THE INFLUENCE OF POINT OF PURCHASE DISPLAY ON CONSUMER BUYING DECISIONS.
(A CASE STUDY OF MAJOR SUPER MARKETS IN KADUNA TOWN)

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TABLE OF CONTENS

PAGE

Title Page i

Declaration ii

Certification iii

Dedication iv

Acknowledgement v

Abstract vi

Table of Contents viii

TABLE OF CONTENTS.

CHAPTER ONE: INTRODUCTION

1.1 INTRODUCTION.....1

1.2 STATEMENT OF THE PROBLEM.....2

1.3 AIMS AND OBJECTIVES.....2

1.4 THE OBJECTIVE OF THE STUDY.....3

1.5 THE SCOPE OF THE STUDY.....3

1.6 ASSUMPTIONS OF THE STUDY.....4

1.7 LIMITATIONS AND WEAKNESES.....4

1.8 DEFINATION OF TERMS.....5

1.9 SUMMARY OF REFERENCES.....8

CHAPTER TWO: LITERATURE REVIEW.

2.1 INTRODUCTION.....9

2.2 BACK GROUND OF DISPLAY.....11

2.3 THE IMPORTANCE AND STORE IMAGE BUILDING BY POINT OF PURCHASE DISPLAY.....13

2.4 CLASSIFICATION OF DISPLAYS.....14

2.5 INTERIOR DISPLAYS....15

2.5.1 IMPORTANCE OF INTERIOR DISPLAY....16

2.6 INPULSE BUYING AND INTERIOR DISPLAY....17

2.7 FUNDAMENTAL PRINCIPLES OF INTERIOR DISPLAY....18

2.7.1 THE OVERALL ARRANGEMENT....18

2.7.2 POINT OF CONCENTRATION ARRANGEMENT....19

2.8 CONSUMER BEHAVIOUR....19

SUMMARY OF REFERENCES....21

CHAPTER THREE; RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY....22

3.2 RESEARCH DESIGN....22

3.2.1 SAMPLING METHOD....22

3.3.2 i). DATA COLLECTION METHOD....23

ii). QUESTIONAIRE METHOD....23

iii). OBSERVATON METHOD....24

SUMMARY OF REFERENCES....25

CHAPTER FOUR: DATA ANALYSIS

4.1 PRESENTAION OF DATA....26

4.1.1 QUESTIONAIRE DISTRIBUTION PROBLEMS....27

4.2 POINT OF PURCHASE DISPLAY MANAGEMENT....28

4.3 RESPONSES FROM SUPER MARKET CUSTOMER (1) 30

4.4 " " " " " " (2) 31

4.5 " " " " " " (3) 32

4.6 RESPONSES FROM SUPER MARKET CUSTOMERS (4) 33

4.7 REASONS FOR CUSTOMER BUYING DECISIONS 33

SUMMARY OF REFERENCES....41

CHAPTER FIVE: SUMMARY: RECOMMENDATIONS, AND CONCLUSION

5.1 SUMMARY....42

5.2 OBSERVATIONS....44

5.3 CONCLUSION....46

5.4 RECOMMENDATION....45

SUMMARY OF REFERENCES....49

BIBLIOGRAPHY....50

APPENDIX....

DECLARATION

I hereby declare that this project has been written by me and, to the best of my knowledge, no similar work has been done before this research was conducted. All materials used have been aknowledged accordingly in the references.

CERTIFICATION

This project entitled "THE INFLUENCE OF POINT OF PURCHASE DISPLAY ON CONSUMER BUYING DECISIONS A CASE STUDY OF MAJOR SUPER MARKETS IN KADUNA TOWN meets the requirements of the regulations governing the award of the degree of MASTER IN BUSINESS ADMINISTRATION of AHMADU BELLO UNIVERSITY, ZARIA and is approved for its contribution to knowledge and literary presentation.

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ABSTRACT

Display has been an important element in the management of modern super markets in Nigeria.

However there is no specific scientific investigation that has been conducted on-the influence of point of purchase display [P.O.P] on super market consumer buying decisions as far as available local informations in our libraries are concerned.

Point of purchase display is therefore an aspect of sales promotion that has received less attention in theory than its actual applications.

This study is therefore undertaken to examine the effects of any of display common super markets not only in Kaduna town but also in other big towns where ever we have such distribution outlets as provision store, super markets etc.

The study will also attempt to find out the significant relationship.or influences of displays to buying decisions and to examine the extent to which super markets managers can rely on display as an effective promotional medium in order to reach then final or industrial consumers and buyers respectively.

Two sets of questionnaires were administered for customers and management staffs of the selected super markets, coupled with the oral interviews conducted.

Our findings shows that the most important factor that mlluences customers buying decision in Kaduna town to buy from super market is point of purchase display The important of this factor has long been appreciated and applied by super market management to boost sales.

Thus its concluded that point of purchase display should be given wider application those super markets that are already using display as a medium to achieve greater sales should give it a more serious application and those not using is should give a trial as that will help in boosting their sales and influence in the customers buying decision.

CHAPTER ONE

1.1 INTRODUCTION

This research is a discriptive research, its main objective is to establish the relationships that exist between display as a medium of advertising on one hend and customer buying decision on the other hand.

Point of purchase display is an aspect of sales promotion that has receive less attention in theory than its actual applications. The application of this all important medium of product promotion goes along with super market system of retailing and distribution of goods. The emerging preference for super market system of retailing among consumers as against the traditional open market system is a justification for a study of this nature.

This study was therefore conceived with a view to bringing to the surpace the importance of display as it relates to marchandising through super maket, and shopping centers and to contribute to the general knowledge about marketing practices in Nigeria.

The date collection methods used for the study were personal observations of buyers behavious in estarblished super markets in Kaduna town by the writer and through the use of questionaire served on various super markets management and customers of the same.

The important coclusions obtained from the analysis include among others, the following;

i). Point of purchase display as an important sales technique that could be applied to cope with purchase decisions making of super market customers.

ii). The retailing system of most consumer goods in Kaduna town is gradually becoming stratified in shorter channels of distribution via other super markets and other shopping centres.

iii). Write the current economic recession it was discovered by this study that availability of goods for sale is also an influential factor as it relates to where to buy.

iv). Finally, the study reveals that the current most important means of movement of majority of super markets customers in the town is by commercial transport services and the need to esbarblish more estarblished super markets in Kaduna town to enable larger population of consumers enjoy the be benefits of super market system.

1.2 STATEMENT OF THE PROBELM

There is no specific scientific investigation that has been conducted on the influence of display on super markets consumers buying decisions as far as available and local information in our libraries are concerned.

Available materials are quite foreign to local business practice in Kaduna town.

In a related write up on super market customer behaviour in Zaria, by ABU ABDUSSAMAD, 1983. The research fails to relate such consumer behaviour to the influence of display in a major factor that stimulates inpulse purchase.[1]

The researcher hopes to estarblish the extent to which display influences buyers decision to buy or not to buy marchandise.

He hopes also that the reasons behind the current trend where by a sizeable sector of consumers in Kaduna town are tending towards super markets for their house hold shopping venues rather than the traditional open-market system will be understood.

1.3 AIMS AND OBJECTIVES OF THE STUDY

1. Local researches on other forms of product promotion have been done to the total neglect of display as an effective medium of advertising. The primary purpose of this research is to find out the influence of point of purchase display (p.o.p.) on consumer buying decisions and to relate such findings to the exhibited preferences of super markets for house-hold shopping to the traditional open markets by the few but financially and highly placed consumers in Kaduna.

   The study will be of great help to super market managers, Bontique shop managers, Tailoring Industry, Provision store managers, General marchants and most of all, to stimulate further research on display as a copy strategy.

2. It also help in measuring the effectiveness of display in stimulating further demand.

3. One of the aims of this research is to highlight on the essence of display and to provide for knowledge on where to display things in the super makets, stores etc. as some super markets managers does not even know where to display their products strategically in such a way it will

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1 ABU-ABDISSAM, the super market consumer (Customer) behaviour in Zaria. Unpublished M. B. A. Thesis July, 1983

attract customers easily.

4. How to display a product is another objective of this study. The knowledge of how to display is a very important factor as display may become useless without the knowledge of where and how to display so as to stimulate demand.

5. The essence of displays in super market can not be over emphasized as such the knowledge of why we display becomes very important. As such this research work provides for knowledge on why we display product in super markets.

6. Some super market managers doesn't know the reasons behind displays in super markets and how it affect or help in making a decision wheather to buy or not to buy a product. Therefore this research aimed at highlighting the segnificance of display

1.4 THE OBJECTIVE OF THE STUDY

The main objective of this study is to find the effects, if any, of display on consumer buying decision. Display as a common practice in most super markets not only in Kaduna town but, also in other bigtowns where ever we have such distribution outlets as provision store, super markets etc.

The study will also attempt to identify significant relationships or influences of displays to buying decesions and to determine the extent to which super market managers can rely on display as an effective promotional medium in order to reach their final or industrial consumers and buyers respectively.

1.5 SCOPE OF THE STUDY

This study is a bold attempt to integrate research findings with the documented theories on display. As earlier mentioned the study does not engage the use of vigorous statistical analysis because of its descriptive design. More over, it's not easy to qualify human behaviour or to relate currently observed behaviour to past behaviours. Therefore the areas covered by this research include the following:-

a). The note of display as an effective advertising medium.

b). The emerging preference for super markets as shopping venues among dwellers in kaduna

town and other towns in Nigeria.

c). Factors contributing to the development and the applications of display as a medium of product promotion in Nigeria. For exmple such factors as the "eye" and "mobility" will be considered.

e). The detailed distinction characterestics of display as compared with other advertising media.

1.6 ASSUMPTIONS OF THE STUDY

a). Assumption is made that the information obtained from the super market managers and customers of same by the means of questionaire and personal observations wil be true of respondents buying habits.

b). The researcher has also assumed that the various super markets management are unbiased in their responses to the first questionaire.

c). Assumption is also made that the data collected from the estarblished super markets in Kaduna can be generalised.

1.7 LIMITATIONS AND WEAKNESSES OF THE STUDY.

Major limitations in the course of this study needs to be highlighted. This section will also advance possible reasons that justify these short comings:—

Buying for consumption is a common phenomena in both big and small towns in this country. Thus, a research work on consumers buying decision should not have been restricted to super markets in Kaduna town alone but also to include the numerous purchases that takes place along streets and in the road side provision stores.

The above statement or stated limitations to this piece of work could not have been avoided because of such constraints as the limited time within which the researcher had to complete the study.

