

**Peoples' Democratic Republic of Algeria Ministry of Higher Education and  
Scientific Research**



**High school of management**

Department of Business Management

Specialty: management and business strategies

**Project Submitted in Partial Fulfillment of the  
Requirements for the Degree of Master of Management**

**Theme:**

**The impact of merchandising on  
consumer behavior  
Case: Force Xpress Algeria**

**Presented by:**

**MELLAL HIBAH**

**In front of the jury composed of:**

| Name  | Grade | Quality |
|---|-------|---------|
| 1 Pr .MALIKI SAMIR<br>2 Pr. HASSAINE AMAL<br>3 Dr. TAHIR FATIMA |       |         |

**Academic year: 2018/2019**

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**Academic year: 2018/2019**



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## ***Dedication***

*Mellal Elhadi and Samira, My heartfelt thanks go to my dear parents, God gave me one huge blessing when he decided to give me the chance to be your daughter I love you and I always will. I would not be the girl am today without your guidance. I cannot repay you for all that you have done for me; I can only make you proud by the way I live my life every day.*

*To Sarah and Ismail, Thank you for everything that you do and have done for me to make life more enjoyable. I pray God will bless you always and give you a nice long life. I would not want to face living on this earth without my favorite sweet sister and my loving brother, I think that you are the greatest persons in this world that any sister could ever have. I love you.*

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*My sincere thanks go to all my family from the youngest to the oldest, their smiles and little words shine in my heart. God bless you all.*

# **List of Abbreviations**

## **List of abbreviations:**

**LMS:** Large and medium retail store

**A.N.A.:** Stylish line of women s'clothes

**DPP:** Direct product profitability

**AIDA:** Attention, intrest, desire, action

**AMA:** American marketing association

**PO:** Purchase/production order

**GE:** Gondola end

**POS:** Point of sale

**POP:** Publicity on point of sale

**B2B:** Business to business

**ILV:** Information at the sell point

**FX:** Force Xpress

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# **General introduction**



# General introduction

For years, the creative individuals who made the stores of the world look appealing for retailers and their loyal customers were known as window dressers or display artists. Display teams had a unique and much-envied function in a store. Occasionally with generous budgets and most definitely with a huge amount of talent they mysteriously locked themselves away in studios or lurked behind the curtains of the windows and produced stunning, eye-catching works of art for the shopping community to admire.

During the 1980s, possibly because of a global recession and the threat of e-commerce from the Internet, store bosses suddenly questioned the quantities and abilities of these non-profit-making departments. As a result, they began to push the display artists in-store to cast a creative eye over the racks and rails of discounted merchandise; thus the visual merchandiser was born.

Rarely taken seriously at first because their new roles were unexplained, visual merchandisers were soon laying out departments complete with “sightlines”, “focal points” and “hot shops”. A new retail vocabulary was born, and soon store interiors had as much sparkle as their windows. Today, visual merchandisers command respect, and are a much sought after commodity in the retail world as they provide not only a service, but also inspiration and commerciality.

And merchandising is one of the most important way used by retailers to push the consumers to buy with maximum of satisfaction ,because the consumer need to be guided when he’s alone in front of this huge supply .

More over merchandising now is used by firms to optimize the performance of the product and to increase their revenue, also the most important reason is to satisfy more and more the consumer and influence them to trust in the firm.

Algeria had suddenly an important mutation of the economic system in 1996 , and that was the reason to encourage many responsible to invest in retailing sector in a purpose to fill the gap in this one of our country.

Among of those firms FORCE XPRESS and ARDIS the subsidiary of the Arcofina group, Ardis has always worked to put the customer at the center of its concerns, in order to improve purchasing power and quality of life. And the other one which is specialized in maintenance

## General introduction

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products SALD operates in several areas: home care, laundry, air freshener, hand hygiene and car cleaning. They offer easy and effective products.

The main purpose of our internship in Force Xpress is to answer our main problematic:

### •What is the impact of retail merchandising on Algerian consumer behavior?

Meantime, we are trying also to answer those questions:

Q1: What are the tools used by FORCE XPRESS to influence on consumer behavior?

Q2: Does the buying decision have any relation with merchandising?

Hoping that this modest work will help us to find answers to our questions.

### The reason of choosing this theme

Many reasons have motivated us to choose this topic which is the impact of merchandising on consumer behavior:

-The appearance of many retails in Algeria and shops that needs a scientific study and researches, that will contribute to the development of this commerce.

-merchandising in Algeria is an inactive term many retailers and surfaces apply it, and use many techniques of visual merchandising and ignore it.

-it's very important to know the impact of merchandising on consumer behavior and try to control it.

-retail merchandising is an ignored term by many people, and it's a topic that match between marketing and the firm strategy, moreover it's a rare term used in Algeria.

### The hypothesis

H1: FORCE XPRESS use many tools to influence on consumer behavior.

H2: There is a relation between merchandising and the buying decision.

## **The purpose of this research**

We are trying in our work to find how much the techniques of retail merchandising used by Force Xpress in ARDIS can influence on Algerian consumer behavior.

## **Methodology**

We based in our study of merchandising and consumer behavior on many and different sources: articles, theses, books, information in the internet and information given by both firms, in order to go deeply in the subject.

We have effectuated an investigation in the firms equipped by a survey dedicate to the consumers of Ardis, guided by many responsible of Force Xpress: marketing department, the responsible of LMS and even the merchandiser.

## **Work plan**

Our work is composed of two parts: the first one is the theory part where we want to talk about retails and consumer behavior the most important base of merchandising;

After that we go to the second chapter where we talk about merchandising and different techniques used by retailers,

In the second part (practical) we talked about the presentation of firms in the first chapter and the techniques on merchandising used by Force Xpress in ARDIS;

Finally, in the last chapter is dedicated to the presentation of the investigation effectuated in the firms, after that the treatment of information in order to give pertinent results.



# **Theoretical Part**

**Chapter I:**  
**Retails and consumer**  
**Behavior**



## Introduction

The ability and freedom of consumers to choose from a range of different goods and services. It means that ultimately it is up to consumers who will decide what is produced and how scarce resources are allocated.

In the opposite case, it is likely to experience fail as many entrepreneurs who neglected this variable thinking that a good product could only succeed. It's what Louis Cheskin once said: "the right product, correctly presented with excellent advertising, sold at a reasonable price, will not succeed if it is not properly distributed and actually displayed".

This chapter is an initiation of our work, it contains two sections:

In the first one talk about retailing and the different type of it, in the second we are going to talk about consumer behavior and how does they behave in retails and the different factors that influence on them.

## Section 1: presentation of retails

### 1. The retail world

In this first section we are representing the most important about retails then we are going to treat every detail of retailing.

#### Generality of retailing

Firstable we are going to talk about retail definition, the importance of retails, types, distribution and finally retail environment.

#### 1.1. Definition

Retailing includes all the activities in selling goods or services directly to final consumers for personal, no business use. A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing.

Any organization selling to final consumers whether it is a manufacturer, wholesaler, or retailer is doing retailing. It doesn't matter how the goods or services are sold (in person, by mail, telephone, vending machine, or on the Internet) or where (in a store, on the street, or in the consumer's home).<sup>1</sup>

#### Business definition

Retailing is the sale of goods or commodities in small quantities directly to consumers. Also known as to sell at retail. For example: We began our retailing business by selling a locally made product to the community.

