

A STUDY OF THE MOST INFLUENTIAL 'POINT-OF-PURCHASE' MATERIALS AND  
DISPLAYS TO PROMOTE P&G'S HAIR CARE AND SKIN CARE PRODUCTS IN  
SUPERMARKETS IN BANGKOK

A MASTER'S PROJECT  
OF  
MISS DARANEE DELORME

Presented in partial fulfillment of the requirements  
for the Master of Arts degree in Business English for International Communication  
at Srinakharinwirot University

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This study attempts to discover the most influential 'Point-of-Purchase' (POP) materials and displays used to promote the hair care and skin care products of Procter & Gamble (P&G) in supermarkets in Bangkok. Data in the research are derived from questionnaire sessions with 60 respondents who are P&G's customers in the selected supermarkets in Bangkok. The analysis of the data is presented in percentages and with analytical descriptions. The findings are as follows:

- The profile of P&G's customers is primarily university graduate working women between the ages of 15-45.
- The majority of respondents have bought Pantene, Head & Shoulders and Olay. Though most of the respondents knew Rejoice and Herbal Essences, less than half had recently bought the products.
- 73.30% of the respondents decided what P&G brands to buy before coming to supermarkets.
- 50% of the respondents spent 30 minutes or less in supermarkets while 33.30% spent more than 50 minutes.
- The Off-shelf Display was the most seen (86.67%) and the most influential (36.67%) Hair Care POP.

- The Merchandising Unit was the most seen (98.33%) and the most influential (53.33%) Skin Care POP.

This study not only reveals the most influential types of Procter & Gamble POP materials and displays but also the least influential ones. Manufacturers and advertisers can divert their focus from Hair Care's "Wobbler" and Skin Care's "Shelf Vision" POPs. No customer found them influential. The investment in POPs can be directed to developing and improving the most influential materials and displays so that Thai customers' attentions are captured and their final purchasing decisions are firmly influenced.

การศึกษาสื่อ ณ จุดขายที่มีอิทธิพลในการส่งเสริมสินค้าหมวดหมู่ดูแลเส้นผมและผิวพรรณของ  
บริษัท พี แอนด์ จี ในซูเปอร์มาร์เก็ตในกรุงเทพมหานคร

บทคัดย่อ  
ของ  
นางสาวดารณี ดีโลมี

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตาม  
หลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

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การศึกษาเกี่ยวกับหัวข้อข้างต้นนั้นเพื่อจุดประสงค์ที่จะศึกษาให้กระจ่างชัดถึงสื่อ ณ จุดขาย  
ชนิดใดที่มีอิทธิพลมากที่สุดที่ทำหน้าที่ส่งเสริมผลิตภัณฑ์ในหมวดหมุดดูแลเส้นผมและดูแลผิวพรรณ  
ของบริษัท พรอคเตอร์ แอนด์ แกมเบล (พี แอนด์ จี) ในซูเปอร์มาร์เก็ตในเขตกรุงเทพมหานคร  
ข้อมูลที่ใช้สำหรับการศึกษาในครั้งนี้ได้มาจากการสัมภาษณ์โดยใช้แบบสอบถามกับผู้ตอบ  
แบบสอบถามซึ่งเป็นลูกค้าของบริษัท พี แอนด์ จี จำนวนหกสิบคนในซูเปอร์มาร์เก็ตที่เลือกไว้  
ในเขตกรุงเทพมหานคร ผู้วิจัยได้นำข้อมูลที่ได้รับมาทำการวิเคราะห์โดยการหาค่าร้อยละ และการ  
พรรณนาเชิงวิเคราะห์ ผลการวิจัยพบว่า

- ลูกค้าของบริษัท พี แอนด์ จีคือกลุ่มลูกค้าที่เป็นผู้หญิงทำงาน มีการศึกษาระดับ  
ปริญญาตรี อายุอยู่ในช่วง 15-45 ปี
- ผู้ตอบแบบสอบถามส่วนใหญ่เคยซื้อผลิตภัณฑ์ที่มีตราสินค้าชื่อ แพนทีน เฮด แอนด์  
โซว์เดอร์ และ โอลีย์ แม้ว่าผู้ตอบแบบสอบถามเกือบทั้งหมดจะรู้จักตราสินค้า รีจอยซ์  
และเฮอร์บัล เอสเซนส์ แต่มีเพียงไม่ถึงครึ่งเท่านั้นที่เคยซื้อ
- ผู้ตอบแบบสอบถามจำนวนร้อยละ 73.30 ตัดสินใจว่าจะซื้อสินค้ายี่ห้อใดของบริษัท พี  
แอนด์ จีก่อนที่จะมาที่ซูเปอร์มาร์เก็ต
- ผู้ตอบแบบสอบถามร้อยละ 50 ใช้เวลา 30 นาทีหรือน้อยกว่าในซูเปอร์มาร์เก็ต  
ขณะที่อีกร้อยละ 33.30 ใช้เวลามากกว่า 50 นาที

- สื่อ ณ จุดขายในหมวดหมู่ผลิตภัณฑ์ดูแลเส้นผมที่มีอิทธิพลมากที่สุดและพบเห็นมากที่สุดเป็นร้อยละ 36.67 และ 86.67 ตามลำดับคือ กองโชว์พิเศษ (Off-shelf Display)
- สื่อ ณ จุดขายในหมวดหมู่ผลิตภัณฑ์ดูแลผิวพรรณที่มีอิทธิพลมากที่สุดและพบเห็นมากที่สุดเป็นร้อยละ 53.33 และ 98.33 ตามลำดับคือ ตู้แสดงสินค้าแบบถาวร (Merchandising Unit)

การศึกษาในครั้งนี้ยังพบว่าสื่อ ณ จุดขายบางชิ้นมีอิทธิพลน้อยมาก ผู้ผลิตและนักโฆษณาสามารถเบนการลงทุนและความสนใจจาก วอบบเลอร์ (Wobbler) ในหมวดหมู่ผลิตภัณฑ์ดูแลเส้นผม และ เชลฟ์ วิชั่น (Shelf Vision) ในหมวดหมู่ผลิตภัณฑ์ดูแลผิวพรรณ เนื่องจากว่าไม่มีลูกค้าคนใดเลยที่เห็นว่าสื่อ ณ จุดขายนี้มีอิทธิพล เม็ดเงินในการลงทุนผลิตสื่อ ณ จุดขายควรถูกทุ่มไปกับการพัฒนา และปรับปรุงสื่อ ณ จุดขายชิ้นที่มีอิทธิพลมากที่สุดเพื่อที่จะได้ดึงดูดความสนใจของลูกค้าชาวไทย และสื่อ ณ จุดขายนี้เองจะได้มีอิทธิพลต่อพฤติกรรม การตัดสินใจซื้อให้ได้มากที่สุด

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The Master's Project Advisor, Chair of Business English for International Communication Program and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

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This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

..... Dean of the Faculty of Humanities

(Associate Professor Supha Panjaroen)

December....., 2004

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Daranee Delorme

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# CHAPTER 1

## INTRODUCTION

### Background

The Britanica Encyclopedia (2002:CD-ROM) defines advertising as the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised.

Advertising is not new to the world as J. Thomas Russell and W. Ronald Lane (1988-1999:2) state that from prehistoric times, there has been some form of communication concerning the availability and source of products. From the start of product exchange in prehistoric times to the middle of the eighteenth century, buyers and sellers communicated in very primitive ways. For most of this period, "media" such as clay tablets, town criers, and tavern signs were the best way to communicate a product or service.

