

**FACTORS INFLUENCING ACCEPTANCE OF POINT OF PURCHASE  
DISPLAYS AND MATERIALS BY SUPERMARKETS IN MOMBASA**

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## DECLARATION

This project is my original work and has not been presented for a degree in any other university.

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**P61/8398/01**

### Supervisor's approval

This Project has been submitted for consideration with my approval as a University supervisor.

Signature  Date 17/11/2010

**Name: Mrs Mary Kinoti**

## **DEDICATION**

Dedicated to all down trodden hearts; the Lord can raise a standard for you.

## ACKNOWLEDGEMENT

This project is a testimony of what God can do, when you allow him to.

I am highly indebted to my Project Supervisor, Mrs. Mary Kinoti for accepting to guide and encouraging me.

I appreciate Maria Menego, my mum, Husband Fred, sons Victor and Teph, Mrs. Chiguba for your prayers and support.

My appreciation to Mr. Kilungu and Matred for being there for me.

*I can do all things through Christ who give me strength. Phil. 4:13.*

May the Lord Bless You All.

## **LIST OF ABBREVIATIONS**

- POP – Point of Purchase
- POPAI – Point of Purchase advertising International

## **ABSTRACT**

This study was a survey of the factors influencing acceptance of Point of Purchase by Supermarkets in Mombasa. The aim of the study was to review the use of Point of Purchase display and materials and factors that influence their use in supermarkets. The objectives of the study were to identify Point of Purchase displays and materials used and consequently explore the factors that the supermarket owners and managers consider in making the decision whether or not to use them in their outlets. The findings of the study are meant to benefit not only manufacturers and distributors, but also the supermarket owners and managers, Point of Purchase display and materials designers as well as any other policy makers.

The study was carried out in Mombasa supermarket whereby the research wanted to find out whether those factors affecting use of Point of Purchase display and materials according to studies done in US and UK are similar to those in Mombasa.

Several authoritative sources of literature were reviewed to establish a historical background and growth of Point of Purchase displays and materials. The literature review indicates that use of Point of Purchase displays and materials are becoming a fast growing practice in supermarkets and quickly being preferred than advertising for various reasons including low cost and possibility to quickly change the common message among others.

The study was a descriptive survey study whereby the population consisted of 12 Supermarkets in Mombasa. Data was collected using a questionnaire and an observation of the Point of Purchase displays and materials used in supermarkets. The collected data was analyzed using descriptive techniques and findings presented using qualitative approaches.

The study identified the main three factors affecting acceptance of Point of Purchase displays and materials to be; space constraints, willingness of the supermarket to carryout promotions and the types of displays used. The study also found out that supermarket owners valued support from manufacturers and distributors. An enhanced partnership especially in the area of Point of Purchase displays design and placement would be profitable to all these parties.

The study makes a strong recommendation that further studies should be done to understand to what extent these factors affecting acceptance of Point of Purchase displays and materials do so. It will be also important to explore the area of Point of Purchase displays and materials as a form of sales promotion, its effectiveness and benefits.

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## CHAPTER ONE: INTRODUCTION

### 1.1 Background of the Study

The biggest question facing the marketers of today is how to get their brands at all probable consumption and purchase points in a cost effective manner (Agarwal, 2008). This calls for superior availability whereby products are available in varied cross section of outlets such as restaurants, super markets, convenience stores, petrol mart, cinemas, fast food joints, canteens, highway motels, trains, and pubs (ibid).

Placing products at probable consumption and purchase points also calls for superior visibility. This means having your product where the shopper shops for the category/adjacent categories or at places where shoppers are likely to intercept them and would entail visibility not just on shelf but also in the form of Point of Purchase displays (Agarwal, 2008). This could be at high traffic locations in store or at impulse driving locations; for example, Wrigley chewing gums are placed at checkout counters.

Taking a look at popular snacks, chewing gums or chocolate brands such as Smints, Wrigley's and Cadburys'— they would try and invest as much as possible in intercepting shoppers at checkouts or pay points to create impulse as most of these are unplanned purchases; while a toothpaste brand like Colgate will just ensure it is very well present within its Category shelf so it is easy for the shopper to sight and reach; shoppers do not tend to buy toothpaste out of impulse. Retail marketers are of course aware of this as impulse buying is traditionally stimulated by special displays, in store promotions, innovations in packaging and strategic placement of products such as proximity to checkouts or cash registers (Will, 2005). However some products stimulate greater impulse purchases than others (ibid)

Thus, growth in the range/variety of products offered in Supermarkets and the proposition that the more the consumer is in touch with the products (accessibility) or sees them (visibility) the more likely he is to buy, has led many Manufacturers to ensure

Supermarket Owners use an array of their Point of Purchase displays especially in the high traffic areas of the store.

A number of studies have also found that a large percentage of consumers' purchasing decisions are made in the store or at Point-of-Purchase (POP). Current estimates of the percentage of decisions made in the store range from 40% (Neff, 2008) to two-thirds of store decisions (Inman, Winer, & Ferraro, 2008).

Increased advertising regulations for some product categories like tobacco and alcohol has also led to increased spend on Point of Purchase displays which are not regulated. (Lavack & Toth, 2006) states that increasingly stringent regulations regarding media advertising in many countries have limited the advertising and promotional methods available to the tobacco industry thus increasing the importance of Retail Promotion and incentives. Tobacco companies pay financial incentives to encourage retailer cooperation in three major areas: posting Point-of Sale advertising and signage; providing Point-of-Sale product displays; and providing pricing and promotional incentives to Consumers (Bloom, 2001). Many other manufacturing companies have not been left out, Retail Promotion and specifically the use of Point of Purchase displays is increasingly being used in Supermarkets. The Supermarket Owners are however challenged with the question of which Point of Purchase displays to accept and make use of in their stores.

### **1.1.1 Point of Purchase Displays and Materials**

Point of Purchase Display and Materials are a form of Sales Promotion and help to achieve Marketing Communication. This promotion involves posting of Point of Sale advertising and signage and provision of Point of Sale displays. The Point of Sale advertising and signage as well as the displays are collectively known as Point of Purchase Displays and Materials. The function of placing and maintaining them in the Supermarkets is also called Merchandising, Retail Promotion or Point of Sale Promotion. The Point of Purchase is believed to be the link between Consumer Sales Promotion and Trade Sales Promotion.

Point of Purchase displays come in many shapes for example those found at high traffic locations in store and are called end cap displays; smart adjacencies for example chips being placed next to soft drinks.

