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Effects of In-Store Promotions

on

Brand Awareness

An Exploratory Study

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ABSTRACT

Title: Effects of In-store Promotions on Brand Awareness

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Keywords: In-store promotion, Brand Awareness, Consumer buying intention, Retailer, Point-of-Purchase

Thesis purpose: This thesis is aiming at bringing brand into consideration by investigating the effects in-store promotions have on brand awareness in consumers' real shopping experience.

Methodology: The method used was a qualitative approach and a survey. Interviews were conducted by using photo-elicitation method in order to answer the questions regarding each in-store promotion used.

Theoretical perspective: In-store marketing theories, exposures and consumers attention, brand awareness, brand recognition and brand recall and consumers buying intentions.

Empirical data: Semi-structured interviews using photo elicitation

Conclusion: This study investigated if in-store promotions have effects on brand awareness in a real shopping environment by using three types of promotions activities such as: POP Display, Premium Promotion and Sampling. By conducting interviews the study has shown the effects created by in-store promotions on brand awareness and on consumer's buying intention as well.

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Table of Content

1 INTRODUCTION	10
1.1 STUDY BACKGROUND	12
1.2 PROBLEM FORMULATION	13
1.3 RESEARCH QUESTIONS	13
1.5 OUTLINE OF THE THESIS	14
2 METHODOLOGY	16
2.1 RESEARCH DESIGN	16
2.2 METHODOLOGICAL APPROACH	19
2.2.1 PHOTO ELICITATION	20
2.2.2 METHODOLOGICAL CONSIDERATIONS	20
2.3 COURSE OF ACTIONS	21
2.3.1 BEFORE THE EXPERIMENT-PREPARATION AND CONSIDERATIONS	21
2.3.2 DURING THE EXPERIMENT	22
2.4 VALIDITY OF THE RESEARCH	23
2.5 RELIABILITY OF THE RESEARCH	24
2.6 LIMITATIONS OF THE METHODOLOGICAL APPROACH	24
3 THEORY AND STATEMENTS	26
3.1 IN-STORE MARKETING THEORIES	26
3.2 EXPOSURES AND CONSUMER'S ATTENTION	27
3.3 BRAND AWARENESS	28
3.3.1 BRAND RECOGNITION	30
3.3.2 BRAND RECALL	31

4 RESULTS AND ANALYZES	36
4.1 CONSUMERS' ATTENTION – STATEMENT 1 (S1)	36
4.1.1 BRAND AWARENESS – STATEMENT 2 (S2)	39
4.1.2 BRAND RECOGNITION – STATEMENT 2A (S2A)	433
4.1.3 RESULTS OF BRAND RECALL- STATEMENT 2B (S2B)	466
4.1.4 In-store promotions impact on consumers` buying decisions and brand awareness - Statement 3 (S3)	49
4.2 TOTAL EMPIRICAL RESULTS ACCORDING TO 5 STATEMENTS	53
4.2.1 STATEMENT S1 (SUPPORTED)	53
4.2.2 STATEMENT S2 (SUPPORTED)	53
4.2.3 STATEMENT S2A (REJECTED)	53
4.2.4 STATEMENT S2B (SUPPORTED)	54
4.2.5 STATEMENT S3 (SUPPORTED)	54
5 CONCLUSION	55
6 FUTURE RESEARCHES	60
REFERENCES	61
APPENDIX I – POP DISPLAY	68
APPENDIX II - PREMIUM PROMOTION	69
APPENDIX III - SAMPLING	70
APPENDIX IV – SURVEY INTERVIEW	71
APPENDIX V INTERVIEW RESULTS – POP DISPLAY	72
APPENDIX VI INTERVIEW RESULTS – PREMIUM PROMOTION	73

<u>APPENDIX VII TOTAL INTERVIEW RESULTS - SAMPLING</u>	<u>74</u>
---	------------------

<u>APPENDIX VIII TOTAL INTERVIEW RESULTS</u>	<u>75</u>
---	------------------

APPENDIX IX -TOTAL OF THE SAMPLE FOR EACH IN-STORE PROMOTION: 100

<u>INTERVIEWEES</u>	<u>76</u>
----------------------------	------------------

APPENDIX X -RESULTS OF THE EFFECTS IN-STORE PROMOTION HAD ON

<u>CONSUMERS`BRAND AWARENESS</u>	<u>77</u>
---	------------------

<u>APPENDIX XI - RESULTS OF BRAND RECOGNITION</u>	<u>78</u>
--	------------------

<u>APPENDIX XII - RESULTS OF BRAND RECALL</u>	<u>79</u>
--	------------------

APPENDIX XIII - RESULTS OF IN-STORE PROMOTONS EFFECTS ON CONSUMERS`

<u>BUYING INTENTION AND BRAND AWARENESS</u>	<u>80</u>
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1 INTRODUCTION

In this chapter will be presented the subject the author will research, as well as provide a background to help form the research gaps and the research questions of the study.

In this contemporary edge marketers through products and brands are confronting with big challenges brought about by the severe competitions among different market players who are competing with each other to win more market share. The fact forces the market players to have a good understanding of both their competitors and consumers. Especially regarding consumers, the marketers realize the importance of understanding what they need and are interested in. Thus consumer behavior has become an increasingly indispensable subject in today's marketing and management areas.

It is not surprising to find that recently the marketers are complaining that despite all their efforts to "pre-sell" consumers through advertising, most of the shoppers' buying decisions are made inside of the stores. For instance, Hein (2009)'s online "the Elements Report" released in Oct. 20th, 2009 which demonstrated that nearly a third (32 percent) of the 999 shoppers polled online in March of 2009 said that in-store marketing is "very effective." The fact led the marketers increasingly recognize that the store environment exerts a strong influence on many purchases. For instance, women shoppers told researchers that store displays are one of the major information sources they used to decide what clothing to buy. This influence is even stronger when we shop for food-analysts estimate that shoppers decide upon about two out of every three supermarket purchases while walking through the aisles. Besides, people with shopping list are just as likely to make spontaneous purchases as those without them (Solomon 2006).

The examples above are complied with the studies of the previous researchers that exposures inside of the store have strong powers to boost impulse purchases. Thus more money for in-store exposures has been invested by retailers, for example, as much as 10 percent and also with more than \$13 billion spent by American companies per year on Point-of-Purchase stimuli (POP). A POP can be an elaborate product display, samplings, premium promotions, etc. (Solomon 2006). Each of the promotions comprised of different kinds of stimulus. Retailers found that for consumers, some stimulus as may encourage them to decide what to buy (Solomon 2006). Thus the in-store promotions attached by different stimulus have been extensively used as efficient tools to help the stores to increase sales.

The impulse buying mentioned above according the previous research will be taken in two forms brand switching and brand substitution. Brand switching refers to the consumers who switch from brand A to brand B because of the stimulus attached in-store promotions (Baohong S., Scott A. N., and Kannan S 2003).

Brand substitution refers to the degree of likelihood that the customer will purchase another brand if their preferred brand is not available. When the substitution is low or nonexistent, a customer would leave the store without making the purchase if their preferred brand is not available (Brandeo 2009). Those two views show that retail management has an enormous opportunity to affect and guide consumer behavior, influencing consumers to behave in a way that benefits the retailer, for instance, only increasing sales (Elvin & Mehran 2008). Yet, within the research field of consumer behavior in the grocery store environment there still exist some question marks. Researchers have concentrated mainly on the effects that in-store displays have on certain consumer behavior; such as purchasing, brand substitution and brand switching (Park 1989) mentioned above. Also previous studies focusing on in-store environment or in-store stimulus have been all focusing on its advantage of increasing sales, for instance how in-store marketing help point of purchase to increase sales of the product (Pierre, Wesley, Bradlow, & Young 2009), how coupons as a form of in-store

promotion attract consumers and buy the product, (Carrie , Kent , Ambar 2002), how in-store promotions create impulse buying to benefit retailers for sales of the product (Malte ,Michaela & Plessner 2006), and Michel Chevalier (1975) who argued that in-store displays are very useful to increase sales of the product. Sales promotions usually has more effects on behavior than on attitudes by meaning their goal is affect immediate purchase (Lamb , Hair, McDaniel 2009). By going through the previous research mentioned above, we consider the effect of in-store promotions have on brand awareness would be interesting to study according to the fact that most of the previous research claimed that in-store promotions are efficiently being used to increase sales only regarding category, we consider that it will still be debatable regarding whether this strategy is effective to increase sales, as well as effecting on brand promotion, in short, based on the previous already proved that in-store marketing is effective on sales, and we want to find whether there will be a trade-off in increasing sales versus effecting brand awareness through promotional stimulus.

1.1 Study Background

Different from decades ago when marketers promoted products through outdoor mass media, today in-store promotion has been commonly used by retailers as a way of temporarily increasing sales. It might even be the most powerful short-term tool available to grocery-store management (Wilkinson et al. 1982).

It can be shown that the reason for why In-store promotion is becoming more efficient should attribute to the feedback from the consumers who consider it a new trend in recent years due to its ‘touch and feel’ characteristics, namely, the stimulus attached on in-store promotions, for another example accounts for the growth of in-store promotions by the increase of self-service retailing and the proliferation of brands which have themselves caused a number of changes in the market place environment. First, the shopper is faced with an increasing range of brands from which he must make his choice without the help of the retailer. Second, since brand alternatives are virtually the same

product, competition for shelf space and attention has forced the manufacturer or retailers to develop display material which, it is hoped, will benefit the product at the point of sale.

Despite the amount of studies regarding the importance of in-store promotions in general or each kind of in-store promotions, for instance about their effects on increasing sales; however, there seems to be little or no research concerning the effect in-store promotions have on consumers' brand awareness. The ignorance makes it necessary for the researchers to take brand into consideration when studying the in-store promotion by investigating the effects on brand awareness. It should be of relevance to brand owners, retailers as well as marketers to understand the effect as well.

1.2 Problem Formulation

In-store promotion activities have been for many times discussed regarding their power to increase sales on the point of purchase. These activities are used from sales perspectives. Studies regarding in-store promotion have lack of researches regarding their effects on brand awareness. This implies a great opportunity to cover this knowledge gap by developing a new study in order to discover new implications for in-store promotion due the great importance of brand awareness for the marketing field, marketers and the great impact it has on consumer buying decision. Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set (Keller K.L 2009).

1.3 Research Questions

The aforementioned objectives will be fulfilled in this study by answering four research questions:

RQ1. Will those consumers who paid attention to the in-store promotions could remember the brands names promoted?

RQ2. Will the consumers who paid attention to the in-store promotions and know the brand before remember the name of brand being promoted?

RQ3. Will the consumers who paid attention to the in-store promotions remember the name of the brand without knowing the brand before?

RQ4. Will the consumers whose brand awareness has been affected actually buy the products?

1.4 Research Purposes

Given by the discussions above, this thesis is aiming at bringing brand into consideration by investigating the effects in-store promotions have on brand awareness in consumers' real shopping experience.