The last but very important factor to this study was the poor financial stand of the researcher, a factor which restricted the sample size for data sources to the few super markets in Kaduna town ship, a few respondents and to the university library.

These limitations however does not invalidate the generalisation of the findings and the

recommendations of this study to super markets and retail managements.

The single and most important weakness of this piece of work is the disadvantage commonly associated with one of the methods used to collect data for the purpose of the analysis of the consumer buying behaviour and that is the use of personal observation.

This method of data collection is highly liable to the observers vias. However, personal observation could provide a high degree of accuracy in research if the observer is aware of such possibilities that could be sources of errors.[2]

1.8 DEFINATION OF TERMS.

1. **POINT OF PURCHASE DISPLAY:**

A resume of all kinds of artistic technique and other wise arranged in or around the store excluding proucts lebels with the sole aim of stimulating and achieving impulse purchase by consumer.[3]

In other words point of purchase display (adversing) refers to the promotional materials at the points of sale. This includes product dressing and pronted materials left at the store, counters or windows.

2. **STORE IMAGE**

Store image is the way in which the store is defined in the shopper's mind by its functional qualities and partly by an aura of psychological attitudes.

3. **STORE TRAFFIC**

This refers to the buyers and all other people moving in search of product of their choice or other wise in a super market.

4. **AISLES**

Those paths or access paths within a super market which enable the shoppers to reach all parts of the store.

5. **ISLAND**

This is an arrangement of assorted goods such that the goods could be inspected from any

2. GRAHAM MARTINEAU "MARKETING RESEARCH, PLANNING AND CONTROL OF DISTRIBUTION" (MACMILLIAN PRESS. LONDON) 1975 P. 103.
3. BUEL "HAND BOOK OF MODERN MARKETING 1969" P 18 - 76

direction as one walths on the Aisles.

6. **SUPER MARKET**

A super market is a store that has the following characterestics:

a). It must sell a complete range of food stuffs including fresh meat.

b). It must sell a basic range of house hold goods such as detergents.

c). It must oporate on self service and check out system.

Thesupermarket construct involve self service and self selection displays; centralisationulisation of customer services, usually at the check out; a story price emphasis; and a broad assortment and wide variety of marchandise to fascilitate multiphle item purchases.[4]

7. **CONSUMER LOYALTY**

This is the propensity of a customer to purchase the same brand or frequent the same store each time a purchase problem arises.[5]

This concept is important because it is a measure of influences the business has on consumers.

8. **BUYING DECISIONS**

It's the central issue of consumer behaviour in relation to the product in the market. A buying decision provides answers with such basic questions as:

Wheather to buy at all or not, what to buy, when to buy, where to buy, and how to buy the product.[6]

9. **IMPUSE PURCHASE.**

This is the purchase made on sight with little or no serious comparison of alternatives because of the following factors:

a). Some individuals think faster than others.

b). The decision may not deserve alot of thought or comparison.

c). Finally the consequences of being wrong are small.[7]

10. **INFLUENCER**

Throught this study influencers will be considered as things external to the consumer that

ABU ABDISSAMAD "THE MAJOR SUPER MARKET CUSTOMER BEHAVIOUR IN ZARIA MBA THESIS 1983.
GLEN WALTERS, "CONSUMERS BEHAVIOUR THEORY AND PRACTICE 3rd EDITION 1978 P. 563
GLENN OF [illegible] 12.
GLEEN IBID PAGE 17.

porvide advice, information, or pressure to consumers in a specific manner for example, colour, size, shape, pattern etc. that may or may not affect the consumer's decision.

SUMMARY OF REFERENCE

1. ABU-ABDISAMAD, the super market consumer (customer) behaviour in Zaria (unpublished M.B.A thesis July, 1983.
2. GRAHAM MARTINEAU "MARKETING RESEARCH, PLANNING AND CONTROL DISTRIBUTION" (MACMILLAN PRESS. LONDON) 1975 P.105
3. BUEL, "Hand book of modern marketing 1969 p 18 - 76.
4. ABU-ABDISAMAAD " The major super market customer behaviour in Zaria MBA Thesis 1983.
5. GLENN WALTERS, "Consumer behaviour "Theory and practice 3rd edition 1978 p. 563.
6. GLENN OPCIT page 12.
7. GLENN Ibid page 77.

CHAPTER TWO

2.1 INTRODUCTION

Display is an aspect of a broader field of marketing Function commonly refered to as advertisement. The Importance of display could be better appreciated in modern retail business management by estarblishing the genetal promotional relationship of the term and the practice with the parent word advertising. The American marketing committee on definations defines advertising as:

"Any paid from of non personal presentation and promotion of ideas, goods or services by an identified sponsor, it involves the use of such media as the following. magazines and newspapers, motion pictures, outdoor posters, signs, sky writing etc. direct mail, store signs, novelties,radio, television, cards, catelogues, directories and references, programmes and menu and circurlars".[8]

The aspect of interest for the purpose of this study in the above cefination includes store signs, novelties, and other collectively refered to in business studies as displays.

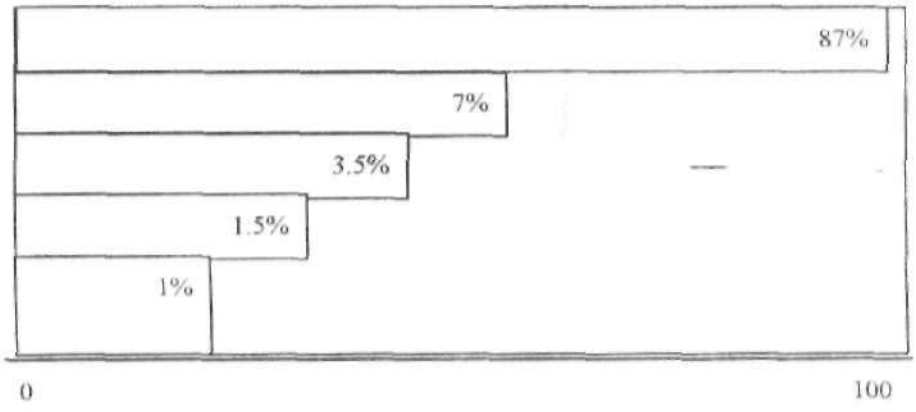
Display in the all important medium of advertising and if is the final link between the producer and the final consumer. It's the most economical form of advertising that pays rich devidents.[9]

There fore the need to achieve a reasonable daily sales volume can not be stressed than necessary.

And display being an agent of sales takes its root from the business adage which asserts that "what you do not show, you do not sell".[10]

In the light of the above assertion, it could be realised that the application of display in sales promotion is aimed at taking advantage of human curiousity to sell marchandise based on the discovery that the senses of seeing accounts for eightly seven percents (87%) of what man's world awareness.[11]

8 PHILIP KOTTLER "MARKETING MANAGEMENT, ANALYSIS, PLANNING AND CONTROL" 4th EDITION PAGE 614
9 OTTA K. "THE ADVERTISING PROCEDURES" 5th EDITION 1966
10 OTTA K. "THE ADVERTISING PROCEDURES" 5th EDITION 1966
11 BENJAMIN C. BUTCHER V. JAMES R.M. "FUNDAMENTALS OF RETAILING, NEW YORK" 1973



SOURCE: PARLAND E. SAMSON
"Advertising and dispaly marchadise 1967 p.4".

DEFINATION:

Point of purchace display has been defined differently by business writers. It includes all advertising materials such as signs and displays placed in, on, or around stores (excluding the labels, packages on containers of marchandise itself). The term includes all advertising matters not included in the classified sections in news papers.[12]

Available literature on internal product promotion (display) are mostly sophisticated, foreign, and do not make for quick understanding by business students and Nigeria retailers. For the purpose of this research, the researcher will define point of purchase display to include all kinds of artistic techniques and or other wise arranged in or around the product on sale and store with the sole intent of stimulating and achieving impulse purchase by the customers. Looked at in a different way the product display includes the use of colours, good shopping environment, provision of information about marchandise on sale, all forms of interior and around the shop decorations, product dressing well designed graphics work or store signs show card, temporary cloth pottential and realise consumers to develop a want for the product (s) on sale. [13]

Display is a kind of sales manship in that the elements used to display marchandise put over sales story to the moving consumer backs it up with a presentation of the actual marchandise. It's not difficult to conclude from the few super market in Kaduna town that presentation of

12 GRAHAM BUXTON "EFFECTIVE MARKETING LOGISTICS" 1997S
13 KENNETH A. LONGMAN, ADVERTISING 1971 P. 108

goods takes place at the most advantage points in such stores imagining the pottential customer to be on the door steps.

2.2 BACK GROUND OF DISPLAY

Building a comprehensive knowledge on display will be appropriate in view of the numerous purchase that take place in super markets and in provision stores along the streets in Kaduna. Compounding the need for a study like this is the fact that many business people including student do not have the ability to see display as a distinct act form of promotion. This difficulty amounts to ignorance because a separate subject in which one can memorise a set of rules that apply to all situations.

Generally, what the people know is the fact that the human eye is pleased by certain things and displeased by others without the individual being aware of the reasons.[14] The implication of this is that effective use of display tactics could ensure store patronage by various consumers.

Sales promotion by point of purchase display and sales growth are directly proportional to the standard of living of the target market.

In a study conducted thus:

"As ones recreational income increase the greater should be the advertising of marchandise to bring available goods and services to the knowledge of the consumer. A general rise in the standard of living leads to a change in buying style of consumer all other things being equal. As shopping styles becomes dynamic more innitiative in display becomes nessary to ensure continous sales growth in a tarbulent environment. Thus holding readly to act quickly, interprete signs anticipate the attitudes of the public and analyse each new invention for its effect on business".[15]

The background of display could be traced to the evalution and growth of super markets. The first super market in the united states appeared in the southern part of califonia in about 1925.

An example of these early markets is the chap man Park of foods and packing fascilities for up to 500 cars. [16]

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14 HARLAND OPCIT P. 6.
15 HARLAND IBID P. 4
16 OTTO KLEPPPNEER "THE ADVERTISING PROCEDURE, 5th EDITION 1966 P. 211

The super market system in conjuction with display have since then spread and are widely adopted for mass distribution of consumer goods not only in the western countries but also in Nigeria and the world over. Retail sale of such consumer goods like milk, cornflakes, cosmetics,salt,detargents,sugar,fresh meat,dresses, oil and other essential commodities etc. it enhaced through effective display in super markets.

