

**“Impact of in store display and in-store promotion on  
impulse buying, with mediating role of customer awareness  
in FMCG retail industry.”**



A Thesis Submitted to the

Superior University

In Partial Fulfillment of the Requirements for the Degree of Bachelors in Business

Administration

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**BBA (HON'S) in marketing (2015)**

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## **Declaration of Originality**

I hereby declare that this project is entirely my own work and that any additional sources of information have been duly cited.

I hereby declare that any Internet sources published or unpublished works from which I have quoted or draw references fully in the text and in the content list. I understand that failure to do this will result in failure of this project due to plagiarism.

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Name of Supervisor.....

## **ABSRATCT**

This research study looks at the impact of in-store display and in-store promotion on Impulse buying with mediating role of customer awareness. For this study, data were collected from different shopping malls. Questions were asked from 200 respondents about store display, in-store promotion, customer awareness and impulse buying. After completion of survey data were entered in to the SPSS software for analysis. Multiple tests were applied on data for finding the results. Significant of findings were presented. It is found that in store display and in-store promotion increase customer awareness which the reason of impulse buying is. In this report results and data are discussed in detail. There are also several limitations as well as future research needed on this topic which discussed at the end of this study.

**Key Words:** in Store display, in-store promotion, customer awareness and impulse buying

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## **Chapter 1**

### **Introduction:**

#### **1.1 Back ground:**

In retailing, it is very important to identify customer need and want and purpose of their shopping for making retail strategy (MacGoldrick 1990). Identifying those factors which influence customer decision making is very important in retailing. To satisfying customer is the great challenge for retailers. Store display and in-store promotion one of the significant factor for attracting customers. For attracting customer retailer need to present product in different ways. Today's retailer used store display and in store promotional factor for competitive edge. That's why in this study those factors studied in more detail. Many researchers done on this topic before but the gap are still existed, more research need to be done in this field of study.

#### **1.2 Introduction:**

Marketing exist for the fulfillment of needs and desire of the people (Keller 2009). Today marketers try to seek information that how to increase sales and introduce new ways to attract customers to enhance impulse buying. The purpose of marketer is to persuade and retain customers with them for a long time. Marketing used as strong tool in retail industry to increase impulse buying. This study carries the broad objective of analyzing the impulse buying in Pakistan. The specific objectives of the study are to define the key success factors of impulse buying in Pakistan. The influence of shelf display and in-store promotion on impulse buying will be examined in this study. It is very important to understand that what factor influence customers to make a purchase decision within the retail store. Those factor are store display, in-store promotion, store environment, store ambience and 4Ps. On advertisement many of the companies spend millions of dollars and try to understand those factors which influence customers purchase

decisions. In-store promotion and store merchandise display is the latest trend in retail industry. Store performance and operations influenced by in-store promotions. Create curiosity in customers mind about new products will help to enhance sales. Product presentation within the store affects customers buying decision. Retailer try to assist customer to find product which they need and motivate them to make unplanned, planned and impulse purchase by providing them an attractive and enjoyable shopping experience (Levy, Weitz et al. 2009). Within the retail store shelf display of product play vital role to attract customers. It is human nature that they attract towards those things which visually innovative and has difference from others. Innovative display enhance sales as well as average foot fall of the shop. Shelf display creates awareness which has impact on impulse buying similarly in-store promotion enhance customer awareness about product and impulse buying also increase. My study well helps for retailers to understand those factors which have great impact on impulse buying. Through promotion brand converters influence customer buying decision and also try to create association, awareness and loyalty with product and enhance impulse buying.

### **1.3 Research Gap:**

Shelf display is the space allocated to the products on the retail shelves. There are many researcher researches on within the store product display and in store promotion activities impact on impulse buying in FMCG retail industry, but however additional research is needed in this area because, there have been few studies on this topic in Pakistan. What customer perceived about the in-store promotion, shelf display and what impact of it on customers purchase decision or what customer would react on it, it depends upon geographic culture. Consumer purchase cultures vary from place to place and country to country. Every country have own culture according to religion and Retailing should be exist according to their culture or environment.

This research will assist the retailers of Pakistan that how to make strategies and planning according to the customers buying behaviors. Diverse environment and geographical boundaries have positive impact on customers purchase intentions (Akhter, Rizwan et al. 2014). The purpose is to studying the impact shelf display and in store promotion on impulse buying, to investigate the effect of select the retail shelf merchandising policies on the impulse buying. There is lack of published research on branding, frequently purchased FMCG product. Shelf display and in-store promotion does not affect directly to the impulse buying as well as each other, shelf display and in-store promotion causes those factors which influenced impulse buying. I discuss those factors in my study which guide the retailers, and contribute a lot in future research studies. Customer awareness leads to the impulse buying. I studied on customer awareness factor which accord from in-store promotion and store display. It is an opportunity for me to study the customer awareness impact on impulse buying behavior because of few studies on this topic is in Pakistan. I have more opportunities to do my research in different physical localities to improve results. Respondent behavior affected by diverse environment. Respondent which belongs to diverse environment have different thoughts which have stronger impact on results. Environments affect the respondent answer. I conduct my study in Pakistan (Lahore) and develop questionnaire according to the Pakistani culture which help Pakistani retailer to make strategies and planning according to their consumers (Akhter, Rizwan et al. 2014). Past studies do not focus on a specific area it focused on broader aspects or countries. It is an opportunity for me to study shelf optimization to price optimization and determine the SKU's value of the retail store. And analyze more stores of different geographical boundaries (Van Nierop, Fok et al. 2008). Here is an opportunity for me; through analyzing the effect of respondent behavior and various stimuli I would extent in impulse buying field. The reliability verification of space elasticity estimates

level and pattern is an opportunity for me. I have to estimate the direct effects of shelf display and in-store promotion on impulse buying. I can be refined the past study by using empirical data to arrive at the fundamental store specific relationships among the variables. Data used in previous study based on managerial experience and perception, so it is an opportunity for me to conduct data from customers and about their perception toward impulse buying in retail industry (Jajja 2013). Previous study conduct on limited product cues it is an opportunity for me to conduct research on multiple product categories (Asghar 2011).

#### **1.4 Choice of Industry:**

For this study retail industry were selected because everyone visits retail store on daily basis for FMCG then other industries. Every consumer has its own mind set about their purchase. According to this study nature retail industry is the best industry for this study because retail stores contain many product categories and I am going to study the thinking of the consumer behind their purchase decision. This study will help the retailers to maintain their store display and in-store promotion to increase their impulse buying. This study defines the customer's selection priorities within the stores. It will help retailers to increase their businesses.

#### **1.5 Purpose Statement:**

To study the relationship of shelf display and in-store promotion with customer awareness and its impact on impulse buying and also measuring the customer's perception about store display and in-store promotion is the main purpose of this study. Study will focus on five variables, two independent variables which will be store display and in-store promotion and one will be taken as mediation variables which will customer awareness and impulse buying will be identified as dependent variable.

## **1.6 Problem Formulation:**

In-store promotion and store display discussed many time regarding their power to increase impulse buying. Store display and in-store promotion effect on impulse buying has lack of research in Pakistan, so it is the great opportunity for me to study and fill the research gap and develop new study. Buying decision effected through customer awareness, it is very important that customer recall and recognize product (Keller 2009).

## **1.7 Research Objectives:**

The objectives of this study is

- To examine that how in store display impact on customer awareness.
- To examine the impact of in-store promotion on customer awareness.
- To studied the impact of in store display on impulse buying.
- To studied the in-store promotion impact on impulse buying.
- To examine the important of customer awareness in impulse buying.
- To examine the impact of shelf display and in-store promotion due to the customer awareness on impulse buying.

## **1.8 Significance of the study:**

The present study will be significant in number of ways. This research study will help to learn about the shelf display and in-store promotion effect on customer awareness which drives to the impulse buying. This study will improve our understanding about measuring the productivity of FMCG retail sector in Pakistan. This study could provide the realistic worth for retailers. This study carries the broad objective of analyzing the FMCG retail impulse buying in Pakistan. The

specific objectives of the study are to define the key success factors of impulse buying in Pakistan. This study will be examined the impact of in store display and in-store promotion on impulse buying. To exploring the importance in store display and in-store promotion and exploring the factors that attract more customers are the major objective of this study. For increasing the sales it is necessary that to make product visible to the customers so that retail managers can easily make decision. There are many researcher researches on the in store display and in store promotion impact on impulse buying, but however additional research is needed in this area because, there have been few studies on this topic in Pakistan and also have minimum focus on those factors which affected impulse buying and accurse through in store display and in-store promotion .The present study will aim to provide guidelines to retailers to enhance sales. It is very helpful to managers and policy makers.

### **Significance for Managers:**

The study will help the retail management in particular ways to answer the long standing question of how to enhance impulse buying in retail industry of Pakistan .The findings of the study also help to understand the in store display and in-store promotion impact on impulse buying. This study will helpful for retail management to manage their retail strategy to satisfy their customers or enhance profit. This study indicates the relationship between in store display, in-store promotion, customer awareness and impulse buying. Managers can easily handle their retail strategies because of this study they can easily analyze that which type of store environment stimuli effects customer buying behavior. This study will help to know about customers need and how they satisfy that needs which ultimately leads to the sales. This research will helpful for manager to promote their brand and make it visible within the store. Visual merchandising of brand will affect most of brand awareness and impulse buying.

### **Significance for Policy makers:**

This study will also be helpful for policy makers for building their policies to increase sales because if they already know about which types of retail management will affect the customers' buying behavior and how they can change their buying behavior and increase impulse buying by attracting them, then policy makers can easily make policies about their next strategies and targets.

### **Significance for Body of knowledge:**

This study will also help the body of knowledge, and has great contribution in literature because this study will thus contribute to this existing gap in literature, by researching the influences of in-store display and in-store promotion on impulse buying. Literature will come to know about the results of the study that what the relation between in-store display, in-store promotion and impulse buying.