1.5 Outline of the Thesis

Given the lack of the attention in previous studies regarding combining consumer brand awareness with in-store promotion, this paper will be done as an exploratory study to provide some insights to this issue. **Chapter 1** has provided an introduction to the subject and a description of the purpose and research questions. In **Chapter 2** a description of the methodology we selected for the entire paper, including research design and the methodological approach, etc. will be provided.

The thesis continues in **Chapter 3** the theories used as a basis for the thesis are presented and the statements are generated. The empirical data including the findings and key results obtained from the qualitative study will be presented in **Chapter 4** in order to fulfill the purposes of the study and provide the analysis of the key results from

qualitative interviews followed by the conclusions of the study in **Chapter 5**, within which first the main conclusion of the study will be drawn and followed by a discussion on the implications of the researching area. In the **Chapter 6** will be presented suggestions for future researches regarding the study from this explorative study.

2 METHODOLOGY

In this Chapter will be described the selected methodology for this study. An appropriate methodological approach will help fill in the gaps in previous studies, and will fulfill the purposes as well as making the result and the findings valid and reliable. Thus the author would like to emphasize again that this research has been developed aiming at bringing brand into consideration by investigating the effects in-store promotions have on brand awareness in consumers' real shopping experience.

2.1 Research Design

This study is defined as an exploratory study since it is a valuable means of finding out what is happening: to seek new insights; to ask questions and to assess phenomena in a new light (AvMark, Lewis, and Thornhill 2009). An exploratory study is a suitable approach in this study, because the author is investigating a subject of which little is known (Deflem, 1998); it fits when clarifying terms, obtaining better insights and an understanding of a given area is of interest. In addition, explorative research is appropriate when preparing a basis for future research (Deflem, 1998). Data was collected by using photo elicitation interview method, which will be demonstrated in details in interview method. The experiment was taken for two days, and 200 people were randomly interviewed as selected samples with designed surveys (APPENDIX I).

ICA retailer was selected due to its available facilities to carry out the experiments, especially when the diversity of the samples was required to be taken into account. On one hand, ICA Tuna is located close to the university buildings, whose consumers are mainly the students from different countries with different cultural background; on the other hand, ICA is one of the main local retailers with good reputation and rich product varieties, and different promotional campaigns are performed frequently in order to attract clients. One more reason for why ICA Tuna would be suitable for the experiment

is that compared with other available retailing stores, ICA Tuna will have more English speaking consumers which is important to reduce the barriers brought about by languages during the interview. These features may enrich our paper according to the principles based on both demographical and psychological factors, including different ages, geographies, diversified cultures, different life styles and consuming habits, etc.

The results of the interview were expected to be consisted of the data that is representing how consumers can perceive in store promotions and if the selected promotional activity has any effect on consumers' brand awareness and buying intention of the product as well.

All the promotional tools used to conduct the experiment were provided by ICA through the store manager according to ICA's availability. The tools available and relevant for this study were selected: Sampling, POP display and Premium Promotions. The selected product categories and brands were based on the availability condition in the store. They are three different promotional tools used by different product categories and brands.

Sampling (APPENDIX IV)

Sampling is a promotional programme that allows the consumer the opportunity to try a product or service for free. It also refers to sales promotion technique which provides consumer with a quantity of a product at no charge to encourage trial. Once trial has been achieved it is anticipated that consumers will purchase the brand (Yeshin 2006).

Product category and brand selected:

- Product Category: Olive Oil
- Brand: Zeta

Point of Purchase Display (APPENDIX II)

A promotional display set up at the retailer's location to advertise the product or induce impulse purchasing. It includes any promotional display-shelf "talker" (signs attached to store shelves), shelf extenders (attachments that extend shelves so products stand out), ads on grocery carts and bags, end aisle and floor-stand displays. P.O.P promotions can be very effective. P.O.P promotions can increase sales by as much as 65% (Lamb, Hair, and McDaniel 2009).

Product category and brand selected:

- Product Category: Pasta
- Brand: Kungsörnen

Premium Promotions (APPENDIX III)

This is where an article of merchandise or any other thing of value is offered to the consumer as an inducement to purchase a product. It may be offered as a bonus or at a nominal charge (Lamb, Hair, and McDaniel 2009).

Product category and brand selected:

- Product Category: Juice
- Brand: Kiviks

All products selected through in-store promotions available in the retailers are classified as Non-durable consumer goods products which as it is defined by:

"Any tangible commodity purchased by households to satisfy their wants and needs. Consumer goods may be durable or nondurable. Nondurable goods (e.g., food, clothing, and gasoline) are purchased for immediate or almost immediate consumption and have a life span

ranging from minutes to three years (Consumer goods, 2010)."

Although selected products categories and brands were limited due to the availability, we do believe that they may provide valuable resources for the experiment since the products would have a high interactive level with consumers due to the high consumption frequency, therefore brands and product exposures have interactivity and contribute to part of consumers' purchases.

Further details about how we conducted the experiment will be presented.

2.2 Methodological Approach

In this section the qualitative methods I have used to fulfill the research purpose will be presented.

Other methods instead of photo elicitation method could be also considered in order to conduct this exploratory study. One of the options considered would be focus group approach which is qualitative research and tends to be more exploratory as well by providing an understanding of perceptions, feelings, attitudes, and motivations (Edmunds 1999).

According Edmunds 1999, focus group is used a new advertising campaign test. When agencies need to know whether the message is clear and the advertisement would prompt them to purchase the product.

Basically focus group would have the same concept as Photo elicitations method which agencies would show the advertisement to consumers and discussing their reaction.

Focus group like Photo Elicitation method is often used to design a quantitative survey. Although both methods have similarities regarding the research design and method, focus group is not recommended for large sample investigation. According Morgan (1997) to conduct a focus group, 6 to 10 participants are recommended.

In this case, in order to investigate the effects of in-store promotions on brand awareness by considering a real shopping environment, photo elicitation method may provide more accurate responses since interviews have been conducted by the end of the shopping

process by presenting a photo to the shoppers and collecting their perceptions according each In-store promotion and also the large sample and the three different In-store promotions used by this study may provide a depth and accurate empirical data regarding brand awareness effects.

Despite others methods could be considered in order to conduct this study, the author considered photo elicitation as an innovative and accurate manner to investigate and fulfill the gap and research question purposed.

2.2.1 Photo Elicitation

Primary data in this study will be gathered through the use of photo elicitation, a method often used in combination with other qualitative methods, survey-based interviews in this case. I was also claimed that photo elicitation is a method based on simply inserting photographs into the research interviews. The pictures sharpen the respondents' memory and reduce the chances of misunderstandings during the interview (Harper, 2002; Clark-Ibanez, 2004). According to Douglas (1998) photo elicitation method is also correspond to how people think visually, and it elicits longer and more comprehensive accounts than interviews, as well as eliciting values and beliefs, and connect to core definitions of the self to society, culture, and history. According to Harper (2002) photo elicitation enlarges the possibilities of traditional empirical research since pictures evoke information, feelings, and memories difficult to obtain in words-alone interviews (Harper, 2002). Thus, the knowledge photo elicitation is expected to evoke during personal interviews, and it fits this study since it is believed to contribute to the research questions the author designed for this study.

The images can be made by the researcher or they can be made by the people, maps or diagrams (Latham 2003, Young and Barrett 2001).

2.2.2 Methodological Considerations

In this study the author believe the most suitable approach is to take pictures by ourselves according to the research request, since the picture taking is functioning as a

tool to recall their shopping experiences. In order to fulfill the research questions, changes have been made regarding the photos' visibility. Instead of showing the photo of in-store promotions, I decided to make the photos black and white and make the brands' name and logo blurry. It is necessary due to the questionnaire designed for the research, since it is seeking to identify how the consumers had experienced and enjoyed in-store promotions after the shopping trip and if any effect occurred on brand awareness and sales. If the photos were presented by showing up a clear image of the in-store promotion like brands' names, colors and information content, it may influence consumers' responses, since they would see the in-store promotions after stimulated by external stimulus caused by the photos, which means if the interviewees see the clear photo the interpretation would be from the photos but not from what they had experienced inside of the store. According to Harper (2002), photo elicitation interview is not a simple process since it evokes a different kind of information.

The sampling was narrow and defined by considering all consumers that shopped during these two days interviews. For each in-store promotion was collected 100 interviews, in total 200 interviews was done.

The interviews were divided according to the availability of ICA retail house in two week days, due the in-store promotion performed during the days selected.

2.3 Course of Actions

2.3.1 Before the Experiment-Preparation and Considerations

Before the interview, the author firstly tried to contact the store manager of ICA TUNA to acquire the availability for the experiment. After then I selected the in-store promotional activities which could be used for the experiment, and took the photos. Before the interviews I also considered the way to approach the consumers, finally I decided to stand by close to the cashiers, since the consumers already experienced the

in-store environment including the in-store materials, advertisings, etc., and also already finished their purchase. Genders of the interviewees also were taken into consideration since we can slightly identify the consumers' profiles and argue which profile has more interactivity with in store promotions. By collecting all these data the author hopes to draw a profile about consumers and mainly on how in-store promotions can affect their perception regarding brands from different categories displayed and also on sales.

2.3.2 During the Experiment

During the interviews the interviewees who were the consumers finished their shopping experience would be approached with the pictures with each in-store promotion pre-selected such as: Sampling, POP display and Premium Promotions. By showing the photo to the interviewees, questions were asked to identify how they interacted with the in-store promotion regarding brand awareness and buying intention.

In the first day of interviews, clients were randomly interviewed about Premium Promotion and POP display. For premium promotion and pop display the same interviewees were asked about both in-store promotions. First pop display photo was presented to consumer in order to obtain the responses and then the answers were collected, premium promotion photo was showed and the same process was done. By interviewing the same consumer for premium promotion and pop display, the paper could be enriched through these different approaches since consumers' interpretations will be analyzed by the same person but for different in-store promotion.

In the second day, the in-store promotion used for interviewing was sampling. For this in-store promotion was done others 100 interviews. In total 200 consumers was interviewed. As the consumers was asked to answer about both POP display and Premium Promotion at the same day (on the first day), the sampling showed 62 male and 38 female for both in-store promotion from different ages, nationality and occupation. For sampling in-store promotion interviews were conducted on the next day containing

100 interviews, it showed 56 male and 44 female. These varieties of personal's characteristics allowed to present different perspectives of the interaction with In-store promotion. Considering the language barrier for the interviews, no inconvenience has occurred in order to search, since all respondents had at least knowledge enough of English to answer the questions.

2.4 Validity of the Research

Validity means how accurately the measuring instrument can measure what it should measure.

“Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are. In other words, does the research instrument allow you to hit "the bull's eye" of your research object? Researchers generally determine validity by asking a series of questions, and will often look for the answers in the research of others”.

In order to assure validity, the photos used on the interviews by photo elicitation method have been made black and white and also the brands name blurry. By making these changes, it was possible to reduce the risk of interviewees noticing the brands` name and also the In-store promotions when they were asked what brand has been displayed and what they have seen on the pictures.

Although these changes reduce the risks and try to hide the brands name from shoppers, it is not possible to guarantee that shoppers cannot recognize the brand displayed. Some features of the package can still be noticed if looked carefully by those shoppers familiar to the brands.