Seri Wongmontha (1999:29) mentions that today's manufacturers of products and services regard advertising as a tool to differentiate themselves in the eyes of their

customers, communicate to mass markets, create an impact on sales volumes, and sell their products, services, ideas and company's image. High quality products will not sell if there is no advertisement to inform customers about it.

In today's competitive environment, providers of products and services in Thailand are aware of the persuasive power of advertising and continue to invest in this field as recorded for the period of 1992 – 2000 in below table by AcNielsen.

TABLE 1 Advertising Spending

<b>Year</b>	<b>Advertising Spending (Million Baht)</b>
1992	18,438
1993	24,155
1994	31,528
1995	34,274
1996	41,190
1997	41,691
1998	38,095
1999	41,584
2000	49,700

Source: AcNielsen; Brand Age. (2000). *Advertising Spending*. p. 145

Advertising spending has continuously increased in Thailand (except during the first full year of the Asian economic crisis, 1998) because of the desire of product and service

providers to touch customers at all contact points at the maximum frequency of exposure.

From the above, it can be summarized that advertising is a technique or practice to bring information about products and services to public notice. Manufacturers and service companies see the importance of advertising and spend more in this field to make their products and services known to the public.

The Merriam-Webster Dictionary (2002:CD-ROM) defines “promotion” as the act of furthering the growth or development of something especially the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting.

George E. Belch and Michael A. Belch (2003:513) state that promotion refers to the various marketing communication activities of an organization. Customer-oriented promotion is targeted at the ultimate user of a product or service and includes couponing, sampling, premiums, rebates, contests, sweepstakes, and various point-of-purchase (POP) materials and displays.

Options of in-store media are listed by George E. Belch and Michael A. Belch (2003:438) in FIGURE 1 (see Appendix A, page 51). They are the media that manufacturers choose to communicate their messages to the customers at the point-of-purchase, i.e. where the product is sold.



William Wells, John Burnett, and Sandra Moriarty (1989:634) explain that the in-store media altogether are called Point-of-purchase (POP) materials and displays. POP materials and displays communicate sales and promotional messages at the point where the customers are ready to make a purchase.

"Point-of-purchase displays date to the earliest shopkeepers, who probably placed a crude sign on some slow-moving merchandise. However, from its humble beginnings, point-of-purchase has become one of the most prevalent and fastest-growing segments of sales promotions." (J. Thomas Russell; & W. Ronald Lane. 1988-1989: 391)

Paco Underhill (1999:32) states that supermarkets are the last "battleground" where the manufacturers can compete for customers' purchasing decisions. His studies have shown that beautiful and interesting store environments encourage customers to stay longer in the stores and finally be influenced to buy products. Customers are easily influenced in-stores or in supermarkets because of unplanned shopping behaviors. Research conducted in various countries has confirmed this particular shopping behavior, i.e. 60-70% of the customers do not plan what to buy before entering the place of purchase. Though shopping lists might have been prepared, customers have no clear idea what brand(s) to buy. This particular fact urges manufacturers to advertise and get

customers attention at the point-of-purchase.

It can be seen clearly that POP materials and displays are used as promotional tools to influence customers to buy the products in stores. They are the final important tools manufacturers and advertisers use to persuade customers to make buying decisions in supermarkets.

Procter & Gamble Trading (Thailand) Co., Ltd., (P&G), is one of the consumer product companies that is aware of the importance of POP materials and displays. P&G is an international company that has been operated in Thailand for 14 years producing and promoting brands: Pantene, Head & Shoulders, Rejoice, Herbal Essences, Olay, Safeguard, Whisper, Pampers, and Pringles. The situation in supermarkets, where final purchasing decisions are made, is highly competitive. Various types of POP materials and displays have been used by P&G in-stores especially in the categories of Hair Care and Skin Care to capture customers' attention and finally influence them to buy the products. Seeing the importance of POP materials and displays in capturing customers' attention and influencing their final purchasing decisions, the researcher is interested in studying what types of POP materials and displays work best or are the most influential for P&G's Hair Care and Skin Care brands.

**Objective of the Study**

To discover which type(s) of POP materials and displays are the most influential in promoting P&G's Hair Care and Skin Care products.

**Research Question**

Which POP materials and displays are the most influential in promoting P&G's Hair Care and Skin Care products?

**Significance of the Study**

This study will reveal the types of POP materials and displays that are the most influential in promoting P&G's Hair Care and Skin Care products. The findings of this study will be beneficial for manufacturers and advertisers to develop the types of POP materials and displays that are most effective in capturing customers' attention. Readers of this study will benefit from a better understanding of the in-store media used to influence their purchasing decisions.

The Point-of-Purchase Advertising Institute (POPAI) in America states in [www.popai.com](http://www.popai.com) that customers from different countries behave differently in store environments. POPAI revealed the result of their study in America that 70% of customers did not plan their shopping and were influenced by POP materials and displays. The researcher is interested in finding out which POP materials and displays are the most influential to Thai customers' purchasing decisions.

### **Scope of the Study**

This study will focus on the types of POP materials and displays used by P&G in supermarkets in Bangkok to promote Hair Care and Skin Care products. The researcher will study which type(s) of POP materials and displays are the most influential for Hair Care and Skin Care products. The sampling target of this study is P&G customers in supermarkets in the Bangkok metropolitan area. The sampling target will be selected by the "judgment sampling method" as defined by Donald R. Cooper and Pamela S. Schindler (2003:201), i.e. as a sample that conforms to certain criteria. In this case, the criterion will be customers who buy, or have bought P&G Hair Care and Skin Care products in selected supermarkets. The target supermarkets will be selected by the "convenience sampling

method” as defined by Donald R. Cooper and Pamela S. Schindler (2003:200) as nonprobability samples that are unrestricted. In this case, the researcher will select three supermarkets that have POP materials and displays of P&G’s Hair Care and Skin Care products at the time the research is conducted.

### **Methodology of the Study**

The procedure for this study is divided into four steps. First, the researcher will collect information about the types of POP materials and displays used in Hair Care and Skin Care products by P&G in three selected branches of supermarkets in Bangkok. Branches of Home Fresh Mart, Jusco, and Tops Market Place will be selected during the research period. Second, a questionnaire will be developed consisting of objective questions about the respondents’ profile and the most influential POP materials and displays for P&G’s Hair Care and Skin Care products. Third, the questionnaire will be presented to 60 P&G’s customers at selected supermarkets. Finally, the data will be analyzed in terms of the percentages of respondents confirming which type(s) of POP materials and displays that are the most influential for P&G’s Hair Care and Skin Care products.

## **Expected Outcome**

This study is expected to reveal the types of POP materials and displays that most influence customers' purchasing decisions on P&G's Hair Care and Skin Care products.

Advertising messages need to reach the customers at the right place, right time, and from the right types of POP materials in order to influence customers to make final purchasing decisions.

## **Definitions of Terms**

### **Advertising**

The techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised.

### **Promotion**

The act of furthering the growth or development of something especially the furtherance of the acceptance and sale of

merchandise through advertising, publicity,

or discounting.

**Supermarkets**

Home Fresh Mart in The Mall department

store, Jusco, and Tops Market Place

**Shopping behavior**

Planned or unplanned acts related to

purchasing in supermarkets

**POP materials and displays**

Materials and displays that advertise sales

or promotional messages about trademarks,

brands, equity, and price at the point-of-

purchase with the intention to influence

customers to buy the products.

