



A Study to Assess the Impact of Point of Purchase Display on Purchase Decision

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ABSTRACT

The companies are continuously trying to find the way to influence the customers buying decision. The competition is so intense now a days that the there are lots of products available in the market to give satisfaction to the customers. The customers are also getting so smart and influencing them to buy the products needs lots of efforts. In this research project I will study the impact of point of purchase display on consumer behaviour. While purchasing the product what are the factors that can effect the customer's buying decision, these will help companies to plan their strategies accordingly. There are lots of things which attracts customers to change their mind to buy any product. The relationship between the buyer and seller is always helps to influence the decision of buying. The questionnaire survey will be done to get the information regarding these important factors which can affect the decision of customers. The data will be collected from the random people to check what influences them to buy any product. This research will be very beneficial to for the both seller as well as the buyer's point of view because they will be able to know what to be done and get the required satisfaction.

1.1 INTRODUCTION

Under this, the consumer, money and the product come together to become the point of purchase where the consumer can buy different products. The **Point of Purchase**, according to **Quelch** (2006) is the most suitable place and period to communicate with consumers since it is where they make their brand choice decisions. It is the time and place at which all elements of sale (consumer, money, and product) come together although consumer-buying behaviour in recent time has been driven by point of purchase advertising. Existing queries on marketing communications effectiveness initiates an increase in sales volume and brand building. This paper examines the queries bordered on advertising clutters, medium message, method, timing and their implications on achieving tactical marketing and sales objectives. A detailed literature review will be carried out to examine the cause and effect relationship between point of purchase (POP) advertising and consumer purchase behaviour. It is important for us to reiterate that point of purchase or point of sale advertising is a sub element of the broad field of advertising. Advertising itself is an element of promotion, which is one of the basic marketing concepts or one of the basic elements of the marketing mix (that is promotion).

Under this topic I study about the components of point of purchase decision like Product display, store atmosphere, quality, promotion, goodwill, etc. will be studied over attributes related to purchase decision like interest, desire, budget, income etc. to identify relative importance.

This topic cover under FMCG sector (Fast Moving Consumer Products). How consumers are attract toward products? How advertisement effect on the sale of FMCG products? Product display attract the consumer or not and they influence to buy products by product display or not? How consumer influence to buying a product by store goodwill? And how all these factor influence the attributes related to purchase decision like interest, desire, budget, income etc.

Under this study we need to cover that how product display and advertisement of a product helps the company to increase their sale .How the consumer attracts toward this and what type of market strategy they need to adopt. How these strategies impacted profit and good will of the organization. Advertising expresses such aspects of modern culture which are hinged on lifestyles, fashion, attitudes, esteem, health, social acceptance, work, play, business, leisure, politics, and so on. Various authors have described advertising from both the communication and marketing perspectives, which reflect its dual roles or functions of communication with the key aim of selling goods, services, ideas, persons, institutions and anything that is marketable. The best of such definitions are those that clearly bring out this dual nature of advertising by emphasizing its communications and marketing dimensions. Essentially

therefore advertising is a clear message (printed, spoken, graphical or pictorial) which is sent to a group of target consumers or audiences with the aim of turning/tuning their minds towards the purchase of a product, service or accepting an idea, individual or function.

Consumer behavior while purchasing is the study of individuals, groups, or organizations and the procedures they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making process of buyers, both individually and in groups. Four types of consumer buying behaviour outline product purchase decisions.

1.2 Meaning of Point of Purchase

The point of purchase (POP) is the area in which marketers and retailers plan promotional activities surrounding the consumer products.

Point of purchase is a type of promote the product by the display of the product in an attractive manner. So, the customer influence to buy the product is a point of purchase

1.3 Meaning of Purchase decision

Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand and buyer behaviour highly impacted the purchase decision because customers are the king of the market and their expectations, need and behaviour is highly important for store keeper for increase the productivity.

1.4 Assessment

To study the buyer behaviour on their purchase decision I apply the instrument questionnaire that helps me to get the customer view related to this study and after that my sample design is to target the customer near by me with the sample size of 150 and type of data used is primary and secondary. By this tool I get information regarding the what factor affecting the buyer's behaviour and what improvements need by the storekeeper to attract the customer at the point of purchase because it will increase their productivity also.

1.5 Types of Consumer Buying Behaviors & Product Decisions:-

- **Impulse Purchases:** When a consumer stands at the checkout and notice magazines and similar goods they makes a purchase with no thought or planning involved. In most instances this happens with low-priced items.
- **Routine Purchases:** There are items consumers are used to purchasing every day, once a week or monthly. These can range from a morning cup of coffee from a nearby convenience store, to milk, eggs and cheese from the supermarket. Customers spend very little time deciding whether or not to purchase these items and don't typically need to read reviews or consult with friends for their opinions before they make routine purchases.
- **Limited Decision Making:** When customers engage in purchases that require limited decision making, they may seek advice or a suggestion from a friend. The consumer may research a few options, but the search is not as thorough, or as time consuming, as with a higher priced item.
- **Extensive Decision Making:** Purchases for high priced electronics, such as a television, computer or camera, or major purchases such as a home or car require consumers to use extensive decision making. Consumers spend substantial amounts of time researching a high number of potential options before they buy.

1.6 Factors Influencing Buyers Behaviours:-

There are many factors that influence the buyer behavior. Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as marketing, personal, social, cultural, personal and psychological factors.

1.6.1 Marketing Factors

Each element of the market mix – product, pricing, promotion and place has the potential to affect the buying process at various stages:-

- **Product:** The uniqueness of the product, the physical appearance and packaging can influence buying decision of a consumer.
- **Pricing:** Pricing strategy does affect buying behaviour of consumers. Marketers must consider the price sensitivity of the target customers while fixing prices.
- **Promotion:** The various elements of promotion such as advertising, publicity, public relations, personal selling, and sales promotion affect buying

behaviour of consumers. Marketers select the promotion mix after considering the nature of customers.

- **Place:** The channels of distribution, and the place of distribution affects buying behaviour of consumers. Marketers make an attempt to select the right channel and distribute the products at the right place.

1.6.2 Personal Factors

The personal factors of a consumer may affect the buying decisions. The personal factors include:

- **Age Factor:** The age factor greatly influences the buying behaviour. For instance, teenagers may prefer trendy clothes, whereas, office- executives may prefer formal clothing.
- **Gender:** The consumer behaviour varies across gender.
- **Education:** Highly educated persons may spend on books, personal care products, and so on. But a person with low or no education may spend less on personal grooming products, general reading books, and so on.
- **Income Level:** Normally, higher the income level, higher is the level of spending and vice-versa. But this may not be always the case in developing countries, especially in the rural areas.
- **Status' in the Society:** Persons enjoying higher status in the society do spend a good amount of money on luxury items such as luxury cars, luxury watches, premium brands of clothing, jewelers, etc.
- **Other Personal Factors:** The other personal factors such as personality, lifestyle, family size, etc., influence consumer behaviour.

1.6.3 Psychological Factors

A person's buying behaviour is influenced by psychological factors such as:-

- **Learning:** It refers to changes in individual behaviour that are caused by information and experience. **For example**, when a customer buys a new brand and is satisfied by its use, then he/she is more likely to buy the same brand the next time. Through learning, people acquire beliefs and attitudes, which in turn influence the buying behaviour.
- **Attitude:** It is a tendency to respond in a given manner to a particular situation or object or idea. Consumers may develop a positive, or negative or neutral attitude towards certain product or brands, which in turn would affect his/her buying behaviour.
- **Motives:** A motive is the inner drive that motivates a person to act or behave in a certain manner. The marketer must identify the buying motives of the target customers and influence them to act positively towards the marketed products.
- **Perception:** It is the impression, which one forms about a certain situation or object. A motivated person is ready to act. But the way or the manner in which he acts is influenced by his/her perception of the situation.
- **Beliefs:** A belief is a descriptive thought, which a person holds about certain things. It may be based on knowledge, opinion, faith, trust and confidence. People may hold certain beliefs of certain brands/products.

1.6.4 Situational Influences

Major situational influences include the physical surroundings, social surroundings, time, the nature of the task, and monetary moods and conditions.

- **Physical Surroundings:** The physical surroundings at the place of purchase affects buying behaviour. For instance, when a customer is shopping in a store, the features that affects buying behaviour would include the location of the store, the decor, the layout of the store, the noise level, the way merchandise is displayed, and so on.
- **Social Surroundings:** The social surroundings of a situation involve the other people with the customer that can influence buying decision at the point of purchase. For instance, a bargain hunter shopping with an impatient friend may do quick purchases, and may not bargain over the price, so as to please the impatient customer.
- **Time Factor:** Customers may make different decisions based on when they purchase – the hour of the day, the day of the week, or the season of the year. For instance, a consumer who has received a pay cheque on a particular day may shop more items, than at the end of the month when he is short of funds.
- **Momentary Conditions:** The moods and conditions of the customer at the time of purchase may also affect the buying decision.

1.6.5 Social Factors

The social factors such as reference groups, family, and social and status affect the buying behaviour:

- **Reference Groups:** A reference group is a small group of people such as colleagues at work place, club members, friends circle, neighbours, family members, and so on.

Reference groups influence its members as follows:

-They influence members' values and attitudes.

-They expose members to new behaviours and lifestyles.

-They create pressure to choose certain products or brands.

- **Family:** The family is the main reference group that may influence the consumer behaviour. Nowadays, children are well informed about goods and services through media or friend circles, and other sources.
- **Roles and Status:** A person performs certain roles in a particular group such as family, club, organisation, and so on. For instance, a person may perform the role of senior executive in a firm and another person may perform the role of a junior executive. The senior executive may enjoy higher status in the organisation, as compared to junior executive.
- People may purchase the products that conform to their roles and status, especially in the case of branded clothes, luxury watches, luxury cars, and so on.

1.7 Why Point of Purchase Important

When designing your POP displays, keep in mind that effective point of purchase advertising:

- Attracts customer attention and answers their most frequently asked questions and concerns.
- Provides interesting information about and benefits of a product.
- Allows specific products to stand out in your store.
- Helps to promote branding through signage, lighting, and design.
- Creates a cohesive look throughout the store while still highlighting specific products.
- Encourages and boosts sales.
- With the help of point of purchase customer use the product and then they feel about the product and give reference to friends and relatives.
- Helps to build a customer loyalty and build a good relationship between buyer and seller

2 REVIEW OF LITERATURE

S. Gupta (2020) The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation.

H. Chen (2019) This study examines how consumers' corporate social responsibility (CSR)-related activities in social media affect their responses to brands. We defined consumers' CSR-related activities in social media as the extent to which consumers use social media to engage in CSR communication by companies. An online survey was conducted to examine social media users in China, the largest consumer market in today's global economies. This study developed a theoretical model and empirically tested the relationships between consumers' CSR-related activities in social media, identification with the brand, and three consumer behavior outcomes: electronic word-of-mouth (eWOM) intention, brand attitude, and purchase intention. The results suggested that consumers' CSR-related activities in social media significantly impacted eWOM intention and purchase intention through enhancing identification with the brand and positive brand attitude.

