"Impact of (POP) Displays on Post-Purchase Behavior: An Analysis by Age and Gender"

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Abstract

The paper focuses on the impact of POP display on post purchase behavior. The study predominantly focuses on the two demographic factors i.e. age and gender which have impact on post buying behaviour. Through this research paper researcher trying to provide necessary information about the impact of POP display on post-purchase behavior of the consumers in retail outlet. Exploratory study has been conducted using primary data. In this research study 500 respondents helped to researcher through provided necessary information which was collected by the arranged questionnaire using five point Likert Scale and ANOVA and t-test was employed to get final results. Researcher made few hypotheses based on the impact of POP impact of Point-of-Purchase displays on post purchase behavior that influencing consumer's buying behavior. Outcome will help to understand significant difference in the post buying behaviour of customers towards POP display on age and gender.

KEY WORDS: POP Display, Buying Behaviour, Post Purchase Behaviour, Products, Consumer.

Introduction

Now-a-days globalization and liberalization has opened up of economies worldwide. The post globalization era has seen the amalgamation of domestic trade with that of the international trade. This merger has brought a great change and significant impact on the economic sectors of different nations. The retail sector helps to sold goods in small quantities to customers. As per an estimate POP Display Market size is worth USD 16.27 Billion in 2025, growing at an 5.71% CAGR and is forecast to hit USD 21.48 Billion by 2030 (https://www.mordorintelligence.com). Several challenges have to be encountered by the retailers have to use their knowledge advantage internally and externally to build and maintain a competitive advantage. In the last few years retail sector in India has witnessed massive growth, demographic profile of the consumers is also affected by the introduction of the number of international brands available in the Indian market. Due to the development in the economic policies there is rapid development in the infrastructure, increase in urbanization, increase in credit facility, and increase in technological investment.

Consumer buying behavior refers to the overall pattern of a consumer's attitudes, intentions, preferences, motivations, and decision-making processes when purchasing a product or service and analyzing the same after post purchase behaviour. Researchers, businesses, and marketers analyze this behavior to understand what factors influence consumer choices. These insights are then used to develop strategies that enhance company performance and increase revenue.Typically, consumers make purchasing decisions based on their financial resources, taking their income and budget into account. This study specifically evaluate the impact of Point-of-Purchase displays on post purchase behaviour.

Literature Review

Chakravarthi and Narasirnhan (1990) explored the factors managers consider important in allocating trade and consumer promotions. Importance scores on several dimensions were analyzed to extract the underlying factors. Indices were computed using these raw scores. The amount of arbitration by numerous brand and group variables on managerial observations was then examined by correlating manager's indices and the structural variables. The Regression model had direct impact on the structural variables and promotion to sales ratios. Researcher found that the structural variables had strong and predictable impact on consumers.

Grover, *et.al.*(1992) investigated the multiple effect of retail promotion on brand switching and brand loyal segment of consumer. Researcher investigated that the market could be described by brand loyal segment and switching segments; promotional variable had significant effects on market shares, there was diverse effect across segments, promotional attractiveness of a store was related significantly to share of a store; category volume was directly related to the overall promotional appearance of the merchandise and the lagged effects consequential from buyers increased purchase and stock-up for brand loyal segments till the end compare to switching segments.

Francis, *et.al.,*. (1995) examined that shoppers was attracted to the store because of price promotion. It also helped to increase buying regular merchandise and the relationship between regular price and promotion purchasing. Results of the study showed a significant positive relationship between regular price and promotion purchases. The shoppers identified that promotion was the important reasons for visiting the retail outlets, three- fourths make regular purchases. It was observe by the investigator that buyers expend more money on regular price merchandise.

Zhou and Wong (2003) examined the effect of impulse buying and in- store point -of- purchase posters on shopper's impulse purchase behavior. Researcher observed the effect of atmosphere engagement (i.e., pleasure, enjoyment and attractiveness) conveyed by in-store POP Posters. The findings revealed that in-store POP could influence shopper's impulse purchase by both informative and experimental dimensions.

Delvecchio and Henard (2006) discussed in the research paper the effect of sales promotion on brand preference. The Meta analysis technique was used. Secondary data was implemented in this research study. The researcher reviewed 51 research papers and compiled the results to attain the objective. Generally, post promotion brand preferences were not affected by sales promotions. Nevertheless, the promoted product promotion, depends on the characteristics of sales promotion and results in either increase or decrease preference for a brand.

Sangvikar and Katole (2012) studied the customer purchase behaviour and satisfaction in different store formats and shopping parameters adopted by customers for selecting retail outlets. The snowball sampling and convenience sampling were used with sample size of. The finding of the study indicates that retail outlets were preferred by the customers due to price discount, availability of variety of products and convenience.