In commerce, a retailer buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells individual items or small quantities to the general public or end user customers, usually in a shop, also called store. Retailers are at the end of the supply chain. Marketers see retailing as part of their overall distribution strategy<sup>2</sup>

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<sup>1</sup>PHILIP KOTLER, Marketing Management. 14<sup>th</sup>.page447

<sup>2</sup>Dhruv Grewal, Anne L. Roggeveen, Journal of Retailing .Volume 93. Issue 1. March 2017. Pages 1-6

## **In the Cambridge dictionary**

Retail is how producers of goods and services get their products to the consumer. Retailers often get their goods directly from the manufacturer. That is when a commodity becomes a finished product.<sup>3</sup>

### **1.2. Importance of international retailing**

International trade and commerce has existed for centuries and played a very important part in the World History. However International Retailing has been in existence and has gained ground in the past two to three decades. The economic boom in several countries, coupled with globalization has given way to Organizations looking at setting up retailing across borders. The advent of internet and multimedia has further changed the dimensions as far as Retailing is concerned. The retailer is an intermediary in the marketing channel because he is both marketer and customer, who sells to the last man to consume. He is a specialist who maintains contact with the consumer and the producer; and is an important connecting link in a complex mechanism of marketing. Though producers may sell directly to consumers, such method of distributing goods to ultimate users is inconvenient, expensive and time consuming as compared to the job performed by a specialist in the line. Therefore, the manufacturers depend on the retailers to sell their products to the ultimate consumers. The retailer, who is able to provide appropriate amenities without an excessive advance in prices of goods, is rewarded by larger or more loyal patronage.<sup>4</sup>

### **1. 3.Types of retailers**

Consumer today can shop for goods and services at store retailers, nonstore retailers, and retail organizations.

Store retailers: Perhaps the best-known type of store retailer is the department store.

Japanese department stores such as Takashimaya and Mitsukoshi attract millions of shoppers each year and feature art galleries, restaurants, cooking classes, fitness clubs, and children's

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<sup>3</sup> CAMBRIDGE DICTIONARY,English.business.Cambridge university. press 2015

<sup>4</sup> Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT. Oxford University Press. New Delhi.2010

**Table 1: The different type of retails**

| <b>TYPES</b>                         | <b>CHARCTERSICTS</b>  | <b>EXEMPLES</b>                                       |
|--------------------------------------|---|---|
| Specialty store                      | Narrow product line. The Limited,   | The Body Shop.  |
| Department store                     | Several product lines   | JCPenney,<br>Bloomingdale's.                          |
| Supermarket                          | Large, low-cost, low-margin, high-volume, self-service store designed to meet total needs for food and household products   | Kroger, Safeway.                                      |
| Convenience store                    | Small store in residential area, often open 24/7, limited line of high-turnover convenience products plus takeout   | 7-Eleven, Circle K.                                   |
| Drug store                           | Prescription and pharmacies, health and beauty aids, other personal care, small durable, miscellaneous items  | CVS, Walgreens.                                       |
| Discount store                       | Standard or specialty merchandise; low-price, low-margin, high-volume stores  | Walmart, Kmart.                                       |
| Extreme value or hard-discount store | A more restricted merchandise mix than discount stores but at even lower prices.  | Aldi, Lidl, Dollar General, Family Dollar.            |
| Off-price retailer                   | Leftover goods, overruns, irregular merchandise sold at less than retail. Factory outlets; independent off-price retailers  | TJ Maxx; warehouse clubs such as Costco.              |
| Superstore                           | Huge selling space, routinely purchased food and household items, plus services (laundry, shoe repair, dry cleaning, checks cashing). Category killer (deep assortment in one category) | As Carrefour in France and Meijer in the Netherlands. |
| Catalog showroom                     | Broad selection of high-markup, fast-moving, brand-name goods sold by catalog at discount   | Inside Edge Ski and Bike.                             |

Source: Philip Kotler, Marketing management, p449

## **1.4. Nonstore retailing**

Although the overwhelming bulk of goods and services 97 percent is sold through stores, nonstore retailing has been growing much faster than store retailing. Nonstore retailing falls into four major categories:

direct selling, direct marketing (which includes telemarketing and Internet selling), automatic vending, and buying services:

### **1.4.1. Direct selling**

Also called multilevel selling and network marketing, is a multibillion-dollar industry, with hundreds of companies selling door-to-door or at home sales parties.

### **1.4.2. Direct marketing**

Has roots in direct-mail and catalog marketing (Lands' End, L.L.Bean); it includes telemarketing television direct-response marketing, and electronic shopping (Amazon.com, Autobytel.com). As people become more accustomed to shopping on the Internet, they are ordering a greater variety of goods and services from a wider range of Websites.

### **1.4.3. Automatic vending**

Offers a variety of merchandise, including impulse goods such as soft drinks, coffee, candy, newspapers, magazines, and other products such as hosiery, cosmetics, hot food, and paperbacks. Vending machines are found in factories, offices, large retail stores, gasoline stations, hotels, restaurants, and many other places. They offer 24-hour selling, self-service, and merchandise that is stocked to be fresh. Japan has the most vending machines per person Coca-Cola has over 1 million machines there and annual vending sales of\$50 billion U.S.

### **1.4.4. Buying service**

Is a storeless retailer serving a specific clientele usually employees of large organizations who are entitled to buy from a list of retailers that have agreed to give discounts in return for membership.<sup>5</sup>

## **1.5. The new retail environment**

With the onset of the recession in 2008, many retailers had to fundamentally reassess virtually everything they did. Some adopted a cautious, defensive response, cutting stock levels

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<sup>5</sup> Philip Kotler, Marketing Management, 15th ed, 2016, P501

slowing expansion, and discounting deeply. Others were more creative about managing inventory, adjusting product lines, and carefully avoiding overpromoting. For example, JCPenney held back 60 percent of inventory for the fall 2009 holiday season, compared to its usual 20 percent, to avoid having empty shelves and stock-outs on one hand and overflowing shelves and heavy discounting on the other hand. Some firms, such as the Container Store and Saks, lowered average prices; others, such as Gilt.com and Neiman Marcus, introduced selective and very short-term deep discounts.

Although many of these short-term adjustments were likely to remain longer-term, a number of other long-term trends are also evident in the retail marketing environment. Here are some that are changing the way consumers buy and manufacturers and retailers compete:

**a. New Retail Forms and Combinations**

To better satisfy customers' need for convenience, a variety of new retail forms have emerged. Bookstores feature coffee shops. Gas stations include food stores. Loblaw's Supermarkets have fitness clubs.

**b. Growth of Intertype competition**

Department stores can't worry just about other department stores discount chains such as Walmart and Tesco are expanding into product areas such as clothing, health, beauty, and electrical appliances. Different types of stores discount stores, catalog showrooms, department stores all compete for the same consumers by carrying the same type of merchandise.

**c. Competition between Store-Based and Nonstore-Based retailing**

Consumers now receive sales offers through direct-mail letters and catalogs, television, cell phones, and the Internet.