D. Nim (2019) Advertising is that marketing phenomenon which is omnipresent. Everyone without even realizing gets influenced by advertisements. It became a necessity for survival in today's highly competitive market. The pressure of advertising is increasing day by day so does its expenses. Companies started to invest huge sum to create no. of advertisements to make people aware about their product/services offerings. So, it becomes mandatory to study its effectiveness and its impact on the consumer mind. Thereby, present study endeavours to examine the advertisement's impact on consumer buying behaviour for jewellery. The people who are having the resources for buying jewellery are selected randomly for this survey. The total sample size taken for this study is 400. The data analysis is done with Structural Equation Modeling (SEM) technique.

D. Spychalska (2018) They are active and engaged, and interaction with them is becoming a form of creating value for a company/brand. Being aware of fashion and their related needs, consumers require from brands a dialogue, transparency of activities undertaken, and personalization of experiences created together with their diversity. A good solution here could be a fast fashion strategy, which is a new way of thinking about creating value with the customer and for them in the textile market. However, it requires from brands an increasingly customer-focused market orientation and looking for forms of communication

that are much more engaging than before. The aim of the paper is to identify the influence of interactive forms of communication on shaping customer behavior in the fashion market.

O. Shafiq (2017) The aim of study is to determine the level of influence on women's behavior by television advertisement. The research is designed for the women's between 16 to 40 years age. Study is based on quantitative research method; survey is used to collect the data. Participants answered number of questions from questionnaire which is based on the influence of TV advertisement on buying decisions among women. The study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers. At the same time quality of the product and price is also included with their strong impact on buying behavior of consumer. Likewise to some extent the celebrity endorsement also matters in the buying behavior.

D. P. Sharadkumar (2016) The present study aimed to understand in detail the impact of various external factors, internal factors and situational factors on impulse purchase. In this study numerous external factors like promotional offer, price, Window display, Proximity and staff behavior has been taken under consideration. Apart from the external factors, variety of internal factors like hedonic feelings and Impulsive buying tendency have also be studied. Taking this study further, situational factors like having credit card and shopping with peers are considered in order to understand the impact on impulse purchase. An attempt was made to investigate the role of various demographic variables on impulse buying among consumers. Various hypotheses were framed keeping in mind the objectives of the study and the entire framed hypothesis were tested using various statistical methods.

V. Menon (2015) The e-mail marketing literature is limited and scattered and in a search for a more systematic approach to research. The few published studies mostly consist of indirect (attitudinal) measures of behavior instead of a direct measurement of the actual variables of interest— consumer economic choice. Furthermore, published research does not focus on motivational operations despite marketing's emphasis on needs, wants, and personalized marketing. In the current paper, we extend the examination of the Behavioral Perspective Model as a conceptual system for managerial decision making in e-mail marketing.

K. Priya (2015) Consumer Behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his , his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc and is influenced by cultural trends as well as his social and societal environment.

R. Murali (2015) The present study is focused on In-Store Advertising, promotions and its impact on consumers purchase decisions. The study looks at all aspects of In-store Advertising; it looks at consumer perception on various aspects of in store communication, starting from the type of Advertising vehicles, the benefits of in store advertisements, the qualities of in store advertisements, the advertisement messages, the type of in store advertisements, adjectives used to describe the In-store advertisements and store offers. He study was an eye opener about in store advertisements. The study revealed that In-store advertisements are powerful influencers and people find them very beneficial. Marketers need to deliberate on the findings of this study and look at what consumers prefer and what they don't, in In-store advertisements.

R. Shannon (2014) Food retailers have been expanding rapidly in Asian countries, yet may face unexpected problems with consumer acceptance due to cultural differences. Collectivist culture and extended families imply it is likely there are more people in the shopping group, and the importance of face and status may lead to higher social risk in regards to buying private label (PL) brands. This study finds that social risk has a negative effect on satisfaction, while PL familiarity has a positive effect, and to a lesser degree perceived quality variation and price consciousness.

J. Bahru, et al. (2013) Advertising has been proven to facilitate consumer choice; it enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied. Point of purchase advertising therefore is a veritable tool that must play an important role in the marketing process. Money spent on advertising in general and this form of advertising in particular should no longer be seen as "expenditure", it is part of the "investment" required for successful business execution which should have measurable returns on investment (ROI), asit promotes the sale of goods and services by informing and persuading consumers to buy.

N. Larsen (2011) Although there is general agreement on the health benefits of eating fruits and vegetables (F&V), consumers still do not eat enough. Numerous interventions and government guidelines have been undertaken to promote consumption, but with somewhat misfiring results. Research has identified diverse barriers to increased F&V consumption, which include the retail environment— such as location of F&V within the store compared with the positioning of sweets, availability, nutrition information, and price. We performed a repeated-measures in-store experiment to investigate the effects of F&V placements on consumers' buying behaviour.

S. Manickam (2011) The paper aims at conducting an empirical investigation in order to identify the determinants that influence consumer behaviour towards buying different technology products (high, medium and low). The paper attempts to develop an empirically proved model of determinants that influence consumer behaviour towards buying different technology products. The research identified that the peer groups' suggestions have maximum influence on consumer behaviour towards buying high and medium technology products, whereas brand reputation and accreditation from society influence consumer behaviour towards buying low technology products. The findings would provide valuable insights to the marketers on the variables influence consumer behaviour towards different technology products.

V. SIGURDSSON, H. ENGLBERTSSON (2010) This in-store experiment introduced a point-of-purchase display of a particular brand benefit. The results showed that the point-of-purchase display did not increase relative sales of the target brand. This is in line with increased concerns of marketing scientists about the value of advertising. Abraham and Lodish (1990) showed that only a small percentage of promotional programs were profitable, and Mela, Gupta, and Lehmann (1997) demonstrated that long-term effects can be harmful in a way that consumers become more price and promotion sensitive over time. The use of the alternating treatment design in the in-store experiment was successful in creating an evaluation of the relative sales effects and behavioral patterns attributable to the display.

M. Yamamoto (2008) The Japanese cosmetics market is the second largest in the world and in 2003 was valued at approximately 1.9 trillion yen. The sector is also the largest consumer of advertising in Japan (receipts exceeding 35m yen in 2003). Despite its size and significance, research in this area is somewhat scant. To bridge the gap, our research reports the findings of an investigation designed to explore the impact of cosmetics advertising on female Japanese consumers. Our findings reveal that despite their frequent usage in ads, celebrities fail to influence purchase decisions. Specific reference groups, including experts, friends, and female family members have varying degrees of influence.

J. Park (2006) Two experiments examine the effects of endorser ethnicity and product country of origin on consumer responses toward ad and brand, and investigate the moderating role of utilitarian versus hedonic product type. In Experiment 1, for utilitarian products, participants showed more favorable responses when the endorser's ethnicity was incongruent with the product's country of origin compared to when it was congruent, supporting an attribution-theory explanation. For hedonic products, however, participants preferred ads that featured an endorser whose ethnicity matched their own, irrespective of the product's country of origin. In Experiment 2, building on the attribution explanation, two endorsers of different ethnicities generated more favorable responses than two of the same ethnicity.

V. Sigurdsson (2001) Prior research on pricing in behavioural economics in closed settings has traditionally delivered positive decelerating demand curves. In consumer behaviour analysis, the effects of price on consumer choice has been analysed with both panel data and in-store experiments. These studies have not only found downward sloping demand curves, but also neutral and upward sloping curves. The purpose of the current research was to try to detect these kinds of neutral or upward sloping demand curves in retailing and analyze the effects of in-store price manipulations on sales to try to scrutinise these anomalies further. The effects of the price interventions were inferred by scanner data from convenience stores, supermarkets and discount stores. The stores belonged to Icelandic and Norwegian retailers.

R.P. Joshi The purpose of the study was to examine the impact of P-O-P advertising on buying behaviour of the female buyers in the cosmetics product category in terms of generating impulse; brand switch; brand recall; decision reinforcement; consumer learning; information retrieval and encouraging trials of the cosmetics products. Another important objective was to identify the different functions of P-O-P advertising that create impact on buying behavior at point of purchase like informing, reminding, encouraging, and demonstrating. The study has been able to attain these objectives and draw findings scientifically.

A.V. Nathwani Most economically developed cultures are legitimately referring retailing to as consumption societies. Retailing in India is receiving global appreciation and attention and this emerging market is witnessing a significant change in its growth and investment pattern. Most individuals in these societies spend more time engaged in consumption than in any other activity, including work or sleep. Like a forest fire starting at the edges, the retail change in India is hot and fast spreading at the visible urban boundaries.

3. RESEARCH METHODOLOGY

3.1 Research Methodology

In the process of achieving the objectives of the study, it is very important to follow a systematic scientific approach to present and interpret the results of the study. The different steps of any research investigation like selection of problem, selection of research area, sampling frame, use of different tools for data collection and various methods used for the data analysis have been considered while carrying out the present investigation. In a research paper the methodology section allow the reader to critical evaluate a study overall validity and reliability.

3.2 Objective

- To study the impact of point of purchase display on the consumer purchase decision.
- To know about the factors that are affecting the purchase decision of the customer at the time of point of purchase display.

3.3 Research Design

Under this research, descriptive research design will be used. In descriptive research, the questions regarding the factors that affect the customer buying decisions and also the lots of things which attracts the customer to change their mind to buy any product.

3.4 Sampling Plan

A sampling plan is a detailed outline of which measurements will be taken at what times, on which material, in what manner, and by whom identify the parameters to be measured, the range of possible values, and under this the target population describe related to our research paper . What is our sample size and what techniques we are use to get the result of our objective.

3.4.1 Target population:

In this research my target population has mainly target the different customers of different age groups to know about their purchase decision and what factor influence them. This is my target population. Target population refers to the entire group of individuals or objects to which researchers are interested in generalizing the conclusions.

3.4.2 Sampling technique

Under this research I used random and convenient sampling technique .In random sampling techniques I has collected the information from the random people in Ludhiana from the different customer of the different age group is my target. In convenient sampling the information has been collected from the people which are known to me.

3.4.3 Sample size

The sample size of my research is 150 responses. Both male and female customer of the different age groups.