**Consumer Product Companies**

Companies that sell consumable goods e.g.

shampoos, soaps, diapers, napkins,

detergent, toothpaste, etc.

**P&G's Hair Care Products**

Hair care products include shampoos,

conditioners, and styling products, that are

sold under the brand names of P&G:

Pantene, Head & Shoulder, Rejoice, and

Herbal Essences.

**P&G's Skin Care Products**

Skin care products include moisturizers, anti-

aging moisturizers, whitening moisturizers,

and facial cleansers that are sold under the

brand name of P&G: Olay.

**P&G's customers**

The population who buys P&G's Hair Care

or Skin Care products in supermarkets



## **CHAPTER 2**

### **RELATED LITERATURE REVIEW**

The researcher has reviewed related literature in order to use concepts and theories as guidelines for the study as follows:

1. Related literature on Advertising and Sales Promotion
2. Related literature on Consumer Behavior
3. Related literature on Point of Purchase Materials and Displays (POP)

The background of Procter & Gamble Trading (Thailand) Co., Ltd. (P&G) will be briefly introduced at the last part of this chapter so that readers are familiar with the company's business and products.

#### **1. Related literature on Advertising and Sales Promotion**

William M. Weilbacher (1979:16) mentions that advertising is communication that provides generally useful, relevant, and pertinent information upon which the consumer either acts immediately or stores for later reference, application and use.

Ralph S. Alexander (1965:unpaged) defines advertising as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor.

George E. Belch and Michael A. Belch (2003:16) state that advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is a very important promotional tool, particularly for companies whose products and services are targeted at mass markets. There are several reasons why advertising is such an important part of many marketers' promotional mixes. (See FIGURE 2 in appendix A for promotional mixes, Page 53) First, it can be a very cost-effective method for communication with large audiences. Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes.

Warren G. Meyer; et al. (1988:353) state that advertising is an important tool in communicating to potential customers. It is used to help move a customer through each of five mental stages of Attention, Interest, Desire, Conviction, and Action (AIDCA), through which a customer passes when making a purchasing decision. Advertising seeks to:

*Attract attention.* To be effective, an advertisement must be seen or heard, or both.

*Stimulate interest.* Attention is brief. If the consumer's attention can be held for a length of time, interest can be developed. People are always interested in merchandise and services that satisfy their needs and wants. Ads that put the potential customer in the picture using the product or service create interest.

*Build desire.* Appeals to the emotions as well as to reason are used to lead the customer from interest in the merchandise or service to a desire for it. Among the buying motives appealed to are: curiosity, imitation, companionship, pride, ambition, desire for good health and beauty, desire for comfort, desire for pleasure and fun, and excitement.

*Gain conviction.* Advertising may convince interested customers to buy by reinforcing claims that are made for the product or service advertised. A warranty, testimonial, or illustration may convince a prospective customer to make a final decision to buy.

Once potential customers have gained the conviction that a product is worth buying, but have not specifically decided to purchase it, manufacturers and advertisers have one final opportunity to influence the customer to actually buy the product.

*Induce action.* Incentives to encourage action may include the use of coupons, combination pricing, or gifts. This is also the opportunity for POP materials and displays to be used by manufacturers and advertisers. POP materials and displays seek to induce customers to take action and buy the advertised products.

In summary, advertising must be able to take customers through the mentioned five mental stages in order to achieve a final purchasing decision.

J. Thomas Russell and W. Ronald Lane (1988-1989:389) state that effective sales promotion has two basic functions: (1) to inform and (2) to motivate. Normally, sales promotion is most effective when its message is closely coordinated to advertising themes. Point-of-Purchase displays may feature a testimonial spokesperson appearing in television commercials, counter displays often use the same headlines and copy styles as print advertisements, and product sampling will offer miniature packages to enhance brand identification promoted in the company's advertising. Even though the means of communication may be different than in advertising, information is a key to successful promotions and, in this respect, promotions are closely related to advertising. The second feature of promotions, motivation, differs in some major respects from that of advertising.

Motivation is the means used to move a customer to purchase a brand. This process usually moves across the continuum from awareness to purchase.

Louise J. Haugh (1983:unpaged) defines sales promotion as a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale.

George E. Belch and Michael A. Belch (2003:513) explain that sales promotion can be targeted to different parties in the marketing channel. Marketing channels are the set of interdependent organizations involved in the process of making a product or service available to customers. Sales promotion can be broken into two major categories: consumer-oriented and trade-oriented promotions. Activities involved in consumer-oriented sales promotion include sampling, couponing, premiums, contests and sweepstakes, refunds and rebates, bonus packs, price-offs, frequency programs, and event marketing. These promotions are directed at consumers, the end purchasers of goods and services, and are designed to induce them to purchase the marketer's brand. Trade-oriented sales promotion includes dealer contests and incentives, trade allowances, point-of-purchase displays, sales training programs, trade shows, cooperative advertising, and other programs designed to motivate distributors and retailers to carry a product and make an

extra effort to push it to their customers. Many marketing programs include both trade and consumer oriented promotions, since motivating both groups maximizes the effectiveness of the promotional program.

From the above concepts and ideas, it can be seen that advertising and sales promotion are powerful communication tools used to influence consumers' five mental stages, AIDCA. Sales promotion can be directed to both retailers and consumers.

Retailers must be motivated to support manufacturers' marketing program and consumers must be motivated to buy. Advertising and sales promotion come in different forms including Point-of-Purchase materials and displays. POP materials and displays are the last tools that can be used by manufacturers or advertisers to influence consumers' decisions to purchase products in stores.

## **2. Related literature on Consumer Behavior**

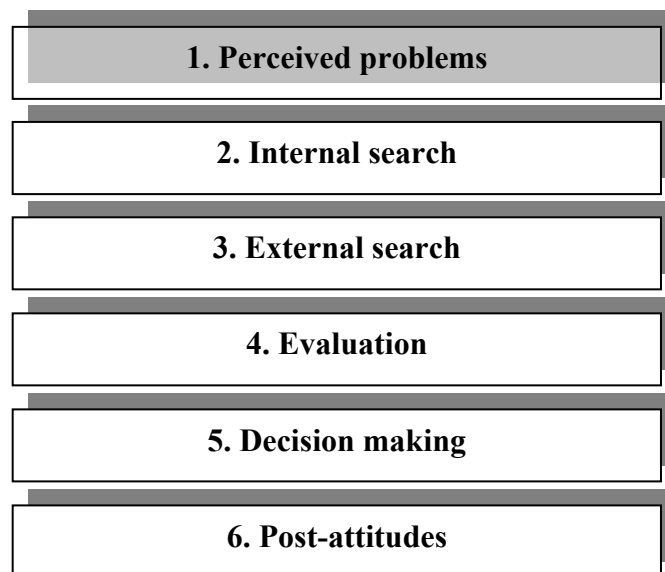
George E. Belch and Michael A. Belch (2003:105) state that consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. For many products and services, purchase decisions are

the result of a long, detailed process that may include an extensive information search, brand comparisons and evaluations, and other activities. Other purchase decisions are more incidental and may result from little more than just seeing a product prominently displayed at a discount price in a store. Such decisions are called “impulse purchases” in stores.

At some point in the buying process, the consumer must stop searching for and evaluating information about alternative products in the evoked set and make a purchase decision. As an outcome of the alternative evaluation stage, the consumer may develop a purchase intention or predisposition to buy a certain product. Purchase intentions are generally based on a matching of purchase motives with attributes or characteristics of brands under consideration.