### **1.1.2 Supermarkets**

Appel (1992) defines a Supermarket as a store with at least 2000square feet sales area with three or more checkouts and operated mainly on a self service basis, whose range of merchandise comprise of food groups, basic household requirements and cleaning materials. (Futrell and Stanton, 1987) define a Supermarket as a large departmental retailing institution offering a variety of merchandise and operate on a self – service basis with a minimum of customer service. (Kibera and Waruinge 1998) say that it is large retailing institution with several departments operating primarily on a self service basis. Supermarkets is a term used broadly for all self service retail outlets meeting minimum size criteria of 150 meter sqired in the case of Kenya (Neven and Reardon, 2005).

Supermarket development in Kenya is currently in an early formative stage where changes are taking place fast. (Neven and Reardon, 2005). The number of supermarkets has improved with existing ones like Nakumatt, Tuskys, Uchumi and Naivas opening branches country wide and new ones entering the market. (Euromonitor, 2009).

(Kamau, 2009) reports an emerging concept in in-store marketing, a medium that has proved successful in getting new products, especially Fast Moving Consumer Goods (FMCG) to attract shoppers and ignite impulse buying.

“As companies realign their budgets from traditional media, which is perceived as less effective because of the blanket nature of its coverage; blamed for alienating targeted and segmented audiences, marketing analysts are now tipping in-store marketing and

advertising as among the media to benefit from traditional media's budget cuts"(Kamau, 2009).

While in-store marketing and advertising is a relatively old concept, in the developed countries, it has been gaining prominence in the Kenya market in the recent past. Some of the recent developments include; Point of Sale promotions like the LG theatres and Nivea clinics in Nakumatt Chains, interior wall branding, playing adverts on Light Emitting Diode (LED) screens with motion and sound, mounted within shopping stores and most recently a shopper's calculator (Kamau, 2009). The gadget, which is a solar powered calculator, is mounted on shopping trolleys with the intention of helping shoppers keep tabs of the worth of goods in their shopping basket and at the same time, sell space to advertisers.

## **1.2 Statement of the Problem**

With the advent of the philosophy of 'customer is the king', Manufacturers and Distributors consider a Supermarket retailer an important customer in the distribution channel. In the world of today marketer's watch words are quality, service and value (Kotler, 2003). To be able to offer any one of these to the Supermarket owners, the product manufacturers and/or distributors have to know how to partner with them and integrate their marketing mix. Critical importance here is on the negotiation of Point of Purchase materials (POPs) for promotional purposes in the Supermarkets; just as negotiation for a "best" price in the purchase of merchandise is important.

Studies done internationally identify discounts on sales stocks (Friedman 2000), space constraints (Beverage Industry, 2003), guidelines on the use of POPs (Croft 2005), "Push money" (Vorzimmer 1971), central management of retail shops (Croft 2005) as well as consumers' response to various types of POPs (Matthew 2002) to be some of the factors which may influence the acceptance of POPs in Supermarkets.

These studies contribute quite some important ideas on the use of Point of Purchase Displays and Materials in Supermarkets. However, Socio – culture, economic, political legal, infrastructural and technological factors in Kenya are different from those in developed countries (Aosa, 1992). Hence the factors that the international Supermarket owners or managers consider while selecting the POPs and their relative importance may not be similar to those in Kenya. There are no similar or related studies that have been done here in Kenya and especially in Mombasa. This study sought to understand the factors that influence Supermarkets' acceptance of POP displays in Mombasa.

The study identified the POP materials/fixtures used in the Supermarkets in Mombasa and the factors that led the Supermarket owners or Managers in Mombasa in deciding what POPs to use in their outlets. The study answered the following questions;

- i. What are the POP displays and Materials used by Supermarkets in Mombasa?
- ii. What are the factors that influence the Supermarket owners' decision to accept Point of Purchase displays and materials in their retail outlet?

### **1.3 Objectives of the Study**

The objectives of this study were:

- i. To identify the various types of POP displays and materials used in Supermarkets in Mombasa.
- ii. To establish the factors which influence the choice and acceptance of Point of Purchase Displays and Materials by the Supermarkets in Mombasa.

### **1.4 Significance of the Study**

According to the marketing concept, “the job is not to find the right customers for ones' products, but the right products for the customers” (Kotler, 2003). It is therefore needful that the product Distributors and Manufacturers as well as POPs Designers understand the promotional needs of the Supermarkets so as to have in place effective promotional strategies. In this effect, Supermarket Owners are the partners of Manufacturers in their



POP display programs. (Vorzimmer, 1971) asserts that success or failure of the effort to reach potential consumers through the use of POP displays is not controlled by the Manufacturer, but rests instead with the Retailer. Unfortunately, many medium size Supermarkets do not often use their power of vetoing Manufacturer POPs programs in which their interests are not considered (ibid). While the Manufacturer is interested in the profitability of his brand, the Supermarket owner is interested in the profitability of his store. A display which increases the sales of one brand in the store and decreases the sales of competitive brands in the store benefits the Manufacturer; but not the Supermarket owner. The power that medium sized Supermarkets possess to force Manufacturers to change the character of their POP programs has to be exercised if these programs are to reflect mutual consideration for Manufacturer and Retailer (Vorzimmer, 1971).

The findings of this study will help the Supermarket owners to set informed criteria for accepting POP materials as well as help the Manufacturers to set the right pricing, promotional, distribution and Retail Merchandising mix that will make them more effective than competitors. It is important that the Manufacturers establish a working Promotion Partnership Program with the Supermarket Owners to ensure they offer POPs that drive sales; Supermarket owners look up to them as experts in this area. This study provides insights into some of the issues to be addressed in this partnership. The study sheds light on visual clutter both on the inside and outside Supermarkets which leaves consumers confused and subsequently leads to low recall rate of message (Kamau, 2009). This will thus help Advertising Agencies, Manufacturers and Supermarket owners to make more informed Point of Purchase design and visibility decisions. It will also help policy makers such as the municipal and city council's Urban Planning Department come up with anti visual pollution policies as well as policies to avoid limiting competitiveness as well as discouraging new investors.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 The Concept of Point of Purchase Materials**

A Point-of-Purchase (POP) display is a strategically placed visual display or product supply that informs prospective customers about a product or service. They mesmerize and tempt you to try a new product or make that last impulse purchase before you leave the store (Vence, 2007).