In order to reduce this risk, the time visualization does not allow consumers to have this perception of the brands` name, but only the In-store promotions shown.

To reduce the possibility of misinterpretations and improve the studies validity, the interview was kept as simple as possible, with easy and clear questions to be understood by the interviewees.

Other decision made in order to reduce misinterpretations and raise the validity aspects was the fact that the interviewer limited the research question to what was purposed. It means that no other type of interaction between the interviewer and interviewee should happen. The interaction should be limited only by straight questions and answers. It may reduce any influence on the results.

2.5 Reliability of the Research

Joppe (2000) defines reliability as: the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. Charles (1995) adheres to the notions that consistency with which questionnaire items are answered or individual's scores remain relatively the same can be determined through the test-retest method at two different times.

In order to fulfill the reliability, I had kept recording the replies to the designed surveys from the interviewees in order for the later results analysis to make sure that the information from the collected data will be reliable.

2.6 Limitations of the Methodological Approach

As the purpose of this study regards the effects of in-store promotion on brand awareness, and not that many studies have been conducted concerning brand awareness as an effect of in-store promotional activities, besides this study taken only within two month, all these limitations. Thus our study as an exploratory study may only contribute as a start upon the issues regarding this field, and deeper investigation will be encouraged to be conducted in future research.

Beside the lack of researches about this topic, some others features were considered as limitations. For instance, this study was conducted according to ICA retailer availabilities. Thus only 3 forms of in-store promotions have been used for the later

empirical study, and they are POP-Display, Premium Promotion and Sampling, so not all in-store promotion defined by previous studies were used.

Other point concerning brands popularity comes up as a limitation. For instance, for some promotional brands used for empirical data might be more familiar with the local Swedes, however, not the consumers out of Sweden, whereas the ICA store we selected is locating in school campus, and the consumers may be very international. At this case, it may bring about inaccuracies.

3 THEORY AND STATEMENTS

To give a theoretical background to the investigation of the effect in-store promotion has on consumers' brand awareness, in this chapter, the previous studies used as theoretical foundations for the thesis are presented and the hypotheses are generated. I will first review the previous studies regarding in-store marketing to present an overall picture of the already existing knowledge and gaps. After then, more specific theories concerning in-store promotions, theories about attentions, brand awareness and consumer buying decisions are explored. To support this study, statements are demonstrated by following each related theory.

3.1 In-store Marketing Theories

To be able to understand the effect in-store promotion has on consumers' brand awareness, it is important to understand the general theories of in-store marketing and how it affects consumers' shopping experience.

According to Keller (2003), the appeal of in-store marketing lies in the fact that consumers many times make their final brand decisions inside the store (Keller 2003). Previous studies concerning in-store have put a lot of emphasis on in-store stimulus, or atmospherics. For instance, According to Turley and Millinam (2000), creating influential atmospheres is an imperative marketing strategy. Kotler also claimed that "atmospherics" can be used as a term to describe the intentional control and manipulation of environmental cues (Kotler, 1999; Hoffman and Turley, 2002).

Iyer (1989), states that more exposure to in-store marketing can cause latent needs to be recognized, implying great opportunities for a brand to influence the consumer towards a purchase, regardless of whether it has been written on the shopping list or not. There exists several terms for in-store marketing. For instance, in-store stimuli, in-store

displays, end-of-aisle (Wilkinson et al. 1982; Chevalier 1975; Elvin & Mehran 2008), incremental space (Curhan 1974), point-of-purchase displays (Blackwell et al. 2006; McClure & West 1969; Elvin & Mehran 2008) and increased exposure (Nordfält 2007). These activities are all shown to increase sales for the promoted products. However, almost none studies before have paid attention to how the activities affect on promoting the brands. Because of this theoretical gap existing theories concerning our study issues will be employed to generate statements.

3.2 Exposures and Consumer's attention

Previous studies have been discussing about how to catch and hold consumers' attentions due to the importance attention works as the first step when consumers touch upon the message that marketers offered. In order to be effective, marketers have to make sure that consumers are exposed to their marketing activities (Evans & Andrew 2009). By using exposures marketers hope to ensure that the marketing offering or message is in the right place, for target market to have access to it, because in order to sell their product, they have to catch consumers' attentions activities first (Evans & Andrew 2009). However, the large amount of product message diffused in the market, the race to get shoppers' attention has been a big challenge for brands and products, that is to say, even if the marketing offering is in the right place, there is no guarantee that the market will see it or pay attention to it. According to Evans (2009) consumer's attention is selective, which means although exposure is important, it is not enough to ensure that consumers will respond to a marketing activity such as an advertising message (Evans & Andrew 2009).

Previous studies on consumer's attention also found that attention reflects the amount of mental energy or effort that we allocate to stimuli. Thus at the attention stage, marketers are concerned with attracting attention and techniques have been employed to accomplish it (Evans 2009). These stimuli have been studied by researchers during the last few decades regarding how these stimulus help marketers with their sales. Also

the effectiveness of the stimuli such as color, movement, position of the message, and lightings to grab attention and to stimulate purchases has been shown by many researchers (Blackwell et al. 2006; Woodside & Waddle 1975). Few studies have been done specifically on how in-store promotional activities' catch consumers' attentions. Although it seems to be very basic, it is essential to determine if in-store promotion can grab shoppers' attention in order to find further effects it might have. Therefore, given the above discussion, it is reasonable to assume that in-store promotions as one form of exposures attached upon by various in-store stimulus may get the chance to catch consumers' attentions.

S1: In-store promotions catch consumers' attentions.

3.3 Brand Awareness

Although a brand identify may be the strategic goal for a brand, the resultant brand image of what actually resided in the mind of consumers about the brand could be very different from that goal. According Keller (1998) such a discrepancy is due to the differential brand knowledge structures of individual consumers as reflected by the levels of brand awareness (Chan-Olmsted 2008).

Within the scope of brand management, brand awareness is contemporarily widely researched by both academic researchers and organizational practitioners. According to Alba and Chattopadhyay (1985) brand awareness is related to the strength of the brand as reflected by consumers' ability to identify the brand under different conditions. Many researchers have identified the essential role brand awareness is playing in consumers buying decisions. For instance, Brand Awareness can provide a host competitive advantages. According Aaker & McLoughlin (2010), first brand awareness can provide sense of familiarity and it can drive the buying decision. Second name awareness can be a signal of presence, commitment, and sub-substance and attributes and that can be very important even to industrial buyers of big-ticket items and consumer buyers of durables.

The logic presented is that, if a name is recognized, there must be a reason. Macdonald and Sharp (2002) also studied the relationship between brand awareness and consumer decision making process and argue that brand awareness impacts on consumer's decision making by influencing which brands enter the consideration set, which of these brands are used as a heuristic, and the perception of quality. Percy and Rossiter (1992) claimed that brand awareness is a crucial consideration, because it may be thought of as a buyer's ability to identify a brand within a category in sufficient detail to make a purchase.

Based on the above discussions it is easy to notice that by frequently overlooking in discussions of advertising strategy, brand awareness is a crucial consideration (Percy and Rossiter 1992), however, the majority studies regarding the effect on brand awareness were about outdoor advertising, or ATL advertising. Different from BTL advertising which is using reduced price offers, off-, in-, on-, pack offers, free mail-in's, gift vouchers, stamps, point-of-sale displays, and trade discounts to promote product or brand, ATL is using mass media (television, newspapers, magazines, radio, outdoor, and internet, etc.) to promote brands (David J. 1973). This is because visual and verbal effects created by mass media advertising can help entrench the brand name in the consumer's memory. It means when consumers have enough experience of the brand by seeing, hearing or thinking about it, the brand will take root in memory (Laetitia Radder and Wei Huang 2007). Although important as brand awareness is, few studies have research on the effect in-store marketing as a form of BTL advertising has on brand awareness, but only concerning in-store promotions as the tools increasing sales. However, as in-store marketing is becoming a trend for marketers for its efficiency, it is reasonable to assume that once brand awareness can also be affected by in-store promotions, and then in-store promotions can be beneficial for both promoting brands and increasing sales, which is considered as a long-term strategy as mentioned by previous studies.

S2: In-store promotions have effect on consumer's brand awareness.

3.3.1 Brand Recognition

According to Keller (2003) brand awareness can take the forms of brand recognition and brand recall. Brand recognition refers to the consumer's ability to verify previous exposure to the brand when the brand is given as a cue. According to Percy and Rossiter (1992) in many statement stuffers, cooperative advertising and presence in the store. By this presence in the stores they can create brand awareness without the cost of national or regional ads (Calvin 2002). To make it understandable a good illustration has been given by Percy and Rossiter (1992) as very few shoppers actually purchase situations, the brand is quite literally presented to the consumer first, and this is what stimulates the consumer to consider the relevancy of category need: do I really need or want this? Percy and Rossiter (1992) also claimed that the sequence in the buyer's mind is: recognition of the brand reminds me of category need. It is important to understand here that a brand may actually fail a recall test, yet be recognized in the store at the time of the purchase decision and bought; however it depends on whether the brand has been heard of by the shopper before the shopping experience. Brand recognition exists when a customer knows about the brand and is considering it as one of several alternatives in the evoked set (Ferrell and Hartline 2008). Many small business has been award of recognition effects. They are relying on the retailers to help them create brand recognition with consumers through packaging, point-of-purchase displays, carry lists. Shoppers rely upon visual reminders of their needs as they scan the packages on the shelf and brands are recognized. Clearly, then, when purchase selections rely upon recognition, advertising should feature the package as it will be seen in the store. As mentioned above, few studies have been looking into the effect of in-store marketing have on consumers brand awareness, thus even less will be on brand recognition.

Nevertheless, not many studies have specifically looking into the effect in-store promotions have on consumers brand recognition as a form of brand awareness. Thus it will be reasonable to assume that the effect in-store promotion have on consumers brand awareness might be brand recognition when the shoppers know that brand before going to the store and start purchasing

S2a: In-store promotions affect consumer's brand recognition.

3.3.2 Brand Recall

Different from brand recognition, brand recall occurs when the brand name is evoked by memory given a cue such as a product category name, which means a category need is experienced first, and then the consumer relies upon memory to generate possible solutions. In this case the consumer must recall a brand, or several brands, from memory in order to make a decision (Percy and Rossiter, 1992).

Percy and Rossiter (1992) also provide an example for this situation. If a family decides to go out for lunch at a fast-food restaurant, they are unlikely to drive around until they recognize one they would like to patronize. Instead they will recall from memory available alternatives, select one, and then proceed there for lunch. As a rule, the first recalled brand (given a favorable attitude) will get the business. Besides, other previous studies also claimed that brand awareness is often measured by means of brand recall, which refers to the number of consumers that retrieve the brand with no cue at all or a product category or when an attribute is given, and it is accordant with many researchers' conclusion that with regard to an individual consumer's recall and recognition of a brand, the former is a higher level of memory performance than the latter (Anna Torres A, Tammo H.A. and Bijmolt, 2005; Aaker, 1991). Percy and Rossiter (1992) have pointed out how mass media advertisings work on consumers brand recall by stimulating consumers' memories, as mentioned above. Brand recall is the simplest type of advertising since modern advertising's very beginning, getting consumers to remember the advertised brand's name has been a goal. If consumers remember the brand name, and can easily recall it, they are more likely to buy it. It's pretty simple and straightforward idea of brand recall (O'Guinn). Also cited by Aaker (1996), brand recall relates to consumers' aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant

cue.

