



IMPACT OF POINT OF PURCHASE ADVERTISING IN SALES

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Abstract : The primary aim of advertisement is to boost the sale of a product by continuously introducing the product to the customer. However, it is possible that at the time of retail purchase, customers will purchase another product. This emphasizes the importance of point of purchase advertisement. "Purchase advertising or POP" are marketing materials that merchants employ in their shops to promote goods, attract attention and encourage customers to purchase. It also refers to the strategic positioning of goods in the shop. This paper aims to review past works of literature for creating a base for a better understanding of Point of Purchase advertising and associated methods.

Keywords – Advertising in sales, Point of Purchase, Retailers, Advertising method.

I. INTRODUCTION

“Purchase advertising or POP” are marketing materials that merchants employ in their shops to promote goods, attract attention and encourage customers to purchase. It also refers to the strategic positioning of goods in the shop.

POP usually aims to create an impulsive purchase just before leaving the shop. This approach is based on studies demonstrating that putting particular goods close to the cash register with a buy-point advertising display attracts the attention of a buyer. This curiosity helps the consumer contemplate buying the goods when they check it out.

POP publicity may also be a simple indication. For instance, a sticker on a shelf to attract consumers' attention as they go down a supermarket shop or the full display of goods and the selling company's logo are both POP methods. The buy advertising technique needs a bright design which visually distinguishes a product. It may comprise of utilizing stickers by putting them on walls as well as floors along with other product advertisements.

In recent years, marketers focused on the “point of purchase” of goods and services. POPs may be actual, as in brick-and-mortar shops, or virtual, as in the electronic merchant selling products and services online. Retailers and marketers must identify the best method to display their goods and services in both situations.

The merchant usually generates an invoice or a sales order at the moment of sale. After payment has been received, the vendor produces a customer receipt. Traditionally, merchants had printed receipts; however, many are now sent online.

An essential but frequently neglected stage is to decide how long you are implementing and tracking the outcomes of this project and including it in your entire sales plan. Plan this in advance will allow you to create clear objectives, define the metrics you are hitting and offer you a improved understanding within the approaches that are effective and those which are ineffective. (Chandon et al., 2011)

POP publicity is an excellent method to increase awareness about discounts and promotions. The more impressions you can create in the shop, the more likely they are to search for your goods and profit from the transaction.

However, it is essential to plan for the possible rise in sales in advance. One of the last things you want to do is that a customer will simply discover an empty shelf because of an off-stock. Planning will maintain the integrity of your brand and enable you to make the most of the campaign. In addition, make sure that your field team checks in the store more frequently than normal so you can detect it earlier than later, if there is an issue.



1.1 Creating a Media Plan

- Encourage field representatives to monitor store compliance accounts continuously to guarantee the long-term effectiveness of your POP advertising campaign.
- Contact retailers and field representatives frequently to keep on top of low supplies and out of stocks.
- Track sales data carefully to compare your POP advertising success at various locations, promotions or markets.
- Use your sales statistics to show success in dealing with further promotions or retail facings.
- Note how a POP advertising approach provides a chance not just for brand recognition, but also for increase in sales.

The “point-of-purchase or POP” advertising signifies the communications sent to prospective consumers, either in store or on a website, at the precise moment of a purchase decision.

1. POP Displays

The more consumers notice the goods, the higher their chances of purchasing them. Point of purchase displays may include anything from eye-catching colour labels to sophisticated finish of all aisle layouts. Even if someone has studied a product online, over 50% of all the final buying choices are made in the shop, greater exposure during this time-frame is important in terms of boosting sales.

In addition to just drawing attention to your goods, shopping centre displays may help consumers access your items by putting inaccessible places and creating scenarios or setups that demonstrate the way with which the products can be used.

2. Hands-on Experience

Providing the consumers with better experiences for the products makes them more inclined to purchase and use the goods. This approach is a means to get attention, but it is also helpful to set your offers in a framework in which consumers may see ownership.

Dressing facilities at shops offer consumers the chance to test first-hand clothes, and even placing a simple mirror next to a display of jewellery may make it feel genuine to have a certain piece. Food demonstrations provide consumers the chance to sample goods based on a label, while lotion bottles and cream samples in stores allow shoppers to touch and smell such products.

