

**ROLE OF SEASONAL IN-STORE DISPLAY ON CONSUMER
BUYING BEHAVIOUR WITH A SPECIAL REFERENCE TO
CEDAR SUPERMART**

Project Report

Submitted in partial fulfillment of the requirements

For the award of the degree of

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By

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IV Semester MBA

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DECLARATION

I, **Hrishikesh K S**, hereby declare that the project report entitled “**ROLE OF SEASONAL IN-STORE DISPLAY ON CONSUMER BUYING BEHAVIOUR WITH A SPECIAL REFERENCE TO CEDAR SUPERMART**” has been prepared by me and submitted to the University of Calicut in partial fulfilment of the requirement for the award of **Master of Business Administration**, is a record of original work done by me under the supervision and guidance of **Dr. Nijo Varghese, Assistant Professor**, Naipunnya Business School.

I also declare that this Project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or recognition before any authority.

Place: Koratty East, Thrissur

Hrishikesh K S

Date:

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Retailing includes the various activities like directly selling or renting consumer goods and services to individuals for personal or household use. Retailers are business entities engaged in providing goods and services directly to consumers. While most retail outlets primarily focus on selling merchandise, they also engage in diverse tasks. Typically, retailers sell individual items or small groups of products to a large customer base.

The supermarket industry is a type of retail industry where goods are sold, and these goods are usually not grown or manufactured by the supermarkets themselves, but CEDAR has some of their own manufactured or grown products. Supermarkets acquire food products, including produce, dairy items, meats, seafood, and canned goods, from other companies or individual growers. They then sell these products to consumers, serving as a modern version of traditional marketplaces. However, since supermarkets don't control the production of the goods they sell, they may have limited control over price fluctuations.

A traditional supermarket is a large establishment usually situated near residential areas for customer convenience. It occupies a significant amount of floor space, typically on a single level. The primary appeal of a supermarket is the availability of a wide selection of goods under one roof at relatively affordable prices. Other advantages include ample parking and extended shopping hours, sometimes even open 24 hours a day. Retail environments are dynamic and unpredictable, making it challenging for retailers to determine strategies that can give them a competitive advantage. Many retailers rely on promotional tactics, like in-store display and arrangements to stand out. In-store display is the art of effectively and sensibly displaying products in a retail outlet to enhance sales.

In simpler terms, in-store display involves aesthetically displaying and arranging to attract potential buyers, encourage them to make purchases, and ultimately boost store sales. It influences consumer buying behaviour by creating a positive shopping experience. Proper organization and display of products play a significant role in influencing individual purchasing decisions. Well-organized displays are more noticeable and appealing to customers, compared to or cluttered arrangements.

In store display aims to make a retail store's product displays attractive and enticing, not only to encourage customers to enter the store but also to leave a lasting impression on their minds. It is a way for the store to communicate its style and appeal to potential customers. The objective of in store display is to increase customer awareness, enhance their perception and comfort, and ultimately add value to the retail store. By creating a positive atmosphere, visual in store display attracts customers and increases their satisfaction. Elements like store displays and background music contribute to the positive ambiance and encourage customers to make more purchases. A good shopping experience also fosters customer loyalty and repeat visits to the store. In store display can also stimulate impulse purchases, where customers make unplanned buying decisions inside the store in response to store stimuli, such as product placement. Retailers strive to increase impulse purchases by continuously making in store display more appealing and regularly updating displays. Consumers seek unique qualities that distinguish a retail store from others.

1.2 STATEMENT OF THE PROBLEM

CEDAR Supermart invests considerable resources in creating seasonal in-store displays to attract customers and boost sales. However, the specific impacts of these displays on consumer buying behavior and brand perception are not well understood. This study aims to evaluate the effectiveness of seasonal displays, how they influence consumer purchasing decisions, and their role in shaping brand perception. Understanding these factors is crucial for optimizing marketing strategies and enhancing the overall customer experience.

The various aspects of in store display of supermarkets include exhibition windows, store layout, artificial lighting, product displays, fragrance, point-of-sale displays, music, aromas, interior design, graphics, seasonal and festival exhibits, and many others. These elements are employed by supermarkets to captivate your attention and engage you to make purchases, even if you initially had no intention to do so. This demonstrates the power of in store display of supermarkets.

Supermarkets and retailers use in-store display strategies to enhance the consumer experience and drive sales. Supermarket visual merchandising involves presenting or displaying items in a visually appealing way that attracts people to enter the store and make purchases. It combines elements of both science and art, requiring an understanding of retail science, including consumer buying behaviour, the emotions that drive purchases, and the application of psychological principles to influence buyers.

The field of in store display has experienced significant advancements, reflecting changing consumer preferences and tastes. Predicting consumer behaviour in this regard remains challenging, given its unpredictable nature. As competition increases, supermarkets and retailers face greater struggles. In store display plays a crucial role in the success of a retail business, especially in the supermart industry. However, there is a need to understand the specific in-store display techniques that contribute to the success of Cedar Retail Pvt. Ltd. And their customer engagement and sales performance.

1.3 OBJECTIVE OF THE STUDY

1. To analyze the effectiveness of seasonal in-store displays of CEDAR Supermarts.
2. To understand the roles of seasonal in-store display changes and consumer buying behavior.
3. Role of seasonal in-store displays effect the brand perception.

1.4 SCOPE OF THE STUDY

The focus and boundaries of the research project titled “A Study on in store display of Cedar Supermart with respect to Cedar Retail Pvt. Ltd” define the scope of the study. The primary objective of a supermarket is to create a customer- friendly environment that influences their shopping decisions during their time in the store. Therefore, the foremost concern for customer is to make supermarket in store display visually appealing enough to stimulate customers’ buying behaviour and encourage product purchases. Supermarkets must strategically display items based on seasons in a way that they appear on customers’ shopping lists, and if not, the display allure must be compelling enough to entice customers to explore beyond their intended purchases and believes that it is necessary based on season.

The scope of the in-store display analysis encompasses various aspects of the retail environment and its impact on the overall shopping experience. It involves studying and evaluating the visual elements and techniques employed in retail spaces to attract customers, promote products, and boost sales.

1.5 RESEARCH METHODOLOGY

The methodology of a study outlines the research plans and describes the appropriate methodology to be used. It specifies what information needs to be collected and how data resources will be gathered. Research methodology refers to the specific procedures or techniques employed to identify, select, process, and analyze information related to a particular topic. In a research paper, the methodology section enables readers to assess the overall validity and reliability of the study.

Research methodology serves as a framework for explaining how a researcher intends to conduct their study. It provides a logical and systematic plan for addressing a research problem. A methodology describes the researcher's approach to ensure reliable and valid results that align with the study's aims and objectives. It encompasses the data collection methods and sources, as well as the procedures for analysis. Methodology refers to the overall strategy and rationale of the research project, drawing on established methods and theories in the field to develop an approach that aligns with the research objectives.

In a research paper, the methodology section plays a crucial role in allowing readers to critically evaluate the study's overall validity and reliability. This section addresses two main questions: how the data was collected or generated, and how it was analyzed.

RESEARCH DESIGN

Having a well-structured and robust research design is crucial for the success of any research project. In this case, the research design is primarily descriptive in nature. The research design serves as the foundational framework that provides guidance for the research processes. It is a plan that outlines the sources and types of information that are pertinent and valuable for addressing the research problem.

POPULATION OF THE STUDY

Population refers to the complete count of individuals who are the subjects or respondents of a particular study. In the context of this research, the population of interest comprises the consumers who are customers of CEDAR Supermart located at Kalathode, Chittilapilly, Mannuthy, Ollukkara, Mannampetta, Vilangannur, Kattilapoovam, Pattikka, Poochatty, LourdPuram, Vettukad, Kallettungara, Nellikunnu, Annexure 2 Micro Mart. These individuals represent the target group from which the researcher will gather data and draw conclusions.

SAMPLE SIZE

Sampling involves the act of choosing a subset, known as a sample, from the entire population. In this study, convenience sampling was employed to select the sample. The researcher opted for convenience sampling due to the large size of the population. Convenience sampling involves selecting individuals who are readily available and accessible for data collection.

The sample design is a specific approach used to gather data from a small portion of the overall population. In this research project, the objective is to obtain a sample size of 101 participants.

SAMPLING TECHNIQUE

The primary data collection method employed in this research is convenience sampling. Convenience sampling is a technique that selects participants based on their convenient availability. However, it is important to note that this type of sampling often carries biases. It does not adhere to the strict definition of a random sample, where every individual in the population has an equal chance of being selected. Consequently, convenience sampling has limitations in terms of generalizability, as it may not accurately represent the entire population. Drawing valid inferences about larger groups based on the results obtained from convenience samples is challenging.

Convenience sampling is classified as a non-probability sampling technique, particularly useful when researchers seek a rough approximation of reality while minimizing the time and cost typically associated with conducting a random sample.

DATA COLLECTION

Data collection in research refers to the systematic process of gathering, organizing, and measuring information pertaining to the research topic. The primary objective of data collection is to assess, record, and analyze various aspects related to the specific subject or issue under investigation.

In the present study, the data was collected from the respondents through the utilization of a questionnaire. This method allowed for the acquisition of primary data, which is collected firsthand by the researcher directly from the participants. Primary data is often considered the most valuable type of data in research as it is collected from the original source. In this research, the responses of customers at CEDAR Supermart were documented, and a questionnaire was employed for the collection of primary data.

On the other hand, secondary data refers to information that has already been collected by someone else and has undergone a statistical process. It can be sourced from published journals, reports, textbooks, publications, company websites, and magazines. Secondary data is pre-existing data that has been collected and presented by another party. For this project, secondary data was gathered from the available records within the organization. Additionally, business and publicity materials pertaining to the organization were also utilized as part of the secondary data collection process.

PERIOD OF THE STUDY

The study has taken around 56 days to be completed.

1.6 LIMITATIONS OF THE STUDY

- Unwillingness of some respondents to give accurate information
- Time is a limiting factor for the study
- The limited access to data

1.7 INDUSTRY PROFILE

GLOBAL

Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10% of the country's gross domestic product (GDP) and around 8% of the employment. India is the world's fifth-largest global destination in the retail space. India is the world's fifth-largest global destination in the retail space and ranked 63 in the World Bank's Doing Business 2023.

The sizeable middle class and nearly unexplored retail market in India are the main enticing factors for international retail behemoths seeking to move into newer markets, which will help the Indian retail business grow more quickly. The urban Indian consumer's purchasing power is increasing, and branded goods in categories like apparel, cosmetics, footwear, watches, beverages, and food, even are gradually evolving into business and leisure that are well-liked by the urban Indian consumer. India is one of the most promising and developing marketplaces in the world. There is a great deal of desire among multinational corporations to take advantage of the consumer base in India and to enter the market first.

India's retail sector was experiencing exponential growth with retail development taking place not just in major cities and metros, but also in small cities. Healthy economic growth, changing demographic profile, increasing disposable income, urbanization, and changing consumer tastes and preferences have been some of the factors driving growth in the organised retail market in India.

GLOBAL SCENARIO

The global retail industry is undergoing significant transformation, driven by technological advancements, changing consumer habits, and economic shifts. As of recent years, the sector is valued at several trillion dollars and continues to evolve rapidly. One major trend is the rise of e-commerce, which has revolutionized how people shop. Online platforms like Amazon, Alibaba, and Shopify have grown immensely, making it easier for consumers to shop from anywhere and receive their purchases quickly.

Brick-and-mortar stores are also adapting to this change by integrating online and offline experiences. Many retailers now offer options like click-and-collect, where customers can order online and pick up in-store, blending convenience with the physical shopping experience. Technology plays a huge role, with advancements in artificial intelligence, big data, and automation improving inventory management, customer service, and personalized marketing.

Another key trend is the growing focus on sustainability. Consumers are increasingly concerned about the environmental impact of their purchases, prompting retailers to adopt more eco-friendly practices and products. This includes using sustainable materials, reducing waste, and improving supply chain transparency. Economic factors also influence the retail landscape. For instance, global supply chain disruptions and inflationary pressures have impacted product availability and pricing. Despite these challenges, many retailers are investing in digital transformation to stay competitive and meet evolving consumer expectations.

In summary, the global retail industry is a dynamic field marked by the expansion of e-commerce, the integration of new technologies, and a strong emphasis on sustainability. As consumer preferences continue to shift and economic conditions fluctuate, retailers worldwide are adapting to stay relevant and thrive in this ever-changing environment.

INDIAN SCENARIO

The retail industry in India is going through a major change, thanks to strong economic growth, more people moving to cities, and shifting consumer habits. By 2025, the sector is expected to grow to \$1.8 trillion. It's a mix of old and new retail formats: while traditional kirana stores and local markets still make up over 90% of the market, modern organized retail, including supermarkets and branded stores, is growing, especially in cities. Online shopping is also booming due to widespread internet and smartphones. Big players like Flipkart, Amazon, and Reliance's JioMart are changing how people shop with their extensive online options and fast delivery services. Payment apps like Paytm, Google Pay, and PhonePe have made it easier to pay both online and in stores.

New technologies, like artificial intelligence and data analytics, are helping retailers understand what customers want, manage their stock better, and tailor their marketing efforts. These tools are essential for staying ahead in a competitive and fast-changing market. Government policies, such as changes in Foreign Direct Investment rules and the Goods and Services Tax, are helping the industry grow. However, there are still challenges, like infrastructure problems and regulatory issues. There's also a growing focus on sustainability and catering to local needs.

Overall, India's retail industry is expanding rapidly, combining traditional and modern approaches to create a lively and competitive market ready for continued growth.

KERALA SCENARIO

The retail industry in Kerala is experiencing notable growth and transformation, reflecting broader trends in the Indian market while also showcasing unique regional characteristics. Kerala's retail sector is a blend of traditional practices and modern advancements. Traditional retail, including small kirana stores and local markets, continues to play a significant role in the daily lives of Keralites, providing essential goods and personal service in local communities. However, there has been a noticeable shift towards organized retail in urban areas, driven by rising incomes and changing consumer preferences.

In cities like Kochi, Thiruvananthapuram, and Kozhikode, modern retail formats such as supermarkets, hypermarkets, and shopping malls are becoming increasingly popular. These organized retail outlets cater to a growing middle class looking for a more convenient and diverse shopping experience. Additionally, the rise of e-commerce has impacted Kerala's retail landscape, with online shopping platforms becoming more prevalent as consumers take advantage of the convenience and variety offered by digital stores.

Technological advancements are also making an impact. Retailers in Kerala are adopting digital payment solutions and online platforms to enhance customer experience and streamline operations. Payment apps and online grocery services have become more common, reflecting a shift towards digital convenience in shopping.

Sustainability is another growing focus. Many retailers are increasingly aware of environmental issues and are incorporating eco-friendly practices, such as reducing plastic usage and sourcing sustainable products. Despite these positive trends, challenges such as infrastructure limitations and supply chain disruptions remain.

Kerala's retail industry is evolving with a mix of traditional and modern influences, driven by rising consumer expectations, technological advancements, and a growing emphasis on sustainability.

TOP 10 RETAILERS, FY 2021

1. Walmart Inc
2. Amazon.com, Inc.
3. Costco Wholesale Corporation
4. The Kroger Co
5. The Home Depot, Inc
6. Target Corporation
7. CVS Health Corporation
8. Walgreens Boots Alliance, Inc.
9. Lowe's Companies
10. Albertsons Companies

RETAIL IN INDIA

EVOLUTION OF RETAILING IN INDIA

- ❖ Pre 1990s :
 - ✓ Manufacturers opened their own outlets
- ❖ 1990-2005 :
 - ✓ Pure-play retailers realised the potential of this market
 - ✓ Majority in the apparel segment
- ❖ 2005-2010 :
 - ✓ Substantial investment comment from large Indian corporate
 - ✓ Entry in food and general merchandise category
 - ✓ Pan-India expansion to Top 100 cities
 - ✓ Repositioning by exiting players
- ❖ 2010 onwards :
 - ✓ Cumulative FDI inflows stood at US\$ 4.11 billion in the retail trading sector between April 2000-June 2022.
 - ✓ Retail 2020 Retrospect, Reinvent, Rewrite
 - ✓ Movement to smaller cities and rural areas
 - ✓ More than 5-6 players with revenue over US\$1 trillion by 2020
 - ✓ Large-scale entry of international brands
 - ✓ Approval of FDI limit in multi-brand retail up to 51%

- ✓ Sourcing and investment rules for Supermarkets relaxed
- ✓ 100% FDS in single brand retail under the automatic route

The retail industry in India has gone through tremendous change in recent years. The year 2023-2024 noted that the Indian retail industry was heavily dominated by the unorganized sector which accounted for 81% of the market. However, the organized retail sector has been growing at a rapid pace, fuelled by technological innovations and a customer-centric approach.

Due to the growing income and purchasing power of Indian consumers, their purchase patterns are changing quickly. This is driving a rapid increase in the adoption of advanced technology and investment in infrastructure by retailers in order to meet shifting consumer demand.

Rapid growth in organized retail can also be attributed to a growing number of individuals moving to metropolitan regions as the country urbanizes at a fast pace. It is expected that infrastructural development will continue to grow leading to the building of new malls and retail locations which increases the scope for growth of the organized retail sector. Increased internet penetration in the country has also led to a rise in rural consumption and increase in digital payment modes which are impacting consumer behaviour.

Retailers have started adapting to new shopping paradigms to better engage with their customers, enhance their experience and earn their loyalty while also ensuring better speed, time and cost efficiency for their businesses. As such, increasingly retailers are focusing on three major facets of growth by ensuring a more efficient, resilient and agile supply chain for the future.

Competitive landscape in Indian retail sector

- ❖ Departmental stores
 - Pantaloon has 342 stores in 78 town cities
 - Westside operates 160 stores across 88 cities
 - Shoppers Stop has 83 stores & Lifestyle operates across 40 stores in India
 - Reliance Retails operates 670 fashion concept stores across 350 cities in India

❖ Hypermarkets

- Big Bazar Spencer Easy day and Reliance are some major players present in the market
- Aditya Birla Retail (More Hypermarket) 20 stores
- Trent has 10 stores under retail chain star
- Big Bazar operate 295 stores Spencer Hyper has 37 stores across the country

❖ Supermarkets/convenience stores

- Aditya Birla Retail More Supermarket (645)
- Spencer's Daily (120 stores)
- Reliance Fresh (21)
- REI 6Ten (350 shares)
- Hyper CITY (20 stores)
- Dmart(234)

❖ Specialty store

- The industries is a large player, with 496 World of Taitan, 262 Tanishq and 509 Taitan eye + shops
- Vijay Sales, Croma and E-Zone in consumer electronic
- Landmark and Crossword in books and gift statement

❖ Cash and carry stores

- Metro started the cash and carry model in
- India operates 27 stores across Mumbai, Kolkata Di Punjab Hyderabad and
- Reliance retailing operates 52 cash and carry stores called Reliance Market, as of FY20

ROAD HEAD

The Coronavirus pandemic has caused changes in buyer inclinations, propensities, and mentalities throughout recent years. This altogether affects how individuals purchase and buyer labour and products. Worldwide retailers are presently utilizing state of the art business systems to make the most of new retail valuable open doors. Buyers never again recognize disconnected and online utilization channels. Because of this, significant organizations are trying different things with various ways of planning consistent retail encounters that are coordinated across all channels. By using both laid out online business stages and customary procedures, retailers are additionally exploring different avenues regarding income models to further develop their client esteem offer.

Online business is growing consistently in the country. Clients have the always expanding selection of items at the most minimal rates. Web based business is presumably making the greatest transformation in retail industry, and this pattern is probably going to go on in the years to come. Retailers ought to use advanced retail channels (Web based business), which would empower them to spend less cash on land while connecting with additional clients in level II and level III urban areas. Online retail market in India is projected to arrive at US\$ 350 billion by 2030 from an expected US\$ 55 billion of every 2021, because of rising web-based customers in the country. Online entrance of retail is supposed to reach 10.7% by 2024 versus 4.7% in 2019. In any case, long haul viewpoint for the business looks positive, upheld by rising pay, ideal socioeconomics, section of unfamiliar players, and expanding urbanization.

MARKET SIZE

According to Kearney Exploration, India's retail industry is on a huge development direction. The projection recommends that the business will encounter a momentous 9% development from 2019 to 2030. In 2019, the retail business was esteemed at US\$ 779 billion, and by 2026, arriving at US\$ 1,407 billion is normal. Moreover, continuously 2030, the retail business is assessed to surpass a stunning US\$ 1.8 trillion.

One prominent area of development is India's disconnected retail area, ordinarily known as blocks and concrete (B&M) retailers. In the monetary year 2020, it is normal

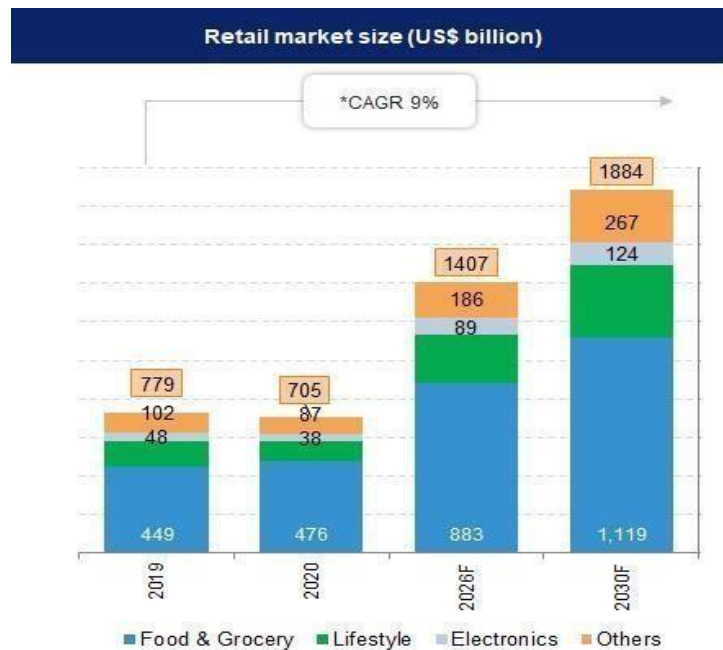
that the income of these disconnected retailers will observe an increment of Rs. 10,000-12,000 crore (US\$ 1.39-2.77 billion). The direct selling industry in India is additionally encountering significant development. It is projected to be esteemed at US\$ 2.14 billion toward the finish of 2021.

During the pandemic, e-retail arose as an aid for purchasers and organizations the same. As per a report by Bain and Company as a team with Flipkart named 'How India Shops Online 2021,' the e-retail market is expected to arrive at a critical worth of US\$ 120-140 billion by the monetary year 2026. This development addresses a surmised increment of 25-30% every year over the course of the following five years.

Remarkably, India brags the third-biggest number e-retail customers around the world, positioning behind just China and the US. With the development in e-retail, trendy planned operations players are supposed to assume an urgent part on the lookout. It is projected that they will convey a faltering 2.5 billion Direct-to- Customer (D2C) shipments continuously 2030.

One more area of development in the retail area is the web-based utilized vehicle exchange market. It is normal to observe a great development pace of multiple times in the following 10 years.

Generally, these insights and projections feature the momentous development capability of India's retail industry. The ascent of e-retail, combined with headways in coordinated operations and innovation, is reshaping the retail scene and giving huge open doors to organizations to flourish in this powerful market.



*F –Forecast

CURRENT STATUS

India’s retail industry holds critical significance in its economy, contributing around 10% to its Gross domestic product and giving work to roughly 8% of the labor force. The general Indian retail market is assessed to be esteemed at US\$ 350 billion. Notwithstanding, the coordinated retail portion, addressed by corporate retailers, right now represents just US\$ 8 billion.