Shih (2015) evaluated the consumers' buying behavior and consumer satisfaction in beverages industry in Tainan, Taiwan The aim of the study was to investigate the consumers' beverage purchasing behavior and their preference. Descriptive research method was used to with a sample size 150. Data was collected through questionnaire. Descriptive statistic and Pearson correlation coefficient was used for data analysis. It was found that there was a positive correlation between product attribute and consumer purchase decision.

Gomes (2018) studied in this paper factors influencing consumer behaviour in retail shops. A causal research was used to identify the nature of cause-and-effect relationships and explained the patterns of relationships among variables. A purposive or judgmental sampling method was used (non-probability sampling) with the sample size 120. A structured questionnaire was formed to collect the data. Likert scale was used. Cronbach's alpha reliability test was used along with statistical tools Skewness, Kurtosis, Mean, Standard Deviation and Correlation.

Han, *et.al.,* (2022) has identified the Impact of different research on consumer in-store shopping behaviour does not account for the existence of different types of display locations (e.g. storefront, store rear, secondary, front end cap, rear end cap, and shelf displays). This article focuse on accounting for and understanding the impact of various displays on consumer purchase behavior based on the Stimulus-Organism-Response (SOR) theory. Specifically, we study how displays closer to and farther from the main location of the focal category influence consumer purchase behavior. Furthermore, within the different types of displays the impact of specific types of displays on consumer's category purchase and brand choice was estimated.

Scope of the Study: This study has a wide scope in the Indian organized and unorganized retail customer only.

Objectives of the Study

1) To understand the post buying behaviour of customers towards POP display among different age groups in Haryana.

2) To study the the post buying behaviour of customers towards POP display among different gender groups in Haryana.

Research Hypotheses

The following hypotheses have been formulated and tested to validate the results of the study:

1) **$H_{1.1}$:** There is no significant difference in the post buying behaviour of customers towards POP display among different age groups in Haryana.

2)   **$H_{1.2}$:** There is no significant difference in the post buying behaviour of customers towards POP display among different gender groups in Haryana.

Research Methodology

In order to conduct the research, primary collection of data was used by the researcher from with sample size 500 respondents snowball sampling technique. The sample is selected by using exploratory sampling method. The research was conducted in the area of Haryana. Data analyzes were analyzed with the help of statistical tools like ANOVA and t-test with the help of PASW SPSS 19.

Data Analysis and Interpretation

Table: 1.1: ANOVA Table of Buying Behaviour of POP Display towards Post Buying Behavior

SN	Statements	Age	N	Mean	SD	F	p
1	I felt that, it was wastage of money and time both	Below 20 yr	83	2.46	1.382	6.432	.000*
		21-40	355	3.09	1.251		
		41-60	49	2.92	1.382		
		61-80	13	2.38	.870		
		Total	500	2.95	1.300		
2	My spouse always complains about my habit of overspending	Below 20 yr	83	3.42	1.449	4.388	.005*
		21-40	355	2.94	1.462		
		41-60	49	2.96	1.384		
		61-80	13	2.08	.760		
		Total	500	3.00	1.454		
3	I have no specific reason to buy, I bought because I liked the product	Below 20 yr	83	2.11	1.148	8.319	.000*
		21-40	355	2.75	1.257		
		41-60	49	2.78	1.418		
		61-80	13	1.77	.725		
		Total	500	2.62	1.274		
4	I bought goods with the best value for money	Below 20 yr	83	2.35	1.311	2.682	.046*
		21-40	355	2.09	1.132		
		41-60	49	1.90	.823		
		61-80	13	1.62	.506		
		Total	500	2.10	1.133		
5	I promised myself next time, not to buy anything out of the list	Below 20 yr	83	2.76	1.376	3.004	.030*
		21-40	355	2.80	1.333		
		41-60	49	2.67	1.125		
		61-80	13	1.69	1.109		
		Total	500	2.75	1.325		
6	I regret overspending	Below 20 yr	83	2.83	1.333	4.932	.002*
		21-40	355	2.72	1.393		
		41-60	49	2.73	1.132		
		61-80	13	1.31	.751		
		Total	500	2.71	1.364		
7	I feel a sense of excitement when I make an impulse purchase	Below 20 yr	83	2.36	1.066	3.642	.013*
		21-40	355	2.68	1.313		
		41-60	49	2.47	1.120		
		61-80	13	1.77	.725		
		Total	500	2.59	1.256		
8	I feel stressed due to budget imbalance	Below 20 yr	83	2.49	1.243	6.832	.000*
		21-40	355	2.77	1.285		
		41-60	49	2.94	1.391		

		61-80	13	1.31	.480		
		Total	500	2.70	1.298		
9	It will create space problem	Below 20 yr	83	2.66	1.281		
		21-40	355	3.02	1.264		
		41-60	49	2.63	1.318	5.272	.001*
		61-80	13	1.92	1.038		
		Total	500	2.89	1.284		

Source: Data Processed through PASW SPSS 19, * Significance level 5 percent, Df: between group=3, with in group=496, Total=499