Seri Wongmontha (1999:11) states that consumers have similar decision-making processes as in the figure below.

FIGURE 1 The consumer decision-making process



source: **Wongmontha Seri. (1999). *Consumer Behavior*: p. 11**

Consumers perceive or recognize a need and become motivated to satisfy the need. Internal search happens when a problem or a need is recognized. Consumers begin to search for what information they know. If they do not have enough information, they do an external search. After searching for information both internally and externally, they begin the stage of evaluation. They evaluate the information they have internally and externally from advertising, sales promotion, and POP materials and displays. Decision-making comes after the evaluation. Consumers develop a post-attitude after using products or services. The result of post-attitude is the decision to buy or not to buy again.



A supermarket is a self-service store where consumers “walk around” making decisions to buy consumer products according to the above decision-making process.

Roth Lsszlo (1983:22) confirms that the modern retail establishment is a busy place. A large percentage of selling is self-service, whereby consumers pick and choose the merchandise themselves rather than having it brought to them by salespeople.

In summary, it can be said that consumer behavior is the process of selecting and deciding to buy products in a shopping environment that can fulfill the needs of the buyers.

Supermarkets are one such environment where products are sold. The consumer decision-making process makes it clear for advertisers and marketers to influence consumers when appropriate.

### **3. Related literature on Point of Purchase Materials and Displays**

J. Thomas Russell and W. Ronald Lane (1988-1989:391) describe Point-of-Purchase (POP) displays dating back to the earliest shopkeepers, who may have placed a crude sign on some slow-moving merchandise. Today, if POP was treated as a separate medium, it would rank behind only television and newspapers, with almost \$20 billion invested annually in all forms of displays. J. Thomas Russell and W. Ronald Lane (1988-

1989:392) emphasize that POP has several primary advantages as a sales promotion technique:

1. *It reminds consumers about brands and products.* One of the major roles of POP is to remind consumers about product categories and brands that they might overlook. In this role, POP often complements traditional advertising by reminding consumers of brands they have previously been positively inclined toward through advertising. Because shelf space is the most valuable commodity of most retailers, many POP displays double as product shelving to overcome space problems.

2. *It motivates unplanned shopping.* Studies consistently show that the majority of grocery shoppers make a number of unplanned purchases. According to the Point-of-Purchase Advertising Institute, 60 percent of supermarket purchases are unplanned. For some categories, in-store decisions make up more than 90 percent of all purchases. It is no wonder that supermarket shelves, ceilings, counters, and floors are filled with last-ditch attempts to gain the attention of wavering consumers.

3. *It influences brand switching.* Consumers show remarkably low levels of brand loyalty in food categories. A study by the Meyers Research Center mentioned by J. Thomas Russell and W. Ronald Lane states that, "more than half of grocery shoppers

would switch brands if their preferred item were not available, compared to only a third of shoppers who would do the same if their favorite non-food item were unavailable.” This research not only shows the need for POPs, but also indicates that the use of such displays will be an ongoing necessity to contact an unpredictable market.

Given the range of display and other POP techniques, it is important to choose those displays and placements that will best catch the attention of shoppers. POPs are much like billboards and other outdoor advertisements in that customer traffic passes them very quickly, so the message must “grab” the audience in three to five seconds.

In the future, we will see more sophisticated uses of POPs. The POP industry is also moving into electronic, interactive, and broadcast media. J. Thomas Russell and W. Ronald Lane (1988-1989:395) mention that today’s emphasis on integrated marketing and consistency of message means more involvement of point-of-purchase at the early stages of creative planning.

Roth Lsszlo (1983:52) writes that with the rapid growth of industries and the variety of products, selling techniques have radically changed. The point-of-purchase display became an effective selling aid for retailers. By 1910, die-cut three-dimensional displays began to appear. Photographic displays made their appearance in the late 1920s. With

the development of new plastic materials and techniques, point-of-purchase displays can now be produced in a variety of styles for practically all consumer goods.

Roth Lsszlo (1983:52) continues that the expansion of self-service stores and the change in consumer buying habits both contributed to the development of POP materials. Often, unplanned buying decisions are made in the store, and effective, well-designed displays of merchandise are deciding factors in consumers' choices.

Display merchandisers play an important part in the self-service system because these are strategically placed in the store, usually near the cash register or the checkout counter. The display merchandiser is sometimes called a promotional display, because it is designed for use only for the duration of a particular promotion. Promotional displays have a short life, usually three to four weeks. Roth Lsszlo (1983:62) provides a number of illustrations of promotional displays.

The display shipper (see FIGURE 3 in appendix B, page 55) is the most basic variation of the promotional display. It is a shipping carton that opens up to form a display with a die-cut riser (or reader) panel for art and copy. Shippers are used for mass-merchandising health and beauty aids, liquor, toys, and books. The advantage of the shipper is that it is a combination of a shipping carton and a display setup.

Another popular variation is the dump bin (see FIGURE 4 in appendix B, page 55) which is designed to stand on the floor, filled with merchandise. Typical examples of dump bins can be seen in supermarkets and liquor stores.

The furnishings and the displays of the store should be designed and placed to create the best visual impression for the customer. They should be arranged to sell merchandise and at the same time to look pleasing. Lsszlo also defines some of the basic display arrangements:

**Corner shops** (see FIGURE 5 in appendix B, page 56) or a shop within the shop. Boutiques, kitchen shops, college shops, and beauty shops, for example, lend color to the department, create traffic, and often become an important center of selling.

**Pole display** (see FIGURE 6 in appendix B, page 56) is mounted on a footed pole, usually a long paper tube. Often it is used in combination with another types of displays, usually to elevate the reader's eyes.

**Promotional-display** (see FIGURE 7 in appendix B, page 57) categories offer a number of clever combination displays. The motion or animated display works with a small battery-operated electric motor. Motion is an exciting aspect of a display, one that really stops the consumer.

**Floor stands** (see FIGURE 8 in appendix B, page 57) are large displays that the dealer has to set up. One of the ways to insure getting floor space for a product and display is to send the merchandise to the dealer with some kind of special promotional offer to the consumer or a special incentive to the dealer.

**Permanent displays** (see FIGURE 9 in appendix B, page 58) serve the same function as the promotional display. They are designed to insure a permanent space in the store. These can be restocked with merchandise.

**Shelf extenders and shelf dividers** (see FIGURE 10 in appendix B, page 58) are permanent trays in which to arrange and organize the products and packages. They are fastened or clamped to a shelf, or occasionally project from it.

Some of the finest examples of permanent displays are cosmetic displays. They are exquisitely designed, often in the shape of a display cabinet to hold merchandise, usually makeup products or fragrances. These permanent displays are supplied with a tester, a small display unit with a fragrance bottle, a sort of 'help yourself' device for the customers.

Warren G. Meyer; et al. (1988:370) explain that the typical supermarket sells more than 7,000 items to customers, who spend an average of 26 minutes in the store. This

means that an item has to catch the customer's attention in a split second. Manufacturers of these products have become more sophisticated in their packaging and visual merchandising. Point-of-purchase (POP) displays are displays made of materials supplied by the manufacturer and designed to encourage impulse buying. Warren G. Meyer; et al. (1988:370) explain that POP displays include posters, shelftalkers, backdrops, price cards, cutouts, stands, racks, barrels, and other devices that call attention to the product. Grocery stores often use POP displays at the ends of aisles for products such as canned goods, paper napkins, and cookies. A recent trend in POP displays is the use of video. One such display has a 12-inch video screen that flashes a message inviting the customer to press an automatic sensor bar and watch a brief message about a product or service. POP displays are designed to encourage last-minute impulse purchases.