## **1.9 Research questions and Hypothesis:**

In this study, in-store display and in-store promotion impact on impulse buying will explain with mediating role of customer awareness.

### **1.9.1 Main question**

The proposed research question is

- 1) What is the effect of in-store display and in-store promotion on impulse buying in FMCG retail industry?

### **1.9.1.1 Sub question**

- 1.1) How in store display impacts on customer awareness?
- 1.2) How in-store promotion impact on customer awareness?
- 1.3) How customer awareness leads to the impulse buying?

### **1.9.2 Hypothesis:**

#### **In store display and impulse buying:**

H<sub>1a</sub>. There is significant relationship between in store display and impulse buying.

H<sub>0a</sub>. There is no significant relationship between in store display and impulse buying.

#### **In store promotion and impulse buying:**

H<sub>1b</sub>. There is significant relationship between in-store promotion and impulse buying.

H<sub>0b</sub>. There is no significant relationship between in-store promotion and impulse buying.

#### **In store display and customer awareness:**

H<sub>1c</sub>. There is significant relationship between in store display and customer awareness.

H<sub>0c</sub>. There is no significant relationship between in store display and customer awareness.

#### **In-store promotion and customer awareness:**

H<sub>1d</sub>. There is significant relationship between in-store promotion and customer awareness.

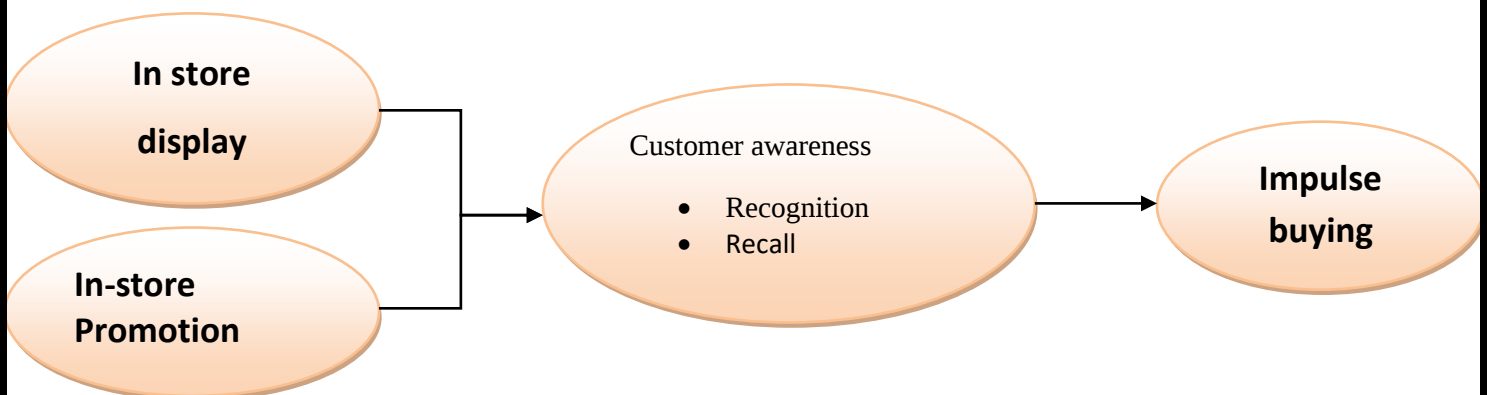
H<sub>0d</sub>. There is no significant relationship between in-store promotion and customer awareness.

### 1.10 Explanation of theoretical framework:

There are number of variables which affect the impulse buying in FMCG retail industry or any business but two independent variables selected in this study, and discussed their impact on impulse buying. Those independent variables are as following: shelf display, in-store promotion. Those variables are not directly impacted on impulse buying there are many factors which occur from in-store promotion and shelf display which influence impulse buying. Lots of mediating variables which leads to the impulse buying, one mediating variables are selected for this study; Customer awareness which drive to the impulse buying. Impulse buying is dependent variable. Researcher's point of view about dependent, independent and mediating variables and their relationship discuss in literature. These factors we apply mainly on FMCG retail industry of Pakistan.

### Theoretical framework

#### Model:



## **Chapter 2:**

### **Literature review:**

Now a day's in-store display and in- store promotion drive impulse buying. A number of studies conducted to examine the in-store display and in- store promotion impact on impulse buying. Most of the studies show that the in-store display and in-store promotion could not directly impact on impulse buying. There are lots of the factors accurse due to the in-store display and in-store promotion which affects impulse buying. The earlier literature has examined that the consumer reactions to price and promotion affected through in store display (Bemmaor and Mouchoux 1991) similarly as consumer purchase behavior and brand choice effected through in-store displays and features (Papatla and Krishnamurthi 1996). In-store promotion and in-store display cannot lead impulse buying directly. In-store display and in-store promotion drives impulse buying and increased customer awareness. (Esch, Redler et al. 2003) studied the effect of product category, brand strength and visual presentation format on the efficiency of display promotion. They highlight that the use of display promotion is an important tool which are influence the buying behavior at the point of purchase. A customer-based approach offered by this paper which is help to understanding and analyzing the impact of display promotion on consumers. The decision making process, brand strength and display design have an impact on display promotion and also affect the efficiency of the promotional activity. Result shows that purchased behavior influenced by the efficiency at the point of purchase. If the product categories are bought on impulse, point of purchase efficiency increases, the considered brand are strong if the display design is emotionally appealing.

## **In-store display:**

In-store displays and features impact the purchasing decision of the customers and tend to increase impulse buying. Now a day's most of the shopping decisions are made with in-store, shop floor itself provide guideline to the customer to take the right decision to purchase (Kiran, Majumdar et al. 2012). Visual display does have impact on Purchase decision. The success or failure of a retail store depends on visual merchandising. It's a major factor of success or failure of retail store. It is second only to effective customer relations. (Meenakumari 2013) highlight that visual merchandising have great impact on consumer buying behavior, as well as found that the supermarkets have more women visitor than men. The visual merchandising influenced the women consumer more. Visual display and in store promotion makes in store environment. In-store environment depends upon visual merchandising and in store promotions. Visual simulation and communication considered an important aspect of retailing by practitioners and academic alike. (Hefer and Cant 2013) examined that the visual display impact on customer buying behavior. Customer behavior influenced as virtual merchandising displays guide consumers in the direction of which product they prefer and it also guides their decisions. They also found that the quality of displays and customer personal preferences influenced their buying behavior. Exploratory research used to solve the common nature of research problem. Qualitative research was used because it discovers the true significance and new insights about the available data (Zikmund, Babin et al. 2012). Shopping experience influenced by virtual merchandising displays (Hefer and Cant 2013). The most important aspect of successful in-store displays is for retailers to understand their customers and their habits.(Curhan 1972) founded that the impact of shelf space on unit sales was very small relative to the effects of other variables. Shelf space and unit sales relationship is not uniform across product, periods and stores. When eye view of

product was reduced impulse buying were decreases, although product differed widely in their response to changes in shelf space. Shelf space varies upon region to region, store size and stores within the region.(Tendai and Crispen 2009) highlighted the importance of using the in-store environment as a stimuli to increase sales and profit among shoppers impulsive buying decision. (Jajja 2013) this study builds on the retail shelf space allocation analysis using system dynamics approach and found that Shelf space is an expensive resource, large number of brands compete for acquiring the maximum shelf space to get exposure to the customer in retail store. For maximizing the profit of retail store retailer allocate shelf space to each brand. It highlighted that demographic characteristics play vital role in shelf space allocation decision (Jajja 2013). Shelf space management play vital role and has positive impact on an outlet's performance (Desmet and Renaudin 1998). Shelf space allocation effects the customer purchase decision (Jajja 2013).(Campo, Gijsbrechts et al. 2000) highlight the demographic characteristics role on shelf space allocation decision. Demographic profile of potential customer impacts on sales and of relevant brand. They argue that demographically differences among attractiveness of brands have a role in optimal allocation of the store space across categories. They emphasize that must be considered local needs in each store and allocating space, manpower, and promotional budget according to the need and demand.(Yang and Chen 1999)found that those retailer who adopted strategies for shelf space allocation their performance is significantly different from those who do not adopted any strategy and argue that shelf space management strategy effects performance through shelf space allocation operations.

### **In-store promotion:**

Because of the high retail competition retailer find new way to attract customers and inspire high level of customer loyalty. The various in-store promotional strategies, new shopping solutions

and how promotional activities help customers to make right purchase decision. Retailers try to find out new ways of promoting the brand and their products in-store at the time of decision making due to the technological advancement and strategic innovation. In-store display creates differential, interactive tools that provide information to the customer at the time of purchase decision (Kiran, Majumdar et al. 2012). Study find out that 65 per cent of all super market purchase decision are in store and 50 per cent all of them being unplanned. Retailers promote product through signage, in-store media has evolved into various incarnations including ads on shopping carts, cart straps, aisles and talking shelves, end-aisle displays, floor signage, kiosks, interactive flat panels, in-store audio and video transmissions (Keller 2009). Earlier marketers promoted products through outdoor mass media, but now a day's retailers has been commonly used in-store promotion as a way of temporarily increasing sales. It is might be most powerful short-term tool available to grocery-store management (Wilkinson, Mason et al. 1982). (Srinivasan, Pauwels et al. 2004) founded that price promotions do not have permanent monetary effects for whichever revelry, over-time promotional impact on their revenues, founded that the significant differences between the manufacturer and retailer. The effects on retail revenues are mixed and the Price promotions have a positive impact on manufacturer revenues. They find evidence that price promotions are not beneficial to the retailer. This study results indicate that manufacturer revenue elasticity are higher for promotions of small-share brands and for frequently promoted brands. (Yeshin 2006) in-store promotion activity is an effective strategy for retailers to stimulate consumers buying intention, thus simulate consumers buying decision. In-store promotions stimulated not only the consumer buying intention but also had an impact on brand awareness.