3.4.4 Research instrument

Research instrument is the generic term that researchers use for a measurement device. The research Instrument used in this research project to collect information is Google forms questionnaire. The questionnaire will help to get the required information in the form of survey. I have use pie charts and tables to show the result of this study. So, questionnaire and pie charts are the major tools or instruments related to this research paper.

3.5 Type of data

The study is purely based on the combination of both primary and secondary data for conducting the research

3.5.1 Primary data

Primary research involves active participation from the researcher themselves. And, under this research for collect the primary data major tool is used that is questionnaire that helps to collect responses from the respondents themselves.

3.5.2 Secondary data

Secondary research involves the summary or synthesis of data and literature that has been organized and published by others. And, for collecting secondary data the literature reviews, different research paper have used .

3.6 Tool of Research

The Online Questionnaire has been used as the tool of research for collection of data.

3.7 Data Analysis

Different tools were used in the analysis of the information to get the satisfactory results for the research.

Classification and analysis of data will be done using:-

- Simple tabulation of data using MS-Excel.
- Graphical analysis was done using bar graphs and pie charts.
- Calculating the percentage of responses.

3.8 Need of the Study

The need of the study is to know the how point of purchase affect the purchasing decision of the customer which factor influence their purchase decision while buying the product . This research is very helpful for the storekeepers to improve their display and factors considered that influence the customer purchasing decision. After considering the finding of the research it will help fir the store keepers to improve as per requirement and it will helps to increase their productivity and build a good relationship with the customers. So, this research paper helps the storekeepers to improve their display so at the point of purchase customer easily taken the decision of a product and it will help to increase their productivity.

3.9 Limitations of the Study

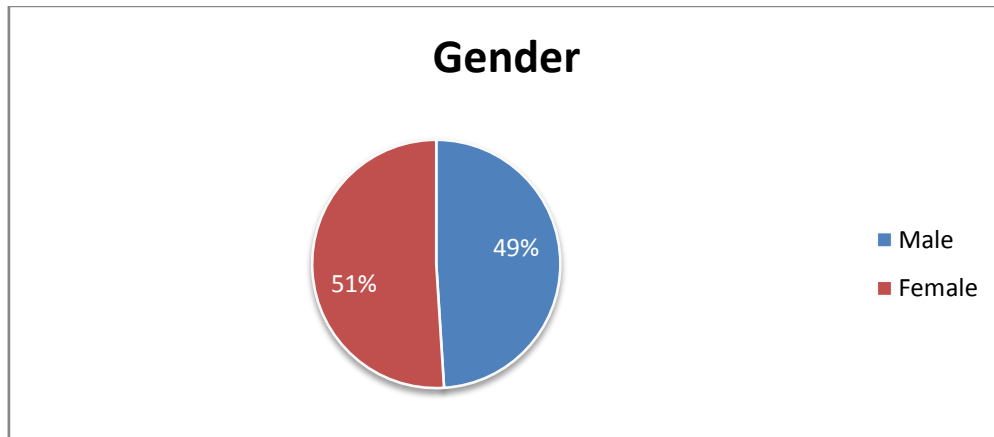
- The survey has been conducted only taking 150 respondents as a sample size.
- The accuracy of findings of study depends upon the correctness of the responses provided by the respondents.

➤ The area of Ludhiana is too huge that is not possible to cover all the customers of different segments in the variable span of time.

4 DATA ANALYSIS & INTERPRETATION

PART- A (DEMOGRAPHIC ANALYSIS)

4.1 Gender Base Analysis

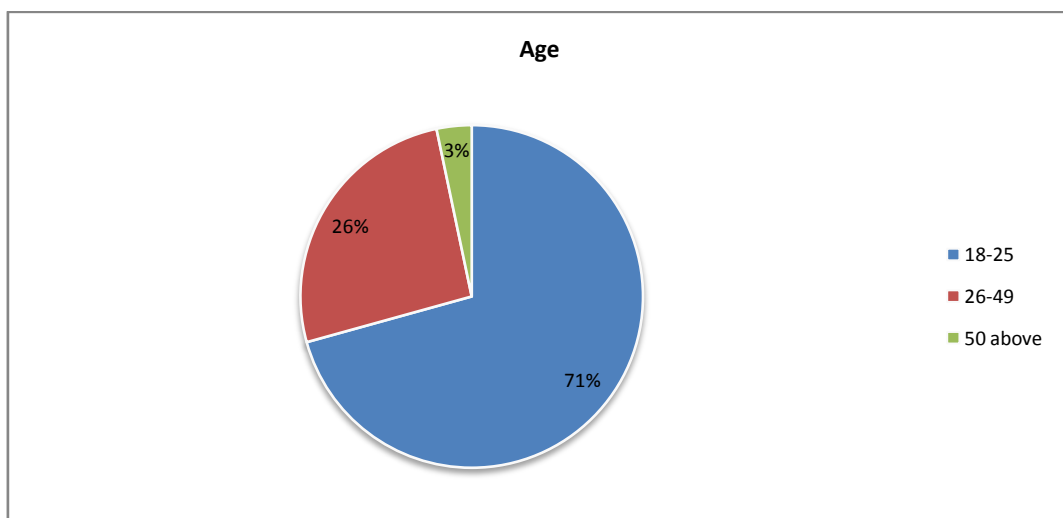


Gender	Male	Female	Total
Response	74	76	150
Percentage %	49	51	100

ANALYSIS: The above table and pie chart represent the gender wise composition of survey respondents. As can be seen from the above table, 51% respondents are Female and 49% respondents are Male. This suggests that out of 150 respondents, 76 were female and 74 were male.

INTERPRETATION: As shown in the above table female respondent are more in number (76) as compare to male (74) respondent. So, above data show the gender respondents of our data

4.2 Age Base Analysis

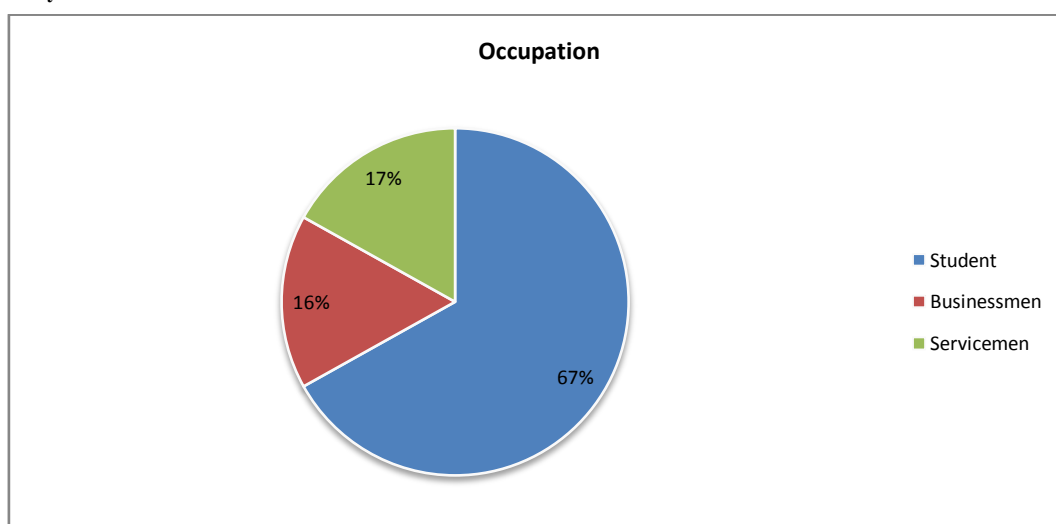


Age	Male	Female	Percentage %
18-25	40	65	71
26-49	28	11	26
50 above	5	0	3
Total	74	76	100

ANALYSIS: The above column chart and table classify the survey respondents according to their gender and age. The majority of respondents are belongs to age group of 18-25 where Female respondents are more with 65 (N) and Male 40 (N) showing 71 % and 26% are belong to 26-49 age group where female are more with the N is 11 and male 28 .In age group of 50 above only 0 female and 05 male respondent are their which is showing 3 % of total response.

INTERPRETATION: The above data suggests that majority of female respondents belong to the age group 18-25years whereas majority of male respondents belong to the age group of 18-25years.So, these are the age group data from the respondents.

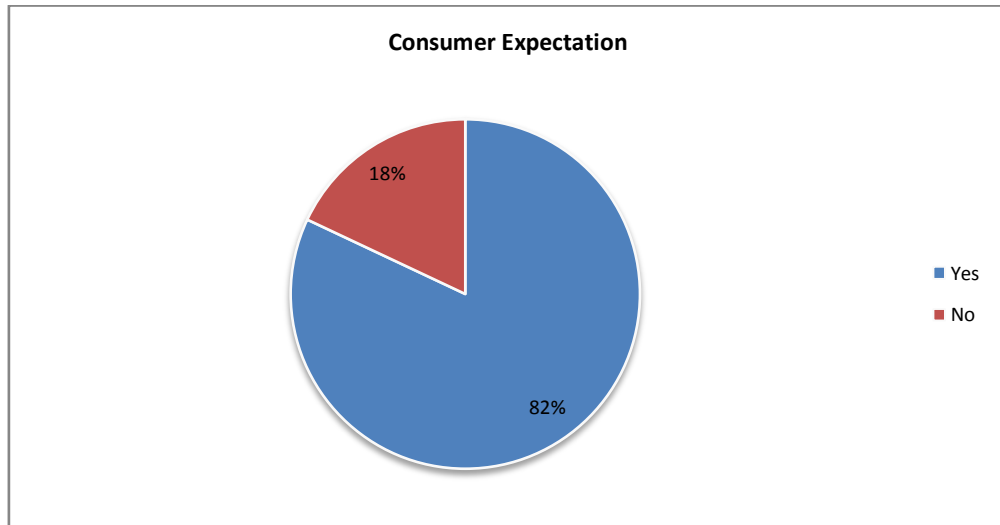
4.3 Occupation Analysis



Occupation	Male	Female	Percentage%
Student	35	65	67
Businessman	19	6	16
Serviceman	19	6	17
Total	73	77	100