Notwithstanding its ongoing size, the coordinated retail area in India is ready for significant development. A review directed by The Related Offices of Trade and Industry of India (ASSOCHAM) shows that by 2010, corporate retail is supposed to develop at 6%, arriving at a retail business of US\$ 17 billion, contrasted with its ongoing development pace of 3% and assessed worth of US\$ 6 billion. This potential development addresses a huge chance for the retail business.

India’s retail market is at a tipping point, and the country as of now positions as the 10th biggest retail market worldwide. The development isn’t restricted to metropolitan urban communities however stretches out to unassuming communities like Dehradun, Vijayawada, Lucknow, and Nasik, which are supposed to assume a pivotal part in driving India up the worldwide retail rankings.

Coordinated retail in India is projected to add over Rs. 2,000 billion (US\$ 45 billion) in business continuously 2010, prompting work potential open doors for roughly 2.5 million individuals in different retail tasks. Also, around 10 million people are supposed to find work in retail support exercises, including contract creation and handling, store network and planned operations, and retail land advancement and the board.

Looking forward, the coordinated retail area in India is projected to proceed with its development direction. It is assessed to cross the US\$ 650-billion imprint by 2011, with arranged ventures of around US\$ 421 billion throughout the following four years. The Indian retail industry presents a tremendous potential for development and work age, making it a fundamental part of the country's financial scene. With expanding speculations and headways in the retail area, India is ready to additionally cement its situation as a critical player in the worldwide retail market.

RETAIL SECTOR SEGMENTS

The structure of Indian retail is developing rapidly with shopping malls becoming increasingly common in the large cities and development plans being projected at 150 new shopping malls by 2008. However, the traditional formats like hawkers, grocers and tobacconist shops continue to co-exist with the modern formats of retailing. Modern retailing has helped the companies to increase the consumption of their products for example: Indian consumers would normally consume the rice sold at the nearby kiranas viz. Kolam for daily use. With the introduction of organized retail, it has been noticed that the sale of Basmati rice has gone up by four times than it was a few years back; as a superior quality rice (Basmati) is now available at almost the same price as the normal rice at a local kirana. Thus, the way a product is displayed and promoted influences its sales. If the consumption continues to grow this way it can be said that the local market would go through a metamorphoses of a change and the local stores would soon become the things of the past or restricted to last minute unplanned buying.

Food and Grocery Retail

The food business in India is largely unorganized adding up to barely Rs.400 billion, with other large players adding another 50 per cent to that. The All India food consumption is close to Rs.9, 000 billion, with the total urban consumption being around Rs.3, 300 billion. This means that aggregate revenues of large food players is currently only 5 per cent of the total Indian market, and around 15-20 per cent of total urban food consumption. Most food is sold in the local 'wet' market, vendors, roadside push cart sellers or tiny kirana stores. According to McKinsey report, the share of an Indian household's spending on food is one of the highest in the world, with 48 per cent of income being spent on food and beverages

Apparel Retail

The ready-mades and western outfits are growing at 40-45 per cent annually, as the market teams up with international brands and new entrants entering this segment creating an Rs.5 billion market for the premium grooming segment. The past few years has seen the sector aligning itself with global trends with retailing companies like Shoppers' stop and Crossroads entering the fray to entice the middle class. However, it is estimated that this segment would grow to Rs. 3 billion in the next three years.

Gems and Jewellery Retail

The gems and jewellery market is the key emerging area, accounting for a high proportion of retail spends. India is the largest consumer of gold in the world with an estimated annual consumption of 1000 tones, considering actual imports and recycled gold. The market for jewellery is estimated as upwards of Rs. 650 billion.

Pharmaceutical Retail

The pharma retailing is estimated at about Rs. 300 billion, with 15 per cent of the 51 lakh retail stores in India being chemists. Pharma retailing will follow the trend of becoming more corporatized as is seen in other retailing formats (food, apparel etc) A few corporates who have already forayed into this segment include Dr Morepen (with Life spring and soon to be launched Tango), Medicine Shoppe, Apollo pharmacies, 98.4 from Global Healthline Pvt Ltd, and the recently launched CRS Health from

SAK industries. In the south, RPG group's Health & Glow is already in this category, though it is not a pure play pharma retailer but more in the health and beauty care business.

Music Retail

The size of the Indian music industry, as per this Images-KSA Study, is estimated at Rs.11 billion of which about 36 percent is consumed by the pirated market and organized music retailing constitutes about 14 percent, equivalent to Rs.1.5 billion.

Book Retail

The book industry is estimated at over Rs. 30 billion out of which organized retail accounts for only 7 per cent (at Rs.2.10 billion). This segment is seen to be emerging with text and curriculum books accounting to about 50 per cent of the total sales. The gifting habit in India is catching on fast with books enjoying a significant share, thus expecting this sector to grow by 15 per cent annually.

Consumer Durables Retail

The consumer durables market can be stratified into consumer electronics comprising of TV sets, audio systems, VCD players and others; and appliances like washing machines, microwave ovens, air conditioners (A/Cs). The existing size of this sector stands at an estimated US\$ 4.5 Billion with organized retailing being at 5 per cent.

INVESTMENTS/ DEVELOPMENTS

The Retail sector in India has seen a lot of investments and developments in the recent past.

- India's retail exchanging area pulled in US\$ 3.96 billion FDIs Between April 2000-Walk 2022.
- As per information delivered by the Service of Measurements and Program Execution India's Customer Cost List (CPL) based retail expansion expanded to 7.04% YoY in May 2022 on the rear of the base impact and less expensive food

- In June 2022, Dependence Brands Restricted inks a JV with plastic legno spa to fortify toy producing biological system in India.
- In June 2022, Aditya Birla Gathering officially dispatches TMRW – a Computerized First ‘Place of Brands’ endeavor in the Design and Way of life space
- In May 2022, Dependence brands restricted (RBL) collaborated with Tod’s S.p. A, the notorious Italian extravagance brand to turn into the authority retailer of the brand across all classes including footwear, satchels and frill in the Indian market.
- In April 2022, Wipro Shopper Care introduced its production line in Telangana. It has put resources into a cutting edge cleanser completing linethat sudden spikes in demand for most elevated speed of 700 Nos of cleanser/minute.
- In FY 2021-22 (till twentieth Walk 2022) complete number of advanced installment exchanges volume remained at Rs. 8,193 crore (US\$ 1.05 billion).
- In Walk 2022, Dependence Brands has purchased the India franchisee freedoms and the ongoing Sunglass Cottage retail network from DLF Brands.
- Retail tech organizations supporting the retail area with administrations like computerized records, stock administration, installments arrangements, and apparatuses for operations and satisfaction are taking off in India. In the initial nine months of 2021, financial backers siphoned in US\$ 843 million into 200 little and medium sized retail innovation organizations, which is an extra260% of capital contrasted with the whole 2020.
- In November 2021, Division for Advancement of Industry and Interior Exchange reported that it is dealing with an administrative consistence gateway to limit difficult consistence processes among enterprises.
- In October 2021, retailers in India expanded by 14% contrasted and last year

- The Indian retail exchanging has gotten Unfamiliar Direct Venture (FDI) value inflow totalling US\$ 3.61 billion during April 2000-June 2021, as indicated by Division for Advancement of Industry and Inner Exchange (DPIIT)
- With the rising requirement for shopper merchandise in various areas including customer gadgets and home machines, many organizations have put resources into the Indian retail space in the beyond couple of months.
- In October 2021, Dependence reported plan to send off 7-Eleven Inc's. general stores in India.
- In October 2021, Realme sent off 100 new selective stores across India to extend and fortify its impression in the country.
- In October 2021, Dependence Retail presented Freshpik, another experiential luxurious cuisine store in India, to extend its basic food item fragment in the super exceptional class.
- In October 2021, Plum, the direct-to-purchaser magnificence and individual consideration brand, reported plan to send off >50 disconnected stores across India (by 2023) to grow its client base.
- Tanishq, Customers Stop and Smash hit India (sells style brands Vero Moda, Just and Jack and Jones) plan to add 10-35 stores in FY22.

GOVERNMENT INITIATIVES

The Government of India has taken various initiatives to improve the retail industry in India. Some of them are listed below:

- In April 2022, the government approved PLI scheme for textiles products for enhancing India's manufacturing capabilities and enhancing exports with an approved financial outlay of Rs. 10,683 crore (US\$ 1.37 billion) over a five- year period.
- In October 2021, the RBI announced plans for a new framework for retail digital payments in offline mode to accelerate digital payment adoption in the country.

- In July 2021, the Andhra Pradesh government announced retail parks policy 2021-26, anticipating targeted retail investment of Rs. 5,000 crore (US\$ 674.89 million) in the next five years.
- Government may change Foreign Direct Investment (FDI) rules in food processing in a bid to permit E-commerce companies and foreign retailers to sell Made in India consumer products.
- Government of India has allowed 100% FDI in online retail of goods and services through the automatic route, thereby providing clarity on the existing businesses of Ecommerce companies operating in India.
- The Minister of MSME announced inclusion of retail and wholesale trades as MSMEs. Retail and wholesale trade will now get the benefit of priority sector lending under the RBI guidelines.

CHALLENGES IN RETAILING

- The business is confronting a serious deficiency of skilled experts, particularly at the center administration level.
- Most Indian retail players are under serious strain to make their stock chains more effective to convey the degrees of value and administration that purchasers are requesting. Long intermediation chains would expand the costs by 15%.
- Absence of sufficient foundation concerning streets, power, cold chains and ports has additionally prompted the hindrance of a dish India organization of providers. Because of these imperatives, corporate store need to fall back on different merchants for their prerequisites, in this way, raising expenses.
- The accessible ability pool doesn't back retail area as the area has as of late risen up out of its beginning stage. Further, retailing is yet to turn into a favored vocation choice for the greater part of India's informed class that has picked areas like IT, BPO and monetary administrations.

- Despite the fact that the Public authority is endeavoring to execute a uniform worth added charge across states, the framework is as of now tormented with differential duty rates for different states prompting inflated expenses and intricacies in laying out a powerful dispersion organization.
- Severe work regulations administer the quantity of hours worked and least wages to be paid prompting restricted adaptability of tasks and work of parttime representatives. Further, numerous clearances are expected by similar organization for opening new outlets adding to the expenses caused and time taken to extend presence in the country.
- The retail area doesn't have 'industry' status yet making it challenging for retailers to raise finance from banks to subsidize their extension plans.

FUTURE OF THE STORE

As the world moves forward after the pandemic, the integration of technology in the retail industry has become increasingly vital to attract customers back to brick-and-mortar stores and provide them with engaging shopping experiences. Retailers are now leveraging advanced technologies like virtual and augmented reality, artificial intelligence, and data analytics to personalize recommendations, streamline the checkout process, and interact with customers in unique ways. These technological advancements play a crucial role in building customer loyalty and driving the success of businesses in this new era of retail.

Retailers are going beyond traditional product sales & focusing on enhancing the overall shopping experience by offering a wide range of human-centered services. These services include concierge assistance, on-site repairs, valet parking, & personal styling. By providing these additional conveniences and personalized services, physical stores can differentiate themselves from online retailers, who may not be able to offer such in-person assistance. These human-centered services aim to create a more memorable & enjoyable shopping experience for customers, further reinforcing their preference for physical retail stores.

❖ **Seven &i**

In March 2022, 7-Eleven, a popular Japanese convenience store chain, introduced a new self-checkout system called Dg POS in certain stores located in Tokyo. This system incorporated cutting-edge holographic registers for the point-of-sale cash registers, utilizing non-contact holographic display technology. The development of Dg POS was a collaborative effort between 7-Eleven, Toshiba Tec, and other partners. By using this system, customers were able to easily scan their products and proceed to make payments conveniently.

Furthermore, in addition to the self-checkout feature, the holographic registers also provided customers with a selection of Seven Café beverages to choose from. This integration of the café offerings into the registers added an extra level of convenience and variety for customers during their checkout process.

The trial of this innovative technology in select 7-Eleven outlets served as a valuable opportunity to assess the feasibility and effectiveness of the holographic register system in the retail industry. The insights gained from this trial period would have allowed the stakeholders to evaluate the system's performance, understand customer preferences, and determine any necessary improvements or adjustments to enhance the overall shopping experience.

❖ **Ulta Beauty**

It is a renowned beauty retailer, has embraced the integration of artificial intelligence (AI) and augmented reality (AR) into its operations as part of its commitment to enhancing customer experiences and adapting to evolving market conditions. In 2018, the company made strategic acquisitions of two start-ups, QM Scientific and GlamST, to bolster its AI-powered recommendation engine and AR technology, respectively. These acquisitions have played a pivotal role in enabling Ulta Beauty to introduce an exciting feature called GLAMLab in its app, offering customers a virtual try-on experience. Through the utilization of AR and AI technologies, customers can now virtually test and visualize various beauty products before making a purchase.

Furthermore, Ulta Beauty is leveraging AI to analyze consumer data and optimize inventory management. This data-driven approach allows the company to gain valuable insights into customer preferences and behaviour, enabling them to make informed

decisions regarding their product offerings and stock levels. By harnessing the power of AI, Ulta Beauty can enhance operational efficiency and ensure that their inventory aligns with customer demands.

The Chief Digital Officer of Ulta Beauty has acknowledged the positive impact that the combination of AR and AI has had on the business. The integration of these technologies has not only improved the overall customer experience by providing virtual try-on capabilities but has also facilitated data-driven decision-making and enhanced inventory management. By embracing AI and AR, Ulta Beauty remains at the forefront of innovation in the beauty retail industry, continuously adapting to meet customer expectations and stay ahead in a dynamic market landscape.

❖ Nike

Retailers are increasingly utilizing technology to enhance their in-store experiences in order to stand out and maintain customer loyalty in a highly competitive market. In January 2022, Nike made an exciting announcement regarding its partnership with 8th Wall and BORG Studios to introduce augmented reality (AR) technology into its selected US retail locations. This collaboration, known as the PLAY NEW initiative, aimed to provide customers with an immersive and interactive shopping experience. As part of the PLAY NEW initiative, Nike incorporated QR codes throughout the store, inviting customers to scan them and unlock five web-based AR sports games. By leveraging AR technology, customers could engage in virtual sports experiences and enjoy a unique and entertaining interaction within the physical retail environment. This innovative approach added an element of excitement and interactivity to the shopping experience, further differentiating Nike's in-store offerings.

In addition to the collaboration with 8th Wall and BORG Studios, Nike also announced a partnership with the popular online gaming brand Roblox to introduce an experience called "Nikeland" at its Fifth Avenue store in New York City. This collaboration aimed to merge the virtual world of gaming with the physical retail space, creating an immersive and dynamic environment for customers to explore and engage with Nike's products. Through the integration of AR technology, Nikeland provided an innovative way for customers to interact with the brand and its products in a memorable and enjoyable manner.

These initiatives by Nike signify the brand's commitment to leveraging technology to enhance the in-store experience and stay at the forefront of retail innovation. By integrating AR technology, Nike creates a unique and engaging environment that combines the physical and virtual worlds, providing customers with interactive and immersive experiences that go beyond traditional shopping.

❖ **Alibaba**

Alibaba Group has embraced technology to revolutionize the shopping experience for its customers by integrating online, offline, logistics, and data. An exemplary manifestation of this approach is seen in Hema, a technologically advanced supermarket chain that embodies Alibaba's "New Retail" strategy. Hema stores are meticulously designed to revolve around customers' smartphones, which serve as their primary tool for various shopping activities. Customers can conveniently use their smartphones to perform tasks such as adding items to a digital shopping cart, accessing detailed product information, and making payments. This seamless integration of mobile technology enhances the overall shopping experience by providing customers with a streamlined and efficient process. Additionally, customers can benefit from personalized shopping recommendations based on their preferences and previous purchase history, further enhancing their satisfaction.

Moreover, Hema stores feature digital price tags that can be updated in real-time. This dynamic pricing mechanism enables the stores to quickly adjust prices based on factors like market demand, inventory levels, and promotions. Real-time price updates ensure that customers receive accurate and up-to-date information while shopping.

Alibaba's implementation of technology in Hema stores exemplifies their commitment to creating a harmonious blend of online and offline retail experiences. By seamlessly integrating smartphones, data analytics, and dynamic pricing, Alibaba has significantly transformed the traditional supermarket model. This innovative approach not only enhances customer convenience and satisfaction but also allows Alibaba to gather valuable data insights that can be utilized to optimize operations, inventory management, and marketing strategies. Ultimately, Alibaba's focus on technology-driven enhancements exemplifies their dedication to pioneering new avenues of retail and reshaping the future of the industry.

1.8 COMPANY PROFILE

ESAF has implemented a distinctive social business strategy, adopting a triple bottom line approach that prioritizes People, Planet, and Prosperity. From the outset, ESAF has embraced a three-pronged strategy consisting of credit, market access, and training, which serve as the foundation of the organization. This strategy has been instrumental in driving ESAF's growth and expansion, with 30 group entities steadfastly committed to the founder's vision and mission of addressing the inequalities of prosperity.

In 2004, ESAF Society inaugurated its first supermarket, ESAF Swasraya Bazaar, located in Pattikkad, Thrissur. Recognizing the importance of market linkages and fair pricing, ESAF Retail was established in 2008, later rebranded as CEDAR Retail Private Ltd on January 1, 2020. CEDAR Retail, a vital entity within the ESAF group, was formed with the aim of providing essential market access for both the agricultural and non-agricultural sectors of the country while promoting fair and transparent pricing. The overarching objective of CEDAR is to bring about positive social change, particularly for women, by empowering them economically and enhancing their overall quality of life. The core principle driving CEDAR's operations has been to create an affordable and easily accessible marketplace that caters to the diverse needs of all segments of society.

CEDAR Retail was established with a dual purpose. Firstly, it strives to create an inclusive consumer goods market that is affordable and accessible to individuals from all walks of life. Secondly, it aims to establish strong supply chains that provide reliable and viable forward linkages for small-scale entrepreneurs and manufacturers. Recognizing the challenges faced by farmers and micro-entrepreneurs in marketing their produce, CEDAR Retail has adopted a direct marketing approach, bypassing intermediaries. By doing so, it not only provides these marginalized individuals, especially women, with a platform to market their products but also ensures a sustainable source of income. This approach not only contributes to their economic empowerment but also improves their overall quality of life.

VISION OF THE COMPANY

CEDAR Retail envisions to be a catalyst in building a society with equal livelihood opportunities, improved quality of living, and responsible consumption.

MISSION OF THE COMPANY

To be a leader in innovative natural and eco-friendly products using natural & nature-friendly materials and the skills of the people in and around the operational areas which will create sustainable livelihood opportunities for the people, especially women around the region.

VALUES

- **TRUST** -We practice integrity in all our transactions and interactions, which help us, inspire trust among internal and external customers.
- **Quality**-We always comply with the standards defined for products and services
- **Customer Value** -We set benchmarks for customer value and constantly improve upon it
- **Innovative** -We drive efficiency and effectiveness in our business by being innovative
- **Achievement Orientation** -We help you to achieve more for self, company and customer

STRATEGIC BUSINESS UNIT

CEDAR has expanded its business by establishing three distinct Strategic Business Units (SBUs), each with a well-defined purpose. These SBUs encompass Food & FMCG, Handloom & Handicraft, and Consumer Durables & ICT. The creation of separate SBUs has enabled the company to focus its efforts in a targeted manner, ensuring expert management for each vertical. Despite their unique focuses, all SBUs align with the shared mission and vision of the company.

By establishing separate SBUs, CEDAR ensures that each vertical receives specialized attention and expertise. This allows for efficient management, effective decision-making, and targeted strategies tailored to the unique demands and characteristics of each business segment. Despite their distinct focuses, all three SBUs align under the

overarching mission and vision of the company, working together for common goals of growth, sustainability, and social impact

A. FOOD & FMCG

The Food and Fast-Moving Consumer Goods (FMCG) sector has been divided into retail outlets and wholesale distribution. In an effort to support local producers and provide them with a platform to sell their products, CEDAR Retail has established a chain of stores. The primary focus of CEDAR Retail's small-scale retail project is to empower the less privileged and marginalized sections of society. They directly procure diverse types of food grains and spices from various states and distribute them through wholesale distribution channels. Additionally, the organization has initiated several new ventures to enter new market segments while also strengthening its existing operations.

- **RETAIL OUTLETS –**

At CEDAR Retail, they provide a diverse range of top-quality products at affordable prices in their stores. They prioritize their customers and continuously adapt to their changing needs. Their focus is on delivering exceptional products and services through regular innovations. CEDAR Retail operates a network of 15 stores, consisting of 7 supermarkets, 4 micro markets, and a premium Gourmet store, catering to both urban and semi-urban populations in Thrissur.

CEDAR Supermarts and Micromarts have the goal of offering a wide variety of daily essentials at reasonable prices, making affordable products accessible to all while building a loyal customer base. Additionally, these stores serve as a platform for local farmers to sell their produce.

CEDAR Retail has introduced Mahilodaya in their retail stores, aiming to promote women entrepreneurship by providing opportunities for market linkage for their products. Through this initiative, local women entrepreneurs have successfully marketed their products in CEDAR Supermarts.

CEDAR Gourmet is the latest addition to their store network, offering premium products and targeting the urban population.

- **WHOLESALE DISTRIBUTION –**

CEDAR Retail provides high-quality products at affordable prices. At CEDAR Retail, customers are at the heart of all we do and we always strive to keep up with the ever-changing needs of our consumers. We strive to provide best-in-class products and services through regular innovation.

CEDAR Retail has a network of 15 retail stores which includes 7 supermarkets, 4 micro markets and a premium gourmet store. These stores serve the urban and semi-urban population of the Thrissur area.

CEDAR Supermarts & Micromarts aim to provide affordable daily essentials at affordable prices so that everyone can get affordable products and gradually build a customer base. They also provide a platform to the local farmers so that they can sell their produce at CEDAR supermarkets.

CEDAR Retail introduced mahilodaya into its retail stores with the aim of promoting women entrepreneurship. Through this initiative, the company has been able to provide marketing opportunities to the local women entrepreneurs so that they could sell their products at CEDAR Supermart

CEDAR Gourmet is another new addition to the CEDAR network. This premium outlet serves the urban population.

➤ The Micro Retail model aims to empower low-income families, particularly women in rural areas, by offering them financial independence and the opportunity to create their livelihoods. This successful approach has led to the emergence of several women micro-retailers, who play a crucial role in strengthening the distribution network and expanding market reach. Currently, six micro-retailers are responsible for 500 shops in Palakkad and Thrissur districts.

B. HANDLOOM AND HANDICRAFT

The SBU'S division offers unique range of hand-crafted products manufactured by the tribal and rural artisans, majority of them being women. They further divided into retail sales and B2B. Retail sales to sell their handloom and handicraft through stores. They collaborate with different business unit to boost their operations. The handloom and

handicraft includes two brands gonature and gonature origins. Through this initiative, CEDAR Retail aims to conserve their traditional skills, natural resources, and their affinity to nature and aid them in generating a reasonable financial return. These particular vertical covers handloom products along with products made of jute, bamboo and water hyacinth.

CEDAR manufactures bamboo products at its production facility based at Jharkhand using two types of bamboo, i.e. Tulda & Balkua. CEDAR has played a pivotal role in providing training & employment to around 180 artisans of one of the most economically marginalized Mahli tribes of Jharkhand. These tribes have exceptional expertise in bamboo handicrafts. CEDAR has also been able to tackle the adverse environmental impact of water hyacinth to a certain extent.

There exists a significant economic and social need for converting water hyacinth into value-added products due to following reasons:

- 1.6.1** Its removal helps to conserve water and rejuvenate the environment.
- 1.6.2** Sustainable livelihood & inclusive growth in rural areas since the raw material is free and abundant.
- 1.6.3** Opportunity to earn as per the skill level of the artisan.
An eco-friendly product for the consumers.
- 1.8.4** Helps to empower women in rural India.