## **Impulse buying:**

(Muruganantham and Bhakat 2013) highlight that impulse buying has been a challenge for market researchers due to its complex nature. Consumer pay attention to purchase on impulse receives a further impetus when they see an item on sale.(Namakumar 2009)found that impulse buying behavior positively affected by in-store environmental stimuli, when the store environment is perceived as over-stimulating. Retail store environment stimuli are affect consumer emotions (Donovan, Rossiter et al. 1994), there are other variables that have been found to affect the impulse purchases (Rook 1987); (Zhou and Wong 2004). Impulse buying is a complicated and multifaceted phenomenon which generates a huge volume of sales each and every year (Hausman 2000). (Baumeister 2002)argued that high arousal and overstimulation lessens people's self-regulation and tends to reduce people's ability think through their actions which could further increase the chances of impulse buying. (Karbasivar and Yarahmadi 2011) studied the evaluating effective factors on consumer impulse buying behavior. The importance of window display in relation to consumers' buying behavior has received minimal attention in the literature. However, since a consumer's choice of a store is influenced by the physical attractiveness of a store (Darden at al., 1983) and the first impressions of the store image is normally created at the façade level, it can be suggested that window display may influence, at least to some degree, consumers' choice of a store when they do not set out with a specific purpose of visiting a certain store and purchasing a certain item. The initial step to getting customers to purchase is getting them in the door. Today more retailers are placing increased importance on window display to attract passerby's attention and ultimately to transform shoppers into consumers (Diamond and Diamond, 1996)

## **Impulse buying and in-store display:**

Impulse buying defined as a “sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices.”(Bayley and Nancarrow 1998). The impulse purchase defined as “consumer buying an item with little or no deliberation after the result of a sudden, powerful urge.”(Block and Morwitz 1999). Merchandising display motivated customers to buy product. Merchandising activities act like a silent salesman in retail outlet (Muruganantham and Kaliyamoorthy 2005). (Hultén and Vanyushyn 2011)observed that impulse buyers are giving more attention to the in-store displays and combo offerings. (Beatty and Ferrell 1998)described that immediate purchase refers by Impulse buying which are without any pre-planned shopping objective either to fulfill a specific need. They explained that the impulse buying behavior occurs after experiencing a buying desire by the shopper and without much reflection. The buying of an item which is out-of-stock and reminded during encountering the product are excluded from the preview of impulse buying. (Mehta and Chugan 2013) studied the impact of visual merchandising on shopper impulse buying behavior. This study founded that window display has direct relation with impulse buying. However no significant relation founded between form display and impulse buying but floor merchandising shows direct relation. (Desmet and Renaudin 1998)the study builds on estimation of product category sales responsiveness to allocated shelf space. At product category level with a share of space vs. share of sales econometric model presents an empirical estimate of shelf space elasticity from a variety store chain database is the purpose of the study. It suggests that external influences could explain space elasticity differences. Results show that space elasticity increase with the impulse buying rate of the product category and do not depend on the type of store.(Dreze, Hoch et al.

1995) examined the vertical and horizontal placement effect on brand choice. By eight product categories they showed that the physical location had a general effect on sales, sales magnitude varied according to the category and position on the shelf. For example, when from the worst to the best vertical position moving a product increased sales by up to 40 per cent whereas horizontal movement increased sales by 15 per cent; although contingent on product category was itself the “best” position.

### **Customer awareness and in-store display:**

In-store promotion increase customer awareness. Due to the promotional material customer recall and recognition ability enhances which affects sales. “In-store or point of purchase (POP), advertising may be the cause of memory recall, effectively introduces new products, promotes sale items and educates consumers” (Szczech 2011). The store should be designed in such a way that the customer can take view of all section once he starts the journey into the store. These are the various basic store layouts and circulation plans that all provide a different experience as proposed by (Barr 1990).

### **Customer awareness and in-store promotion:**

(Ailawadi, Harlam et al. 2006) studied the promotional profitability for a retailer. The purpose of this paper is to quantify the net unit and net profit impact of promotions for a retailer. Promotion and brand factors that have a positive association with net unit impact have negative association with net profit impact. To create desire for the merchandise likewise promoting both planned and unplanned buying is the purpose of in-store or interior displays (Bastow-Shoop, Zetocha et al. 1991). More than 50 per cent purchases are pre-planned and reminder is mostly influenced by product displays which are most influential factors on unplanned purchases (Davies and Tilley 2004). A chance of being chosen of well-known brand by consumer is more than of unknown

brand. Brand awareness used as a decision heuristic by consumer; brand awareness impact on consumer decision making (Hoyer and Brown 1990). (Gustavo Pinke Rodrigues 2010) studied the In-Store promotions impact on brand awareness. To find out the in-store promotion impact on brand awareness in consumer real shopping experience are the purpose of the study. The result of this study shown that through using three type of promotions activities like point of purchase display, premium promotion and sampling the in-store promotions have effects on brand awareness in a real shopping environment. The results find in term of In-store promotion may occur due to the popularity among the brands displayed. However some time customers know some of the brands then others brand but still the brand recognition effects have been found on the in-store promotions. On point of purchase in-store promotion created recognition effects. Brand display activities help the consumer to recognize when they going to shopping it drive impulse buying if the brands are already known and if consumers have any shopping preference.

### **Consumer awareness (Recognition or re-call):**

Today consumers are often faced with a large number of alternatives, which are constantly changing due to new technologies and competitive pressures, which made consumers often not completely certain about which product or services to purchase or use. Due to this situation it is necessary to aware customer about brand and customer must me recall and recognize brand which can influence the buying decision of customers. According to (Aaker and McLoughlin 2009) “brand awareness drives the buying decision and provides sense of familiarity. Name awareness can be a signal of presence, commitment, and sub-substance and attributes and that can be very important even to industrial buyers of big-ticket items and consumer buyers of durables. Logic is that if name is recognized, there must be a reason.” (Macdonald and Sharp

2000) argue that brand awareness impacts on consumer decision making and influence that which brand is in the consideration set, which of these brands are used as a heuristic, and the perception of quality. The relationship between brand awareness and consumer decision making are also studied. Brand awareness leads the forms of brand recognition and brand recall Keller, (2003). Different from brand recognition, brand recall occurs when the brand name is evoked by memory given a cue such as a product category name, which means a category need is experienced first, and then the consumer relies upon memory to generate possible solutions. In this case the consumer must recall a brand, or several brands, from memory in order to make a decision (Rossiter 1992). Consumers' ability to recognize or recall a brand under different circumstances reflected the brand strength which comes from brand awareness. Researcher identified that brand awareness playing essential role in consumer buying decision (Alba and Chattopadhyay 1985). When customer knows about the brand and is considering it as one of several alternatives Brand recognition exists (Ferrell & Hartline 2008). (Huang and Sarigöllü 2012) studied how market outcome, market mix, and the brand equity related by brand awareness. In this research brand awareness investigates by three perspectives. The market outcome and brand awareness relationship were examined by this study and brand awareness and brand equity relationship also explored in this study. In this study it is also investigated that how marketing mix elements affected brand awareness. Result of this study was shown that the brand awareness contributed by consumer brand usage experiences. Results confirm that the brand awareness and brand equity has positive association between them. Brand awareness is that whether consumers has knowledge about brand or not and either or not they can recall or recognize a brand (Keller, Apéria et al. 2008). Well-known brand perform better than a less known brand. Results of this study were shown that brand awareness and brand equity has

positive relationship between them. (Kim, Gon Kim et al. 2003) find that brand awareness has significant relationship with sales in the hotel industry. (Silverman, Sprott et al. 1999) found that brand awareness and market outcome has weak correlation, it could be due to sampling error.

## **Chapter no. 3**

### **METHODOLOGY**

#### **3.1 Overview of the chapter:**

In this chapter the research methodology is described that is used for the collection of data and analyzing the collected data for the accomplishment of the research objectives. For this study selected methodology will be described in this chapter. It is very important to select effective methodology for investigating the in store display and in-store promotion impact on impulse buying in FMCG retail industry. Importance of methodology easily realized from earlier studies. Research paradigm, research theory approaches, research approaches, theoretical model and sample size discussed in this chapter. In this study data collection method describe along with results which are extract from the collected data. Hypothesis tested in this study. For extracting results statistical analysis applying which are scatter plots, frequency table, correlation, descriptive statistics and regression.

#### **3.2 Aims and Objectives:**

##### **3.2.1 Research Aim**

The purpose of my study is to examine the relationship of shelf display and in-store promotion with customer awareness and its impact on impulse buying and also measuring the customer's perception about store display and in-store promotion. Study will focus on five variables, two independent variables which will be store display and in-store promotion, customer awareness will be taken as mediating variables and impulse buying will be identified as dependent variable.

### **3.2.2 Research Objectives:**

The objectives of this study is

- To examine that how in store display impact on customer awareness.
- To examine the impact of in-store promotion on customer awareness.
- To studied the impact of in store display on impulse buying.
- To studied the in-store promotion impact on impulse buying.
- To examine the important of customer awareness in impulse buying.
- To examine the impact of shelf display and in-store promotion due to the customer awareness on impulse buying.

### **3.3 Methodology:**

In this chapter the research methodology is described that is used for the collection of data and analyzing the collected data. For this study selected methodology will be described in this chapter. It is very important to select effective methodology for investigating the impact of store display and in-store promotion on impulse buying. Methodology includes the concepts such as research paradigm, research theory approaches, research approaches and theoretical model. exploratory research suitable when researcher focuses on obtaining new insights into current issues (Deflem 1998). In this study explanatory study is suitable approach, because the existing theory is investigating. Problem is well structured in explanatory research researcher analyze the effect that variables has on another variable (Emory 1991). Explanatory research is used to answer the hypothesis and research purpose. For the fulfillment of research gap as well as making reliable and validate result, an explanatory research method is used. In this study data collection method describe along with results which are extract from the collected data.

