

# **IMPACT OF SHELF PLACEMENT ON CONSUMER BUYING DECISION; A SURVEY ON TOP 3 SUPERMARKETS OF KARACHI**

**By**

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A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



**FALL, 2016**

**Bahria University Karachi Campus**

## Acknowledgement

I **Hadeeqa Tul Fatima** want to avail the opportunity to express my gratitude to my Supervisor for assigning me the project with the strong believe that I can complete it successfully. I am grateful to **Sir Azeem Amin**'s aspiring guidance, advices and criticism that helped me to complete the research study. Moreover, I am highly thankful to all my friends, family and supervisor for illuminating their views for betterment of the research study.

### **Abstract**

This research is focused on analyzing the impact of shelf placement on consumer buying decision. The research is conducted to evaluate the viewpoint of supermarkets that how shelf placement could impact on consumer decisions in enhancing the sales of super market. The research adopted the qualitative method, as interviews were conducted from the managers of different supermarkets regarding the evaluation of consumer buying decision effecting in increase of sales impacted solely by shelf placement. The result of research showed that there is a strong and significant impact of shelf placement on consumer buying decision which in return directly effect on sales increasing the profitability of super markets.

**Key words:** Shelf Appearance, Shelf Placement, Consumer Buying Decision

## Table of Contents

Declaration of Authentication.....	ii
List of Figure.....	iii
List of Tables .....	iii
Acknowledgement .....	v
Abstract.....	vi
Chapter 1:.....	1
INTRODUCTION .....	1
1.1. Problem Background and Aim of the Research.....	1
1.2. Research Objective.....	3
1.3. Research Question.....	3
1.4. Thesis Time Horizon.....	4
1.5. Time Scale.....	4
1.6. Ethical Consideration .....	4
1.7. Limitation of the study .....	4
1.7.1. Participants.....	4
1.7.2. Choice of Store .....	4
1.8. Organization of the thesis.....	4
1.9. Introduction to the industry sector .....	5
Chapter 2:.....	6
Literature Review.....	6
2.2. Shelf placement:.....	7
2.3. Shelf Appearance .....	8
Cleanliness .....	8
2.4. Additional Display .....	9
2.5. Atmospheric variables.....	10
2.6. Consumer buying Decision.....	11

Chapter 3:..... 14

Research Methodology ..... 14

    3.1. Nature of the research ..... 14

    3.2. Universe and Target population ..... 14

    3.3. Sampling design and technique..... 15

    3.4. Instruments and Protocols ..... 15

    4.1. Interview Analysis..... 17

        4.1.1. Defining Shelf Placement ..... 17

        4.1.2. Shelf Appearance and Atmospheric Variables ..... 19

        4.1.3. Additional shelves/ gondolas ..... 22

Hypothesis Generating:..... 25

Conceptual Framework ..... 26

    4.2. Survey Analysis..... 27

        4.2.1. Reliability Testing..... 27

        4.2.2. Correlation ..... 28

        4.2.3. Regression Analysis..... 29

        4.2.4. Respondents Profile ..... 31

Chapter 5:..... 32

Discussion ..... 32

Chapter 6:..... 34

Conclusion and Recommendations ..... 34

    6.1 Conclusion..... 34

    6.2. Recommendations ..... 35

References..... 36

Appendices ..... 39

    Interview Questions ..... 39

    Questionnaire ..... 40