THE SUPER MARKET:

The super market is a distribution outlet. The system constitute a very important channel of distribution in industrialised western countries like United States of America, Britain and other countries. The term super market lacks clear cut definition in Nigeria as of today because of the way and manner it has been wrongly applied by retailers. The world is common on sign boards to small retail stores along streets, which are not in any dimension of the word super markets. For example we have such super markets like Godiya super market in Tudun wada, Tata super market in U/Rimi and a host of others located at different locations within and out side Kaduna.

Estarblished super markets have a common and unique feautures, that is a wife (house) can purchase all her weakly family requirements in one shop. In Britain, the accepted defination of a super market is self-service and super market.[17]

For the purpose of this study, it will be enough to conceptualise a super market as a shop that has the following characteristics vide:

i). It most sell all basic range of house hold goods such as detargent.

ii). It must sell a complete range of foods stuffs including fresh meat.

iii). It must oporate on self service and checks out system.[18]

Food retailing using display techniques had been in practice by very small, in fact, family managed estarblishments for example, Southern California, United states of America witnessed the growth of such stores as grocery coliseums.

For example Ralph's Grocery company one of the pioners in food business since 1873

17 BENJAMIN C. BUTCHER "FUNDAMENTALS OF RETAILING 1973 P. 15 (MacMILLIAN COMPANY, NEW YORK 1973)

18 GRAHAM HUTSON, "EFFECTIVE MASKETING LOGISTICS" ANALYSIS, PLANNING AND CONTROL OF DISTRIBUTION (CORPORATION) LONDON 1975 P. 45

development into super market that operation successfully in 1930. By 1970 there over 37,000 super markets in operation in the united states of America.[19]

Some of these stores because of multinational corporati... and they spread out to other countries, including Nigeria. Some of these super markets or stores include kingsway Nigeria ltd. Kaduna, United Trading store (company) UTC Kaduna, leventis stores, chellarams, are but a few examples of such super markets in Kaduna town.

In Nigeria although consumer goods are still largely retailed through the traditional open-market system, the noticeable fact about retail business is the growth of super markets in pattern comparable with that of western countries i.e. They usually start as small family retailing business and eventually grow to fit into our definations of super market as given earlier. The rate of growth of these stores is however very slow probably because of the generally poor economic position of must consumers in Kaduna. The consumer group that shows strong patronage innitially were typically the whites (foreigners) and a few Nigerians "been tos". Also, when one compare item set up, their nature of trading, the self service and chek out system, Vis-a-vis the traditional open market where bargaining is entartained. Further more super markets in Kaduna stocks mostly imported marchandise.

However as more and more consumers in Kaduna graduate into the higher income brackets, such people tend to patronise the super markets for their families shopping probably to project their social status or it could be that they are influenced by the way super market managements present (display) goods, quality, decent shopping environment, etc as compared to the open markets.

2.3 THE IMPORTANCE AND STORE IMAGE BUILDING BY POINT OF PURCHASE DISPLAY

The apparent effort and time devoted to display as a means of product promotion in all estarblished super markets in Kaduna is indicative of its importance in store image building. Further more, the cost of display is integrated into the over all management cost because most of these store mangers prefer to rely on the reputations of their respective corporations as independent marchant organisations. Some of them are so much concerned about their

19 ABUBAKAR ABDISSAMAD OKUTE P. 15

image that they stock only goods manufactured according to their specifications.

For example we have special brand furnitures, filtings etc. retailed and distributed only by A.G LEVENTIS STORES.

This is a marketing strategy for the purpose of projecting the image of the store and for maintaining special identities among other competing super markets in the town.

Personal investigations by the research have revealed that these super market usually have a full time display specalist who is assisted by one or two other staffs, studios,and display equipments. Multiple organisations like kingsway and others have central display departments to ensure that all branches project the same trading, and store image. For instance kings way stores all over the country have store signs, marchandise arrangements, and a host of other feautures which are peculiar to kings way stores only, store managers are there fore concerned with the development of such characterestics, styles of display that reflects and project the image of kingsway any where in the country.

2.4 CLASSIFICATION OF DISPLAY

Theories of display by scholars like Harland E. Sanson and others have classified display into window and interior display.

The distribution between these two major division is not very significant. It should be noted however that window display is a model of the interior store. It presents to passers by those goods that are currently available for sale. It also serve the function of a sign board and offers as automatic invitation to all passers by.[20]

WINDOW DISPLAY

To be successful in manchandising it is necessary for marchants to continually perceive all categories of customers as forgetful children who needs to be reminded of the things they need to buy all the time. In order to reinforce out door advertising and other promotional efforts and to bring the consumer into the store, the artful functions of point of purchase display becomes operational in taking eyes of the customers in the shop onto the marchandise. [21]

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20 FINLAND W. F. AND WEIRAUCH "APPLIED MARKETING PRINCIPLES" NEW JERSEY 1979
21 HARLAND E. SAMSON "ADVERTISING A DISPLAY MARCHANDIS" 1967

A window display is a flashing picture to the pedestrian. In this respect, the flashing picture shoud be inviting enough within a few seconds in order to attract and entice the passing customers towards itself and eventually into the store.

It should give a panoramic view of customers of what marchandise are on sale as he or she goes into the store.

In the case of super market displays, window display is not very much practiced simply because of the large stock of marchandise such that a single window arrangement typical of small or medium sized store may not be easilly set up.

In any case, this study is intended to consider interior display factor on the consumer buying decision while less attention will be paid to window display.

2.6 INTERIOR DISPLAY

The fundamental assumption in interior diplay is that the customer is already inside the super market. Most Kaduna super market customers have knowledge about marchandise, through out door advertisements like Radio, television, personal selling and others before they venture out on their shopping trips.

Interior display and point of purchase display are two terms that means the same thing i.e they are synomenous.

In connection with interior display it has been observe that the personal selling is no longer needed or necessary to effect the sales of super market marchandise.

This follows that there is a general increase in the level of education, awareness among super market buyers and most importantly is the more efficient use of non personal sales promotion tools like point of purchase display. In the light of this interior display could be further observed as a way of swithcing of burden from sales personnel to customers resulting in lower selling costs.[22]

Conclusions from different studies are that oparating costs could keep mounting under other methods of retailing marchandise apart from the super market system were display methods of selling is not practiced, about half of the total selling costs can be attributed to salaries because of the climbing selling expenses.[23]

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22 H C MURRILS "PRACTICAL DISPLAY INSTRUCTOR " 1967 P 45
23 H C MURRILS "PRACTICAL DISPLAY INSTRUCTOR" 1967 P 67

Proper application of display technique can reduce the number of sales men to a few store intelligents, while normal selling and buying could still be recorded. This is made possible because under the supper market system an article needs no personal selling effort to get into the hands of the consumers, thereby reducing its handling costs.

The low cost selling effect justifies the application of interior display there by enhancing the growth of the business.

The important area of concern in the application of interior display is the ability to present the customer at every turn with the desirable and highly tempting marchadise. To achieve this, the product on sale most be dressed up, boxed, wrapped, canned and or some other designs. Colours in terms of points of purchase or point of sale background could be used to supplement simple and clear marchandise.

2.5.1 IMPORTANCE OF INTERIOR DISPLAY

Outdoor advertisement and promotion can be said to be mare messages about goods for sale. In a joint study on the influence of display on the customer, WATER AND PAUL asserted thus:

"The intensity of advertising not withstanding because outdoor advertising is in most occasions playing a supporting role to interior display to effect sales because display gives the kind of promotion necessary to effect sales at the most important spot of all, that is the place where sales are being made.[24]

The importance of display has not been presented in a better way other than the findings of the American retail marchants association on the effectiveness of interior displays for increasing sales. The association presents their findings in this form.

a). Based on research on drug stores, a leading research organisation has made a flat statement that: display increases sales by 41%, Non display increases sales by 24%.

The research organisation explained that the drug that is not tied in with national advertisng campaigns on leading sellers risk an individual loss of 24% or stands to gain 41% in his sales by display attention to such items.

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24 H. C. MORRILLS IBID P. 93

b). A test on food sales conducted in grocery stores across America showed that full interior displays created an average sales increase of 126.5% in the stores and the larget gain was 700%

c). A 100% increase in sales for nationally known marchandise was reported in a ten city sudy on the effects of interior display in department stores.

d). A check of 200,000 customers reactions in department stores, made by the association indicated that the average departmental display attracted 20 lookers and 10 shoppers per 100 person. Improved displays attracted as many as 60 lookers and 33 shoppers per 100 person. [25]

2.6 IMPULSE BUING AND INTERIOR DISPLAY

Adequate knowledge of consumer buying decisions making is a right step towards achieving the objectives of point of purchase display. Empherical evidence could be appealed to in an attempt to prove that quite a number of goods are sometimes purchased on impulse. Creation of impulse in the minds of consumers to buy an item he or she had not planned to buy before entering the super market implies that marchandise most be visible, accessable and attractive. An independent research findings by KENNETH LONGMAN Presented the relationship between a good point of purchase display and impulse as follows.

> Firstly about 2/3 of the shoppers in grocery departments and limited price claim stores buys something they had not planned to buy. More then 25% of all impulse purchases are made because the items are on display.
>
> Secondly 1/5 of all departmental stores purchases are caused by impulse and 92% of such buyers make such purchases because the items are on display, thirdly, 66% of grocery stores sales are impulse sales.
>
> 70% of women when asked why they bought that unplanned item said. We saw them displayed, Fourthly, 57% of store shoppers buy as a direct result of interior display and 55% of all purchases are made by shoppers who have previous intention of buying any such marchandise. [26]

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25 WALTERS AND PAUL "CUNSUMER BEHAVIOUR AND INTEGRATED FRAME WOKR" 3rd EDITION 1972 P 70
26 HARLAND F SAMSON "ADVERTISING AND DISPLAY OF MARCHANDISE" P 164 - 165

The influence one could make about findings is the fact that the role of display as regards impulse purchasing is emphasiized all through, this further establishes the importance and the reasons for the extensive use of point of purchase display in super markets in Kaduna.

2.7 FUNDAMENTAL PRINCIPLES OF INTERIOR DISPLAY

Interior display is usually designed and managed around three basic principles. To retail successfully therefore, a company needs to manipulate the customer in a way such as to ensure sales of commodities on sale. Available literature on display suggest as follows:

First and foremost, the display should be designed in a way that it gets the aisle makers become lookers than stoppers and then buyers of the goods.

Secondly, two main objectives are important in the use of display techniques these are;

a). To increase and direct customers circulation once he or she is inside the super market. And secondly to boost sales, not only of displayed items but of others as well. This implies that to achieve the above mentioned ends using the display strategies to direct customers movement around the shop or store, a certain aisle making, goods arrangements and the use of one door entry and a different one for going out forces customers to pass by some goods on display which he may purchased on impulse. The research work have observed that most super markets make use of the following captioned store management vide.