Hypothesis tested in this study. For extracting results statistical analysis applying which are scatter plots, frequency table, correlation, descriptive statistics and regression.

### **3.4 Philosophical assumptions:**

Regarding paradigm there are seven different assumptions. About knowledge different ways of study were defined by Epistemology Approach (Bryman and Bell 2015). On the other hand nature of reality deals with the concept of knowledge defined by ontology (Creswell and Clark 2007). As for this study positivism paradigm seems most appropriate because data collected through observation and investigation, so seven assumption concept according to the positivism being studied in this paradigm.

### **3.5 Research paradigm and Philosophical assumptions:**

In positivism, regards seven assumption Apart from researcher perception and culture biases, research is singular reality, if hypothesis rejected researcher will failed.(Creswell and Clark 2007). Data collect through questionnaire researcher remain at distance and their own perception did not affect results because researcher did not give their own point of view during data collection and analyses. Formal style of data collection was used. Deductive theory and close ended questionnaire were used in this study.

### **3.6 Research theory approach:**

There are two types of research theory approaches

- **Induction approach**
- **Deduction approach**

### **3.6.1. Induction approach**

The aim of induction approach is to generate new theory through observation and investigation. In induction approach data collected without assumptions. And this approach associated with qualitative research. Normally inductive methods used in qualitative approach and generate theories for research (Bryman and Bell 2015).

### **3.6.2. Deductive approach**

According to (Creswell and Clark 2007) the aim of deductive approach is to testing or verifies the existing theory through hypothesis. Data gathered for testing the hypothesis, assumptions exist in deductive theory approach. Quantitative research is deductive in nature.

### **Theoretical approach taken**

This study is follow deductive theory approach because this study involved with the quantitative research method for verify existing theories. Data collected for verifying the hypothesis.

### **3.7 Research paradigms:**

Research paradigms are small, self-determining and simplified example that we use to explain procedures, process, and theoretical points. There are three types of research paradigms.

- **Positivism**
- **Pragmatism**
- **Interpretivism**

### **3.7.1 Positivism**

Positivism is the school of thought which believes that knowledge is based on experience and obtained by observation and investigation, majority will be focused. Fact and figures will be measured. In Positivism we verify the existing theory and give new rules, and quantitative research conducted.

### **3.7.2 Interpretivism**

interpretivism is another school of thought. In which qualitative research conducted. Open ended questionnaires use in this research. Data gathered through observation and investigation and by using that data new theory will generate.

### **3.7.3 Pragmatism**

In pragmatism approach mixed methods research approach used. Quantitative and qualitative data gather and analyze. Pragmatism research philosophy refuses the war between the positivism and interpretivism research philosophies.

### **Theoretical approach taken**

The most important thing in the selection of approach is to understand the nature of research problem as the current study involved with the quantitative research method to verify existing theories and data collected through observation and investigation. That's why it is based on positivism research approach. Close ended questionnaire will be used for data collection.

### **3.8 Research Design**

Providing framework for data collection and its analysis is the role of research design (Bryman and Bell 2015). There are three kinds of research designs:

- **Cross-sectional**
- **Experimental**
- **Longitudinal**

Cross sectional research design selected for this study and data collected from different people with the help of questionnaire. For this study data collected in one time within a specific time period and analyze it.

### **3.9 Research Method.**

The method of research approach defines On the basis of which kind of data is suppose to be collected. Research approach can be defined in three different ways.

- **Quantitative research Method**
- **Qualitative research Method**
- **Mix method research Method**

Normally inductive methods used in qualitative research and generate theories for research (Bryman and Bell 2015). Similarly deductive method used quantitative research and testing the existing theory. Quantitative approach is best for understanding the best outcome, utility of intervention, identifying the factors that can be influence on results and testing the existing theory (Creswell 2009). According to the (Bryman and Bell 2015) these methods are usually

used by many researcher for their study. As customer feedback compile in static way and clearly defined problem as well as questionnaire aligned according to the problem statement that's why quantitative technique used in this study for the data collection, so that the relationship between literature which is studied and analysis which is done after consumer feedback will be find out. Close ended questionnaire were used for the collection of data. Data analyzing of close ended questions will be quite easy, but they restrict the respondent. With the help of this questionnaire it will be easy to analyze the in-store promotion and in store display impact on impulse buying.

### **3.10 Research instruments:**

There are two types of research instruments for data collection.

- **Questionnaire method**
- **Interview method**

As quantitative research approach are using in this study. Data collecting through questionnaire for testing theory because social science, management, and marketing researchers vastly used quantitative method and collect data through questionnaire (Shimp 1997) and sampling technique is using in this study. Data collection through questionnaire is cost effective, time saver and manageable (Bryman and Bell 2015). In order to find data on impact of in store display and in-store promotion on impulse buying, Data collected on four variables: in store display, in-store promotion, customer awareness and impulse buying. Researcher can be find useful statistics through questionnaire survey data, which can be used to describe why the phenomena occur and how things are (Somekh and Lewin 2005).

### **3.10.1. Structure of questionnaire:**

For this study structured questionnaire considered as a most appropriate instrument for collecting data. Close ended questions asked to the respondent because it can save respondent time and effort. Within a defined period I conducted data from 200 customers. Questionnaire statements take from the article “effect of visual merchandising on young consumers impulse buying behavior” (YOUNG 2012). In the first paragraph of the questionnaire it is mention that I am a student and all information which I collected is for study purpose and their information remain confidential and there is no any other reason behind it. This statement will help me to get customer confidence which is very important for the collection right data and requested the respondent to fill questionnaire according to their shopping experience. In questionnaire I setup the scale as strongly disagree, Disagree, neither Agree nor Disagree, agree, and strongly agree. Customers fill it according to their experience and only tick their relevant option. This questionnaire will help me to get data about store display and in-store promotion which help me to analyze that how much in store product display and in-store promotion effect on customer awareness which drives impulse buying. I requested to the respondent to fill questionnaire by following the self-administrative questionnaire survey method.

### **3.11 Population and sampling:**

#### **3.11.1 Population:**

Total number of residents from a particular race, class, or a group in a specified area is population. For this study data collected from Pace, hyper stare and superior university. The population for the data collection of my study is the students of superior university.

### **3.11.2 Sampling:**

While performing research selecting segment from the population for investigation is necessary.

First of all I select the data from the entire population through which I collect data.

For the selection of sample size usually there are two major sampling techniques:

- **Probability sampling**
- **Non probability sampling**

Utilizes the form of random selection is the method of sampling. In probability sampling technique each individual has equal chance of selection from the population. On the other hand each individual has no equal chance of selection from the population in non-probability sampling technique. In probability sampling technique, sampling involves in random selection, similarly in non-probability sampling technique, sampling does not involve in random selection.

### **Theoretical approach taken**

This study based on probability sampling technique. Each individual has equal chance of selection.

### **3.11.3 Sample size:**

In this research the sample size is 200 respondents.

### **3.11.4 Simple random sampling:**

In this sampling technique sample can be chosen randomly from the population, it is the type of probability sampling (Bryman and Bell 2015). I conduct our survey within two days because of

limited time. I conduct our survey during university time. Conducting survey from 200 people is not an easy task but through this sampling technique it make easy. This technique saved my cost.

### **3.11.5 Respondent rate**

200 questionnaires were distributed, 180 were received back which means that the success rate were 90% and respondent take these form seriously. In this study due to the limited time and cost, data were collected from 200 respondents, because cost depends upon sample size.

### **3.12 Data collection method:**

There are three sources of data collection

- **Primary source**
- **Secondary source**
- **Tertiary source**

Data collected from three sources. Researcher collects first hand data on the variables of interest for their specific study purpose (Sekaran and Bougie 2009). When past data are available it should be utilized, it is useful for making practical marketing decision. In this study primary source used for data collection, questionnaire was used to collect data which is an efficient data collection method in primary source from respondents.

### **3.13 Data analysis**

In this study for data analysis SPSS software was used in which data analyze in to two portions one is descriptive statistics and the other is inferential statistics. Descriptive statistics used for describe and summarize data and the method which used in it is dispersion and central trend

(Somekh and Lewin 2005). On the other hand inferential statistics used to check relationship between qualities and classify the difference between groups and create model to make prediction (Somekh and Lewin 2005). In this study other statistical test applied for testing the relationship between variables which discussed further. For checking the reliability and validity of data various test were applied.

### **3.13.1 Validity & Reliability:**

For getting the consistent result and avoiding error reliability test applied on instrument and measure the results. To check reliability Chronbach's Alpha values were calculated. Detailed explanation of reliability and validity test will provide in data analysis section.

### **3.13.2 Coding:**

Questionnaire was developed, in questionnaire scale were setup as strongly disagree, Disagree, Neither Agree nor Disagree, agree, and strongly agree. Customers were asked to rate it according to their experience and only tick their relevant option.

### **3.13.3 Data Presentation:**

In this chapter, data were collected and analyzes through SPSS and result were drawn. Interpretation of the results also present in this chapter. Graphical and tabular presentation of the results also present in this study. For shown the result of descriptive question table were made as well as for some questions bar chat and histogram were made for graphical presentation.

### **3.14 Limitations and Delimitations:**

The sample size of this study was small. The major limitation of this study was the lack of time because we are the student and we have limited time. This study concentrates only on the in-store display and in-store promotion impact on impulse buying with mediating role of customer awareness in FMCG retail industry. Methods are used for this research study like group discussions. Respondents are filling the questionnaire. The main limitations of this study are

- Questions may not be fully understood by those who answering them.
- In this study focus on all factors which influence on customer purchase decision are not possible due to limited time.
- Due to time constrain data collected within limited geographic boundaries.
- Limited information may gather from questionnaire which affects the results.
- We use only quantitative research approach.