With this model, women associated with the Company were able to manage their household chores and kids while simultaneously earning an income for themselves and their family. The work from home model attracted more women to join the initiative. On the other hand, this model has helped to increase storage capacity, addition to existing product categories and hence overall production output.

D. CONSUMER DURABLE & ICT

- **CONSUMER DURABLE-** CEDAR Retail offers a vast range of products including clean-energy products and consumer durable products at affordable prices. It extends support through a uniquely designed program which enables field partners (MFIs & NGOs) to effectively implement and quickly scale up its energy program. This

vertical has presence in 8 states including Kerala, Tamil Nadu, Karnataka, Jharkhand, Maharashtra, Madhya Pradesh, Chhattisgarh and Bihar.

- **SOLAR PRODUCTS** -The solar division at CEDAR Retail was formulated with the objective of educating the masses about solar products, improving its reach and increasing the use of eco-friendly solar powered products across households in Kerala. Increasing awareness about the benefits of renewable energy and its positive impact on environment clubbed with rising electricity tariffs have created a need for solar powered products. Our products include solar inverters, solar on grid and off grid systems and other green energy products. Solar division expanded its business in Tamil Nadu and added over 100 new customers in the fiscal. Solar Awareness training was conducted for 50 Plus new entrepreneurs across Kerala. Additionally, solar awareness training was also undertaken in parts of Tamil Nadu. as part of CEDAR's collaboration with Micro Energy Credits (MEC) carbon program, CEDAR sold 27,219 solar products in the fiscal.

BRANDS

- **CAFE CROSSO**

Café Crosso was strategically introduced with a clear target audience in mind – the younger population. This premium café provides a perfect hangout spot for families and friends alike. With its inviting ambiance and a diverse menu, it offers an array of delicious options, making it an appealing destination for gatherings and socializing. The cafe takes pride in offering a wide selection of food items to cater to various tastes and preferences. Patrons can indulge in a variety of options, including sandwiches, wraps, burgers, continental dishes, and an assortment of beverages. This diverse menu ensures that there is something for everyone, making the café an ideal place for groups with varying culinary preferences.

Located in Thrissur, the café has achieved remarkable success in a relatively short period. This achievement can be attributed to the café's ability to resonate with its target audience and deliver an exceptional dining experience. By providing top-notch service, delectable food options, and a welcoming atmosphere, Café Crosso has managed to build a strong and loyal customer base.

The cafe's popularity among the younger crowd is a testament to its success in understanding and meeting the demands of this demographic. Its positive reputation and loyal customer base have contributed to the establishment of Café Crosso as a go-to destination for people seeking a premium and enjoyable dining experience in Thrissur.

- **CROSSO**

Crosso is a brand that falls under the Food & FMCG (Fast-Moving Consumer Goods) Strategic Business Unit (SBU). It was introduced in the fiscal year 2021-2022 with the specific goal of entering the snacks market. Crosso differentiates itself as a bulk producer of bakery products and pre-packed snacks, utilizing top-notch ingredients to ensure high quality.

The primary focus of the 'Crosso' brand is to bring innovation to its product offerings while maintaining affordable prices for consumers. They strive to keep up with the latest food trends, ensuring their products stay relevant and appealing to the target market.

These bakery and snack items by Crosso are conveniently available at all retail stores operated by CEDAR, the parent company or organization associated with the brand. By leveraging CEDAR's retail presence, Crosso aims to reach a wider consumer base and establish its presence in the competitive snacks segment.

- **CEDAR GOURMET**

CEDAR Gourmet is a comprehensive and all-encompassing store that serves as a one-stop destination for food enthusiasts. The store boasts an extensive selection of both Indian and imported specialty food products, catering to the needs of diverse culinary tastes.

The emphasis of CEDAR Gourmet is on providing premium ingredients to enhance the overall cooking and dining experience. They take great care in curating their product offerings, ensuring that only the finest and most exceptional items make it to their shelves. This attention to detail ensures that customers can find a wide variety of high-quality products, which is especially appealing to those with discerning tastes and a passion for culinary exploration.

Whether customers are seeking authentic Indian delicacies or exploring international

flavours, CEDAR Gourmet aims to offer something for everyone. With their vast array of thoughtfully selected products, food enthusiasts can find everything they need to create wholesome and delightful meals.

In essence, CEDAR Gourmet is more than just a store; it is a haven for those who appreciate the art of cooking and savoring fine foods. It is a place where people can indulge in their culinary passions, discover new ingredients, and elevate their gastronomic experiences to new heights.

- **CEDAR SUPERMART & MICROMART**

CEDAR Supermart & Micromart is a retail initiative that aims to provide a diverse range of everyday essentials at affordable prices, making them accessible to a broad customer base. By offering products at reasonable rates, they strive to ensure that everyone in the community can access the essentials they need without facing financial constraints.

One of the unique aspects of CEDAR Supermart & Micromart is its commitment to supporting local producers and micro-entrepreneurs. By providing a platform for these individuals to showcase and sell their products, the initiative contributes to the growth and sustenance of small businesses within the community. This approach fosters economic development at the grassroots level and encourages local entrepreneurship.

The network of 14 stores strategically caters to the semi-urban and rural population of Thrissur. This implies that the initiative seeks to address the needs of people living in areas where access to essential products might be limited or less convenient. By establishing stores in these locations, CEDAR Supermart & Micromart plays a crucial role in improving the accessibility of daily necessities for people residing in the region.

CEDAR Supermart & Micromart goes beyond being a conventional retail chain. It demonstrates a commitment to community welfare by making affordable products available to all while empowering local producers and micro-entrepreneurs. This multi-faceted approach not only benefits customers but also contributes to the growth and vitality of the local economy.

- **RHEMA**

The establishment of this brand was driven by a noble objective – to create a market for individual milk producers, particularly dairy farmers. By providing a platform for these farmers, the brand aims to ensure a regular and stable income for them. This is achieved through the extensive network of CEDAR Retail stores, which offer a guaranteed market for the dairy products.

To support the dairy farmers further, the brand provides several key benefits. One of the essential advantages is remunerative pricing, which ensures that the farmers receive fair compensation for their milk. Additionally, the brand extends credit support, technical inputs, and testing facilities, enabling the farmers to enhance the quality of their milk production and comply with industry standards. A significant aspect of the brand's operations is the robust cold-chain infrastructure it has in place. This infrastructure plays a crucial role in maintaining the quality and freshness of the dairy products. By ensuring a consistent cold chain, the brand can offer products under the name 'Rhema' with exceptional quality and reliability.

Currently, the products under the 'Rhema' brand are available in several districts, including Thrissur, Alappuzha, Kottayam, and Ernakulam. This regional availability indicates the brand's commitment to reaching out to consumers across specific geographic locations while supporting local dairy farmers.

The brand's initiative benefits both the dairy farmers and consumers. The farmers receive essential support and a reliable market for their products, while consumers can enjoy high-quality dairy products from a brand that prioritizes sustainability, fairness, and excellence in its operations.

- **SUVIDI**

Suvidi, CEDAR Retail's organic brand, has a vision of promoting a healthy society by making organic products easily accessible to everyone and fostering a healthy lifestyle. Organic products play a vital role in maintaining overall well-being. As awareness of the benefits of organic food grows globally, more and more people are gradually adopting organic products. Moving forward, organic food will be crucial in sustaining a healthy population, reducing lifestyle diseases, and mitigating public health risks.

The idea of Suvidi originated in 2006 when CEDAR Retail decided to reintroduce traditional organic farming at the Adatt paddy fields in Thrissur, Kerala. This initiative aimed to provide people with an in-house organic brand that promotes the goodness of organic farming. Suvidi products are available for purchase through CEDAR's network of retail stores and can also be conveniently accessed online.

Suvidi is CEDAR Retail's organic brand, with a mission to promote organic products and encourage a healthy lifestyle for the benefit of society. The brand was born out of the initiative to revive traditional organic farming practices, and it offers a wide range of organic products through retail stores and online platforms. By embracing organic food, individuals can contribute to their overall well-being and help reduce lifestyle-related health issues on a larger scale.

- **GONATURE ORIGINS**

GoNature ORIGINS is a new endeavor launched by CEDAR Retail, a rapidly expanding retail chain headquartered in Kerala. This initiative is focused on bringing about positive changes in both society and the environment. As an eco-conscious fashion and lifestyle brand, GoNature ORIGINS offers a diverse range of sustainable products.

The primary goal of GoNature ORIGINS is to support and empower artisans while reviving traditional crafts. The brand showcases the rich heritage of Indian handloom and handicrafts, with a special emphasis on promoting lesser-known weaves and crafts. By doing so, they aim to preserve these valuable art forms and uplift the communities of skilled artisans.

The wide collection of GoNature ORIGINS encompasses a variety of products such as sarees, stoles, dupattas, hand-woven fabric, home furnishings, and decorative items. These items are all carefully crafted with a focus on sustainability, making them an ideal choice for individuals who are conscious of the environment and appreciate the value of unique handmade products.

Located in Kochi, the store caters to handloom and handicraft enthusiasts who admire and value the exceptional skills and efforts involved in creating these exceptional products. By choosing GoNature ORIGINS, customers not only get to embrace the

charm of Indian craftsmanship but also contribute to the preservation of traditional arts and sustainable practices.

- **GONATURE**

CEDAR Retail ventured into the manufacturing of products using naturally available fibers with the aim of promoting the use of sustainable resources. Throughout this endeavor, the company maintains stringent production standards to ensure the highest quality in their products.

This specific vertical of CEDAR Retail focuses on crafting items from materials such as jute, bamboo, and water hyacinth. The core purpose behind this initiative is to uplift and provide economic opportunities to individuals belonging to the lower-income strata of society. By creating products from natural resources, CEDAR Retail seeks to disperse monetary value to those who are often marginalized and disadvantaged.

Under the brand name 'GoNature', these products are currently marketed. The brand embodies the concept of developing eco-friendly alternatives to artificial materials. By tapping into the skills of tribal artisans from Jharkhand, CEDAR Retail creates unique and appealing products that resonate with both the domestic and international markets.

The success of 'GoNature' has garnered an international clientele, including renowned brands like IKEA from Sweden. This recognition demonstrates the global appeal and high-quality craftsmanship of the products created by CEDAR Retail. By promoting sustainable practices and providing livelihood opportunities to marginalized communities, CEDAR Retail's 'GoNature' brand has not only gained acclaim but also contributes positively to environmental conservation and social welfare.

- **POWERGRAM**

Powergram has emerged as a rapidly growing supplier of solar solutions in India, with a unique capability to serve even remote locations. The company is driven by a strong commitment to reducing the dependence on non-renewable energy sources and raising awareness about the long-term benefits of generating one's own energy resources.

As the impact of global warming becomes increasingly evident, and climatic changes cause irreversible damage, the importance of green energy has become more pronounced. Powergram firmly believes that adopting green energy is the only

sustainable way to power households, educational institutions, organizations, and other facilities.

To cater to various energy needs, Powergram has formed partnerships with multiple leading brands. This collaboration enables them to offer an extensive array of solar on-grid and off-grid solutions, as well as solar inverters and other green energy products. Powergram takes pride in providing a comprehensive service, starting from the initial site inspection to suggesting customized solar solutions that perfectly match the specific requirements of each location. The company handles the entire installation process, ensuring a seamless experience for their customers. Moreover, Powergram also offers servicing of these solar products, ensuring long-term efficiency and performance.

With its dedication to promoting renewable energy and making solar solutions accessible even in remote areas, Powergram contributes to a sustainable future and plays an essential role in the ongoing fight against climate change.

SOCIAL AND ENVIRONMENTAL IMPACT

CEDAR Retail has been dedicated to making a positive impact on the environment by embracing eco-friendly practices and offering environmentally conscious products. Our stakeholders and partners have been integral to our efforts, supporting us in achieving our objectives to a considerable extent. Through our diverse business ventures, we have persistently worked to uplift financially vulnerable sections of society, contributing to their economic well-being.

The launch of Suvidi organic was driven by the goal of raising awareness about the numerous benefits of organic products on both human health and the environment. We understand the significance of safeguarding the interests of organic farmers who are committed to using traditional and sustainable farming methods. These farmers play a crucial role in preserving the environment for future generations. The adoption of traditional organic farming practices has proven to have long-term positive impacts on the environment. By eliminating the use of chemical fertilizers and pesticides, organic farming contributes to reducing soil pollution and minimizing harm to ecosystems. This approach aligns with our vision of fostering a greener and healthier planet. As we continue to advocate for organic farming and promote the consumption of organic products, we strive to create a significant and lasting impact on both human well-being

and environmental sustainability. Our commitment to eco-friendly practices remains unwavering, and we aim to be a driving force in building a more sustainable and prosperous future for all.

GoNature, a division of CEDAR Retail, has undertaken a significant and commendable initiative to preserve and promote traditional crafts and handloom products. Thanks to the dedicated efforts of stakeholders and partners, GoNature has successfully supported the age-old handloom products created by weavers from Thrissur, Kerala, as well as the traditional crafts of tribal artisans from Jharkhand and West Bengal. By offering these rural artisans a viable market for their products, GoNature has played a crucial role in sustaining and reviving these invaluable art forms. As a result, these talented artisans have been able to earn a reasonable income, ensuring their financial stability and well-being. This has had a profound impact on their lives, empowering them to continue practicing their craft and preserving their cultural heritage. The commitment of GoNature to these rural artisans not only benefits the individual craftsmen but also contributes to the preservation of India's rich cultural diversity. By providing a platform for these traditional crafts to thrive, GoNature fosters an environment where age-old techniques and artistic expressions are celebrated and appreciated.

In addition to supporting the artisans, GoNature's efforts also contribute to promoting sustainable and eco-friendly practices. Traditional handloom products and tribal crafts often utilize natural and locally sourced materials, aligning perfectly with the principles of sustainability and environmental conservation.

GoNature's initiative is a commendable step towards preserving traditional crafts, empowering rural artisans, and promoting sustainable practices. Through its collective efforts, GoNature continues to create a positive impact on the lives of these talented artisans, ensuring that their valuable contributions to India's cultural heritage are cherished and sustained for generations to come.

Powergram's main objective is to raise awareness about the advantages of renewable energy while also expanding the accessibility of solar products and their usage to diverse segments of society. The efforts of their division, CEDAR Retail, are focused on motivating customers to make the switch to environmentally friendly and sustainable energy sources, like solar power. By doing so, they aim to contribute to a greener and more sustainable future for the planet.

CEDAR Retail's supermarkets and micro markets play a crucial role in supporting the local communities by providing employment opportunities, especially for women. Through their network of stores, they actively hire from the local population, which not only stimulates economic growth but also promotes gender inclusivity.

Furthermore, CEDAR Retail goes beyond just creating jobs; they also foster entrepreneurship by offering market linkages to micro-entrepreneurs. This support enables these small-scale business owners to access a broader customer base and improve their income, ultimately contributing to their livelihood.

The positive impact of CEDAR Retail's initiatives is evident in the economic upliftment of the weaker sections of society. By providing business and job opportunities, they have significantly improved the standard of living for many, fostering financial stability and overall well-being. This approach demonstrates their commitment to social responsibility and sustainable community development.

SPECIAL INITIATIVES

- Kaitharikkoru Kaithangu, which translates to "A support for Handloom," was launched on August 7th, 2021, on National Handloom Day. This initiative was designed to provide assistance and mentoring to struggling handloom clusters located in Thiruvillamala, Eravathody, Kuthampally, and Kanhirode in the Thrissur and Kannur districts of Kerala, India.

The primary objective of Kaitharikkoru Kaithangu is twofold. First, it aims to increase awareness about the significance of handloom products and the importance of supporting the artisans and weavers in these clusters. Second, the initiative focuses on enhancing marketing opportunities and visibility for the handloom products to reach a broader audience, thereby increasing their sales and promoting sustainable livelihoods for the artisans.

To achieve these goals, the initiative has formed multiple task forces that exclusively concentrate on addressing the challenges faced by the handloom sector. These task forces work collaboratively to overcome constraints such as a lack of market access, limited exposure, and other industry-specific difficulties.

As part of the Kaitharikkoru Kaithangu initiative, products sourced directly from the handloom clusters are sold under the brand name “GoNature.” To strengthen this initiative, a collaboration has been established with ESAF Small Finance Bank (SFB) to undertake it as a Corporate Social Responsibility (CSR) initiative. Through this partnership, the handloom products are given a platform for marketing and sales, contributing to the economic upliftment of the local artisans and preserving the traditional craft of handloom weaving. The brand “GoNature” signifies the eco-friendly and sustainable nature of these handloom products, aligning with the broader goal of promoting environmentally conscious choices among consumers. Kaitharikkoru Kaithangu aims to revitalize and support the handloom sector, fostering a sustainable and empowering ecosystem for the weavers and artisans in Thiruvillamala, Eravathody, Kuthampally, and Kanhirode, and reinforcing the cultural heritage of handloom weaving in Kerala.

- Mahilodaya is an empowering initiative introduced by CEDAR Retail within its retail stores with the primary goal of promoting women entrepreneurship. This initiative is designed to create market linkage avenues for products made by local women entrepreneurs.

The main objective of Mahilodaya is to provide these women entrepreneurs with access to a wider customer base through CEDAR’s extensive network of retail outlets, which include supermarkets and micro markets. By offering marketing opportunities within CEDAR supermarkets, the initiative enables these women to showcase and sell their products directly to consumers.

Through Mahilodaya, CEDAR Retail plays a vital role in supporting and encouraging women entrepreneurs, providing them with a platform to exhibit their skills, creativity, and products to a larger audience. This not only enhances their visibility in the market but also contributes to their economic independence and financial stability. By fostering women entrepreneurship, Mahilodaya helps in promoting gender equality and women’s empowerment, which has positive ripple effects on the overall socio-economic development of the communities they serve. Through this initiative, CEDAR Retail reinforces its commitment to social responsibility, sustainable development, and the promotion of inclusive economic growth.

COMPETITORS

- **Kalyan Hypermarket**

Kalyan hypermarket is a leading food and grocery store in Kerala, India. It is operated by Kalyan Silks Trichur Pvt. Ltd., a well-known company in the retail industry. As the largest food and grocery store in the state, Kalyan hypermarket offers an extensive range of products and brands to cater to the diverse needs of its customers. With a vast catalogue of over 60,000 products and more than 2,000 brands, Kalyan hypermarket strives to provide a one-stop shopping experience for its customers. From fresh fruits and vegetables to rice, dals, spices, seasonings, packaged products, beverages, and personal care items, you can find everything you need under one roof. The store takes pride in handpicking products from various categories to ensure the best quality available at the lowest prices. Whether you're looking for daily essentials or specific items, Kalyan hypermarket offers a wide range of options to choose from, ensuring customer satisfaction.

One of the key advantages of shopping at Kalyan hypermarket is the convenience it offers. You can easily select the items you want and have them delivered right to your doorstep within a specified radius of the store. This saves you time and effort, making your shopping experience more convenient and hassle-free. To facilitate easy payments, Kalyan hypermarket provides online payment options, allowing you to pay using your debit or credit card. This adds an extra layer of convenience and security to your shopping experience. Moreover, Kalyan hypermarket guarantees on-time delivery, ensuring that your order reaches you promptly. The store's commitment to delivering the best quality products, combined with reliable and timely service, makes it a preferred choice among customers.

Whether you're a household shopper or a business owner, Kalyan hypermarket offers a comprehensive range of products and services to meet your needs. By prioritizing customer satisfaction, quality, and affordability, the store aims to provide an exceptional shopping experience to all its customers.

- **Elite supermarket**

Elite Supermarket is a dynamic and leading player in the retail and food sector. With a strong focus on quality and a commitment to exceptional service, Elite Supermarket has emerged as one of the prominent supermarkets in Kerala, India. Offering a wide range of products, the store serves as a comprehensive one-stop shopping destination for all household and personal needs. With a track record of over three decades, Elite Supermarket has earned a reputation for reliability and providing an outstanding shopping experience to its customers.

Established on April 4, 1991, Elite Supermarket considers its customers as the most important stakeholders. The store aims to nourish, satisfy, and delight its customers by offering a diverse range of high-quality products. From groceries to household essentials, Elite Supermarket ensures that its shelves are stocked with items that meet stringent quality standards. Despite maintaining quality, the store is committed to keeping prices affordable, allowing customers to make purchases without straining their budgets.

Customer satisfaction is at the core of Elite Supermarket's operations. The store takes pride in ensuring that every customer leaves with a sense of fulfillment. The staff is trained to provide attentive and friendly service, assisting customers in finding the right products and addressing any queries they may have. By placing emphasis on customer satisfaction, Elite Supermarket has built a loyal customer base over the years. With a vast selection of products, Elite Supermarket caters to a diverse range of needs. From everyday essentials to specialty items, customers can find a wide variety of options under one roof. This convenience saves customers time and effort, making Elite Supermarket their preferred shopping destination. Elite Supermarket is a dynamic leader in the retail and food sector, renowned for its commitment to quality and exceptional service. With an extensive product range and affordable prices, the store ensures that customers have a satisfying shopping experience. By valuing customer satisfaction and prioritizing their needs, Elite Supermarket has established itself as a trusted and reliable supermarket in Kerala.

- **Reliance Smart**

Reliance SMART is an expanding grocery retail chain in India, known for its large size and rapid growth. It lives up to its name by catering to the needs of smart and value-conscious customers in today's era. Reliance SMART offers a comprehensive shopping experience, providing a wide range of products such as fresh produce, bakery items, dairy products, home and personal care items, general merchandise, smart apparel, and appliances. This makes it a complete destination for all shopping needs. In many instances, SMART stores are located alongside our fashion and electronics stores, Reliance Trends and Reliance Digital, giving customers a diverse selection for all their shopping requirements.

Reliance SMART's value proposition is remarkable, as it rewards shoppers every time they make bigger purchases, ensuring that they receive more benefits. Throughout the year, the store offers its entire assortment at prices below the maximum retail price (MRP), delivering excellent value to customers. Moreover, Reliance SMART is committed to providing superior quality products, featuring the best brands and latest launches, all while ensuring a world-class shopping experience.

- **More retail**

More Retail Pvt. Ltd. Crossed 900+ stores across the country. More Supermarkets is a go-to destination that caters to all your everyday essential needs, providing a convenient and comprehensive shopping experience. With a focus on delivering excellent freshness and unbeatable value, more Supermarkets has become the preferred choice for families in the neighborhood.

When it comes to freshness, more Supermarkets excels in offering top-notch quality products. The store takes pride in sourcing and stocking a wide array of fresh produce, including fruits, vegetables, meats, and seafood. The emphasis on freshness ensures that customers have access to the best and healthiest options available, enabling them to make nutritious choices for their families.

- **Edumart Hypermarket**

Edumart, a well-known educational hypermarket chain, was founded in 2008 and is located on Mavoor Road in Kozhikode. It is a leading player in the Kozhikode book shop category. Catering to customers from both the local area and other parts of Kozhikode, this establishment has become a popular one-stop destination. Throughout its journey, Edumart has firmly established itself in the industry. The business strongly believes that customer satisfaction is paramount and has successfully built a large and expanding customer base. The company employs dedicated individuals who work hard to achieve the company's common vision and broader goals. Currently, Edumart has 10 locations in Kerala and plans to expand to more locations in the future.

SWOT ANALYSIS OF CEDAR RETAIL PVT.LTD

Strengths:

- **Diverse Product Range:** Cedar Retail Pvt. Ltd. May have a wide and diverse product range, catering to various customer preferences and needs.
- **Strong Brand Identity:** The Company's brand may be well-established and recognized, fostering trust and loyalty among customers.
- **Efficient Supply Chain:** Cedar Retail may have a well-optimized supply chain, ensuring timely delivery and availability of products in stores.
- **Customer Service:** The company might prioritize excellent customer service, leading to a positive shopping experience for customers.