2.7.1 OVER ALL ARRANGEMENT

Customers could be made to visit almost every part of a super market by mere marchandise arrangement in the store. In super markets were buying of goods is self serviced, consideration should be given to open display and heavy traffic flow in order to promote impulse purchases. The over all store arrangement is such that house hold basic goods are arranged at the rear of the super market. In doing so, customers must pass rows of displayed luxury and other profit making goods as he walks to the rear and as he returns to the front of the store, his attention will be trafted. Altenatively, customers are seen to be led to specific

points in the store by arrangement of aisle, the shape and placement of island counter tables, floor and other kinds of displays.

It could be noticed that departments in super markets could be identified by bankers and store signs to maintain a point to point visibility while keeping the front and centre display low to avoid any obstruction to the full view of the whole store. This way of store arrangement adds to customers convinience and makes store traffic flow smoother.

2.7.2 POINT OF CONCENTRATION ARRANGEMENT

Mere walking into a super market will reveal to a curious person that there are a number of locations that are ideal for special display of feautured marchandise. This includes points that customers must pass or where they are likely to concentrate while in their search for the wanted goods.

From the view point of sales volume, the most valuable part of the view point of sales volume, the most valuable part of the super market is the front portion. At this location daily, weekly or seasonal specials, excess stock or goods meant for special attention have often been placed in the front where customers can locate them easilly upon entering the store. Goods that are heavy in their demand or special valued marchandise for example, the so called essential commodities which can sell without much sales effort have always appeared at the rear of the super markets. By this arrangement customers will be forced to reach other parts of the store.[27]

Commonly it could be observed that area around cashiers or cash register, check out point, wrapping counters, etc. are top spots where display can serve as reminders to customers or as promoters of impulse purchase. Other spots often used to expose slow moving or high profit commodities, include doorsteps, pay bill desks and stair ways.

2.8 CONSUMER BEHAVIOUR

A review of the available literature on point of purchase display can not but touch on the aspect of consumer behaviour because display is directed at the consumer in order to modify

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27 KENNETH IBID P 253 - 259

his behaviour to favour sales of marchandise in question

Consumer behaviour concerns those specifc types of human behaviours that are market oriented, that is those decisions and other related activities of persons involved specifically in buying and using economic goods and services.

The understanding of consumer buying decision is the first step to successful super market management. WALTER AND PAUL defines a buying decision in the following words:

> "Its the total process where by the individual buyer interacts with the business environment or the art of selection from among alternatives of a specific course of action.
>
> The consumer decision making does not needs to be formal or highly complex in essense, its nothing more than recognising and choosing how to handle it. The consumer is geneally aware of the products owned, product deficiences and the means of preparred ways that exesting deficiencies can be corrected." [28]

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27. KENNETH Ibid p. 253-259.
28. HARLAND Ibid p. 224-226.

CHAPTER THREE

3.1 RESEARCH METHODOLOGY

This section of the project covers the methodology and the proceedures used to collect both primary and secondary data from the approapraite sources. Such proceedures include the research design, sampling proceedures and the use of the questionaires.

3.2 REASEARCH DESIGN

Information for this study was collected under two broad sections vide:-

a). Sampling method.

b). Data collection method.

3.2.1 SAMPLING METHOD.

Two main factors guided the choice of respondents for this research, these factors were as follows:-

i). The need to obtain a reasonable size [29]. The idea here is that much in sight about marketing processes and attitudes can be gained from a sample of fever than one hundred persons.

ii). The time within which to complete the study. As mentioned in this chapter, the researcher had less time to complete the project.

In consideration of the above constraint, it become imparative to use two sits of questionaires for the purpose of collecting data.

The first set of questionaires consist of probing questions aimed at estartblishing the extent of application of point of purchase display in super market was administered to super market managers.

The following super market manangers were so sampled vide:-

i). The management, of U.T.C Nigeria Limted Kaduna.

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29 PHILIP KOTLER " MARKETING MANAGEMENT, ANALYSIS, PLANNING AND CONTROL 4th EDITION" P 614

ii). The management of levents stores Nigeria Kaduna

iii). The management of Cash-N-Carry super market Kaduna.

The research assumes that the selected groups of super markets management staffs being properssionals in super market management will be better placed to provide with adequate answers to such questions as why they engage in display advertising, their objectives, how they display their ware etc, and the management of this medium of promotion.

The above mentioned approach provided a starting point of throught and writing on the subject. Invariably, the need for a second questionaire which consist of two parts was drawn and served on super market customer.

The purpose behind this second set of questions is aimed at analysing the influence of display on the customers buying decision making and in live with the idea of examining the other side of the coin (See appendix).

Such basic questions on sex, marital status, whether or not the respondent buys from the super markets were selected and contained in the part (b) of the second questionaire.

Super market customers were expected to indicate their reasons for buying such goods.

By the used of this second part, the researcher aimed at further and detailed analysis so as to produce a cross breed of information an the subject matter.

3.3.2 DATA COLLECTION METHOD

This research is intended to provide data that will be of great help in studying the gradual purchasing habit of consumers in Kaduna town from the traditional open market system to the alien super market set up and relating such findings to display advertising as a major influencing factor.

i). QUESTIONAIRE METHOD.

ii). OBSERVATION METHOD.

QUESTIONAIRE:

Two sets of questionaires were designed and served on super market management and customers. The respondents were asked questions that will provide a pool of information about the objectives and influence of point of purchase display respectively.

OBSERVATION METHOD

In order to set the fendings on firm ground, the researcher under took personal visits to the selected super markets so as to observe the customers in their normal buying habits. The purpose of this observation which were conducted without the knowledge of customers is to identify those buying behaviours which the customers might not have disclosed to the researcher through the use of personal interviews or through observations method will also serve as a control measure to the inherent information deficiency associated with the sampling and the questionaire methods of data collection methods.

Consequent to the fact that this work is purely descriptive, no serious statistical method of analysis is enagaged throughout this work. However, qualitative methods of analysis using simple perentages derived from the scoring of reason (s) for the buying of common super market customer goods is employed. In the next chapter i.e chapter four the raw data collected from the different sources is presented and analysed there in while the last chapter of the study contains the conclusion and the recommendation of the project.

SUMMARY REFERENCE

29. PHILIP KOTLER "MARKETING MANAGEMENT, ANALYSIS, PLANNING, AND CONTROL. 4th Edition" p. 614.

CHAPTER FOUR

DATA ANALYSIS

Raw data collected from the respondents is analysed and presented in this chapter. Attemp is made to interprete the said data in line with current theories on the subject as possible. Observations and conclusions arising from the analysis of the data are also presented. The research data has been grouped into main classes based on their sources, the first group consist of the data collected from super markets management while the other is information gathered from super market customers.

4.1 PRESENTATION OF DATA

The tables in this chaper are the out come of raw data got from the feild. The tables from the basis of further discussions and the subsequent conclusions on point of purchase display.

The estarblished super markets taken as a case study were served with appropriate questionaire (see appendix 1) and findings from same have been presented under section 3.2 a sample size of about 100 respondents which was divided into sub-sizes of 20 workers, 20 self employed person, 20 unemployed persons, 20 pensioneers that are expected to be super market customers, and 20 of those that does not fall in the above categories.

The respondents were randomly selected on no special criteria other than they buys from super markets in Kaduna town.

The level of significance for important factors is deliberately fixed at 20%. In this regard any reason that scores a response level of 20% of the total responsents influences the super market customers buying decision. The 20% cut off point is selected arbitrarily hence the researcher has not advanced any explanation in that respect.

All numbers in the tables represent the actual number of people who responded a particular question and in respect of the four estarblished super markets in town.

Responses in favour of more than one super market have also been presented accordingly.

The discussion proceedure is such that items in the questionaire are treated one by one and where necessary related items have been grouped for convinience.

The format shall be this:-

i). Pointing out the significant factors that influence super market customers buying decision.

ii). Possible explanations on both significant and non significant factors.

iii). Research fendings are appealed to existing theories with the view of estarblishing of best fit of information.

— Further more responses to the questionaire on super market customers part (a) were analysed under four important area of questions (See table IIa - IIc)

Wheather he or she could find goods distributed by super markets in other retail outlets, his means of transportation to the super market etc. were basic to the back ground study and further discussion on consumer buying decisions. The second sub-section tries to find out what influences customers to buy certain commodities from the super markets intead of the traditional open market system.

The scores of findings as related have been converted into percentages rounded up to which numbers presented on tables IIe-IIg (IIe - IIg). In calculating the percentages for example in table IIe number of respondents who purchased fresh meat from super markets due to store display = 53 persons.

$\therefore (53/250) \times 100 = 21\%$ segnificance.

Respondent were specifically requested to tick more than one store or reasons where appropriate. This explains the extraordinary number of respondents on the tables which appeared to be more than the sample size of the populations.

4.1.1 QUESTIONAIRE DISTRIBUTION PROBLEMS

Two sampled classes of super market customers, unemployed persons and pensioners were difficult to identify for the purpose of administering the questionaire.

Never the less, through the services of employment promotion centre, Kaduna. The problem was alleviated by the centre by receiving the questionaires on the employed by the centre by receiving the questionaires on the employed persons directly, and others by giving such people that called at the centre in search of jobs while responses were collected on my behalf by the centre.

4.2 POINT OF PURCHASE DISPLAY MANAGEMENT IN SUPER MARKETS IN KADUNA TOWN: RESPONSES FROM SUPER MARKETS MANAGEMENTS

In this section, research finding on point of purchase display collected from practising super market managers is presented.

This project was conceived with a view of cross examining the data from both the super market managers and customers. The most convenient method of collecting data from the said managements by the research was through the questionaire method. Most convenient in view of he fact that managers of such corporations may not have that much time to spare on time consuming interviews.

To arrive at relevant data therefore, twelve questions were designed (See appendix 1) in a number that could enable the researcher collect fact from the management about store displays. Finding of same have been presented in form of major conclusion vide.

i). Responses from all managers indicate that purchases decisions making by customers is one of the uncontrollable variables in sales management. However they have been able to operate successfully by the use of display techniques. Important considerations in store display management consist of technical design of display stands. Cold store and other equipment, display timing of the customers inrelation to seasons i.e wheather for christmas, Sallah, and or easter period, co-ordination and integrating display activities by the store fashion manager.

2. The super market managements considered in the study include, leventis stores, united trading comapany (UTC), Zango super market and cash-N-carry super market respectively of which some are limited liability company and some are public liability company.

