Impact of Quality on Customers' Buying Behaviour towards Point of Purchase Display with reference to Haryana

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Abstract — The present paper focuses on the impact of quality on customers' buying behaviour towards point-of-purchase display at various retail outlets in Haryana. Point-of-Purchase Display plays an important role to increase the sale of the retailers. Today customers are rational and prefer quality products at reasonable price. Moreover, due to the emergence of the supermarkets as the dominant retail, the retail industry is experiencing vibrant changes all over the world. Retail industry in India has grown to be more complex and dynamic with an increase rate of speed from unorganized towards being organized. In this research paper data has been collected from 100 respondents and analysed with the help of Statistical Package for the Social Sciences (SPSS) using one way ANOVA and t-test with demographic factors i.e. age-wise, gender-wise, occupation-wise and income-wise. . After analysing the data it was found that, there is neutral relationship in the opinion of different age groups and gender groups over the point-of-purchase display on quality. On the other hand Occupation and income does not have any importance on customers view point regarding 'quality'. To conclude we can say that point-of-purchase display is not directly related to the quality.

Keywords — *Retail; Organized; Quality; Purchase; Consumer Behaviour; Buying decision.*

1. Introduction

In the past few years, there have been seen a remarkable growth in the retail sector in India. The increase of Foreign Direct Investment (FDI) lead to open many big retail outlets in different parts of India. The customer landscape is changing very fast. So Importance of Point-of-purchase is also increasing day by day. Point of Purchase areas are places in the store where customers can purchase products. Many customers go to these areas and wait in queue for a purchase, they are often used to display desire items. The purchase behaviour pattern of the Indian customer has undergone a major change in the organized retail sector. They are the decision makers. So it's become necessary to study the importance of quality on customers' buying behaviour towards point-of-purchase display.

2. Literature Review

Oliver and Swan (1989) explained that store environment had a much higher effect on impulse buying than the personality variables and their study found that among all factors displayed, store elements and layout had the maximum effect on impulsive buying. In-store point-of-purchase displays serve to trigger recollection of items that are missing on the shopping lists. Impulse buying behaviour is assumed to be universal in nature.

Koo (2003) discussed the characteristics of discounted retail environment and the common attitude towards a discount retail store and customer satisfaction level for store loyalty. The retail business in Korea has changed dramatically with many multinational corporations entering the market. Since E-Mart first opened its discount retail store in Seoul in 1993 and the distribution sector was fully opened in 1997, both domestic and international retailers have faced fierce competition in Korea .The study suggested that store image related to non-physical characteristics have to be formed favourably in order to promote a positive attitude towards a discount retail store.

Prasad (2012) has analysed the purchasing behavior and influencing attributes of apparel customers in organized outlets. He investigated the importance of the patronage behavior of apparel customers and the role of all buying behavior variables for the selection of organized retail formats for apparel products. This was an empirical study, based on primary data, a total of 178 apparel retail customer from leading outlets in Hyderabad and Secunderabad are surveyed which consisted132female and 46 male by using structured questionnaire with mall intercept method. The study showed that customers education, income, occupation, marital status were the major determinants for all type of apparel retail format and buying behavior was mostly influenced by the attributes like style, value, diversity, credibility, demand, concern, referral groups.

Kazmi (2012) has explained the Customer Perception and Buying Decisions (The Pasta Study). The study carried out to recognize those factors that effects customer awareness about pasta products and reasons of popularity

of pasta products in different areas and social classes. It was a non -probability method. Sample size used was 30.The study also concluded that awareness about different cooking method was largely effect on the sale of the product and so popularity of product was also effecting.

Yoon (2013) examined the relationships among purchase motives, in-store experiences, store atmospherics and impulse buying. The study explained that traditional retailing strategies focus on matching a particular type of store with an appropriate product mix to create an ideal store image but pay little attention to experiential factors. The results indicated that department store shoppers preferred affective experiences the most, whereas discount store and online shoppers preferred rational experiences. In-store displays are promotional fixtures in the retail stores. There are numerous types of in store displays such as sale display point, which are located near cash registers to encourage impulse buying; floor stickers or advertisements on aisle of a store etc. It also includes special racks or manipulation of store shelf to make more space available for a product.