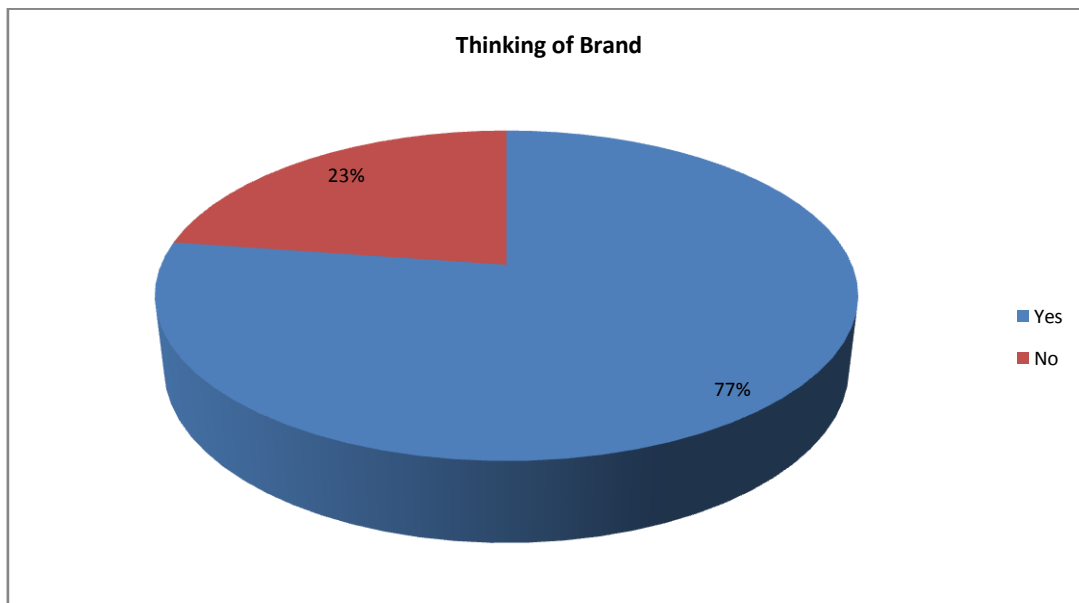
Analysis: The above clustered bar chart and table classify the survey respondents according to their occupation and gender. The majority of respondents (67%) are students with 35% (N=35) male and 65% (N=65) female, responses by businessman (16%) with male and female . For a male N=19 (76%), and female are N=6(24%) of total respondents. For a service sector total responses are 17% i.e by male and female and out of these male were (N=19) 76% and female were (N=6) 24% out to the total respondents.

Interpretation: The above data shows that majority of responses from the students with 67%(N=100) where male are 35%(N=35) and female are 65% (N=65)And whereas the overall less responses from the businessman sector where total number of responses are 16%(N=25) where more number of responses from male that is 76%(N=19) and female are 24%(N=24%) after that total response from the service industry that is 17%(N=25) where male are 76%(N=19) and female are 24% (N=24) filler the questionnaire.

PART- B (OBJECTIVE)**4.4 Consumer Expectations regarding items.**

Analysis: The above bar diagram shows that how much respondents agree or disagree with the statement that they think of item before coming the store or not. So, under this research the total number of respondents are 150N(100%) out of these more number of responses are yes that is 123N (82%) that means they think the item before coming the store and 27N (18%) responses are No that means they didn't think the item before coming to the store and upper research show that most of the people think the item before coming to the store.

Interpretation: The above data indicates that most of the people agree that they think the item before coming to the store that is total number of respondents are 150 out of 123 agree that they think the item before coming to the store and 27 are disagree that they didn't think the item before coming to the store and upper research shows that majority of people think the item before coming to the store.

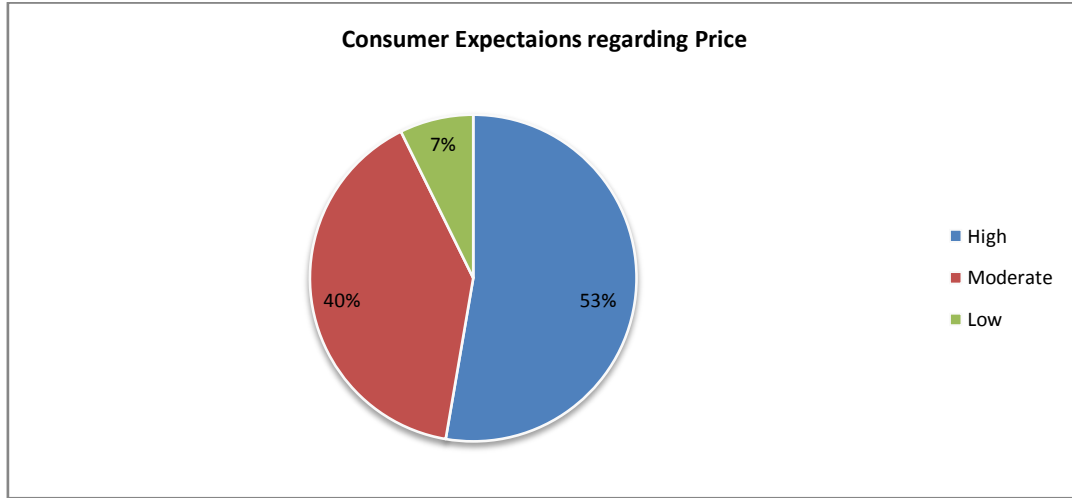
4.5 Thinking of Brand before coming to store.

Analysis: The above bar diagram shows that how much respondents agree or disagree with the statement that they think of brand before coming the store or not. So, under this research the total number of respondents are 150N(100%) out of these more number of responses are yes that is 116N (77%) that means they think the brand before coming the store and 34N (23%) responses are No that means they didn't think the brand before coming to the store and upper research show that most of the people think the brand before coming to the store.

Interpretation: The above data indicates that most of the people agree that they think the brand before coming to the store that is total number of respondents are 150 out of 116 agree that they think the brand before coming to the store and 34 are disagree that they didn't think the brand before coming to the store and

upper research shows that majority of people think the brand before coming to the store.

4.6 Consumer Expectations Regarding Price.

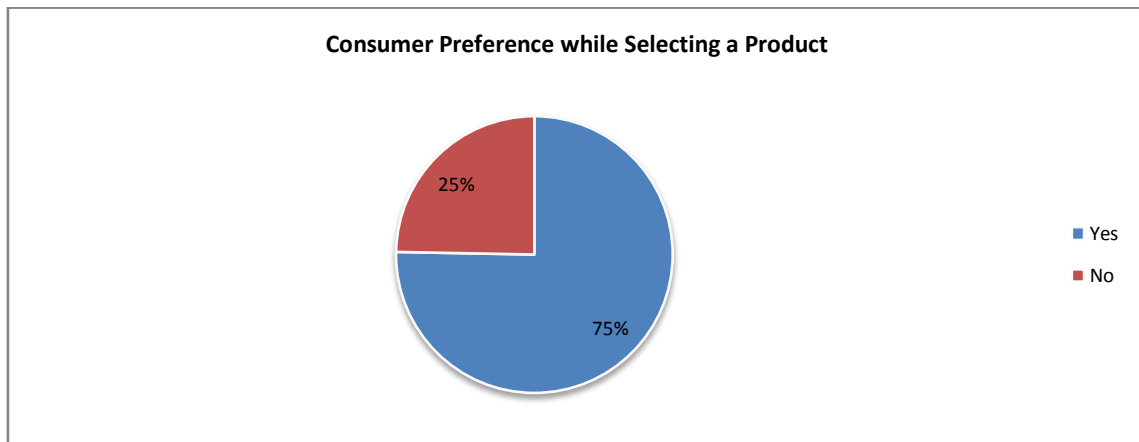


Occupation	Male	Female	Percentage%
High	31	47	53
Moderate	35	25	40
Low	7	4	7
Total	74	76	100

Analysis: In the above pie chart and table the price is how much important (i.e highly, moderate, low) for the respondents is clear. Total number of respondents are 150N (100%) out of highly important price for the customer while buying the products is 53%(N=78) out of these male are less with the percentage of 40%(N=31). And female are more with the percentage of 60%(N=47). The price is moderate important for the customer while buying the product is 40% (N=60) out of these male are more with the percentage of 58%(N=35) and the female respondents for the moderate important for the price while buying the product is 42%(N=25). And, third one is the price is low important while buying the product. For these the responses filled by very less respondents that is 7%(N=11) out of these responses the male responses are 63%(N=7) that means price influence their purchasing decision and female respondents are 37%(N=4). So, price is highly important for the customers while buying the products

Interpretation: The above data reflects that total number of respondents are 150N (100%) out of these more number of responses by female that is 76N (51%) and male respondents are 74N (49%). As per data the price is highly influenced their purchasing decision that is 78N (53%) and moderate influence is 60N (40%) and the price is low influence their purchasing power is 11N (7%). So, this data show the how much price influence their purchasing decisions.

4.7 Consumer Preference While Selecting a Product.

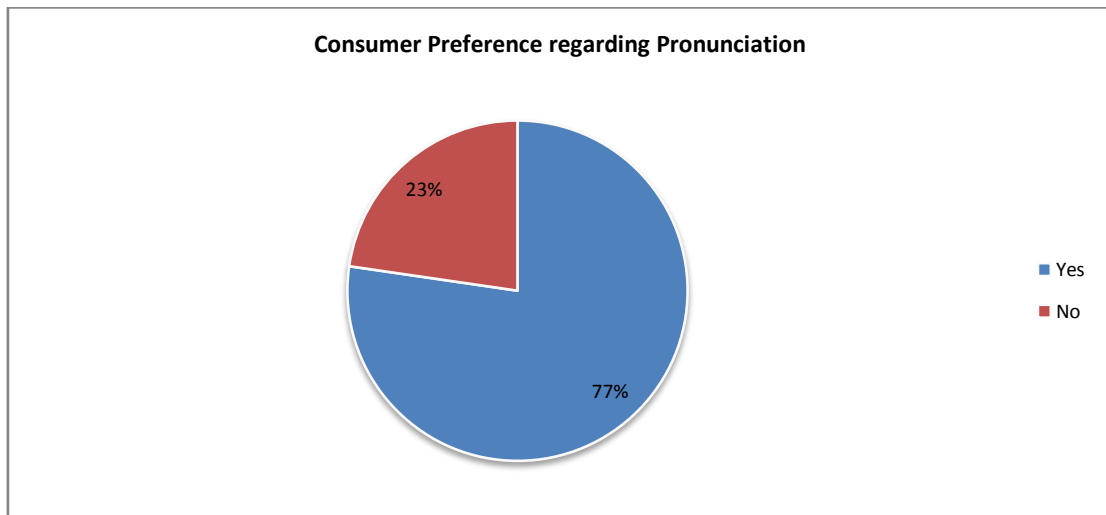


Analysis: The above bar diagram shows that how much respondents agree or disagree with the statement that they considered the price/package shape while selecting a product or not. So, under this research the total number of respondents are 150N(100%) out of these more number of responses are yes that is

113N (75%) that means they considered the color/ package shape of a product while selecting a product and 37N (25%) responses are No that means they didn't considered the any color / package shape of a product while selecting the product and upper research show that most of the people considered the color/packaging of a product while purchase the product .