The nonstore-based retailers making these offers are taking business away from store-based retailers.

**d. Growth of Giant Retailers**

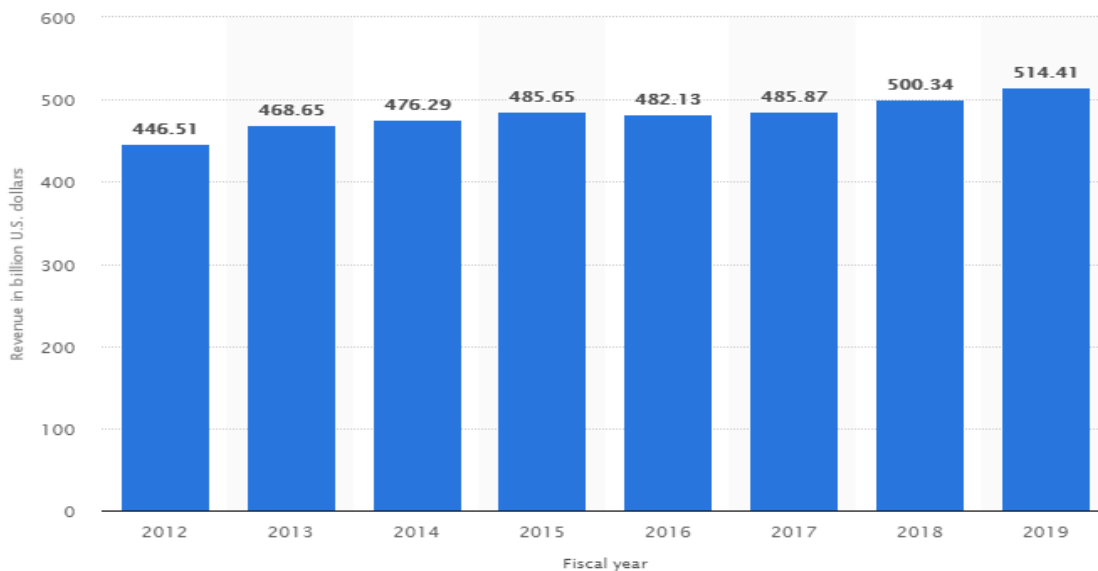
Through their superior information systems, logistical systems, and buying power, giant retailers such as Walmart are able to deliver good service and immense volumes of product to masses of consumers at appealing prices.<sup>6</sup>

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<sup>6</sup> Amato-McCoy, D "Perfect touch", *Chain Store Age*, vol. 84 No. 6. (2008), pp. 39-40.

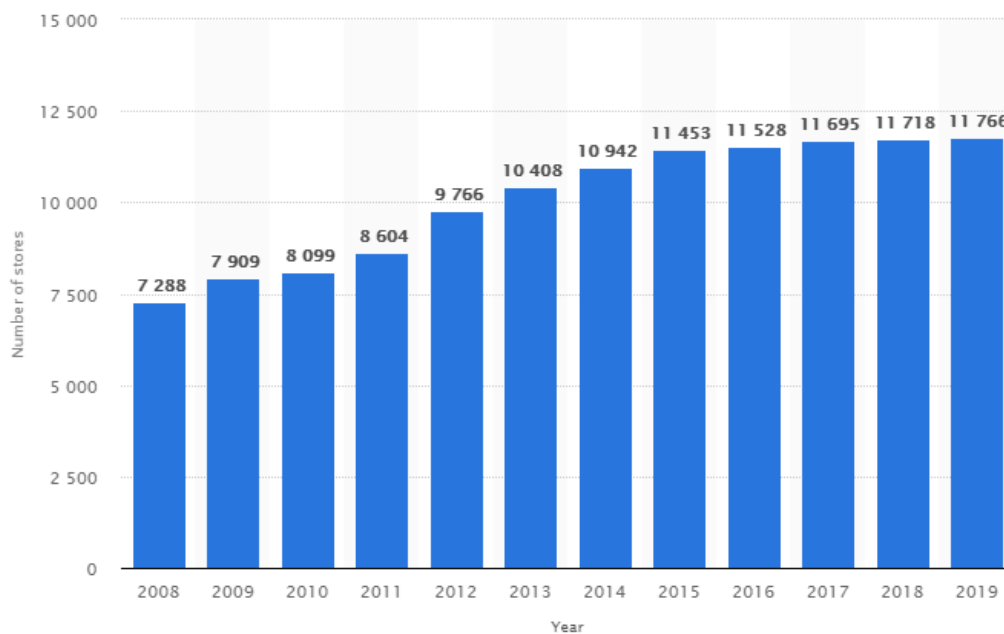
Eventually here are some statistics concerning Walmart:

**Figure1: Total revenue of Walmart worldwide from 2012 to 2019 (in billion U.S. dollars)**



Source: Walmartstatista; <https://www.statista.com/topics/1451/walmart/>

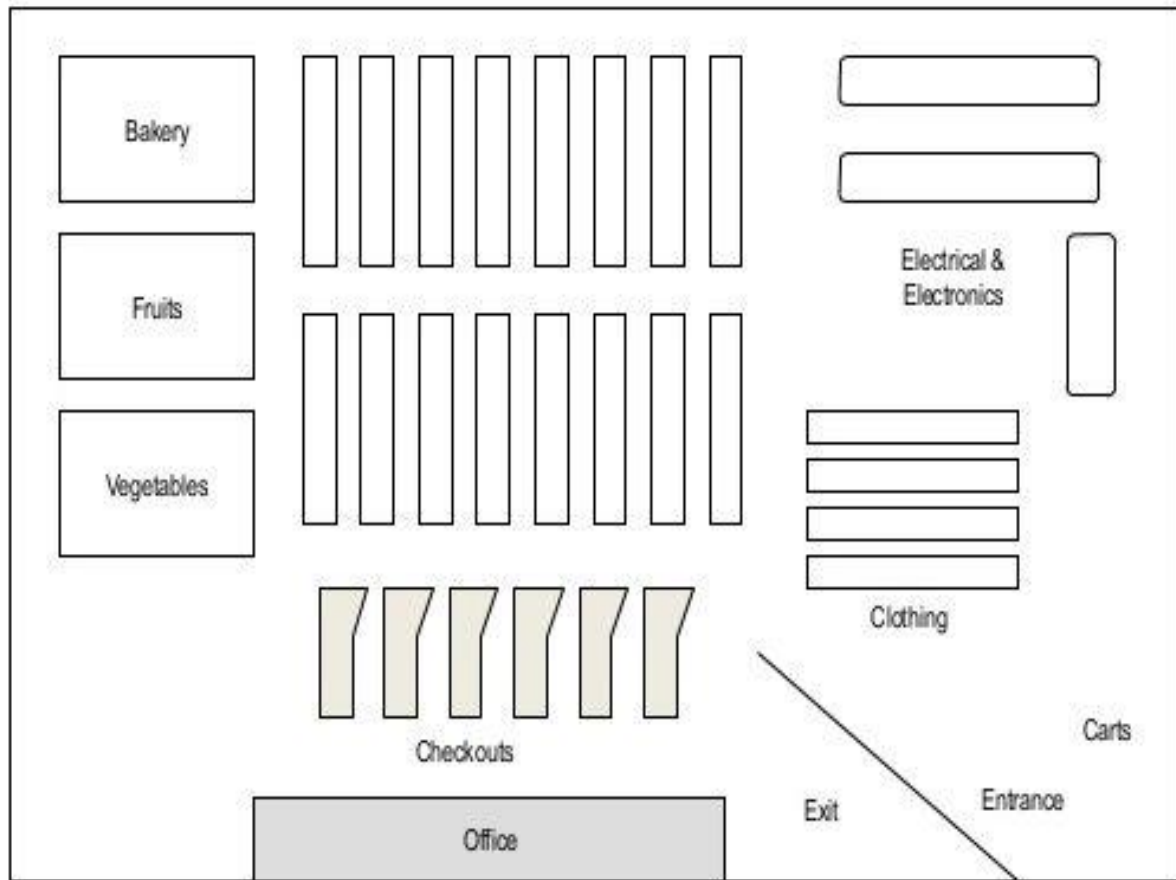
**Figure 2: Total number of Walmart stores worldwide from 2008 to 2019**



