



Role of P-O-P in Marketing

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ABSTRACT

Specialized retailers are developing rapidly in segments such as consumer durable and white goods, books, music, lifestyle goods, household furnishing, health care and beauty care. While most consumers still state that product brands are more important to them than retail brands, most would not waste the time to seek out their preferred brand at another store if it is not available where they are shopping. A study by POP (1995) indicated that PoP communication seem to influence impulse purchase more as compared to planned purchase. Shopping has been defined as the act of identifying the store and purchasing from it. Sinha and Uniyal (2005) found that shoppers changed their information search process according to stores, even when the same product and in some cases the same brand was being bought. One of the biggest factors at play is social influence. Consumers seek to imitate people they admire and will buy the same brands as their favorite athlete, model, or actress. All consumers are influenced by their learning experience. When creating POP materials for your marketing effort, use bright colors, engaging graphics, and simple messages. The dynamic nature of retailing has created conditions whereby traditional marketing and advertising has diminished in effectiveness. Today's consumer has many choices when it comes to making a purchasing decision across all product categories.

KEYWORDS

Marketing, Retailing, Point-of-purchase

INTRODUCTION

According to the KPMG report the annual growth of departmental stores has been estimated at 24 per cent, which is faster than overall retail, and super markets have taken an increased share of the general food and grocery trade over the last two decades. Specialized retailers are developing rapidly in segments such as consumer durable and white goods, books, music, lifestyle goods, household furnishing, health care and beauty care. Organized retail will require over 220 million sq. ft. space against 40 million square feet. One should not be surprised why the retail boom is about to happen in India with about 11 retail shops for every 1,000 persons. India has the highest shop density in the world. That's one shop for every 20-25 families.

No doubt, India has many shops but the small entry of big retail would consolidate the sector into fewer but bigger shops. The only constraint in retailing is change and with the pace of development retailing appears to be accelerating. The traditional forms of independent owned small business and cooperatives have lost significant market share. In developing economics, the retail sector is now characterized by large scale multiple chains run by powerful and sophisticated organizations like Super Bazar and Kendriya Bhandar in New Delhi, Sarkari Bhandar in Mumbai, Spencer Plaza, and Nilgiris etc.

POINT-OF-PURCHASE (POP)

A place where sales are made on a macro-level, a point of purchase may be a mall, market or city. On a micro-level, retailers consider a point of purchase to be the area surrounding the counter where customers pay. Also known as "point of sale" In recent years, the point of purchase for products and services has become an important focus for marketers, because consumers tend to make purchasing decisions on very high-margin products or services at these strategic locations. Points of purchase may be real, as in the case of a "brick and mortar" store, or virtual, as in the case of an electronic retailer that sells goods and services over the internet.

Point of purchase is the place where everything a brand has done either results in a sale or doesn't. While most consum-

ers still state that product brands are more important to them than retail brands, most would not waste the time to seek out their preferred brand at another store if it is not available where they are shopping. And, according to a 2005 Economist article, consumers spend no more than 6 seconds trying to find a preferred brand before they give up and settle for a substitute.

PoP Communication – A Conceptual Model

An exploratory study had indicated that customers, on the whole, did not seem to use much POP communication while making purchase decisions at the store (Sinha and Uniyal, 2000). More importantly, the extent of use was found to differ with the familiarity of the store. It was found that with increase in the frequency of visits to the store, the use of POP decreased and frequent buyers did not find POP helpful in their buying decisions. A study by POP (1995) indicated that PoP communication seem to influence impulse purchase more as compared to planned purchase.

Shopping has been defined as the act of identifying the store and purchasing from it. A shopper goes through a process of 'see-touch-sense-select' in order to buy a product. The degree to which the consumer follows the whole or part of this process varies with brand, product category and other elements of the marketing mix and the shoppers could become 'blinkered', 'magpie' or 'browser' (Connolly and Firth 1999). Sinha and Uniyal (2005) found that shoppers changed their information search process according to stores, even when the same product and in some cases the same brand was being bought.

FACTOR AFFECTING CUSTOMERS

The psychology of consumer behavior and the factors that influence people to buy range from physical stimulus to cultural influence. One of the biggest factors at play is social influence and it's increasing the way we search for information and purchase products.

Cultural Influences

Beliefs, values, rituals, and norms fall into the cultural category. The best example of this would be our culture's concern

for the environment. The green sustainable movement has become a world-wide concern. People from north-India will have different consumption patterns as compared to people who belong to south-India.

Physical drives

Hunger, thirst, and other physically oriented needs drive consumers. Radio spot for restaurants or food brands are best during lunch hour while people are hungry. Banner ads and canopy ads are good near sports ground for targeting people who are thirsty.