Point of Purchase promotion is also called Merchandising, Retail Promotion or Point of Sale Promotion and is frequently abbreviated as POP or POS. It involves posting Point of Sale advertising or signage and provision of Point of Sale product displays.

(Imber and Toffler 2000) define Point of Purchase advertising as advertising that is built around impulse purchasing and that utilizes display designed to catch a shopper's eye particularly at the place where payment is made, such as a checkout counter.

According to (Friedman 2000) a Point of Purchase display is a device promoting consumer purchases by providing consumer information and product advice. These devices are normally located at convenient retail locations and are quite attractive and well constructed. Generally, these displays are created and prepared by the Manufacturer for distribution to wholesalers or retailers who sell the Manufacturer's merchandise (ibid.).

POP displays serve as a bridge connecting trade and consumer promotions. Trade promotions are targeted at the middlemen; those responsible for getting goods and services from a manufacturer into a trade establishment. Trade promotions "push" product into the store, onto the shelf or on display and are therefore termed push strategies. Consumer promotions, on the other hand, are those programs targeted at the end consumer or purchaser. Accordingly, consumer promotions are termed pull strategies

since they literally motivate the consumer to "pull" the products off the shelf and out of the retail.

When trade and consumer promotions work in tandem, the push and pull efforts reach a state of equilibrium. The trade incentives ensure that the right products are at the right place at the right time. The consumer incentives deliver motivated buyers to purchase the products. Together, these efforts ultimately deliver against the corporate objectives.

### **2.1.1 Historical Development Phases**

Over the years POP displays have evolved from traditional, static forms, such as the freestanding signs and hanging posters that still are used to incorporate more sophisticated technology. "They may have backlit light boxes or monochrome LED (light-emitting diode) boards or digital flat-panel displays" explains Ben Joy, Senior Product Marketing Manager in the control room and signage business unit for Beaverton, Ore-based Planar Systems Inc., a company that specializes in digital display technology. Today's POP displays work much like a computer and screen. Digital content is played back via cables or wireless to a display on a local area network. Technology today allows retailers and marketing firms to accurately and efficiently deliver content to a targeted demographic. This could be by geography, store or time slot. (Vence, 2007) The trend in POP displays is moving toward digital content delivered over a network with liquid crystal display displays located anywhere in the world (Ibid)

In the future, Ben Joy explains that networks may become more interactive; rather than just pushing content out, customers can get involved. This might include having a profile in ones mobile device that triggers a certain ad or content to appear or light up when one walks by it (Vence, 2007).

(Tullio, 2004) puts across five vibrant trends that are driving changes in Point of Purchase;

Firstly, Supermarkets must stake out a unique brand position with consumers. More than

ever, consumers are defining themselves by the brands they consume and with which they are associated; people want to surround themselves with products and services that reinforce their own self-image. Every element of store design, including fixtures and displays, must therefore reinforce the image and positioning the store is trying to promote.

Secondly, design is one of the last points of differentiation left for brands and Supermarket owners. When perceived differences in quality, technology and service are negligible to consumers, design becomes paramount in differentiating brands and winning loyal customers. The sleek, cutting-edge design that Apple applied in creating the iPod, for example, allowed it to gain a substantial competitive advantage over its competitors in that market and has created a "must have" device for consumers, allowing Apple to realize a premium. The designs of the Point Of Purchase Materials are thus paramount in ensuring differentiation of the Manufacturers' brands.

Thirdly, experiential marketing will create new, unique retail formats. Brands and Supermarket owners are challenged to create marketing programs and experiences that immerse their consumers with the characteristics that they want associated with their brands. The Point of Purchase materials must thus enhance and promote these experiences. An example is the Nivea clinics done in the Nakumatt Supermarkets; consultancy and testing of skin types and advice on what Nivea products to use is also done.

Fourthly, competitive brands are being forced to cooperate. Declining floor space is forcing competitive brands to work together to create multi-brand fixtures and displays. For example The Wrigley Company has Front End Display Units in Nakumatt that can accommodate all confectionary; even their own competitors. This phenomenon promises to accelerate as Supermarket owners move to gain greater control of their floor space.

Fifthly, professional buying is here to stay. Point-of-Purchase Materials decision making, once exclusively the realm of departments in charge of Marketing, Merchandising or

Store Planning, is now including Finance and Procurement. This shift is a permanent change in the purchasing process. Companies will continue moving to online auctions, bids and other more formalized procurement practices, creating a need to find cost-efficient manufacturing options to compete.

Finally, retailers are evaluating POP against its profitability. Achievement of a constructive attitude toward POP displays depends upon Manufacturers considering the Supermarket Owners' interests as being vital to their own. According to Colin Harper, Managing Director of UK based Storecheck, while brands obviously want their in-store marketing material to be prominently displayed; Supermarket managers have a better understanding of which promotions work best in their Supermarkets, and when promotions have the most impact (Roberts, 2007). The POP adopted must thus be both beneficial to the Manufacturer as well as the Supermarket Owner (Vorzimmer, 1971)

## **2.2 Types of Point of Purchase Materials**

A Point-of-Purchase display may be a computer-driven device providing textual and graphical descriptions of products and giving specific advice when queried (Friedman 2000). They may be temporary or permanent pieces.

There are various types of Point-of-Purchase displays, including window displays, counter displays, floor stands, display bins, peg displays, ice coolers, beverage coolers, and materials such as posters, wobblers, tent cards, sign holders, talking floor graphics which are activated on touch, stickers, window clings, banners of any kind, and all types of open and closed display cases.

## **2.3 Benefits of Point of Purchase displays and materials.**

Statistics from Alexandria, Va.-based Point-Of-Purchase Advertising International [POPAI], the global association for marketing at retail, indicate that 70% of purchase decisions are made in the store, and that POP displays used at Supermarkets encourage,

on average, a 1.2% to 19.6% lift in brand sales depending on the product and type of display (Vence, 2007). The main benefit of POPs is thus to influence sales.

Many Marketers are spending more on POPs for the following reasons; first, they often prove more productive than advertising and promotion expenditures. Second, the decline in sales support at the store level is stimulating interest among Supermarket owners in Manufacturers' POP programs. Third, changes in consumers' shopping patterns and expectations, along with an upsurge in impulse buying, mean that the Point of Purchase is playing a more important role in consumers' decision making than ever before (Quelch and Cannon, 1983)

The above reasons also explain why Supermarket owners are becoming increasingly receptive to manufacturers' offers of POP merchandising programs.

