CHAPTER - 5

SUMMARY OF FINDINGS AND SUGGESTIONS

5.1 FINDINGS

I. Demographics of the Sample

1. 60.33% were male and the rest were female.

2. There was a mix of all age groups in the sample selected, with the sample spread over 31-40 (43.27%), below 30 (25.24%) and 41-50 (22.84%).

3. People belonging to different education strata went into the sample, with UG levels topping the percentage (53.85%), followed by below HSC (25.96%) and PG (20.19%).

4. A mix of different income groups prevailed in the sample with 10001 to 20000 predominating (37.26%), followed by 20001-30000 (28.36%).

II. Shopping Frequency

The shopping frequency was predominantly twice a week (47.36%), followed by once a week (39.42%).

III. Product categories generally found in In-store advertisements

A large percentage of respondents (55.77%) found food items in store advertisements. Cleaning items comes a far second.

IV. Benefit of In store Advertisements to Respondents

A large percentage (56.7%) of respondents found the advertisements very beneficial and another 27.9% found them beneficial. So overall, in store advertisements are perceived to be beneficial to consumers who shop at the retail stores.
The most highly rated benefit was that it helped them to recognize potential and latent needs. That the stores advertisement helped impulse buying and pointed out the location of products, procured the next best rating. Other valued benefits were that in-store advertisements provide more information about product features and benefits, made it easier to find what they want and provides information about new products. The least valued benefits were to announce sales/price offers and for higher recall, according to the respondents.

**Benefit of In store advertisements – age wise analysis**

An analysis using anova, revealed that the age groups of 41-55 (the middle aged) and 18-29 (the youth) find the In-store advertisements more beneficial. Probably the attraction of the youth to In-store advertisements, could be the fascination with new technologies used, or the restless spirit of the youth that wants to finish shopping quickly, taking the support of In-store advertisements. The middle aged people may have pressure of a different kind, when they come shopping. The middle aged will be under work pressure, so In-store advertisements help them to complete the shopping without delay. Also, the discounts and other offers announced in In-store advertisements, help the middle aged family person save money in the family budget.

**Benefit of In-store Advertisements – Make it easier to find what I want – Age wise analysis**

The younger age group of 18-29 more benefited than the other age groups, when it comes to making it easier to find what I want. The restless, hurried youth shopper, prefers to take the help of In-store advertisements, as they make it easier for them to find what they want.

**Benefit of In-store advertisements –Education wise analysis**

1. **To Provide more information about Products Feature benefits etc.**

2. **Helps me to Recognize potential/latent needs**

It is found that the more educated find the provision of more information about products, features and benefits, less useful. This is probably because, higher the education,
more the cognitive and reading skills. Therefore the more educated would be less dependent on In-store advertisements for information, as they would have a variety of sources to garner information. The UG respondents, followed closely by the below UG category, find that the advertisements help them to recognize potential /latent needs, more than the other group. Here again, the reason would be that the more educated have other sources such as the internet, magazines and people networks that help them with their latent needs.

**Value of Goods Purchased because of In-store advertisements**

In-store advertisements seem to prompt the consumers to purchase medium and high value products (44.23 % and 41.83%) , as opposed to low value products .This is statistically proved , using the chisquare test. This is probably because, the low value items below Rs 10 happen automatically, without any cognitive intervention. Therefore conscious decisions made after watching the In-store advertisement will be for the medium and high value items.

**Value of Product Purchased and the Kind of Advertisement**

The anova test reveals that both medium and high cost purchases were predisposed by In-store TV and product display media.

**Influence of store advertisements in purchase of a brand**

Respondents are very much influenced (63.22%) to purchase a brand after seeing the in store advertisement. Another 21.4% were somewhat influenced. Overall, it is found that the In-store advertisement have a strong influence on brand choice.

**Level of involvement in the Purchase Decision**

Overall the level of involvement of respondents in purchase decisions tends to be medium (38.94%). The chi-square test indicates that this is statistically significant. Most people seem to have a medium level of involvement when it comes to purchasing under the influence of In-store advertisements. In other words they do not impulsively go and buy the product but rather do follow a cognitive process of searching for information and decision making before they buy the product.
Manufacturer brands versus own brands

Manufacturer brands predominate in In-store advertisements (79.09%).

Influence of in store offers for buying goods

‘Discounts’ are the most motivating offers (44.23%). Coupons and free samples come a far second and third (15.38% and 10.58% respectively). The result is statistically significant using the chi-square test.