Source: Walmartstatista; <https://www.statista.com/topics/1451/walmart/>

## 2. The different sections of retail

Figure 3: schema (layout) of a hypermarket (retail)



Source: James.B, Ayers, retail supply chain management2010, p36

The growth in the popularity of supermarkets has transformed the marketplace in which buyers and sellers of fresh produce essential to everyday life meet face-to-face. These days, supermarkets as sellers commonly highlight their selling points using shop floor layout.

We consider the interaction between shop floor layout and customer behavior from the perspective of the supermarket as the seller. At this point, we focus on the “store magnets” (entrance) the main sections within the shop likely to attract customers into the store. The types of sales sections placed at the store magnets in individual areas of the shop have a significant effect on the flow of customers. Designing the shop floor layout for the shop magnets to display products of interest enables customers to circulate around many sections and allows significant contact with a variety of products. We clarify the characteristics of each sales section layout using the store magnets concept.<sup>7</sup>

A satisfying shopping experience entails an ease with which products are found and the ability to check for freshness and price; some customers also regard low shopping time as satisfying shopping experience. In contrast, although the seller’s primary aim is convenience

<sup>7</sup> Masao Ohta, the principle of sales magnet ,journal of marketing,2014,P26

to its customers, it also attempts to create a sales floor that enables customers to have significant communication with the seller by offering, for instance, new products and goods that promote new eating habits. To ensure this the seller seeks a store design that allows customers to wander around all areas of the floor without getting uninterested or feeling like as if they have been walking for miles. A store's design is based on an arrangement of entrances, exits, and aisles that are physically and psychologically welcoming. Store magnets are sales locations and goods that easily attract customers as they are looking around the shop.<sup>8</sup>

### **2.1. Selecting a retail location**

To select retail or a supermarket location we need to decide first our target market, after that check all the necessities and important steps that we are going to see to make the right decision.

### **2.2. Marketing Decisions**

With this new retail environment as a backdrop, we will study retailers 'marketing decisions in the areas of target market, channels, product assortment, procurement, prices, services and store atmosphere, store activities and location, communications, and experiences.

#### **2.2. Target market**

Until it determine and profiles the target market, the retailer cannot make stable decisions about product store decoration, assortment, publicity messages and media, service, and price levels. Ann Taylor has used a panel of 3,000 customers to provide feedback on its merchandise and even its marketing campaign. The firm also solicits employees' input.

Whole Foods has found success by offering a unique shopping experience to a customer base interested in organic and natural foods.

Mistakes in choosing or switching target markets can be costly. When historically mass-market jeweler Zales decided to chase upscale customers, it replaced one-third of its merchandise, dropping inexpensive, low-quality diamond jewelry for high-margin,

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<sup>8</sup> Masao Ohta, and Yoshiyuki Higuchi, Study on the Design of Supermarket Store Layouts, The Principle of "Sales Magnet", International Scholarly and Scientific Research & Innovation 2013

fashionable 14-karat gold and silver pieces and shifting its ad campaign in the process. The move was a disaster. Zales lost many of its traditional customers without winning over the new customers it had hoped to attract.

### **2.3.Channels**

Based on a target market analysis and other considerations, retailers must decide which channels to employ to reach their customers. Increasingly, the answer is multiple channels. Staples sells through its traditional retail channel, a direct-response Internet site, virtual malls, and thousands of links on affiliated sites. Channels should be designed to work together effectively. Century old department store chain JCPenney has ensured that its Internet, store, and catalog businesses are fully intertwined. It sells a vast variety of goods online; has made Internet access available at its 35,000 checkout registers; and allows online shoppers to pick up and return orders at stores and check which clothes are in stock there. These strategies as well as the introduction of A.N.A., a stylish line of women's clothing have helped give JCPenney younger customers.

Although some experts predicted otherwise, catalogs have actually grown in an Internet world as more firms use them as branding devices. Victoria's Secret's integrated multichannel approach of retail stores, catalog, and Internet has played a key role in its brand development.<sup>9</sup>

### **2.4. Product assortment**

The retailer's product assortment must match the target market's shopping expectations in breadth and depth. A restaurant can offer a narrow and shallow assortment (small lunch counters), a narrow and deep assortment (delicatessen), a broad and shallow assortment (cafeteria), or a broad and deep assortment (large restaurant).

The real challenge begins after defining the store's product assortment, and that is to develop a product-differentiation strategy. To better differentiate themselves and generate consumer interest, some luxury retailers are making their stores and merchandise more varied.

### **2.5. Procurement**

After deciding on the product-assortment strategy, the retailer must establish merchandise sources, policies, and practices. In the corporate headquarters of a supermarket chain,

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<sup>9</sup> Jennifer.R.just another channel, marketing communication ,E-business journal,2004,p24-41

specialist buyers (sometimes called merchandise managers) are responsible for developing brand assortments and listening to salespersons' presentations.

Retailers are rapidly improving their skills in demand forecasting, merchandise selection, stock control, space allocation, and display. They use computers to track inventory, compute economic order quantities, order goods, and analyze dollars spent on vendors and products. Supermarket chains use scanner data to manage their merchandise mix on a store-by-store basis.

When retailers do study the economics of buying and selling individual products, they typically find that a third of their square footage is tied up in products that don't make an economic profit for them (profit above the cost of capital). Another third is typically allocated to product categories that break even. The final third of the space creates the vast majority of the economic profit, yet many retailers are unaware which third of their products generate it. Stores are using direct product profitability (DPP) to measure a product's handling costs (receiving, moving to storage, paperwork, selecting, checking, loading, and space cost) from the time it reaches the warehouse until a customer buys it in the retail store. They learn to their surprise that the gross margin on a product often bears little relation to the direct product profit. Some high volume products may have such high handling costs that they are less profitable and deserve less shelf space than low-volume products.<sup>10</sup>

## 2.6. Prices

Prices are a key positioning factor and must be set in relationship to the target market, product-and-service assortment mix, and competition. All retailers would like high turns × earns (High volumes and high gross margins), but the two don't usually go together. Most retailers fall into the high-markup, lower-volume group (fine specialty stores) or the low-markup, higher-volume group (mass merchandisers and discount stores). Within each of these groups are further gradations.