Marketers are carefully examining alternatives and supplements to media advertising, which has roughly tripled in cost since 1968 (Quelch and Cannon, 1983). POP programs cannot substitute for media advertising, nor are they as easily controlled in the store since they are implemented on someone else's turf (ibid). They can, however, reinforce and remind consumers about the advertising messages they have seen before entering the store (Beverage Industry, 2003). (Quelch and Cannon, 1983) discusses the following ways in which POPs help improve productivity in Supermarkets:

Low cost – POPs cost much lower than TV adverts to produce and install and the same POP materials are seen repeatedly by consumers whereas TV adverts costs more with the increase in exposure. If the communication message changes a few changes on the POP may be done but an advertising message has to be redone fully which is very costly.

Consumer focus - POP displays focus on the consumer but also provide a service to the trade. Because they help move products off the shelves into consumers' hands, POP

expenditures are often more productive than off-invoice price reductions to the trade, which risk being pocketed and therefore withheld from the consumer.

Precise target marketing - POP displays can be easily tailored to the needs of local markets or classes of trade in response to marketers' increasing emphasis on region-by-region marketing programs and on account management of key Supermarket customers. In addition, particular consumer segments can be precisely targeted. The targeting approach may not be undertaken efficiently via media advertising alone.

Easy evaluation - Alternative POP programs can be inexpensively presented in split samples of stores. Stores equipped with check-out scanner systems can quickly provide the sales data needed to evaluate the impact of POP displays for the benefit of both manufacturer and retailer.

Above all well designed displays; attract consumer attention, facilitate product inspection and selection, allow the access of several shoppers at once, inform and entertain, and stimulate unplanned expenditures. Additional display space can expand sales without any change in retail price. Well-designed displays respond to the needs of both the Supermarket owner and the consumer. They reduce store labor costs by facilitating shelf stocking and inventory control, minimizing out-of-stock items, and lowering the required level of back-room inventory. For example, automatic feed displays such as Coke single-can dispensers eliminate the need for store clerks to realign shelf stock.

#### **2.4 Factors Influencing their Acceptance**

Previous research in Marketing, Economics, Sociology and Organization Theory suggests that the retailer agreement to participate in point of purchase programs is influenced by two variables; the first factor is the nature of interpersonal relationship that exists between the boundary personnel in the Supermarket and manufacturers firms. (Vorzimmer,1971) argues that unlike big Supermarket owners, small supermarket owners

seldom tries to evaluate the use of POP displays within a store profitability framework, but often agrees to their use either on the basis of friendship with the salesman or because he "just likes the display".

Other than the relationship between the company and the retailer, the second factor is the incentive premiums or promotional allowances offered to encourage participation (Murry and Heide, 1998). Often, a manufacturer will discount the cost of merchandise or in some other way compensate the Supermarket Owner for using a Point-of-Purchase display (Friedman 2000). (Vorzimmer 1971) adds that some small retailers receive "push money"; a premium or discount for using a manufacturer's display.

Recent studies show two-thirds of all displays produced never find their way into stores at the Point-of-Purchase. There are various reasons for this, one of the most important of which is the lack of available display space. Competition for the limited space has led manufacturers and wholesalers to push hard for the installation of POP displays in all retail stores, regardless of size, (Beverage Industry, 2003).

(Croft 2005) reports that retailers are no longer content to give brand owners - and their marketing and design agencies - a free hand with their Point-of-Purchase Material. In a recent survey of top retailers, conducted on behalf of POP design specialist Bezier in UK, 69 per cent of the store groups that responded said their POP was now managed centrally. The last time the survey was conducted, in 2000, the figure was 55 per cent. There are a number of reasons retailers want to exert greater control over POP material in store, according to Bezier managing director Gary Knight. One is that unrestricted deployment of POP displays and advertising makes stores look untidy, and can confuse consumers and put them off their purchasing stride (ibid). Many stores have now instituted strict guidelines to avoid such visual clutter problems. POP deployed by Supermarket is created in house by their creative agency and the materials printed by their printers. For example Asda and Comet who admits that they work with brand owners to translate their POP into Comet house style through a collaborative effort. In a bid to reduce physical clutter, many stores also have a 'clean floor' policy which can significantly restrict POP



designers in terms of creating new and exciting displays.

Tony Walton, Managing Director of agency Brand Design, says: "Responsible POP Designers and Manufacturers make sure store staff get all the help they need in implementing POP materials. This can take the form of a simple instruction sheet or a friendly voice on the end of a phone. Third-party experts, who will respect retailers' shop floor and customers, are best placed to install the really complex initiatives. The easier it is to put materials in place, the more likely it is that stores will build the display as the designer intended, and see the full benefit of the campaign." (Croft, 2005)

According to (Croft, 2005), another reason supermarkets are centralizing POP control is money. Research suggests that roughly three-quarters of buying decisions are made in store, at the point of purchase. Yet only about five per cent of marketing spend goes on in-store advertising and promotions. (Vorzimmer, 1971) also points out that retailers have become aware that they own a very valuable media space, which could generate significant income if handled correctly.

(Croft, 2005) stresses that while brands and agencies know plenty about boosting their own sales, and are brimming with creative POPs ideas, the retailer themselves are the real experts when it comes to in store environment. He adds that retailers' strict guidelines might seem onerous at times but their advice is worth heeding; they too want to sell more of the Manufacturers' product.

## **2.5 Challenges of Point of Purchase Display and Materials as a Selling Strategy**

It is quite a challenge getting Supermarket owners to use the POP materials produced by the manufacturers. According to (Beverage Industry, 2003), Dick Blatt, the president and Chief Executive officer at POPAI says 20 to 80 percent of POP advertising materials are not placed in stores or are not used as intended, resulting in a loss of about \$6 billion. The marketers have thus to incur additional expense in monitoring to ensure the materials are in place in the intended format for the intended period of time.

Acceptability by small Supermarkets of POP displays without any evaluation criteria such as its contribution to store profitability leads to clutter both of visual messages to consumers as well as number of displays occupying the floor space, (Vorzimmer, 1971).

Supermarket owners are getting more cognizant of store brands rather than just branded products. "Retailer branding is getting more and more important" says Mark Hanson a Director of Marketing at Cannon Equipment a UK manufacturer of POP displays. Retailers are thus increasingly using POP marketing for their private label and not that of Manufacturers' brands and they like the ability to move displays from one part of the store to another (Beverage Industry, 2003)

Point of Purchase materials are getting more costly to make and more expensive to place, label and distribute (Murry and Heide, 1998). He further explains that Manufacturers have another obstacle to deal with: Record stores are allotting less space to promotional materials at very high premiums.