Weaknesses:

- **Limited Geographic Presence:** Cedar Retail may have a limited presence in certain regions, reducing its market reach compared to competitors.
- **Reliance on Suppliers:** Dependency on a few key suppliers might expose the company to potential supply chain disruptions or price fluctuations.
- **Inadequate Marketing Strategies:** The company may lack effective marketing campaigns, resulting in low brand visibility and customer acquisition.

- **Outdated Technology:** The use of outdated technology could hamper operational efficiency and hinder customer engagement.

Opportunities:

- **E-commerce Expansion:** Cedar Retail has an opportunity to tap into the growing e-commerce market, reaching a broader customer base and expanding its sales channels.
- **Market Diversification:** The company can explore new markets or product categories to reduce reliance on specific segments and mitigate risks.
- **Sustainable Initiatives:** Implementing eco-friendly and sustainable practices can attract environmentally-conscious customers and improve the company's reputation.
- **Strategic Partnerships:** Collaborating with other brands or companies can open up new opportunities for Cedar Retail to offer exclusive products or services.

Threats:

- **Intense Competition:** Cedar Retail faces competition from both established and emerging players in the retail industry, which may impact market share and profitability.
- **Economic Downturn:** Economic fluctuations can lead to reduced consumer spending, affecting the company's revenue and growth prospects.
- **Changing Consumer Preferences:** Shifting consumer trends and preferences may require Cedar Retail to adapt its product offerings and marketing strategies.
- **Regulatory Changes:** Changes in government policies or regulations could affect the company's operations, compliance costs, and overall business environment

CHAPTER II
REVIEW OF LITERATURE & THEORETICAL
FRAMEWORK

2.1 REVIEW OF LITERATURE

rease in sales due to in-store display

Michel Chevalier

Journal of marketing research 12 (4), 426-431, 1975

The factorial experiment assessed how in-store displays influence sales across various product characteristics. Significant effects were observed for variables related to growth and competitive structure. However, factors such as market share of the tested item within its category, the extent of price reductions, and the ratio of advertising to sales did not demonstrate any influence on the effectiveness of in-store displays.

Impact of different types of in-store displays on consumer purchase behaviour

Yoonju Han, Sandeep R Chandukala, Shibo Li

Journal of Retailing 98 (3), 432-452, 2022

Existing research on consumer in-store shopping behaviour often overlooks the diversity of display locations available, such as storefronts, rear areas, secondary displays, front and rear end caps, and shelves. This article aims to address this gap by employing the Stimulus-Organism-Response (SOR) theory to understand how different display locations influence consumer purchasing decisions. Specifically, we examine the effects of proximity to the main category area on consumer behaviour and delve into the impact of various display types on category purchases and brand choices. Moreover, we explore how pricing and discounts moderate these effects. Using hierarchical Bayesian modeling with scanner panel data from a major U.S. grocery chain, we find that displays closer to the focal category significantly influence consumer behaviour, with front end cap displays notably impacting category purchases and shelf displays affecting brand choices the most. Our study also highlights the combined effect of pricing strategies and discounts in amplifying the impact of displays on consumer decisions. Based on these insights, we propose an optimized display allocation strategy that could potentially increase revenue by an average of 11.15%. Additionally, we advocate for a balanced distribution of displays across all store locations to maximize effectiveness rather than concentrating on a single location. The effects of in-store displays and feature advertising on consideration sets

Greg M Allenby, James L Ginter

International Journal of Research in Marketing 12 (1), 67-80, 1995

This study investigates a heteroscedastic random utility model that incorporates a versatile approach to cross elasticities among brands at the household level. This flexibility allows the model to depict varying degrees of price sensitivity across competing brands, corresponding to the competitive dynamics observed in consideration sets. The research assesses how displays and product features influence these price sensitivities and consideration sets. Using scanner panel data on tuna purchases, the analysis reveals that in-store displays and featured advertisements enhance the net utility of products and reduce price sensitivity specifically for the promoted item.

An integrated choice model incorporating alternative mechanisms for consumers' reactions to in-store display and feature advertising

Jie Zhang

Marketing Science 25 (3), 278-290, 2006

The marketing literature identifies two main decision mechanisms influenced by in-store display and feature advertising: the price-cut proxy effect and the consideration set formation effect. This study aims to create an integrated brand choice model that incorporates these mechanisms, which previous research has demonstrated. The model allows consumers to utilize different combinations of these mechanisms with varying probabilities. This approach enables researchers to evaluate how each mechanism impacts actual purchase behaviour and explore consumer differences in engaging with these decision processes. By integrating these behavioural mechanisms, the proposed model addresses issues related to multicollinearity and provides accurate parameter estimates for understanding the combined effects of promotion vehicles (such as in-store display, feature ads, and price discounts). This contributes to improved managerial decision-making in marketing contexts.

Greg Shaffer, Florian Zettelmeyer

Marketing Science 28 (6), 1144-1156, 2009

In this study, the authors explore the strategic choices available to manufacturers in marketing their products. They analyze whether manufacturers should opt for noncomparative ads, focusing solely on their own product's positive attributes, or employ comparative ads that also critique their rivals. They investigate under what circumstances manufacturers should enhance their advertising with in-store displays and when retailers should permit such displays. Their findings suggest that manufacturers generally prefer comparative ads for broad, untargeted audiences or to appeal to their core consumers. Conversely, noncomparative ads are favored when targeting the core consumers of rivals. The study also concludes that the use of in-store displays is beneficial if it increases the collective profitability of retailers, manufacturers, and rivals. Moreover, the possibility of in-store displays influences a manufacturer's choice between noncomparative and comparative ads. Finally, the authors highlight that some comparative ads may be so effective that manufacturers will run them regardless of retailer cooperation, which introduces a novel perspective on channel-based advertising strategies.

Which products are more responsive to in-store displays: utilitarian or hedonic?

Álvaro Garrido-Morgado, Óscar González-Benito, Mercedes Martos-Partal, Katia Campo
Journal of Retailing 97 (3), 477-491, 2021

In-store displays aim to boost sales of both utilitarian and hedonic products. Noting typical differences in the information processing and purchase behaviour evoked by these product types, and building on congruency theory principles, the authors propose that different types of in-store displays (i.e., island, end-of-aisle, or shelf signage) are more appropriate for utilitarian versus hedonic products, and the use of price or product promotions might reinforce these effects. With a database that combines three data sources (scanner, observational, and survey), this article presents an analysis of a market share model at the SKU level. The results confirm that in-store displays have differential effects on sales, depending on their characteristics; congruency between the decision-making process of utilitarian versus hedonic products and the characteristics of in-store

display types moderates their effectiveness in terms of SKU sales. Shelf signage strongly increases the sales of utilitarian products, whereas island and end-of-aisle displays increase sales of hedonic product categories more effectively. The use of congruent promotions creates synergistic influences that reinforce these effects. In particular, price promotions improve the impact of shelf signage on utilitarian products, and product promotions strengthen the impacts of island and end-of-aisle displays on hedonic products. These results extend prior research on in-store marketing actions and the nature of utilitarian versus hedonic products, as well as providing recommendations for retailers and manufacturers seeking to optimize their retail space and commercial budgets.

Impulse buying refers to purchases made spontaneously without prior planning.

Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi 3 (3), 2015

Impulse buying refers to purchases made spontaneously without prior planning. This behaviour often occurs when consumers decide to buy items in-store without having intended to beforehand. Such decisions can be influenced by various promotional activities conducted by retail stores. This study aims to investigate the impact of price discounts, bonus packs, and in-store displays on impulse buying decisions. The research focuses on consumers shopping at Hypermart Kairagi Manado during weekends between 2 PM and 9 PM, with a sample size of 90 respondents. Multiple Regression Analysis was employed, utilizing F tests and t tests to assess both the collective and individual influences of these independent variables on the dependent variable. The findings indicate that collectively, price discounts, bonus packs, and in-store displays significantly affect impulse buying decisions. Individually, bonus packs and in-store displays demonstrate significant partial influence on impulse buying decisions, whereas price discounts exhibit partial influence without achieving statistical significance. To attract more impulse buyers, Hypermart Kairagi Manado should continue and enhance their marketing strategies, particularly focusing on promotional tools such as price discounts.

Windows, in-store displays for retail

Tony Morgan

Hachette UK, 2015

Tony Morgan's " Windows, in-store displays for retail" serves as an accessible guide for students of retail, covering all facets of visual merchandising including window dressing and in-store presentations. Drawing on examples from various retail environments ranging from fashion giants to smaller stores, the book provides practical insights supported by advice from experienced visual merchandisers. It delves into essential tools of the trade, such as mannequins and modern technology, offering guidance on prop sourcing and construction. The book also explores the psychological aspects of shopping and consumer behaviour. This updated edition includes new case studies, refreshed images, and expanded content on digital and interactive visual merchandising. It presents its content through color photographs, floor layout diagrams, and real-world store examples, complemented by a glossary of industry terminology for easy reference.

Visually appealing displays can stimulate impulse purchases and enhance overall shopping experience

Babin and Darden (1995)

Seasonal displays wield significant influence by leveraging visual appeal to create compelling shopping environments. Babin and Darden (1995) highlight that these displays evoke urgency and excitement, prompting impulse purchases. Visually captivating designs, thematic decorations, and strategic product placements capture attention and enhance the shopping experience. Such displays capitalize on psychological triggers, like FOMO (fear of missing out), by emphasizing limited-time offers or seasonal exclusivity. They transform retail spaces into dynamic, immersive settings that guide consumer flow and spotlight featured products effectively. By aligning with seasonal themes or holidays, these displays evoke positive emotions associated with the occasion, thereby influencing purchasing decisions. Overall, seasonal displays not only stimulate impulse buying but also contribute to a memorable and engaging shopping atmosphere. Their ability to create a sense of immediacy and connection with consumers underscores their importance in retail strategy, enhancing both sales performance and customer satisfaction.

Kollat and Willett (1967) emphasize that strategic use of themes in seasonal displays is pivotal for creating a cohesive and engaging shopping experience. By aligning display themes with seasonal events or holidays, retailers can tap into cultural and emotional associations that resonate with consumers. Consistency in thematic presentation not only enhances the aesthetic appeal of the retail environment but also reinforces brand identity. For example, during Halloween, displays featuring spooky decorations and themed products evoke a sense of fun and excitement, aligning with consumer expectations for the season. This thematic alignment creates a memorable impression on shoppers, encouraging them to connect emotionally with the brand. Moreover, cohesive thematic displays help in guiding consumer navigation within the store, making it easier for shoppers to locate seasonal products and enhancing their overall shopping experience. By immersing consumers in a themed environment that reflects the spirit of the season, retailers can strengthen their relationship with customers and differentiate themselves in a competitive market. Thus, strategic use of themes in seasonal displays not only enhances visual appeal but also plays a crucial role in influencing consumer behaviour and fostering brand loyalty.

Introduced the theory of reasoned action, highlighting purchase intention as a key predictor of consumer behaviour

Fishbein and Ajzen (1975).

This seminal work laid the foundation for understanding the complex psychological processes underlying consumer decision-making. Schiffman and Kanuk (2000) emphasized the importance of purchase intention in measuring consumers' willingness to buy products. Their research underscored the significance of understanding consumer attitudes and behaviours, providing valuable insights for marketers seeking to influence purchasing decisions.

According to research conducted by Wanninayake and Randiwela in 2007, the strategic use of visual merchandising elements in Sri Lankan supermarkets plays a crucial role in attracting customers and influencing their decision to enter and shop at a store. Specifically, the study found that visually appealing product displays, effective lighting, and clear signage are key factors that draw customers in and contribute to a positive shopping experience. By investing in these visual merchandising strategies, supermarkets can increase foot traffic, boost sales, and enhance customer satisfaction.

Zinyemba's 2015 study revealed that various visual merchandising elements, such as creative product displays, special promotions, and an inviting store atmosphere, work together to shape customers' opinions and decisions about which supermarket to shop at. The research highlights the importance of a comprehensive visual merchandising strategy, demonstrating that a combination of these elements effectively influences customer preferences and ultimately drives their choice of supermarket. By carefully curating these visual elements, supermarkets can create a compelling shopping environment that attracts and retains customers.

Samarasiri and Tissera's 2016 research explored the influence of specific visual merchandising techniques on consumer behaviour, revealing that deliberate product placement and display strategies can significantly stimulate impulse purchases. The study suggests that carefully designed visual merchandising approaches can effectively tantalize customers, encouraging them to make unplanned purchases. By leveraging these tactics, retailers can capitalize on customers' emotional responses, driving sales and boosting revenue. The findings highlight the importance of strategic visual merchandising in influencing consumer behaviour and driving impulse buy

P. Pirakatheeswari (2009) in this article "Window display—The new retail mantra" had emphasized about the importance of window display which is emerging as a new mantra in retail and it is fast changing from a dull uninteresting exhibition of wares in the store window to a dynamic form of advertising. According to the writer window display is the fine art of displaying store merchandise in the store window and the retailers who are able to attract and sustain customer's attention are successful. A window display is the first impression on the customer and it can convey what age group or income group of customer the store caters to. The writer also states that properly done window display can attract more customer than a hoarding or television advertisement and makes the buying decision making process simple. It also leads to impulse buying. Window designers are now experimenting with concepts of smell, fragrance in designing windows to attract and hold the attention of the customer

(Shilpa & Jayalakshmi, 2018) Windows display is the most significant aspect of a store or shop front. Windows can be exciting, price based or it is based on emotional stimulus, it can communicate about the products & services on offer, promote the image of the store & maximizes the sale of merchandise. It is the merchandise story that is to be promoted. A fashion retailer showcases the latest items on offer which may lend with seasonal themes autumn-winter, spring & summer combined with Holi, Diwali, Id, Valentine's Day and many more.

According to the journal "Importance of window display in visual merchandising" by Mr. A. Prabu Asirvatham and Dr. N. Mohan (2019), window display is being largely accepted as a marketing tool for attracting potential customers, though it is still an emerging concept in India and other developing countries. Window display makes the decision making process of the customer rather simple. Based on the window display, the customer can easily decide whether he wants to enter the store or not. Hence, window display also helps the customer by preventing unnecessary consumption of energy and time.

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Display stands are a crucial element in visual merchandising, as they help to create an engaging and interactive shopping environment. By showcasing products in an attractive and creative way, display stands encourage customers to interact with the products, fostering a sense of discovery and exploration. This leads to a memorable shopping experience that draws customers into the store or to specific areas, ultimately driving sales. As Gilbert and Jackaria noted in the Journal of Visual Merchandising and Retail Design (2018), the strategic use of display stands is essential for retailers seeking to

create an immersive and engaging shopping environment.

Effective use of display stands can significantly enhance retail performance, as noted by Levy and Weitz in *Retailing Management* (2012). By strategically implementing display stands, retailers can increase sales by drawing attention to specific products, creating a sense of urgency, and encouraging impulse purchases. Additionally, display stands improve product visibility, making products more noticeable and prominently displaying their features and benefits. Overall, well-designed display stands contribute to a visually appealing and engaging shopping environment, fostering a positive customer experience, building brand loyalty, and driving business success.

Promotional signage emerges as a potent tool for stimulating consumer impulse buying behaviour. Studies have shown that the effective use of promotional signage can significantly influence and increase impulse buying behaviour among consumers (Khachatryan et al., 2018). Promotional signage is an important visual merchandising technique that can drive unplanned purchases by customers.

According to Widyastuti in 2018, Promotional signage can convert window shoppers into actual buyers. Strategically placing and using promotional signage, such as temporary sale promotions, can help retailers convert window shoppers into customers who make unplanned purchases. Promotional signage can attract the attention of passersby and entice them to enter the store and make a purchase they had not initially planned. Marketers use diverse promotional signage techniques to understand consumer preferences and enhance sales. Recognizing that consumers are easily enticed by sales promotions, marketers employ a variety of promotional signage and techniques to better understand consumer preferences and ultimately drive increased sales. Promotional signage allows retailers to communicate offers, discounts, and other incentives to customers, which can significantly impact their purchasing decisions.

Wanninayake, W. M. C. B., & Randiwela, P. (2007), through their “The impact of visual merchandising on consumer behaviour” journal stated that Informative signage is a vital visual merchandising tool that effectively communicates crucial product information,

promotions, and brand messages to customers, significantly influencing their shopping behaviour and purchasing decisions. By providing clear and concise details, signage guides customers through the store, encouraging engagement and informed decision-making. Well-designed signage can lead to increased customer satisfaction, enhanced brand image, and a boost in sales, ultimately driving business success

2.2 THEORETICAL FRAMEWORK

In-store display is a crucial strategy employed by supermarkets and retailers to enhance the consumer experience and drive sales. It involves the presentation and display of products in a visually appealing manner that captivates shoppers and entices them to make purchases. This practice combines elements of both science and art, drawing upon insights from retail science, consumer behaviour, emotional triggers, and psychological principles to influence buyers.

The art of In-store display lies in skill-fully utilizing colour, lighting, space, display types, product positioning, and other visual factors to create an engaging and impactful shopping environment. However, achieving the right balance between science and art is essential. A well-executed supermarket In-store display plan should effectively target both persuadable and impulsive shoppers. With numerous brands vying for customers' attention in each product category, in-store product placement becomes a critical tactic in gaining a competitive edge.

Moreover, the ultimate objective of supermarket In-store display extends beyond capturing the attention of customers for a single transaction or a one-time visit. The goal is to create a strategy that persuades customers to purchase multiple units of a product and fosters loyalty, encouraging them to choose the supermarket as their preferred shopping destination. Key objectives of a supermarket In-store display strategy include increasing footfall, converting footfall into sales, and boosting customers' average billing amounts.

In summary, In-store display in supermarkets requires a deep understanding of consumer behaviour, retail science, and psychological principles. By effectively leveraging visual elements and strategic product placement, supermarkets can create an enticing shopping environment that not only attracts customers but also drives repeat purchases and fosters customer loyalty.

- **Retail Marketing Theories:** Introduce theories pertinent to retail marketing strategies and their impact on consumer decision-making.
- *Examples:* Atmospherics theory, Retail Environment theory, Consumer Perception theory.
- **Seasonal Marketing Strategies:** Explore theories and frameworks specific to seasonal marketing and their effects on consumer behaviour.

- *Examples:* Seasonal Marketing Effectiveness Model, Consumer Response to Seasonal Stimuli.

Visual Merchandising Theory

- **Visual Stimulus Theory:** This theory suggests that visual elements in retail environments (such as seasonal displays) attract attention, communicate information, and influence consumer behavior. The effectiveness of seasonal displays can be analyzed based on how well they capture attention, engage consumers, and lead to desired actions (such as purchases).
- **Atmospherics Theory:** This theory focuses on how the physical environment (including visual displays) affects consumer perceptions and behaviors. Seasonal displays contribute to creating a specific atmosphere within supermarts, influencing consumer emotions, attitudes, and purchase decisions.

Consumer Behavior Theory

- **Theory of Planned Behavior (TPB):** According to TPB, consumer behavior is influenced by attitudes, subjective norms, and perceived behavioral control. Seasonal displays can impact consumer attitudes towards products or brands featured in the displays, norms related to seasonal shopping behavior, and perceptions of control over purchase decisions.
- **Information Processing Theory:** Consumers process information from seasonal displays based on their cognitive abilities and involvement levels. The design, placement, and content of seasonal displays affect how consumers perceive product attributes, benefits, and value, which in turn influence their buying decisions.

Retail Marketing Strategy

- **Integrated Marketing Communication (IMC):** Seasonal displays are part of the broader IMC strategy in supermarts. They should align with other marketing efforts (such as advertising, promotions, and digital marketing) to create a cohesive brand message and reinforce seasonal themes or promotions effectively.

- **Brand Perception Theory:** Consumers form perceptions of brands through various touchpoints, including seasonal displays. Effective seasonal displays can enhance brand image, differentiate products from competitors, and increase brand loyalty among consumers.

- **Theory of Planned Behavior (TPB)**

Components of TPB Discuss attitudes, subjective norms, and perceived behavioral control in the context of seasonal display effects.

Behavioral Intentions: Analyze how seasonal displays influence consumer intentions to purchase seasonal products and their perceived control over purchasing decisions.

- **Consumer Decision-Making Process**

Stages of Decision Making: Explore how seasonal displays influence each stage (need recognition, information search, evaluation, purchase decision, post-purchase behavior)

Consumer Behavior Models: Compare and contrast different consumer decision-making models (e.g., Howard-Sheth model, Engel-Kollat-Blackwell model) in relation to seasonal display effects.

- **Cognitive Dissonance Theory**

Cognitive Dissonance in Consumer Behavior: Explain the theory and its application to post-purchase evaluations influenced by seasonal displays.

Strategies to Reduce Dissonance: Discuss how effective seasonal displays can align consumer expectations with post-purchase experiences, reducing cognitive dissonance.

- **Empirical Evidence and Case Studies**

Quantitative Approaches: Review empirical studies using surveys, experiments, and statistical analyses to measure the impact of seasonal displays on consumer behavior.

Qualitative Approaches: Explore case studies and qualitative research methods (interviews, focus groups) to provide insights into consumer perceptions and behaviors influenced by seasonal displays.

- **Retail Strategy Development**

Effective Display Design: Provide guidelines for designing effective seasonal displays based on theoretical insights and empirical findings.

Integration with Marketing Mix: Discuss how seasonal displays can complement other marketing strategies (e.g., advertising, promotions) to enhance overall brand visibility and consumer appeal.

- **Consumer Engagement Strategies**

Personalization and Customization: Explore strategies for personalizing seasonal displays to cater to diverse consumer preferences and demographics.

Technological Innovations: The role of technology (e.g., digital displays, augmented reality) in enhancing the effectiveness of seasonal displays.

Environmental Impact: Address sustainability issues related to seasonal displays (e.g., waste generation, energy consumption) and propose eco-friendly alternatives.

Ethical Marketing Practices: Discuss ethical considerations in seasonal display design and implementation, ensuring transparency and consumer trust.

Digital Transformation: Predict the future of seasonal displays in the era of digitalization and e-commerce.

Consumer Behavior Insights: Identify gaps in current research and propose avenues for future research on seasonal display effects.

- **Innovative Approaches**

Virtual Reality and Artificial Intelligence: Explore potential applications of VR, AR, and AI in creating immersive seasonal display experiences.

Cross-Industry Collaborations: Discuss opportunities for collaboration between retail, technology, and creative industries to innovate seasonal display strategies.

- **Hierarchy of Effects Models**

Hierarchy of Effects Models (e.g., AIDA model, DAGMAR model) explain the sequential stages consumers go through in response to marketing communications, including seasonal displays.

Awareness: Seasonal displays create awareness of seasonal products and promotions.

Interest: They generate interest and curiosity among consumers through thematic and attractive displays.

Desire: Effective displays stimulate desire by highlighting product benefits and advantages.

Action: They prompt consumers to take action, such as making a purchase or visiting the store.

- **Social Influence Theory**

Social Influence Theory explores how individuals' behaviors, attitudes, and decisions are influenced by social factors, including reference groups, opinion leaders, and social norms related to seasonal shopping.

Reference Groups: Seasonal displays can leverage reference group influence by showcasing products favored by aspirational or influential groups.

Opinion Leaders: Influencers and opinion leaders can endorse seasonal products featured in displays, influencing consumer perceptions and behaviors.

Social Norms: Displays can reinforce social norms related to seasonal consumption patterns and gift-giving traditions.

- **Brand Equity Models**

Brand Equity Models (e.g., Aaker's Brand Equity Model, Keller's Brand Equity Model) assess the value and strength of a brand in the minds of consumers, influenced by factors such as brand awareness, perceived quality, brand associations, and brand loyalty.

