Chapter 6

Findings, Recommendations and Conclusion
MAJOR FINDINGS

Total score data indicates that the highest level of attraction is by Physical appearance followed by price offers and unique shape or design. The lowest level of attraction is by bright colors. Data indicates that physical appearance price offers are highly attractive whereas unique shape or design, bright colors, loud colors, kiosk display, variety of brands and radio announcement are moderately attractive.

Total score data indicates that the highest level of utility is generated when POP is attractive followed by choices available and information provided. The lowest level of utility is of POP that have the messages to switch from brands.

Total score data indicates that the highest level of need is for improving the ambience of mall. This is followed POP which helps in search of goods and saves time. The lowest level of need is of POP that have the display of availability of offers.

Total score data indicates that the highest preferred location of POP is near the cash counter. This is followed by racks of goods. POP which are on the way from parking to mall are least preferred.

It was found that there is no significant difference in level of attraction of different features like Physical Appearance, Unique Shape or Design, Bright Colours, Loud Colours, Kiosk Display, Radio Announcements, Price Offers and Variety of Brands of POP in Rajkot city.

It was found that there is no difference in level of Utility of different aspects like Informative, Attractive, Helpful to remind, Usage of products, Final Decisions, Availability of choices and Switching from brands of POP in Rajkot city.

It was found that there is no difference in usefulness of presence of POP in terms of Availability of choices, Availability of offers, Final Decisions, Ambience of malls, Reduce risk of trial & error, Reduces confusion and saving of time in Mall in Rajkot city.

It was found that there is no difference for choice of location of POP near the enterance, on the aisle, on the way from parking, near the racks of goods and near the cash counter in Mall in Rajkot city.
It was found that there is no difference in level of attraction of different features like Physical Appearance, Unique Shape or Design, Bright Colours, Loud Colours, Kiosk Display, Radio Announcements, Price Offers and Variety of Brands of POP in Ahmedabad City.

It was found that there is no difference in level of Utility of different aspects like Informative, Attractive, Helpful to remind, Usage of products, Final Decisions, Availability of choices and Switching from brands of POP in Ahmedabad City.

It was found that there is no difference in usefulness of presence of POP in terms of Availability of choices, Availability of offers, Final Decisions, Ambience of malls, Reduce risk of trial & error, Reduces confusion and saving of time in Mall in Ahmedabad City.

It was found that there is no difference for choice of location of POP near the enterance, on the aisle, on the way from parking, near the racks of goods and near the cash counter in Mall in Ahmedabad City.

It was found that there is no difference in level of attraction like Physical Appearance, Unique Shape or Design, Bright Colours, Loud Colours, Kiosk Display, Radio Announcements, Price Offers and Variety of Brands of different features of POP in Vadodara city.

It was found that there is no difference in level of Utility of different aspects like Informative, Attractive, Helpful to remind, Usage of products, Final Decisions, Availability of choices and Switching from brands of POP in Vadodara city.

It was found that there is no difference in usefulness of presence of POP in terms of Availability of choices, Availability of offers, Final Decisions, Ambience of malls, Reduce risk of trial & error, Reduces confusion and saving of time in Mall in Vadodara city.

It was found that there is no difference for choice of location of POP near the enterance, on the aisle, on the way from parking, near the racks of goods and near the cash counter in Mall in Vadodara city.

It was found that there is no difference in level of attraction like Physical Appearance, Unique Shape or Design, Bright Colours, Loud Colours, Kiosk Display, Radio Announcements, Price Offers and Variety of Brands of different features of POP in Jamnagar city.
It was found that there is no difference in level of Utility of different aspects like Informative, Attractive, Helpful to remind, Usage of products, Final Decisions, Availability of choices and Switching from brands of POP in Jamnagar city.

It was found that there is no difference in usefulness of presence of POP in terms of Availability of choices, Availability of offers, Final Decisions, Ambience of malls, Reduce risk of trial & error, Reduces confusion and saving of time in Mall in Jamnagar city.

It was found that there is no difference for choice of location of POP near the entrance, on the aisle, on the way from parking, near the racks of goods and near the cash counter in Mall in Jamnagar city.

The chi-square test has been applied to study the relationship between various geographical regions (Cities) and the respondent’s opinion about the perceived utility of POP features. The result of test shows that at 5% level of significance, there is no significant relationship between POP attraction comparison and different cities and null hypothesis is accepted.