The above literature demonstrates that POP materials and displays have been and continue to be important influences on consumer buying decisions. They influence consumers to buy products at the last minute. The above studies have shown that POP materials and displays influence consumers in stores but there are no studies indicating which types of POP materials and displays are the most influential for different product

categories. This study seeks to partially respond to this shortcoming, at least in the case of P&G's use of POP materials and displays.

### **Background of Procter & Gamble Trading (Thailand) Co., Ltd. (P&G)**

P&G is an organization that does not promote its corporate image but its products. That is why not everybody knows about P&G. It is useful to know where the Hair Care and Skin Care products that are involved in this study come from. The information about P&G was retrieved from [www.pg.com](http://www.pg.com). Procter & Gamble or P&G was established in 1837 by Mr. William Procter and Mr. James Gamble in Cincinnati, Ohio, the United States of America. Candles and soaps were the company's core businesses. They competed with 14 other firms. Their famous soap, Ivory, is still on sale today.

P&G Thailand was established in 1987 by taking over Richardson-Vicks who had sales of 200 million Baht. The company has had continuous growth and achieved sales of 10 billion Baht in 2000.

P&G's products in Thailand can be categorized as follows:

1. Haircare Category – Pantene, Head & Shoulders, Rejoice, Herbal Essences
2. Skincare Category – Olay



3. Personal Cleansing Category – Safeguard

4. Paper Category – Pampers, Whisper

5. Snack Category – Pringles

6. Respiratory Category - Vicks

Two out of six categories, Hair Care and Skin Care, will be the focus of this study.

The study will reveal which types of POP materials and displays used in Hair Care and

Skin Care categories are the most influential in capturing customers' attention and finally

influencing them to buy. The method of this study will be discussed in the next chapter.

## CHAPTER 3

### METHODOLOGY

To perform a study of the most influential point of purchase materials and displays for P&G's Hair Care and Skin Care Products in Supermarkets in Bangkok, the researcher divided the study procedure into the following steps:

#### **1. Survey the POP materials and displays used for P&G's Hair Care and Skin Care products in the selected supermarkets**

The researcher selected 3 supermarkets by the convenience sampling method. The selected supermarkets were Gourmet Market Emporium, Jusco Ratchadapisek, and Tops Market Place Ratchadapisek. The researcher surveyed the selected supermarkets on 13 and 15 August, 2004 and photographed the POP materials and displays used for P&G's Hair Care and Skin Care products. The photos of POP materials and displays in use in the selected supermarkets were then used as aids in the oral questionnaire sessions.

## **2. Use the information from the survey to create a questionnaire**

The information on POP materials and displays in use during the research period was then incorporated into the questionnaire. The questionnaire consisted of two parts.

(See Appendix C, page 60).

1. Part I – General Information on the respondents including gender, age, education, and vocation. The questions asked also sought to find out which of P&G's hair care and skin care brands the respondents knew and were recently buying or had bought, if they planned their purchases, and how long they spent in supermarkets. This information would determine the profile of P&G's customers.

2. Part II – POP materials and displays that are the most influential in buying decisions. Questions were asked to determine if the respondents had seen any of the listed POP materials and displays while shopping. The respondents were aided by photos of the POP materials and displays which are the focus of this study. If they had, they were asked which POP materials and displays most influenced them to buy the products.

### **3. Conduct oral questionnaire sessions with the sampling in the selected supermarkets**

The researcher completed the questionnaire orally with each of the respondents. Twenty respondents were selected at each of the three selected supermarkets making a total of sixty respondents. The respondents were selected by the 'judgment sampling method' as defined by Donald R. Cooper and Pamela S. Schindler (2003:201), i.e. as a sample that conforms to certain criteria. In this case, the criterion was customers who bought, or had bought P&G Hair Care or Skin Care products recently in the selected supermarkets. Individuals who said that they had never purchased P&G Hair Care or Skin Care products were excluded from the sample. The researcher scheduled the questionnaire sessions at each supermarket between Sunday, 22 August, 2004 and Wednesday, 8 September, 2004. Each questionnaire session took 3-5 minutes.

### **4. Analyze the data**

The objective data gathered from the questionnaires were analysed. Percentages were used to process the profile of the customers, and the type(s) of POP materials and

displays that were the most influential on their purchasing decisions. Related studies, research, and literature were used descriptively to describe the findings. The findings, conclusion, discussion, and suggestions for further study are included in the following Chapters 4 and 5.

## CHAPTER 4

### FINDINGS

In this chapter, the research findings are presented. Details of findings are divided into 2 parts.

1. POP materials and displays used during the research period (22 August – 8 September, 2004) for P&G's Hair Care and Skin Care products in the selected supermarkets.

2. Findings derived from questionnaire sessions.

Tables are drawn to display findings in percentages and a brief discussion is presented below each table.

**1. POP materials and displays used during the research period (22 August – 8 September, 2004) for P&G's Hair Care and Skin Care products in the selected supermarkets.**

TABLE 2 Hair Care and Skin Care POPs in the selected supermarkets

<b>POP Materials and Displays for P&amp;G's Hair Care Products</b>	<b>POP Materials and Displays for P&amp;G's Skin Care Products</b>
1. Bundle Pack	1. Merchandising Unit
2. Shelf Tray	2. Shelf Vision
3. Shelftalker	3. Shelf TV
4. Wobbler	4. Product Tester
5. End-gondola Display	
6. Price Sticker	
7. Display Unit	
8. Off-shelf Display	

Photographs and a brief description of the above POP materials and displays are attached in Appendix E, page 66.

## **2. Findings derived from questionnaire sessions.**

The questionnaire, completed with 60 respondents, was divided into two parts.

Part I traced the general profile of the respondents including gender, age, education, and vocation. The questions asked also sought to determine which of P&G's hair care and skin care brands the respondents knew and had bought recently, if they planned their purchases, and how long they usually spent in supermarkets. The information determined the profile of P&G's "customers" because only individuals who had recently bought P&G's

Hair Care or Skin Care products were included in the research. Findings regarding the profile of P&G's customers are presented in percentages in the tables below.

TABLE 3 Profile of P&G's customers

General Information	No.	%
<b>1. <u>Gender</u></b>		
Male	9	15.00
Female	51	85.00
Total	60	100.00
<b>2. <u>Age</u></b>		
< 15	0	0.00
15 – 25	21	35.00
26 – 45	35	58.30
46 – 65	4	6.67
> 65	0	0.00
Total	60	100.00
<b>3. <u>Education</u></b>		
Primary School	0	0.00
Secondary/Vocational School	7	11.70
Bachelor's degree	47	78.30
Master's degree or higher	6	10.00
Total	60	100.00
<b>4. <u>Vocation</u></b>		
Student	2	3.33
Employee	49	81.70
Civil servant	0	0.00
Business owner	4	6.67
Housewife/Househusband	5	8.33
Others	0	0.00
Total	60	100.00



From TABLE 3, it can be seen that 85% of respondents are female in the age range of 15-45 years old. None is below 15 or over 65 years old. 78.30% are holding bachelor's degrees and none have only a primary school certificate. 81.70% are employees and none are civil servants or have other occupations. This forms a broad profile of P&G's customers as university graduate working women between the ages of 15-45. (Note: the age range scale used in the study corresponds to the scale generally employed by P&G in similar market research.)