Interpretation: The above data indicates that most of the people agree that they considered the color/packaging shape of a product while buying the product that is total number of respondents are 150 out of 113 agree that they considered the color/packaging of a product while buying the product and 37 are disagree that they didn't considered any color/packaging shape of a product while doing any purchasing of a product because may be they are quality conscious and upper research shows that majority of people considered the color/packaging a product while buying of any product .

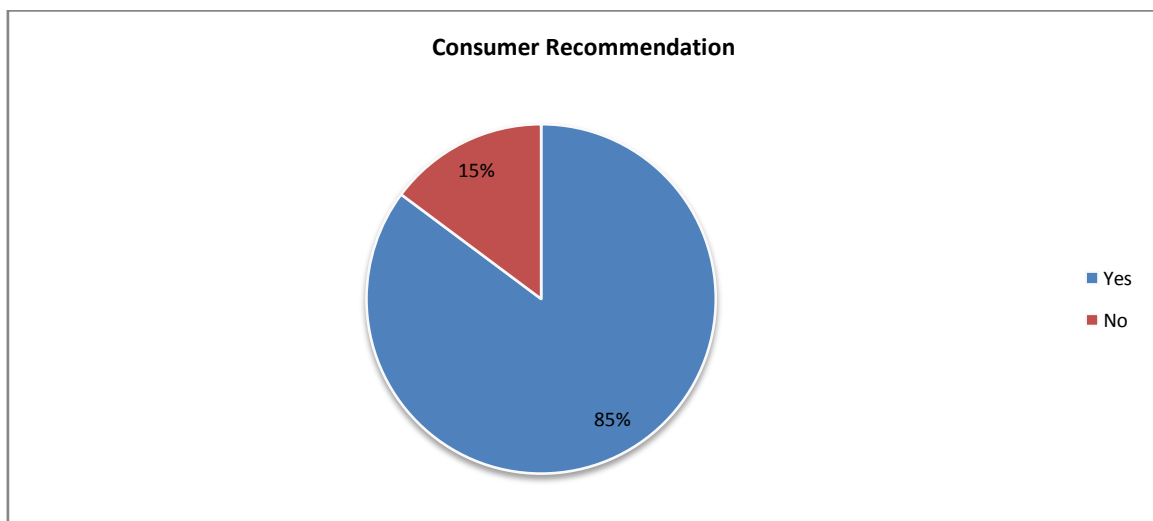
4.8 Consumer Preference Regarding Pronunciation.



Analysis: The above bar diagram shows that how much respondents agree or disagree with the statement that the easy pronunciation of a product name is important them while purchasing ar ask about a product. So, under this research the total number of respondents are 150N(100%) out of these more number of responses are yes that is 116N (77%) that means the pronunciation of a product is important for them while purchasing a product and ask about a product and 34N (23%) responses are No that means the easy pronunciation of a product is not important for them while purchasing any product or ask about the product and upper research show that the pronunciation is highly important for them while purchasing a product or ask about a product.

Interpretation: The above data indicates that most of the people agree that the importance of the pronunciation is highly important for them while purchasing a product or ask about the product that is total number of respondents are 150 out of 116 agree that the pronunciation of a product is important for them while purchasing the product and 34 are disagree with this statement and the analysis show that majority of the people considered the pronunciation of a product while purchasing the product or ask about a product.

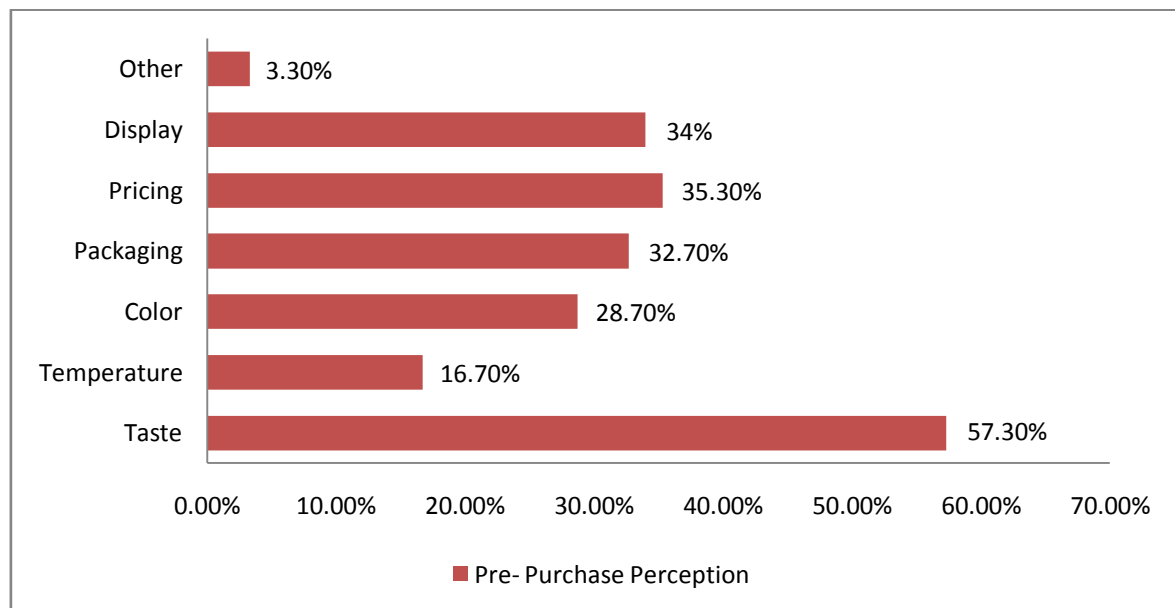
4.9 Recommendation of the product to friends/family.



Analysis: The above bar diagram shows that how much respondents agree or disagree with the statement that they recommend the Product to their family and friends that they like . So, under this research the total number of respondents are 150N(100%) out of these more number of responses are yes that is 127N (85%) that means the customer recommended the the product to their family and friends that they like and 22N (15%) responses are No that means they didn't recommend the product to their family and friends that they like and upper research show that the most of the people say yes which means respondent recommend the product to their family and friends that they like.

Interpretation: The above data indicates that most of the people agree that they recommend the product to their family members and friends that they like. Total number of respondents are 150 out of 127 agree that they recommend the product that they like and 34 are disagree with this statement and the analysis show that majority of the people recommend the product to their family and friends that they like the most and recommendations are highly impacted the sales .

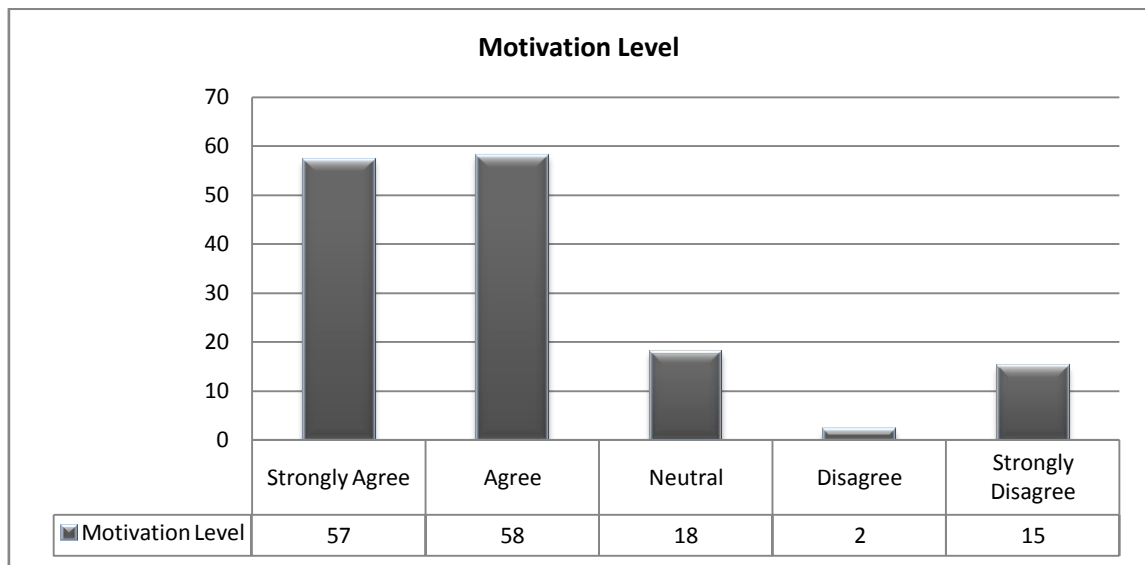
4.10 Thinking of Parameter before coming to store.



Analysis: The above bar diagram shows that how much respondents agree or disagree with the statement that they think about any given parameters (taste, color, packaging, display, price, temperature, others) before coming to the store. So, under this research the total number of respondents are 150N(100%) and respondents have the option to select multiple options . Out of these people are most think about the TASTE parameter before coming to the store that is 86N(57.30%) and after that they think about the price of the product before coming to store that is 53N (35.30%). After that they considered the display so they have multiple options to choose the item that is 51N (34%) and after display the high rating for that customer considered while selecting a product is a packaging of a product that is 49N (32.70%) and after that customer considered colour that is 43N (28.70%) and after the colour there is Temperature that is 25N (16.70%) and some other parameters rating is 5N (3.30%). So, this is the parameters rating that customer considered while buying the product and highly rated parameter is Taste .

Interpretation: The above data indicates that most of the people considered the taste while buying the product that is 57.30% after that they considered the price that is 35.30% after that display of items 34.1% and after that packaging of a product that is 32.70% and color 28.70% and temperature and other parameters are 16.70% and 3.30% and above data show people mostly considered the taste and price of a product.