Last in store advertisement recalled and gender

1. There is no difference between genders, with regard to their opinion on whether the last in store advertisement they recall is attractive. Thus gender differences do not exist here.

2. There is no difference between genders and their opinion on whether in the last in store advertisement they recall the communication is done properly.

Advertising message and gender

1. Gender does not have an impact on the suitability of ‘providing long term warranty period’ in the Advertising message.

In-store advertisement media and gender

1. Females are found to be more inclined towards POP displays as a suitable In-store media as compared to males.

Adjectives that describe In-store advertisements and gender

With regard to the adjective that describes the last seen In-store advertisement, we find that gender differences exist for the adjectives – attractive, professional and thought provoking.

Males find the advertisements more attractive than females, females find them more professional than males and males find the advertisements more thought provoking than females.
Parameters related to last recalled In-store advertisement

The highly rated qualities by respondents, in these advertisements were creativity, believability and relevance. The rating was lesser for strategic location and motivation to purchase. Surprisingly, being attractive and proper communication received least importance.

The Factor analysis also revealed some important factors that were in the minds of the respondents. The ‘Best advertisement’ factor reveals that an advertisement that is superior to other competitive advertisements is well lit, attractive and properly communicated, is the Best type of In-store Advertisement. The ‘Strategic Advertisement’ factor indicates that a believable, relevant and strategically located Advertisement will also be effective.

Advertising Message preferred

Respondents highly preferred that the advertisement message give more information on the features and functions of the product. The one that gives the benefits of the products also received a good rating followed by a message that demonstrates the right way to use the product. The following messages - Highlighting the benefits of the products, giving general household tips, mentioning discount price and giving a bundled discount offer, were less popular, in the order that they are mentioned here. The less popular messages are in the order mentioned here - Long term warranty, giving discounts on related products, testimonials of satisfied consumers and introducing new products, considering convenience and free bees.

A factor analysis of the preferred Advertising messages was done. The purpose of the factor analysis was to determine the factors underlying the perceptions of the respondents. There were four factors that emerged from the analysis. These are explained below:

1. The Discount Factor included the following statements- Mentioning discount price, Introducing new products and Giving discount on related products.

We find that this is one issue that is in people’s minds when they come shopping. So In-store Advertisements that mentions ‘discounts’ both for new product launches and also bundled discounts , where discount is given on a related product , are likely to be effective.
2. **The Warranty Factor** included the following statements: Providing long term warranty, considering convenience and Free bees.

The Warranty Factor is another fixation in people’s minds. An advertisement that mentions warranty or freebies is likely to be popular and bring more revenue.

3. **The Help Factor** includes the following statements: Demonstrating the right way to use the products and giving general house holding tips

The Help Factor indicates that there are a segment of customers, may be home makers or less educated folks, who look for assistance in the form of the right way to use the product and general household tips.

4. **The Benefit factor** includes the following statements: Giving products features and functions clearly and giving the benefits of the products

Customers are also driven by ‘benefits’. Clear mention of features and benefits would also be a good Advertising tactic.

**Quality of service provided by convenience stores**

A good product assortment gets the top value. Problems with merchandise display, adequate aisles, adequate floor space, satisfactory ventilation systems, and positive attitude of staff members are the top rated services are the other services that received a high rating. Here – problems with merchandise display seems to be a woe that consumers encounter in stores, and need to be addressed by retailers as it get a high rating. Respondents have given a lower rating to staff knowledge, providing lighting facilities, managing a lot of customers at a time, lack of direction signs to merchandise and related products not shelved together, in the same order. Lack of direction signs seems therefore to be not much of an issue. The lowest ratings have been given to lack of assistance from staff and badly designed stores. As these are negatively worded services, the low rating indicates that staff do provide good assistance and stores are well designed.

Thus it is found that Stores are highly competitive and provide very good facilities in their stores. While some attributes are viewed well by the respondents, others have been given a lower rating, indicating that, though this study pertains to In-store Advertising, the stores also need to look at other areas that need to be improved, if they wish to have that extra edge over competition.
In-store Advertisement Media

The highest rated media is banners/posters in the store. Products displays also very highly rated. The other advertisement instruments preferred by the respondents are Mannequins, Danglers, and Portable displays, Digital signage, Picture slides, displays on shopping carts baskets, Digital TV, Touch screen kiosks, POP display, and videos, were less popular, in that order. The least ranked type of advertisement instrument is in-store videos. Display banner and posters are the most attractive source of In-store advertisements.