## **2.6 Empirical Literature on Point of Purchase Displays and Materials**

Despite the growing importance of Point-of-Purchase displays, relatively little is known about this medium. Findings are surprisingly meager when compared with the data available in other areas of marketing like Advertising.

According to (Matthew, 2002), studies have been done on the response to various types of Point of Purchase and their placement which is beneficial in launching a new promotion or campaign. A study done by Point of Purchase Advertising International (POPAI) measures the effectiveness of different types of POP advertisements based on how well customers could recall certain ads, and how much those ads affected purchase decisions. It was generated through 1,235 customer intercept interviews across five retail operations. They found out that the POP materials that communicated savings were more effective than those that only communicated price; so a sign that reads "60 shillings off"

performs better than one that simply displays a marked-down price.

Special offers also enjoyed high customer-recall levels, while themed messages performed very poorly. Overall, though, customers had a 40 percent average recall of on-site advertising, which compares well against an average 8 to 12-percent recall for TV and radio, (Matthew, 2002) adds.

The study also found that response to POP signage at the register and on outside windows was much better than pump toppers or aisle displays. This finding will likely come as little surprise to most retailers, but it does illustrate that companies need to carefully tailor the format and placement of POP when launching a new promotion or campaign (Matthew, 2002) explains.

(Murry and Heide, 1998), accounts additional studies done on managing promotion programs participation within manufacturer/retailer relationships. The studies on independent and joint effects of the nature of interpersonal relationship that exists between the boundary personnel in both manufacturer and retailer firms and various organizational variables including incentive premiums on retailer participation in POP programs. The findings were that the presence of a strong interpersonal relationship does not diminish the importance of other variables such as incentives but also interpersonal relationships are less important determinants of participation than economic incentives

The following are reasons why supermarket owners/managers do not put up POP according to retailers queried in a survey compiled exclusively for In-Store by Bezier, a POP specialist in UK, 38 per cent of respondents claimed that not having enough room was the most common factor for not putting up POP, Fifteen per cent of retailers said receiving too much POP was the biggest factor, followed by lack of stock availability (11 per cent), damaged or incorrect units (11 per cent), inappropriate POP for implementation in-store (7 per cent), the wrong size units for a store (7 per cent), and lack of time (3 per

cent). A further 7 per cent cited other reasons; while 3 per cent said they used everything delivered to them, ([www.accessmylibrary.com](http://www.accessmylibrary.com), 2006).

In another survey of top retailers conducted in UK on behalf of Bezier, 69% of the store groups that responded said that their POP was managed centrally. This meant that the retailers had strict guidelines over the use of POP displays in their outlets(Croft 2005).

Interviews done on the promotion of cigarettes and alcohol in Supermarkets confirms that they had very well managed tobacco incentive programs which were more reason why retailers participated (Feighery and Ribisl, 2003).

Studies done on consumer perceptions of sales promotion activities found out that as the retailers interacts and observes consumers more frequently and closely than the manufacturer, it would be useful for the companies to incorporate the retailers' perceptions while planning sales promotion strategies (Vorzimmer, 1971)

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Introduction**

A valuable aspect of this study was to identify the POP materials/fixtures used in the supermarkets in Mombasa and to understand the factors that actually influence the Supermarket owner or Manager in deciding what POP to use in their outlets. Chapter 2 reviews studies done on why supermarket owners/managers accept or reject POP and identified a gap in existing local research. There is ample evidence that the understanding of the actual factors that influence the decision of the Mombasa Island Supermarket owner/manager benefit his profitability and the manufacturers and or distributors merchandising mix. This section provides the details of the Research Design adopted, together with the means of collecting data for analysis.

### **3.2 Research Design**

A Census Descriptive Survey of the Supermarkets in Mombasa was done. The Descriptive Survey Design is most frequently used to answer who, what, where, how much and how of a phenomenon (Saunders et al 2007).

### **3.3 Population of Study**

The target population included all the 12 Supermarkets in Mombasa. The study was a Census Survey of all these Supermarkets. Appel (1992) defines a Supermarket as a store with at least 2000square feet sales area with three or more checkouts and operated mainly on a self service basis, whose range of merchandise comprise of food groups, basic household requirements and cleaning. The number of Supermarkets that fitted this description within Mombasa were very few and thus no sampling procedure was done. The Supermarkets studied however were not limited to the area they cover; the definition borrowed is the number of checkouts; a minimum of two checkouts. The rationale was to increase the number of Supermarkets studied. Appendix 2 obtained from the Kenya National Chamber of Commerce – Mombasa Branch lists the Supermarkets where the

study was carried out.

### **3.4 Data Collection**

Two data collection instruments were used; namely a semi - structured questionnaire with both closed and open- ended questions and non-participant structured observation through the use of an observation schedule. The questionnaire was administered on a drop and pick later method to allow the respondents ample time to complete it. The respondent was either the Supermarket owner where available, the manager, and for big supermarkets like Nakumatt and Tusksys, the promotions manager/supervisor. The questionnaire mainly sought to understand the factors which influence the decision of the Supermarket owner/manager to accept POPs. The researcher filled the observation schedule as the questionnaire was physically administered. This was done within 2 days in the morning hours when the shoppers' traffic to the Supermarkets was minimal. The observation identified the POPs used in the Supermarkets. See Appendix 3 and 4 for the questionnaire and observation schedule respectively).

### **3.5 Data Analysis**

After data was collected, it was checked for completeness and consistency. Content Qualitative data analysis techniques were used to analyze data collected from the questionnaire and the observation schedule. Content Analysis is a research technique for making replicable and valid inferences from texts to the contexts of their use (Krippendorff, 2004). Content Analysis enables researchers to sift through large volumes of data with relative ease in a systematic fashion (GAO, 1996). (Krippendorff, 2004) notes that Content Analysis is motivated by the research for techniques to infer from symbolic data what would be either too costly, no longer possible, or too obtrusive by the use of other techniques.

The data was organized into meaningful related parts or categories. This allowed one to explore and recognize any relationships which were then used to create a picture or an understanding of the data. This was then used to deduce whether the factors discussed in the literature review did actually influence acceptance of Point of Purchase displays and

materials in Supermarkets. The observation data collected was used to qualify the parts of the data collected by the use of the questionnaire especially on the types of displays used. (Saunders et al, 2007) explains that use of two or more data collection methods ensures triangulation; use of both the questionnaire and the observation sheet ensured that the data is actually telling me what I thought it was telling me.

## CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATIONS

### 4.0 Introduction

This chapter presents the analysis of the data collected and discussions on the findings of the study on factors influencing acceptance of Point of Purchase Displays and Materials by Supermarket in Mombasa. It also gives comprehensive interpretations of the responses given as per the objectives of the study.

### 4.1 Overview of Data Collected and Analyzed

Data was collected by administering the questionnaire and making an observation of the Point of Purchase displays and materials used in the Supermarkets. It is worth noting that out of the 12 respondents who were given the questionnaire, 10 responded to all questions raised and 2 responded to only a few of the questions. However, the number of respondents being small, personal contact was used to ensure the remaining questions had been filled, thus increasing the response rate. The response rate was thus raised to a valid 99% with a non response error of 1%.

#### 4.1.1 Supermarket Ownership

The respondents were asked to indicate whether the Supermarket was Locally owned, Foreign owned or both Locally and Foreign owned. The findings were as represented by Table 4.1.1.

**Table 4.1.1 Supermarket Ownership**

Type	Number	Percentage
Locally Owned	11	91.7
Foreign Owned	1	8.3
Locally and Foreign Owned	0	0
<b>TOTAL</b>	<b>12</b>	<b>100</b>



The findings were that 92% of the Supermarkets in Mombasa are locally owned.

#### 4.1.2 Categories of Products Stocked

The respondents were asked to choose from a list of Product Categories found in Supermarkets what categories were stocked in their Supermarket. This was necessary in understanding whether the Supermarkets stocked generally the same kind of product categories. The table 4.1.2 shows the Product categories stocked and the percentages of respondents that stocked the particular category.

**Table 4.1.2 Categories of products stocked**

<b>Category</b>	<b>Number</b>	<b>Percentage</b>
Beverages	11	92
Chemical	5	42
Confectionary	10	83
Food	12	100
Health Care	10	83
Household	10	83
Clothing	8	67
Stationery	11	92
Tobacco	6	50
Furniture	6	50
Electronic	7	58
Other	2	17

The findings were all Supermarkets stocked Food products, the majority stocked Beverages, Stationery, Confectionery, Healthcare Products and Household products. Several stocked clothing products, Electronic products, Furniture and Tobacco Products and few stocked chemicals. Other product categories stocked by Supermarkets in Mombasa that were not listed included Jewellery, Opticals, Perfumes and Cooking gas.

### **4.1.3 Ranking of Factors considered in selecting products to stock in Supermarkets.**

The respondents were asked to rank from a list of Customer demand, Profit Margin and Supplier Support the factor they consider most important in choosing products to stock in their Supermarkets. The table 4.1.3 shows the mean scores of the choices made and the rankings of the factors in order of importance.

**Table 4.1.3 Ranking of Factors considered in selecting products to stock in Supermarkets.**

<b>Factors Considered</b>	<b>Mean Scores</b>	<b>Rank in order of Importance</b>
Customer Demand	1.17	1
Profit Margin	2.08	2
Supplier Support	2.75	3

Most respondents considered Customer Demand; with a mean score of 1.17, most important in the choice of products to stock in their stores, Profit Margin was second with a mean score of 2.08 and Supplier Support with a mean score of 2.75 was the least considered.

### **4.1.4 Types of In Store Promotions used by Supermarkets**

The respondents were asked to choose from a list of in store promotions those that they use in their Supermarket. The choice of In Store promotions that they use are as shown in Table 4.1.4.

**Table 4.1.4 Types of In Store Promotions used by Supermarkets**

<b>Type of Promotion</b>	<b>Number</b>	<b>Percentage</b>
Push Girl/Merchandisers	12	100
POP Displays	10	83.3
Price Discounts	9	75
Free Samples	8	66.7
Offers	11	91.7
Technical Support	5	41.7

83% of the respondents use Point of Purchase displays. All the respondents used Merchandisers or Push girls mainly provided by Manufacturers and Distributors. 92% of the respondents also gave offers on products among other promotional methods used. It is important to note that even though the respondents considered the Customer Demand, Profit Margin and Supplier Support in that order in their choice of products to stock as shown in table 4.1.3 above, they did value Supplier Support to a great extent. This is explained by the high percentage of respondents that use Merchandisers/Push girls and Product Offers which are mainly financed by the Manufacturers or Distributors.

#### **4.1.5 Circumstances in which POPs are used**

The respondents were asked to choose from a list of circumstances in which they allow use of POPs. Table 4.1.5 lists circumstances in which POPs are used and the percentage of respondents that use them in the given circumstances

**Table 4.1.5 Circumstances in which POPs are used**

<b>Situation</b>	<b>Number</b>	<b>Percentage</b>
New Products	11	91.7
Slow Moving Products	6	50
Technical Knowledge	5	41.7
Near Expiry Products	8	66.7
Other Circumstances (Seasonal offer like Christmas)	1	8.3

92% of the Supermarkets used POPs on new products to entice consumers to try them and 67% used POPs to push near expiry products. These two were the main circumstances in which POPs were used.

#### **4.1.6 Types of POPs used in Supermarkets.**

The respondents were asked to list the type of Point of Purchase displays used in the Supermarkets. Some of the ones listed include Floor standing displays, branded shelf displays or gondolas, coolers, Wobblers, fliers, screens with motion and sound, trolley or shopping basket displays, hanging pegs, posters, push girls or merchandisers or promoters.

#### **4.1.7 Ranking of POPs Preference**

The respondents were asked to rank an array of POPs used in Supermarkets according to their order of preference. Table 4.1.7 lists the mean scores and the order of preference for the POPs.

**Table 4.1.7 Ranking of POPs Preference**

<b>Types of POP</b>	<b>Averaging Ranking</b>	<b>Ranking in order of Importance</b>
Shelf displays	1.7	1
Floor standing displays	3.9	2
Posters	4.6	3
Aisle end displays	4.8	4
Wobblers	5.6	5
Shopping basket displays	6.2	6
Front end displays	6.7	7
Beverage coolers	6.75	8
Ice coolers	7.8	9
Temporary (made of paper or plastic material)	7.8	10
Window clings/displays	8.4	11
Screens with motion and sound	8.8	12
Sign holders	9	13
Permanent (made of metallic or wire material)	9.6	14

Most of the supermarkets preferred to use branded shelf displays also called gondolas and floor displays. From the observations done these are the commonly used POPs in the Supermarkets. Some of the other highly preferred POPs include; posters and wobblers which can be changed from time to time depending on the communication message and

are cheaper to make than most POPs and aisle end display which cling on the main shelves and thus take up less space.