Most retailers will put low prices on some items to serve as traffic builders or loss leaders or to signal their pricing policies. They will run storewide sales. They will plan markdowns on slower moving merchandise.

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<sup>10</sup> Alexander Cherner, product assortment and consumer choice, foundation in marketing 2012, p59

## 2.7. Services

Retailers must decide on the services mix to offer customers:

- **Prepurchase services** include accepting telephone and mail orders, advertising, window and interior display, fitting rooms, shopping hours, fashion shows, and trade-ins.
- **Postpurchase services** include shipping and delivery, gift wrapping, adjustments and returns, alterations and tailoring, installations, and engraving.
- **Ancillary services** include general information; check cashing, parking, restaurants, repairs, interior decorating, credit, rest rooms, and baby-attendant service.

Another differentiator is unerringly reliable customer service, whether face-to-face, across phone lines, or via online chat.

## 2.8. Store atmosphere

Atmosphere is another element in the store arsenal. Every store has a look, and a physical layout that makes it hard or easy to move around, Kohl's floor plan is modeled after a racetrack loop and is designed to convey customers smoothly past all the merchandise in the store. It includes a middle aisle that hurried shoppers can use as a shortcut and yields higher spending levels than many competitors;

Retailers must consider all the senses in shaping the customer's experience. Varying the tempo of music affects average time and dollars spent in the supermarket. Sony Style stores are seasoned with a subtle vanilla and mandarin orange fragrance, and every surface, from countertops to paneling, is designed to be touchable. Bloomingdale's uses different essences in different departments: baby powder in the baby store; suntan lotion in the bathing suit area; lilacs in lingerie; and cinnamon and pine scent during the holiday;<sup>11</sup>

## 3. Store activities and experiences

The growth of e-commerce has forced traditional brick-and-mortar retailers to respond. In addition to their natural advantages, such as products that shoppers can actually see, touch, and test; real life customer service; and no delivery lag time for most purchases, stores also

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<sup>11</sup> Peter.C,Natasha Walk, making smarter marketing decision,1<sup>st</sup> ed ,2015,P212-220

Provide a shopping experience as a strong differentiator.

The store atmosphere should match shoppers' basic motivations, if customers are likely to be in a task-oriented and functional mindset, then a simpler, more restrained in-store environment may be better. On the other hand, some retailers of experiential products are creating in-store entertainment to attract customers who want fun and excitement, seller of outdoor gear and clothing products, allows consumers to test climbing equipment on 25-foot or even 65-foot walls in the store and to try GORE-TEX raincoats under a simulated rain shower. Bass Pro Shops, a retailer of outdoor sports equipment, features giant aquariums, waterfalls, trout ponds, archery and rifle ranges, fly-tying demonstrations and some with an outdoor pond to test equipment, indoor driving range and putting greens, and classes in everything from ice fishing to conservation all free.

### **3.1 Communication**

Retailers use a wide range of communication tools to generate traffic and purchases. They place ads, run special sales, issue money-saving coupons, and run frequent shopper- reward programs, in-store food sampling, and coupons on shelves or at checkout points.

They work with manufacturers to design point-of-sale materials that reflect both their images.

Upscale retailers place tasteful, full-page ads in magazines such as Vogue, Vanity Fair, or Esquire and carefully train salespeople to greet customers, interpret their needs, and handle complaints. Off-price retailers will arrange their merchandise to promote bargains and savings, while conserving on service and sales assistance. Retailers are also using interactive and social media to, pass on information and create communities around their brands.

### **3.2. Location**

The three keys to retail success are often said to be “location, location, and location.”

Department store chains, oil companies, and fast-food franchisers exercise great care in

Selecting regions of the country in which to open outlets, then particular cities, and then particular sites. Retailers can place their stores in the following locations:

### 3.2.1. Central business districts

The oldest and most heavily trafficked city areas, often known as “downtown” In pursuit of higher sales volume, retailers are studying their store environments for ways to improve the shopper experience. Paco Underhill is managing director of the retail consultant Envirosell, whose clients include McDonald’s, Starbucks, Estée Lauder, Blockbuster, Citibank, Gap, Burger King, CVS, and Wells Fargo. Using a combination of in-store video recording and observation, Underhill and his colleagues study 50,000 people each year as they shop. He offers the following advice for fine-tuning retail space:

- **Attract shoppers and keep them in the store:** The amount of time Shoppers spend in a store is perhaps the single most important factor in determining how much they buy. To increase shopping time, give shoppers a sense of community; recognize them in some way; give them ways to deal with their accessories, such as chairs in convenient locations for husbands, children, or bags; and make the environment both familiar and fresh each time they come in.
- **Honor the “transition zone.”** On entering a store, people need to slow down and sort out the stimuli, which mean they will likely be moving too fast to respond positively to signs, merchandise, or sales clerks in the zone they cross before making that transition.
- **Avoid overdesign:** Store fixtures, point-of-sales information, packaging, Signage and flat-screen televisions can combine to create a visual cacophony.
- **Don’t make them hunt:** Put the most popular products up front to reward busy shoppers and encourage leisurely shoppers to look more.
- **Make merchandise available to the reach and touch:** It is hard to overemphasize the importance of customers’ hands.
- **Make kids welcome:** If kids feel welcome, parents will follow. Take a three-year-old’s perspective and make sure there are engaging sights at eye level. A virtual hopscotch pattern or dinosaur on the floor can turn a boring shopping trip for a child into a friendly experience.
- **Note that men do not ask questions:** Men always move faster than women do through a store’s aisles. In many settings, it is hard to get them to look at anything they had not intended to buy. Men also do not like asking where things are. If a man cannot find the section he is

looking for, he will wheel about once or twice, then leave the store without ever asking for help.

- **Remember women need space:** A shopper, especially a woman, is far less likely to buy an item if her derriere is brushed, even lightly, by another customer when she is looking at a display.
- **Make checkout easy:** Be sure to have the right high-margin goods near cash registers to satisfy impulse shoppers. People love to buy candy when they check out so satisfy their sweet tooth.<sup>12</sup>

### 3.3. Market logistics

Includes planning the infrastructure to meet demand, then implementing and controlling the physical flows of materials and final goods from points of origin to points of use, to meet customer requirements at a profit. Market logistics planning has four steps:

1. Deciding on the company's value proposition to its customers. (What on-time delivery standard should we offer? What levels should we attain in ordering and billing accuracy?)
  2. Selecting the best channel design and network strategy for reaching the customers. (Should the company serve customers directly or through intermediaries? What products should we source from which manufacturing facilities? How many warehouses should we maintain and where should we locate them?)
  3. Developing operational excellence in sales forecasting, warehouse management, transportation management, and materials management.
  4. Implementing the solution with the best information systems, equipment, policies, and procedures
- Studying market logistics leads managers to find the most efficient way to deliver value.<sup>13</sup>

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<sup>12</sup> PHILIP KOTLER, Marketing Management 14<sup>TH</sup> ed, 2012,p (453-557)

<sup>13</sup> John T. Mentzer, Matthew B. Myers, Mee-Shew Cheung, Global market segmentation for logistics services Department of Marketing, Logistics, and Transportation, University of Tennessee, Knoxville, TN 37996-0530, USA, Industrial Marketing Management 33 (2004) p15 – 20

## Section 2: The customer behavior

In this second section we will see:

- Consumer behavior in retail;
- Factors influencing their behavior,

### 1. Consumer behavior

In this section we are going to talk about consumer behavior in market and we are trying to understand their motivation to buy a product.

