

Impact of In-Store Advertisement on Consumer Buying Decisions in Dehradun City: A Retail Marketing and Consumer Behavior Analytics Study

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ABSTRACT

In-store advertisement refers to the practice of promoting a product by communicating with the message to the consumer at the point of purchase. In-store advertising includes advertisements messages displayed on shopping carts, aisles or shelves. It also includes different in-store promotion options like live demonstrations through TV monitors, sampling, instant discount coupons etc. In this article the effect of in store advertising on buying decision is being studied. Therefore a sample of 120 was taken and the primary data was gathered through structured questionnaire. The data gathered from the respondents were put in the SPSS to analyze the various factors and dependability of the variables. Mean, Standard deviation and one sample t test are used in this study. Therefore the study stated that in Dehradun majority of the customers out of the sample find in-store advertisement relevant and motivating and it also affect their buying behaviour regarding purchasing the product.

Keywords: *In-store messages, Advertisement, Consumer buying behaviour, Customers perception, above-aisle or end-aisle displays, digital message units, digital screens.*

I. INTRODUCTION

Many stores nowadays are ideally using in-store advertising such as supermarkets, drugstores and convenience stores. Messages are displayed on different modes such as on shopping cart panels, above-aisle or end-aisle displays, digital message units, clocks, floor graphics, backlit front aisle displays, and digital screens, stimulating shoppers to buy at the moment of a purchase decision. In-store advertising acts as information source and entertainment source too. Now day's marketers are using different ways in store to advertise such as digital screens at checkout counters or at checkout counter dividers that separate one shopper's groceries from the next person in line. In a blink of an eye, customers would have caught all the attention. All the top 100 markets have in store media. So this method of broadcasting the advertisement has reached thousands of grocery stores, drug stores, and convenience stores.

To attract consumers companies are using different in-store advertising techniques which are as follows:-

a) In Store Digital Screens: - are also know as Digital signage. Different size and types of TV monitors are located at the checkout counter in convenience stores delivering those advertising messages in a continuous, content-driven loop of custom programming providing information and entertainment to those customers who have visited the store.

b) Checkout Counter Dividers :- In big retailed stores as well in different outlets now days marketers are using dividers to separate one shopper's groceries from the next person in line, These dividers can claim an exposure time as long as five minutes.

c) Floor Graphics: - Different floor graphics are used to attract customers and retain them for the long. Vinyl displays affixed to the supermarket floor or the different outlets are fixed near the products which are being promoted. They are used for a wide variety of businesses, from retail stores to recreation centers, corporate offices, shopping malls, and more. There is no limit to what can be done with durable floor decals, the only limit if your own creativity

d) Wall / Pillar branding – The most commonly used form of in store advertising is to apply prints or posters on the walls and pillars of a retail outlet or the stores. These graphics are usually printed on different sizes (either direct or printed vinyl mounted) and this sun board is applied to the wall surfaces. It is done to attract consumers and to help them in taking decisions.

e) Standees and poster display stands – It is also feasible to place rollup standees, cutout standees and display stands at retail outlets or different outlets to grab consumer attention. It is important to be innovative in this respect.

II. LITERATURE REVIEW

According to **Pierre Chandon, J. Wesley Hutchison, Eric T. Bradlow & Scott H. Young (2009)** in his work he stated that the interaction between in store and out of store factor on consumer attention is gained through the evolution of brand displayed on supermarket shelves. Drawing on research on shelf managing them from the left or right hand side of the shelf makes difference to either attention or evaluation of the product or the brand. **Baohong S, Scott A.N and kannan S (2003)** stated that the impulse buying behaviour will be take in two forms brand switching and brand substitution. Brand switching refers to the consumers who switch from one brand to another brand because of the motivation is attached along the in store promotion. **Evans & Andrew (2009)** stated in his work that consumer's attention is selective, which means though exposure is important, it is not enough to make certain that consumers will respond to a marketing activity such as an advertising message or different displays.

According to **Sherman (1997)** in his work he stated that the emotions of the consumer play an important part in the buying behaviour decisions and this is something retailers also should keep in mind when they are creating the shopping environment for the consumers. **Soars (2003)** stated that human brain cannot cope with everything instantaneously, so in a supermarket retailers or the different outlet owners must see that the eyes of the consumers are constantly sweeping around, taking in everything. They have to deselect 80-90 per cent at any one time in order to concentrate on one particular product. **Anic & Radas (2007)** stated that customers that are loyal to a specific retailer or the outlet are more prone to be affected by the in-store advertising displays in that store. **Kauppinen Raisanen & Luomala (2010)** in his work stated that the attention-getting device is one of the source for the customers to stressed, implying that it is the most essential visual cue as it is found to be the first noticed by consumers.

According to **POPAI (2012)** in his study stated that according to the latest study, made in 2012 it shows that 76% of the decisions made by the consumers were made in-store. **Yeshin (2006)** stated that in-store advertising activity is an effective strategy for retailers to excite consumers buying intention, thus motivate consumers buying decision. As finding on these results, In-store promotions stimulated not only the consumer buying intention but also had an impact on brand awareness.

There are few products that succeed in attracting the attention of the consumer are also the ones that are more likely to be chosen and purchased instantaneously. **Sano and Yada (2015)** in their work stated that ways by which retailers try to attract their customers stop are different methods of in-store advertising activities of which point of purchase displays. **Nuwer (2017)** stated that the location of the in-store display influences the behavior of the consumer and whether consumer decide to make a purchase or not. **Cummins (2017)** stated that especially younger generation customers found graphic content as the more informative than written content to grab their attention.