This issue is relevant to all advertising and promotion situations. An advertiser is always trying to create or maintain brand recall so that the brand is salient for the buyer in a purchase situation (Percy and Rossiter 1992). However, similar to the discussions regarding brand recognition, although brand recall is a higher level of brand awareness, and it is important for marketers to know in order to better manage promotional activities, still few studies have specifically investigate the effect in-store promotion has on consumer's brand recall. Thus based on in-store promotion is one form if the promotional activities in marketing mix, it will be reasonable to assume that the effect in-store promotion on consumers brand recall will be stimulate and being stimulated, which is to say, if the consumer has not heard the name of the brand before, after the shopping experience, through showing the attribute of the in-store promotion, the consumers can still remember the name of the brand, and at this situation, the effect of in-store promotion on brand recall occurs, and it is shown as an exploration.

S2b: In-store promotion generates consumer's brand recall.

3.4 Consumer's Buying Decision Making

Today consumers are often faced with a large number of alternatives, which are constantly changing due to new technologies and competitive pressures, which made consumers often not completely certain about which product or services to purchase or use. The fact requires a good understand of consumers' purchase decision making. For instance, consumers engaged in repetitive shopping behavior (e.g., for groceries in a supermarket) regularly encounter the need to make two types of decisions for each shopping trip: where to shop, and once in the store, which products to buy (David R., Bucklin and Sismeiro 2000). The latter in-store product purchase decisions may be driven by very different factors, for example, various in-store atmospherics and in-store stimulus. In-store promotions for example, as discussed above is a planned and

implemented marketing activity that enhances products appeal and impact on customer buying behavior in return for an additional benefit for purchase and it has been utilized as an effective strategy for retailers to stimulate consumers buying intention, thus stimulate consumers buying decision (Yeshin 2006) also claimed that the impact in-store promotion on consumers is represented by the benefits perceived and value attached to the sales promotion experience. Therefore the consumers respond to those in-store promotions because of the positive experience consumers have been provided.

To understand the above situations it will be necessary to understand the consumer purchasing decision making process. According to Paul (1971) four steps have been identified in consumers decision process: first, problem recognition, through which consumers will perceive a need; second, searching for information, at this stage consumers are trying to clarifying the options; third, alternative evaluation, at this phase, consumers are assessing the values attached upon the product or brands and depended upon this consideration finally consumers will make their purchase decision (Paul A.1971).

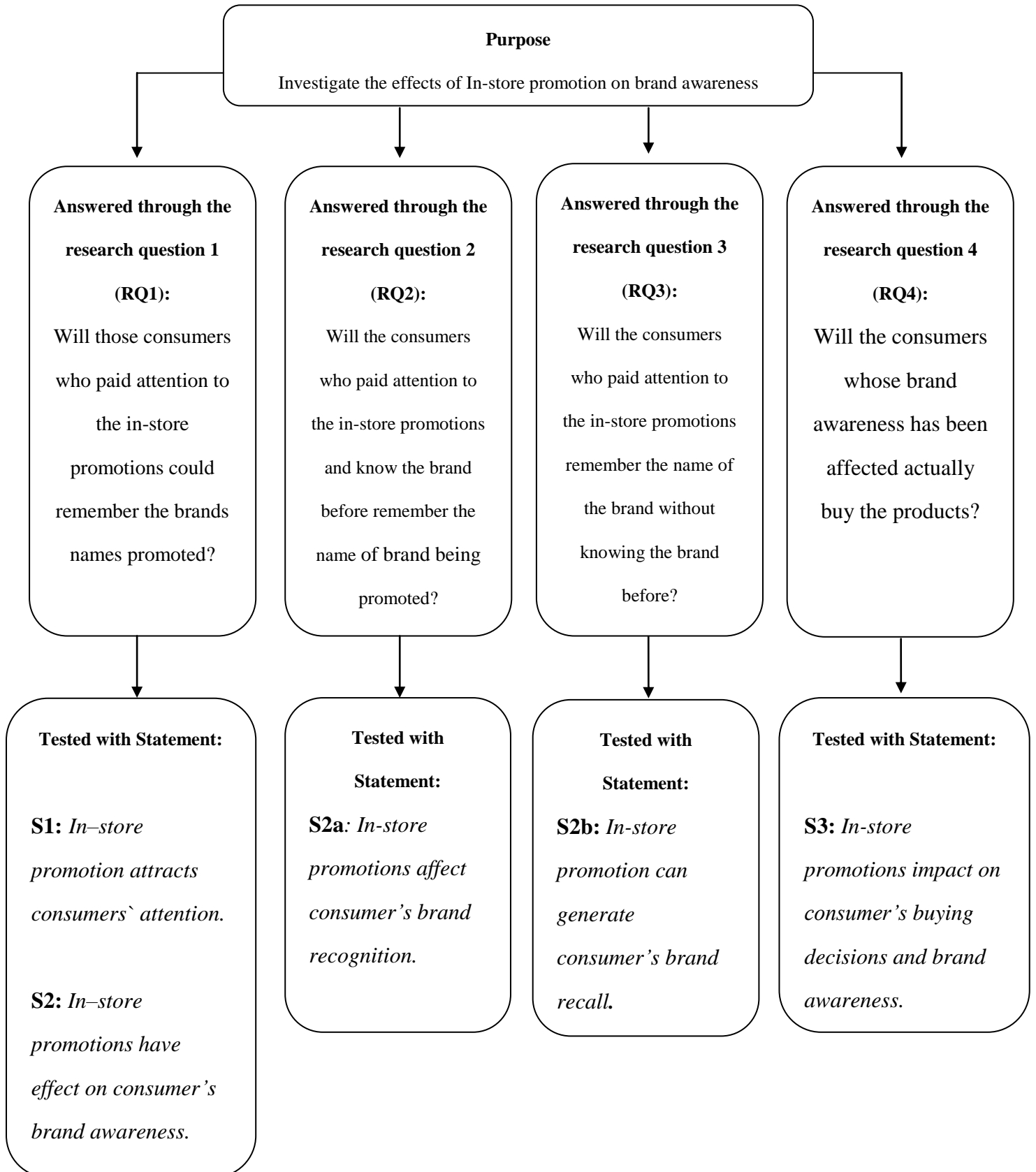
According Kotler & Armstrong 1999, consumers do not search for information about the brands, evaluate brand characteristics, and make weighty decisions about which brand to buy. Instead, they passively receive information as they watch television or read magazines. They also argue that ad repetition creates brand familiarity rather brand conviction and consumers do not form a strong attitudes toward a brand; they select the brand because it is familiar.

By looking into consumers information searching stage, it is easy to conclude that: first, In-store promotions may provide sources for consumers to search for the available options; second, brand awareness which refers to the likelihood consumers recognize the existence of a brand due to previous experience may play an important role in this when consumers are internally scanning their own memories to recall the previous experiences. Based on S2 that in-store promotions may affect brand awareness, it is reasonable to

assume that in-store promotions impact on consumers' buying decision and brand awareness.

S3: In-store promotions impact on consumer's buying decisions and brand awareness.

A schematic summary of the statements, in relation to the thesis' purpose and research questions will be summarized in Figure 3.1 below:



4 RESULTS AND ANALYZES

In this chapter results obtained from the qualitative survey studies are presented. In order to present the results and data collected, we demonstrated each result according to the three different in-store promotional activities we used for the empirical study based on the results collected in ICA store. The identified data will be analyzed in relation to the framework; that is to say, the data will be analyzed according to each statements illustrated in the chapter 3 combined with the theories the author followed up, and finally results will be synthesized as a total result in order to fulfill the purpose of the entire paper

4.1 Consumers' Attention – Statement 1 (S1)

By asking the first question “whether the shoppers” will see the in-store promotion inside of the store, the author wants to know whether in-store promotions actually caught the attention from the shoppers. Thus if they do not see any of the in-store promotion inside of the store, it means that it does not have any effect on shoppers' attention, and neither on brand awareness. The question asked by presenting the photo of each in-store promotion was: Have you seen it inside?

The results are shown by the figure (APPENDIX IX).

RESULTS:

POP Display (APPENDIX V):

The results shows that among 100 interviewees, there were 72 shoppers actually paid attention to it, which occupied 72% of the total interviewed 100 shoppers. It also means that 28% or 28 of the interviewees for Pop Display did not pay any attention to it.

Among the 72 shoppers who saw the Pop Display, 44 out of 72 males said 'yes' they saw the in-store promotion and 28 females said that they paid attention to POP Display.

Premium Promotions (APPENDIX VI):

The results also show that among 100 interviewees, there were 61 shoppers actually paid attention to it, which occupied 61% in total. For the rest of the 39% they did not pay any attention to premium promotion. Also among 61 of shoppers that saw the premium promotion activity 38 males and 23 female said 'yes' they saw the price premium promotion.

Sampling (APPENDIX VII):

By following the same accounting rule, 88 out of 100 interviewees have paid attention to this In-store promotion activity, and it takes 88% of the total. For males, 47 said 'yes' they saw Sampling activity and 41 females shoppers said 'yes' as well.

According previous studies, exposures supposed to attract consumers' attention through stimulus (Evans 2009). By using exposures marketers hope to ensure that the marketing offering or message is in the right place, for target market to have access to it, because in order to sell their product, they have to catch consumers' attentions first (Evans 2009).

It seems be logical the idea of displaying an advertisement or in this case aiming a product promotion in order to push consumers to a determinate product choice but nowadays it is easy to face different types of stimulus around consumers at the point of purchase however its efficiency concerning In-store promotions haven't been checked. According references given, In-store promotion as a kind of promotion it should also have attracted consumers' attention by its different stimulus and consequently push consumers to make their final decision inside of the store (Keller 2003).

In order to identify if In-store promotions beside generate sales also can generate brand awareness, interviews were conducted in order to identify whether these in-store promotions; Pop Display, Premium Promotion and Sampling could get consumers' attention as the first step to identify if brand awareness can be generated.

The results imply that in general, in-store promotions attracted attention in different levels for each in-store promotions activities. For Pop display the attention level reached 72% and Premium Promotion 61% out of 100 interviewees.

For both in-store promotions, 100 consumers were asked to give their statement for each one. For instance, we can also state that Pop-display attracted more attention than Premium Promotion, since for both of activities the same consumer was interviewed.

Sampling activity showed as the most efficient among those three in-store promotions used. It reached by 88% of consumers' attention including both genders.

An explanation for that may come up as a logical sense since those three types of In-store promotions used, enjoy different stimulus toward consumers. Given the different results for each type of promotion, it may happen due different stimulus provided by each In-store promotion such as color, movement, position of the message, lightings and also the brand and category of product to grab attention, since for each In-store promotion analyzed they carry out different features (Blackwell et al. 2006; Woodside & Waddle 1975). Therefore, the number of attention grabbed may vary according these features, but in general all of them grabbed a considerable level of consumers' attention.