Importance of design technology of a POP Display – education wise analysis

In this analysis UG level respondents are highly influenced followed by up to HSC level, by POP display technology. PG respondents are less influenced by design technology of POP displays. This is probably because the less mature and less educated are probably more fascinated by technology. The more mature PG respondents probably were more interested in the content rather than being carried away by new technology in Advertising.

Suggestions from respondents

A large number of respondents (69.95%) did have suggestions to improve the facilities and services at convenience stores. These respondents did go on to give very valuable suggestions, which are included in the thesis.

Suggestions to improve services and In-store advertisements at convenience stores – as given by the respondents

1. Add new product lines that are new and exciting. These can be given special offers in the In-store advertisements.
2. Special advertisements and offers during festivals
3. Provide adequate training to store staff in the areas of product knowledge, location, etc.
4. Providing low prices, wider selection and convenient hours.
5. Have a customer feedback system
6. Having appropriate return policies with cash refunds when required.
7. Extend store hours.
8. Consider justified complaints.
9. Convenient parking facilities
10. Have In-store advertisements that motivate to buy the product
11. Use strong headline in the advertisements
12. Use memorable messages
13. Use different ways to arrange and display merchandise that will make it easier for customers to buy
14. Find the price range that customers are willing to pay for various products and concentrate on that range of merchandise
15. Have distinctive merchandise that is different from competition.
16. More Advertising for private label brands
17. Use advertisements for cross marketing
18. Simple text advertisements on shopping cart handles
19. In store videos that display location and offers for various brands
20. In store advertisements that compare price and features of competitive brands
21. Use multiple media such as packaging, videos, displays, to communicate a single message, so as to create a more powerful impact.
22. Research by companies to see what type of messages and media increase sales of a particular brand In-store.
23. The In-store advertisement needs to be good enough to make people stop and re-advertisement it, understand and engage with it and ultimately activate the consumer to go a pick up the product.
24. Link the advertisement to the parent advertisement shown in media outside the store.
5.2 SUGGESTIONS

1. Since the predominant shopping frequency is once or twice a week, In-store advertisements should be changed with that frequency. If the same advertisement is displayed for a very long period it would result in boredom and indifference from the consumer. Then the advertisement will fail to perform its function of motivating sales.

2. As a large number of respondents feel that In-store advertisements are beneficial, retailers and company marketers should keep innovating with In-store advertisements, by experimenting with new technologies, media, messages and other props. Also the study shows that In-store advertisements have a strong influence on brand choice. Therefore it makes sense that retailers and marketers invest in In-store media and use them to their advantage.

3. It is seen that the food category (55.77% of respondents) is the most seen In-store advertisement. Surprising, the other categories such as cosmetics, soaps, cleaning products, clothes, crockery, shoes, appliances, etc did not seem to have a place in In-store advertisements. In-store advertisements need to start advertising these other categories, which may be actually more of revenue generators. While the food category does occupy the most space in the shopping basket, as it is an essential commodity, there may be reason to advertise the other categories more, so that the shopper does pick up items from these other categories. In fact food may not even require the extent of Advertising that is currently shown.

4. In-store advertisements were found to help people recognize their latent needs. Marketers can capitalize on this by having advertisement messages that show people going up the social ladder by using certain aspirational cosmetics, clothes, shoes and crockery. This will appeal to the latent self esteem needs of consumers. Similarly other advertisements with themes that appeal to their psychological, social and safety needs can be shown. High margin items can be sold this way, to increase revenue.
5. Store advertisements were found to help impulse buying. Such advertisements should be near the billing counter, near the items advertised, so consumers will pick them up on the way out.

6. Advertisements are found to point out the location of items. Prominent advertisements placed strategically should point the way to items that the store wishes to liquidate, new product launches and high margin items.

7. As mentioned by the respondents, the in store advertisements should provide information about new products. By featuring the problem that a product helps tackle with the brand that will help fight it, for example- acne, the anti-acne cream brand and the location of the cream- it will be easier for the consumer to find what they want.

8. All advertisements should address features and benefits. For example an advertisement for tea leaves that says the leaves are from Darjeeling (feature) should say that this gives it the special taste, colour and aroma (benefits).

9. As the middle aged (41-55) and the youth (18-29) find the in store advertisements the most beneficial, the advertisements should use models belonging to this age group. Products targeting this age group may also be revenue spinners. The youth also feel that these advertisements make it easier for them to find what they want. So the advertisements should capitalize on this and try to push the brands with high margins, may be the retailer’s own brands, through the in store advertisements.