### **3.15 Ethical Considerations:**

- For avoiding disturbance time will be adjusted. So that the research flow did not disturbed.
- The purpose of the study to make it simple and easy so can reader easily understand it and it contributed in body of knowledge.
- The privacy of the respondent kept protect till the end.
- All information provided would be held in confidential. Result should b fair without any biased behavior.

### **3.16 Chapter summary:**

In this chapter I quantify techniques of methodology for finding the results. Deductive approach used in this study. Cross sectional data collection method used. Quantitative research method used in this study, data collected from 200 respondent and SPSS software were used for analyzing data.

## **Chapter 4:**

### **Data analysis**

#### **4.1 Descriptive statistics:**

Measure of variability and measure of central tendency through the action used to describe the data regular. For the graphical representation of data to form the frequency of the data frequency distribution is used and for checking the normality of data normality curve is used.

#### **4.2 Regression:**

Regression analysis is used in this study to check out that how much dependent variable affected to independent variable. It is used to measure the relationship between variables. For checking the level of variable mean value of R Square checked that how much the value of dependent variable changing due to the independent variable. For checking the relationship of different hypothesis Values of T checked. Regression used to check that how much dependent variable affected to independent variable.

#### **4.3 Frequency test:**

##### **Demographic frequency distribution table:**

The below given tables is frequency distribution table and shown the demographic information of respondent. Frequency distribution table is always drawn on categorical variable for checking the frequency, percent, and valid percent. Total 200 questionnaires distributed for this study.

## Gender

|         | Frequency | Percent |
|---------|-----------|---------|
| Male    | 136       | 68.0    |
| Female  | 62        | 31.0    |
| Missing | 2         | 1.0     |

## Interpretation:

The above given table shown the gender of respondents. Among 200 respondents 198 respondents are responses on this question which means response rate of this question is 99% in which male respondents have frequency of 136 which is 68% and female respondents have frequency of 62 which is 31%. Missing value has frequency of 2 which is 1% percent.

## Age

|          | Frequency | Percent |
|----------|-----------|---------|
| Below 18 | 26        | 13.0    |
| 18-30    | 82        | 41.0    |
| 31-50    | 60        | 30.0    |
| 50&above | 21        | 10.5    |
| Missing  | 11        | 5.5     |

### **Interpretation:**

The above given table shown the age of respondents. Among 200 respondents 189 respondents are responses on this question which means response rate of this question is 94.5% in which below 18 age group respondents frequency are 26 which is 13%, 18-30 age group respondents have frequency of 82 which is 41%, 31-50 age group respondents have frequency of 60 which is 30% and above 50 age group respondents have frequency of 21 which is 10.5%. Missing value frequency are 11 which is 5.5%.

### **Qualification**

|              | Frequency | Percent |
|--------------|-----------|---------|
| Metric       | 33        | 16.5    |
| Intermediate | 72        | 36.0    |
| Graduation   | 68        | 34.0    |
| Masters      | 17        | 8.5     |
| Higher       | 1         | .5      |
| Missing      | 9         | 4.5     |

### **Interpretation:**

The above given table shown the Qualification of respondents. Among 200 respondents 191 respondents are responses on this question which means response rate of this question is 95.5% in which metric group respondents frequency are 33 which is 16.5%, Intermediate group

respondents have frequency of 72 which is 36%, Graduation group respondents have frequency of 68 which is 34%, Masters group respondents have frequency of 17 which is 8.5% and Higher study group respondents have frequency of 1 which is .5%. Missing value frequency are 9 which is 4.5%.

### **Consumer buying behavior frequency distribution table:**

The below given tables is frequency distribution table of consumer buying behavior.

#### **Best retail store:**

|            | Frequency | Percent |
|------------|-----------|---------|
| Hyper star | 46        | 23.0    |
| Metro      | 54        | 27.0    |
| Al-Fatah   | 76        | 38.0    |
| Macro      | 22        | 11.0    |
| Missing    | 2         | 1.0     |

#### **Interpretation:**

The above given table shown the respondent behavior toward best retail store. Among 200 respondents 198 respondents are responses on this question which means response rate of this question is 99% in which those who chose hyper stare as a best retail store respondents frequency are 46 which is 23%, who chose metro as a best retail store those respondents frequency are 54 which is 27%, who chose Al-Fatah as a best retail store those respondents

frequency are 76 which is 38% and those who chose macro as a best retail store respondents frequency are 22 which is 11%. Missing value frequency are 2 which is 1%.

### **Shopping pattern**

|            | Frequency | Percent |
|------------|-----------|---------|
| Monthly    | 53        | 26.5    |
| By monthly | 44        | 22.0    |
| Weekly     | 42        | 21.0    |
| Daily      | 61        | 30.5    |

### **Interpretation:**

The above given table shown the frequency of shopping pattern of respondent. Among 200 respondents 200 respondents are responses on this question which means response rate of this question is 100% in which those who have Monthly shopping respondents frequency are 53 which is 26.5%, those who have by monthly shopping respondents frequency are 44 which is 22%, those who have weekly shopping respondents frequency are 42 which is 21% and those who have by daily shopping respondents frequency are 61 which is 30.5%.

### **List of products in the shop**

|     | Frequency | Percent |
|-----|-----------|---------|
| Yes | 111       | 55.5    |
| No  | 86        | 43.0    |

|         |   |     |
|---------|---|-----|
| Missing | 3 | 1.5 |
|---------|---|-----|

## Interpretation

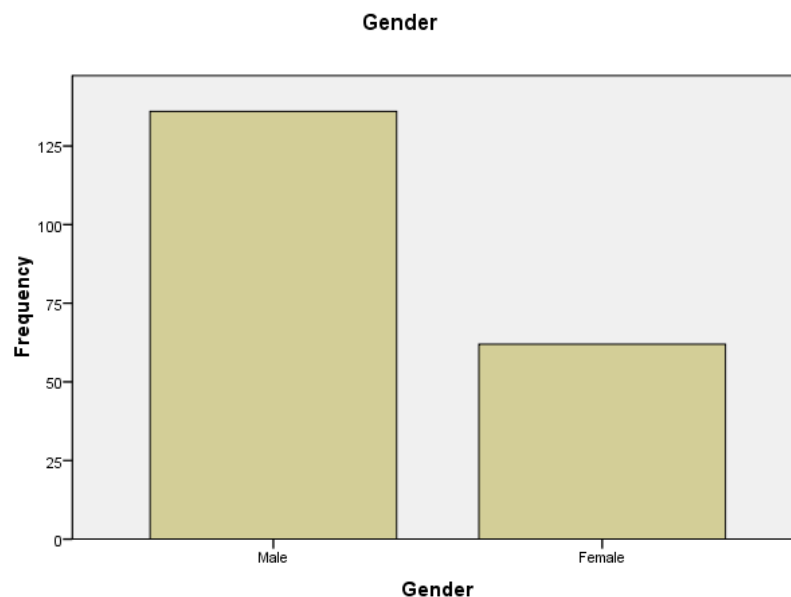
The above given table shown the frequency of those respondent who have list of product which they need, desire to buy during shopping. Among 200 respondents 197 respondents are responses on this question which means response rate of this question is 98.5% in which those who have list of product during shopping respondents frequency are 111 which is 55.5% and those who could not have list of product during shopping have frequency of 86 which is 43%. Missing value frequency are 3 which is 1.5%.

## 4.4 Bar chart

The below given diagram is bar chart of demographic information of respondent. Bar chart is always drawn on categorical variable for checking the frequency of data against the variable.

Total 200 questionnaires distributed for this study.

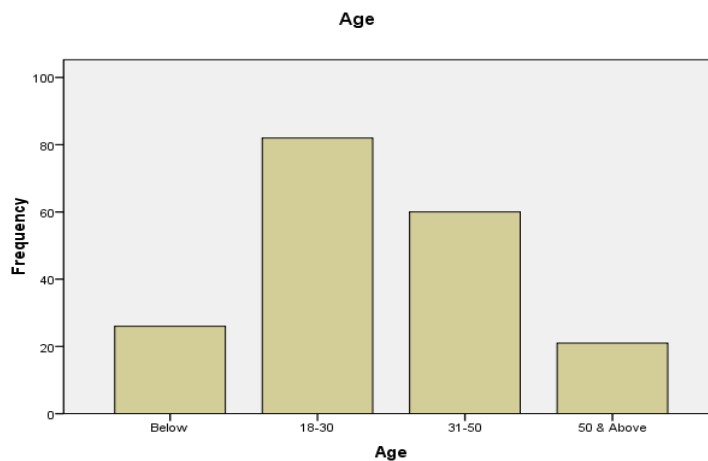
## Gender



## Interpretation:

The above mention diagram is bar chart of gender. On x-axis, gender is given and frequency/count is mentioned on y-axis. Frequency is shown by the height of bar. As it is shown that male respondent frequency are 136 and female bar shows that female frequency is 62 which means that male respondents are more that female respondents.

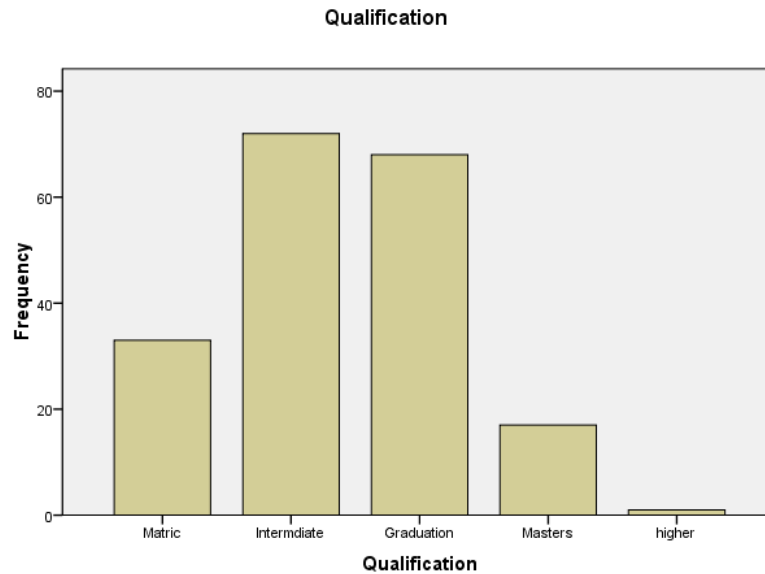
## Age



## Interpretation

The above mention diagram is bar chart of age. On x-axis, age is given and frequency/count is mentioned on y-axis. Frequency is shown by the height of bar. As it is shown that age of below 18 age group frequency is 26, 18-30 age group frequency is 82, 31-50 age group frequency is 60, and above 50 age group frequency is 21 which means that 18-30 age group respondents are more that other age group respondents.