Brand Awareness: Seasonal displays enhance brand visibility and recall during specific seasonal periods.

Perceived Quality: Displays can communicate product quality and superiority through visual and thematic elements.

Brand Associations: Seasonal displays shape consumer perceptions by associating brands with positive seasonal experiences and emotions.

Brand Loyalty: Effective seasonal displays foster brand loyalty by creating memorable and enjoyable shopping experiences.

- **Experiential Marketing Theory**

Experiential Marketing Theory emphasizes creating immersive and memorable experiences that engage consumers emotionally and cognitively, which can be achieved through creative and thematic seasonal displays.

Sensory Engagement: Seasonal displays can engage multiple senses (sight, sound, touch) to create a sensory-rich experience that enhances consumer engagement and recall.

Emotional Connection: Displays evoke emotions (e.g., nostalgia, excitement) associated with seasonal celebrations and traditions, fostering emotional bonds with consumers.

Personal Relevance: Personalized and interactive displays make consumers active participants in the shopping experience, increasing perceived value and satisfaction.

- **Diffusion of Innovation Theory**

Diffusion of Innovation Theory explores how new products, ideas, and technologies spread and are adopted within a population, which can be applied to seasonal products and innovations introduced through displays.

Innovators and Early Adopters: Seasonal displays can attract innovators and early adopters by showcasing novel and unique seasonal offerings.

Early Majority and Late Majority: Effective displays influence the majority by demonstrating the benefits and advantages of seasonal products through visual demonstrations and persuasive messages.

Laggards: Displays can reduce resistance among laggards by addressing concerns and demonstrating the relevance and utility of seasonal products.

CONCLUSION

In-store displays in retail shops serve as a critical touchpoint in influencing consumer behavior and enhancing the shopping experience. Rooted in theories of attention and perception, these displays are strategically designed to capture the selective attention of consumers through novel, bright, and dynamic presentations. The framework integrates principles from behavioral economics, emphasizing that displays leveraging scarcity, social proof, and impulse triggers can significantly drive unplanned purchases. Additionally, the concept of retail atmospherics highlights how the overall store environment—comprising layout, lighting, and color schemes—interacts with these displays to evoke emotional responses and guide consumer behavior. The cue utilization

theory further underscores the importance of visual and contextual cues in helping consumers make purchasing decisions. Types of in-store displays, such as window displays, end caps, and point-of-purchase displays, each serve distinct roles in attracting attention, promoting products, and encouraging last-minute buys. Thematic or seasonal displays add contextual relevance, creating a sense of urgency and tapping into the consumer's psychological triggers. Overall, this theoretical framework illustrates that well-executed in-store displays are not merely decorative but are pivotal in shaping perceptions, driving sales, and enhancing customer satisfaction.

CHAPTER III

DATA ANALYSIS AND INTERPRETATION OF DATA

3.1 INTRODUCTION

The retail industry is constantly evolving, with businesses employing various strategies to attract and retain customers. One such strategy is the use of seasonal in-store displays, which can significantly influence consumer buying behavior and brand perception. CEDAR Supermarts, a prominent player in the retail sector, has implemented seasonal in-store displays to enhance customer engagement and drive sales.

This percentage analysis aims to delve into the effectiveness of these displays at CEDAR Supermarts, focusing on three main objectives:

1. To analyze the effectiveness of seasonal in-store displays at CEDAR Supermarts.
2. To understand the impact of seasonal in-store display changes on consumer buying behavior.
3. To explore how seasonal in-store displays affect brand perception.

By examining these aspects, the study will provide valuable insights into the role of seasonal in-store displays in shaping consumer behavior and brand image, ultimately guiding CEDAR Supermarts in optimizing their marketing strategies.

3.2 The Demographic Factors Effecting Influence Of Seasonal In Store Displays

Table 3.2.1 : Gender

Gender	Percentage	Frequency
Male	41.58%	42
Female	58.42%	58
Other	0%	0
Total	100%	101

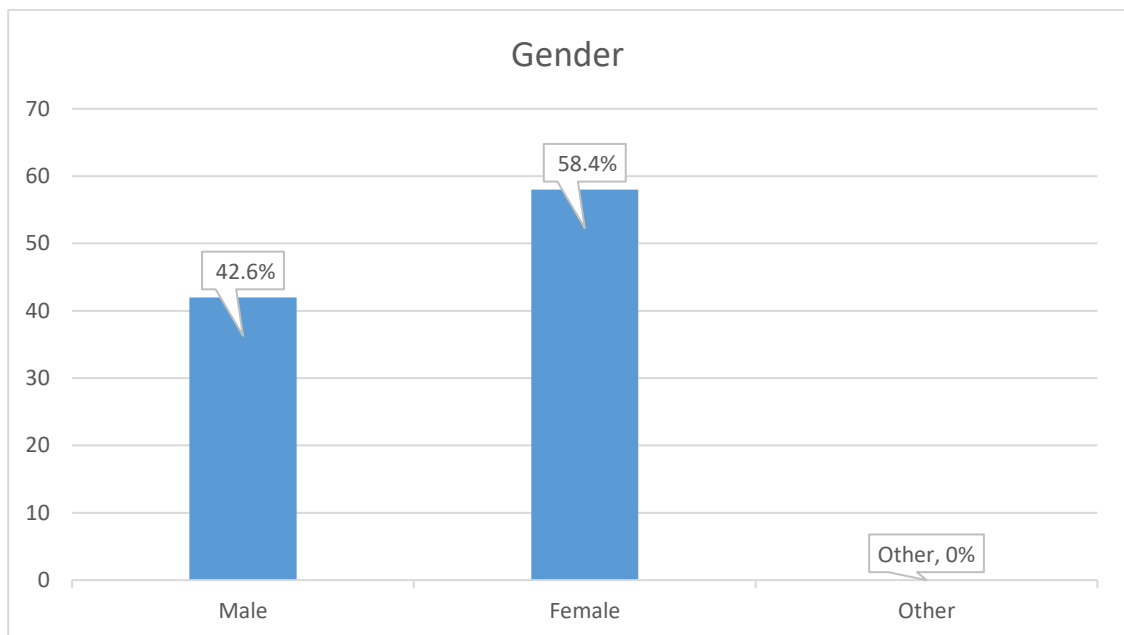


Figure 3.2.1 : Gender

Interpretation: The gender distribution data reveals that, out of 101 individuals, 42 are male (41.58%), 58 are female (58.42%), and none identify as other. This shows a majority of females compared to males in the sample. The total percentage is accurate at 100%, but the frequency totals to 101. There is a little more to improvement is needed to attract more males.

Table 3.2.2 : Age

Age	Percentage	Frequency
Below 18	1.98%	2
18 – 25	44.55%	45
26 – 30	26.73%	27
31 – 45	17.82%	18
Above 46	8.92%	9
Total	100%	101

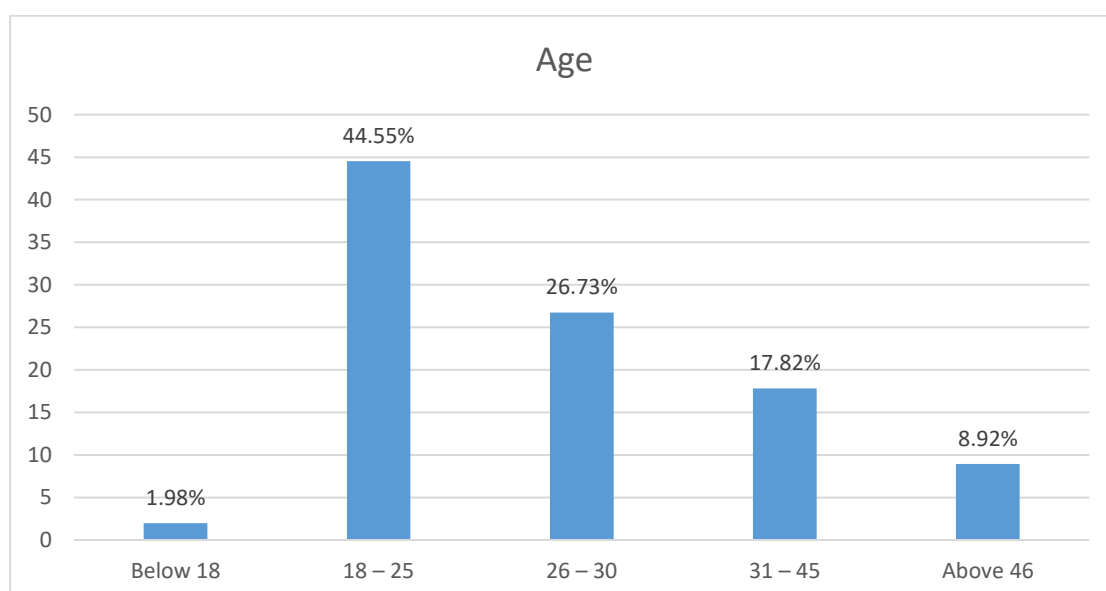


Figure 3.2.2 : Age

Interpretation: The age distribution data for 101 individuals shows that the majority are between 18 and 25 years old (44.55%, 45 people), followed by those aged 26 to 30 (26.73%, 27 people). A smaller portion falls within 31 to 45 years (17.82%, 18 people), and only 8.92% (9 people) are above 46. The smallest group is under 18 years old (1.98%, 2 people). This indicates a predominantly younger demographic in the sample.

Table 3.2.3 : Income

Options	Percentage	Frequency
No income	28.72%	29
Below 20,000	22.77%	23
20,000 – 30,0000	33.66%	34
30,000 – 40,000	6.93%	7
Above 50,000	7.92%	8
Total	100%	101

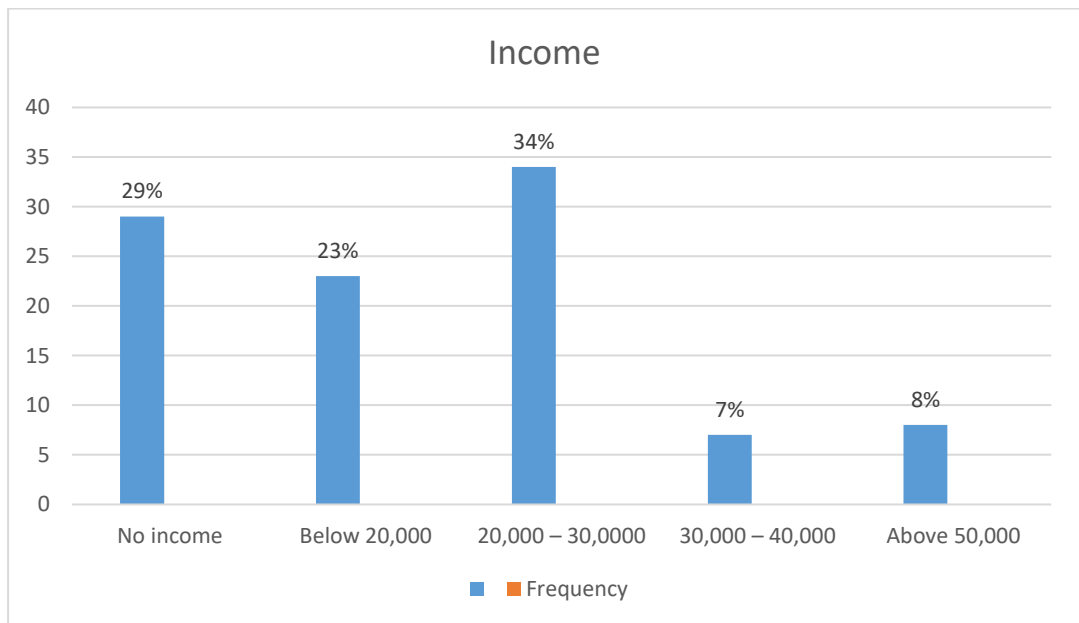


Table 3.2.3 : Income

Interpretation: The income distribution data shows that the largest proportion of individuals (33.66%, 34 people) earn between 20,000 and 30,000. The next largest group has no income (28.72%, 29 people), followed by those earning below 20,000 (22.77%, 23 people). Fewer individuals earn between 30,000 and 40,000 (6.93%, 7 people) or above 50,000 (7.92%, 8 people). This suggests a significant portion of the sample has low or no income.

3.3 The Effectiveness Of Seasonal In-Store Displays Of Cedar Supermart

Table 3.3.1 Visually appealing of seasonal display

Visually appealing of seasonal display		
Options	Percentage	Frequency
Extremely appealing	19.8%	20
Very appealing	40.59%	41
Moderately appealing	27.73%	28
Slightly appealing	8.91%	9
Not at all appealing	2.97%	3
Total	100%	101

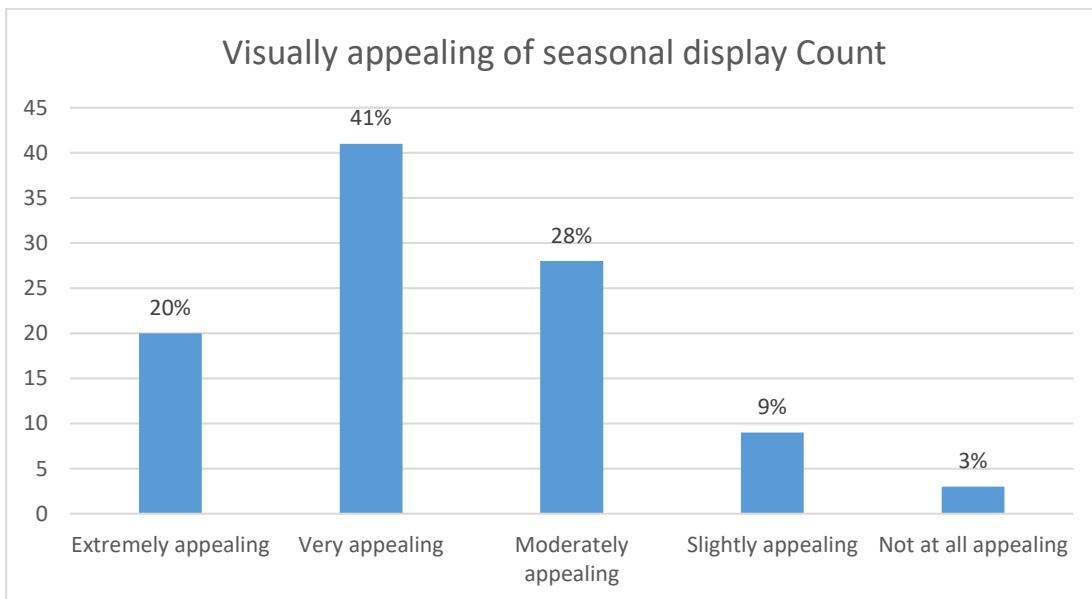


Figure 3.3.1 Visually appealing of seasonal display

Interpretation: The data shows that the seasonal display generally received positive feedback, with a majority finding it appealing to some degree (79.19% combined for extremely, very, and moderately appealing). Only a small minority (2.97%) did not find the display appealing at all. This suggests that the seasonal display was effective in visually pleasing a significant majority of respondents.

Table 3.3.2 : Relevance for theme of the seasonal display to the current season or upcoming season

Relevance for theme of the seasonal display to the current season or upcoming season		
Options	Percentage	Count
Extremely relevant	16.83%	17
Very relevant	52.48%	53
Moderately relevant	24.75%	25
Slightly relevant	4.95%	5
Not at all relevant	0.99%	1
Total	100%	101

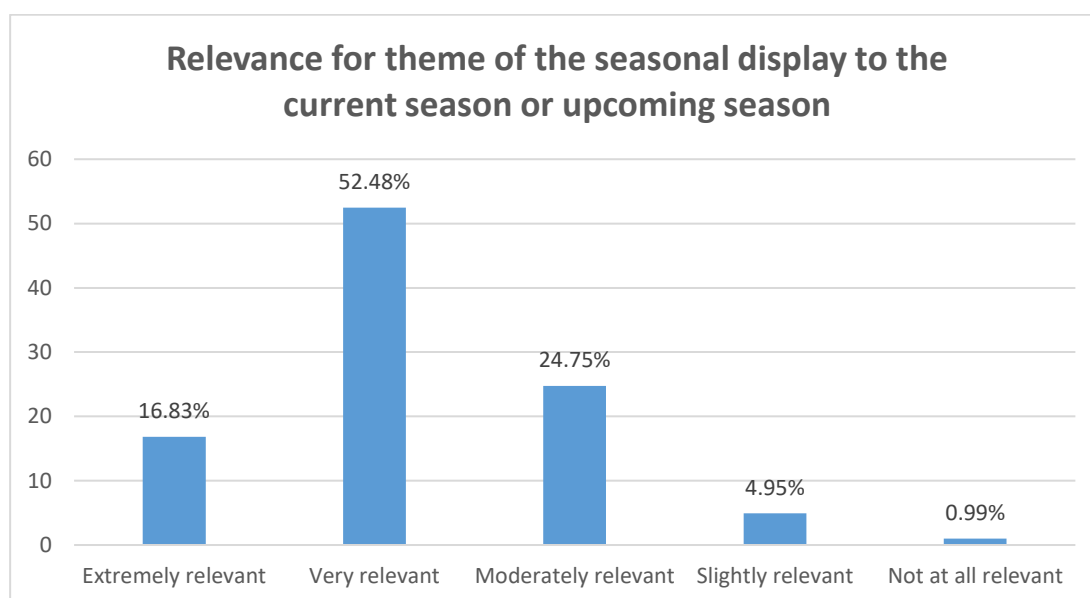


Figure 3.3.2 : Relevance for theme of the seasonal display to the current season or upcoming season

Interpretation: The data shows that the majority of respondents perceived the theme of the seasonal display as relevant to the current or upcoming season, with 69.31% finding it very or extremely relevant. Only a very small minority (0.99%) felt the theme was not at all relevant. This suggests that the seasonal display effectively conveyed a theme that resonated with the majority of viewers in terms of seasonal appropriateness

Table 3.3.3 : Engagement of seasonal display

Engagement of seasonal display		
Options	Percentage	Count
Extremely engaging	19.8%	20
Very engaging	46.53%	47
Moderately engaging	22.775	23
Slightly engaging	9.95	10
Not at all engaging	0.99%	1
Total	100%	101

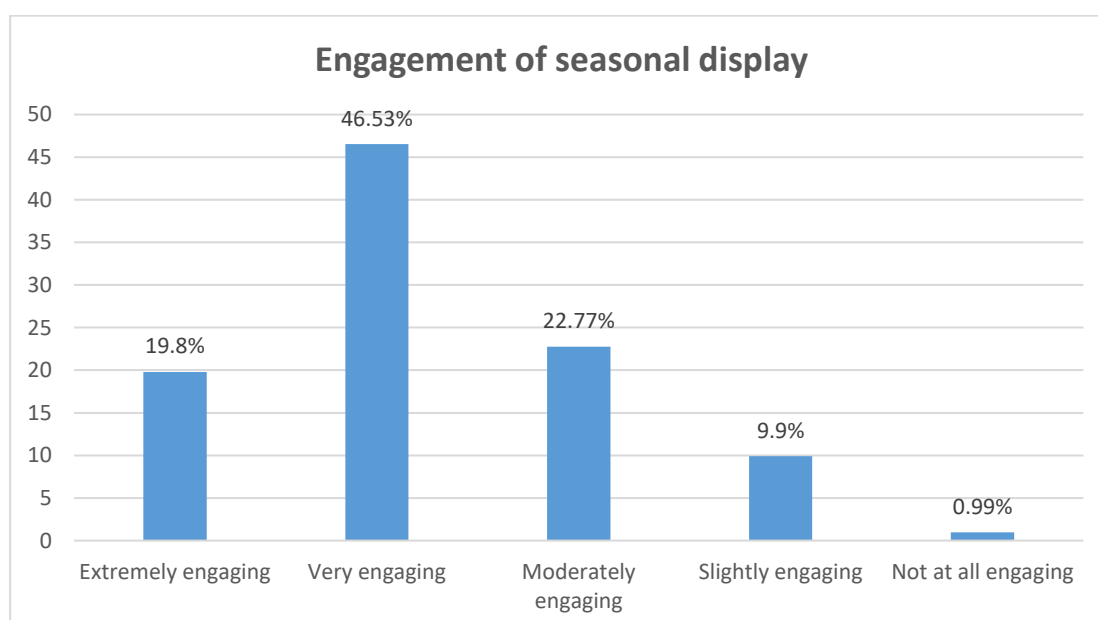


Figure 3.3.3 : Engagement of seasonal display

Interpretation: The data indicates that the seasonal display was generally engaging to the majority of respondents, with 66.33% finding it very or extremely engaging. The combined percentage for those who found the display at least moderately engaging is 89.1%, highlighting that the vast majority of viewers were positively engaged with the display. This suggests that the display successfully captured and maintained the interest of most observers.

Table 3.3.4 : Clarity of message or purpose of the seasonal display

Clarity of message or purpose of the seasonal display		
Options	Percentage	Count
Extremely clear	25.74%	26
Very clear	49.5%	50
Moderately clear	12.87%	13
Slightly clear	8.915%	9
Not at all clear	2.97%	3

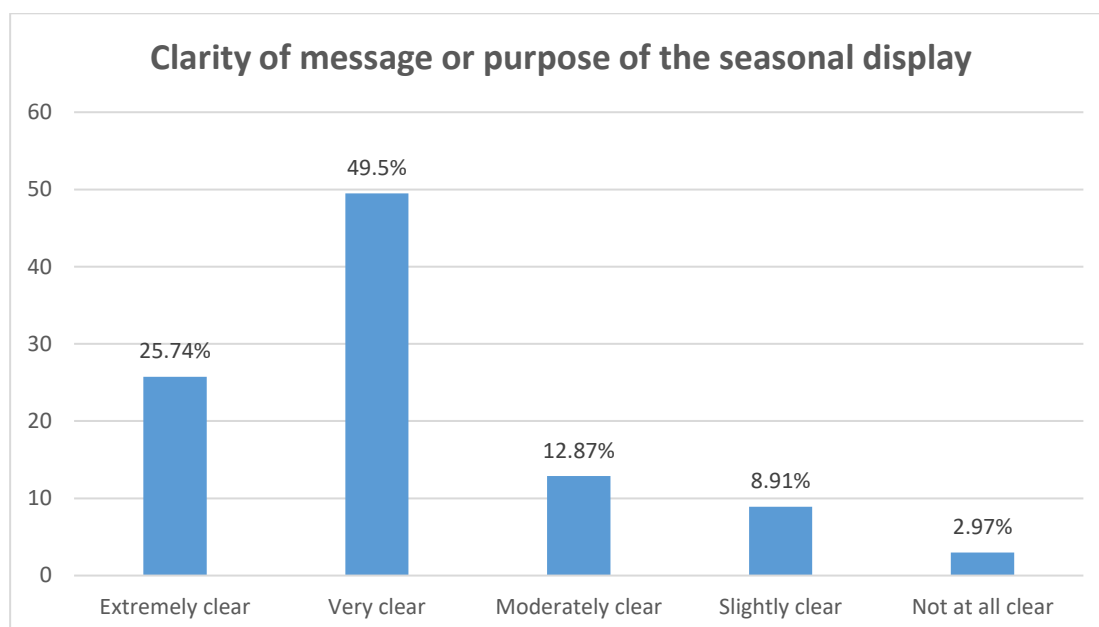


Figure 3.3.4 : Clarity of message or purpose of the seasonal display

Interpretation: The data shows that a significant majority of respondents (75.24%) perceived the message or purpose of the seasonal display to be very or extremely clear. This suggests that the display effectively communicated its intended message to most viewers. Only a relatively small proportion (11.88%) found the message moderately to slightly clear, indicating some room for improvement in clarity for a minority of observers. However, the overall clarity rating is positive, indicating that the seasonal display largely succeeded in conveying its message or purpose to the majority of viewers.

