



Short Communication

Importance of Point of Purchase in Advertising

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ABSTRACT

Point of purchase is used as a collective term to describe a wide range of advertising devices. It consist of promotional materials situated in, on, or immediately adjacent to retail distribution points and is designed to build traffic, register advertising impressions, and help sell merchandise.

The ultimate purpose of most advertising is to persuade prospects to buy a particular product or service. Print and broadcast media help create a favourable attitude while the prospects are at home and electronic media, outdoor, and transit advertising follow when people go out. Finally, when the prospective buyer arrives in the marketplace, the moment of truth has arrived, the customer decide either to buy the advertiser's brand or not to buy it. There is, however, one last chance to influence that decision: Point of Purchase (POP) advertising. As per research 65% purchasing in supermarket is based on impulse buying habit where point of purchase (POP) play important role.

Key Words: Advertising, Electronic Media, Marketplace, Point of Purchase, Promotional Materials, Retail,

INTRODUCTION

Consumers are probably more influenced by point-of-purchase displays than any other form of advertising. Point-of-Purchase Advertising is defined as a form of advertising within a retail environment that is designed to influence the customer to purchase a product or service. Point-of-Purchase merchandising is used to draw attention to a product or a service and it ultimately brings value to the shopping experience to prospective customer. First this is considered is to draw the attention to the point-of-purchase to give rise to increased sales, this could be done through using light and motion with 3D graphics to make the customer's notice the display. Further, it is used to give the display

pleasing appearance to customers. The design of point-of-purchase is customized and explains the special features associated with the product. It creates brand awareness and these products are highly visible from all the dimensions.

Importance of Point-of-Purchase

Point-of-Purchase strengthens the advertising, and marketing messages, including brand benefits, packaging designs, and unique selling propositions. It should be prospective customers' friendly, easily and effectively understandable. POP is the crucial point where the exchange takes place as offers to customers a last chance to remind or attract them. It actually works for all the senses of consumers for their buying decision, i.e. "see-touch-sense-Select".

The Point-of-purchase strategies are important to be considered by advertiser because: People purchase on information and fulfill their necessity and want. The prospective customer may be oscillated on an impulse, and are tending to be even for brands devoted people. With many regular shopping habits, people do their routine shopping somewhat "unconsciously". They follow the same path and buy the same brand/flavour/size quit shut off from outside impulses. The biggest issue for advertiser is how to tap into the unconscious customer but well executed POP helps to spontaneous customers out of this repetitive. For example, individuals who have a brand preference may decide to try a new brand if there is an out-of-stock situation for their usual brand or there are sufficient attractive POP ads inducing them to switch. POP displays are positive profitable tool for retailers or a company to increase their sales. The point-of-purchase is a two-way relationship. It is not just about satisfying retailer and manufacturer goals – it should include some consideration for the customer. Retailers should consider the following points before displaying the point of purchase merchandising:

- Is this POP enhancing or detracting from my customer's experience?
- Does the POP add value?
- Is the POP consistent with what customers expect from our store?

Baring in mind what consumer's purchase is also important when developing effective POP displays – they should be developed based upon the types of products being featured. For example, services are very intangible, so POP displays for these products should provide some types of tangible "add-ons." Major differences also exist with convenience, shopping, and specialty products. Developing effective POP displays also depends on the consumer's experience with the service or

product and the amount of information to the consumer must gather to make him an educated and effective buyer. For example, should the consumer need or want a product he or she is unfamiliar with, and which is on the expensive side, the POP planner must provide significant amounts of information about the product - information that is important to the buyer.

Marketing for Point of purchase

How much emphasis should be given on POP displays to influence the buying behavior of the consumers? In this respect we have to consider research data which suggests that of all fast moving goods (FMCGs) sales unplanned and made on buying at point of purchase counters. The twenty four percent customers are influenced by point-of-purchase displays while only seventeen percentages are influenced by price. Therefore, we have to determine the following aspects of POP that induce the consumer's buying decision.

- To study the conceptual ideas and principles of graphic design.
- To study the different types design accessories of POP displays while purchasing in retail store.
- To determine the key factors and conditions that influence the buying decision of the consumer.

Recommendations

- **BE BOLD:** Point-of-purchase displays need to stand out to attract attention. So be bold both with color, theme and fonts. Use contrasting colors make retailers display hard to ignore. Consider personalizing or ado. So that that POP makes the customers' buying decision easy and does not confuse them between the alternatives while shopping.
- **Good Graphics:** Design is the very important factor while making a POP display.

• **HIGHLIGHT BENEFITS:** the benefits of using to product must be explained.

USAGE of PRODUCT: Exhibition of visuals should be included in a form of graphics. Alternatively, advertiser can include a motion as part of graphic display with further information on the product and its benefits plus a demonstration of how well it works.

• **PROVIDE INCENTIVES TO PURCHASES:** Include tear-off coupons featuring a discount to encourage consumers to purchase immediately. If your product competes with other products, try to include coupons for prospective customers.

Point-of-Purchase influences the decision of consumer and many times makes them buy what they have not planned. So many customers always purchase unplanned things, which are concluded from various surveys. Therefore the Point-of-Purchase helps to Advertisers to make the customers switch from one brand to another by creating impulse buying decisions.

CONCLUSION

Point of Purchase advertising is promotional material located in or near retail establishments. The power of POP lies in its ability to persuade and remind potential customers of a particular product or service at the point of sale. Point of purchase is the

last opportunity an advertiser has to speak to prospects before purchase is made.

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