Self Image

This is one of the biggest factors that influence consumers. If a consumer's image matches a brand's image, then there is an increase of purchasing. Many people are driven by self-expression and products that they identify with and support their individual self-expression.

Social Factors

Consumers seek to imitate people they admire and will buy the same brands as their favorite athlete, model, or actress. Not to mention, their friends. Social factors are on the rise with social media and word of mouth with like-minded acquaintances. This is why Facebook, Twitter, and YouTube are gaining more advertising support. They are able to target their exact style audience and influence them socially.

Learning

All consumers are influenced by their learning experience. Were the French fries exceptional at this restaurant or another? Experiencing first hand a product and brand help the consumer decide whether they will purchase again or not. In addition, consumers research out costs and weigh whether price and other factors to decide on their next purchase. Then, of course, they tell all their friends.

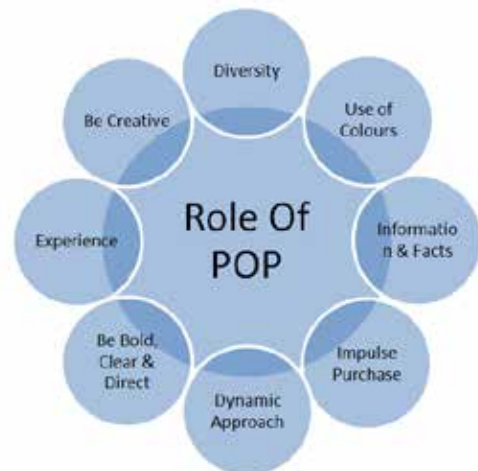
ROLE OF POP

1) Diversity: When you define your promotion strategy, the words "positioning" and "image" are the key elements. Positioning is finding your place in the market against your competitors. How do you create a difference between your product offer and the one your competitor is offering the consumer "Is it price or is it added value" This decision will also affect the image of your product and the image of your company. If you use both elements indifferently in creating your purchase point, the position of your product will be less clear and you are not creating a clear image to your product.

2) Use of colours: The decision of use of colours in PoP ads is very critical decision. The customer is never searching for such ad; they come across such ads by observation. Eye-catching and loud colours are found effective in grabbing customers' attention.

3) Information and facts: People buy on information and facts; they can be swayed on an impulse, and are tending to be fewer brands loyal. However as stores get bigger and there is a growing lack of personal assistance for the shopper to aid them with ad-on purchases and inform them of alternate brands and options – in an environment without the resources for one-on-one customer service POP helps to fill this gap.

4) Impulse purchase: Customer is also holding an urge to respond to impulse purchase. With many regular shopping missions, such as grocery, people do their routine shopping somewhat "unconsciously". They follow the same path and buy the same brand quite shut off from outside impulses. In this case the biggest issue for marketers is how to tap into the unconscious shopper, well-executed POP helps to snap customers out of this routine.



5) Evolve dynamic marketing approach: You must mix up your merchandise, freshen up your approach and constantly consider new ways to market your merchandise. If a client sees the same promotion for more than a few weeks, it won't create the same feeling of excitement it did the first time around.

6) Be Bold, Clear & Direct! i) Keep the text short and punchy: Shoppers are not a captive audience. Your message needs to be delivered at a glance. Do not assume that a shopper will want to read.

ii) If possible, make your benefits visual: Images are an automatic read!

iii) If you don't say it well, you're not saying anything at all: Every brand vies for your shopper's attention. If the shopper needs to decipher your message, they won't connect.

7) Create an Experience: Tell a story, and create an experience. Delight, engage, and motivate. The best, the brightest, and the biggest connect with customers, at every touch point. Leverage a great ad campaign or promotion. If you already have a great brand experience, you're already 90% of the way there.

8) Be Creative: Respect style guides: Great brands are built on ridged systems that encompass an overarching visual theme yet have the flexibility to accommodate different applications. Style guides define a brand and are integral to effective POP design: Retail is the point at which your product is connected to every other aspect of your marketing.

When creating POP materials for your marketing effort, use bright colors, engaging graphics, and simple messages. Try unusual shapes, whimsical notions. Let your creativity and cleverness take hold; the more fun the better.

Conclusion

Never before has the importance of the in-store retail environment been so elevated in the minds of both marketers and retailers. The dynamic nature of retailing has created conditions whereby traditional marketing and advertising has diminished in effectiveness. It has become increasingly difficult to satisfy customers, whose expectations are higher and loyalties more transient. Today's consumer has many choices when it comes to making a purchasing decision across all product categories. Regardless of the uniqueness or other distinguishing qualities of a product and/or service, retailers must set themselves apart through effective store presentation (Maier, 2004). Retailers must continually question their POP suitability to their customers and whether they are delivering maximum return for both the retailer and the customer. They must remember that it is a two-way relationship and wrong executions may have a long-term detrimental impact.

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