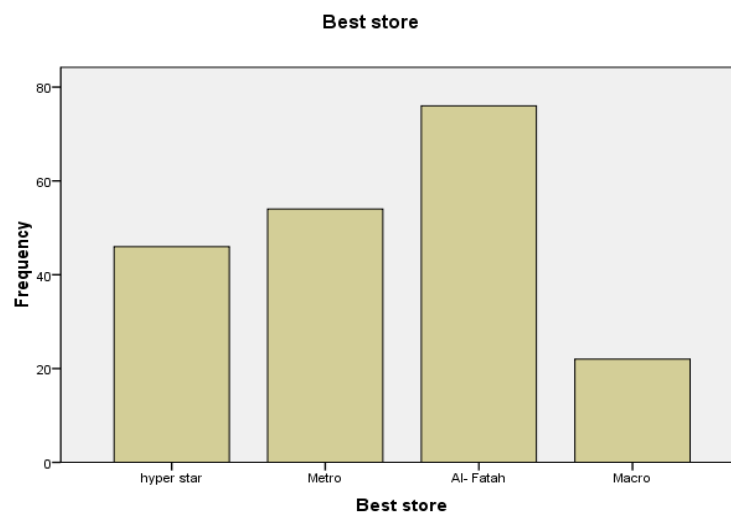
## Qualification



## Interpretation:

The above mention diagram is bar chart of qualification. On x-axis, gender is given and frequency/count is mentioned on y-axis. Frequency is shown by the height of bar. Metric group respondents frequency are 33, Intermediate group respondents have frequency of 72, Graduation group respondents have frequency of 68, Masters group respondents have frequency of 17 and Higher study group respondents have frequency of 1.

## Best store



## Interpretation:

The above mention diagram is bar chart of best store. On x-axis, best store is given and frequency/count is mentioned on y-axis. Frequency is shown by the height of bar. Those who chose hyper stare as a best retail store respondents frequency are 46, who chose metro as a best retail store those respondents frequency are 54, who chose Al-Fatah as a best retail store those respondents frequency are 76 and those who chose macro as a best retail store respondents frequency are 22.

## Shopping pattern in a month



## Interpretation:

The above mention diagram is bar chart of shopping pattern. On x-axis, best store is given and frequency/count is mentioned on y-axis. Frequency is shown by the height of bar. Those who have Monthly shopping respondent's frequency are 53, those who have by monthly shopping

respondent's frequency are 44, those who have weekly shopping respondent's frequency are 42 and those who have by daily shopping respondent's frequency are 61.

### List of product in the shop



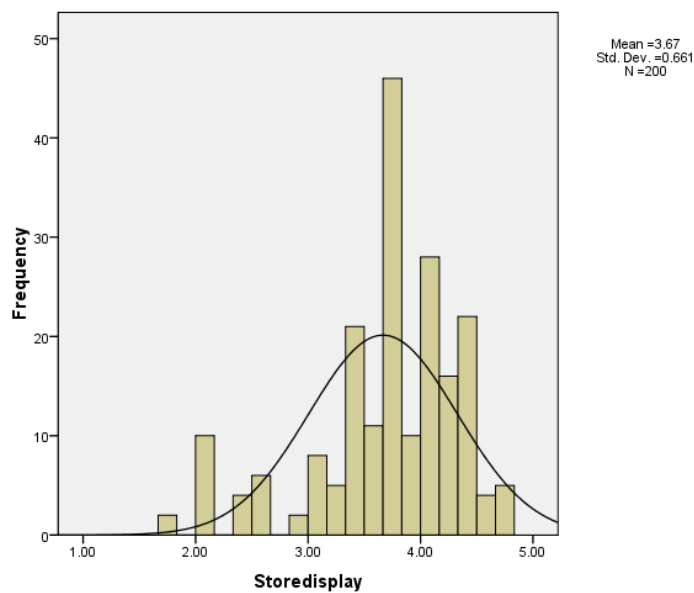
### Interpretation:

The above mention diagram is bar chart of list of product which customer taken during shopping. On x-axis, best store is given and frequency/count is mentioned on y-axis. Frequency is shown by the height of bar. Those respondent who have list of product during shopping respondents frequency are 111 and those who could not have list of product during shopping have frequency of 86.

## 4.5 Histogram

The diagram which given below is histogram. It's always drawn on scale variable. For checking the normality of data histogram is drawn.

### In Store display:

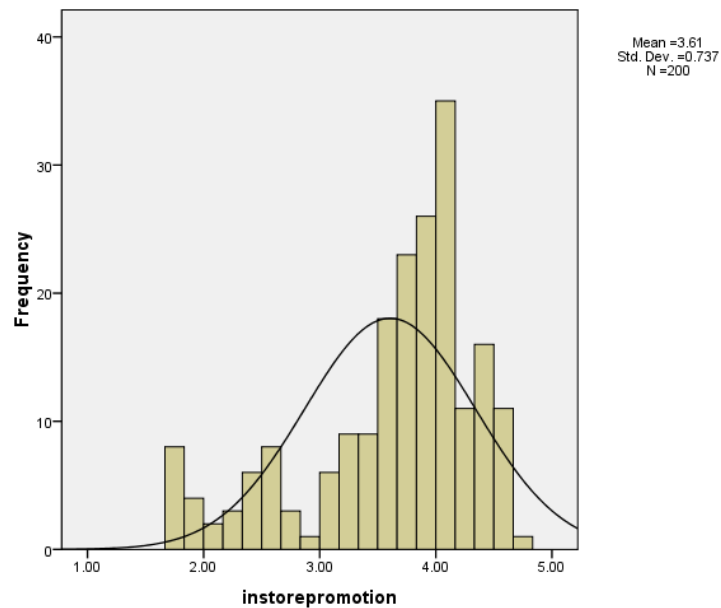


### Interpretation:

The above mention diagram is histogram of store display. Histogram drowns for checking the normality of data against the variable 'store display'. On x-axis, store display is given and frequency is mentioned on y-axis. The height of the bars shows the frequency of the each given category. The value of st.dev is 0.661 means in between -1 to +1 and Curved shown on the bar of histogram is in bell shape which is neither positively or nor negatively skewed. Graph is not

perfectly skewed but data is positively skewed. So the assumptions of the normal data fulfilled which shows that data of store display are approximately normal.

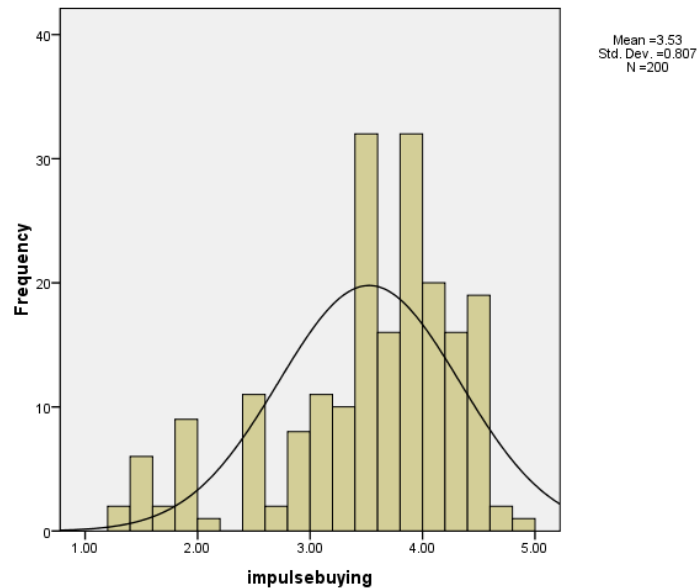
### **In-store promotion:**



### **Interdependent:**

The above mention diagram is histogram of in-store promotion. Histogram draws for checking the normality of data against the variable 'in-store promotion'. On x-axis, store display is given and frequency is mentioned on y-axis. The height of the bars shows the frequency of the each given category. The value of st.dev is 0.737 means in between -1 to +1 and Curved shown on the bar of histogram is in bell shape which is neither positively or nor negatively skewed. Graph is not perfectly skewed but data is positively skewed. So the assumptions of the normal data fulfilled which shows that data of in-store promotion are approximately normal.

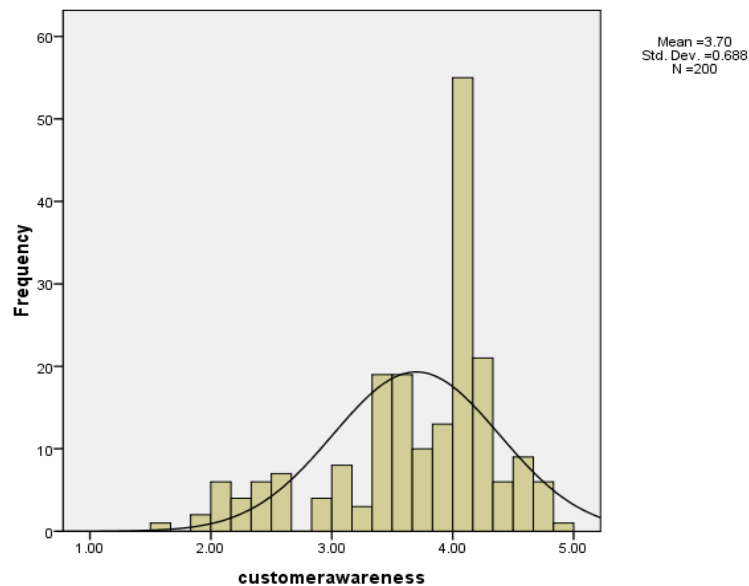
## Impulse buying:



## Interdependent:

The above mention diagram is histogram of impulse buying. Histogram drowns for checking the normality of data against the variable 'impulse buying'. On x-axis, store display is given and frequency is mentioned on y-axis. The height of the bars shows the frequency of the each given category. The value of st.dev is 0.807 means in between -1 to +1 and Curved shown on the bar of histogram is in bell shape which is neither positively or nor negatively skewed. Graph is not perfectly skewed but data is positively skewed. So the assumptions of the normal data fulfilled which shows that data of impulse buying are approximately normal.