TABLE 4 Shopping behavior of P&G's customers

General Information	5. Know the product?				Total
	Yes	%	No	%	
Pantene	60	100.00	0	0.00	60
Head & Shoulders	60	100.00	0	0.00	60
Rejoice	60	100.00	0	0.00	60
Herbal Essences	56	93.33	4	6.67	60
Olay	58	96.67	2	3.33	60
General Information	5. Bought the products recently?				Total
	Yes	%	No	%	
Pantene	40	66.67	20	33.33	60
Head & Shoulders	37	61.67	23	38.33	60
Rejoice	27	45.00	33	55.00	60
Herbal Essences	13	21.67	47	78.33	60
Olay	39	65.00	21	35.00	60

When asked if the respondents knew P&G Hair Care and Skin Care products, 100% of them knew Pantene, Head & Shoulders, and Rejoice. 93.33% - 96.67% of them knew Herbal Essences and Olay. TABLE 4 reveals that the majority of the respondents have bought Pantene, Head & Shoulders, and Olay. Though almost all of the respondents know Rejoice and Herbal Essences, less than half had recently bought the products.

TABLE 5 Shopping Behavior of P&G's customers

General Information	No.	%
6. <u>When you buy one of these products, do you decide to buy before you come to the supermarket or do you decide to buy in the supermarket?</u>		
Decide before coming to the supermarket	44	73.30
Decide in the supermarket	16	26.70
Total	60	100.00
7. <u>How long do you usually spend in the supermarket?</u>		
Less than 10 minutes	3	5.00
10 – 20 minutes	12	20.00
21 – 30 minutes	15	25.00
31 – 40 minutes	6	10.00
41 – 50 minutes	4	6.67
51 – 60 minutes	11	18.30
more than 60 minutes	9	15.00
Total	60	100.00

TABLE 5 reveals the respondents' shopping behavior and how much time they spend in supermarkets. 73.30% of them decide which P&G brands to buy before coming to supermarkets. 50% of the respondents spend 30 minutes or less in supermarkets while 33.30% spend more than 50 minutes.

Part II of the questionnaire sought information about POP materials and displays used in the selected supermarkets that the respondents, as P&G's customers, observed and thought of as the most influential for their buying decisions. Details of the findings of Part II are presented in the table below.

TABLE 6 The Most Influential POPs

POP	Seen the POPs?				Total	Most influential	
	Yes	%	No	%		No.	%
<u>Hair Care</u>							
1. Bundle Pack	41	68.33	19	31.67	60	10	16.67
2. Shelf Tray	50	83.33	10	16.67	60	4	6.67
3. Shelftalker	47	78.33	13	21.67	60	3	5.00
4. Wobbler	49	81.67	11	18.33	60	0	0.00
5. End-gondola Display	49	81.67	11	18.33	60	9	15.00
6. Price Sticker	38	63.33	22	36.67	60	10	16.67
7. Display Unit	40	66.67	20	33.33	60	2	3.33
8. Off-shelf Display	52	86.67	8	13.33	60	22	36.67

TABLE 6 (continued)

POP	Seen the POPs?				Total	Most influential	
	Yes	%	No	%		No.	%
<u>Skin Care</u>							
1. Merchandising Unit	59	98.33	1	1.67	60	32	53.33
2. Shelf Vision	35	58.33	25	41.67	60	0	0.00
3. Shelf TV	40	66.67	20	33.33	60	10	16.67
4. Product Tester	48	80.00	12	20.00	60	18	30.00

The Off-shelf Display was the most seen (86.67%) and the most influential (36.67%) Hair Care POP. The Merchandising Unit was also the most seen (98.33%) and the most influential (53.33%) Skin Care POP.

An in-depth analysis of the findings will be discussed in Chapter 5.

## CHAPTER 5

### CONCLUSION AND DISCUSSION

#### Conclusion

The important result of this study is the answer to the Research Question, “which POP materials and displays are the most influential in promoting P&G’s Hair Care and Skin Care products?”. 36.67% of P&G’s customers noted that the Off-shelf Display was the most influential POP display for Hair Care products. 53.33% of P&G’s customers stated that the Merchandising Unit was the most influential POP display for Skin Care products.

Hair Care’s Off-shelf Display and Skin Care’s Merchandising Unit acted as important communication tools in stores to help move customers through the five mental stages of Attention, Interest, Desire, Conviction, and Action (AIDCA) as mentioned by Warren G. Meyer; et al. (1988:353). Because the questionnaire respondents/customers were merely university graduates, employed, and busy customers between the ages of 15-45 who planned their shopping, Hair Care’s Off-shelf Display and Skin Care’s Merchandising Unit helped remind them about brands and products. Hair Care’s Off-shelf

Display and Skin Care's Merchandising Unit were the most seen (86.67% and 98.33%) respectively and recognized because they are the most massive and distinct displays in stores. Customers do not have to spend much time to find these types of displays in stores. They recognize these displays immediately, go to them and pick up the products they have already planned to buy before entering the supermarket.

This study not only reveals the most influential types of POP materials and displays but also the least influential ones. Manufacturers and advertisers can divert their focus from Hair Care's Wobbler and Skin Care's Shelf Vision. Not a single customer found them influential. The investment in POPs can be directed to developing and improving the most influential materials and displays so that Thai customers' attentions are captured and their final purchasing decisions are firmly influenced at the last step of the promotional process.

## **Discussion**

The research revealed the profile of P&G's customers as largely university graduate working women between the ages of 15-45 years old. This confirms P&G's target customers for Hair Care and Skin Care products as working women. None of P&G's customers in this research were under 15 or over 65 years of age. This may be because

of the positioning of P&G products. P&G aims to attract middle to upper class working women who desire beautiful and healthy hair and skin. Women below 15 and over 65 years of age may have different needs that P&G's Hair Care and Skin Care products do not aim to serve. The fact that P&G's customers are holding bachelor's degrees and employed in the private sector is understandable because P&G's products are of superior quality with a premium price. Employees in the private sector earn relatively high salaries and should be able to afford products that have premium prices.

Pantene, Head & Shoulders, and Rejoice are 100% known to P&G customers.

Herbal Essences and Olay are known to almost all P&G's customers. An interesting fact that this research reveals is that though all of P&G's customers know Rejoice, only 45% of them have recently bought the product. This fact also applies to Herbal Essences.

93.33% of P&G's customers know Herbal Essences but only 21.67% have recently bought it. Rejoice is widely known because the brand was launched in Thailand more than 10 years ago as a 2-in-1 shampoo. It did not sell well in Bangkok because the brand was low-priced targeting rural customers. Herbal Essences was long known under Clairol Herbal Essences before P&G acquired Clairol in 2001. Herbal Essences sales did not increase in Bangkok due to the same reasons as Rejoice.

73.30% of P&G's customers decide which brands to buy before coming to the supermarkets. The Point-of-Purchase Advertising Institute (POPAl) revealed in their study in America that 70% of customers did not plan their shopping while this study revealed that 73.30% of Thai customers planned their shopping. This suggests that customers in different countries behave differently in different store or shopping environments. This fact might also be true because of the nature of Hair Care and Skin Care products which have high personal involvement with customers. This tends to make customers plan at home which brands to buy. According to Rothschild (1979:online) high personal involvement products are products that have four accepted measures which are price, length of the purchase cycle, similarity of choice, and perceived risks. Products that have premium prices like P&G's products tend to have high involvement in terms of decision making. The length of the purchase cycle means there is a long period of time between purchases. This length of time implies greater commitment, thus higher involvement. Hair Care and Skin Care products usually last in the home of customers for months, thus personal involvement is increased. If different products offered similar results, customers would not have to choose carefully. Hair Care and Skin Care products of different brands and types offer different results. This is another reason why customers have high personal



involvement when choosing these products. Perceived risks include the risks of not being satisfied with a product's function or even the risk of being embarrassed by a product's result i.e. suffering an outcome from the use of the product which is visible to others and distressing to the product user such as hair loss or skin rash.