The above findings are also supported by the findings from the observation done. Most of the Manufacturers and Distributors had branded shelf displays and used more posters and wobblers more than any other POPs. Any additional Point of Purchase materials were also used at the shelf display to brand it and increase its visibility.

Permanent displays were ranked 14 indicating that Supermarkets did not prefer displays that are permanent in nature. This explains why they would use POPs mainly for the introduction of new products and once the product is well known they could give the space which is a constraint to a newer product. However from the observation made quite a number of Manufacturers and Distributors use metallic wire display in the Supermarkets probably because they are durable.

It is important to note that the preference for Screens with Motion and Sound was ranked 12<sup>th</sup> which could indicate that the use of Technology in POPs was a relatively newer concept in Supermarkets in Mombasa and has not been embraced as it is done in developed world.

#### **4.1.8 Whether Supermarkets have declined to use POPs**

The respondents were asked to respond positively or negatively to whether they have ever declined to use POPs offered by manufacturers or distributors. Table 4.1.8 shows their response.

**Table 4.1.8 Whether Supermarkets have declined to use POPs**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	9	75
No	3	25

75% of the response showed that the respondents one time or another have declined to use POPs provided by the manufacturer against 25% response that they have not declined. This clearly shows there is control over the use of POPs in the Supermarket; not every offer that is made by the Manufacturers or Distributors is accepted. The question is then what factors influence their decline to take POPs or their acceptance to have them.

#### **4.1.9 Ranking of Factors affecting POPs acceptance**

The respondents were asked to rank in order of importance from a list of factors discussed in the Literature review as known to affect the acceptance of Supermarkets to use POPs. Table 4.1.9 lists mean score of each factor and the ranking in order of importance.

**Table 4.1.9 Ranking of Factors affecting POPs acceptance**

<b>Factor</b>	<b>Averaging Ranking</b>	<b>Ranking in order of Importance</b>
Space availability	1.7	1
Supermarket Intentions to carry out in store promotions	2.25	2
Type of display	3.14	3
Cash incentive or payment from manufacturer or distributor	3.43	4
Good relationship with Company sales representative.	4.1	5
Displays used by competing supermarkets	4.7	6
If other branches are using displays	5.42	7

The findings of the study were that the leading factors affecting acceptance of POPs are Space availability, Supermarket Intentions to carry out in store promotions and Type of Display offered in that order. Cash incentives given by Manufacturers and the good relationship the Supermarket had with the sales representatives were also shown to influence acceptance.

#### **4.1.10 Have Supermarkets has discontinued use of POPs?**

The respondent was asked to respond positively or negatively to whether they have discontinued POPs in use from their Supermarkets. Table 4.1.10 shows their response.



**Table 4.1.10 Have Supermarkets has discontinued use of POPs?**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	5	58.3
No	7	41.7

The findings were that there was no clear disparity between those that discontinued and those that never discontinued the use of Pops in their Supermarkets. The general trend was however discontinuation of POPs had taken place more in the Big Chain Supermarkets like Nakumatt and Tuskys.

Some of the reasons given for the discontinuation of the use of POPs include; Scarcity of products or continuous unavailability of products; the Supermarket can thus not promote products that are not sufficient on the displays, errors in communication for example where the Manufacturer or Distributor communicated a different price or offer from what the Supermarket did, fights among Manufacturer or Distributors representatives over space; most of them are those selling competing products, dissatisfied customers, for example when the customers' feel they have to spend too much in terms of money and time, to benefit from the promotion, high levels of expired products encountered in the stocks of the given company supplying the POPs and failure by the supplier to meet the requirements of the agreement; for example the monetary consideration or the type of displays to be supplied.

## **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

### **5.0 Introduction.**

This chapter summarizes the major findings of the study in relation to the objectives provided in chapter one. It also discusses the recommendations and suggestions for further research.

### **5.1 Summary of Findings**

All the 12 Supermarkets surveyed agreed that their Supermarket retail Policies encouraged promotions. The findings show that Supermarket Owners or Managers do value Manufacturer and Distributor's Support and thus the preferential use of In Store promotions such as POPs, Merchandisers or Push girls and product offers which are all mainly financed by the Manufacturers and Distributors. The POPs that were found to be used by Supermarkets include Floor Standing Displays, Branded shelf Displays or Gondolas, Coolers, Wobblers, Fliers, Screens with motion and sound, Trolley or shopping basket displays, hanging pegs, Posters, Push girls or Merchandisers or Promoters.

The Supermarkets encourage the use of POPs but mainly in the introduction of new products and in the push of near expiry ones. They however would rather exercise control over the use of POPs to avoid both physical and visual clutter because the space available in Supermarkets is limited.

## **5.2 Conclusion**

Other than space which was found to be the main factor affecting the Supermarkets owner's acceptance of POP's, Supermarket Intentions to carry out in store promotions, Types of Displays offered, Cash Incentives given by Manufacturers and the good relationship the Supermarket had with the sales representatives were also shown to influence the acceptance in that order.

Supermarkets make profits not from only one Manufacturers' products but from many categories of products and that is why they stocked quite a wide Category with the main aim of meeting Customer Demand and Profitability. Much as they value Manufacturer or distributor Support especially in the choice and placement of POPs, their willingness to carry out the promotion is very important and thus their views in choice, design and implementation of POPs need to be appreciated.

## **5.3 Recommendations**

The summaries of major findings and conclusions have necessitated the making of recommendations:

Manufacturers or Distributors should work more closely with the Supermarket Owner to ensure they make displays whose designs meet the Space Constraints of the Supermarket. The trends in the market are use of displays that can accommodate even competing products but with a certain share of the display reserved for the suppliers' products.

The understanding developed through partnership will also ensure they do not tie their money on Point of Purchase Materials which would never be used by the Supermarket. The features desired by the Supermarket owners for examples size, materials made from, area where Points of Purchase displays will be used should all be considered before the display is made.

Not all respondents were clear about their Supermarket Policy about the use Point of

Purchase displays and other promotional materials. This study highlights some of the prevailing issues and can help Supermarkets come up with their promotion policy.

