

**A STUDY ON THE EFFECTIVENESS OF
POINT OF PURCHASE (POP) DISPLAY
AT THE CHILDREN'S DEPARTMENT, JAYA JUSCO
BANDAR BARU KLANG.**

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EXECUTIVE SUMMARY

Point of purchase (POP) displays must done a specific job - attract the attention of the customer in the store. If it does not do that, it has failed to do the job. POP is a form of sales promotion advertised for a merchandise.

POP can help the sales person and promote the company's image. For example, if the wrong description is given and the POP is untidy, it will give the customer an impression that the goods are not worth the price and the company's image will be affected.

The purpose of this study is to determine the factors associated with an identification of consumer behaviour towards the point of purchase display. The specific objectives were to identify and understand consumers reaction towards point of purchase display, to formulate strategies to form an attractive point of purchase display for children department and to determine consumers attitudes and perception with respect to the point of purchase display in that department.

The sample of the the study consisted of 50 respondents who were randomly chosen among the customers. The data are collected through the survey using questionnaires, interview and also from the sales report.

This study had resulted in the identification of three major findings and were listed as below:

- a) ***POP which aims at increasing sales***
It provides information of characteristics, quality and price of merchandise to customers, so that they can have choice when buying.

- b) ***POP create customer awareness at the department.***
A principal objectives of the special events such as Back to School Promotion, Jaya Jusco Anniversary Sales and Zero Inflations Sales are directed toward generating traffic and to attract more customers to shop at the store or department. By doing this with the uses of POP display more merchandise can be exposed to a larger number of prospective customer.

TABLE OF CONTENTS

LETTER OF TRANSMITTAL	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENTS	iv
LIST OF ABBREVIATIONS	vi
CHAPTER 1	
1.0 INTRODUCTION	1
1.1 BACKGROUND OF STUDY PROBLEM	2
1.2 OBJECTIVES OF STUDY	4
1.3 HYPOTHESIS	5
1.4 SCOPE OF STUDY	6
1.5 LIMITATION OF STUDY	7
CHAPTER 2	
2.0 LITERATURE REVIEW	9
CHAPTER 3	
3.0 BACKGROUND OF COMPANY	14

CHAPTER 4	
4.0 METHODOLOGY	18
CHAPTER 5	
5.0 DATA ANALYSIS	25
5.1 ANALYSIS AND FINDINGS	37
5.2 INTERVIEW WITH SOFTLINE MANAGER	40
5.3 INTERVIEW WITH SUPPLIER AND MERCHANDISER	42
5.4 HYPOTHESIS TESTING	44
CHAPTER 6	
6.0 CONCLUSION	49
CHAPTER 7	
7.0 RECOMMENDATIONS	52
BIBLIOGRAPHY	54
APPENDICES	