

**A STUDY ON
CUSTOMER PERCEPTION TOWARDS
MERCHANDISE DISPLAY AT FOKUS
CONVENIENCE STORE**

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EXECUTIVE SUMMARY

The field of retailing is quite broad and enjoyable to be learned. One of the important factor for retailing to succeed is merchandise display. Without merchandise display, it is difficult for the consumers to know what is the store selling. So, it is important to display the merchandise to sell the merchandise.

The study investigation mainly focus on the customers perception towards merchandise display at Fokus Convenience Store. In order to make it realise, a hundred sets of questionnaires were distributed to the customers.

The data collections were analysed manually and also by using Information Technology System such as the Statistical Package for Social Science (SPSS) software.

All data and recommendations hopefully could give a clear picture for the company to undergo necessary actions to improve the merchandise display.

The overall analysed were ended by conclusions to refresh in order to the company to realise and consider about the position at present.

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1.0 INTRODUCTION

Perception is defined as the process of selecting, organizing, and interpreting our sensations into some meaningful whole, entity or experience. Individuals for the most part select, organize, and give meaning on the basis of what they know or what they have previously witnessed or experienced.

The process of perception begins or is activated by some form of sensory input which is directed at an individual's sensory receptors. The basic units of stimuli that form the sensory inputs are sound, sight, taste, smell, and touch.

Merchandise display is a key element of the well - designed retail store. If the merchandise is displayed well, it will virtually sell itself, and it will also convey to the customer the store's image, scope of goods, concept, price range, and intent. Establishing the correct tone with merchandise displays is important; it acts as an automatic screening device that directs potential customers into the store and turn shoppers with no such interest away.