3. The super market manager perceive of decent shopping atmosphere and store display as vital and strategic to their kind of business oporations and survial. Staffs working in the disiplay section of these companies are designated fashion managers as in leventis stores and display staffs as in the other super markets.

4. Under normal business oporations, the stores do not run radio and television advertising programs because the producing companies of the goods stock by the organisations bear the responsilities of advertising over such media.

5. In connection with the objective of display, the super market managers consider display a

selling tool that assists customers to identify items quickly, It brings about decent shopping environment and it has a cost reducing effect in terms of sales costs.

6. The managers of estarblished super markets viewed the effects of store display and store signs on sales as unquantifyable, however all store managements are of the opinion that stores signs aid very much in sales promotion within the stores.

   It is therefore important to conclude that apart from sales promotion, super market managers view store display as a means for maintaining organisational distinctive image as compared to the open market system.

TABLE II[A]

RESPONSES FROM SUPER MARKET CUSTOMERS IN KADUNA TOWN

CLASSES OF RESPONDENTS	PURPOSE OF VISIT TO SUPER MARKETS				
	TO BUY ESSENTIALS	WINDOWS SHOPPING	NORMAL FAMILY	OTHER REASONS	TOTAL
SELF EMPLOYED	47	3	50	13	13
CIVIL SERVANTS	45	8	50	-	103
PRIVATE SECTOR WORKERS	48	-	46	13	107
UNEMPLOYED	47	-	49	10	106
PENSIONEERS	50	-	35	-	85
TOTAL	237	11	230	36	517
PERCENTAGE	40%	2%	45%	7%	100%

SOURCE: FROM QUESTIONAIRE

The table above IIA responds to the questions on the purpose of visit to the super markets markets in kaduna by customers.

1. To buy essential of which include:-
2. To carry out normal family shopping.
3. To do window shopping
4. Other reasons.

Two reasons for customer's visits to super markets appear to be the main purpose from the table above, it could be noted that most customers visit super markets in search of the so called essential commodities and the second purpose is to carry out normal family shoppping. The search for essential commodities is a common phenomenon in Kaduna town and the country at large due to acute shortage or scarcity of most of the basic house hold needs.

This fact can be defended by the 47% and 45% respectively attracted by these purpose as shown on the table as a mean of or maintaining organisation distinction image as compared to the open market system.

TABLE II[b]

4.4 RESPONSES FROM SUPER MARKET CUSTOMERS IN KADUNA

SUPER MARKETS FROM WICH CUSTOMERS HAVE BOUGHT GOODS						
CLASS OF RESPONDENTS	LEVENTIS	CASH & CARRY	U.T.C FAMILY	ZANGO SUPER/M	ALL/SOME OF THEM	TOTAL
SELF EMPLOYED	46	39	39	45	48	217
CIVIL SERVANTS	49	30	31	39	47	196
PENSIONEERS	30	25	28	33	40	156
UNEMPLOYED	20	28	22	28	20	118
TOTAL	184	159	150	185	211	879
PERCENTAGE	21%	18%	17%	21%	23%	100%

SOURCE: FROM THE QUESTIONAIRE

The tabulations in the table above represents responses in respect of super market patronage by customers in the town.

There are four estarblished super markets in Kaduna town taken as a Case study which earlier mentioned.

The important findings in relation to the distribution of responses is that all stores are competing on almost equal strenth in terms of market share. The percentage distribution of patronage in favour of each, show a slight deviation from the most and the least favoured stores.

However, leventis stores with a total of 184 responses and UTC with 185 responses appears to be leading.

The same findings should not be over stressed accordingly. Another striking information that could be deduced from the same table is the poor responses in respect of window shopping this implies that window shopping is yet to become popular among super market customers in Kaduna town.

TABLE IIc

4.5 RESPONSES FROM SUPER MARKET CUSTOMERS IN KADUNA

	RESPONSES ABOUT AVAILABILITY OF GOODS DISTRIBTED BY SUPER MARKETS AND OTHER RETAIL OUTLETS.		
CLASS OF RESPONDENTS	YES	NO	TOTALS
SELF EMPLOYED	47	20	67
CIVIL SERVANTS	49	19	68
PRIVATE SECTOR WORKERS	46	8	54
UNEMPLOYED	30	7	37
PENSIONEERS	32	4	36
TOTAL	78%	22%	100%

SOURCE: FROM THE QUESTIONAIRE

Two mutually exclusive responses (YES OR NO) to the possibility of finding those goods commonly sold by super markets, upon markets and through other retail outlets in the town were asked. It is very clear from the table that other retailing organisations also stocks some commodities distributed by super markets. About 78% of the respondents indicated that such goods retailed by super markets in the town could be found in the retail outlets. The 22% recorded under No, could be attributed to those goods that other retailing organisations can not easily purchased for resell.

In time with the above reasoning, it is worth noting at this jucture that most of the estarblished corporations, in which case they have more opprotunities of importing certain goods for retail purposes in Nigeria than the non-multinational corporations (Companies).

TABLE IId

4.6 RESPONSES FROM SUPER MARKETS CUSTOMERS IN KADUNA TOWN

	MODE OF TRANSPORT TO SUPER MARKET				
CLASS OF RESPONDENTS	BY PRIVATE VATE VAHI-CLES	BY PUBLICTRA SPORT	PUBLIC & PRIVATE	OTHER MEANS	TOTAL
SELF EMPLOYED	49	43	25	5	122
CIVIL SERVANT	45	49	30	10	134
PRIVATE SECTOR WORKER	49	48	25	3	125
UNEMPLOYED	15	23	12	5	55
PENSIONEER	23	20	7	5	55
TOTAL	181	185	99	28	491
PERCENTAGE	37%	37%	20%	6%	100%

SOURCE: FROM THE QUESTIONAIRE

This table indicate that two modes of transporatation are more important than the others to successful super market business in Kaduna town. These are the private and public transport systems. The reasons for their high level of segnificance, that is 37% in respect of the two are nor far fetched. firstly, the bus and taxi services are quite efficient in Kaduna township. The second reason is that of geograhical locations of all sited along Ahmadu Bello way which is the major road that almost divided the town into two blocks.

The reasoning behind the location factor is that it's quite easy to reach these stores from any part of the town.

The business implication of the currently important factors could find applications in pottential super markets location policies. The data shows that a sizeable number of super markets

(47)

TABLE IIe

REASONS FOR CUSTOMERS BUYING DECISIONS

PRODUCTS	FOOD/BEVERAGES PRODUCTS PURCHASED FROM SUPERMARKETS							
	OPPORTUNITY TO BAGAIN	LOW PRICE	STORE DISPLAY	AVAILABILITY OF GOOD	EASY IDEN TIFICATION	HIGH QUALITY	OTHER REASONS	TOTAL
Bread	-	25	40	35	13	-	-	113
Fresh Meet	-	8	53	38	25	-	-	124
Sugar	-	48	-	60	15	-	-	123
Milk	-	50	8	63	6	-	-	127
Biscuits	-	58	10	48	10	-	-	126
Butter/Magarine	-	50	20	50	-	-	-	120
Fam/Marlade	-	53	15	48	8	-	-	124
Complakes	-	48	8	63	3	-	-	122
Marcoroni	-	50	18	53	5	-	-	126
Salad Cream	-	55	20	48	-	-	-	123
Rice	-	48	-	50	-	13	-	111
Masavita	-	40	3	65	-	10	-	118
Coffee	-	45	8	53	10	-	-	116
Fruits	-	38	33	50	-	-	-	121
Salt	-	43	23	55	-	-	-	121
Beans	-	63	-	15	13	-	-	91
Vegetables	-	40	58	15	-	10	-	123
TOTALS	0	762	317	809	108	33	0	2,029
PERCENTAGE	0	38%	16%	40%	5%	2%	0	100%

Table IIg

REASONS FOR CUSTOMERS BUYING DECISIONS
OTHER HOUSE GOODS AND DRESS (NON-FOOD) PRODUCTS PURCHASED BY CUSTOMERS

PRODUCTS		REASONS FOR BUYING FROM SUPERMARKETS					
	OPPORTUNITY TO BARGAIN	LOW PRICE	STORE DISPLAY	AVAILABILITY OF GOOD	EASY IDEN- TIFICATION	HIGH QUALITY	OTHER REASONS	TOTAL
Baby Dresses	-	15	48	8	-	50	-	121
Toiletories	-	5	50	3	50	-	-	108
Cosmatics	-	13	63	5	38	-	-	119
Disinfectants	-	5	40	58	-	10	-	113
Toys	-	8	58	48	3	3	-	120
Insecticides	-	10	48	60	-	5	-	123
Sporting Goods	-	13	53	50	5	-	-	121
Men Wear	-	-	60	5	-	50	3	118
Women Wear	-	5	63	-	40	13	-	121
Spectacles	-	-	30	-	-	50	-	80
Foot Wear	-	10	55	8	3	50	-	126
Sterialising Fluids	-	50	3	53	-	10	-	116
Greting Cards	-	-	38	60	18	-	-	118
Books	-	3	38	53	3	-	-	97
TOTALS	0	137	647	411	160	241	3	1,599
PERCENTAGEES	0	9%	40%	26%	10%	15%	1%	100%

Table IIf

REASONS FOR CUSTOMERS' DECISION

HOUSE EQUIPMENT (NON-FOOD) ITEMS PURCHASED BY SUPERMARKETS CUSTOMERS

PRODUCTS	REASONS FOR BUYING FROM SUPERMARKETS							
	OPPORTUNITY TO BARGAIN	LOW PRICE	STORE DISPLAY	AVAILABILITY OF GOOD	EASY IDEN TIFICATION	HIGH QUALITY	OTHER REASONS	TOTAL
Furniture	-	3	50	10	8	50	-	121
Beddings	-	5	60	13	-	50	-	128
Kitchen Ware	-	5	-	50	15	53	-	123
House Hold Utencils	-	-	13	53	5	50	-	121
Glass Ware	-	5	58	13	50	-	-	126
Flash	-	15	-	-	-	-	-	15
Cutlery	-	10	50	-	3	50	-	113
Clocks	-	-	65	48	3	-	-	116
Sewing Machines	-	15	-	-	-	40	-	55
Refrierators	-	-	60	33	-	13	-	106
Travel Goods	-	-	50	50	3	15	-	118
Fittings	-	-	-	-	-	5	-	5
Novelty	-	50	63	3	-	59	-	166
Bicycles	-	8	3	8	-	63	-	82
TOTALS	0	116	472	281	87	439	0	1,395
PERCENTAGES	0	8%	34%	20%	6%	31%	0	100%

customers move mostly by commercial vehicles. It therefore implies that a super market not locate within easy reach of customers by the commercial vehicles may not prosper.