3.3.5 Table - Comparison of overall quality, in terms of previous visit and current visit

Comparison of overall quality, in terms of previous visit and current visit		
Options	Percentage	Count
Much better	25.74%	26
Somewhat better	47.52%	48
About the same	17.82%	18
Somewhat worse	8.91%	9
Much Worse	0%	0
Total	100%	101

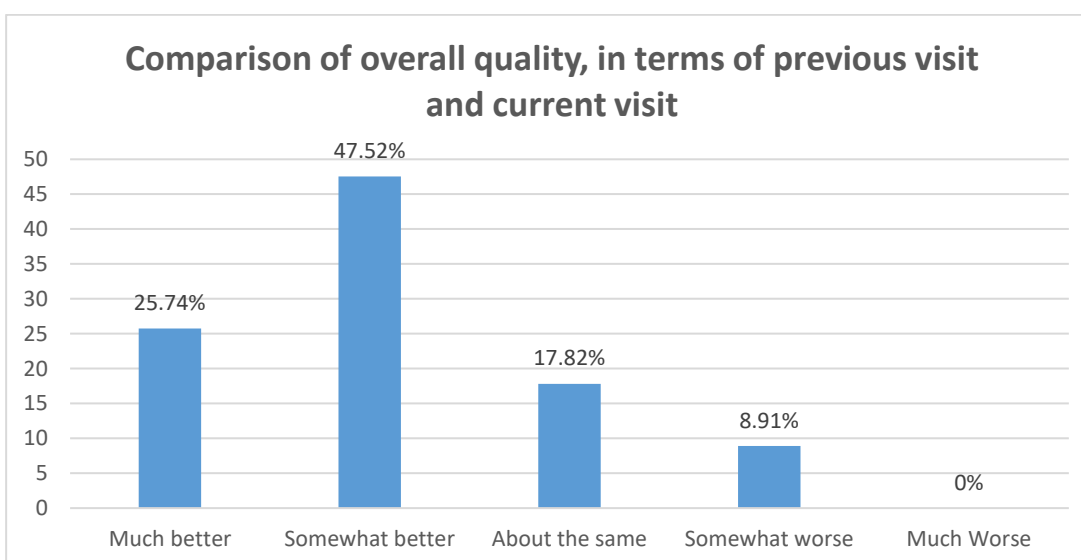


Figure 3.3.5 : Comparison of overall quality, in terms of previous visit and current visit

Interpretation: The data shows that a significant majority of respondents (73.26%) perceived today's seasonal display to be either somewhat or much better in overall quality compared to their previous visit. This indicates that the display was generally well-received and improved in quality for most visitors. Only a minority (8.91%) felt that today's display was somewhat worse in quality, and no respondents felt it was much worse. This suggests that the seasonal display successfully maintained or enhanced its quality standards for the majority of observers.

Table 3.3.6 : Customer’s perception of the value of the featured products

Customer’s perception of the value of the featured products		
Options	Percentage	Count
Significantly increased value	20.79%	21
Slightly increased value	52.48%	53
No effect	16.83%	17
Slightly decreased value	7.92%	8
Significantly decreased value	1.98%	2
Total	101%	101

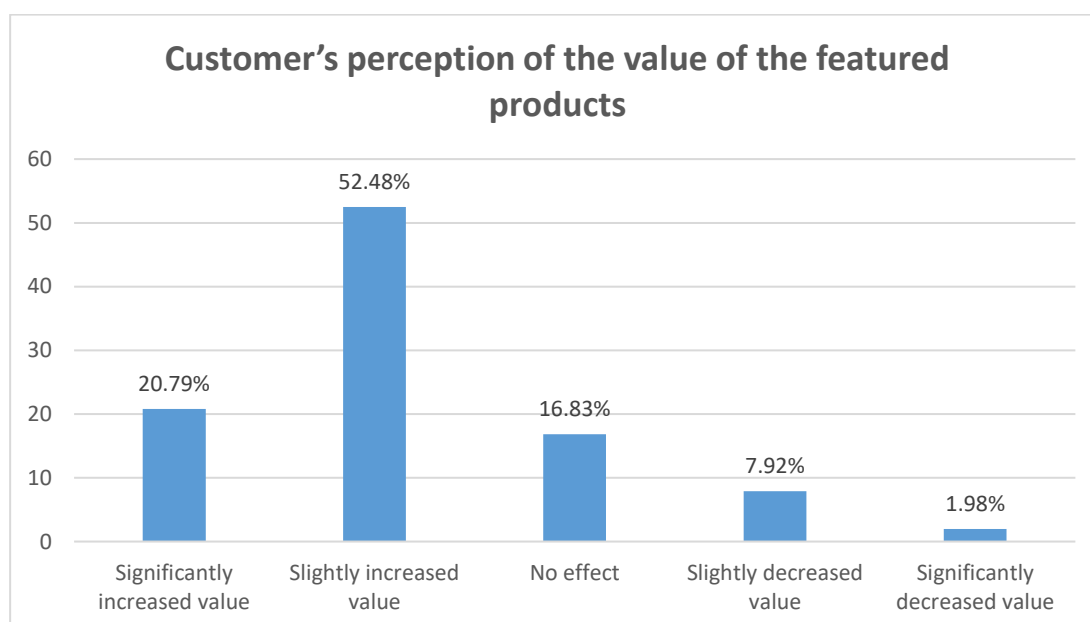


Figure 3.3.7 : Customer’s perception of the value of the featured products

Interpretation: The data suggests that for the majority of respondents (73.27%), the seasonal display positively influenced their perception of the value of the featured products, either slightly or significantly increasing it. A notable minority (9.9%) felt that the display had a negative impact on value perception, either slightly or significantly decreasing it. However, the overall impact was predominantly positive, indicating that the display effectively enhanced the perceived value of the featured products for a significant majority of observers.

Table 3.3.8 ; Emotions evoke in customer’s while seeing in-store display

Emotions evoke in customer’s while seeing in-store display		
Options	Percentage	Count
Happiness	27.72%	28
Excitement	34.65%	35
Nostalgia	27.72%	28
Indifference	6.93%	7
Displeasure	2.97%	3
Total	100%	101

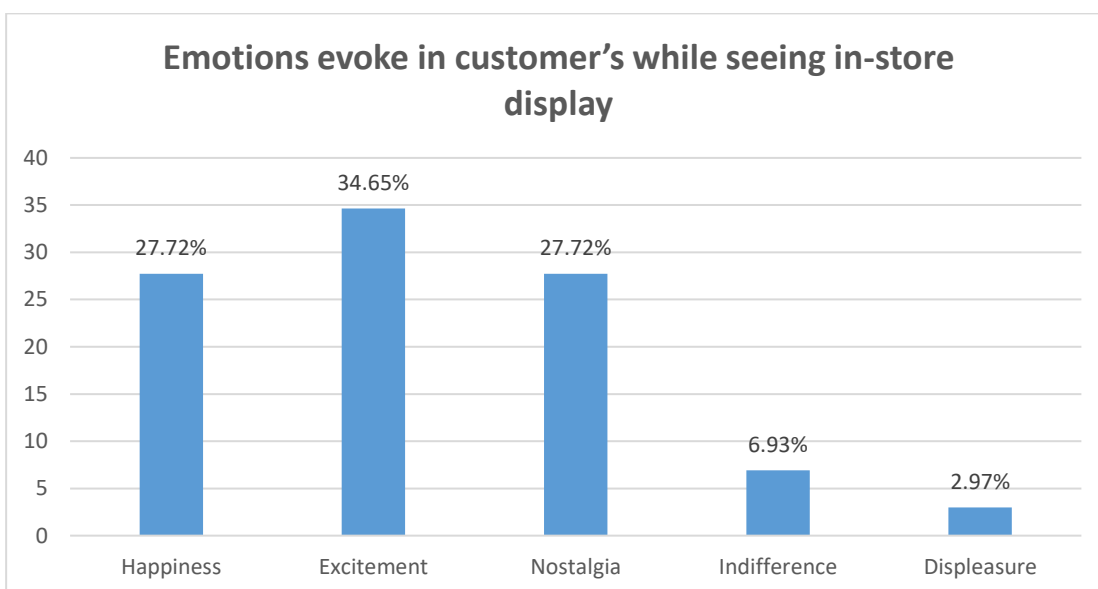


Figure 3.3.8 : Emotions evoke in customer’s while seeing in-store display

Interpretation: The data suggests that the seasonal display predominantly evoked positive emotions among respondents, with happiness, excitement, and nostalgia being the most common reactions. Only a small minority felt indifferent or displeased, indicating that the display generally resonated positively with the majority of viewers. This positive emotional response suggests that the seasonal display was effective in creating a favorable and engaging experience for most observers.

Table 3.3.9 : Customer’s interaction & affection towards the store's layout and placement of the display

Customer’s interaction & affection towards the store's layout and placement of the display		
Options	Percentage	Count
I was drawn to the display and examined it closely	34.65%	35
I noticed and briefly looked a the display	52.48%	53
I saw it, but it did not catch my attention	9.9%	10
I hardly noticed the display	2.97%	3
Total	100%	101

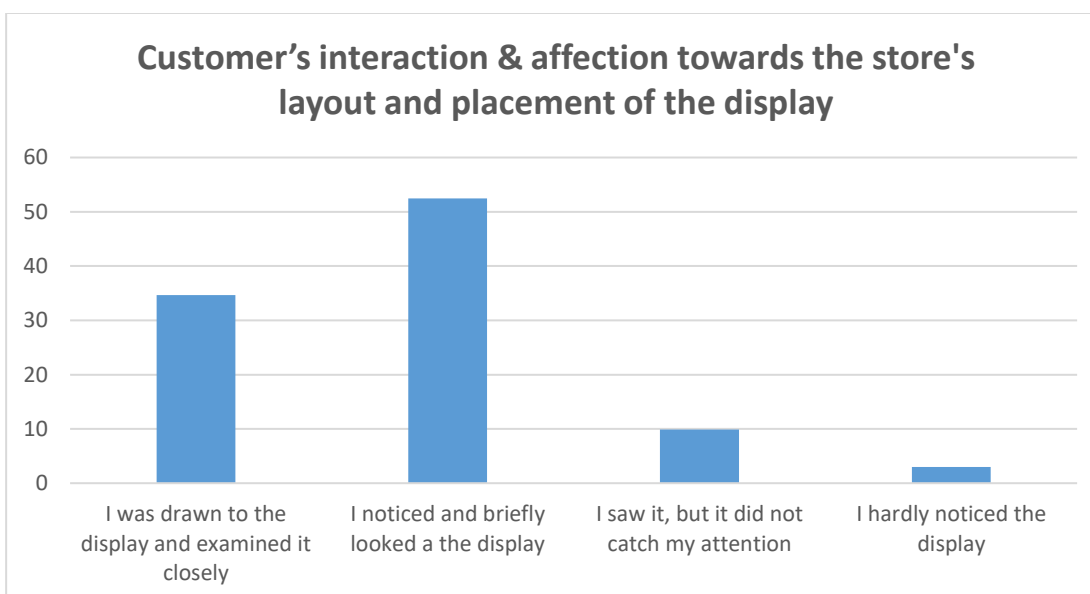


Figure 3.3.9 : Customer’s interaction & affection towards the store's layout and placement of the display

Interpretation: The data shows that the placement and layout of the seasonal display had a significant impact on attracting and engaging viewers. A large majority (87.13%) either noticed the display and briefly looked at it or were actively drawn to examine it closely. Only a small minority (12.87%) either hardly noticed the display or found it unremarkable in terms of catching their attention. Thus, the store's strategic placement of the display appears to have successfully facilitated interaction and engagement for most viewers.

Table 3.3.10 : Influence customer’s perception on ambient factors like lighting and music around the display

Influence customer’s perception on ambient factors like lighting and music around the display		
Options	Percentage	Count
Positively influenced	77.23%	78
No influence	21.78%	22
Negatively influenced	0.99%	1
influenced	0%	0

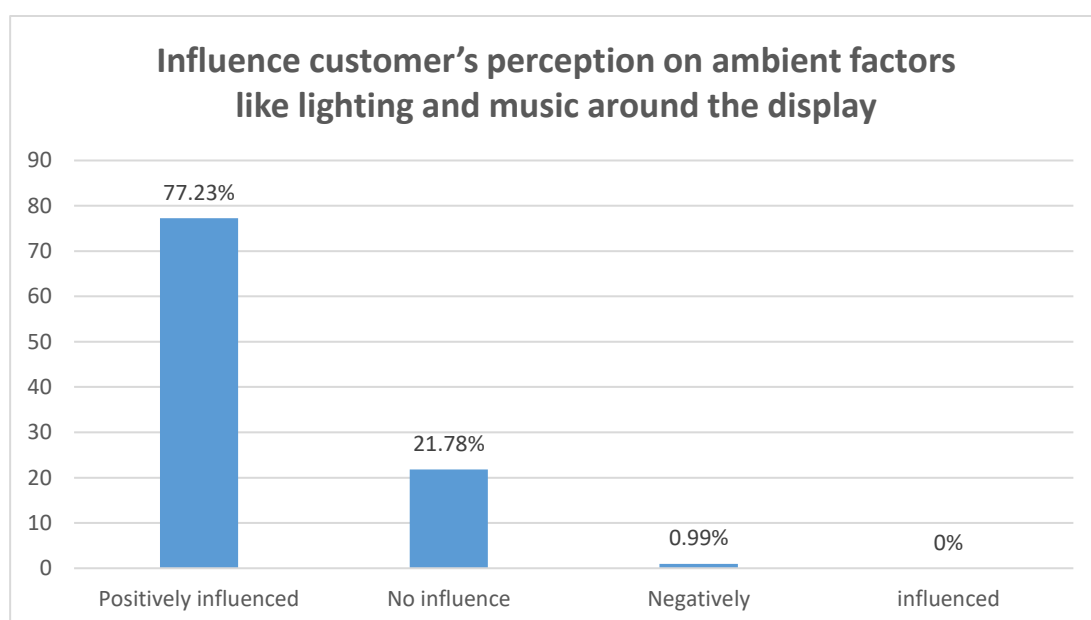


Figure 3.3.10 : Influence customer’s perception on ambient factors like lighting and music around the display

Interpretation: The data suggests that ambient factors such as lighting and music had a predominantly positive impact on the majority of respondents (77.23%). These elements likely contributed to creating a more favorable atmosphere or enhancing the visual and sensory appeal of the display. A notable minority (21.78%) did not feel influenced by these ambient factors, indicating that while they were generally positive for most, they were not universally impactful. Very few respondents (0.99%) perceived a negative influence from the ambient factors, suggesting that overall, the environment around the display was well-received and supportive of a positive viewing experience.

Table 3.3.11 : Whether the customer’s aware of any other seasonal promotions in the store

Whether the customer’s aware of any other seasonal promotions in the store		
Options	Percentage	count
Yes	81.19%	82
No	18.81%	19
Total	100%	101

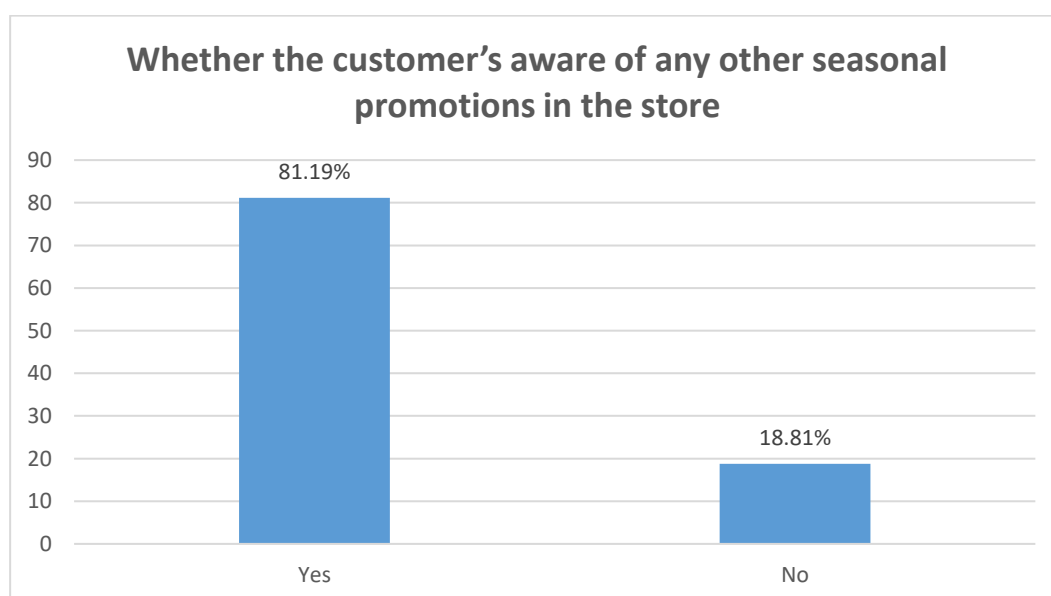


Figure 3.3.11 : Whether the customer’s aware of any other seasonal promotions in the store

Interpretation: The data shows that a significant majority (81.19%) of respondents were aware of other seasonal promotions occurring in the store on the day of their visit. This suggests that the store's promotional activities were generally noticeable and likely well-publicized or prominently displayed alongside the seasonal display in question. A smaller but still notable minority (18.81%) were not aware of these additional promotions, indicating potential variability in how effectively promotions were communicated or perceived by some visitors.

3.4 Role Of Seasonal In-Store Display Changes And Consumer Buying Behaviour

Table 3.4.1 : How often Customers are visiting CEDAR Supermart

How often Customers are visiting CEDAR Supermart		
Options	Percentage	Count
Daily	16.83%	17
Weekly	36.63%	37
Bi-weekly	24.75%	25
Monthly	10.89%	11
Less frequently	10.89%	11
Total	100%	101

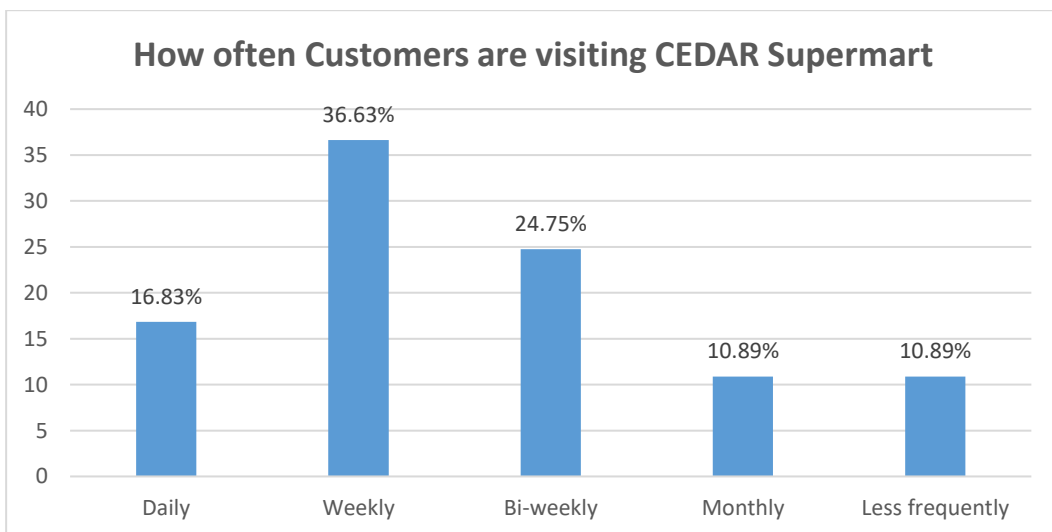


Figure 3.4.1 : How often Customers are visiting CEDAR Supermart

Interpretation: The data shows a range of visit frequencies among respondents to CEDAR Supermart, with the majority visiting weekly (36.63%) or bi-weekly (24.75%). This suggests that the store attracts a significant number of regular customers who shop there either every week or every two weeks. A notable portion also visits daily (16.83%), indicating a loyal customer base. Monthly visitors and those who visit less frequently make up smaller but still significant proportions of respondents.

Table 3.4.2 : Frequency of noticing changes in the seasonal display at CEDAR Supermart

Frequency of noticing changes in the seasonal display at CEDAR Supermart		
Options	Percentage	Count
Every visit	21.78%	22
Every other visit	45.54%	46
Once a month	19.8%	20
Less than once a month	10.89%	11
have not noticed any changes	1.98%	2
Total	100%	101

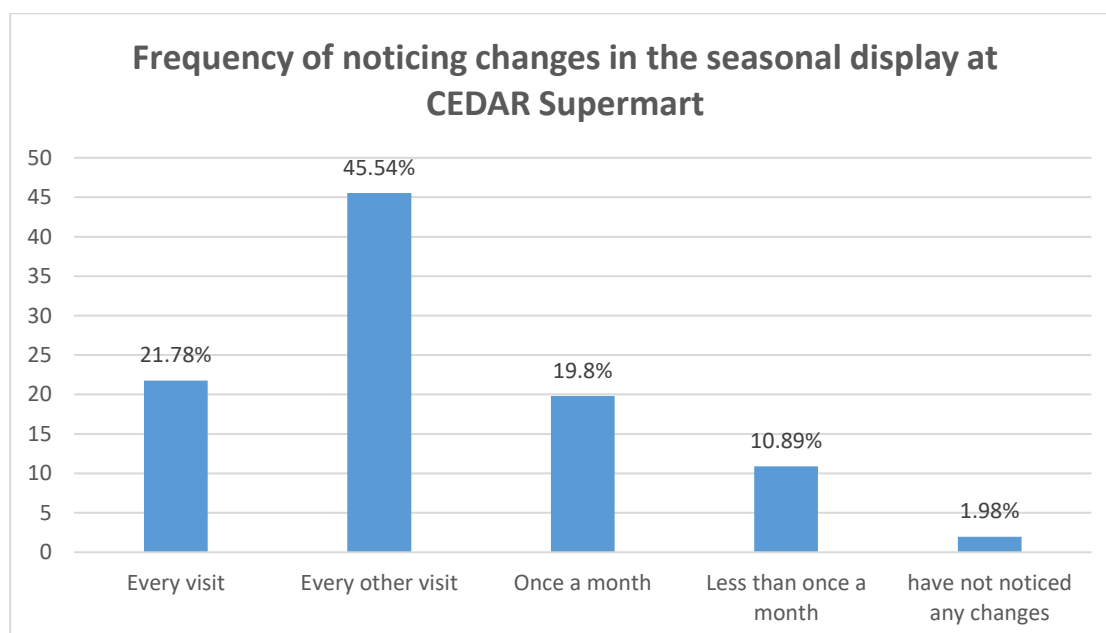


Figure 3.4.2 : Frequency of noticing changes in the seasonal display at CEDAR Supermart

Interpretation: The data shows that a majority of respondents (67.32%) notice changes in the seasonal display either every visit or every other visit, indicating that the display undergoes updates or rotations frequently enough to be noticed by regular visitors. A significant portion (19.8%) also notices changes about once a month. Only a minority (12.87%) notice changes less frequently or have not noticed any changes at all, suggesting that the seasonal display at CEDAR Supermart is generally dynamic and updated regularly enough to be noticed by the majority of visitors.