45% of P&G's customers spent 10-30 minutes in supermarkets and 33.30% spent more than 51 minutes. These different ranges of time spent shopping in supermarkets are due to the days that the questionnaire sessions were conducted. The researcher found that P&G's customers tend to spend 10-30 minutes in supermarkets during weekdays and spend more than 51 minutes during weekends. Customers spend more time in supermarkets during weekends because they do not need to rush back to work or home as they do on weekdays.

P&G's customers are attracted to Hair Care's POP materials and displays that stand out of normal product shelves such as the Off-shelf Display and the End-gondola display. Though Shelf Tray, Shelftalker, and Wobbler are at the normal shelves, they are noticeably attractive. Hair Care's POP display that is most seen and most influential in making purchasing decisions is the Off-shelf display.

In descending order, Skin Care's POP materials and displays that are most seen and most influential are the: Merchandising Unit, Product Tester, Shelf TV, and Shelf Vision. Shelf Vision is a type of POP that is not worth investing in because it did not influence a single customer. From this research, Hair Care's Off-shelf Display and Skin Care's Merchandising Unit are the most seen and influential because they are distinct and massive displays. An Off-shelf Display is usually placed at the entrance of a store with attractive decorations. A Merchandising Unit is a big, lighted, permanent display with distinctive color and logo representing the brand which can be recognized from a distance.

### **Limitations of the Study**

The study has the following limitations:

1. POP materials and displays considered in this study are of P&G Hair Care and Skin Care products in selected supermarkets only.
2. The sampling target of this study is limited to P&G's customers only.
3. Survey sessions to photograph POPs and questionnaire sessions in selected supermarkets cannot be smoothly conducted due to store conditions and the desire of supermarket managers to keep certain information confidential.

## **Suggestions for Further Studies**

As follow up to the present study, the researcher recommends the following studies:

1. A study about the type of information and messages used on POP materials and displays that may influence the purchasing decisions of different groups of customers in different ways. Such a study might focus on which language to employ (Thai or English), language style, grammaticality, use of “catchy words” or some other component of the language used to craft the most influential message on a POP.

2. A study about the most influential types of POP materials and displays for different customers in different geographical areas. Customers in metropolitan areas and upcountry might be influenced by different types of POP materials and displays.

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## **APPENDIX A**

### **General Information about Advertising and Sales Promotion**

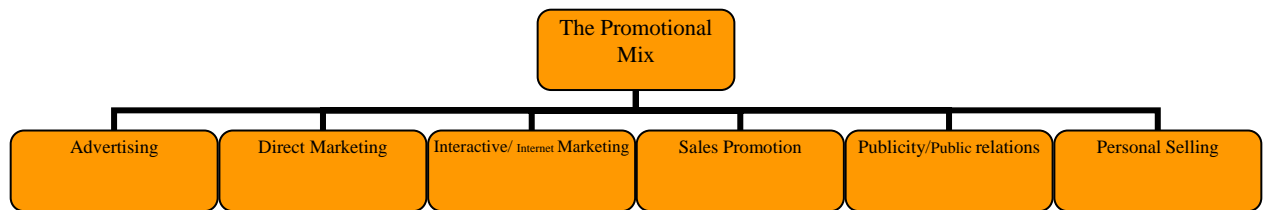
<b>Company/Program</b>	<b>Medium</b>
<b><i>ActMedia</i></b>	
Act Now	Co-op couponing/sampling
Aisle Vision	Ad posters inserted in stores' directory signs
Carts	Ad places on frame inside/outside shopping cart
Impact	Customized in-store promotion events
Instant Coupon Machine	Coupon dispensers mounted in shelf channels
Act Radio	Live format in-store radio network
Shelf take-one	Two-sided take-one offers in plastic see-thru cartridges placed at shelf
Shelf talk	Plastic frames on shelf near product
<b><i>Advantage Media Group</i></b>	Shopping cart calculator
<b><i>Advanced Promotion Technologies</i></b>	
Vision system	Scanner-driven, card-based promotion system using audio/video at checkout
<b><i>Alpine Promotions</i></b>	Adsticks dividers that separate food at grocery store checkout
<b><i>Audits and Surveys Worldwide</i></b>	Tracks in-store sales using scanner data
<b><i>Catalina Marketing</i></b>	
Checkout Coupon	Scanner-driven coupon program that generates coupons at checkout
Checkout message	Targeted ad messages delivered at checkout
Save now	Instant electronic discounts
<b><i>Donnelly Marketing</i></b>	
Convert	Solo/customized promotion events
<b><i>In-store Advertising</i></b>	Two-sided LED display units that hang above five high-traffic areas

FIGURE 1



<b>Company/Program</b>	<b>Medium</b>
<b><i>Innova Marketing</i></b>	In-store actresses and actors providing product demonstrations
<b><i>Time In-store</i></b>	In-store couponing
<b><i>Valassis In-store</i></b>	In-store couponing
<b><i>SPAR Marketing Force</i></b>	In-store demos and customized events
<b><i>Media One, Inc.</i></b>	
SuperAd	Backlit ads placed in checkout lanes
<b><i>Stratmar Systems</i></b>	
Field Services	In-store demos and customized events
StratMedia	Shopping cart ad program
<b><i>Supermarket Communications Systems</i></b>	
Good Neighbor Direct	Bulletin board distribution center

**FIGURE 1 (continued)**



**FIGURE 2 Elements of the promotional mix**

Promotional mixes are the tools used to accomplish an organization's communications objective. The promotional mix includes advertising, direct marketing, interactive/internet marketing, sales promotion, publicity/public relations, and personal selling.

## **APPENDIX B**

### **Examples of POP materials and displays**



FIGURE 3 Display shipper



FIGURE 4 Dump bin



**FIGURE 5** Corner shops



**FIGURE 6** Pole displays



FIGURE 7 Promotional Displays

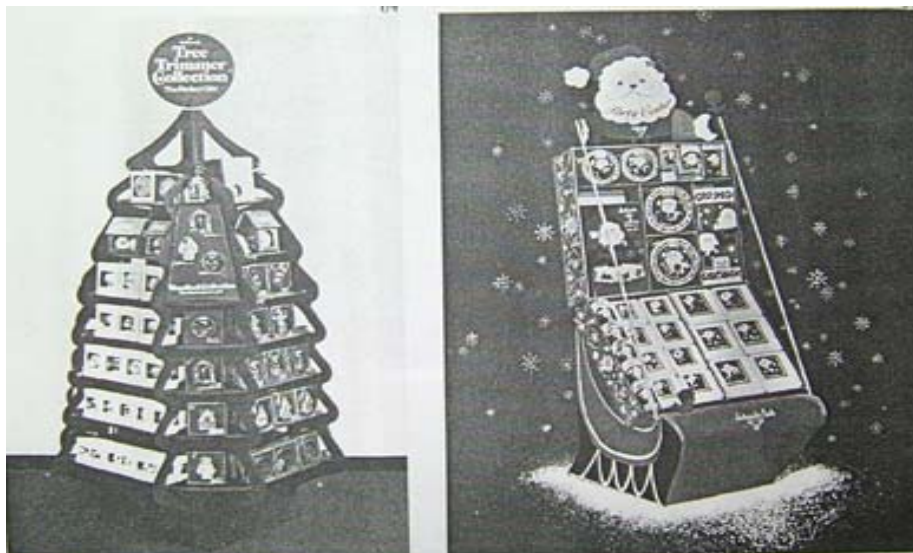


FIGURE 8 Floor Stands



**FIGURE 9 Permanent displays**



**FIGURE 10 Shelf extenders and shelf dividers**

## **APPENDIX C**

### **Questionnaire**





## 4. Vocation

- Student  
 Employee  
 Civil servant  
 Business owner  
 Housewife/Househusband  
 Others (please specify).....