4.7.1 **PURCHASE OF LIGHT FOOD/BEVERAGES FROM SUPER MARKETS:**

SEGNIFICANT FACTORS

The decsion on what to buy directly related to product choices inorder to gains, satisfaction or benefits and this could only be achieved through owning goods and services. Theories on consumer buying behaviour have proved very complicated because purchased goods could be for immediate family benefits or for the extended Nigerian family's benefits of the buyers. In view of such complexity, the research found it necessary to relate this study to those reasons as presented on table IIe that could be possible influences for Kaduna town's customer to patronise super markets.

1). **FINDINGS: OPPORTUNITY TO BARGAIN AND PRICE.**

Findings in relations to these two factors appear to have a little influence on consumer's decision to buy from super markets especially apportunity to bargain.

Righ through the table, opportunity to bargain records a zero percentage (0%). This is a replectron of the fact that super markets oporate the system of price tag. Self service and heck outs. Virtually no bargainign tables place in super markets and this findings has proved that the policy is known by most customers hence the zero response to that effect

Price on the other hand is segnificant in the case of biscuits, butter, magarine, jam/marlade, macroni, salad cream and beans. The common fact about these product is that they experience constant price flunctuations in the open markets and other retail outlets quite unlike in super markets where prices remain fairly stable and always relatively lower. Naturally, consumers have consequently indicated proferences for super markets to take advantage of lower price offers.

2). **STORE DISPLAY**

Contrary to available literature on store display Vis-a-vis consumer buying behavious, this factor is only 16% segnificant in relation to consumer buying decision making.

A casual visit to most open markets in Kaduna town will convince you or any observer that fresh meat is not generally sold in decent conditions. Meat is being sold openly and under exposed conditions to flyies and other dirts. This obviously have scared away many customers from buying meat in open markets to the advantage of super markets.

Personal observations especially in Leventis stores convinced the writer that majority of customers who buys fresh meat from the store are not only expatriates as claimed by Abdussamad.[29] Apart from the display factor, one could claim that some expatriates do not buy fresh meat from open markets because of language barrier. In the open markets alot of bargaining takes place quite unlike super markets where meat is sold in pounds (Lb) or Kilograms weight (Kg) without any bargaining.

Availability in the sale of fresh meat attracted 38 responses possible explanation here could be in terms of varieties of fresh meat available in the super markets.

Super markets import and stock some kind of meat that are relatively scarce in the open markets where only two types of meat are readily available i.e corn beef and goat meat. Availability is not segnificant as such; however the point is worth mentioning.

Fifty eight (58) customers responded that they buy vegatables from super markets because of store displays.

Generally, vegetables are readily available in open market even along streets in Kaduna. It could be that the 58 responses could be attributed to the decent condition in which vegetables are being sold in super markets.

The use of cold storage fascilities which are beyond the reach of road side and market vegetables sellers keeps vegetables in their natural condition or turgidities in any case, availability is not a strong influence in the light of this findings.

In terms of most other products, availability is segnificant. It is relevant to attribute the segnificance of availability of the short supply of these products relative to their demand both in the super markets and in the open markets in town. Products like milk, sugar, samovita, salad cream, butter, macroni etc. are not available in enough quantities so that when ever they appear in the super markets they are usually sold at exhaubitant prices where as in the

29. OPCIT, ABU ABDUSSAMAD 1983 P. 37.

super market prices may not be inflated at the same proportion with that of traders.

To conclude, availability seems to be the most important factor that influence customers to purchase products presented on the table. It is 46% segnificant and higher the other reasons. This fact is evident by the big rush of customers with the slightest news of the availability of such products. It could be observed also that availability is a temporary factor because such commodities are in short supplies due to the current general world economic recession other factors which appear to be less segnificant on the table include identification, quality and other possible reasons. The acute scarcety situation experienced by consumers for such products leaves customers with no alternatives, so the question of quality as a segnificant factor does not arise.

Table IIf represents findings on non-food items commonly retailed through super markets in Kaduna. One common feauture about the products in the table is the area of utility . They consist of house hold equipments.

To a great extent most of them are fairly fixed assets in the house as opposed to the so called essential commoditie. Price tags on these items indicate that purchase of any of them takes a considerable percentage of a family's income and this probably accounts for the fact that most displays efforts is being directed at them in the store as they relate to such environmental factors such as social and business influences.

Purchase decisions as observed by the researcher results for example from all personal content i.e perception from place of work, church, neibourhood, mosques, school and other social venues where the individual could be influenced to think other wise. on the other hand busines influences refers to the direct contact either at the store or through personal selling and advertising the customer has with the distributing company.[30]

The important fact about Kaduna towns consumers is that they do not perform their purchases in a vacum the individual is continually being influenced by the environmental factors among which are the business factors, for example, displays.

The distribution of percentage scores in the table indicates store diplay to be a strong detarminant of purchase of non food items so sampled.

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0. OPCIT, ABU-ABDISSAM, 1983 P. 38

FURNITURE AND BEDDING

These products attracted 50 and 60 responses respectively. The writter observed particularly in leventis stores where model sitting rooms and bed rooms were strategically set up at the rear of the store and in such a way that they could be easilly sighted by a customer even at the door steps of the super market. It's in the furniture section that one could observe a large population of window shoppers, said one of the store intelligent men.

The store strategy of this spectacular models is not to achieve 100% sales of furniture but rather to attract customers into the store so that as they return towards the outing door, they might be attracted by those commodities on shelves and this may lead to a purchase on sight with little or no serious comparison of attractives. This action is very much related to impulse purchases as defined in chapter one (definition of they terms).

Fifty respondents indicated that quality is the key factor of consideration whenever the need to buy furniture arises. The ten responses in respect of availablity is very poor and insignificant.

This should not surprise the reader because of the numerous road side furniture makers and sellers present in Kaduna town.

The ingenuity feautured by some of these carpenters as they always feauture at the Kaduna International annual trade fair has led the writer to assert that Nigerians have made the greatest technological advancement in the furniture industry.

Despite this progress, customers have discovered that the texture, finishing as well as the durability of locally maufactured furniture are not in any way comparable with those retailed by super markets, typically Leventis, and UTC's types even though they could be made in Nigeria.

Responses about purchase of kitchen ware is significant in respect of availability in super markets. This statistics contradicts the generally observed behaviour of the so many women seen bargaining for kitchen ware in open markets. The same items attracted about 53 responses under high quality column.

The contradiction shown under availability as compared to the market situation could be in relation to quality, as well. Super markets generally stock very high quality kitchen ware, hence the 53 responses in favour of high quality.

Other products bought under the influence of store display includes glass ware 58 reponses, cuttery, clocks, refrigerators, travel, goods, fittings and watches. In practical store arrangements products presented in the table (table IIf) are conspicuously located within store signs, and beautifully decorate background.

It could be observed on the same table that products like sewing machine, fittings, and flasks, did not attract any significant responses. This could mean lack of understanding of the questionaire or some other reasons on the part of the respondents. In the same vein, price is not a major determinant of customers purchase decisions since it's only in the sale of novelty is price significant as indicated by 50 responses in favour of low price offers.

Fast selling commodities in Kaduna include among others ladys' dresses, children, and men wear, cosmetics, foot ware, toys, tolletries, and disinfectants of all kinds[31] . Manager, Zango super market in discussion with the researcher. It could make on interesting time observing the fascinating arrangement of such items in most super markets, of particular interest in Zango super market where children, lady's foot ware, cosmetics, and toys occupy the front part of the store. In United Trading Company (UTC) ltd. The same pattern of store arrangement is in practice. It is also evident from such arrangement that alot of display effort is bestored in this area, so as to induce customers to behave other wise as they entered the stores. The latest styles in vogue are placed right at the front to welcome customers. In between these past moving goods are outdated goods and other tiny commodities so that they could be bought along with past selling ones.

Table IIg presents the percentages of significance and non important scores of customers reasons for buying the goods mentioned on the table from super markets. Customers indicated that the purchase of baby dresses, cosmetics, toys, women wares, foot ware, and others are pivoted to store displays.

Other reasons for customers loyalty is the availability in respect of insecticides, disinfectants, sporting goods and greeting cards. Quality is also important in the sale of baby dresses, men ware, spectacles and foot ware.

Items like insecticides, sporting goods, disinfectants, sterilizing fluids are not commonly sold

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31. OPCIT, ABU-ABBOSSAM 1983 PAGE 39

in the traditional open markets. Consumers are in the respect left with no option than to buy from the super markets.

On the other hand the case of dresses, cosmetics, and food were should interest marketing students because our traditional markets are very rich in these goods, yet, super markets in the town compete offectively with market traders in terms of market share and sales volume. It is quite possible to find traders in open markets especially in Kaduna central market to find market traders passing a day sales on substantial volumes, typically, these market traders that are located at disadvantage corners or places where few shoppers pass by.

4.7 GENERAL OBSERVATIONS

The questionaire served on Kaduna super markets customers have exposed to the researcher the following customers behaviours:-

1). Generally most customers in the town have clear understanding between the typical oporations of super markets such as self service, non bargaining and checkout systems. This could be infer from tables where the collums for opportunity to bargain records no response right through. They have indicated also that easy identification is not a strong motive for patronage of super markets.

Price and quality of sampled products do not seem to be segnificant in purchase of some products under study.

2). Proper point of purchase product arrangements (store display) and availability of goods at relatively reasonable prices seems to be very important factors. That influence buyers to purchase goods from super markets. Availability could be important because of the generally low supply of goods relative to demand due to the fact that most of the goods retailed and distributed by super markets are imported. Other supporting factors that entice customers to super markets are convienience in terms of nice car parks.

All super markets in Kaduna have constructed modern packing grounds as against the open markets are mostly occupied by commercial vehicles.

A second factor related to convinience might be the generally quite and centrally air

conditioned shopping atmosphere as compared to the noisy and over congested open-markets where all customers seems to be in a haste.

Prestige is another amplied factor. Some shoppers most probably expatriates who may not be used to bargaining as it is in the case in open-markets and some Nigerians "been tos" who may have a feeling that it is degrading to go to the open-markets to buy their house hold goods.

3). Through the use of questionaire it has also become clear that majority of super markets customers in kaduna still defend on public transportation as their means of movement to and from stores or shopping venues. This might be special interest to pottential super market proprietors in store location policies.

4). The writer has obseved that current point of purchase display (store display) as practiced by the four big super marktes is designed to guide customers along a path from a state of unawareness to some action favourable to the business. This action is usually to induce customers to purchase the firms products.