It's reasonable to assume here that In-store promotions as a type of stimulus or atmospheric used for marketers at the point-of-purchase have been worked as a kind of manipulation and intentional control generated by these marketers in order to influence the consumers by grabbing consumers' attention (Turley and Millinam ,2000 ; Kotler 1999,Hoffman and Turkey,2002).

Although a significant number is shown from those shoppers that have seen the In-store promotion or In-store promotion caught consumers' attention, other amount of shoppers stated that they have not seen them inside. Among all 300 interviewees (Pop Display and

Premium Promotion had the same interviewees), 79 shoppers have not seen the In-store promotions taking in consideration all three types used.

Due those consumers which haven't seen the In-store promotions it's stated that those have not generated brand awareness since even the first step for reaching Brand awareness has not been covered. It means that for those shoppers which have not seen the In-store promotions inside of the store during their shopping experience, the messages contained and carried out by In-store promotions could not be delivered to consumers. In other words, neither sales could not been generated nor brand awareness effects. According first step discussed by Evans & Andrew 2009, it has failed and consequently marketers would not have their message delivered by In-store Promotions. As also stated by previous researches in this case, although exposures are important, it is no enough to ensure that consumers will respond to a marketing activity (Evans 2009). As the main gap stated before is to investigate the effects of in-store promotions have on brand awareness, first it's necessary to ensure if In-store promotions can catch consumers' attention. By ensuring that the In-store promotions have catch consumers' attention some other effects may occur.

Therefore the statement 1 is supported; since attention has been caught in majority by all in-store promotions.

S1: In-store promotion attracts consumers' attention (Supported)

4.1.1 Brand Awareness – Statement 2 (S2)

In order to evaluate this statement, consumers have been examined by asking the question whether the shoppers who paid attention to in-store promotions also remembered the brands' name. By asking this question, I hope to find how many people actually paid attention to in-store promotion and remembered the promoted brand meaning shoppers had brand awareness.

The question asked by presenting the photo of each in-store promotion was: Do you remember the brand's name displayed?

The number of the interviewed shoppers who got any effect on brand awareness will be shown (APPENDIX X).

RESULTS:

POP display

According to the results, 72 of the shoppers who paid attention to in-store promotion 21 remembered the name of the brand and 51 did not remember the brands' name. Among those 21 of shoppers which remembered the brands' name and actually had brand awareness effect, 12 are males and 9 females.

Premium Promotion

In this case, 61 of the total shoppers who said 'yes' to the first survey question, 16 shoppers had brand awareness and 45 did not remember the name of the brand.

For males, there were 11 males shoppers who paid attention and also have being affected on brand awareness, and 5 females which remembered the brand displayed.

Among those 45 shoppers which had no brand awareness effects, they are represented by 27 males and 18 females.

Sampling

For the survey regarding sampling, among 88 of shoppers who paid attention to in-store promotion, 56 remembered the brands' name and actually suffered the brand awareness effect. The number of females and males which could remember the brands' name are

the same 28 shoppers, Only 19 males and 13 females could not remember the brands name and did not get the effect on brand awareness from sampling promotion.

Based on the results above, I will summarize the number of the interviewees who have got effect on brand awareness from each in-store promotion. It means when consumers have enough experience of the brand by seeing, hearing or thinking about it, the brand will take root in memory (Laetitia Radder and Wei Huang, 2007).

According to the statement above, it is suitable to apply on this experiment that brand will take root in the memory when consumers could remember the brand's name when asked. It means that consumers had experienced and interacted with the In-store promotions and brand awareness has been enhanced by them.

Based on the theories regarding brand awareness, the main issue concerned by this study is to identify whether In-store promotions can affect consumers' brand awareness.

As a first step in order to understand the effects on brand awareness caused by these interactions we will consider the brand's name memorized. As mentioned before brand awareness can take other forms which will be analyzed later on.

Applicable also for these analyses, the results present discrepancy due to the differential brand knowledge by each consumer interviewed (Keller, 1998). It is suitable to consider that although each In-store promotion has different characteristics to influence consumers, there is also the brand knowledge factor. Some of them may be more often memorized and known by consumers than others, however it's important to know and highlight the effects that may occur for each promotion activity regarding brand awareness.

In a market environment where a wide range of brands are displayed to consumers, the importance of taking shoppers' attention plays an important role for marketers and consumer buying decision. The brands displayed by those three In-store promotions used, POP Display has affected 21 shoppers out of 72 that have seen Pop Display.

For those consumers that could remember the brand's name after having experienced the store environment I assume that brand awareness has happened. It is a crucial

consideration, because it may be thought of as a buyer's ability to identify a brand within a category in sufficient detail to make a purchase.

The second In-store promotion analyzed was Premium Promotion which the same consumers asked for POP display were asked regarding Premium Promotion. The results show 61 of the total shoppers who stated that saw the Premium Promotion activity, 16 shoppers had brand awareness and 45 did not remember the name of the brand displayed.

By considering these results, it implies that POP displayed caught more consumers' attention and consequently brand awareness but in general for both In-store promotions present an average of 28% among all shoppers that had consumers' attention actually had brand awareness affected.

In this case for those consumers which had brand awareness by In-store promotions effects represent the consumers' ability to identify the brand under different conditions (Alba and Chattopadhyay,1985).

The different conditions considered here, represent the In-store promotions activities as a type of seasonally promotion used. For that, consumers may not see these products being promoted on these types of promotion tool so often. It has characteristics of different conditions for them.

For Sampling activity, 88 of the shoppers stated that had paid attention to in-store promotion. A great number representing 56 shoppers have remembered the name of the brand which actually had suffered brand awareness effects.

Given a different approach for Sampling as presented in the chapter 3, one form of promoting brands is by mass media (television, newspapers, radio...) or as denominated by ATL advertising which it can help entrench the brand name in the consumer's memory (Laetitia Radder and Wei Huang 2007). Different from ATL advertising, BTL advertising can take form of In-store promotions and by according the results presented,

the promotions activities investigated also had the ability to entrench the brand name in consumers` memory.

Therefore, it is possible to assume by the results analyzed that in-store promotion has effect on brand awareness since according Alba and Chattopadhyay (1985), brand awareness is related to the strength of the brand as reflected by consumers` ability to identify the brand under different conditions.

In this case, consumers which had suffered brand awareness effects had the ability to identify the brand under in-store promotions conditions.

For marketers it`s suitable to mention that In-store promotions may be used as a marketing tool for long-term strategy since brand awareness has been affected by In -store promotions. It may be important due its low budget needed to create a possible brand loyalty by consumers comparing mass media activities.

Once again, the different levels presented should be taken in consideration since for different types of in-store promotions they are different levels of brand awareness.

The Statement 2 has been supported due it`s significant brand awareness effects findings since according previous studies mentioned, In-store promotions have been used only for increasing sales.

S2: In–store promotions have effect on consumer`s brand awareness (Supported).

4.1.2 Brand Recognition – Statement 2a (S2a)

As stated on previous studies, brand awareness can take form of brand recognition which refers to the consumer`s ability to verify previous exposure to the brand when the brand is given as a cue (Hutchinson & Raman, 1994).

To identify whether the shoppers got brand recognition trough the whole shopping experience, shoppers were asked whether they have heard the brand before (APPENDIX XI). Interviewees were able to answer this question in case they had responded “yes” for

previous questions. It states that, shoppers had seen the in-store promotions inside of the store and also remember the brand's name displayed.

The question asked by presenting the photo of each in-store promotion was: Have you heard about this brand before?

RESULTS:

POP Display:

Among 21 interviewees who remembered the brands' name, 18 shoppers agreed that they knew the brand before and got brand recognition.

Premium Promotion:

Premium promotion results showed that 9 of the 16 interviewees knew the brand name before, thus the brand recognition of those shoppers in total were aroused by premium promotion in ICA Tuna.

Sampling:

Compared with the first In-store promotion, sampling created more brand recognition, 46 said that they have heard about the brand before and had suffered brand recognition effect among 56 interviewees that said 'yes' and remembered the brand displayed on the previous question.

Brand recognition as one of brand awareness' form, makes its investigation necessary to fill up brand awareness gap. Brand recognition exists when a customer knows about the brand and is considering it as one of several alternatives in the evoked set (Ferrell and Hartline 2008).

As mentioned before the survey was applied for the same consumers for both POP display and Premium Promotion activities, for the first In-store promotion investigated, between 21 interviewees for POP display which stated that they remembered the brand displayed on the previous question, 18 stated that they have heard about the brand before and for Premium Promotion activity shows 9 out of 16 consumers heard about the brand before.

Taking in consideration the effects on brand awareness were about outdoor advertising, or ATL advertising, here In-store promotions affected on brand recognition in the point-of-purchase. It is reasonable to say that for consumers that have heard about the brand usually happen through mass media impacts (television, newspapers, magazines, radio, outdoor and internet, etc) and In-store promotions as a form of BTL reinforced the brand awareness by being recognized at the point-of-purchase. Through this brand presence in the stores, brands promoters can create brand awareness without the cost of national or regional ads (Calvin 2002).

Regarding the third In-store promotion interviewed, Sampling shows a significant brand recognition level by counting 46 shoppers that had brand recognition effect among 56 consumers that remembered the brand displayed.

These different results among the In-store promotions analyzed may occur due the different levels of popularity among the brands displayed. Therefore some of the brands are more known by some consumers than others but still the brand recognition effects have been found on the in-store promotions.

Other interesting finding is that here In-store promotions have created recognition effects on point-of-purchase. It's is reasonable to say that those activities helped the brands displayed to be recognized by consumers when going shopping so it may drive sales if the brands are already known and if consumers have any shopping preference.

The reason for that may happen due the In-store promotions location and their impact caused on the supermarket lay-out where it remind special promotion and different promotion activities to consumers as according definitions.

Brand recognition exists when a customer knows about the brand and is considering it as one of several alternatives in the evoked set (Ferrell and Hartline 2008).

The effects presented on all In-store promotions activities make a clear picture of brand recognition found and caused by them on shoppers that could interacted with these activities and could keep the brands` name displayed after a shopping experience and also recognized the brands names already known after seeing them in a shopping environment through In-store promotion exposures. Brand recognition has been arouse by the In-store promotions since when asked consumers which brands were displaying by those they mentioned the ones displayed by In-store promotions.

Considering the results above, the statement 2a has been supported since the recognition by consumers has occurred when interacting with In store promotions activities.

S2a: In-store promotions affect consumer's brand recognition (Supported).

4.1.3 Results of Brand Recall- Statement 2b (S2b)

For those consumers who did not hear about the brand before by enjoying the in-store promotions, but got to know it after presenting the photo of in-store promotion, it is assumed that brand recall was created.

As cited by previous studies brand recall occurs when a brand name is evoked by memory when it is stimulated. The stimulation occurred by the in-store promotion when consumers interacted with them during the shopping trip and by the end, when asked the brand displayed by in-store promotions by showing the photos as a stimuli, consumers could evoked it by memory and remember the brand's name.

