in retail malls and its impact on consumer buying behavior to what extent.

Keywords: Impulsive Buying Behavior, Retail malls, Liquid Crystal Display, Point of Purchases.

1. INTRODUCTION

The post Liberalization era has seen the retail industry undergoing a revolutionary change. India is the fifth largest retail market globally, with a size of INR 16trn, and has been growing at 15% per annum. During 2005-2007, the sector was in a hyper-growth phase. It captured market and the companies made strategic as well as operational errors (John Wiley & Sons, 2010). During the global slow down phase of 2007-2009, the Indian retail players paused to realize their past mistakes and took time and effort to re-organize themselves. India has witnessed a robust growth rate of 9% p.a. from 2005 to 2008 and an impressive growth of 6.7% in 2009 despite the global downturn (Ronald Bond, 2005). The retail activity has caught up the speed as never before and have taken keen interest in displaying their merchandise in such a manner so that the customers are lured to buy even those products that they were not intending to buy.

Creating an effective retail display is vital for the success of any retail outlet. A display acts as a sales associate that constantly tries to sell products to its customers and this thrust on in store displays originates from one of the most unique feature of retailing that is purchase without

intention or Impulse Purchase (Joel R. Evans and Barry Berman, 2009). The ensembles for L.C.D Displays and Counter Displays were never as attractive as they are today. The proposed research paper is an effort to study the relevance of L.C.D Displays and Point of Purchase Displays in retailing and its effect on Impulse purchase or unplanned purchase.

Point of Purchase: A place where sales are made which may be a mall, market or city. It will be the area surrounding the counter where customers pay (Ronald L. Bond, 2008; Edgar A. Falk 2009).

LCD displays: These are advertisements in the display through LCD in malls, railway stations and other public places. The catchy advertisement is displayed related to various offers in the mall and in other public places, it displays the advertisements related to services or product which customer can order by call (Ronald L. Bond, 2008).

The displays near the cash counters at the exit points of departmental Stores like Big Bazaar, Vishal Mega Mart, Spencer's etc. are true examples of retailer's conscious efforts of promoting impulse purchases to the fullest extent possible. Similarly various offers are displayed

through the LCD Display's at shopping mall. This further led the customer to purchase without intention.

2. OBJECTIVE OF THE STUDY

The research aims to understand the impact of P.O.P Display and L.C.D Display on Impulse Purchase. The following objectives were also framed:

- ◆ To analyze the role of in store LCD advertising on consumer purchase.
- ◆ To assess the impact of POP display in consumer buying patterns.
- ◆ To find out the indicators which make customer buy.

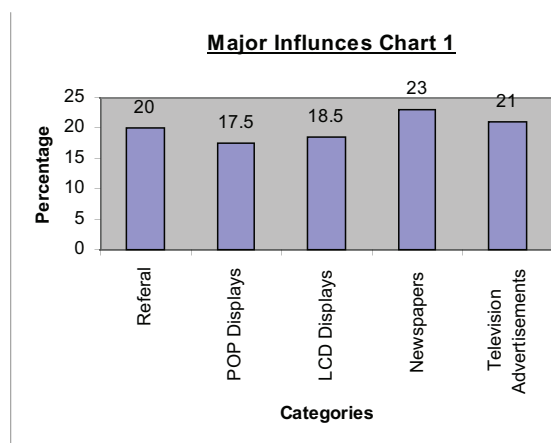
3. RESEARCH METHODOLOGY

Data Collection: The Primary data has been collected by using survey method through structured questionnaire and the secondary data is collected through books, reports, newspaper and references as indicated.

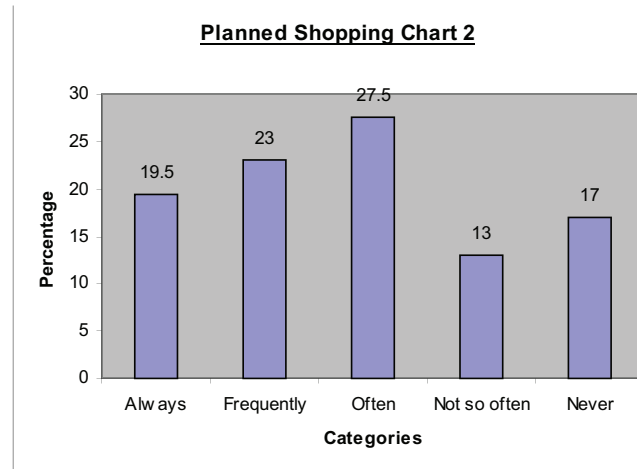
Sampling Method: The study was conducted in the vicinity of Lucknow and Allahabad. The sample size is 200, 100 from each city, from the visitors from different walk of life visiting the malls like Big Bazaar, Spensor, Vishal Mega Mart.