3. Cross Marketing

It is a “purchase-point” approach which makes visualize the products by putting them at the place that customers use in close proximity. Retailers pay nothing to place corkscrews next wine bottles, lemons beside fish or sunscreen along beach suits. Customers might not essentially think about these extra goods while they are nearby, but if they notice them, it is necessary that they require the product and the product that accompanies the product on their list.

4. Location, Location, Location

Careful consideration of where you locate goods in the shop is a simple method to boost sales of items with a high profit margin. You may boost the sales of stimulus goods like candies and magazines by putting them next to the pay register, where consumers have to spend time waiting in line and often see and become enthusiastic about things such as candies and magazines.

Things at eye level are more visible than things higher or lower and goods which appeal to youngsters may be put at the eye level of the kid. This often occurs in the irritation of the parents of the kid who heard the apparently endless pleasure of buying a gift or treating the child abruptly.

1.2 The Benefits of Point of Purchase Advertising



In addition to benefiting from the rise of pulse purchasing, POP displays are frequently more effective than publicity and promotional expenses. They also offer extra sales assistance via fast and efficient communication of important information to clients. In addition, POP displays may quickly be changed to the changing customer expectations and purchasing habits, with substantial cost savings compared to redesigning a whole advertising campaign or promotion campaign. This is important to stay up with rapidly changing Internet trade trends.

- Consider this successful “point of purchase advertising” when building your POP displays:
- Calls consumer attention and addresses their issues and concerns most often asked
- Provides useful information and advantages
- Allow certain items in such a way that it captures the sight of the customers
- Helps promote signs, lighting and design for branding
- Create a unified appearance across the shop while also emphasising certain items
- Promotes and promotes sales

Placement: Placing ads through “POP” may be put almost everywhere in the shops – adjacent to goods, bags, checkout counters, hung on the ceiling, or laminated in floor tiles.

Targeted: if the advertisement is placed to achieve a well-defined customer objective nearest to the time of purchase, then “P-O-P” is most successful.

Effective: Sales, brand change, portfolio purchases and multi-unit sales directly impact place-based advertising.

Important: “P-O-P advertising” allows businesses to influence customers in a competitive market. Incremental sales: P-O-P advertising may encourage consumers to buy larger amounts of a product or to acquire similar goods which are marketed together.

1.3 Disadvantage

Limited reach: Based on its definition, advertising focused on location only reaches the limited group of customers that pass the screens, wait at the checkout line, or take their things to the vehicle. In addition, research indicate that P-O-P marketing is most suited to younger single consumers.

Place-based advertising: It affects what customers may purchase; however, it does not guarantee the place from where the consumers will make the respective purchase. Product-oriented: Although frequently beneficial to increase product sales, the capacity of location-based media to attract new consumers, generate traffic and enhanced awareness for the market for retail marketers is restricted in principle.

Consumers’ perceptions: there are numerous consumers who says that in-store TV screens, electronic signage and in-store broadcasts have little effect on them since they also claim they mix with the environment. Consumer perception:

Limited Targeting: In spite of its major location, place-based advertising like in-store television has limited outcomes and may be prohibitively costly.

1.3 Smart Point of Purchase Displays: The Future of In-Store Advertising

Many brick and mortar businesses are searching for methods to provide a genuine "business experience" to attract consumers. Free Wi-Fi, communicating display and digital kiosks are some of the ways in which shops encourage consumers to engage and extend their stay with goods. The more time a consumer spends at the shop, the more likely he is to buy.

“Smart POP displays” are an excellent tool to create a pleasant retail experience. These interactive displays offer consumers with comprehensive product information to make an educated buying choice, so that they are confident. You can engage your consumers and improve sales with “Smart Displays”, reducing expenses and receiving feedback that enable you to optimise your efforts.



II. LITERATURE REVIEW

(Prasad & Kumar, 2009) Purchase point (PoP) is the location where a consumer will purchase the product. This is the critical moment in the conversation. It provides us with the final opportunity to recall or attract consumers. Despite significant expenses in terms of purchasing material by businesses, a recognised technique for evaluating the efficacy of communications at the retail outlet has not been developed. The present research aims to define and quantify the amount of consumer use of PoP while purchasing. It investigates the phenomena utilising two major factors, degree of information search and store advantages. It utilises shopping as a variable for mediation. During the course of the studies, scales were created for the use of PoP communication and shopping. In-depth interviews were conducted amongst consumers to determine their motivation and rewards for buying. The results of the interview were utilised to produce scales that were tested before the experiment was used. The studies included the creation of shopping-specific scenarios. Participant observations were made in various forms at shops. The research showed that both major and interaction effects were important to all three variables. The authors provide a paradigm for improving the efficiency of PoP Communication based on the results.