## 5. Do you know the following products? If you do, have you bought them recently?

Brand	Do you know these products?		Have you bought them recently?	
	Yes	No	Yes	No
Pantene				
Head & Shoulders				
Rejoice				
Herbal Essences				
Olay				

## 6. When you buy one of these products, do you decide to buy before you come to the supermarket or do you decide to buy in the supermarket?

- Decide before coming to the supermarket  
 Decide in the supermarket

## 7. How long do you usually spend in the supermarket?

- less than 10 minutes  
 10-20 minutes  
 21-30 minutes  
 31-40 minutes  
 41-50 minutes  
 51-60 minutes  
 more than 60 minutes

**Part II** POP Materials and Displays that are the Most Influential on Buying Decisions (This part is photo-aided)

1. Have you ever seen the following POP materials and displays in the supermarket?
2. Which is the most influential on your buying decision?

POP materials and displays of P&G's Hair Care products

No.	POP	Yes	No	Most influential
1	Bundle Pack			
2	Shelf Tray			
3	Shelftalker			
4	Wobbler			
5	End-gondola display			
6	Price Sticker			
7	Display Unit			
8	Off-shelf Display			

POP materials and displays of P&G's Skin Care products

No.	POP	Yes	No	Most influential
1	Merchandising Unit			
2	Shelf Vision			
3	Shelf TV			
4	Product Tester			

## **APPENDIX D**

### **P&G Permission Letter**

## *Procter & Gamble*

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### *Procter & Gamble Trading (Thailand) Ltd.*

*No. 622 Sukhumvit Rd., 20<sup>th</sup> floors, The Emporium Tower, Kwaeng Klongton, Khet Klongtoey, Bangkok 10110, Thailand Tel: +66 2664 9000, +66 2667 5000 Fax: +66 2667 5068*

### **MEMO**

TO: Matthew Foster

From: Daranee Delorme

Date: 25 May, 2004

Subject: Permission to conduct a research on 'A Study of The Most Influential 'Point-of-Purchase Materials and Displays to Promote P&G's Hair Care and Skin Care Products in Supermarkets in Bangkok'

---

This memo is written seeking your permission to use P&G's POP materials and displays (the ones exist in stores) as a subject of study in completion of a Master Degree in Business English for International Communication at Srinakharinwirot University.

The research will be conducted at **store level** by collecting information about POP materials and displays used by P&G in the selected supermarkets during the research period. An oral interview will be conducted through aided questionnaire to find out which POP materials and displays used are the most influential to promote P&G's hair care and skin care products.

---

Acknowledged by

-----  
Mr. Matthew Foster

Customer Business Development – Associate Director

## **APPENDIX E**

### **POP Materials and Displays in the Selected Supermarkets**

***POP materials and displays used for P&G's Hair Care products in  
the selected supermarkets***

***1. Bundle Pack***

The Hair Care bundle pack found in the selected supermarkets during the research period was for Head & Shoulders shampoo (200 ml.) “bundled” with Head & Shoulders conditioner (100 ml.) with a special wrapping with a price communication message.



## 2. Shelf Tray

The Hair Care Shelf Tray found in the selected supermarkets was a Head & Shoulders Shelf Tray. A Shelf Tray is a POP material placed on a normal product shelf to communicate product variance within the brand or to differentiate the brand from other brands of the same type of product.





### 3. Shelftalker

The Hair Care Shelftalker found in the selected supermarkets was a Rejoice Shelftalker. A Shelftalker is used to communicate brand equity or promotion to customers on normal product shelves so that customers are reminded of the message and influenced accordingly.



#### 4. Wobbler

The Hair Care wobbler found in the selected supermarkets was a Rejoice wobbler.

A Wobbler is a POP material used to communicate brand equity or promotion to customers on normal product shelves. A Wobbler is made of light material and is easily moved by air currents or touch. This wobbling effect attracts customers' attentions.



## ***5. End-gondola Display***

The Hair Care End-gondola Display found in the selected supermarkets was an Herbal Essences End-gondola Display. An End-gondola Display is a POP display set up at the end of supermarket aisle with products on display to communicate brand equity or promotion to customers that walk by. This also serves as additional shelf space for products.



## 6. Price Sticker

The Price Sticker found in the selected supermarkets was a Rejoice Price Sticker. A Price Sticker is a POP material used to communicate a short message on pack to attract customers to choose the product from the shelf.



## **7. Display Unit**

The Display Unit found in the selected supermarkets was a Rejoice Display Unit. A

Display Unit is a POP display designed to ensure additional product space in

supermarkets. Products can be stocked and restocked there.



## **8. Off-shelf Display**

The Off-shelf Display found in the selected supermarkets was a Rejoice Off-shelf Display. An Off-shelf Display is a display set up outside normal product shelf areas to attract customers and to ensure additional product space in supermarkets.



***POP materials and displays used for P&G's Skin Care products in  
the selected supermarkets***

***1. Merchandising Unit***

The Skin Care Merchandising Unit found in the selected supermarkets was an Olay Merchandising Unit. A Merchandising Unit is a POP permanent display designed to ensure permanent shelf space in supermarkets and to attract customers to walk to the unit.



## 2. Shelf Vision

The Skin Care Shelf Vision found in the selected supermarkets was an Olay Shelf Vision. A Shelf Vision is a POP material made in a three-dimensional style and placed at a merchandising unit communicating product benefits and brand equity. Some shelf visions have a small battery and machinery that makes shelf visions move and talk to attract customers who walk past.





### **3. Shelf TV**

The Skin Care Shelf TV found in the selected supermarkets was an Olay Shelf TV. A

Shelf TV is a POP material made up of a small TV screen that runs product commercials

over and over to attract customers with visual and audio stimuli.



#### 4. Product Tester

The Skin Care Product Tester found in the selected supermarkets was an Olay Product Tester. A Product Tester is a POP material placed on a merchandising unit to offer a physical experience with a product to customers. Customers can feel and smell the product from the product tester and decide if they want to buy the product.



**VITAE**

## VITAE

Name: Miss Daranee Delorme  
Date of Birth: 25 March 1977  
Place of Birth: Phayathai, Bangkok  
Address: 49 Soi Pattanakarn 44, Pattanakarn Road, Suangluang,  
Bangkok 10250  
Position: Account Manager – Retail Operation  
Company: Procter & Gamble Trading (Thailand) Co., Ltd.  
622 The Emporium Tower, Sukhumvit Road, Klongtoey 10110

### Educational Background:

2004	Master of Arts (Business English for International Communication), Srinakharinwirot University
2000	Bachelor of Arts (English), Ramkhamhaeng University
1997	Commercial School Certificate, Convent of the Holy Infant Jesus (Phra Kuman Jesus Vithaya)