Table 3.4.3 : Customers unplanned purchase today influenced by the seasonal display

Customers unplanned purchase today influenced by the seasonal display		
Options	Percentage	Count
Yes, all of my unplanned purchase	32.67%	33
Yes, Some of my unplanned purchase	53.47%	54
Yes, none of my unplanned purchase	8.91%	9
No, didn't make any unplanned purchase	4.95%	5
Total	100%	101

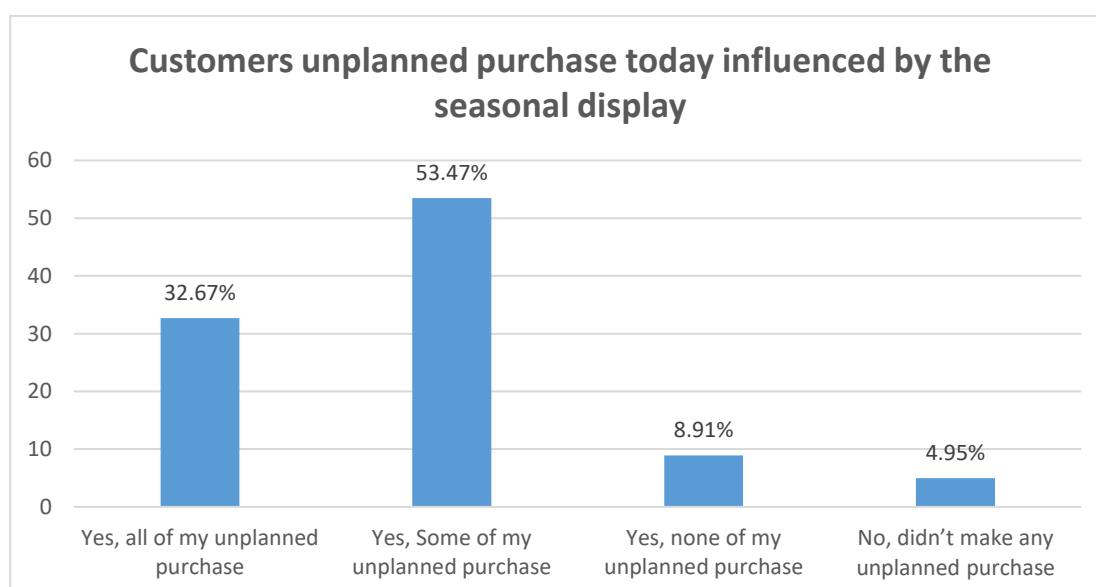


Figure 3.4.3 : Customers unplanned purchase today influenced by the seasonal display

Interpretation: The data suggests that a large majority of respondents (86.14%) were influenced by the seasonal display to make unplanned purchases today, either for all or some of their purchases. This indicates that the display had a notable impact on encouraging additional purchases among visitors. A smaller but still significant portion (8.91%) did not make any unplanned purchases due to the display, indicating varying levels of influence on consumer behavior.

Table 3.4.4 : Influential capacity of seasonal displays in customers decision to make impulse purchase

Influential capacity of seasonal displays in customers decision to make impulse purchase		
Options	Percentage	Count
1 (Not at all influential)	4.95%	5
2	18.81%	19
3	18.81%	19
4	51.49%	52
5 (Extremely influential)	5.94%	6
Total	100%	101

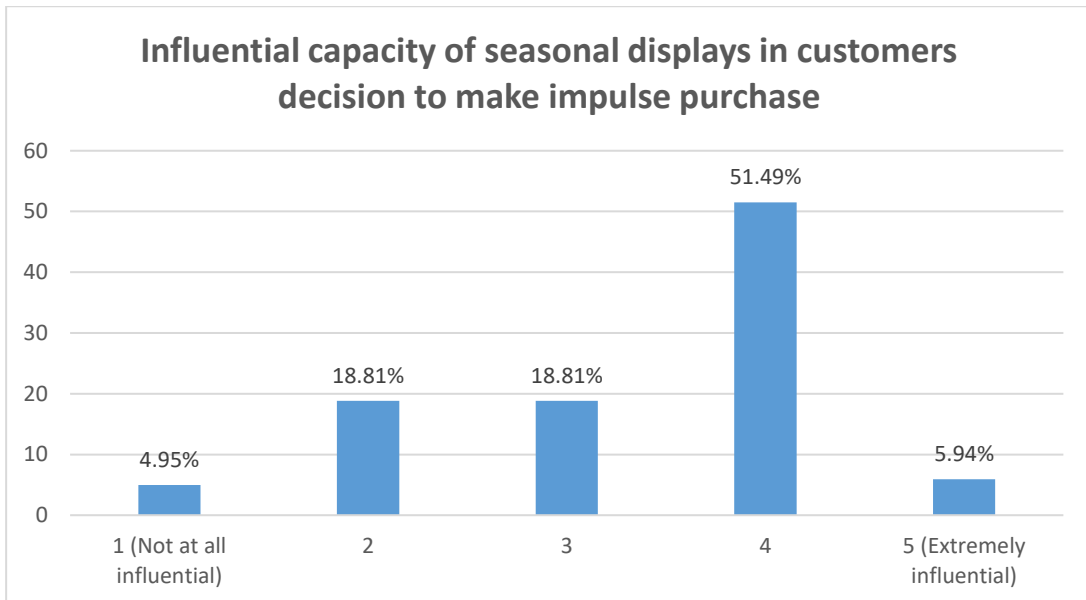


Figure 3.4.4 : Influential capacity of seasonal displays in customers decision to make impulse purchase

Interpretation: The data shows that seasonal displays generally have a significant influence on respondents' decisions to make impulse purchases. A majority (57.43% combined for ratings 4 and 5) perceive seasonal displays as either quite influential or extremely influential in this regard. A significant minority (23.76% combined for ratings 2 and 3) consider them to be moderately or slightly influential, while very few (4.95%) feel that seasonal displays have no influence at all on their impulse purchase decisions. This indicates that for most respondents, seasonal displays play a meaningful role in prompting spontaneous purchases during their shopping experience.

Table 3.4.5 : Type of products that most often purchased on impulse from seasonal display

Type of products that most often purchased on impulse from seasonal display		
Options	Percentage	Count
Food and Beverages	28.87%	41
Household goods	26.76%	38
Personal care products	22.54%	32
Clothing and accessories	13.38%	19
Other	8.45%	12
Total	100%	101

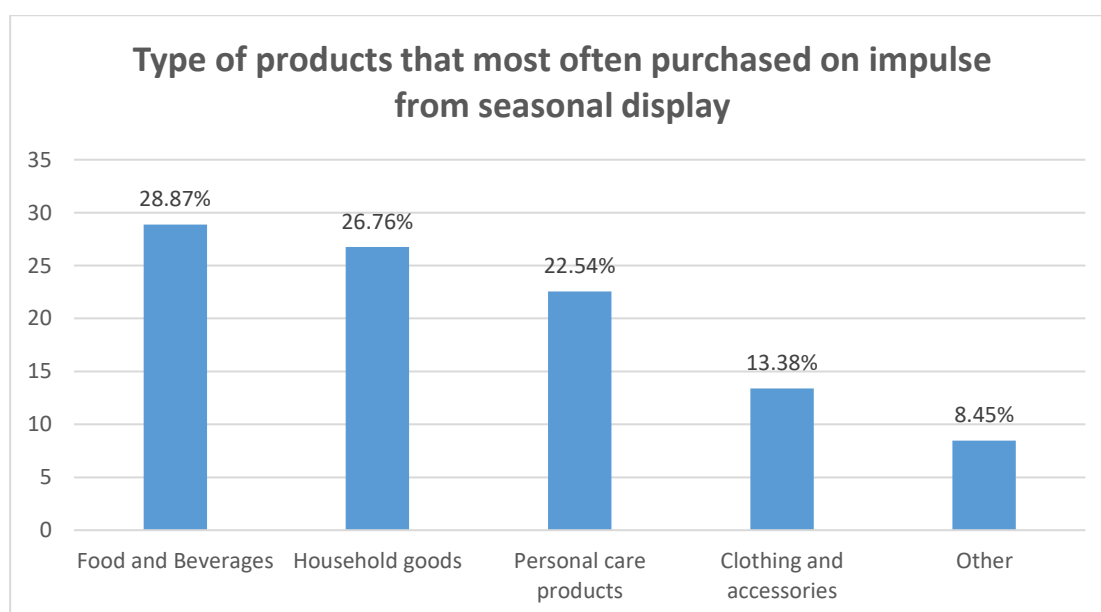


Figure 3.4.5 : Type of products that most often purchased on impulse from seasonal display

Interpretation: The data reveals that food and beverages, household goods, and personal care products are the most common types of items that respondents tend to purchase impulsively from seasonal displays. These categories likely benefit from the thematic and promotional aspects of seasonal displays that attract attention and spur spontaneous purchases among shoppers.

Table 3.4.6 : Frequency of display changes affect customers interest in checking out displayed products

Frequency of display changes affect customers interest in checking out displayed products		
Options	Percentage	Count
Increases significantly	16.83%	17
Increases somewhat	61.39%	62
No effect	11.88%	12
Decreases somewhat	8.91%	9
Decreases significantly	0.99%	1
Total	100%	101

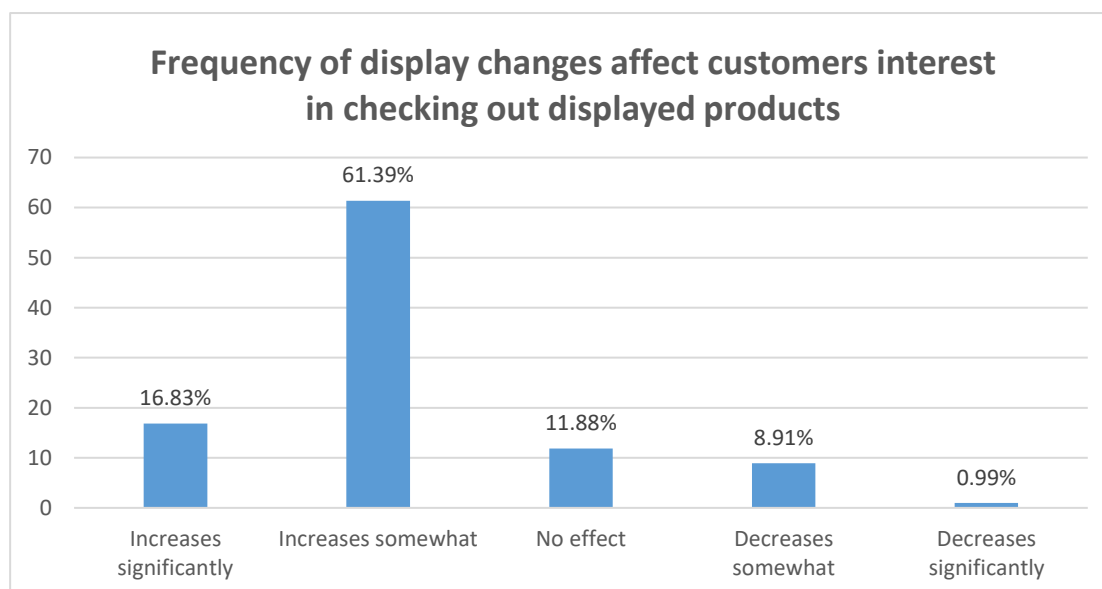


Figure 3.4.6 : Frequency of display changes affect customers interest in checking out displayed products

Interpretation: The data shows that a majority of respondents (78.22% combined for increases significantly and increases somewhat) perceive an increase in their interest in checking out displayed products when the frequency of display changes increases. This indicates that for most, frequent updates or changes to displays are positively associated with heightened curiosity and engagement. A minority (20.79% combined for no effect, decreases somewhat, and decreases significantly) do not feel strongly influenced by the frequency of display changes, with a very small proportion feeling somewhat or significantly less interested with more frequent changes.

3.5 Findings on the Role of Seasonal In-Store Displays Effect Brand Perception

Table 3.5.1 : Repeat purchase of products from brands featured in the seasonal display at CEDAR Supermart in the past month

Repeat purchase of products from brands featured in the seasonal display at CEDAR Supermart in the past month		
Options	Percentage	Count
Have not purchased any products	28.71%	29
Once	32.67%	33
Twice	16.83%	17
Three times	2.97%	3
Four times and more	18.81%	19
Total	100%	101

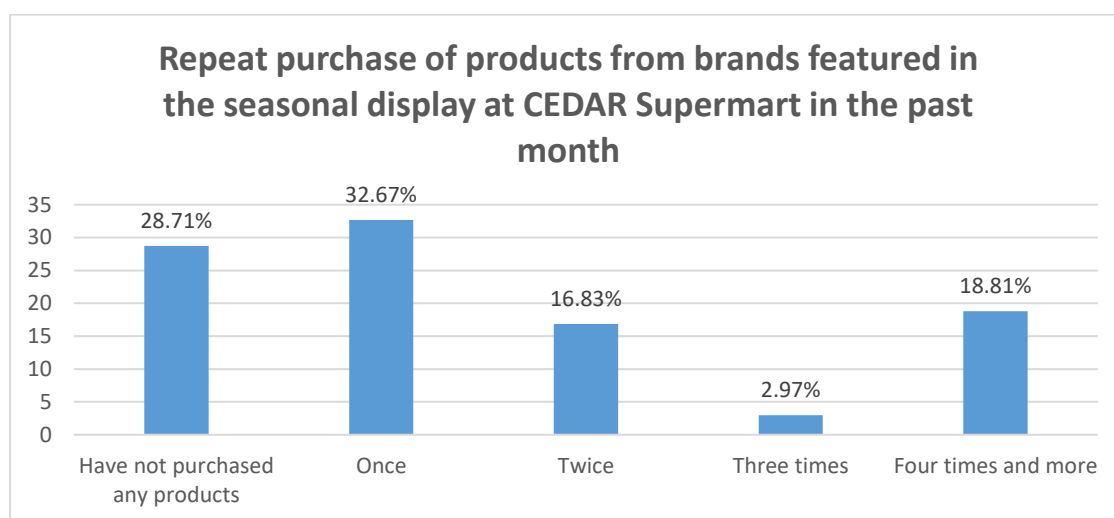


Figure 3.5.1 : Repeat purchase of products from brands featured in the seasonal display at CEDAR Supermart in the past month

Interpretation: The data shows that purchasing behavior varies among respondents regarding products from brands featured in the seasonal display. While a notable portion have not made any recent purchases (28.71%), a significant majority have engaged with these brands at least once (71.29% combined for once, twice, three times, and four times and more). This indicates that the seasonal display effectively influences purchasing decisions for a majority of respondents, encouraging repeated purchases among a significant portion of shoppers.

Table 3.5.2 : Interest of customer’s likely in continuing buying products from these brands in the future

Interest of customer’s likely in continuing buying products from these brands in the future		
Options	Percentage	Count
Very likely	19.8%	20
likely	54.46%	55
Neutral	20.79%	21
Unlikely	3.96%	4
Very unlikely	0.99%	1
Total	100%	101

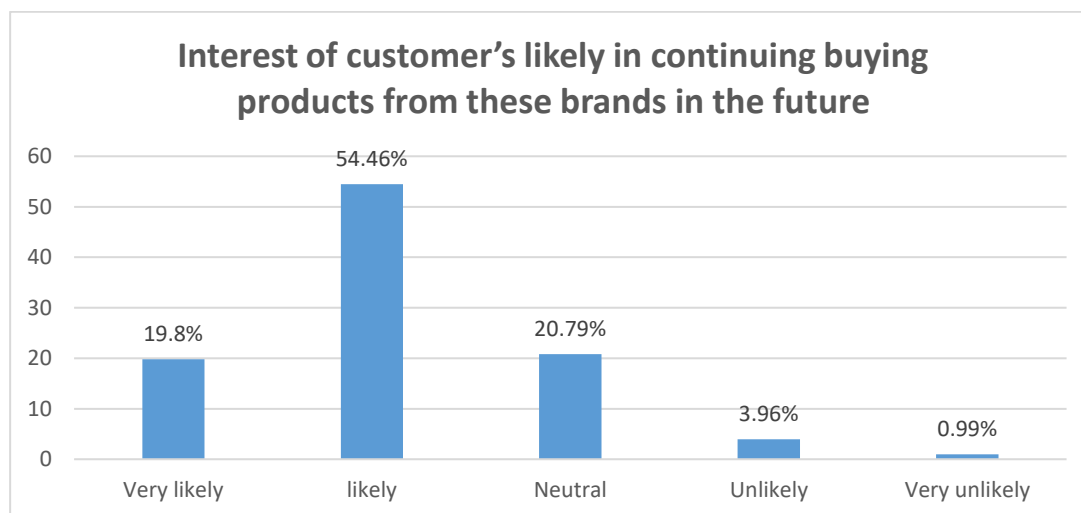


Figure 3.5.2 : Interest of customer’s likely in continuing buying products from these brands in the future

Interpretation: The data shows that a majority of respondents (74.26% combined for very likely and likely) are inclined to continue buying products from brands featured in the seasonal display in the future. This suggests that the display has effectively influenced positive future purchasing intentions among a significant portion of shoppers. A notable minority (4.95% combined for unlikely and very unlikely) are less likely to continue purchasing, while a significant portion (20.79%) remain neutral or undecided about their future buying intentions. This indicates varying levels of brand loyalty and future purchasing commitment among respondents influenced by the seasonal display

Table 3.5.3 : Whether seasonal display enhance customer’s perception of the value of these brands

Whether seasonal display enhance customer’s perception of the value of these brands		
Options	Percentage	Count
Significantly increased	22.77%	23
Slightly increased	55.45%	56
No change	15.84%	16
Slightly decreased	3.96%	4
Significantly decreased	1.98%	2
Total	100%	101

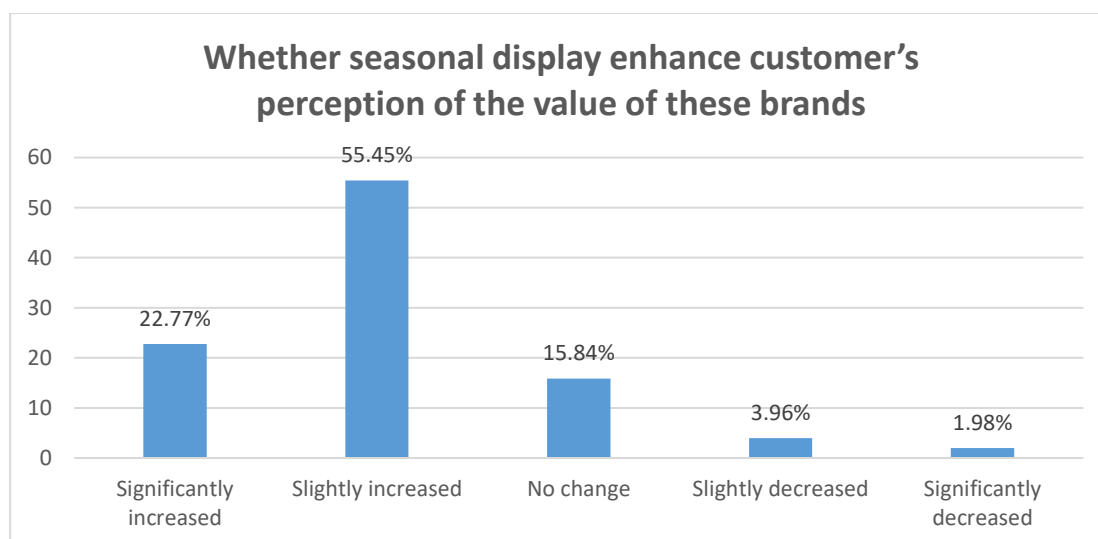


Figure 3.5.3 : Whether seasonal display enhance customer’s perception of the value of these brands

Interpretation: The data shows that a majority of respondents (78.22% combined for significantly increased and slightly increased) perceived an enhancement in the value of brands featured in the seasonal display. This indicates that the display effectively contributed to a positive perception of brand value among most respondents. A minority (5.94% combined for slightly decreased and significantly decreased) felt a decrease in brand value, while 15.84% reported no change. This suggests varying impacts of the seasonal display on respondents' perceptions of brand value, with the majority perceiving a positive influence.

Table 3.5.4 : Whether customers are satisfied with the products from these brands after purchasing them

Whether customers are satisfied with the products from these brands after purchasing them		
Options	Percentage	Count
Very satisfied	20.79%	21
Satisfied	53.47%	54
Neutral	19.8%	20
Unsatisfied	3.96%	4
Very unsatisfied	1.98%	2
Total	100%	101

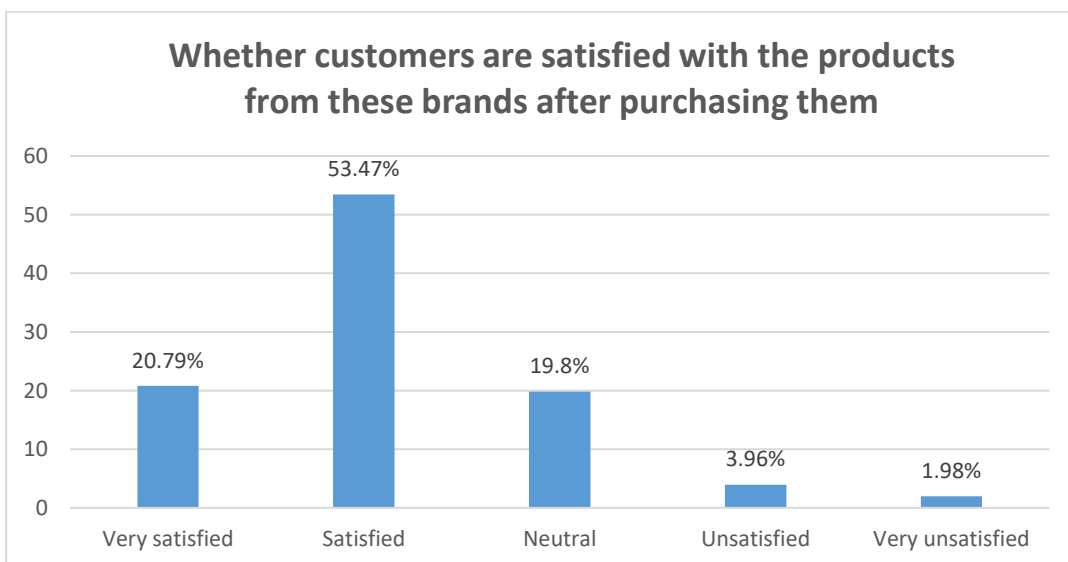


Figure 3.5.4 : Whether customers are satisfied with the products from these brands after purchasing them

Interpretation: The data shows that a majority of respondents (74.26% combined for very satisfied and satisfied) were satisfied with the products from brands featured in the seasonal display after purchasing them. This indicates that the products generally met or exceeded expectations for most shoppers. A significant portion (19.8%) were neutral, suggesting a range of experiences or perhaps a lack of strong opinions about the products. Only a minority (5.94% combined for unsatisfied and very unsatisfied) expressed dissatisfaction, indicating that while most respondents were satisfied, there is room for improvement in product satisfaction for some customers.