#### 1.1. Consumer behavior

Is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

This view of consumer behavior is broader than the traditional one, which focused more narrowly on the buyer and the immediate antecedents and consequences of the purchasing process. Our broader view will lead us to examine more indirect influences on consumption decisions as well as far-reaching consequences that involve more than just the purchaser and the seller;

All marketing strategies and tactics are based on explicit or implicit beliefs about consumer behavior. Decisions based on explicit assumptions and on sound theory and research are more likely to be successful than are decisions based solely on hunches or intuition. Thus, knowledge of consumer behavior can be an important competitive advantage. It can greatly reduce the odds of making bad decisions and creating market failures.<sup>14</sup>

#### 1.2. Consumer buying behavior

Most of us spend more time buying and consuming than we do working or sleeping. We consume products such as cars and fuel, services such as haircuts and home repairs, and entertainment such as television and concerts. Given the time and energy we devote to consuming, we should strive to be good at it. Knowledge of consumer behavior can be used to

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<sup>14</sup> David.L ,Delber Hwakins, Building marketing strategy,3<sup>rd</sup> ed,2015,P54\_56

enhance our ability to consume wisely. Marketers spend billions of dollars attempting to influence what, when, and how you and I consume.

Marketers not only spend billions attempting to influence our behavior but also spend hundreds of millions of dollars studying our behavior. With a knowledge of consumer behavior and an understanding of how marketers use this knowledge, we can study marketers.<sup>15</sup>

### 1.3. The AIDA marketing model

The acronym **A.I.D.A** stands for **Attention, Interest, Desire, and Action**. The AIDA marketing model is one of the longest-serving and widely used model in the field of marketing and advertising to identify and describe the sequence of events or steps or stages that occur from the time when a consumer (or customer) first becomes aware of the existence of a particular product/service to the time when the customer decides to make a purchase of that product/service.

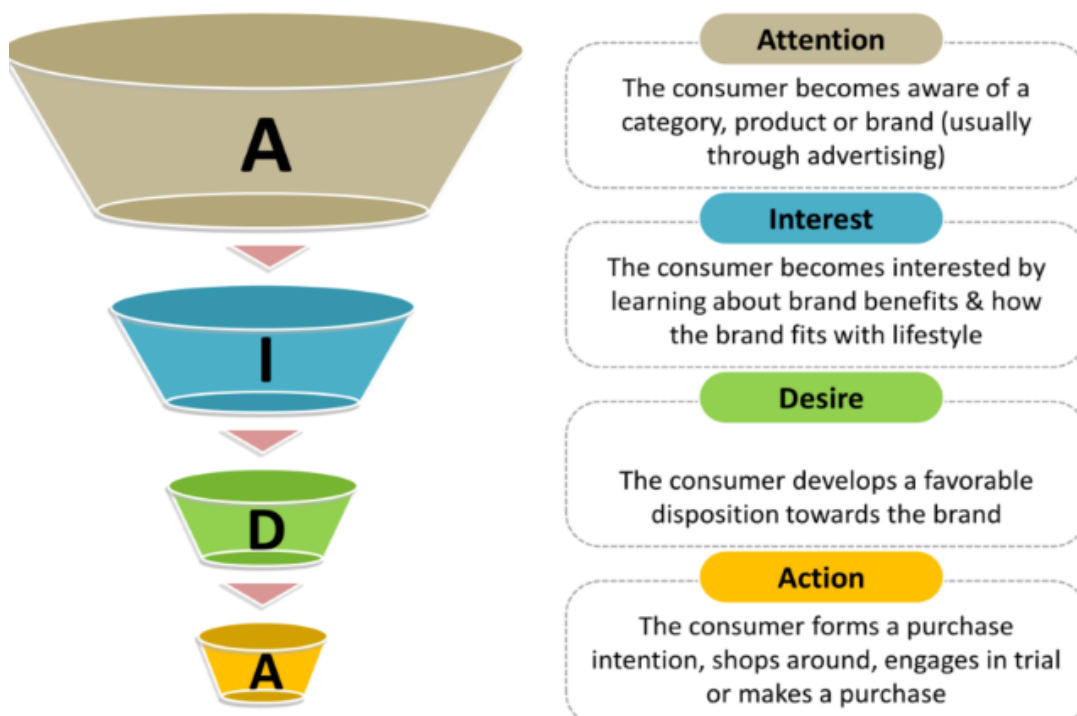
In simple words, the AIDA marketing model captures a customer's purchase journey from getting to know about the product to finally buying it. The AIDA marketing model is commonly used in developing marketing and sales strategies, and public relations campaigns. The AIDA model is very frequently referred to as "Purchase Funnel" or "Sales Funnel".<sup>16</sup>

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<sup>1</sup> Michael Solomon, Gary Bamossy, Søren Askegaard, CONSUMER BEHAVIOUR A European Perspective, third edition, p5

<sup>2</sup> Strategic Use of Social Media for Small Business Based on the AIDA Model, Volume 172, 27 January 2015, Pages 262-269