Narahari1 and Kuvad (2017) explored to understand the purchasing behavior of customers who visited shopping malls and identified gender differences, in terms of purchasing behavior and identified the overall level of satisfaction among customers. This study was a quantitative analysis. Survey method was implemented in and near three popular shopping malls of Bhavnagar. The sample size is 100, and care has been taken that there was equal representation of gender. The analysis proved that the Bhavnagar customers were quite happy with overall shopping mall experience. It was concluded that shopping malls were best locations for socialization, especially for younger generation to hangout, spend quality time with family, dine out other than shopping.

3. Objectives of the Study

1) To study the importance of 'Quality' on customers' buying behaviour towards point-of-purchase display with reference to Haryana.
2) To study the importance of various demographic factors influencing customer buying behavior towards point-of-purchase display with reference to Haryana.

4. Hypotheses of the Study

H_1: There is no significant difference in the respondent's opinion about the importance of customer buying behaviour in relation to point- of-purchase display towards quality across the different age groups.
H_2: There is no significant difference in the respondent's opinion about the customer buying behaviour in relation to point- of-purchase display towards quality across the different gender groups.
H_3: There is no significant difference in the respondent's opinion about the customer buying behaviour in relation to point- of-purchase display towards quality across the different occupation groups.
H_4: There is no significant difference in the respondent's opinion about the customer buying behaviour in relation to point- of-purchase display towards quality across the different income groups.

5. Research Methodology

- *Research Design* - In this research paper the exploratory research design is implemented
- *Sample Design* - Five Hundred respondents including eight statements from five cities of Haryana state *i.e.* Panchkula, Gurugram, Panipat, Hisar, Sirsa, through visited the retail outlets in these cities in Haryana. Snowball sampling technique is used in this research paper.
- *Data Collection* - Primary data has been collected with the help of a questionnaire from five hundred respondents from overall Haryana.
- *Data Analysis* - Data has been analyzed with the help of SPSS using one way ANOVA and t-test with demographic factors i.e. age-wise, gender-wise, occupation-wise and income-wise.

6. Data Analysis and Interpretation

In this paper eight statements are analysed with demographic factors i.e. age-wise, gender-wise, occupation-wise and income-wise which are further discussed in this part.

Table 1. Age wise ANOVA results of customer view points towards point-of-purchase display regarding 'Quality'

Statements	Age	N	Mean	SD	F	P
1. The point-of-purchase display helps in the perception of good quality products	Below 20 yr	83	2.04	1.163	3.676	.012*
	21-40	355	2.31	1.153		
	41-60	49	1.96	.935		
	61-80	13	1.62	.506		
	Total	500	2.21	1.133		

2. The price of the product is good indicator of quality	Below 20 yr	83	2.35	1.347	2.562	.054
	21-40	355	2.69	1.226		
	41-60	49	2.55	1.081		
	61-80	13	2.08	.954		
	Total	500	2.60	1.234		
3. The quality of the merchandise goods meet, the expectations of the customers.	Below 20 yr	83	2.17	1.057	.806	.491
	21-40	355	2.27	1.155		
	41-60	49	2.29	.736		
	61-80	13	1.85	.801		
	Total	500	2.25	1.097		
4. I find only superior quality goods in the display	Below 20 yr	83	2.28	1.355	4.614	.003*
	21-40	355	2.53	1.160		
	41-60	49	2.45	1.191		
	61-80	13	1.38	.506		
	Total	500	2.45	1.199		
5. Point-of-purchase display helps in judging and comparing the quality of a product	Below 20 yr	83	2.12	1.204	3.175	.024*
	21-40	355	2.28	1.091		
	41-60	49	2.27	.908		
	61-80	13	1.38	.506		
	Total	500	2.23	1.091		
6. Point-of-purchase display is the reflection of quality products	Below 20 yr	83	2.31	1.287	2.235	.083
	21-40	355	2.43	1.171		
	41-60	49	2.59	1.098		
	61-80	13	1.69	.855		
	Total	500	2.41	1.182		
7. Customer assumes the quality of the product to be good before buying	Below 20 yr	83	2.07	1.113	2.344	.072
	21-40	355	2.24	1.150		
	41-60	49	2.61	1.151		
	61-80	13	2.08	1.706		
	Total	500	2.24	1.165		
8. Quality of the point-of-purchase displayed products are preferred by customer	Below 20 yr	83	2.14	1.180	3.117	.026*
	21-40	355	2.34	1.127		
	41-60	49	2.18	1.112		
	61-80	13	1.46	.519		
	Total	500	2.27	1.131		