5). The average responses of sampled population was about 125 i.e 50% of 250 persons. This implies that about half of the total people served with questionaire either refused to reponse or they might not be super market customers or some other reasons were responsible to the way they behaved.

SUMMARY OF REFERENCE

31. OP Cit ABDU ABDUSSAMAD 1983 P. 39

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSION

The chapter contains four sections. In the first secton, a review or summary of the project will be presented. The second or third section takes care of the observations and conclusions arising from the study, finally, the conclusion will form the basis for recommendations.

5.10 SUMMARY:

Chapter one opens up the the discussion on point of purchase displays as practiced by estarblished super markets in Kaduna town. The idea of the study stemmed from the fact that local researchers on other forms of advertising have been conducted to the total neglect of display as an important medium of promotion. The purpose of the study was in the respect justified in order to make scientific knowledge on the influence of display on consumers buying decision available to business students and practising business people.

The scope of the study includes among other areas the following:

a). The role of display as an attective promotional medium.

b). The role of display in consumer's buying decisions.

c). The emerging preference for super markets as shopping venues among Nigerians.

d). Factors contributing to the development and applications of display techniques super markets in Kaduna, special attention was given to:

(i). The effect of eye;

(ii). Mobility and; and

(iii). The extent of which these factors have applied as reviewed in chapter two.

In order to avoid too much duplication, the researcher had to make fundamental assumptions to guide in the frame work of the study.

The assumptions were:

informations obtained from super markets customers by means of questionaire and personal obserations will indicate real life situatations.

That super market managers will be unbias in their response and the finding of the study can

be generalised to bigger populations. In chapter one it is indicated also that the study was conducted amid cetain limitations and constraints. Prominents among these limitations is the restrictions of data source to only established super markets while the weakness are in connection with personal observations by the writer to assess buying behaviour of super market customers and to conclude so.

The methodology employed includes the use of questionaire and personal observations of super market customers in their normal shopping habits by the researcher.

The chapter covers extensively the relevant literature on product promotion in super markets in nelation to display where the researcher considered store signs, novelty and other collectively refered to in business as displays. It was advertising that pays rich devidends. And for the purpose of this study, point of purchase display was defined wise arranged in or around the store and products with the sole intention of stimulating and enhancing impulse purchase by customers.

The two major classes of display such as window and interior displays were adequately discussed and concluded that oporating costs could keep mounting under other methods of retailing marchandise apart from super market system where point of purchase display is mostly used out of two types of displays, interior display was found more relevant and it was analysed in greater details.

Presentation and data analysis is the main subject matter in chapter three, the first part (3.2) presents responses generated from super market managements.

Information obtained from the managers was intended to serve the purpose of control to the proceeding parts of the chapter.

Conclusions from managers view point relate to the management techniques of point of purchase display. All managers consulted perceived of purchase decision as an uncontrollable variable, hence, it is a matter ot concern.

Display is considered the only means of dealing with purchase decisions. Its also a means of maintainining oranisational distinctive image.

The second part of the chapter contains tables, IIa-IIg generated from the response, of super market customers the classes of respondents considered were self employed people, civil

servants, private sector workers, unemployed and pensioneers. Tables IIa-IId relate to four important questions such as purpose of customer's visit, their of super markets, mode of transportation etc. constituted the back ground analysis of customers buying decision making process.

The second section i.e table IIe-IIg probed into those likely factors that could influence customers to buy certain commodities from super markets instead of the traditional open markets. Products commonly distributed by super markets were selected so that respondent could indicate their reasons for buying such items.

In all considerations, the level of significant factors is deliberately fixed at 20% [32].

5.20 OBSERVATIONS

Observations presented in this section relate to the findings of the research and the available literature on the influences of display on super market customers behaviour as reviewed in the proceeding chapter 5.

5.21 REASONS FOR BUYING FROM SUPER MARKETS

Price, easy identification, and quality are worth further and critical observations in this subsection.

1). PRICE.

In all considerations presented in tables of reasons that influence customer that influence customers to buy from super markets, price proved less significant a factor. This reaction by super market customers contradicts available economic postulations on the theory of price determination. The fact that price appeared less important shows that money is no problem to the customers.

The general increase in prices of most commondities in Nigeria, coupled with the fact that super markets are moderate in number and some times even offer lower prices than open markets should have made price an important consideration in the minds of customers. Under normal business operations, price changes and consciousness vary in accordance with demand and supply trends.

32. In calculating the percentages, for example, in table the number of respondents who indicated that they buy fresh meat from super markets due to display is equal to 53persons [illegible]

2). **QUALITY:**

Quality does not seems to be important as far as the findings of this work are concerned. This should pose a riddle to observers because price consciousness is related to quality of the product on sale.[35]

Price and quality findings contradicts existing literature on consumer behaviour. The possible explanations for this phenomenon could be attributed to the general scarcity of most commodities in our local markets including super markets so much that people are mostly after the availability of commodities rather than price changes and qualities.

POOR RESPONSE TO QUESTIONNAIRE

Distortion of findings in this work could be attributed to the poor response to questionaire as experienced by the researcher. A total of two hundred and fifty (250) respondents were served with the questionaire only on average of 125 persons i.e about 50% respondent. The poor response apart from the negative effects it might have induced on the final outcome, it is also a sign that Kaduna consumers are yet to appreciate the importance of accurate market information and their application's in our economy.

3). **STORE DISPLAY AND AVAILABILITY**

Store display has the highest number of significant scores as a reason for patronising super markets in table IIf and IIg. This implies that store display is an important factor that influences, buying decision of consumers in Kaduna town. This outcome has long been realised by most super market manangements hence their use of displays to promote their ware. This finding can be used to further explain why easy identification as a factor did not attract any score in the tables. The practice of effective store display can eliminate misinterpretation of product information in the minds of consumers or buyers.

In other words, easy identification should not appeared as a factor along with store dislay in the questionaire.

Availability is a second factor of significant consideration to store display. This factor recorded the highest number of scores on table IIe as in relation with so called essential commodities".

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35. GLENN OPCIT page 16.

The general scarcity of such products in our markets has actually led to a contradiction of research findings when compared to the theoritical framework in chapter two of this study. Further more this contradiction is peculiar to the current economic situations in Nigeria. This also serves as a questions mark on the validity and application of foreign theories on displays in Nigeria.

5.30 CONCLUSIONS

The following coclusions are drawn from the research and they are related to the modest objective it sets out to achieve.

1). The most important factor that influences customers buying decision in Kaduna town to buy from super markets is Point of purchase display. The importance of this factor has long been appreciated and applied by super markets management to boost sales.

2). The open market system is still an important retail outlet in Kaduna. This assertion could be substantiated with the poor response to the questionaire by respondents (See response tables) which could be interpreted to mean that those who did not respond do not buy goods from super markets.

The ever congested markets in the town, especially the Kaduna Central Market is another fact in favour of the above assertion.

However, the retailing system is Kaduna and in the country as a whole is gradually becoming stratified into shorter channels of distribution via the super markets and other shoping centres in favour of the emerging social classes of customers. Generally, high income earners tend to be satisfied with the bargaining on prices in open markets. Majority of those who responded indicate that they buy one or more item from super markets.

3). Availability of products plays an important role in buying decisions of super market customers. This should be the case in a situation where most house hold goods are scarce.

4). Price appeal does not have much influence buying decision in a super market system of retailing and distribution. This fact is further compounded by low level supply of goods relative demand.

5). Public transport is a very important means of movement of super market customers in the

town. The fact should be of great interest to marketers because it indicates that most customers in Kaduna town do not own personal cars, this is contrary to the American/British situations upon which most theories on display are based.

5.40 RECOMMENDATIONS

This research has on the average proved succeful by establishing the fact that display does actually influence customers buying decision making and this is line with the literature on the subject matter as previously held by many authors. Certain findings in relation to price and availability are however contradictory to basic economic principles and practices.

There is therefore the need to investigate further on the following:-

1). Further research should be conducted on the influence of point of purchase display (P.O.P) on supermarkets' customers in view of the short comings associated with this work. Such a research could be conducted with a view to disprove these findings or to further establish them on better academic basis.

2). The four established super markets on which this research was conducted are not adequate data source in view of the large population of customers of super markets in Kaduna town. Further research work should assume wider basis in terms of retail store and respondent.

3). The government of the country should enforce the estarblishment of more super markets in big towns like Kaduna and in local governments areas to curb the deplorable conditions in which fresh meat and some other goods are being sold. The reconstruction of road side stores into more permanent and decent retail outlets as introduced by the Buhari/Idiagon regime should be continued.

4). The issue of proximity and convinience can not be over emphasized in the effective operation of super markets since we have already learned that proximity and convinience have alot of impact on the purchase decision of customers, and if we look at the set up of super markets in terms of car park provision, nearness to the main road and general convinience, one will recommend that improvement of such conviniences wil help in boosting the demand of goods from super markets by customers.

It should be noted however that since from the results of the questionaire most of the customers are using commercial vahicles to and from the super markets in Kaduna as their means of movement. This could be a special interest to potencial and existing super markets proprietors in store location policies.

5). Price of commodities plays a vital role in the purchase of customers as we all know in this economic hard ship in Nigeria customers are very sensitive to price changes and they tend to favour these product that has the lowest price as against the exorbitant high prices. Therefore the price of commodities is then a very important phenomena in the purchase decision of customers, as to wheather to buy from super markets or not.

Its should be noted how ever that prices should not be kept high as that may scare the customers away or affect their purchase decision.

6). Most importanly, point of purchase display should be given a wider application, those super markets that are already using display as a medium to achieve greater sales should give it a more serious application and those not using display should give it a trial as that will help in boosting their sales and influence their customers buying decision.

SUMMARY OF REFERENCE

32. In calculating the percentages, for example, in table II[e] a number of respondents who indicated that they buy fresh meat from super markets due to store display = 53 persons. (53/250) x 100 = 21% seguificance.

33. GLENN OP. Cit p. 16.

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APPENDIX

This appendix contains questionaire guides for Kaduna super market management and customers, raw data collected from super markets customers and letter of introduction. The inclusion of there guides is to enable the write up serve the following two purposes.-

1). To provide readers with sufficient information to enable them judge the authenticity in line with the analysis of the responses that follows.

2). To assist those who may wish to carry on further research as per my suggestions and recommendations in chapter five section 5.40.

QUESTIONAIRE FOR KADUNA SUPERMARKETS MANAGERS

Please tick /____/ appropriate boxes

1. Name of Supermarket .....

2. Nature of Business Organisation

/____/ Sole Proprietorship

/____/ Partnership

/____/ Corporation

3. Do you have a display Staff/Manager in your staff list?

/____/ Yes /____/ No

4a. Do you do any advertising for the products?

