

UNIVERSITI TEKNOLOGI MARA

**DISPLAY METHODS ASPECT
IN GROCERY STORE**

MUHAMMAD NUR FARIS BIN MOHD ROZAIMAN

BACHELOR INTERIOR ARCHITECTURE (Hons.)

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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplies with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Muhammad Nur Faris Bin Mohd Rozaiman

Student I.D. No. : 2019353555

Programme : Bachelor of Interior Architecture (Hons.)

Faculty : Architecture, Planning and Surveying

Thesis Title : Display Methods Aspect in Grocery Store

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Signature of Student :



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Abstract

When it comes to marketing, the majority of the action takes place at exhibits. Understanding the many sorts of display systems and how they are used throughout a wide range of product categories is critical for making a sales effect. A supermarket display is anything in a store that contains or advertises a product. The marketing approach places a strong emphasis on the look of displays, as they are frequently the initial point of contact between the product and the customer. The purpose of this research is to investigate the significance of display strategy in the grocery shop. Acquiring behavior in terms of selecting, purchasing, and providing services based on the requirements of the shoppers Providers might consider consumer purchase habits as well as how customers pick their products and services. In general, customers find it difficult to discover the goods they want. Because store display is linked to consumer attention to the product and purchase intent, it is important for the client to simply acquire all information in terms of the direction and positioning of certain shelves and goods. A case study is chosen to be used in the analysis. Bandar Puncak Alam, Selangor, are the case studies identified. The grocery store is located in Ruang Niaga Eco Grandeur, Puncak Alam. According to the summary of findings from the study objective and the research methodology utilized for the research, the majority of the consumers have previously visited a grocery shop. Furthermore, the majority of them want to go to the grocery shop in the future. Furthermore, all of the consumers felt that the grocery store's display needed to be improved in order to provide a better first impression. Some consumers also agreed that the grocery shop might improve its display methods in the future.

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