Further, it can be observed from the Table-1.1 that variable 'my spouse always complains about my habit of overspending' (Mean=3.00 and SD=1.454) is placed at the top by respondents, followed by 'I felt that, it was wastage of money and time both (Mean=2.95 and SD=1.300)', 'it will create space problem (Mean=2.89 and SD=1.284), 'POP display is a silent mode to enhance shopping (Mean=2.75 and SD=1.325)', 'I regret overspending (Mean=2.71 and SD=1.364)', 'I feel stressed due to budget imbalance (Mean=2.70, SD=1.278)', 'I have no specific reason to buy, I bought because I liked the product (Mean=2.62 and SD=1.274)', 'I feel a sense of excitement when I make an impulse purchase (Mean=2.59, SD=1.256)' and 'I bought goods with the best value for money (Mean=2.10, SD=1.133)' is placed at the bottom.

Statistically, results of ANOVA test demonstrate that the level of significance is less than (0.05) for all the variables, thus null hypothesis (**H$_{1.1}$**) is rejected for them. It can be concluded that, there is significant difference in the post buying behaviour of customers towards POP display among different age groups.

Table: 1.2: t-test Table of Buying Behaviour of POP Display towards Post Buying Behavior

SN	Statements	Gender	N	Mean	SD	T	p
1	I felt that, it was wastage of money and time both	Male	291	3.04	1.252		
		Female	209	2.82	1.356	1.862	.063
		Total	500	2.95	1.300		
2	My spouse always complains about my habit of overspending	Male	291	2.92	1.467		
		Female	209	3.10	1.433	-1.342	.180
		Total	500	3.00	1.454		
3	I have no specific reason to buy, I bought because I liked the products	Male	291	2.66	1.275		
		Female	209	2.57	1.273	.741	.459
		Total	500	2.62	1.274		
4	I bought goods with the best value for money	Male	291	2.11	1.145		
		Female	209	2.10	1.118	.139	.889
		Total	500	2.10	1.133		
5	I promised myself next time, not to buy anything out of the list	Male	291	2.86	1.357		
		Female	209	2.60	1.267	2.136	.033*
		Total	500	2.75	1.325		
6	I regret overspending	Male	291	2.65	1.332		
		Female	209	2.78	1.406	-1.084	.279
		Total	500	2.71	1.364		
7	I feel a sense of excitement when I make an impulse purchase	Male	291	2.62	1.193		
		Female	209	2.54	1.341	.671	.503
		Total	500	2.59	1.256		
8	I feel stressed due to budget imbalance	Male	291	2.60	1.300		
		Female	209	2.85	1.283	-2.169	.031*

		Total	500	2.70	1.298		
9	It will create space problem	Male	291	2.92	1.295		
		Female	209	2.86	1.270	.526	.599
		Total	500	2.89	1.284		

Source: Data Processed through PASW SPSS 19, * Significance level 5 percent, Df: between group=3, with in group=496, Total=499

Further, it can be observed from the table 4.3.34 that variable 'my spouse always complains about my habit of overspending' (Mean=3.00 and SD=1.454) is placed at the top by respondents, followed by 'I felt that, it was wastage of money and time both (Mean=2.95 and SD=1.300)', 'it will create space problem (Mean=2.89 and SD=1.284), 'POP display is a silent mode to enhance shopping (Mean=2.75 and SD=1.325)', 'I regret overspending (Mean=2.71 and SD=1.364)', 'I feel stressed due to budget imbalance (Mean=2.70, SD=1.278)', 'I have no specific reason to buy, I bought because I liked the product (Mean=2.62 and SD=1.274)', 'I feel a sense of excitement when I make an impulse purchase (Mean=2.59, SD=1.256)' and 'I bought goods with the best value for money (Mean=2.10, SD=1.133)' is placed at the bottom.

Statistically, the results of t- test demonstrate that the level of significance is less than (0.05) for the variables *i.e.* 'I promised myself next time, not to buy anything out of the list (F=2.136, p=.033)' and 'I feel stressed due to budget imbalance (F=-2.169, p=.031)',' therefore null hypothesis is rejected for these variables. Conversely, the level of significance is greater than (0.05), thus null hypotheses **(H₁.₂)** is accepted. It can be concluded that there is significance relation of customer buying behaviour of POP Display towards 'Post Buying Behavior'.

Conclusion

Statistically, the results of ANOVA test of age wise analysis illustrate that, there is there is significant difference in the post buying behaviour of customers towards POP display among different age groups. Similarly gender wise analyses of different factors signify that, male gender has given their agreement as compared to female. Therefore, it is concluded that male gender has significant difference in the post buying behaviour of customers towards POP display towards 'Post Buying Behaviour'. It is suggested that managers should use more POP display to attract more and more customers. And it is also suggested that POP display should be arranged in the way that it has long lasting impact on the mind of the customers and force them to buy the POD display products.

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