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

The table 1 depicts the customer view points towards point-of-purchase display regarding 'Quality' of ANOVA test explain that 'the price of the product is good indicator of quality (Mean=2.60 and SD=1.234)' is placed at the top by respondents, followed by 'I find only superior quality goods in the display (Mean=2.45 and SD=1.199),' 'point-of-purchase display is the reflection of quality products,'(Mean=2.41 and SD=1.182), 'point-of-purchase

displayed products are preferred by customer'(Mean=2.27 and SD=1.131)', 'the quality of the merchandise goods meet, the expectations of the customers'(Mean=2.25 and SD=1.097)', 'customer assumes the quality of the product to be good before buying'(Mean=2.24 and SD=1.165)', 'point-of-purchase display helps in judging and comparing the quality of a product (Mean=2.23 and SD=1.091)' and

'the point-of-purchase display helps in the perception of good quality products' (Mean=2.21, SD=1.133)'.

Statistically, the results of ANOVA test show that there is neutral relationship between the age and customers view point regarding 'quality', because the variables 'the point-of-purchase display helps in the perception of good quality products' (F-value=3.676 and p=0.012), and 'I find only superior quality goods in the display' (F-value 4.614and p=0.003), 'point-of-purchase display helps in judging and comparing the quality of a product' (F-value 2.986.and p=0.003), 'quality of the point-of-purchase displayed products are preferred by customer' (F-value 4.614and p=0.003), are less than the significance level (0.05) so the null hypothesis (H_{1}) is rejected. For the other variables the level of significance is more than 0.05 and hence for these variables null hypothesis is accepted.

Table 2. Gender wise t-test results of customer view points towards point-of-purchase display regarding 'Quality'

Statements	Gender	N	Mean	SD	T	p (2-tailed)
1. The point-of-purchase display helps in the perception of good quality products	Male	291	2.28	1.190	1.501	.134
	Female	209	2.12	1.044		
	Total	500	2.21	1.133		
2. The price of the product is good indicator of quality	Male	291	2.55	1.218	-1.042	.298
	Female	209	2.67	1.256		
	Total	500	2.60	1.234		
3. The quality of the merchandise products is good and meet the expectations of the customers..	Male	291	2.25	1.140	.199	.842
	Female	209	2.23	1.037		
	Total	500	2.25	1.097		
4. I find only superior quality goods in the display	Male	291	2.43	1.239	-.525	.600
	Female	209	2.48	1.144		
	Total	500	2.45	1.199		
5. Point-of-purchase display helps in judging and comparing the quality of a product	Male	291	2.35	1.160	2.986	.003*
	Female	209	2.06	.964		
	Total	500	2.23	1.091		
6. Point-of-purchase display is the reflection of quality products	Male	291	2.55	1.221	3.150	.002*
	Female	209	2.22	1.099		
	Total	500	2.41	1.182		
7. Customer assumes the quality of the product to be good before buying	Male	291	2.39	1.255	3.204	.001*
	Female	209	2.04	.994		
	Total	500	2.24	1.165		
8. Point-of-purchase displayed products are preferred by customer	Male	291	2.35	1.212	3.475	.001*
	Female	209	2.16	.999		
	Total	500	2.27	1.131		

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

The table 2 depicts the customer view points towards point-of-purchase display regarding 'Quality' of t-test depicts that, 'the price of the product is good indicator of quality (Mean=2.60 and SD=1.234) is placed at the top by respondents, followed by 'I find only superior quality goods in the display (Mean=2.45 and SD=1.199),' 'point-of-purchase display is the reflection of quality products, (Mean=2.41 and SD=1.182), 'point-of-purchase displayed products are preferred by customer' (Mean = 2.27 and SD=1.131)', 'the quality of the merchandise goods meet, the expectations of the customers`(Mean=2.25 and SD=1.097)', 'customer assumes the quality of the product to be good before buying'(Mean=2.24 and SD=1.165)', 'point-of-purchase display helps in judging and comparing the quality of a product (Mean=2.23 and SD=1.091)' and 'the point-of-purchase display helps in the perception of good quality products' (Mean=2.21, SD=1.133)'.