4. DATA ANALYSIS & INTERPRETATIONS:

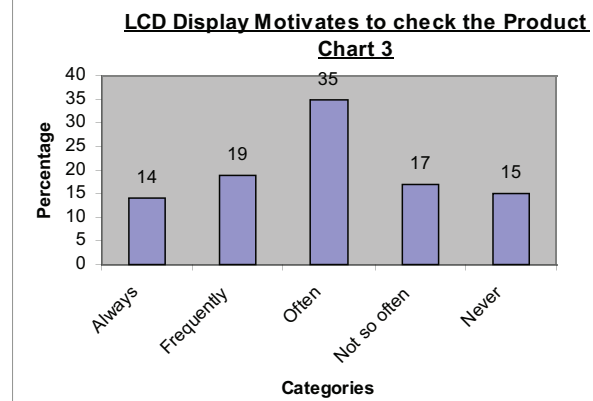
The data was collected from the visitors of malls and the analysis of data is shown below:



As indicated in the chart 1, it has been observed that major influences of purchase have been the Newspaper 23%, Television advertisements 21% however referrals 20%, LCD Displays 18.5% and POP 17.5% also indicates to play a significant role in consumer purchase.

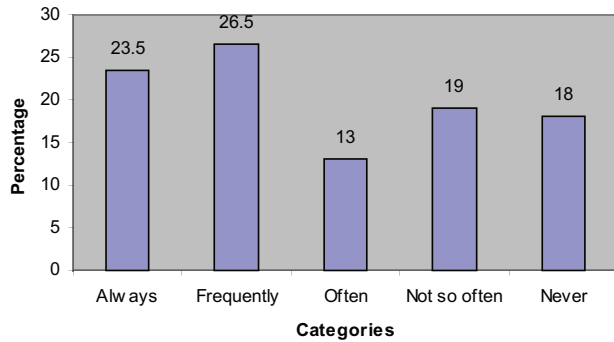


It is being observed that only 19.5% of the sample always plan before shopping, and 17% and 13% people from the sample state that they never plan for shopping or they not so often plan shopping. 27.5% of the sample states that they often plan and 23% states they plan it frequently. The sample states that around 80% people don't plan before shopping.



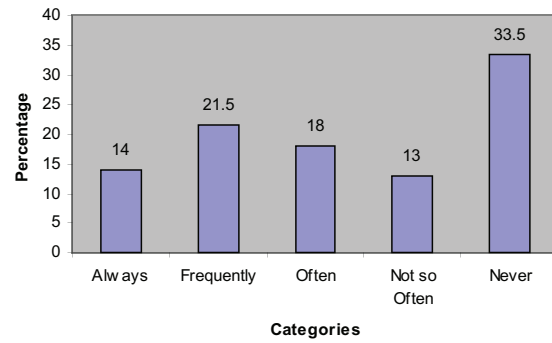
It is being indicated by the sample that only 15% of the people never see the products in LCD displays. And 14% states they check the product always if displayed in LCD. 19% states they frequently check products and 35% states they often check the products. It shows that around 35% of the population checks the products if displayed in LCD display.

**POP Display Motivates to check the Product
Chart 4**



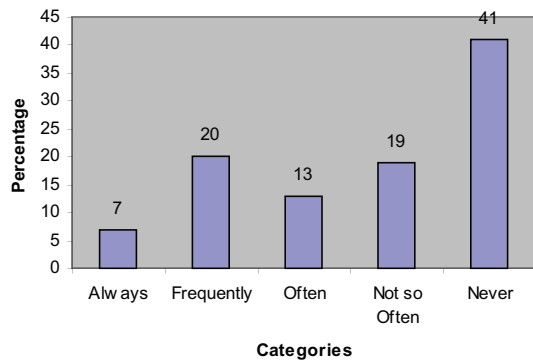
It is indicated in the chart 4 that only 18% of the sample never checks the products in POP display. 23.5% and 26.5% of the sample states that they check the products in POP display always and frequently and 13 % states they often checks the product. It is concluded from the survey that around 50% of the sample states that they check the product in POP display.