/____/ Yes /____/ No

4b. If yes, how frequently?

/____/ Frequently

/____/ Occasionally

/____/ Infrequent

5. If yes in 4a: Which of the following does your business Organization use to promote merchandise internally?

/____/ Radio Advertising

/____/ Bill Boards

/____/ Displays

/____/ Television Advertising

6. If yes to question 4a, how influencial do you think Your advertising is to sales within the Supermarket?

/___/ Not much

/___/ Much

/___/ Moderate

/___/ Don't know.

7. What is your objective for advertising?

/___/ To help the customes identify the products quickly

/___/ To direct customers and to increase sales

/___/ To beautify the store

/___/ To attract potential buyers

/___/ Other Supermarkets do the samething

/___/ Any other reasons (please state.....) (you may tick morethan one).

8. What functions do your Supermarket intelligent men do?

/___/ They help in carring goods to Cashiers

/___/ They watch against pilferage

/___/ They give customers more informations about merchandise on display.

/___/ They help direct Customers to the specific goods.

9. Why do you consider point of purchase displays necessary even when a customer has entered the Supermarket?

/___/ It is an effective sales tool in the store.

/___/ It is required along with other important selling tools

/___/ It is commomly practised by other Supermarkets in Kaduna.

/___/ Other reasons (please state.....)

10. What do youthink will be the effects on sales turn-over if all stores signs are withdrawn from your Supermarket?

/___/ Sales volume will fall but not much

/___/ Sales volume will fall greatly.

/___/ Sales volume will remain the same.

/___/ No idea

11. Do you think the use of point of purchase display to promote goods has any effect on time taken to purchase merchandise by customers?

/___/ Yes /___/ No

11a. How much of customers patronage of your store can management attribute to store display?

/___/ Not much

/___/ Much

/___/ Moderate

/___/ No idea

Thanks for your co-operation, pleas.

QUESTIONAIRE ON CONSUMER BUYING DECISION
(KADUNA SUPERMARKET CUSTOMER (PART A)

Please tick /____/ appropriate boxes.

1. Occupation

/____/ Self-employed

/____/ Civil Servant

/____/ Private Sector Worker

/____/ Unemployed

/____/ Others

2. Sex

/____/ Male /____/ Female

3. Marital Status

/____/ Married /____/ Single

4. Have you ever visited a Supermarket in Kaduna?

/____/ Yes /____/ No

5. What was the purpose of your visit?

/____/ To buy essential commodities

/____/ Window Shopping

/____/ Normal Family Shooping trip

/____/ Other reasons (please state.....

6. How often you buy from Supermarkets?

/____/ Weekly

/____/ Fourthnightly

/____/ Once is a month

/____/ Other times (please state.....)

7. Which of the following Supermarkets have you bought goods from? (You may tick morethan one).

/____/ Leventis Stores

/____/ Cash & Carry

/____/ U T C Kaduna

/____/ Zango Supermarket

8. Could you find similar goods on sale somewhare in Kaduna?

/____/ Yes /____/ No

9. How do you get to these Supermarkets?

/____/ By private vehicles

/____/ By public transport

/____/ By both public and private vehicle

/____/ By other means.

PLEASE INDICATE / / APPROPRIATE REASONS THAT INFLUENCE YOU TO BUY EACH OF THE FOLLOWING PRODUCTS FROM SUPERMARKETS (PART B)

	PRODUCTS/GOODS	REASONS FOR BUYING FROM SUPERMARKETS						
		OPPORTUNITY TO BARGAIN	PRICE	STORE DISPLAY	AVAILAVILITY	EASY IDEN-TIFICATION	QUALITY	OTHERS
1.	Freash meat							
2.	Bread							
3.	Sugar							
4.	Milk							
5.	Biscuits							
6.	Butter/Margarine							
7.	Jam/Marmalade							
8.	Comflakes							
9.	Baby dresses							
10.	Non-alcoholic drinks (soft drinks)							
11.	Mocoroni							
12.	Drugs							
13.	Toiletries							
14.	Cosmetics							
15.	Furniture							

	PRODUCTS/GOODS	REASONS FOR BUYING FROM SUPERMARKETS						
		OPPORTUNITY TO BARGAIN	PRICE	STORE DISPLAY	AVAILABILITY	EASY IDEN-TIFICATION	QUALITY	OTHERS
16.	Beddings							
17.	Cutlery							
18.	Kitchen ware							
19.	Flask							
20.	Household Utencils							
21.	Glass ware							
22.	Duster							
23.	Disinfectants							
24.	Toys							
25.	Pet food							
26.	Pens							
27.	Sporting goods							
28.	Detergents							
29.	Insecticides							
30.	Bicycles							
31.	Watches							
32.	Clocks							

	PRODUCTS/GOODS	REASONS FOR BUYING FROM SUPERMARKETS						
		OPPORTUNITY TO BARGAIN	PRICE	STORE DISPLAY	AVAILABILITY	EASY IDEN-TIFICATION	QUALITY	OTHERS
33.	Men's wears							
34.	Womens's wears							
35.	Spectacles							
36.	Sewing Machine							
37.	Typewriter							
38.	Photocopy Materials							
39.	Foot wear							
40.	Calculators							
41.	Refriqirator							
42.	Greeting Cards							
43.	Books							
44.	Electronics suppliers							
45.	Stationeries							
46.	Sterilising fluids							
47.	Travel goods							
48.	Novelty							
49.	Garden Goods							

	PRODUCTS/GOODS	REASONS FOR BUYING FROM SUPERMARKETS						
		OPPORTUNITY TO BARGAIN	PRICE	STORE DISPLAY	AVAILABILITY	EASY IDEN-TIFICATION	QUALITY	OTHERS
50.	Fittings							
51.	Salad Cream							
52.	Rice							
53.	Pyrex							
54.	Dairy Products							
55.	Casseroles							
56.	Masavita Flour							
57.	Coffee							
58.	Fruits							
59.	Vegetables							
60.	Salt							
61.	Beans							

APPENDIX III

FOOD/BEVERAGES PRODUCTS

QUESTIONAIRE ON CONSUMER BUYING DECISION
(KADUNA SUPERMARKET CONSUMERS PART B)

RAW DATA

REASONS FOR BUYING FROM SUPERMARKETS

	PRODUCTS/GOODS	OPPORTUNITY TO BARGAIN	PRICE	STORE DISPLAY	AVAILABILITY	EASY IDEN-TIFICATION	QUALITY	OTHERS
1.	Fresh Meat	-	8	53	38	40	-	-
2.	Bread	-	25	40	35	13	13	-
3.	Sugar	-	48	-	60	15	-	-
4.	Milk	-	50	8	63	5	-	-
5.	Biscuits	-	58	10	48	10	-	-
6.	Butter/Magarine	-	50	20	50	-	-	-
7.	Jam/Marmalade	-	53	15	48	10	-	-
8.	Cornflakes	-	48	8	63	3	-	-
9.	Non-Alcoholic Drinks	-	-	-	-	-	-	-
10.	Macoroni	-	50	18	53	5	-	-
11.	Toiletries	-	5	50	3	38	-	-
12.	Drugs	-	-	-	-	-	-	-
13.	Cosmetics	-	15	63	5	38	-	-
14.	Furniture	-	3	50	4	8	50	-
15.	Beddings	-	5	60	13	-	50	-
16.	Cutleries	-	15	50	-	3	50	-

EQUIPMENTS (NON-FOOD ITEMS)

	PRODUCTS/GOODS	OPPORTUNITY TO BARGAIN	PRICE	STORE DISPLAY	AVAILABILITY	EASY IDEN-TIFICATION	QUALITY	OTHERS
17.	Kitchen Ware	-	5	-	50	15	53	-
18.	Flask	-	-	-	-	-	-	-
19.	Household Utencils	-	-	13	53	5	50	-
20.	Glass Ware	-	5	58	15	50	-	-
21.	Duster	-	-	-	-	-	-	-
22.	Disinfectants	-	5	40	58	-	10	-
23.	Toys	-	8	58	48	3	3	-
24.	Fet Food	-	-	-	-	-	-	-
25.	Storing Goods	-	13	53	50	5	-	-
26.	Detergents	-	-	-	-	-	-	-
27.	Insecticides	-	10	48	60	-	5	-
28.	Bicycles	-	3	50	1	8	-	53
29.	Watches	-	8	53	47	-	8	-
30.	Clocks	-	10	65	48	3	-	-
31.	Men's Wear	-	-	60	5	-	5	3
32.	Women's Wear	-	5	63	-	40	13	-
33.	Spectacles	-	-	30	-	-	50	-
34.	Sewing Machines	-	-	-	-	-	40	-
35.	Typewriter	-	-	-	-	-	-	-

		TO BARGAIN	PRICE	STORE DISPLAY	AVAILABILITY	EASY IDEN-TIFICATION	QUALITY	OTHERS
36.	Photographic Material	-	-	-	-	-	-	-
37.	Foot Wears	-	10	55	8	3	50	-
38.	Calculator	-	-	-	-	-	-	-
39.	Refrigerator	-	15	60	33	-	13	-
40.	Greeting Cards	-	-	38	60	18	-	-
41.	Books	-	3	38	60	3	3	-
42.	Electronic Suppliers	-	-	-	-	-	-	-
43.	Stationeries	-	-	-	-	-	-	-
44.	Sterilising Fluids	-	50	3	53	-	10	-
45.	Travel Goods	-	-	50	50	3	15	-
46.	Novelty	-	-	-	-	-	5	-
47.	Garden Goods	-	-	-	-	-	-	-
48.	Fittings	-	13	63	3	-	50	-
49.	Salad Cream	-	55	20	45	-	-	-
50.	Rice	-	48	-	50	-	13	-
51.	Pyrex	-	-	-	-	-	-	-
52.	Dairy Products	-	-	-	-	-	-	-
53.	Casseroles	-	-	-	-	-	-	-
54.	Masavita Flour	-	40	3	65	-	10	-
55.	Coffee	-	45	8	53	10	-	-
56.	Fruits	-	38	33	50	-	-	-

	PRODUCTS/GOODS	OPPORTUNITY TO BARGAIN	PRICE	STORE DISPLAY	AVAILABILITY	EASY IDEN-TIFICATION	QUALITY	OTHERS
57.	Vegetables	-	40	58	15	-	10	-
58.	Salt	-	43	23	55	-	-	-
59.	Beans	-	63	-	15	13	-	-