Statistically, the results of t-test show that there is neutral relationship between the age and customers view point regarding 'quality', 'the point-of-purchase display helps in the perception of good quality products' (F-value=3.676 and p=0.012), and 'I find only superior quality goods in the display' (F-value 4.614and p=0.003), 'point-of-purchase display helps in judging and comparing the quality of a product' (F-value 3.175and p=0.024), 'quality of the point-of-purchase displayed products are preferred by customer' (F-value 4.614and p=0.003), are less than the significance level (0.05) so the null hypothesis is rejected. For the other variables the level of significance is more than 0.05 and hence for these variables null hypothesis (H_2) is accepted.

Table 3. Occupation wise ANOVA results of customer view points towards point-of-purchase display regarding 'Quality'

Statements	Occupation	N	Mean	S.D	F	p
1. The point-of-purchase display helps in the perception of good quality products	Service	161	2.30	1.054	2.063	.085
	Business	156	2.08	1.167		
	Professional	157	2.31	1.203		
	Retired	6	1.33	.516		
	House Wife	20	2.10	.852		
	Total	500	2.21	1.133		
2. The price of the product is good indicator of quality	Service	161	2.57	1.166	2.089	.081
	Business	156	2.59	1.259		
	Professional	157	2.63	1.242		
	Retired	6	1.50	.548		
	House Wife	20	3.10	1.483		
	Total	500	2.60	1.234		
3. The quality of the merchandise products is good and meet the expectations of the customers.	Service	161	2.09	.964	2.281	.060
	Business	156	2.38	1.199		
	Professional	157	2.29	1.056		
	Retired	6	1.50	.548		
	House Wife	20	2.40	1.501		
	Total	500	2.25	1.097		
4. I find only superior quality goods in the display	Service	161	2.30	1.030	2.076	.083
	Business	156	2.58	1.354		
	Professional	157	2.54	1.190		
	Retired	6	1.67	.816		
	House Wife	20	2.25	1.209		
	Total	500	2.45	1.199		
5. Point-of-purchase display helps in judging and comparing the quality of a product	Service	161	2.11	.926	1.721	.144
	Business	156	2.26	1.265		
	Professional	157	2.35	1.067		
	Retired	6	1.50	.548		
	House Wife	20		1.056		
	Total	500	2.23	1.091		
6. Point-of-purchase display is the reflection of quality product	Service	161	2.31	1.102	2.772	.027*
	Business	156	2.54	1.302		
	Professional	157	2.46	1.124		
	Retired	6	1.17	.408		
	House Wife	20	2.15	1.182		
	Total	500	2.41	1.182		

7. Customer assumes the quality of the product to be good before buying	Service	161	2.17	1.052	1.689	.151
	Business	156	2.33	1.312		
	Professional	157	2.27	1.146		
	Retired	6	1.17	.408		
	House Wife	20	2.20	1.005		
	Total	500	2.24	1.165		
8. Point-of-purchase displayed products are preferred by customer	Service	161	2.19	1.022	2.154	.073
	Business	156	2.36	1.265		
	Professional	157	2.34	1.118		
	Retired	6	1.33	.816		
	House Wife	20	1.90	.852		
	Total	500	2.27	1.131		

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

The table 3, exhibits the customer view points towards point-of-purchase display regarding 'Quality' of ANOVA test depicts that the price of the product is good indicator of quality (Mean=2.60 and SD=1.234) is placed at the top by respondents, followed by 'I find only superior quality goods in the display (Mean=2.45 and SD=1.199),' 'point-of-purchase display is the reflection of quality products,`(Mean=2.41 and SD=1.182), 'point-of-purchase displayed products are preferred by customer'(Mean=2.27 and SD=1.131)', 'the quality of the merchandise goods meet, the expectations of the customers`(Mean=2.25 and SD=1.097)', 'customer assumes the quality of the product to be good before buying'(Mean=2.24 and SD=1.165)', 'point-of-purchase display helps in judging and comparing the quality of a product (Mean=2.23 and SD=1.091)' and 'the point-of-purchase display helps in the perception of good quality products' (Mean=2.21, SD=1.133)'.

Statistically, the results of t-test show that there is no significant relationship between the occupation and customers view point regarding 'quality', because only 'point-of-purchase display is the reflection of quality products' (F-value=2.772 and p=0.027), is less than the significance level (0.05) so the null hypothesis is rejected. For the other variables the level of significance is more than 0.05 and for this reason for these variables null hypothesis *(H₃)* is accepted.