POP Display for Impulse Purchase Chart 6



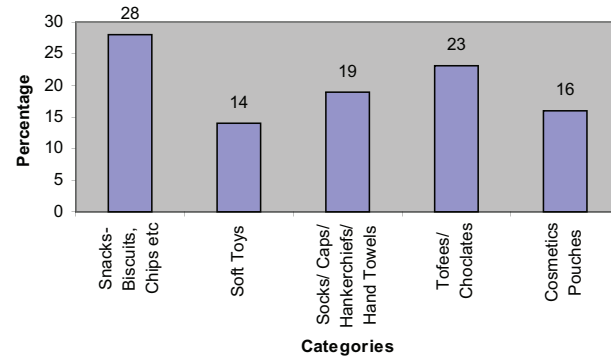
It is indicated from the above graph that 33.5% of the sample has never made impulse purchase on POP display and 14% of the sample states that they always purchase on impulse from POP Display. 18% of the sample states that they purchase often on POP display. Thus the data indicates that large amount of sample purchase on impulse from POP display.

LCD Display for Impulse Purchase Chart 5



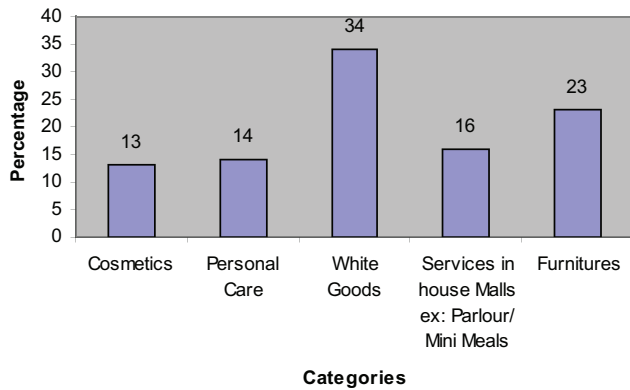
Only 7% of the population states that LCD display led to impulse purchase and 41% of the sample states that it never led to impulse purchase. LCD display is not significant on Impulse Purchase as around 60% of the sample states they never or not so often purchase on LCD Display.

Product Purchased in POP Chart 7



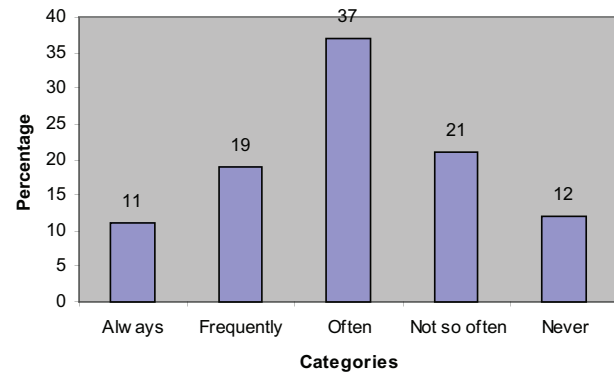
Snacks/Biscuit/ Chips are most demanded products by POP Display with 28% of sample .Toffees and chocolates are also purchased with 23% of sample. 19% of the sample states that socks/ Caps/ Hand Towels/ Handkerchiefs are purchased by them. 14% of the sample state that they purchased soft toys in POP Display.

Product Purchased in LCD Displays Chart 8



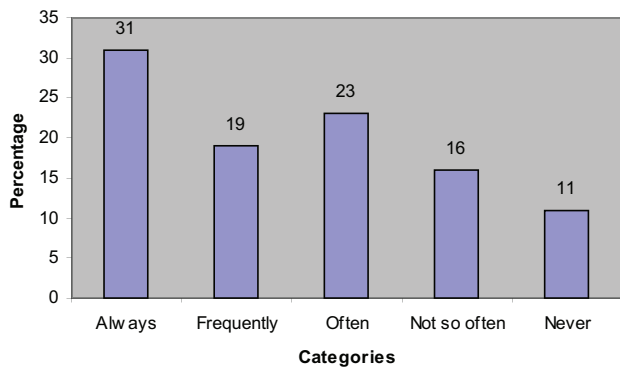
34% of the sample stated that they purchase white goods from LCD Displays and 23% of the sample stated that they purchased Furniture's. 16% stated that they consume services displayed in LCD. 14% stated that they purchase personal care products and 13% stated that they purchase cosmetics from LCD Display.