Figure4: the AIDA model



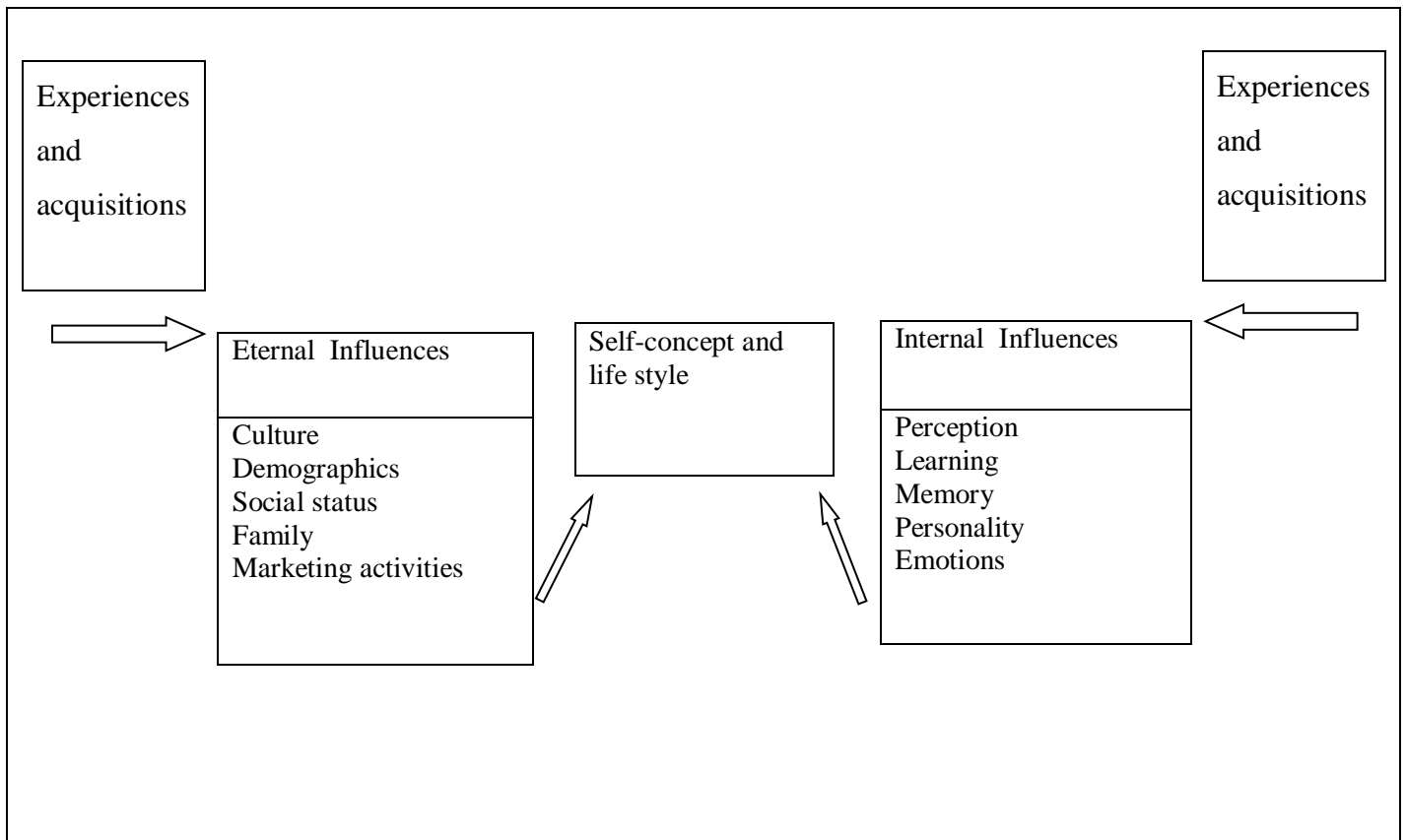
Source: strategic use of social media for small business based on the AIDA model, sciences volume, 27 January 2015, pages 262-269

## 2. Factors influencing on customer buying behavior

For most consumers, fulfilling one need affects their ability to fulfill other needs, because of either financial or time constraints. For example, some estimates indicate that most Americans are not saving at a level that will allow them to maintain a lifestyle near their current one when they retire. The cumulative impact of many small decisions to spend financial resources to meet needs now will limit their ability to meet what may be critically important needs after retirement. For other consumers, readily available credit, unrelenting advertising, and widespread, aggressive merchandising result in a level of expenditure that cannot be sustained by their income. The result is often financial distress, delayed or bypassed medical or dental care, family stress, inadequate resources for proper child care, bankruptcy, or even homelessness.

The following table explains the different outcome and income that influence on consumer behavior to make the correct buying decision:

Figure5: the buying decision process



Source: Michael Solomon, Gary Bamossy, Søren Askegaard, consumer behavior

A European Perspective, third edition

## 2.1. Eternal Influences

### a. Culture

This is another essential factor. Culture (and education as part of it) largely determines the individual's way of being and the decisions they make. The purchasing attitude of a person educated in the Caucasus Mountains has little to do with that of a person trained in technological Tokyo. Their needs will also be different. It will be something you have to bear in mind, especially if you want your products to reach a large number of people living in different parts of the world.

### b. The socio-economic level

Some entrepreneurs, for example in the luxury goods sector, know well what we are talking about. Nothing has anything to do with how a wealthy person buys with someone who has

difficulty making ends meet. Both the products and how to approach one group or another will differ greatly. Some will be reached through factors such as aesthetics and exclusivity, and for others conditions such as durability or price will be more important. But don't forget, everyone deserves the same respect.

### **c. Age**

It is undoubtedly an essential factor. The reaction, as a consumer, of an 18-year-old teenager has nothing to do with that of a 68-year-old veteran. The needs are also different. With regard to the latter, there is a curious phenomenon. At the moment we are born, our requirements are usually very basic (food, care, etc.). As we reach adulthood and enter into it, our life becomes more complex and with it our needs become more complex. In recent years, however, old age brings us back to more fundamental demands, such as those of our childhood.

## **2.2. Internal Influences**

### **a. Perception**

We humans are sensory beings. We have a series of receptors (commonly known as senses: sight, hearing, smell, taste and touch) that serve us to move around the world, and of course to make decisions.

Marketing and advertising are well aware of the importance of perception as one of the factors influencing consumer behavior. Concepts such as sensory marketing, or even marketing have been developing over the last few decades on the knowledge of the influence of perceptions in making the purchase decision. However, it is worth remembering that there are many factors that influence people's perception of a product or service, such as brand image, customer experience, etc

### **b. Attitude**

There are needs and needs, and to each their own. It has nothing to do with buying paper towels or having a cup of coffee with buying an anniversary present or a home. Some purchases are routinely, almost thoughtless, as a habit, but people can spend days or even weeks trying to decide about others. The attitude with which your potential customers

approach your products or services will depend on what they are. Think about this when planning what you want to offer and how you want to do it.

### **c. Personality**

It is undoubtedly the most difficult factor to differentiate. The personality of a human being is influenced by factors such as those we have already seen (age, culture, socio-economic level, etc.), but also by many others. Education, or life experience are crucial. But also genetic and biological conditioning factors. It is very difficult to know in depth the personality of human beings. Even self-knowledge is not an easy task. But there is no doubt that personality is a determining factor when deciding on the purchasing process. That's why it's so important to know your customers as well as possible.<sup>17</sup>

## **3. The consumer decision process**

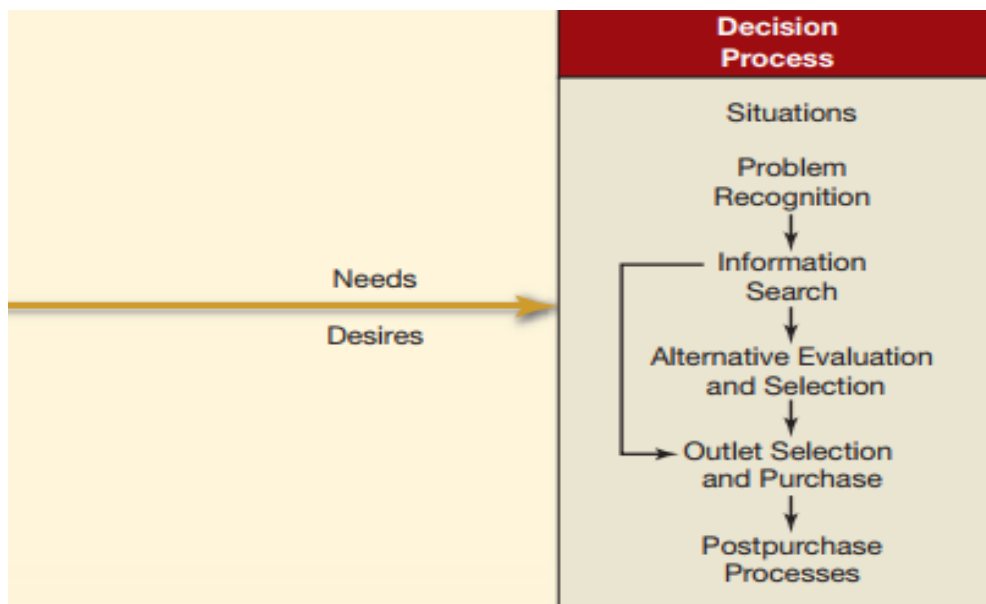
Consumer decision making process involves the consumers to identify their needs, gather information, evaluate alternatives and then make their buying decision. The consumer behavior may be determined by economic and psychological factors and are influenced by environmental factors like social and cultural values.