Brand recall occurred when consumers could remember the brand displayed by in-store promotion without hearing about them before. Hence the first consumers' contact with the brand was by interacting with the in-store promotion.

The results are showed by the figure (APPENDIX XII).

RESULTS:

POP Display

Among the 21 interviewees who agreed that they remembered the brand displayed, 3 of them actually did not know the brand name before and got to know it after the shopping experience.

Premium Promotion

According to the results, 7 out of 16 shoppers obtained the brand recall by Premium Promotion.

Sampling

Compared with the first two In-store promotions sampling creates more brand awareness as well. So in total of 56 interviewees, 10 of them got brand recall of the promoted brand after shopping experience.

As presented in the chapter 3, brand recall is the simplest type of advertising since modern advertising's very beginning, getting consumers to remember the advertised brand's name has been a goal (O'Guinn, Allen, Semenik 2006). Also brand recall is stated as the consumers' aptitude to retrieve the brand from memory when given the product category.

The results show that In-store promotion has low effect on brand recall. The number of consumers that have remembered the brand displayed without hearing about them before is low. It implies to say that In-store promotions do not have an efficient effect for generating brand recall but still, the effect exists in low levels.

Only 3 out of 21 shoppers stated that they haven't heard about the brand before and got to know after interacting with POP-display and 7 out of 16 for Premium Promotions.

For Sampling even the results have presented a slight increase of 10 shoppers that had brand recall roused by Sampling activity, the number of consumers that remembered the brand's name was much more by 56 shoppers.

Brand recall here plays a fundamental role in order to complement the brand awareness finding on this type of promotion. As previously argued, this form of brand awareness represents the retrieve of a brand with no cue at all or a product category by consumers. In this case, this experiment seeks to find if the brands carried out by the In-store promotions activities generate brand recall when stimulating consumers' mind. The main question is: Will those consumers which had any kind of interaction with In-store promotions and haven't known the brand before will remember the brands displayed?

Although in-store promotions affected few consumers regarding brand recall, the low level reached by the results shown, in-store promotions haven't presented an acceptable and valid level to support the statement of its effects on brand recall.

In case brand recall has occurred, it means that shoppers can keep in mind the brand's name on the first contact or when consumers remember the brand name, and can easily recall it (O'Guinn 2006).

It's also reasonable to state that in-store promotions are not an efficient activity or marketing tool to be used in order to generate brand's recall since the brand's exposures are not the main aim for this type of promotion for a first brand contact with consumers' mind.

S2b: In-store promotion generates consumer's brand recall (Rejected).

4.1.4 In-store promotions impact on consumers' buying decisions and brand awareness – Statement 3 (S3)

By combining the second question “Do you remember the brand displayed” with the fourth question “Did you buy the product”, it will be investigated whether in-store promotions impact consumer’s buying intention and also brand awareness.

Due the combination of these two questions, a clear draw can be made in order to investigate instead only the effect of In-store promotion on buying intention but also verify if those shoppers that shopped had brand awareness effect.

The results are shown by the figure (APPENDIX XIII).

RESULTS:

POP Display

The results showed that within 21 shoppers who remembered the brand displayed, all of them actually purchased the product, and this accounts for 21 shoppers. There were 10 shoppers which did not have any brand awareness for the product, or according to what we mentioned before they did not remember the name of the brand but purchased. In total 31 shoppers said that they bought the product displayed.

Premium Promotion

From the results, 16 of the shoppers who were affected on brand awareness (question 2) actually purchased. 10 of those who said they did not remember the brand name actually purchased.

Sampling

Similar to the above way of drawing the results, 20 of shoppers which got effect on brand awareness, actually took the purchasing action with brand awareness. It represents 100% of the shopper which actually bought the product remembered the brand’s displayed.

The results concerning the shoppers which actually shopped combining with those shoppers which had brand awareness effect is clear represented by the interviews. Here it's found out that for Pop display and Premium Promotion activities, all consumers that remembered the brand displayed, 100% of them actually shopped. It means 36 shoppers. Sampling activity shows that 20 out of 20, meaning 100% of consumers which shopped the product displayed also had brand awareness or remembered the brand displayed. Stated by previous studies In-store promotions affect consumers' buying decision in the point-of-purchase by their different stimulus (Yeshin 2006) and also as investigated on the statement 2, effects on brand awareness have occurred when shoppers interact with them by seeing and noticing during the shopping trip.

In this scenario, brand awareness could provide a sense of familiarity and consequently influence a future purchase decision (Aaker & McLoughlin 2010).

In other words, when those consumers which could remember the brands displayed by POP display, Premium Promotion and same for Sampling may have great chance to shop in a next opportunity and by this, those brands enter into the consideration set from consumers (Sharp, 2002).

By the results presented the relation between brand awareness and consumer's buying intention is relative strong since 100% of the shoppers could remember the brand shopped. Therefore this sense of familiarity created by brand awareness actually happens when considering driving the buying intention from consumers.

Also according Yeshin (2006), In-store promotion activity is an effective strategy for retailers to stimulate consumers buying intention, thus stimulate consumers buying decision. As finding on these results, In-store promotions stimulated not only the consumer buying intention but also had an impact on brand awareness.

As cited before and proved by the results presented, In-store promotions provided sources for consumers to search for the available options and induce consumers

recognizing the existence of a brand by scanning their own memories to recall the previous experiences. Those arguments are shown on the purchasing decision making process and its four steps according Paul (1971). According those four steps mentioned by Paul (1971), they consist on the purchase decision made by consumers where they identify a need, search for information, evaluate alternatives and finally go for the purchase decision.

It's possible to assume due the results that In-store promotion may act on 3 stages here. They may influence the search for information where In-store promotions provide sources for consumers to search and consequently acting on alternatives evaluation and on purchase decision.

Beside these facts, In-store promotions creates brand familiarity and make somehow they select the brand because of its familiar.

In-store promotions in this case, may help brands become familiar to consumers and consequently influence consumers buying decision in the point-of-purchase (Kotler & Armstrong 1999).

Back to the theories used on chapter 3, Macdonald and Sharp (2002) also studied the relationship between brand awareness and consumer decision making process and argue that brand awareness impacts on consumer's decision making by influencing which brands enter the consideration set, which of these brands are used as a heuristic, and the perception of quality. Percy and Rossiter (1992) claimed that brand awareness is a crucial consideration, because it may be thought of as a buyer's ability to identify a brand within a category in sufficient detail to make a purchase.

In general the analysis here matching Brand awareness and Purchase decision are based on the principle that consumers shopped the brands which they could remember the brands` name.

It's a relevant finding since considering all of shoppers (57) that bought the product/brand displayed by In-store promotions and also remember the brand after shopping show that not a simply purchase was made but brand awareness was aroused. This fact is important to bring up due that a simply purchase can be made through In-store promotions activity since In-store promotions are usually used for increasing sales and brand straights may be not taken into consideration for that. A considerable number of 20 shoppers had bought products and couldn't not remember the brands' name. It's suitable to assume due this fact that in these cases, In-store promotions have worked in order to encourage a purchase decision as usually used but did not bring the brand into consideration.

These effects present a great value for exhibitors who use In-store promotions to affect consumer's purchasing decision. Besides encouraging consumers to buy also managed to create brand awareness.

S3: In-store promotions impact on consumer's buying decisions and brand awareness (Supported).

4.2 Total Empirical Results According to 5 Statements

Based on the separate illustration of the results above, a total result is shown by combining all three in-store promotions forms together, and illustrate them according to the statements (APPENDIX VIII).

4.2.1 Statement S1 (Supported)

All together, by being asked the first question “whether the shoppers” will see the in-store promotion inside of the store, 221 out of 300 interviewed shoppers said they saw the in-store promotions inside of the ICA store, which means the In-store promotions on average got almost 73.67% of the shoppers’ attentions, however, only 79 or 26.33% did not pay any attention to it, among which. Results also showed that 129 males shoppers in total paid attention to the In-store promotions, and it occupies 71.67% of all the male shoppers, while there were totally 92 females shoppers paid attention to In-store promotions, which accounts for 76.67 % in total.

4.2.2 Statement S2 (Supported)

The total results showed that 93 of the shoppers who paid attention to In-store promotions (221 shoppers) actually remembered the name of the brand and consequently had suffered brand awareness effects from In-store promotions. For males shoppers, of the total 180 males, 129 paid attention to the brands` names and remembered them and 51 did not remember. For females, 92 out of 120 remembered the brands` names and 28 could not remember.

4.2.3 Statement S2a (Rejected)

The total results of the three in-store promotions showed that altogether 73 of the interviewed shoppers’ brand recognitions were aroused, and only 20 shoppers

interviewed have not heard about the brand before among all of those 93 shoppers that remembered the brands` names after interacted with the In-store promotions.

4.2.4 Statement S2b (Supported)

In total there were 20 interviewed shoppers who did not know the brand before actually obtained the brand recall through the shopping experience.

4.2.5 Statement S3 (Supported)

To combine the total results above, I found that there were totally 57 people whose brand awareness were aroused and purchased as well. However, 20 of the interviewed shoppers also shopped, but with none brand awareness involved.

5 CONCLUSION

In this chapter will present the conclusions of its findings based on the main purpose of this thesis. Three types of In-store promotions have been used in order to find the effects they have on brand awareness and it's two forms, brand recognition and brand recall. To ensure in collecting these findings, first consumers` attention toward In-store promotions have been identified and also combining In-store promotions impact on consumers' buying decisions and brand awareness. Before going to the conclusions first I will go back to the research questions:

RQ1. Will those consumers who paid attention to the in-store promotions could remember the brands names promoted?

RQ2. Will the consumers who paid attention to the in-store promotions and know the brand before remember the name of brand being promoted?

RQ3. Will the consumers who paid attention to the in-store promotions remember the name of the brand without knowing the brand before?

RQ4. Will the consumers whose brand awareness has been affected actually buy the products?

Due the great importance of In-store promotions have on boosting sales and its efficiency in influence consumers' buying intention in the point-of-purchase, combining with the great value brands have for products, marketers and all marketing environment, I have conducted this study in order to fill the gap between the relation of in-store promotion and its effects on brand awareness.

By aiming the effects of In-store promotions have on brand awareness; this thesis is aiming at bringing brand into consideration by investigating the effects in-store promotions have on brand awareness in consumers' real shopping experience.

The first point investigated by the experiment conducted concern the attention toward the In-store promotions which is represented by the first research question: Will those consumers who paid attention to the in-store promotions could remember the brands names promoted? By being sure that shoppers have seen (interacted) with In-store promotions it was possible to go depth into how they have interacted concerning brand awareness effects.

According the theories used, authors state that in order to delivery an efficient message to consumers, marketer have to make sure that consumers are exposed to their marketing activities by offering the message in the right place to catch consumers` attention (Evans & Andrew 2009).

Given the statements built to each research question purposed, the first statement regards about consumers` attention. This statement has been supported since for all three In-store promotions used the have shown a great and number of shoppers which have seen them, therefore In-store promotions are efficient in catching consumers` attention by counting 221 to 300 consumers.