Impact of POP Display on Grocery Chart 10



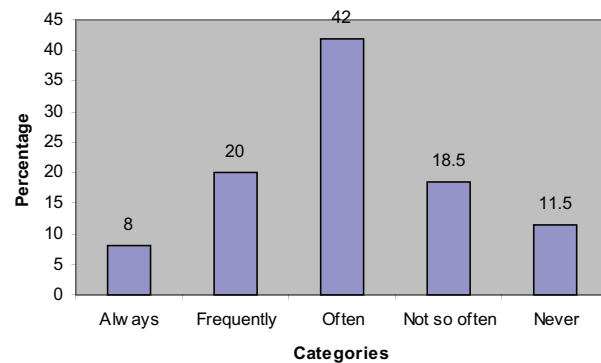
37% of the sample stated that they often consider grocery purchase through POP Display and 11% stated they always consider POP display in grocery purchase, 12% stated they never consider POP Display and 19% states that they frequently consider POP Display in the purchase of grocery. Therefore it can be concluded that POP Display is somewhat considered in grocery purchase.

Effect of Price on POP Purchase Chart 9



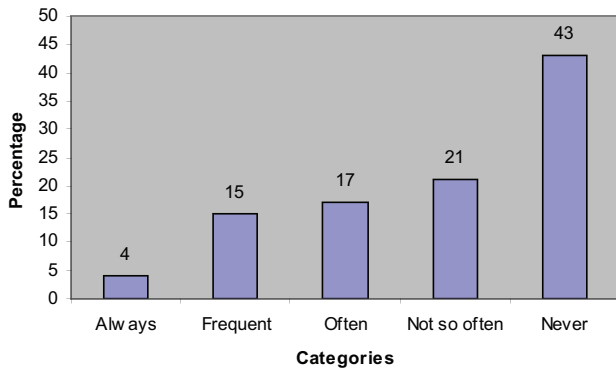
As indicated from the survey 31% of the sample states that they always consider price in POP display and only 11% stated that they never consider price. Thus it is indicated from the data that Price is significant factor in POP purchase.

Impact of LCD Display on Grocery Chart 11



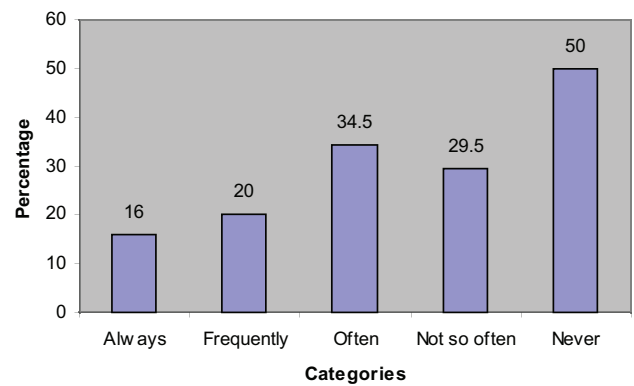
42% of the sample stated that they often consider LCD Display in the purchase of Grocery. 11.5% stated they never consider the LCD display in the purchase of grocery. 8% stated that they always consider and 20% stated that they frequently consider it in the purchase of grocery.

Impact of POP Display on Cosmetics Chart 12



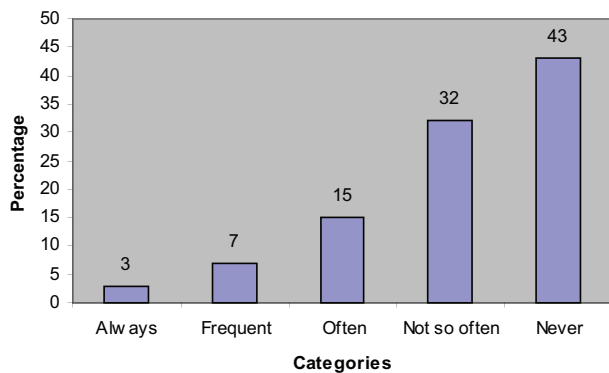
43% of the sample stated that they never purchase cosmetics from POP display and only 4% stated that they always consider POP display in purchase of cosmetics. Thus the data indicates that POP display is not significant for cosmetics purchase.