The chi-square test has been applied to study the relationship between various geographical regions (Cities) and the respondent’s opinion about the perceived utility of POP present in malls. The result of test shows that at 5% level of significance, there is no significant relationship between POP attraction comparison and different cities and null hypothesis is accepted.

The chi-square test has been applied to study the relationship between various geographical regions (Cities) and the respondent’s opinion about the perceived need of presence of POP in malls. The result of test shows that at 5% level of significance, there is no significant relationship between POP attraction comparison and different cities and null hypothesis is accepted.

The chi-square test has been applied to study the relationship between various geographical regions (Cities) and the respondent’s opinion about the perceived location of POP in malls. The result of test shows that at 5% level of significance, there is no significant relationship between POP attraction comparison and different cities and null hypothesis is accepted.

It was found that there is no significant difference among the information aspects of POP in a mall across different occupations.
It was found that there is no significant difference among the attractions of POP in a mall across different occupations.

It was found that there is no significant impact of reminder from POP and occupation of respondents.

It was found that there is no impact of choice availability from POP among income of respondents.

It was found that there is no impact of offers availability from POP among income of respondents.

It was found that there is no impact on final purchase decisions from POP among income of respondents.

It was found that there is no impact of ambience from POP among income of respondents.

It was found that there is no impact on trial & error purchase from POP among income of respondents.

It was found that there is no impact on solving confusions from POP among income of respondents.

It was found that there is no impact on available brand information from POP among income of respondents.

It was found that there is significant difference between the attraction level like Physical Appearance, Unique Shape or Design, Bright Colours, Loud Colours, Kiosk Display, Radio Announcements, Price Offers and Variety of Brands of various POP features among male and female respondents.

It was found that there is significant difference between the POP utility aspects like Informative, Attractive, Helpful to remind, Usage of products, Final Decisions, Availability of choices and Switching from brands among male and female respondents.
It was found that there is significant difference between the POP need in terms of Availability of choices, Availability of offers, Final Decisions, Ambience of malls, Reduce risk of trial & error, Reduces confusion and saving of time in a mall among male and female respondents.

It was found that there is significant difference between the POP location near the enterance, on the aisle, on the way from parking, near the racks of goods and near the cash counter in a mall among male and female respondents.

The research does not show any systematic involvement between the age of the respondents and perception towards POP being attractive to the respondents. Thus perception is same among all age groups for POP and its features of attraction to the respondents.

The research shows that there exists no significant relationship between Occupation of consumers & perception towards POP being appealing.

This research showed significant relationship between gender of respondents & perception towards POP being appealing.

There does not exist any significant association between income & perception towards POP being appealing.

It is found that newspaper ads have good exposure and a strong recall among respondents. It is followed by friends, colleagues and radio.

It is found that offers bring highest number of people to the malls.

It is found that people purchasing from malls are inspired mainly due to variety of brands and variety of products.

**RECOMMENDATIONS**

- Shopping malls should emphasize more on physical appearance, price offers and design of POP as these features have highest level of attraction for consumers.
- Shopping malls should use POPs that are more attractive, informative and offers more number of choices
- Shopping malls should work on enhancing the quality of it’s ambience
• As cash counter is the most preferred location by most of the respondents, shopping malls should put POPs near cash counter
• Shopping malls should design customized POPs for male and female customers.
• Putting POPs on the way of parking is least attractive, so shopping malls should not put POPs on the way of parking
• Shopping malls in Jamnagar can increase the attraction level of POPs by improving physical appearance and by displaying price offers
• Shopping malls in Baroda can increase the attraction level of POPs by improving loud colors and by displaying price offers
• Shopping malls in Ahmedabad can increase the attraction level of POPs by improving physical appearance and by displaying price offers
• Shopping malls in Rajkot can increase the attraction level of POPs by improving physical appearance and by displaying price offers
• Shopping malls in Jamnagar can increase the utility level of POPs by making it more attractive and can help to switch to better brand
• Shopping malls in Baroda can increase the utility level of POPs by making it more attractive and helping to make final decision
• Shopping malls in Ahmedabad can increase the utility level of POPs by displaying customers maximum availability of choices and can help to switch to better brand
• Shopping malls in Rajkot can increase the utility level of POPs by making it more attractive, informative and helpful for recalling and reminding the products in mall
SUGGESTIONS