Table 4. Income wise t-test results of customer view points towards point-of-purchase display regarding 'Quality'

Statements	Income	N	Mean	S. D	F	P
1. The point-of-purchase display helps in the perception of good quality products	Below Rs. 50000	272	2.15	1.131	.846	.469
	Rs. 50001-100000	145	2.33	1.125		
	Rs. 100001-200000	63	2.19	1.105		
	Rs. 200001-500000	20	2.30	1.302		
	Total	500	2.21	1.133		
2. The price of the product is good indicator of quality	Below Rs. 50000	272	2.48	1.239	3.425	.017*
	Rs. 50001-100000	145	2.66	1.132		
	Rs. 100001-200000	63	2.79	1.272		
	Rs. 200001-500000	20	3.25	1.517		
	Total	500	2.60	1.234		
3. The quality of the merchandise products is good and meet the expectations of the customers.	Below Rs. 50000	272	2.13	1.061	2.721	.044*
	Rs. 50001-100000	145	2.31	1.064		
	Rs. 100001-200000	63	2.51	1.190		
	Rs. 200001-500000	20	2.50	1.357		
	Total	500	2.25	1.097		
4. I find only superior quality goods in the display	Below Rs. 50000	272	2.45	1.205	1.784	.149
	Rs. 50001-100000	145	2.35	1.090		

	Rs. 100001-200000	63	2.51	1.330		
	Rs. 200001-500000	20	3.00	1.376		
	Total	500	2.45	1.199		
5. Point-of-purchase display helps in judging and comparing the quality of a product	Below Rs. 50000	272	2.21	1.074	.557	.644
	Rs. 50001-100000	145	2.19	1.049		
	Rs. 100001-200000	63	2.33	1.122		
	Rs. 200001-500000	20	2.45	1.504		
	Total	500	2.23	1.091		
6. Point-of-purchase display is the reflection of quality products	Below Rs. 50000	272	2.34	1.115	.803	.493
	Rs. 50001-100000	145	2.50	1.308		
	Rs. 100001-200000	63	2.46	1.075		
	Rs. 200001-500000	20	2.60	1.429		
	Total	500	2.41	1.182		
7. Customer assumes the quality of the product to be good before buying	Below Rs. 50000	272	2.21	1.138	.377	.769
	Rs. 50001-100000	145	2.25	1.193		
	Rs. 100001-200000	63	2.38	1.211		
	Rs. 200001-500000	20	2.20	1.240		
	Total	500	2.24	1.165		
8. Point-of-purchase displayed products are preferred by customer	Below Rs. 50000	272	2.34	1.151	1.313	.269
	Rs. 50001-100000	145	2.12	1.109		
	Rs. 100001-200000	63	2.32	1.105		
	Rs. 200001-500000	20	2.20	1.056		
	Total	500	2.27	1.131		

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

ANOVA results shown in table 4, is intended to analyses the customer view points towards point-of-purchase display regarding 'Quality' variable the price of the product is good indicator of quality (Mean=2.60 and SD=1.234) is placed at the top by respondents, followed by 'I find only superior quality goods in the display (Mean=2.45 and SD=1.199),' 'point-of-purchase display is the reflection of quality products,`(Mean=2.41 and SD=1.182), 'point-of-purchase displayed products are preferred by customer'(Mean=2.27 and SD=1.131)', 'the quality of the merchandise goods meet, the expectations of the customers`(Mean=2.25 and SD=1.097)', 'customer assumes the quality of the product to be good before buying'(Mean=2.24 and SD=1.165)', 'point-of-purchase display helps in judging and comparing the quality of a product (Mean=2.23 and SD=1.091)' and 'the point-of-purchase display helps in the perception of good quality products' (Mean=2.21, SD=1.133)'.

Statistically, ANOVA results illustrate that there is no significant relationship between the income and customers view point regarding 'quality', variable *e.g.* the price of the product is good indicator of quality' (F-value=3.425 and p=0.017), and 'the quality of the merchandise goods, meet the expectations of the customers (F-value=2.721 and p=0.044)' are less than the significance level (0.05) so the null hypothesis is rejected. As the level of significance is more than 0.05 for the other variables, therefore null hypothesis *(H_{04})* is accepted for these variables.

7. Findings and Conclusion

After analyzing the data it was found that, there is neutral relationship in the opinion of different age groups and gender groups over the point-of-purchase display on quality. On the other hand Occupation and income does not have any importance on customers view point regarding 'quality'. To conclude we can say that point-of-purchase display is not directly related to the quality. There are some other factors that have importance on quality.

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