POP Display on Personal Care Products Chart 14



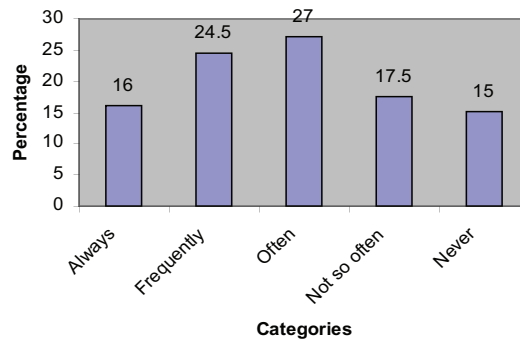
16% of the sample indicated that they always purchase Personal care product based on POP display and 20% stated they frequently purchase the personal care product from POP Display. 50% stated they never purchased from POP Display and 29.5% stated that they not so often buy from POP display which indicates 80% of the sample states that they don't consider POP display in the purchase of personal care products.

LCD Display on Cosmetics Chart 13



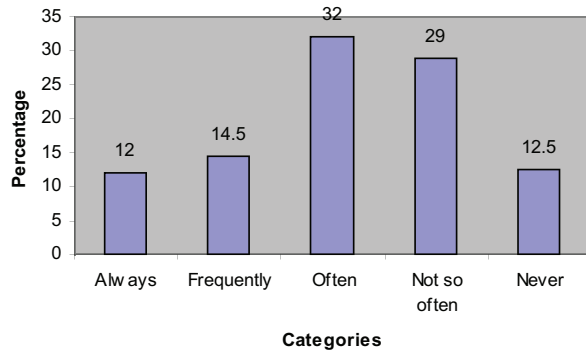
The sample shows that LCD Display is not significant in the purchase on cosmetics as only 3% of the sample states that they purchase cosmetics from LCD display and 43% state that they never purchase cosmetics from LCD display.

LCD Display On Personal Care Product Chart 15



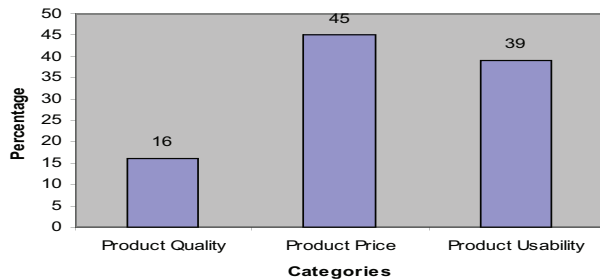
LCD display is somewhat significant in the purchase of Personal Care products as 16% stated they always purchase and 24.5% stated they frequently purchase and 27% stated that they often purchase. 17.5% and 15% of the sample stated that they never and not so often purchase Personal care Product. Therefore the data indicates that LCD Display is less significant on the purchase of Personal Care.

Impact of LCD Display on in house services in Malls
Chart 16



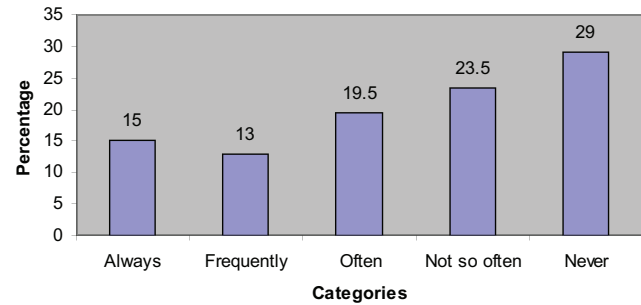
As in the malls, we have various restaurants, parlors, lounge and other service the question was asked to inquire the effectiveness of LCD display advertisements on the services available in the mall. 32% of the sample stated that they often check and consume the services offered at mall through LCD display and 29% and 12.5% stated that they not so often and never check and purchase products displayed in LCD. It indicates that LCD Display is less significant in promotion of services.

Factors considered in POP Purchased Chart 17



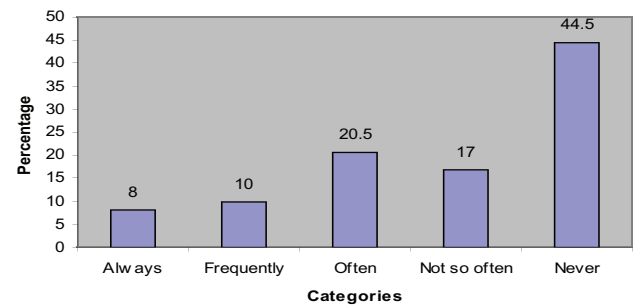
Since POP display is significant on impulse purchase, we asked the consumers about what product features is most considered in POP Purchase. 45% of the sample stated that Product price as the most important factor and 39% stated that product usability (number of places product can be put to use) as vital consideration for the purchase and only 16% stated that they consider the product on the base of quality.