## Customer awareness:



## Interpretation:

The above mention diagram is histogram of customer awareness. Histogram drowns for checking the normality of data against the variable 'customer awareness, on x-axis, store display is given and frequency is mentioned on y-axis. The height of the bars shows the frequency of the each given category. The value of st.dev is 0.688 means in between -1 to +1 and Curved shown on the bar of histogram is in bell shape which is neither positively or nor negatively skewed. Graph is not perfectly skewed but data is positively skewed. So the assumptions of the normal data fulfilled which shows that data of customer awareness are approximately normal.

## 4.6 Reliability:

### In Store display

| Cronbach's Alpha | No of items |
|------------------|-------------|
| .760             | 9           |

#### Interpretation:

In this analysis, Confident outcomes occur which prove through the value of cronbach's Alpha. It proves that reliability of data. The value of cronbach's Alpha is 0.760 in store display by compute variable. 9 items used for compute variable. 0.7 shows the positivity in results and its above then 0.7.

### In-store promotion

| Cronbach's Alpha | No of items |
|------------------|-------------|
| .748             | 7           |

#### Interpretation:

In this analysis, Confident outcomes occur which prove through the value of cronbach's Alpha. It proves that reliability of data. The value of cronbach's Alpha is 0.748 in store display by compute variable. 7 items used for compute variable. 0.7 shows the positivity in results and its above then 0.7.

## **Customer awareness**

| Cronbach's Alpha | No of items |
|------------------|-------------|
| .705             | 7           |

### **Interpretation:**

In this analysis, Confident outcomes occur which prove through the value of cronbach's Alpha. It proves that reliability of data. The value of cronbach's Alpha is 0.705 in store display by compute variable. 7 items used for compute variable. 0.7 shows the positivity in results and its above then 0.7.

## **Impulse buying**

| Cronbach's Alpha | No of items |
|------------------|-------------|
| .795             | 7           |

### **Interpretation:**

In this analysis, Confident outcomes occur which prove through the value of cronbach's Alpha. It proves that reliability of data. The value of cronbach's Alpha is 0.795 in store display by compute variable. 7 items used for compute variable. 0.7 shows the positivity in results and its above then 0.7.

## 4.7 Descriptive Statistics

The below given tables is Descriptive statistics table and shown the minimum, maximum, mean std. deviation value. Descriptive statistics always drawn on scale variable.

### In Store display

|                  | N   | Minimum | Maximum | Mean   | Std. Deviation |
|------------------|-----|---------|---------|--------|----------------|
| In Store display | 200 | 1.67    | 4.67    | 3.6664 | .66060         |

### Interpretation:

In the above mention table descriptive statistics of store display is shown, valid respondent is 200 which are 100% its means that all respondent gave data and no one is missing. Minimum value is 1.67, maximum value is 4.67, mean is 3.6664 and variability of std. Deviation is 0.66060.

### In-store Promotion

|                    | N   | Minimum | Maximum | Mean   | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| In-Store Promotion | 200 | 1.71    | 4.71    | 3.6059 | .73699         |

### **Interpretation:**

In the above mention table descriptive statistics of in-store Promotion is shown, valid respondent is 200 which are 100% its means that all respondent gave data and no one is missing. Minimum value is 1.71, maximum value is 4.71, mean is 3.6059 and variability of std. Deviation is 0.73699.

### **Customer awareness**

|                    | N   | Minimum | Maximum | Mean   | Std.<br>Deviation |
|--------------------|-----|---------|---------|--------|-------------------|
| Customer awareness | 200 | 1.60    | 4.86    | 3.6976 | .68814            |

### **Interpretation:**

In the above mention table descriptive statistics of customer awareness is shown, valid respondent is 200 which are 100% its means that all respondent gave data and no one is missing. Minimum value is 1.60, maximum value is 4.86, mean is 3.6976 and variability of std. Deviation is 0.68814.

## Impulse buying

|                | N   | Minimum | Maximum | Mean   | Std. Deviation |
|----------------|-----|---------|---------|--------|----------------|
| Impulse buying | 200 | 1.29    | 4.86    | 3.5255 | .80656         |

### Interpretation:

In the above mention table descriptive statistics of impulse buying is shown, valid respondent is 200 which are 100% its means that all respondent gave data and no one is missing. Minimum value is 1.29, maximum value is 4.86, mean is 3.5255 and variability of std. Deviation is 0.80656.

## 4.8 Regression

### In Store display

#### Necessary Statistics

|                  | Summary  |                   | ANOVA     |       |
|------------------|----------|-------------------|-----------|-------|
|                  | R Square | Adjusted R square | Frequency | Sign. |
| In Store display | .558     | .555              | 249.694   | .000  |

#### Coefficients

| Model            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sign. |
|------------------|-----------------------------|------------|---------------------------|--------|-------|
|                  | B                           | Std. Error | Beta                      |        |       |
| 1 (Constant)     | .182                        | .215       |                           | .848   | .397  |
| In Store display | .912                        | .058       | .747                      | 15.802 | .000  |

Dependent= impulse buying

Independent= in Store display

B= 91%

## Interpretation:

The above tables are the output of multiple regressions. Mainly regression is used to check the relationship of variables. And also find out that how much impact one independent variable has on other dependent variable. The sig. value of store display is 0.000 which is less than 0.05 which shows that there is direct relationship between in store display and impulse buying. It means that  $H_{1a}$  hypothesis is accepted and  $H_{0a}$  is rejected. Value of adjusted R square is 0.555 and B value is 0.912 which shows that 91% change will occur at dependable variable due to the independent variable. R square value is 0.558 and frequency is 249.694.

## In store promotion

### Necessary Statistics

|                    | Summary  |                   | ANOVA     |       |
|--------------------|----------|-------------------|-----------|-------|
|                    | R Square | Adjusted R square | Frequency | Sign. |
| In store promotion | .480     | .478              | 182.874   | .000  |

### Coefficients

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sign. |
|--------------|-----------------------------|------------|---------------------------|-------|-------|
|              | B                           | Std. Error | Beta                      |       |       |
| 1 (Constant) | .791                        | .206       |                           | 3.833 | .000  |

|                       |      |      |      |        |      |
|-----------------------|------|------|------|--------|------|
| In store<br>promotion | .758 | .056 | .693 | 13.523 | .000 |
|-----------------------|------|------|------|--------|------|

Dependent= impulse buying

Independent= in store promotion

B= 75%

### Interpretation:

The above tables are the output of multiple regressions. Mainly regression is used to check the relationship of variables. And also find out that how much impact one independent variable has on other dependent variable. The sig. value of in-store promotion is 0.000 which is less than 0.05 which shows that there is direct relationship between in-store promotion and impulse buying. It means that  $H_{1b}$  hypothesis is accepted and  $H_{0b}$  is rejected. Value of adjusted R square is 0.478 and B value is 0.758 which shows that 75% change will occur at dependable variable due to the independent variable. R square value is 0.480 and frequency is 182.874.

### In store display and customer awareness

#### Necessary Statistics

|                  | Summary  |                   | ANOVA     |       |
|------------------|----------|-------------------|-----------|-------|
|                  | R Square | Adjusted R square | Frequency | Sign. |
| In Store display | .577     | .572              | 134.098   | .000  |

### Coefficients

| Model              | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sign. |
|--------------------|-----------------------------|------------|---------------------------|--------|-------|
|                    | B                           | Std. Error | Beta                      |        |       |
| 1 (Constant)       | -0.074                      | .228       |                           | -0.325 | .745  |
| In Store display   | .768                        | .075       | .629                      | 10.305 | .000  |
| Customer awareness | .212                        | .072       | .181                      | 2.956  | .003  |

Dependent= impulse buying

Mediating= customer awareness

Independent= in store display

B (customer awareness) = 21 %

### Interpretation:

The above tables are the output of multiple regressions. Mainly regression is used to check the relationship of variables. And also find out that how much impact one independent variable has on other dependent variable. The sig. value of store display is 0.000, which is best value .its mean have direct relationship with impulse buying. Customer awareness sig. value is 0.003. Which is less than 0.05, its shows that there is relationship between customer awareness and in store display as customer awareness has mediating role, in store display is independent variable

and dependable variable is impulse buying. There  $H_{1e}$  is accepted and  $H_{0e}$  is rejected. Value of adjusted R square is 0.572 and B value of in store display is 0.768 which shows that 76% change will occur at dependable variable due to the independent variable similarly the B value of customer awareness is 0.212 which shows that 21% change will occur at dependent variable due to mediating variable. It is also shown that mediating variable effect the relationship between dependent and independent variable. R square value is 0.577 and frequency is 134.098.