Table 3.5.5 : The customers are seeing promotions for these brands at CEDAR Supermart aside from the seasonal display

The customers are seeing promotions for these brands at CEDAR Supermart aside from the seasonal display		
Options	Percentage	Count
Always	22.77%	23
Often	48.51%	49
Sometimes	20.79%	21
Rarely	5.94%	6
Never	1.98%	2

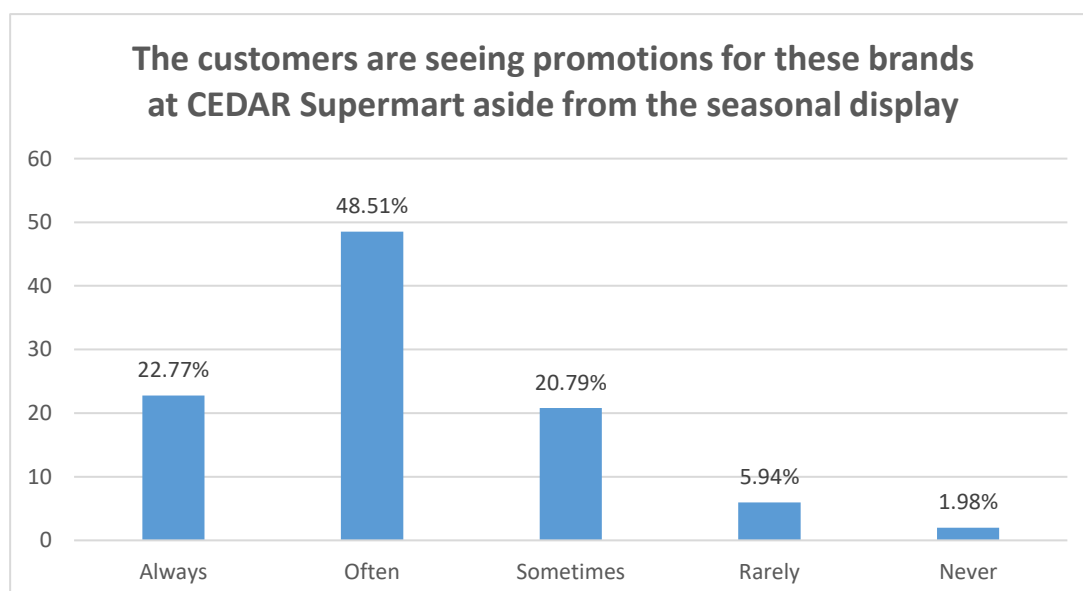


Figure 3.5.5 : The customers are seeing promotions for these brands at CEDAR Supermart aside from the seasonal display

Interpretation: The data shows that a majority of respondents (71.28% combined for always and often) frequently see promotions for brands featured at CEDAR Supermart aside from the seasonal display. This indicates that promotional activities for these brands are prevalent and actively noticed by most shoppers. A notable portion (20.79% for sometimes) encounters promotions less consistently, while a minority (7.92% combined for rarely and never) either rarely or never notice promotions for these brands during their store visits. This suggests varying levels of promotional visibility and effectiveness for these brands among shoppers at CEDAR Supermart.

Table 3.5.6 : Extent to which competitor promotions influence customer’s decision to purchase these brands

Extent to which competitor promotions influence customer’s decision to purchase these brands		
Options	Percentage	Count
Extremely	21.78%	22
Significantly	48.51%	49
Moderately	20.79%	21
Slightly	5.94%	6
Not at all	2.97%	3
Total	100%	101

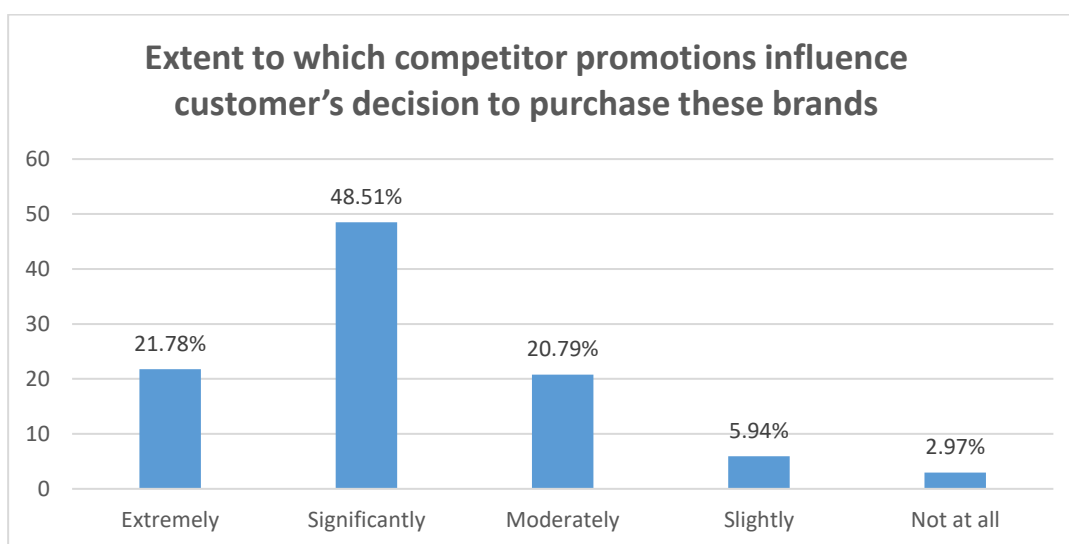


Figure 3.5.6 : Extent to which competitor promotions influence customer’s decision to purchase these brands

Interpretation: The data shows that a majority of respondents (70.29% combined for extremely and significantly) are significantly influenced by competitor promotions when deciding to purchase brands featured at CEDAR Supermart. This suggests that competitor activities play a substantial role in shaping consumer decisions within the competitive retail environment. A notable minority (26.73% combined for moderately, slightly, and not at all) feel varying levels of lesser influence or no influence from competitor promotions, indicating differing degrees of sensitivity to competitive factors among respondents.

Table 3.5.7 : Apart from seasonal display, Customer is encounter marketing for these brands in other media

Apart from seasonal display, Customer is encounter marketing for these brands in other media (Online, TV, etc)		
Options	Percentage	Count
Always	25.74%	26
Often	43.56%	44
Sometimes	22.77%	23
Rarely	6.93%	7
Never	0.99%	1
Total	100%	101

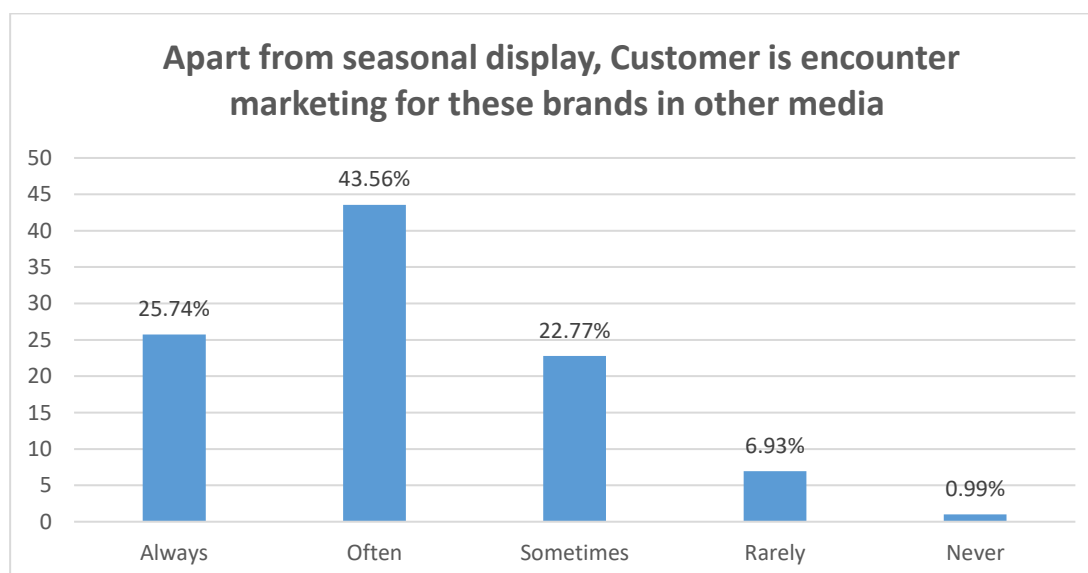


Figure 3.5.7 : Apart from seasonal display, Customer is encounter marketing for these brands in other media

Interpretation: The data shows that a majority of respondents (69.3% combined for always and often) frequently encounter marketing for brands featured at CEDAR Supermart in other media, apart from seasonal displays. This suggests that these brands have active and effective marketing campaigns across various platforms to reach and engage consumers beyond the physical store environment. A notable portion (22.77% for sometimes) encounters marketing efforts less consistently, while a smaller minority (7.92% combined for rarely and never) have less exposure to marketing efforts in other media. This distribution indicates varying levels of visibility and impact

CHAPTER IV
FINDINGS, RECOIMMENDATIONS & SUMMARY

FINDINGS

Findings on the demographic factors effecting influence of seasonal in store displays

Gender

- **Majority Female:** 58.42% (58 individuals) are female, compared to 41.58% (42 individuals) male. No individuals are identifying as other gender.
- They have to improve little bit to attract more male.

Age Distribution

- **Youth Dominance:** The largest age group is 18–25 years, comprising 44.55% (45 individuals) of the sample. This suggests a predominantly young population.
- **Significant Youth:** The next largest group is 26–30 years old at 26.73% (27 individuals).
- **Smaller Older Groups:** Age groups 31–45 and above 46 are less represented, with 17.82% (18 individuals) and 8.92% (9 individuals), respectively.
- **Minor Representation Under 18:** Only 1.98% (2 individuals) are below 18 years.

Income Distribution

- **Low Income Prevalence:** The largest income bracket is 20,000–30,000, covering 33.66% (34 individuals) of the sample.
- **No Income High Proportion:** 28.72% (29 individuals) report having no income, indicating a significant portion of the population is financially disadvantaged.
- **Income Distribution:** 22.77% (23 individuals) earn below 20,000, while only a small percentage earn between 30,000 – 40,000 (6.93%, 7 individuals) or above 50,000 (7.92%, 8 individuals).

Findings On The Effectiveness Of Seasonal In-Store Displays Of Cedar Supermart

Visual Appeal of Seasonal Displays:

- The majority of respondents (79.19%) found the seasonal display appealing to varying degrees, with only 2.97% finding it not appealing at all.
- Seasonal displays are generally successful in creating a visually pleasing shopping environment, enhancing consumer experience and likely increasing time spent in-store.

Relevance to the Season:

- A large majority (69.31%) of respondents found the seasonal display theme to be very or extremely relevant to the current or upcoming season.
- Ensuring that displays align well with seasonal themes resonates positively with consumers, likely improving their overall perception and engagement with the display.

Engagement with the Display:

- The display was found to be engaging by a significant majority (66.33% very or extremely engaging), with 89.1% finding it at least moderately engaging.
- High engagement levels suggest that seasonal displays are effective in capturing consumer attention and interest, which can translate into higher interaction rates and potential sales.

Clarity of Message:

- Most respondents (75.24%) perceived the message or purpose of the display as very or extremely clear, while 11.88% found it moderately to slightly clear.
- Clear communication through displays is crucial for ensuring consumers understand promotional messages, which can enhance the effectiveness of the display in driving desired consumer behavior.

Comparison of Overall Quality:

- A majority (73.26%) perceived the current display to be of higher quality compared to previous visits, with no respondents finding it much worse.
- Continuous improvement in display quality is recognized and appreciated by consumers, contributing to positive consumer experiences and potentially fostering customer loyalty.

Perceived Value of Featured Products:

- For most respondents (73.27%), the seasonal display positively influenced their perception of the value of the featured products.
- Well-executed displays can enhance the perceived value of products, potentially leading to increased sales and customer satisfaction.

Emotional Response:

- Emotions such as excitement (34.65%) and happiness (27.72%) were commonly evoked, with indifference (6.93%) and displeasure (2.97%) being less frequent.
- Positive emotional responses to displays can enhance overall shopping experience and influence purchasing decisions favourably.

Interaction and Affection Towards Display:

- A majority (87.13%) either noticed and briefly looked at the display or were drawn to examine it closely.
- Effective placement and layout of displays are crucial in attracting consumer attention and encouraging closer interaction with the displayed products.

Influence of Ambient Factors:

- Ambient factors such as lighting and music positively influenced the perception of the display for 77.23% of respondents.

- Creating a favourable ambiance around displays can enhance consumer experience and positively influence their perception of the display and the products.

Awareness of Other Seasonal Promotions:

- A high percentage (81.19%) of respondents were aware of other seasonal promotions in the store.
- Effective communication and promotion strategies are in place, ensuring that consumers are well-informed about ongoing promotions, which can drive additional foot traffic and sales.

The data suggests that seasonal in-store displays have a positive influence on consumer preference. They are generally well-received in terms of visual appeal, relevance, engagement, and clarity of message. Additionally, they positively impact the perceived value of featured products, evoke positive emotions, and benefit from favorable ambient factors. Ensuring continuous improvement and effective communication around these displays can further enhance their impact on consumer behavior and store performance.

Findings On Role Of Seasonal In-Store Display Changes And Consumer Buying Behaviour

Customer Visit Frequency:

- The majority of respondents visit CEDAR Supermart weekly (36.63%) or bi-weekly (24.75%), with a notable portion visiting daily (16.83%).
- The store attracts a significant number of regular customers, indicating a strong and loyal customer base. Frequent visitors are more likely to notice changes in seasonal displays, which can influence their purchasing behavior.

Noticing Changes in Seasonal Displays:

- A majority of respondents (67.32%) notice changes in the seasonal display either every visit or every other visit.
- Regular updates to seasonal displays are effective in capturing the attention of frequent customers, maintaining their interest and engagement with the store's offerings.

Influence on Unplanned Purchases:

- A large majority (86.14%) of respondents were influenced by the seasonal display to make unplanned purchases.
- Seasonal displays are highly effective in encouraging additional purchases, contributing to increased sales and enhancing the shopping experience.

Influence on Impulse Purchases:

- The majority of respondents (57.43%) find seasonal displays to be quite or extremely influential in their decision to make impulse purchases.
- Seasonal displays play a significant role in prompting spontaneous purchases, indicating their importance in driving impulse buying behavior.

Types of Products Purchased on Impulse:

- The most common items purchased impulsively from seasonal displays are food and beverages (28.87%), household goods (26.76%), and personal care products (22.54%).
- Seasonal displays should focus on these product categories to maximize the likelihood of impulse purchases, aligning with consumer preferences.

Impact of Display Changes on Interest:

- A majority of respondents (78.22%) report increased interest in checking out displayed products with more frequent display changes.
- Frequent updates to displays are positively associated with heightened curiosity and engagement, suggesting that regularly changing displays can sustain customer interest and encourage repeat visits.

Time of Store Visits:

- The most popular times for shopping are the afternoon (36.63%) and evening (38.61%), with steady foot traffic throughout the day.
- Seasonal displays should be optimized for visibility and engagement during peak shopping times to maximize their impact.

Findings on the Role of Seasonal In-Store Displays Effect Brand Perception

Repeat Purchases from Featured Brands:

- A significant majority (71.29%) of respondents have made repeat purchases of products from brands featured in the seasonal display at least once in the past month.
- Seasonal displays are effective in driving repeat purchases, indicating that they can foster brand loyalty among customers by keeping featured products top of mind.

Influence of Other In-Store Promotions:

- A significant majority (84.16%) of respondents are influenced by other in-store promotions to make impulse purchases.
- In addition to seasonal displays, other in-store promotions also play a crucial role in driving impulse purchases, highlighting the importance of a comprehensive promotional strategy.

The data suggests that the frequency of changes in seasonal in-store displays significantly influences consumer behavior, particularly in terms of repeat purchases and impulse buying. Regular customers, who visit the store weekly or bi-weekly, are highly responsive to frequent updates in displays, leading to increased interest, engagement, and unplanned purchases. Optimizing the timing, frequency, and product categories featured in these displays can enhance their effectiveness, driving higher sales and fostering customer loyalty.

Future Purchase Intentions:

- A large majority of respondents (74.26%) are likely or very likely to continue buying products from brands featured in the seasonal display in the future.
- Seasonal displays positively influence future purchasing intentions, suggesting that they play a role in enhancing brand loyalty and encouraging continued patronage.

Perception of Brand Value:

- The majority (78.22%) of respondents report that seasonal displays have increased their perception of the value of the featured brands.
- Seasonal displays are successful in enhancing the perceived value of brands, contributing to positive brand associations and potentially increasing brand loyalty.

Customer Satisfaction:

- Most respondents (74.26%) are satisfied or very satisfied with products from brands featured in the seasonal display after purchasing them.
- High satisfaction levels indicate that the products meet or exceed customer expectations, reinforcing positive brand experiences and loyalty.

Visibility of Promotions:

- A majority (71.28%) frequently see promotions for these brands aside from the seasonal display.
- Consistent and frequent promotion of brands through various in-store displays and other channels helps maintain brand visibility and reinforces brand loyalty.

Influence of Competitor Promotions:

- A significant majority (70.29%) are influenced by competitor promotions when deciding to purchase brands featured at CEDAR Supermart.
- While seasonal displays are effective, competitor promotions also play a substantial role in consumer decisions. Maintaining competitive promotional strategies is crucial for sustaining brand loyalty.

Product Categories Purchased:

- The most common products purchased from featured brands are food and beverages (31.21%), personal care products (20.38%), and household goods (19.11%).
- Seasonal displays that feature these popular product categories are likely to be more effective in driving purchases and enhancing brand loyalty.

Encountering Marketing in Other Media:

- A majority (69.3%) frequently encounter marketing for these brands in other media such as online or TV.
- Cross-channel marketing efforts complement in-store displays, reinforcing brand messages and contributing to a holistic strategy for building brand loyalty.

The data suggests that seasonal in-store displays at CEDAR Supermart significantly influence brand loyalty. These displays drive repeat purchases, enhance perceptions of brand value, and foster future purchase intentions. High levels of customer satisfaction with products from featured brands further reinforce loyalty. However, the influence of competitor promotions indicates the need for ongoing competitive strategies. Additionally, the effectiveness of cross-channel marketing efforts highlights the importance of an integrated approach to maintaining brand visibility and loyalty. Overall, seasonal displays are a key component in building and sustaining brand loyalty among CEDAR Supermart customers.

SUGGESTION

Enhancing the Effectiveness of Seasonal In-Store Displays of CEDAR Supermart

To enhance the influence of seasonal in-store displays on consumer preference, CEDAR Supermart should focus on maintaining high visual appeal by continuously updating designs and ensuring seasonal relevance. Adding interactive elements and using clear, concise messaging can boost engagement and comprehension. Regular quality assessments and highlighting product benefits will enhance perceived value. Leveraging ambient factors like lighting and music, optimizing display placement, and promoting awareness through multiple channels can further attract and retain customer attention. Collecting customer feedback and integrating cross-channel marketing will ensure displays meet consumer expectations and drive sales.

To Improve the Role of Seasonal In-Store Display Changes and Consumer Buying Behaviour

To maximize the influence of seasonal in-store displays changes, repeat purchases and impulse buying, CEDAR Supermart should frequently update these displays to capture the attention of regular customers, who predominantly visit weekly or bi-weekly. Focus on high-impact categories like food, beverages, household goods, and personal care products to align with consumer preferences. Ensure displays are prominently visible during peak shopping times in the afternoon and evening. Complement seasonal displays with other in-store promotions to create a comprehensive and engaging shopping experience. Regularly gathering customer feedback will help tailor these strategies to continually meet and exceed consumer expectations.

To enhance brand Perception through seasonal in-store displays,

CEDAR Supermart should focus on regularly updating these displays with popular product categories such as food, beverages, personal care products, and household goods. Consistent and frequent promotions, both in-store and across other media, will reinforce brand visibility and positive perceptions. Ensuring high product quality to meet customer expectations will further solidify brand loyalty. Additionally, monitoring competitor promotions and maintaining competitive strategies is crucial. An integrated approach combining engaging seasonal displays with cross-channel marketing will effectively build and sustain brand perception among customers.

SUMMARY

The study aimed to analyze the impact of seasonal in-store displays at CEDAR Supermart on consumer preference, repeat purchases, and brand loyalty. The findings revealed that seasonal displays significantly enhance consumer preference by providing visually appealing, relevant, and engaging experiences, positively influencing perceptions of product value and evoking positive emotions. Frequent updates to these displays attract regular customers, increasing interest, engagement, and unplanned purchases, especially in high-impact categories like food, beverages, and personal care products. Additionally, seasonal displays foster brand loyalty by driving repeat purchases, enhancing future purchase intentions, and boosting satisfaction with featured brands. However, competitor promotions also play a significant role, necessitating competitive strategies. Effective seasonal displays combined with cross-channel marketing efforts are crucial for maintaining brand visibility and loyalty. Overall, optimizing the timing, frequency, and product categories featured in seasonal displays can enhance their effectiveness, driving higher sales and fostering customer loyalty at CEDAR Supermart.

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APPENDICES

1. Age

- Below 18
- 18 - 25
- 26 - 30
- 31 - 45
- 46 Above

2. Gender

- Male
- Female
- Other

3. Income

- No income
- Below 20,000
- 20,000 - 30,000
- 30,000 - 40,000
- 50,000 Above

4. How visually appealing did you find the seasonal display?

- Extremely appealing
- Very appealing
- Moderately appealing
- Slightly appealing
- Not at all appealing

5. How relevant did you find the theme of the seasonal display to the current season or upcoming season?

- Extremely relevant
- Very relevant
- Moderately relevant
- Slightly relevant
- Not at all relevant

6. How engaging did you find the seasonal display?

- Extremely engaging
- Very engaging
- Moderately engaging
- Slightly engaging
- Not at all engaging

7. How clear was the message or purpose of the seasonal display?

- Extremely clear
- Very clear
- Moderately clear
- Slightly clear
- Not at all clear

8. Compared to your previous visit, how does today's display compare in terms of overall quality?

- Much better
- Somewhat better
- About the same
- Somewhat worse
- Much worse

9. How did the display affect your perception of the value of the featured products?

- Significantly increased value
- Slightly increased value
- No effect
- Slightly decreased value
- Significantly decreased value

10. What emotions did the seasonal display evoke in you?

- Happiness
- Excitement
- Nostalgia
- Indifference
- Displeasure

11. How did the store's layout and placement of the display affect your interaction with it?

- I was drawn to the display and examined it closely
- I noticed and briefly looked at the display
- I saw it, but it did not catch my attention
- I hardly noticed the display

12. How did ambient factors like lighting and music around the display influence your perception of it?

- Positively influenced
- No influence
- Negatively influenced

13. Are you aware of any other seasonal promotions in the store today?

- Yes
- No

14. How often do you visit CEDAR Supermart?

- Daily
- Weekly
- Bi-weekly
- Monthly
- Less frequently

15. How frequently do you notice changes in the seasonal display at CEDAR Supermart?

- Every visit
- Every other visit
- Once a month
- Less than once a month
- I have not noticed any changes

16. Did you make any unplanned purchases today influenced by the seasonal display?

- Yes, all of my unplanned purchases were influenced by the display
- Yes, some of my unplanned purchases were influenced by the display
- Yes, none of my unplanned purchases were influenced by the display
- No, I didn't make any unplanned purchases

17. On a scale of 1 to 5, how influential are seasonal displays in your decision to make impulse purchases? (1 being "Not at all influential" and 5 being "Extremely influential")

- 1
- 2
- 3
- 4
- 5

18. What type of products do you most often buy on impulse from seasonal displays?

- Food and Beverages
- Household goods
- Personal care products
- Clothing and accessories
- Other

19. How does the frequency of display changes affect your interest in checking out displayed products?

- Increases significantly
- Increases somewhat
- No effect
- Decreases somewhat
- Decreases significantly

20. How many times have you purchased products from brands featured in the seasonal display at CEDAR Supermart in the past month?

- I have not purchased any products from those brands
- Once
- Twice
- Three times
- Four times and more

21. How likely are you to continue buying products from these brands in the future?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

22. Did the seasonal display enhance your perception of the value of these brands?

- Significantly increased
- Slightly increased
- No change
- Slightly decreased
- Significantly decreased

23. How satisfied were you with the products from these brands after purchasing them?

- Very satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very unsatisfied

24. How often do you see promotions for these brands at CEDAR Supermart aside from the seasonal display?

- Always
- Often
- Sometimes
- Rarely
- Never

25. To what extent do competitor promotions influence your decision to purchase these brands?

- Extremely
- Significantly
- Moderately
- Slightly
- Not at all

26. What type of products did you purchase from these brands?

- Food and beverages
- Household goods
- Personal care products
- Clothing and accessories
- Electronics
- Other

27. Apart from the seasonal display, how often do you encounter marketing for these brands in other media (Online, TV, etc)?

- Always
- Often
- Sometimes
- Rarely
- Never