This finding seems not relevant since many previous studies have found the effects caused on consumers through In-store promotions activities interaction. However the number of consumers which stated that they have seen those In-store promotions in a retailers` environment may enrich these previous findings due the great number of interviews conducted.

As mentioned before, by ensuring the attentions grabbed effects through In-store promotions makes necessary to go depth into brand awareness aspects.

Among In-store promotions used for the experiment such as: Pop Display, Premium Promotion and Sampling, it is concluded that all of them reached brand awareness effect on consumers in considerable levels, however different levels were achieved by each type of In-store promotion.

By asking if the shoppers could remember the brand after have interacted with In-store promotion, 93 out of 221 have remembered the brand displayed after the shopping trip (statement 2).

Through this finding, one form of promoting brand has been shown since according previous researches the effects on brand awareness were about outdoor advertising or ATL advertising (Percy and Rossiter 1992) and in this case, brand awareness has been found in BTL advertising by taking form of In-store promotions.

As defined by previous authors, brand awareness can take two forms, brand recognition and brand recall. These two forms also were investigated and represented by the research question 2: Will the consumers who paid attention to the in-store promotions and know the brand before remember the name of brand being promoted?

The analyzes and results also show on statement S2a that In-store promotions have affected brand recognition in a great amount of consumers; it means that the brand displayed by all three In-store promotions could be recognized when consumers have interacted with In-store promotions. It is to say that the brands have heard before by those shoppers and as stated by authors that brand recognition exists when a customer knows about the brand and is considering it as one of several alternatives (Ferrell and Hartline 2008).

It's reasonable to state that In-store promotions can reinforce the brand on consumers` decision at the point-of-purchase and it seems beneficent for brands promoters when used these tools as a complement of mass media promotions.

It's possible to conclude the effects on brand recognition by In-store promotions exposures happened since the experiment shown a great number of consumers that could remember the brand after the shopping trip and also shoppers stated that heard about this brand before going shopping by 73 out of 93.

However the statement S2b regarding brand recall did not present a valid and acceptable number of responses to be supported. Few shoppers could keep the brand's name in mind after seeing them first time through In-store promotion exposures. The research question 3 is related to brand recall: Will the consumers who paid attention to the in-store promotions remember the name of the brand without knowing the brand before?

According previous studies, if consumers remember the brand name and can easily recall it, they are more likely to buy it (O'Guinn 2006). In this case, In-store promotions showed that their stimulus did not seem efficient to generate brand recall. In other words, quite few consumers remember the brand name if they haven't heard about them before seeing through In-store promotions exposures.

Therefore brand recall effects by in-store promotions haven't been considered as an effect found.

In the last statement S3 seeks to answer the research question 4: Will the consumers whose brand awareness has been affected actually buy the products? It was investigated the effects of brand awareness combining with consumer buying intention which results show that 100% of the shopper had brand awareness effects.

In-store promotions as a planned marketing activity that enhances products appeal has been utilized as an effective strategy for retailers to stimuli consumers' buying intention (Yashin 2006).

It's reasonable to consider the brand awareness results, since they can imply in sales return at the point-of-purchase for well known brands or strong brands promoted since

even some competitors with less known brands tried to use these types of promotions, the effects from mass media will be reflected at the point-of-purchase when comes to shoppers the buying choice through In-store promotions.

Due the results and analyzes presented it is concluded that In-store promotions are an efficient marketing tool in promoting brands and seems to be able to create a competitive advantage when used as a brand strategy by marketers since its evident the effects on brand awareness in the point-of-purchase through In-store promotions stimulus.

6 FUTURE RESEARCHES

Given the explorative nature of this study, it was selected only three In-store promotions to be analyzed. However due the existence of others types, a study considering these others In-store promotions is valid since among those used, the results have presented different results.

Additionally a continues in-depth study with the topic presented could be carried out regarding the effects of brand recognition and brand recall through in-store promotion by exploring deeper these topics by different researches methods.

Regarding in-store promotions, it would be interesting investigate how it can influence consumers in its different stimulus caused.

The brands displayed play an essential role for this experiment. For a future study, it is recommended using the same brand for all types of In-store promotions. By using the same brands a clear picture of the effects of each In-store promotions can be find, since the brands` effects won`t affect the results and only the In-store promotion effects can be investigated.

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APPENDIX I - POP Display



APPENDIX II - Premium Promotion



APPENDIX III - Sampling



APPENDIX IV – Survey Interview

Survey Interview Questionnaires

Gender: Male() Female: ()

Have you seen it inside of the store?

Yes () No ()

Do you remember the brand displayed? If yes, What is the brand`s name?

Yes () No ()

Brand:_____

Have you heard about this brand before?

Yes () No ()

Did you buy the product displayed?

Yes () No ()

APPENDIX V Interview Results

POP Display		Product Category: Pasta		Product Brand Kungsörnen			
Total Interviewed		TOTAL		Male		Female	
100		100		62		38	
		Yes	No	Yes	No	Yes	No
Have you seen it inside?		72	28	44	18	28	10
Do you remember the brand displayed?		21	51	12	32	9	19
Have you heard about this brand before?		18	3	10	2	8	1
Did you buy the product displayed?		31	41	21	23	10	18
Shoppers who remembered the brand displayed.		21					

APPENDIX VI Interview Results

Premium Promotion	Product Category: Juice		Product Brand: Kiviks			
Total Interviewed	TOTAL		Male		Female	
100	100		62		38	
	Yes	No	Yes	No	Yes	No
Have you seen it inside?	61	39	38	24	23	15
Do you remember the brand displayed?	16	45	11	27	5	18
Have you heard about this brand before?	9	7	7	4	2	3
Did you buy the product displayed?	26	35	18	20	8	15
Shoppers who remembered the brand displayed.	16					

APPENDIX VII Interview Results

Sampling		Category: Olive Oil		Brand: Zeta			
Total Interviewed		TOTAL		Male		Female	
100		100		56		44	
		Yes	No	Yes	No	Yes	No
Have you seen it inside?		88	12	47	9	41	3
Do you remember the brand displayed?		56	32	28	19	28	13
Have you heard about this brand before?		46	10	25	3	21	7
Did you buy the product displayed?		20	68	9	38	11	30
Shoppers who remembered the brand displayed.		20					

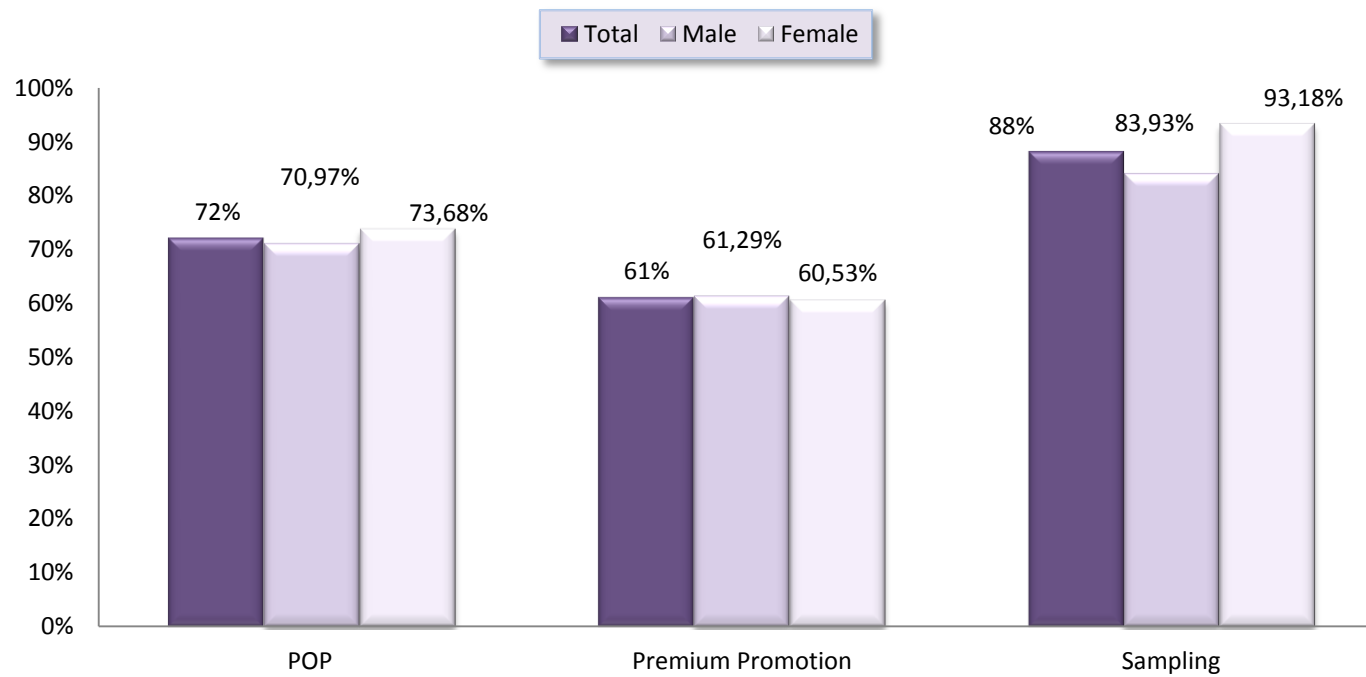
APPENDIX VIII Total Interview Results

In-Store Promotion: POP Display, Price Premium & Samplings

Total Interviewed	TOTAL		Male		Female	
	Yes	No	Yes	No	Yes	No
300	300		180		120	
Have you seen it inside?	221	79	129	51	92	28
Do you remember the brand displayed?	93	128	51	78	42	50
Have you heard about this brand before?	73	20	42	9	31	11
Did you buy the product displayed?	77	144	48	81	29	63
Shoppers who remembered the brand displayed.	57					

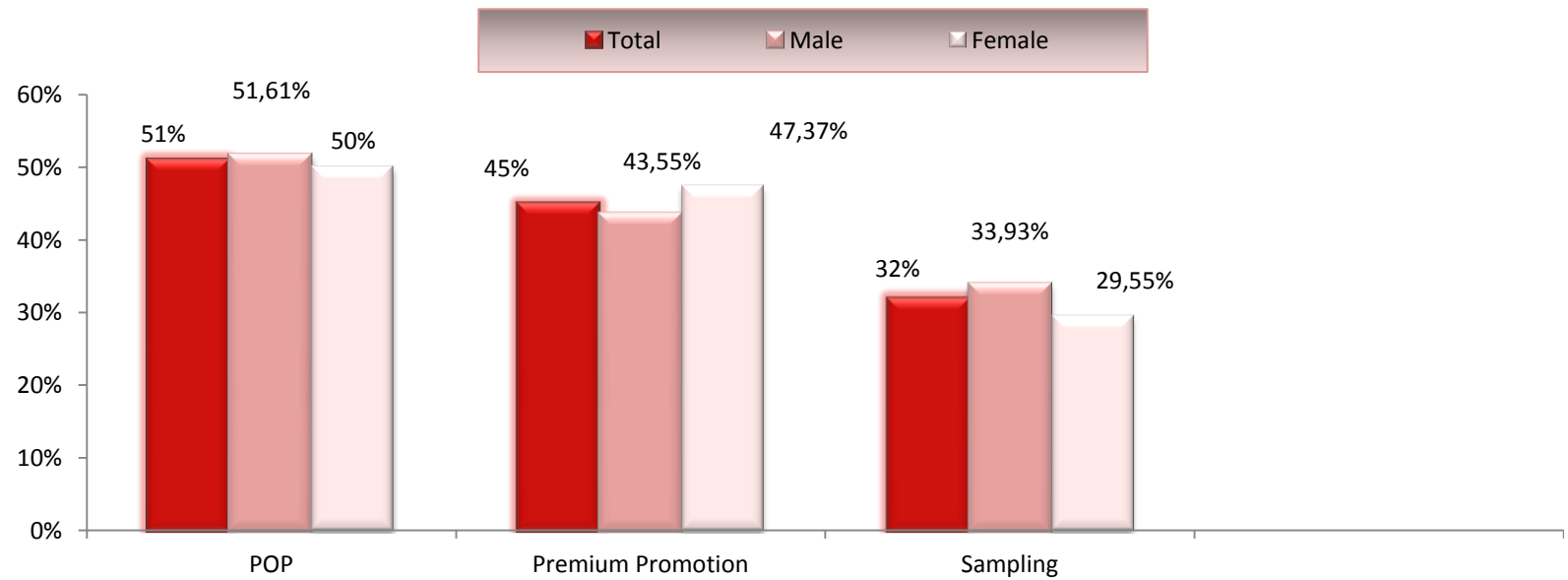
APPENDIX IX: Results of Getting Attention and None attention.