### **In store promotion and customer awareness**

#### **Necessary Statistics**

|                    | Summary  |                   | ANOVA     |       |
|--------------------|----------|-------------------|-----------|-------|
|                    | R Square | Adjusted R square | Frequency | Sign. |
| In store promotion | .526     | .521              | 109.124   | .000  |

#### **Coefficients**

| Model              | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sign. |
|--------------------|-----------------------------|------------|---------------------------|-------|-------|
|                    | B                           | Std. Error | Beta                      |       |       |
| 1 (Constant)       | .271                        | .231       |                           | 1.173 | .242  |
| In store promotion | .580                        | .068       | .530                      | 8.582 | .000  |

|                    |      |      |      |       |      |
|--------------------|------|------|------|-------|------|
| Customer awareness | .314 | .072 | .268 | 4.344 | .000 |
|--------------------|------|------|------|-------|------|

Dependent= impulse buying

Mediating= customer awareness

Independent=in store promotion

B (customer awareness) = 31%

### **Interpretation:**

The above tables are the output of multiple regressions. Mainly regression is used to check the relationship of variables. And also find out that how much impact one independent variable has on other independent variable. The sig. value of in store promotion is 0.000, which is less than 0.05 its mean that in-store promotion have direct relationship with impulse buying. Customer awareness sig. value is 0.000. Which is also less than 0.05, it shows that there is relationship between customer awareness and in store promotion as customer awareness has mediating role, in store promotion is independent variable and dependable variable is impulse buying. There  $H_{1d}$  is accepted and  $H_{0d}$  is rejected. Value of adjusted R square is 0.521 and B value of in store promotion is 0.580 which shows that 58% change will occur at dependable variable due to the independent variable similarly the B value of customer awareness is 0.314 which shows that 31% change will occur at dependent variable due to mediating variable. It is also shown that mediating variable effect the relationship between dependent and independent variable. R square value is 0.526 and frequency is 109.124.

## **Chapter no. 5**

### **DISCUSSION, CONCLUSION, RECOMMENDATION**

#### **5.1. Discussion**

This research studied the relationship of in store display, in-store promotion and the impact of customer awareness as mediator on impulse buying. In-store display play vital role in store promotion and also enhance impulse buying (Akhter, Rizwan et al. 2014). Customers purchase behavior studied in this research and customer were asked about their purchase intentions about shopping. Customers were preferred to buy those products which visually displayed on shelf as well as that product which has promotion. Most of the customer have impulsive buying behavior they like to buy impulsively when they seen promotion on product as well as seen product on shelf which attract them. Result shown that store display and in-store promotion have positive relationship between impulse buying. In store display and in store promotion create awareness among customers which have positive impact on impulse buying. When respondent were asked about the store display impact on their purchase behavior most of the respondent were replied that it has positive impact. They remember to buy product most of the time when they seen on display. Similarly when respondent were asked about the in-store promotion impact on their purchase behavior respondent again replied that it also has positive impact because most of the time promotional activities motivates them to buy product. Most of the time customers buy product due to promotional activities without any prior reason or buying intention. This study results shows that those customers which have positive attitude towards promotion have positive response. And also found that most of the customers have negative attitude toward

discount and perceived that discounted products have low quality and respond negatively. Some customers replied that they prefer to buy product not because of promotion or attractive display they find those product that has attractive display as well as promotion with good quality.

## **5.2. Conclusion**

The strength of in store display and in-store promotion has direct and positive impact on customer awareness which effect impulse buying. Customer can recall and recognize product when they seen on display and promotion. Awareness can be created through different marketing techniques. Overall, our finding/results give strong support for t all hypotheses, regarding store display, in-store promotion, customer awareness and impulse buying. We found that store display and in-store promotion has positive relationship with impulse buying. We also achieved well-built mediation, as it has been discussed that there is full mediation between in store display, in-store promotion, customer awareness. This proved to be fully supporting the results obtained after this detailed survey research.

The above research show that store display and in-store promotion is the strongest source of customer awareness and impulse buying. Customer awareness has strong impact on impulse buying.

## **5.3. Limitations of the Study and Future Research:**

This study analyzed the formation and outcome of the store display and in-store promotion impact on customer awareness with effect on impulse buying in FMCG retail industry of Pakistan.

- There is many benefit of study but similarly there are several limitations in this study.
- The study is only limited in FMCG retail industry. And there is an opportunity for future researcher to fill the gap of this study.
- Data were collected from limited geographical area. It is recommended for future researcher to cover more area for data collection.
- Due to limited time constrain it is difficult to study all factors which influence impulse buying. It is suggested to the future researcher to study those factors which is not studied in this research.
- Qualitative research also needed in this field of study.

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### Questionnaire

## **“Impact of in store display and in-store promotion on impulse buying, with mediating role of customer awareness in FMCG retail industry.”**

**Dear Participant,**

It is requested to you kindly respond these questions; which are belong to your shopping experience. We want to know that which product you selected and way you selected it. All information which I collected from you is for study purpose and your information remain confidential and there is no any other reason behind it. Please read the questions carefully and then make the best choice according to your satisfaction level. Please Tick or Circle the right option as per the scale given in-front of each question.

**Name:** \_\_\_\_\_ **(Optional)**

| Age           | Below 18 |  | 18 - 30      | 31 – 50    |  | 50 & above |  |        |
|---------------|----------|--|--------------|------------|--|------------|--|--------|
| Qualification | Matric   |  | Intermediate | Graduation |  | Masters    |  | Higher |

Gender:

Male

Female

Best retail store:

Hyper stare

Metro

Al-Fatah

Macro

How often do you go shopping in a month?

Monthly

By monthly

Weekly

Daily

Did you have a list of product when you go to the shop?

Yes

No

Note: Please choose an appropriate answer according to the given scale!

The below given scale is regarding influence of Store display, in-store promotion, customer awareness and impulse buying.

1. Strongly

2. Disagree

3. Neither Agree

4. Agree

5. Strongly Agree

Disagree

nor Disagree

|   | Store display                                          | SDA | DA | N | A | SA |
|---|--------------------------------------------------------|-----|----|---|---|----|
| 1 | I enter a store when the entrance is not clutter.      |     |    |   |   |    |
| 2 | I visit store when there is attractive window display. |     |    |   |   |    |
| 3 | While browsing the store I tend to purchase products   |     |    |   |   |    |

|   |                                                                                                             |  |  |  |  |  |
|---|-------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
|   | displayed in eye-catching displays.                                                                         |  |  |  |  |  |
| 4 | While browsing the store I tend to walk towards and buy products displayed in visually attractive displays. |  |  |  |  |  |
| 5 | Complementary Product display next to the common product makes my shopping easy.                            |  |  |  |  |  |
| 6 | I tend to buy products displayed at or near the checkout desks.                                             |  |  |  |  |  |
| 7 | I tend to look at products located in eye-level.                                                            |  |  |  |  |  |
| 8 | I tend to stop and browse products displayed on shelves.                                                    |  |  |  |  |  |
| 9 | I tend to buy products displayed on shelves on sight.                                                       |  |  |  |  |  |

|   | <b>In-store promotion</b>                                                                                   | <b>SDA</b> | <b>DA</b> | <b>N</b> | <b>A</b> | <b>SA</b> |
|---|-------------------------------------------------------------------------------------------------------------|------------|-----------|----------|----------|-----------|
| 1 | Promotional offers are the reason of my store visit.                                                        |            |           |          |          |           |
| 2 | I tend to purchase products from special offers communicated by in-store advertising and promotion signage. |            |           |          |          |           |
| 3 | I tend to stop and browse products with promotional offers.                                                 |            |           |          |          |           |
| 4 | Brand converter influences my purchase decision.                                                            |            |           |          |          |           |
| 5 | Promotional signage entices me to browse products.                                                          |            |           |          |          |           |
| 6 | Price reductions, discounts, special offers are likely to influence my purchases.                           |            |           |          |          |           |
| 7 | Offers which clearly presented through display influence me                                                 |            |           |          |          |           |

|  |              |  |  |  |  |  |
|--|--------------|--|--|--|--|--|
|  | to purchase. |  |  |  |  |  |
|--|--------------|--|--|--|--|--|

|          | <b>Impulse buying</b>                                                              | <b>SDA</b> | <b>DA</b> | <b>N</b> | <b>A</b> | <b>SA</b> |
|----------|------------------------------------------------------------------------------------|------------|-----------|----------|----------|-----------|
| <b>1</b> | I often buy things unexpectedly.                                                   |            |           |          |          |           |
| <b>2</b> | I often buy things without thinking.                                               |            |           |          |          |           |
| <b>3</b> | I buy things according to how I feel at the moment.                                |            |           |          |          |           |
| <b>4</b> | Sometimes I am a bit thoughtless about what I buy.                                 |            |           |          |          |           |
| <b>5</b> | Some time I remember product which I needed when I see it on display and I buy it. |            |           |          |          |           |
| <b>6</b> | Some time I buy product unexpectedly which is on Discount offers.                  |            |           |          |          |           |
| <b>7</b> | I unexpectedly buy product without need when salesman promote it.                  |            |           |          |          |           |

|          | <b>Customer awareness</b>                                                                                  | <b>SDA</b> | <b>DA</b> | <b>N</b> | <b>A</b> | <b>SA</b> |
|----------|------------------------------------------------------------------------------------------------------------|------------|-----------|----------|----------|-----------|
| <b>1</b> | When I see product display on shelf with their features it creates awareness then I tend to buy it.        |            |           |          |          |           |
| <b>2</b> | In store display and promotion aware me about products and its features.                                   |            |           |          |          |           |
| <b>3</b> | Most of the time I see product on display, recall its features and buy it.                                 |            |           |          |          |           |
| <b>4</b> | Some time features of product are in my mind, when I see display of the product I recognize it and buy it. |            |           |          |          |           |

|   |                                                                                                              |  |  |  |  |  |
|---|--------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 5 | Some time product is in the market but I know it first time when sales person tells me about their features. |  |  |  |  |  |
| 6 | Some time I know about product during their promotional activities which is doing within the store.          |  |  |  |  |  |
| 7 | Sales promotions have an impact on me to know about the product.                                             |  |  |  |  |  |

***Thank you for your precious time.***