Objective and Research Methodology of the Study

The research objective is to know the effect of in store advertising on buying decision. To study the research objectives the descriptive research design is used. In this particular research quantitative approach has been used and the primary data was gathered through structured questionnaire. For the data accumulation, convenient sampling is used and 120 responses were collected and utilized for the study in concern. The sample was collected from the Dehradun city. The data gathered from the respondents were put in the SPSS to analyze the various factors and dependability of the variables. Mean, Standard deviation and one sample t test are used in this study.

Data Analysis and Interpretation

Demographic Profile

Variable	Description	Frequency	Percentage
Gender	Male	84	70.0
	Female	36	30.0

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Age	Upto 20 Years	33	27.5
	21 to 30 Years	54	45.0
	31to 40 Years	33	27.5
Education	Senior High School	44	36.7
	Diploma	21	17.5
	Graduation	11	9.2
	Post Graduation	33	27.5
	Others	11	9.2
Occupation	Student	65	54.2
	Civil service	11	9.2
	Private sector	11	9.2
	Entrepreneur	11	9.2
	Professional	11	9.2
	Others	11	9.2
Family Income	25000-35000	21	17.5
	36000-45000	22	18.3
	46000-55000	22	18.3
	56000-65000	44	36.7
	more than 66000	11	9.2
Total		100	100

The demographic profile analyses displayed in the table it demonstrates the age analysis of respondents that show, up to 20 years the respondents are 27.5% and 21 to 30 years 45% respondents in the sample, while in the age group 31 to 40 years i.e. 27.5%. In the gender classification, it shows that 70% are male and 30% respondents are females in the sample. Regarding the education level, it shows that the most of respondents in the sample are post graduate i.e. 27.5% and graduate with 9.2%. As per the occupation classification the most of the respondents are students i.e. 54.2% in the sample. As per the family income level classification the most of the respondents in the sample have 56000-65000 incomes i.e. 36.7%.

As companies nowadays are focusing on different instore advertisement methods through which they can attract the customers. In store advertisement, is one the form of advertising method in which companies attract the attention of the customers about their brand or the product. Companies use different advertisement methods in order to retain the consumer and influence their buying decisions. In order to know the perception of the consumers about different in store advertisement to the customers of the Dehradun a question was raised to know the moods which customers find useful and attractive.

Instore advertisement methods Frequencies

		Responses		Percent of Cases
		N	Percent	
Instore advertisement methods	Product Placement	60	11.7%	50.0%
	Product packaging	47	9.2%	39.2%
	Display	50	9.8%	41.7%
	Discount offer	52	10.2%	43.3%
	Banners	61	11.9%	50.8%

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	Store location	49	9.6%	40.8%
	Good store front design/sign boards	51	10.0%	42.5%
	Dummies display	39	7.6%	32.5%
	Store interior	52	10.2%	43.3%
	Wall posters	51	10.0%	42.5%
Total		512	100.0%	426.7%

As per the above table majority of the customers stated that for them banners, store interior, wall posters good store front design/sign boards discount offers and display attracts the attention of the consumer and help them in retaining the information and their buying decisions.

	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig. (2-tailed)
In store point of sale scheme influence to buy product not needed	120	2.5000	1.16677	.10651	4.694	.000
Proper in store display attract my attention for closer examination and influence me to buy the product	120	2.6000	.80335	.07334	8.182	.000
Danglers and standy is important to evaluate and buy product that were seen after entering the store	120	2.9000	.99916	.09121	9.867	.000
Wall advertisement visibility attracts my attention and engages me to buy	120	2.5500	.97748	.08923	6.164	.000
Mannequins/dummy visibility influence purchase of product not initially in the shopping list	120	2.4500	1.07571	.09820	4.583	.000
Grass roots campaigns/pamphlet attract me	120	2.7500	1.18286	.10798	6.946	.000
Good visibility attracts my attention and engages me to buy	120	2.5000	1.07688	.09830	5.086	.000
in store advertisement through TV and banners motivates me to buy	120	2.6500	.96711	.08828	7.363	.000

From the above table it is found that the mean values range from 2.9 to 2.5, with standard deviations posses the minimum value 0.80335 to the maximum of 1.18286. It is inferred that the T value at 0.05% level of significance is 4.694, 8.182, 9.867, 6.164, 4.583, 6.946, 5.086, and 7.363 are statistically significant as the calculated t-value at 119 df is smaller than 0.05 tabulated value ($t < 0.05$).

Therefore, it is concluded that the in Dehradun city in store advertisement affects the buying behaviour of the consumers.

III. CONCLUSION

Other like outdoor advertisements in store advertisement is the best method which is especially designed to attract the customers and also to influence their buying decision. In store advertisement works best when customer enters the store and their eyes roll all over the store therefore to catch that attention in store advertisement is used by different forms. Companies target these customers and display the adds of all product through different advertisement modes. Many customers find these few ads modes useful while making the purchase decision. The perception of the customers varies as well as their buying decisions also vary some may get influence and it motivates them to purchase while some may not. This article is to know the effect of in store advertising on buying decision in the Dehradun city. Through this study it is found that in Dehradun in store advertisement affects the buying behaviour of the consumers.

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