#### **5.4 Limitations**

The researcher however, encountered some problems on the course of undertaking this research study. There were inevitable challenges the researcher experienced. These were however, tackled effectively and their impact significantly reduced to have any major effect on the research findings. The following are areas where challenges arose:-

##### **(i). Cooperation by respondents**

Some of respondents felt hesitant to release some information being unsure as which information was confidential and which was not. Some other respondents were hesitant to give information for fear of victimization by their employer or manager. This was overcome by seeking permission or clarification before the respondents could respond to the questionnaire. In addition, the questionnaire had a statement that assured respondents that the purpose of the study was academic and that personal data would not be published unless with their express permissions.

##### **(ii). Time Constraints**

Due to circumstances beyond the researcher's control, the time frame for the research was short to exhaustively carry out the study. However the researcher made use of research assistant to facilitate the coverage.

##### **(iii). Finance**

The researcher had limited financial resources at hand for the researcher. However, financing arrangements were made to borrow from friends and family to cater for the deficits anticipated.

## **5.5 Suggestions for Future Research**

The factors identified; Space Constraints, Supermarket Intentions to carry out promotions, Types of Display, Cash Incentive, Relationship with company representative have been found to affect the Acceptance of Point of Purchase. It would be however important to know to what extent they do affect the acceptance.

Not many studies have been done in Kenya on the area of Point of Purchase displays and materials as a form of sales promotion. It is therefore, recommended that studies on their effectiveness in communications, the cost implications given their benefits would be valued information in developing this form of communication.

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**APPENDIX 1: LETTER OF INTRODUCTION.**

Beatrice Maisori  
C/O University of Nairobi,  
Bandari Campus  
P.O Box

9<sup>th</sup> September 2009

Dear Sir/Madam,

I am a Post Graduate Student in the School of Business, University of Nairobi. I am conducting a Management Research on Factors influencing acceptance of POP Materials by Supermarkets in Mombasa.

Your organization has been selected to form part of the study. This is therefore to request your assistance in filling the attached questionnaire. The information you give will be treated with strict confidentiality and is needed purely for academic purposes. Even when a name has been provided, it will not under any circumstances appear in the final report. A copy of the final report will be made available to you upon request.

Your assistance and Co – operation will be greatly appreciated.

Yours sincerely,

.....  
Beatrice Maisori.  
(Student)

.....  
Mrs Mary Kinoti  
Lecturer School of Business  
(Supervisor)

## **APPENDIX 2: LIST OF SUPERMARKETS IN MOMBASA**

- A- ONE SUPERMARKET
- B- TUSKYS DIGO
- C- CITY GROCERS
- D- TUSKYS BANDARI
- E- BUDGET SUPERMARKET
- F- NAKUMATT LIKONI
- G- BACCHUS SUPERMARKET
- H- ISLAND SUPERMARKET
- I- LULU CENTRE
- J- NAKUMATT NYALI
- K- NAKUMATT CINEMAX
- L- HALAL GROCERS

### APPENDIX 3: QUESTIONNAIRE

I am Beatrice, a MBA student at the University of Nairobi. This is a data collection instrument to facilitate collection of data to enable me complete my academic project. The data collected will be used for academic purposes only.

Thank you and welcome.

#### **Background Information**

1. Name of Supermarket: \_\_\_\_\_
2. Location: \_\_\_\_\_
3. No. of years in business in Mombasa: \_\_\_\_\_
4. Type of ownership
  - (a) Locally Owned
  - (b) Foreign Owned
  - (c) Both Locally and Foreign Owned
5. What categories of products do you stock? (Tick many as applicable).
  - a) Beverages
  - b) Chemicals
  - c) Confectionery
  - d) Foods
  - e) Healthcare
  - f) Household
  - g) Clothings
  - h) Stationery
  - i) Tobacco
  - j) Furniture
  - k) Electronics
  - l) Other (Specify)

6. What factors do you consider in selecting products to stock in your Supermarket?  
(Rank in order of importance, 1 being most important and 3 least important).

- a) Profit margin
- b) Supplier support
- c) Customer demand

7. Do your Supermarket retail policies encourage or restrict in-store promotion by the Manufacturers or Distributors of the products you stock? (Tick as appropriate)

- a) Encourage promotions
- b) Restrict promotions
- c) No policy

8. What in-store promotions does your Supermarket employ?

- a) Push girls/Merchandisers
- b) Point-of-Purchase displays
- c) Price discounts/reduced prices
- d) Free Samples
- e) Offers – buy and get free
- f) Technical support/product information desk

9. Under what circumstances does the supermarket allow use of Point of Purchase displays?

- a) New product in the market
  - b) Slow-moving products
  - c) Technical support/knowledge required
  - d) Near-expiry products
  - e) Other Circumstances (Explain)
- 
-

10. What types of Point of Purchase displays does the store employ?

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
- d) \_\_\_\_\_
- e) \_\_\_\_\_
- f) \_\_\_\_\_

11. The following POP materials are used in Supermarkets-please rank them in Order of preference as used by your Supermarket. (1 being most preferred and 14 least preferred).

<b>Material</b>	<b>Rank</b>
a) Temporary (made of paper or plastic material)	<input type="text"/>
b) Permanent ( made of metallic or wire material)	<input type="text"/>
c) Floor standing displays	<input type="text"/>
d) Aisle end displays	<input type="text"/>
e) Window clings/displays	<input type="text"/>
f) Font end displays	<input type="text"/>
g) Shelf displays	<input type="text"/>
h) Wobblers	<input type="text"/>
i) Posters	<input type="text"/>
j) Ice coolers	<input type="text"/>
k) Beverage coolers	<input type="text"/>
l) Sign holders	<input type="text"/>
m) Screens with motion and sound	<input type="text"/>
n) Shopping basket displays	<input type="text"/>

12. Rank in order of importance the following factors which influence the choice of POP materials deployed in your store?

- a) Cash Incentive or payment from Manufacturer or distributor
- b) Space availability

- c) Good Relationship with the company sales representative
- d) Supermarket intentions to carry out in store promotions
- e) If the other branches are using the displays
- f) Displays used by competing supermarkets.
- g) Type of display

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- h) Other factors. Explain

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13. Are there instances the management of the Supermarket has refused to install Point of Purchase displays from a supplier?

- a) YES
- b) NO

If yes to the Question above, please explain.

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14. Are there instances the management of the Supermarket has terminated ongoing Point of Purchase displays by a supplier in the store?

- a) YES
- b) NO

If yes the Question above, please state the reasons.

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