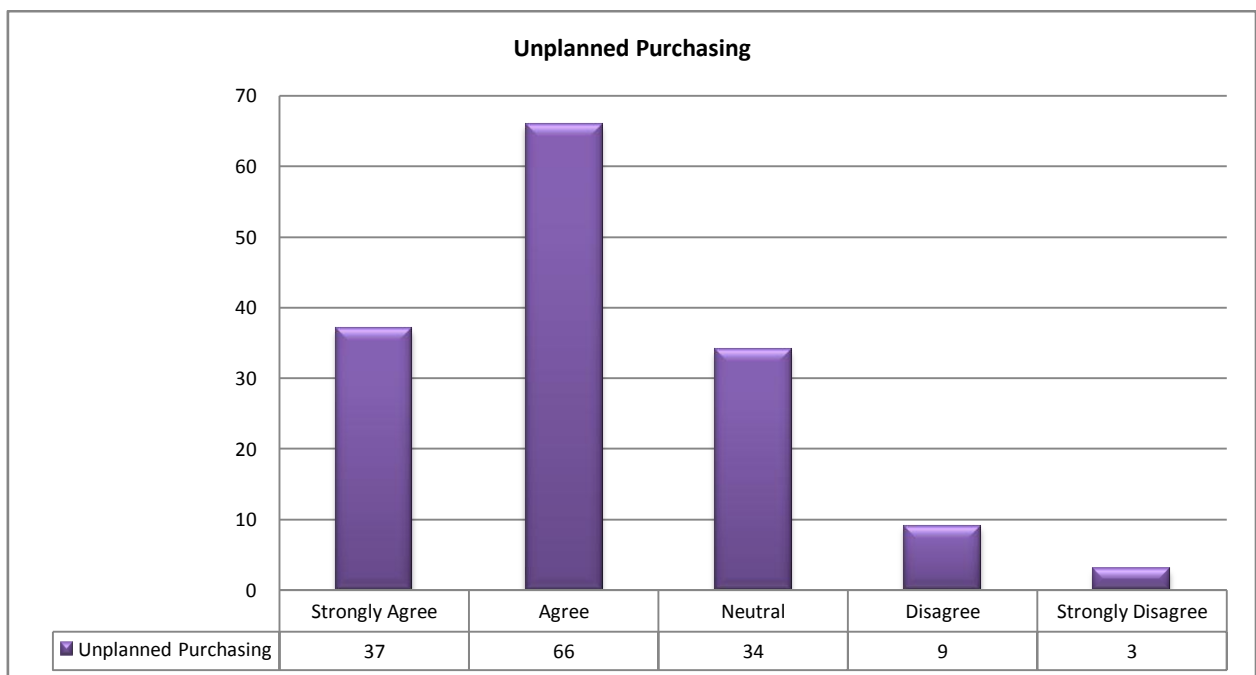
4.11 Motivation Level for Buying the Product.



Analysis: The above column chart shows that how much respondents agree or disagree with the given statements that schemes run by the store keeper how much motivate customer for buying .Out of 150(N) respondents 58(N) that is 38.7% respondents agree that they are motivate by schemes that is run by the storekeeper fir buying a product . Along with this 57(N) that is 38% respondents strongly agreed that they highly influence by the schemes that is run by the storekeeper for buying the product that means they are highly motivate from the schemes . Whereas 2(N) that is 1.3% respondents disagree that the schemes run by store keeper doesn't motivate or influence their purchasing power where as 15(N) that is 10%respondents strongly disagreed that they have not motive by the schemes they are just purchase a product as per their requirement and 18(N) that is 12% respondents don't have any clear opinion regarding the they are motivate for the schemes that is run by store keepers or not.

Interpretation:- The above data indicates that the most of the respondents that is 38.7% are agree that they are motivate for buying a product from the schemes run by the storekeepers and mostly are strongly agree that is 38% by this statement. Only some of them have not clear opinion that is 12% and very less amount respondent that is 1.3% are not motivate by this schemes and some are strongly disagree that is 10% from this statement.

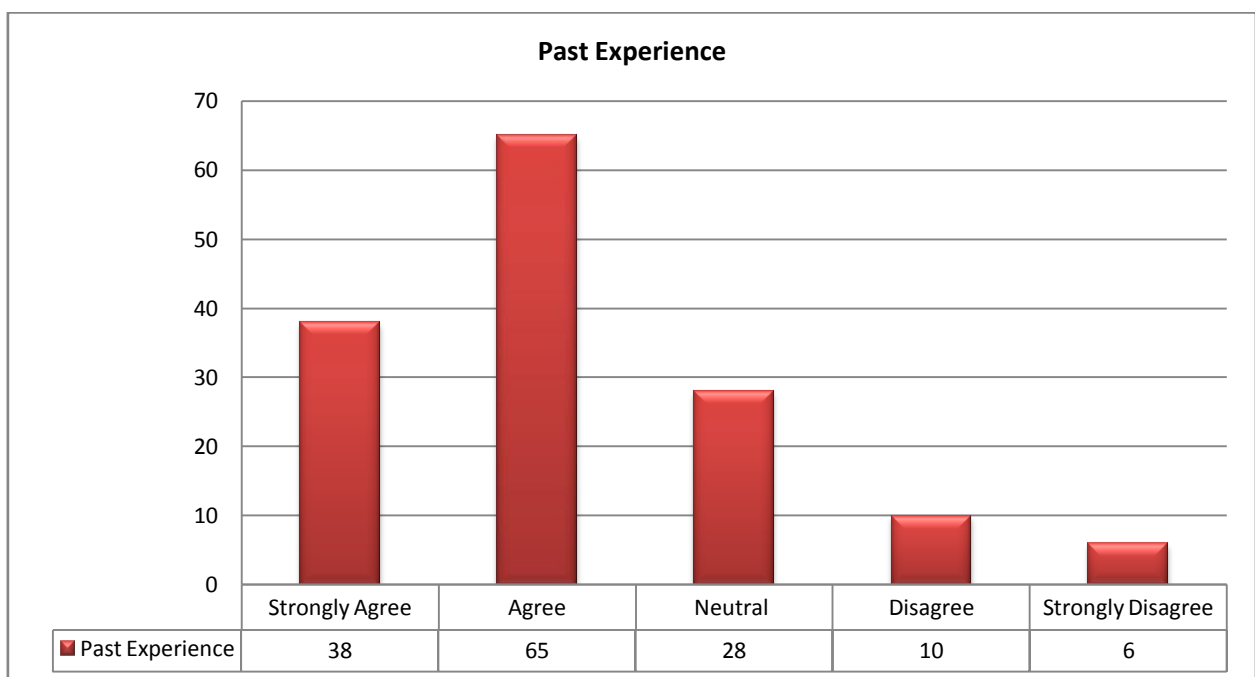
4.12 Unplanned Purchasing of the Product.



Analysis: The above column chart shows that how much respondents agree or disagree with the given statements that they consider the lower price of the product for unplanned behaviour of purchasing or not .Out of 149(N) respondents 66(N) that is 44.3 % respondents agree that they highly considered the lower price of the product for unplanned behaviour of purchase . Along with this 37(N) that is 24.9% respondents strongly agreed that they highly considered the lower price while purchasing a product with the unplanned behaviour. Whereas 9(N) that is 6% respondents disagree that they didn't consider the lower price while purchasing the product for unplanned behaviour because they are quality conscious whereas 3(N) that is 2% respondents strongly disagreed that they have not consider any lower price for unplanned behaviour purchasing and 34(N) that is 22.8% respondents that they don't have any clear opinion regarding that they are considered the lower price while the unplanned behaviour purchasing or not.

Interpretation:- The above data indicates that the most of the respondents that is 44.3% are agree that they are considered the lower price of the product for and some are strongly agree that is 24.9% by this statement. Some of the respondents have not clear opinion i.e22.8% and very less amount respondent that is 6% are not considered the lower price of a product for unplanned purchasing behaviour and some are strongly disagree that is 2% that they don't consider the price for unplanned purchasing decision.

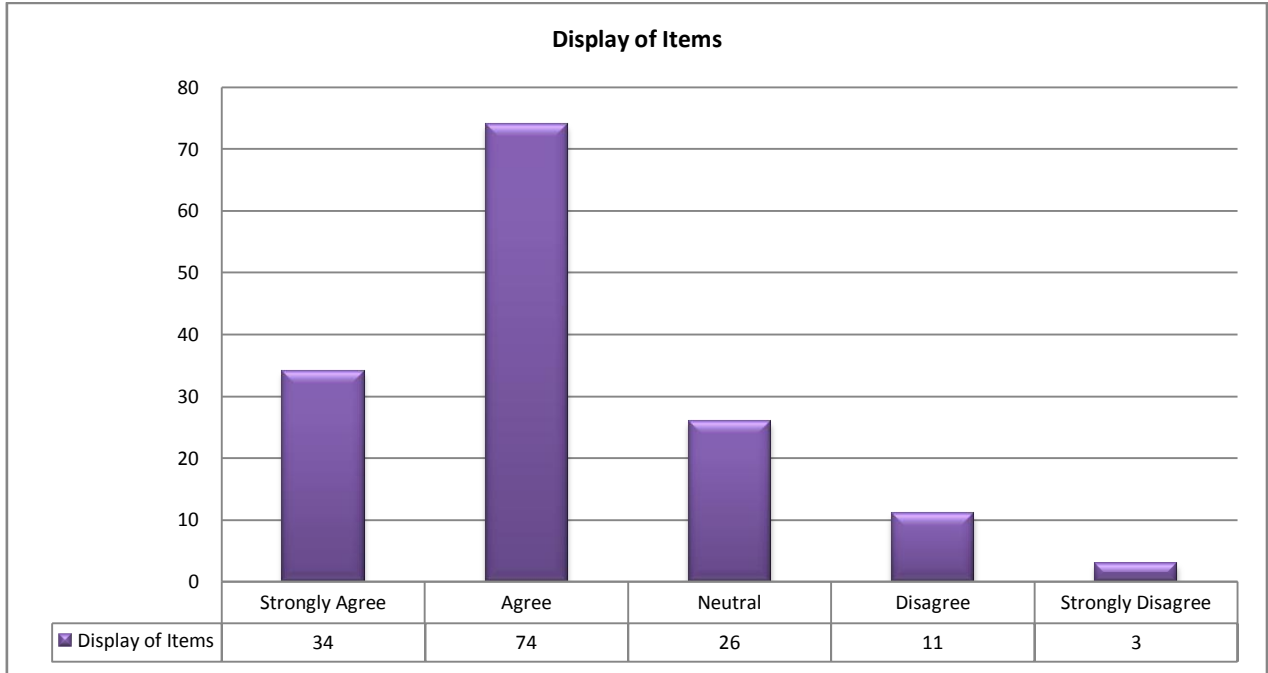
4.13 Past Experience motivate respondent for Buying.



Analysis: The above column chart shows that how much respondents agree or disagree with the given statements that How strongly they considered earlier experience of products, samples of products that motivate them to buying a product .Out of 147(N) respondents 65(N) that is 44.2 % respondents agree that they strongly considered the earlier experience of products that they are using and the samples also motivate them for buying a product . Along with this 38(N) that is 25.9% respondents strongly agreed that they highly considered the earlier experience of products and samples and earlier experience highly motivate them for buying the product. Whereas 10(N) that is 6.9% respondents disagree that they didn't consider the earlier experience while purchasing a product . whereas 6(N) that is 4% respondents strongly disagreed that they have not consider any earlier experience with sample and product while doing a shopping and 28(N) that is 19% respondents that they don't have any clear opinion regarding that they are considered their past experience related products while purchasing or not they don't have clarity with this point.