10. The in store advertisements are more popular among the less educated for providing more information and for recognizing latent needs. Therefore the target audiences for the In-store advertisements are the less educated consumers. Keeping this in mind, the advertisement message should be worded very simply, preferably in the regional language, more of visuals and images should be used in the advertisement. The message should be very easy to understand by even the uneducated. Music, celebrities and images should replace words.
11. As In-store advertisements prompt purchase of items of high value and medium value, these are the items that must be advertised in the In-store advertisements. In store Televisions and Product displays can be both used as they have been found to be effective. However other media can also be used. The level of involvement in the purchase decision is found to be medium. This again indicates that consumers do spend some time in deciding what brand to choose, before purchasing the items. The In-store advertisements can play a big role in helping the consumer make an informed choice. Providing comparative information of prices and features for different brands in the category, or providing information about specific brands, could facilitate the consumer make a sound choice.

12. Manufacturer brands predominate in In-store advertisements. If the retailer can replace them with advertisements for his own brands, he would have an edge over the manufacturer’s brand. This would easily help him to increase his revenue as having his own brands advertised in his own shop, would help him in sidestepping the manufacturer brands.

13. As discounts are the biggest motivators, the retailer and the marketers should use discounts in their advertisements, to the utmost extent possible. The discounts can be used innovatively. There could be direct discounts, there can be bundled discounts (if they buy one, one comes free), there could be price off on another item, there can be discount if the bill amount for total purchase exceeds, say Rs 1000, there could be special discount offers on new launches, post festival discounts, and so on.

14. POP displays are preferred by females. So POP displays can show women products and appeal to them, rather than males. Males find advertisements more attractive and thought provoking than females. More eyes catching and thought provoking advertisements featuring items for males can be featured. Women seem to prefer the professional angle. This can be incorporated in the advertisements.

15. While the respondents felt that the advertisements were believable, creative and relevant, the other qualities were lacking. Therefore there is need to improve
the location of the advertisement, to make them more powerful purchase influencers, more attractive, and with better communication. There is a need to treat the In-store advertisement with as much care as another advertisement. A lot of planning, investment and strategy has to go into the in store advertisement.

16. The ‘Best Advertisement’ factor is one that is well lit, attractive and properly communicated. These are a group of characteristics that the retailer and the marketer must consider while designing the In-store advertisement.

17. The ‘Strategic Advertisement’ factor indicates that an effective advertisement is one that is believable, relevant and strategically located. These characteristics also make an effective advertisement and should be taking into account while making these in store advertisements.

18. People popular advertisement messages that give more information on features and functions of the product, benefits of the product and the right way to use the product. Therefore this is something that has to be kept in mind while designing the In-store advertisements.

19. Important factors in people’s mind when it comes to advertisement messages are ‘The Discount Factor’, ‘the Warranty Factor’, ‘the Help Factor’ and the ‘Benefit Factor’. Advertisement designers should keep these key success factors (KSF) in mind, while formulating the advertisements. Discounts should be prominently mentioned. Also any warranty provided should be clearly mentioned. Providing useful information along with the benefits of the products will also go a long way in In-store advertisement success.

20. When consumers rated the services of the stores they seemed to happy with the product assortment. However they were not so satisfied with the merchandise display. Therefore merchandise display has to be improved in stores. Consumers are also not happy with the knowledge of the staff. Therefore retailers need to invest in adequate training for the staff- in product knowledge, location, products on offer, discount schemes, availability, prices, and so on. Lighting also needs to be improved inside the store. Lighting can also be used
to highlight merchandise display and also to focus on store advertisements. Handling peak hour customers and location of related products, needs to be improved. By improving these areas of services inside the store along with the In-store advertisements, the retailer can further synergies his strengths and further boost his revenues.

21. The highest rated media is banners/posters in the store. Products displays also very highly rated. The other advertisement instruments preferred by the respondents are Mannequins, Danglers, and Portable displays. Marketers should therefore focus on the simplest in store media, which is Banner and Posters. This is a low cost and low technology media. It also seems to be the most popular and marketers should capitalize on this media. Product displays are also popular. This kind of merchandising displays can be improved by announcing retailer merchandising contests with prizes.

22. Technology in POP displays is popular among the less educated. Since these are the more common shoppers, technology can be used to create beautiful and eye catching displays.

23. Suggestions from the respondents, that is mentioned under the ‘Findings’ should also be considered by the marketers.