- In order to attract customers across income groups as a regular customer of malls, shopping Malls should keep the informative POP which displays prices and availability of choices.
- The POP objective of the mall should be to induce impulse purchase so most of the offers should be displayed near the racks and cash counter and the POP displays across parkings should be removed.
- As consumer would prefer to know brand availability and offers, the mall management should host POP displays for brands with celebrities in a mall.
- In these days business can only survive if companies share good share in market and if they keep their customers satisfied. Advertising is assuming much importance now. Companies should maximize their POP displays in interiors of malls and new displays like Posters, caps, t-shirts, etc, and kiosk as POP.
- To achieve success, Shopping malls should go for active sales promotion and awareness amongst POP communication in malls.
- The sales people of the malls should regularly visit their customers of Malls in order to get their feedback on POP displays.
- Shopping Malls should give adequate advertising support to the retailers. Shopping Malls should provide the companies special cabinets, stands, hoardings, glow boards and banners etc. of different companies brand for advertisement purpose. The promotion campaign should be intensified round the year, particularly during festival seasons.
- During boom periods Mall should focus on offers and variety of promotion schemes like price offer, free gifts, quantity discount to fetch maximum sales from POP displays.
- There should be various policies regarding changes made like replacement of POP communication, location, shape and design of displays. If the POP are not replaced, there may be the cases of worn-out advertisements. This helps the companies in formulating appropriate marketing strategies according to the Market conditions.
- Qualified staff should be recruited to provide excellent professional management and POP displays. Retailers should suggest and recommend the product brands to the customer by in Mall and appropriate locations in mall.
• In order to attract more and more new customers, Mall owners should store adequate quality product displayed in POP in their mall.

• For promoting the products and services in their Malls/Stores, Mall owners should use modern methods of promotion through POP displays.

• The location on the aisles may not be preferred, so all the displays can be relocated where the goods are stored. This will lead to impulse purchase.

• Malls are required to offer maximum options in every product category and with good brands.
CONCLUSION

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.

PoP is an effective way to persuade the buyer to change the decision. The impulse buying decision and products related with impulse buying were successful by creating in-house purchase points. The ads can give extra push to close the deal but we cannot forget certain related issues with the same. Hence, to conclude that if PoP is used with caution, they are successful. Never before has the importance of the in-store retail environment been so elevated in the minds of both marketers and retailers. The dynamic nature of retailing has created conditions whereby traditional marketing and advertising has diminished in effectiveness. It has become increasingly difficult to satisfy customers, whose expectations are higher and loyalties more transient. Today's consumer has many choices when it comes to making a purchasing decision across all product categories. Retailers must continually question their POP suitability to their customers and whether they are delivering maximum return for both the retailer and the customer. They must remember that it is a two-way relationship and wrong executions may have a long-term detrimental impact.

In order to devise appropriate plans and strategies and take advantage of the opportunities of growth to its fullest on one side and on the other enable the Indian consumers get best shopping experience in such kind of malls and organized stores, it is important to understand the consumer behavior in different formats of organized retailing will help the different stakeholders of this industry. They cannot therefore tell whether ineffective in-store marketing was due to a poor attention getting ability—“unseen and hence unsold”—or to a poor visual lift—“seen yet still unsold”. Factually thousands of firms are spending millions of rupees to sway consumers in
every market place through the medium of ads, packaging, product features, sales pitches and store environment. But it is clear that every strategy formulated for attracting customers may have different implications. Hence this research has made it possible to understand the comparative consumer behavior at greater depth specifically with reference to behavior in malls.

With the advent of a buyer’s market, marketing managers began to identify consumer needs in a competitive environment and to gear marketing strategies accordingly. A better understanding of consumer needs, perceptions, attitudes and intentions became necessary. Current trends suggest that marketers must continue to be sensitive to changes in consumer needs, demographic characteristics, and lifestyles in order to develop effective marketing strategies.

**FUTURE SCOPE OF STUDY**

The current thesis was done in the state of Gujarat only, so this can be expanded upto few more cities and states of India. This thesis did not cover the Point of Purchase ads which are endorsed by celebrities, so this can be the next course of study. In future, the study for comparison of pre-purchase and post purchase can also be done. This study does not cover the cost aspect of point of purchase and other modes of advertisement, so in future the Point of Purchase can be compared with other modes of advertisements and its cost benefit aspects.