Interpretation:- The above data indicates that the most of the respondents that is 44.2% are agree that they are considered the earlier experience motivate them for buying a product and some are strongly agree that is 25.9% by this statement. Some of the respondents have not clear opinion that is 19.0% and very less amount respondent that is 6.9% are not motivate by the earlier experience they just want to try some new products and some are strongly disagree that is 4% with this statement .

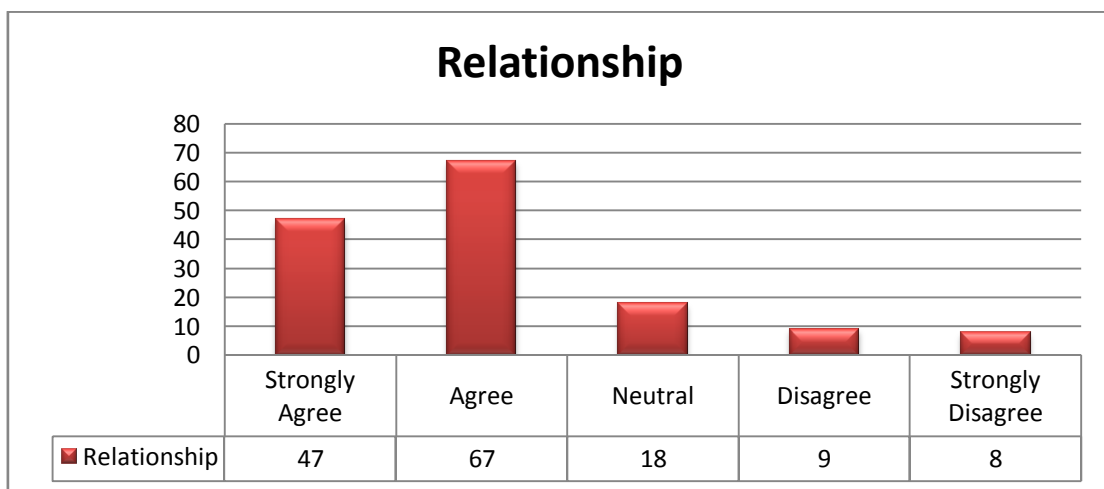
4.14 Display of the product motivate you for buying.



Analysis: The above column chart shows that how much respondents agree or disagree with the given statements that display of item near hand reach and visible range motivate for buying the product to customer or not. Out of 148(N) respondents 74(N) that is 50% respondents agree that they are motivate for buying the product by the display of it near hand that is visible for them because by this they easily know the product range and quality. Along with this 34(N) that is 23% respondents strongly agreed that they highly considered the display of item near the hand that is easily visible motivate them for buying. Whereas 11(N) that is 7.4% respondents disagree that they didn't consider the item near hand reach and visible that doesn't motivate them for buying, whereas 3(N) that is 2% respondents strongly disagreed that they have not consider any display of item near hand. and 26(N) that is 17.6% respondents that they don't have any clear opinion regarding that they are motivate from the display of item or not it's depend upon their mood or they don't have clarity with this point.

Interpretation:- The above data indicates that the most of the respondents that is 50% are agree that they are motivated from the display of the product or product near the hand invisible and some are strongly agree that is 34% by this statement. Some of the respondents have not clear opinion that is 17.6% and very less amount respondent that is 7.4% are not motivate by the display of the product or product that is visible or near the hand some are strongly disagree that is 3% with this statement .

4.15 Relationship with the shopkeeper Important for buying or not.

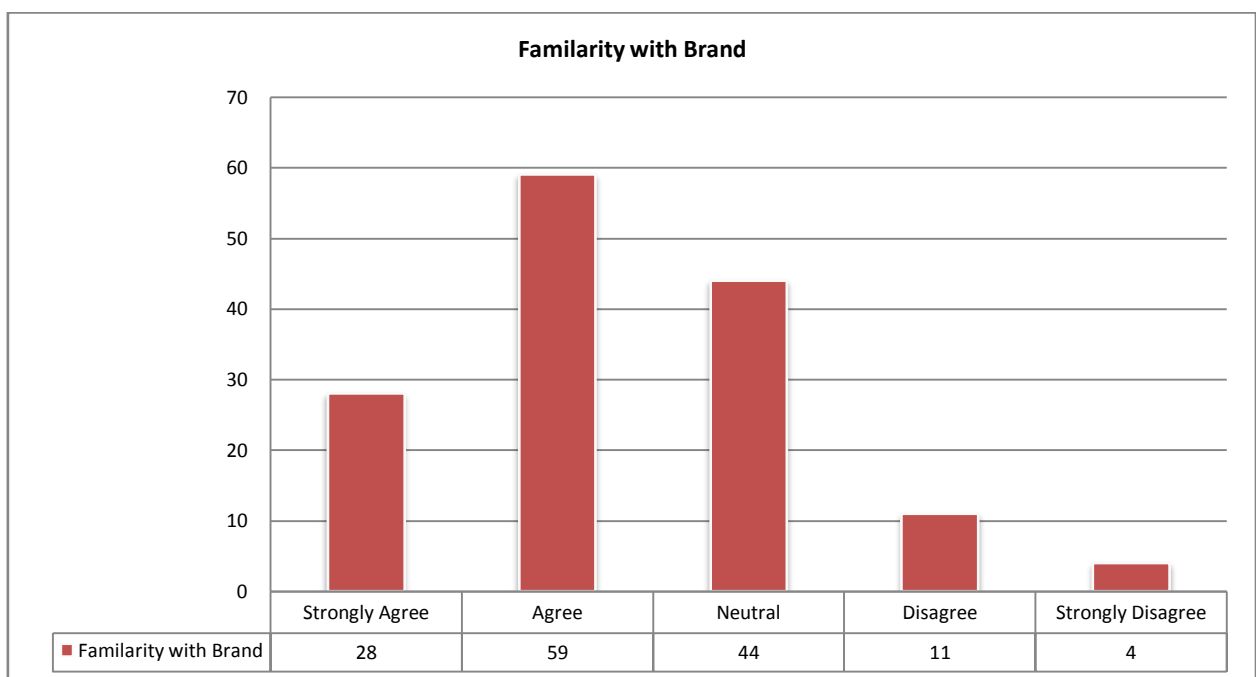


Analysis: The above column chart shows that how much respondents agree or disagree with the given statement that is respondents relation with the

storekeeper important for selecting the product. Out of 149(N) respondents 67(N) that is 45% respondents agree that they are motivate for buying the product by the good relations with the store / store keeper . Along with this 47(N) that is 31.6% respondents strongly agreed that they highly motivated selected a product by the relations with the storekeeper and storekeeper/store behaviour. Whereas 9(N) that is 6% respondents disagree that they didn't consider any behaviour or relation with store keeper or store while purchasing a product. Whereas (N) that is 5.3% respondents strongly disagreed with this statement . 18(N) that is 12.1% respondents that they don't have any clear opinion regarding that they are motivated or not from the storekeeper relation or store it's depend upon their mood or they don't have clarity with this point.

Interpretation:- The above data indicates that the most of the respondents that is 45% are agree that they are motivated for buying the product with the storekeeper relation and some are strongly agree i.e 47% by this statement. Some of the respondents have not clear opinion that is 12.1% and very less amount respondent that is 6% are not motivated for buy the product from the store or storekeeper relation some are strongly disagree that is 8% with this statement .

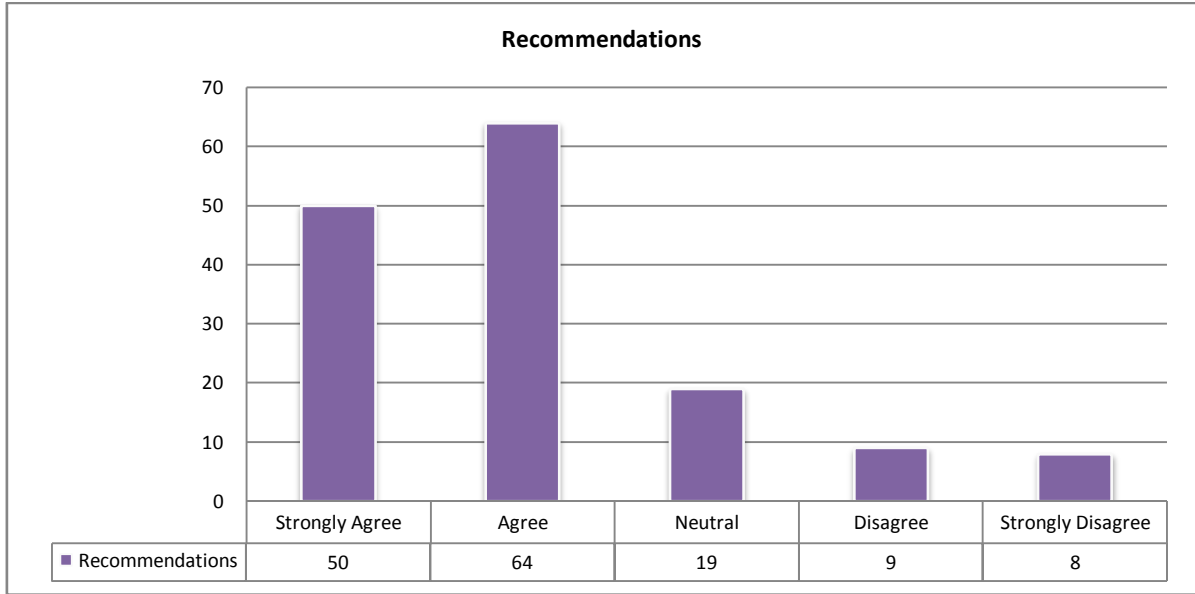
4.16 Familiarity with Brand affect unplanned purchase.



Analysis:- The above column chart shows that how much respondents agree or disagree with the given statement that is familiarity with brand or a product is how much important for unplanned purchasing . Out of 146(N) respondents 59(N) that is 40.4% respondents agree that they are motivate for buying the product fir unplanned purchase from the familiarity of a brand or a product . Along with this 28(N) that is 19.1% respondents strongly agreed that they buy the product from the familiarity of a brand or a product may be they are the brand conscious . Whereas 11(N) that is 7.6% respondents disagree that they didn't consider any familiarity of a brand or a product while doing a unplanned purchasing. Where as 4(N) that is 2.8% respondents strongly disagreed with this statement . 44(N) that is 30.1% respondents that they don't have any clear opinion regarding that they are motivated from the familiarity of a product or a brand for a unplanned purchasing or not. It is depend upon their mood or they don't have clarity with this point.