Impact of Price on LCD Purchase Chart 18



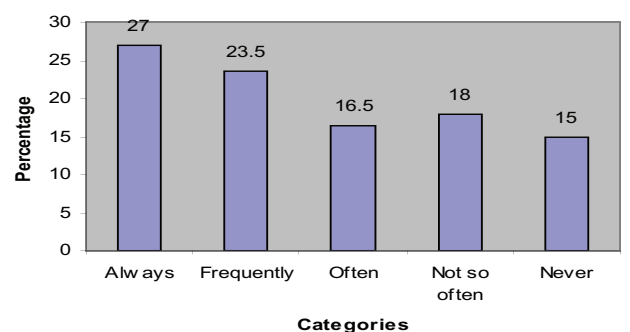
It is depicted from the survey that 29% of the sample states that they never consider Price on LCD Purchase and 23.5% stated that they not so often consider price on purchase through LCD Display. 15% stated they always consider price and 13% stated that they frequently consider it. Thus it can conclude that price play less significant role in the purchase through LCD.

Impact of Brand on POP Purchase Chart 19



44.5% of the sample stated that they never consider brand in POP purchase and 8% states that they always consider brand in the purchase in POP. Therefore the Brand is not significant in the POP purchase.

Impact of Brand on LCD Purchase Chart 20



27% and 23.5% of the sample stated that they always and frequently consider brand in the purchase from LCD Display and 15% of the sample stated that do not consider brands. Thus large sample agrees that brand plays a significant role in the purchase through LCD Display.

5. FINDINGS

- ◆ POP and LCD display help in increasing the footfall in Malls.
- ◆ Attractive POP and LCD display leads customer to check the products.
- ◆ POP and LCD display also lead customers for impulse purchase.
- ◆ Snacks and toffees are more purchased through POP display. An article which comes in small packages or in combo offers are more purchased.
- ◆ LCD Display largely influenced the White Good buyers.
- ◆ Package deals are more attractive to the customers.
- ◆ Price is the most significant factor in POP purchase as indicated by the sample.
- ◆ Grocery is not so significant in the purchase through POP and LCD Display.
- ◆ Cosmetics are also less significant in the purchase through POP and LCD display.
- ◆ Personal care products are somehow significant in POP purchase, generally when the product is available in combinations example: Shampoo with hair oil or three soaps with one as free etc.
- ◆ Personal care products in combinations are also significant in LCD display purchases. Here the branded product in combo offers are more purchased.
- ◆ The services available in the malls also shows significant consumption through LCD display.
- ◆ Among product feature, product price and are major factors for purchase in POP purchases. However it does not play major role in consumer purchase in LCD Display and Product quality is the most significant factor.
- ◆ Brand plays a vital role in LCD purchase and it does not play any significant role in the POP purchase.

6. RECOMMENDATION

- ◆ As it is indicated that in POP display, articles of low prices are more purchased, therefore the smaller packets of the product can be kept in order to reach to the more customers or to cater all sections of the societies.
- ◆ In POP display, such articles should be kept which are handy and are of daily use, as this combinations can increase the sale.
- ◆ LCD display plays a vital role in the purchase of white goods thus such displays can further promote the footfall in the store which in turn can increase the sale.
- ◆ More and more combination packs can be put to display in case of POP and LCD display which attract the customers.
- ◆ To promote the brand, small packets should be available in POP counter and combo offers should be given a shelf space which is displayed in LCD.

7. CONCLUSION

Displays had always played a vital role in attracting customers and so POP display and LCD display is highly recommended in any store to increase the footfall, which will definitely increase the sale in near future. Further if such displays are supported with staff or salesman who explain the offers in POP and LCD display, can further help in increasing the sale. With the increase in purchasing power of the consumer, mall sales are also booming which in turn can definitely increase the sale if products are displayed and explained through POP and LCD display as it adds to attraction and good combinations. Effective Display can also lead to impulse purchase as the consumer is already equipped with buying power. As a whole POP display and LCD display will surely help to push the product forward where consumer will see, check and finally purchase the products. And now with 74% of FDI in retail, it will give much needed funds for growth to the multi retail outlets and we can see more and more LCD and POP displays in such outlets.

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