(Frolova, 2014) This thesis discusses the function of publicity in successful promotion and the basic features of promoting goods at retail point along with the associated tasks and how advertising campaigns are organised and how they are effective. The purpose of this study was to examine the effects of advertising on the behaviour of consumers. Another objective was to explain the impact of promoting the life-cycle of a product and also for finding how advertising is to be used in each phase of the product life cycle. In addition, there are some real-life examples to explain the concepts.

(Chauhan, 2015) Purchase point is used to designate a broad variety of advertising devices as a collective word. It comprises of promotional items placed on or around retail outlets and is intended to generate traffic, record publicity impressions and assist sell goods. The ultimate aim of most advertising is to convince prospects to purchase a certain product or service. Print and broadcast media assist to generate a positive attitude, while outdoor and transit media possibilities follow after people leave. Finally, when the potential buyer comes on the market, it is the moment of truth when the consumer decides whether or not to purchase the brand of the marketer. But there is one final opportunity to influence this decision: advertising on the point of purchase (POP). According to the study, 65 percent of supermarket purchases are based on impulsive shopping habits where POPs play a significant role.

(East et al., 2003) Two field studies have shown findings in connection to the “shop display and the sales of a new brand”. When space was expanded in one exhibit, sales tended to rise disproportionately. The sales impact made by the 2nd display was stabilizing when the number of displays were raised from one to two.

(Bansal & Kumar, 2014) Retail is one of the largest sectors in many national economies. The major characteristic of Indian retail is that it is largely dominated by an unorganized sector (which largely consist of small kirana shops, vegetable shops, dairy shops etc.) and it counts for around 94% of total market share. With the dawn of the 21 century, India has seen entry of the mall culture especially in Metro and big cities. By the end of last decade this mall culture has entered Tier 2 and Tier 3 cities too and it has also changed the way for shopping in our country. As the retail stores develop visual retailing and displaying of products is becoming a source of concern for business owners. Retailers must be in tune with all the different types of store displays and fixtures available for store displays that are available for their stores' merchandise. Display has an important part in customer decision-making and studies indicate that about 70% of final choices are made in the shop. When the consumer actually purchases the product, the point of purchase becomes effective. It serves as a final reminder and increases purchases.

(Bickel et al., 2008) this research answered a single but crucial question: Are POP signs adequately constructed to boost the “sales of compact fluorescent lights (CFLs)” alone? Program sponsors usually involve POP in many and often costly promotional activities, that might constitute incentives, purchases, newspaper advertising and other kinds of advertising. Consequently, the effect of each factor has been difficult to assess, particularly since most merchants do not disclose sales statistics. Social psychology research indicates that “POP” can single handedly be effective in boosting the sales. The study team evaluated three alternative signage in 109 shops throughout the country, along with major retailers, utilities and other supporters of the ENERGY STAR programme, utilising social psychology concepts. A further 36 shops were used as a control



group. Current sales of CFL were compared with prior year's same-period sales. When backdrop differences were managed by one sign, the statistically significant increase of 15 percentage points in sales was linked with one sign compared with shops without any signs. This article covers the approach, results and conclusions of the research in depth. Implications for the design of the energy efficiency programme and guidance for future study are also addressed.

(Choi, 2013) Consumer purchasing behaviour has been influenced by advertising in recent times. Existing questions about the efficacy of marketing communication lead to a rise in “sales volume and brand construction”. This article analyses the questions related to advertising disorders, media, message, technique, timing and how they affect the achievement of “tactical marketing and sales goals”. A thorough literature analysis demonstrated the cause-and-effect connection between the “point of purchase (POP) advertising” and purchasing behaviour of the customers. The suggestions will help companies improve publicity and marketing (POP) tactics to increase total sales. Future study should focus on product packaging to further improve sales.

III. CONCLUSION

Shopping points play an important function in attracting attention to particular goods. They may be used as a promotion for goods on sale, to advertise novel or improved designs and products, as well as to offer comprehensive information about the products. Purchase advertising enhances a brand or product's exposure to encourage purchases. If merchants excite the interest of a consumer, they are more inclined to shop.

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