Interpretation:- The above data indicates that the most of the respondents that is 40.4% are agree that they are motivated for buying the product by the familiarity of a brand or a product for unplanned buying decisions and some are strongly agree that is 19.1% by this statement. Some of the respondents have not clear opinion that is 30.1% and very less amount respondent that 7.6% disagree are not motivated for buy the product from familiarity of a brand or a product for the unplanned purchase decision some are strongly disagree that is 8% with this statement .

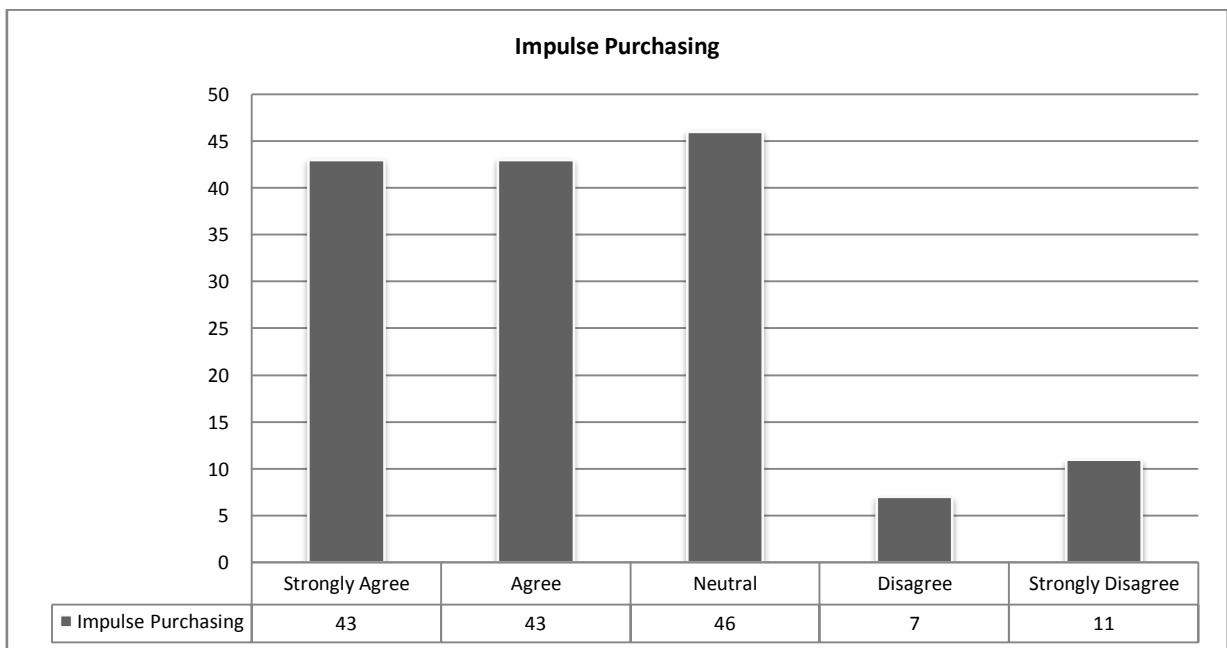
4.17 Recommendation is important for unplanned purchase.



Analysis:- The above column chart shows that how much respondents agree or disagree with the given statement that is the prior discussion with the family or friends recommendations important for unplanned purchase or not. Out of 150(N) respondents 64(N) that is 42.7% respondents agree that they are motivate for buying the product by the family or friends recommendations from the prior discussions . Along with this 50(N) that is 33.3% respondents strongly agreed that they highly motivated selected a product by the recommendations by their family or friends fir unplanned purchasing. Whereas 9(N) that is 6% respondents disagree that they didn't consider any recommendations for the unplanned purchasing they just buy the product only as per own point of view. Where as 8(N) that is 5.3%respondents strongly disagreed with this statement. 19(N) that is 12.7% respondents that they don't have any clear opinion regarding that they are motivate for buying the product from the family or friends recommendations or not for the unplanned purchasing they don't have clarity with this point.

Interpretation:- The above data indicates that the most of the respondents that is 42.7% are agree that they are motivated for buying the product with the family or friend’s recommendations for the unplanned purchasing and some are strongly agree that is 33.3% by this statement. Some of the respondents have not clear opinion that is 12.7% and very less amount respondent that is 6% are not motivated for buy the product from the recommendations for unplanned purchasing they just use only their own point of view some are strongly disagree that is 8% with this statement.

4.18 Have extra money for impulse purchase products?



Analysis:- The above column chart shows that how much respondents agree or disagree with the given statements that is the respondents carry extra money for the impulse purchase products. Out of 150(N) respondents 43(N) that is 28.7% respondents agree that they are carry extra money for the impulse purchase products. Along with this 43(N) that is 28.7% respondents strongly agreed that they carry extra money for extra buying the products. Whereas 7(N) that is 4.6% respondents disagree that they didn't carry extra money for the impulse purchase products whereas 11(N) that is 7.3% respondents strongly disagreed with this statement. Most of the people 46(N) that is 30.7% respondents that they don't have any clear opinion regarding that they are carry extra money for impulse purchasing products or not they don't have clarity with this point.

Interpretation:- The above data indicates that the equal portion of respondents that is 28.7% are agree and strongly agree that they are carry extra money for the impulse purchase products while doing a shopping and most of the respondents have not clear opinion that is 30.7% they don't know that they are carrying extra money for the impulse purchase or not and very less amount respondent that is 4.6% are disagree that they didn't carry any money for the impulse purchase products. Some are strongly disagree that is 7.3% with this statement .

5 FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 FINDINGS

- More responses are from the female customers that is 51% and rest are from the male customer that is 49%.
- Another finding is more responses that is 71% from the agree group of 18-25 , after that responses from the age group of 26-49 that is 26% and rest are from the 50 above age that is 3%.
- Another thing that is occupation and under this more responses from the students that is 67% and another responses from the businessmen that is 16% and rest are from the serviceman that is 17%.
- Another one is most of the respondents think the item before coming to the store that is 82% and the customer didn't think about the item is only 18%.
- After that customer expectations about the brand and under this customer think about the brand before coming to the store that is 77% and 23% that they didn't think the brand before coming to the store.
- Very important thing is that influence purchase decision is the price . And by the research most of the respondents agree that the price is highly important for them that is 53% and moderate important is 40% and very less important is 7% for the customers.
- The custom considered the colour/package while selecting the product and under this most of the respondents say yes that is 75% and very few of the respondents say no that is 25% . So , color / packaging affecting the customer purchasing decision.
- Another responses is pronunciation of the product is important for the customer while buying the product and the agreed responses is 77% and disagree responses is 23%.
- Another one is customers recommend the product to their family and friends that they like and most of the customer say yes that is 85% and very few say no that is 15%. So, recommendation affect the purchase decision of the customer.
- Another is which parameter mostly think by customer before coming to store and respondents mostly give vote to Taste that is 57.30% after that pricing that is 35.30% after pricing there is display that is 34% after that packaging that is 32% and color 28.70% . So, these parameters highly affected the purchase decision of the respondents.
- Another responses is schemes run by the storekeeper is highly motivate the customer for buying the product that means schemes affected the purchase decision of the respondents.
- Customer considered the lower price of the product while doing a unplanned buying or shopping of the product.
- Most of the customer considered the early experience of the product and sample while buying the product that means the position or negative impact of the product motive the customer buy or not buy the product.
- Most important factor is display that near the hand and visible to the customer is highly motivated the customer to buy the product .
- The another thing is the Relationship with the store / storekeeper is highly affect the purchase decision . Many respondents are agree that good relationship with the store keeper/store motivate them to buying the product .
- Familiarity of the brand and the product is highly motivate the customer to buy the product as per respondents review.
- Recommendations by the family / friends is highly affected the Purchase decision of the customers.
- Many of the customer agree they carry the extra money for the impulse purchase that means point of purchase is highly important for them.
- As above research indicates that point of purchase is highly affected by the factors like relation with store keeper , display that is near the hand and visible , recommendations, familiarity of the brand or product , past experience of the products or samples. So, it's compulsory that storekeeper must need to be arrange the display or products in an attractive manner and it's highly affect the purchase decision of the customer and these all factors helps to increase the productivity if store keeper focus on these factors.

5.2 CONCLUSION

The point of purchase highly impacted the purchase decision of the customer many factors are influencing the point of purchase purchasing decision like atmosphere of the store, relation with the store keeper , color/packaging of the product, the product recommend by their family, price of the product, the product that visible and near the hand reached, familiarity with tha brand or product . These all factors influence the purchasing decision of the customer at the time of point of purchase.

Storekeeper have a good relationship with their customer because they play an important role to recommend a product to their customer and the setting of the store is in a good manner so, the range of the product and the product is visible and near the hand of the customer that influence their point of purchasing and customer are more influence by packaging and the display . So, the display should be better so customer is easily choose the product.

5.2.1 COMPARISON OF RESEARCH OBJECTIVE & RESULT:-

Research Objective	Result
To study the impact of point of purchase display on the consumer purchase decision.	Point of purchase is very important elements that influence the customer to buy the product. Under this the more important thing is display that is arrange by the store keeper. So, the product near hand and visible to the customer and it should in a attractive manner. So, customer attract toward the product and influence for buy them. So, by research it's clear that point of purchase highly impacted by the purchase display and its influence the purchase decision of the customer.
To know about the factors that are affecting the purchase decision of customer at the time of point of purchase display.	By the research it's clear that there are many factors that influence the purchase decision of the customer at the time of point of purchase . The factors like the hand near the hand and visible, packaging, color, attractiveness, relation with store/ store keeper, product, familiarity of brand or product, unplanned purchasing, recommendations. These all factors influence the purchase decision of the customer at the point of purchase and for this store keeper need to display the product in an attractive manner. So, it's ease to customer to choose the product. So, these factors Influence the purchase decision and to make point of purchase more productive store keeper need to keep all the factors in mind while display the product.

5.3 RECOMMENDATION

1. The point of purchase is a very important part of the customer's buying decision process, so the seller should make best of the efforts to give the great experience to its customer at that point.
2. The display should be attractive because it has the first impact on the customer's mind about the product.
3. If the company will not make the effort to influence customer buying decision at the point of purchase then they can lose their customers, so they need to make it better for the customers to get attracted towards the product.
4. The store keeper should deal with the customer in a perfect way to make the buying comfortable for him.
5. The better relations with store keeper definitely attracts customers to buy their product, so store keeper must take care of it and try to make the experience of buying best for them.

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