Total of the sample for each In-store Promotion: 100 interviewees



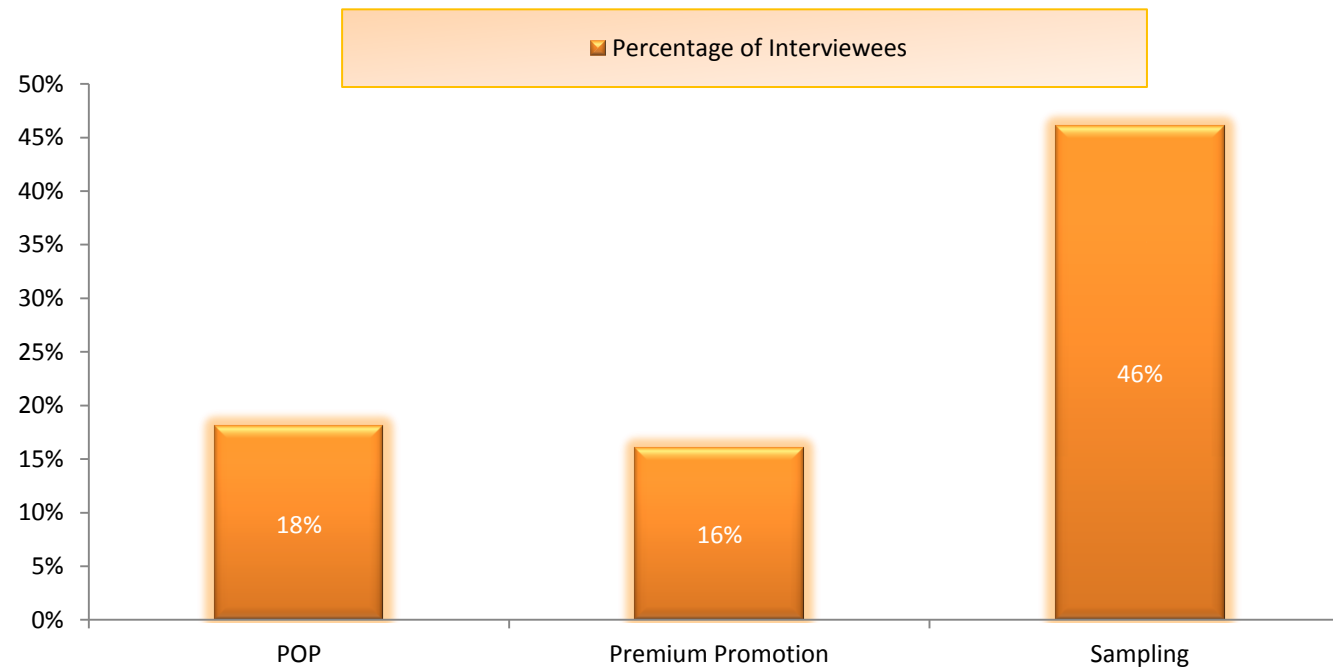
APPENDIX X: Results of the effects in-store promotion had on consumers' brand awareness.

Total of the sample for each In-store Promotion: 100 interviewees



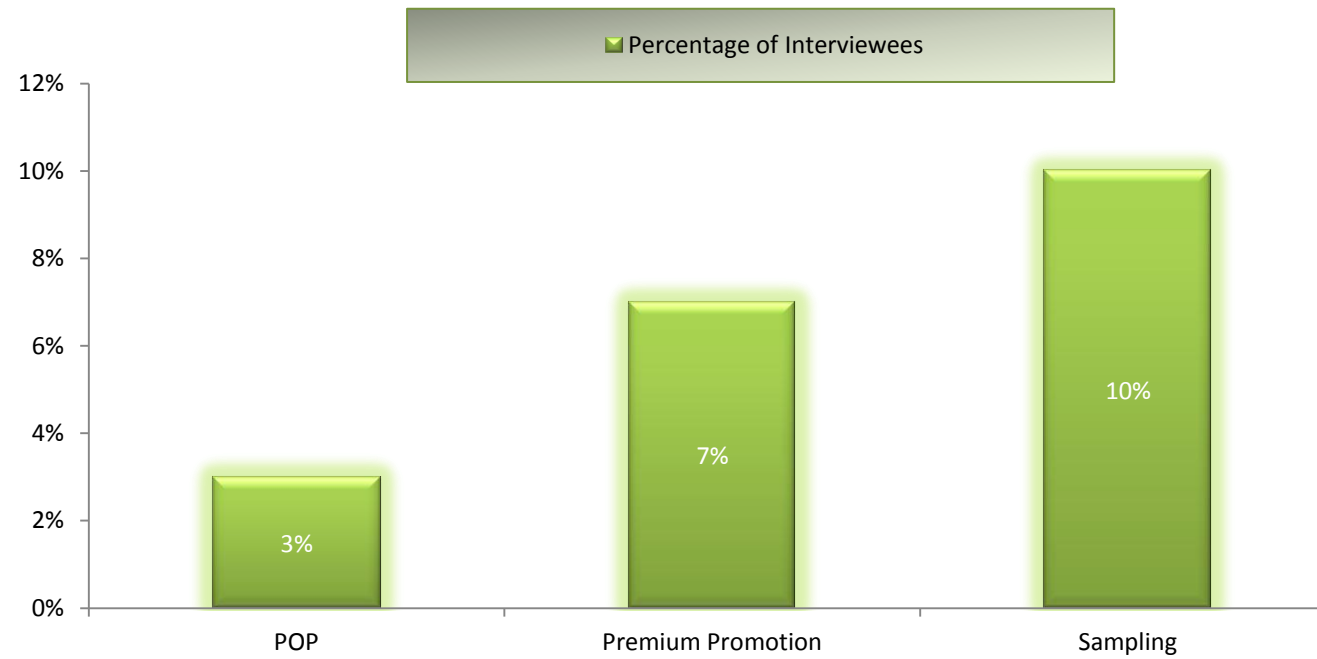
APPENDIX XI: *Results of Brand Recognition.*

Total of the sample for each In-store Promotion: 100 interviewees



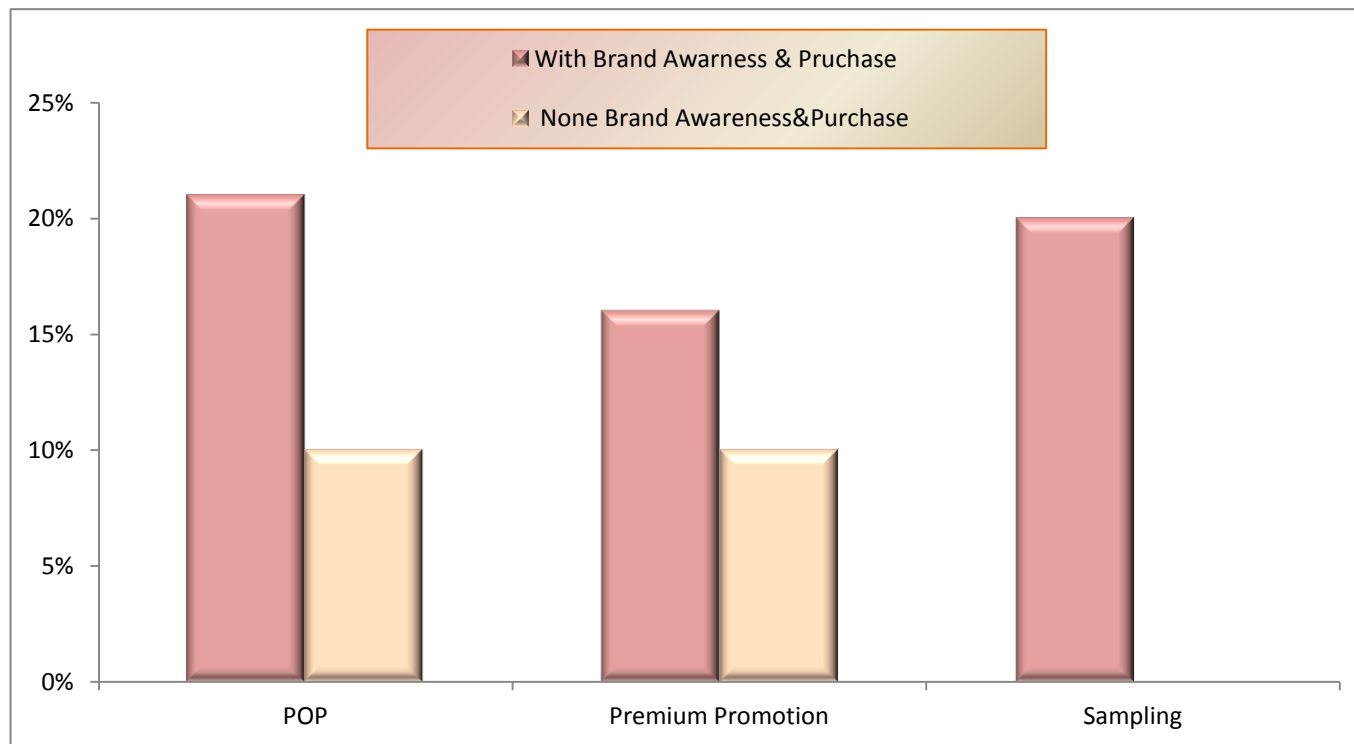
APPENDIX XII: *Results of Brand Recall.*

Total of the sample for each In-store Promotion: 100 interviewees



APPENDIX XIII: *In-store promotions effects on Consumers' buying intention and Brand awareness.*

Total of the sample for each In-store Promotion: 100 interviewees



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