The consumer decision making behavior is a complex procedure and involves everything starting from problem recognition to post-purchase activities. Every consumer has different needs in their daily lives and these are those needs which make them to make different decisions. Decisions can be complex, comparing, evaluating, selecting as well as purchasing from a variety of products depending upon the opinion of a consumer over a particular product. This renders understanding and realizing the basic problem of the consumer decision making process for marketers to make their products and services different from others in the marketplace.<sup>18</sup>

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<sup>17</sup> Del I. Hawkins, Consumer Behavior Building Marketing Strategy 11<sup>TH</sup> ED,p28

<sup>18</sup> Michael.R.Solomon, consumer behavior,12<sup>th</sup> ed,2016,p44-53

**Figure6: the consumer decision process**

Source: Five-Stage Model of the Consumer Buying Process (kotler, marketing management, p166)

### 3.1. Problem Recognition

Need recognition occurs when a consumer exactly determines their needs. Consumers may feel like they are missing out something and needs to address this issue so as to fill in the gap. When businesses are able to determine when their target market starts developing these needs or wants, they can avail the ideal opportunity to advertise their brands. An example who buys water or cold drink identifies their need as thirst. Here; however, searching for information and evaluating alternatives is missing. These consumer decision making steps are considered to be important when an expensive brand is under buying consideration such as cars, laptops, mobile phones, etc.

### 3.2. Information Search

The information search stage in the buyer decision process tends to change continually as consumers require obtaining more and more information about products which can satisfy their needs. Information can also be obtained through recommendations from people having previous experiences with products. At this level, consumers tend to consider risk management and prepare a list of the features of a particular brand. This is done so because

most people do not want to regret their buying decision. Information for products and services can be obtained through several sources like:

**Commercial sources:** advertisements, promotional campaigns, sales people or packaging of a particular product.

**Personal sources:** The needs are discussed with family and friends who provided product recommendations.

**Public sources:** Radio, newspaper and magazines.

**Experiential sources:** The own experience of a customer of using a particular brand.

### 3.3. Evaluation of Alternatives

This step involves evaluating different alternatives that are available in the market along with the product lifecycle. Once it has been determined by the customer what can satisfy their need, they will start seeking out the best option available. This evaluation can be based upon different factors like quality, price or any other factor which are important for customers. They may compare prices or read reviews and then select a product which satisfies their parameters the most.

### 3.4. Purchase Decision

When all the above stages have been passed, the customer has now finally decided to make a purchasing decision. At this stage, the consumer has evaluated all facts and has arrived at a logical conclusion which is either based upon the influence from marketing campaigns or upon emotional connections or personal experiences or a combination of both.

### 3.5. Post Purchase Behavior

The purchase of the product is followed by post-purchase evaluation which refers to analyzing as to whether the product was useful for the consumer or not. If the product has matched the expectations of the customer, they will serve as a brand ambassador who can influence other potential consumers which will increase the customer base of that particular brand. The same is true for negative experiences; however, it can halt the journey of potential customers towards the product.<sup>19</sup>

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<sup>12</sup> Philip Kotler, Marketing Management, 14<sup>th</sup> ed, p(167-171)

## **4. Consumer buying behavior in retailers**

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.

Wants are unlimited and the resources to satisfy these wants are limited. So the consumers think rationally before buying any product. Buying toothpaste is totally different from buying a luxury car. The more expensive the good is the more information is required by the consumer. There are four types of consumer buying behavior on the basis of buyer involvement while purchasing any product.<sup>20</sup>

### **4.1. Complex Buying Behavior**

Customers go through complex buying behavior when he\she is highly involved in the purchase process and know the significant differences between different brands. Consumers showcase complex behavior pattern when they are purchasing an expensive, infrequently bought and risky product. Such a customer does not know much about the product but needs to learn a lot before investing.

### **4.2. Dissonance-Reducing Buying Behavior**

Occasionally the consumer is highly, involved in a purchase but he\she sees very little difference in the brands. The high involvement shown is due to the kind of product which can be expensive, infrequent, or risky. But in this case since the brand differences are not pronounced the buyer would buy fairly quickly.

### **4.3. Habitual Buying Behavior**

Consumers who showcase the habitual buying behavior have very little involvement in the product or brand category. They simply go to the store and reach for their preferred brand. Since they keep reaching for the same brand, this shows a habitual pattern, and not strong brand loyalty.

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<sup>20</sup> Wayne.D.Hoyer,Debourah.J,MacI, consumer behavior,7<sup>th</sup> ed,2016,p18-22

#### **4.4. Variety-Seeking Buying Behavior**

Some buying conditions are categorized by very low consumer involvement, but see noteworthy brand differences. In this category of buyers, it has been often observed that they switch a lot of brands. Consumer might choose a brand for some set of beliefs, but without making much evaluation, once they use the product they tend to evaluate it and when the next time they go out to buy the product they would reach for some other brand out of boredom or even for a wish for different taste. Here brand switching occurs for the sake of variety and not for dissatisfaction.<sup>21</sup>

### **5. The choice of point of sale and the behavior of the consumer in store**

Choosing a selling point for your product is vital for marketing success. Your product's unique selling point is whatever compelling characteristic it has that differentiates it from its competitors. That singular quality should be the central focus of your marketing and promotional campaign, allowing you to position your product as the consumer's best alternative.

#### **5.1. Expert Insight**

If your product has many potential selling points, don't try to design a marketing campaign that encompasses each one. Trying to promote a variety of unique selling points just confuses consumers, perhaps even causing sales to decline, according to the book "Studies in Economics and Business: Marketing," by Anthony R. Gray. Instead, identify the single most compelling selling point and base your marketing strategies around that.

#### **5.2. Price**

If your product is substantially similar to the products of your competitors, offering the lowest-priced option might be an effective way to sell your product. The key is to lower your costs without compromising the quality of the customer's experience. Penetration pricing, for example, involves offering an initially low price to convince customers to try your product, in hopes that customers will stick with your product later when you raise the price to match your competitors. Another option is to get rid of expensive frills that customers don't really need.

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<sup>21</sup> Del I. Hawkins, Consumer Behavior Building Marketing Strategy 11<sup>th</sup> ED, p (31-33)

### **5.3. Quality**

Offering a high-quality product is always an effective selling point. But it can be tricky to offer a level of quality that is unique in your market without increasing your costs substantially, which in turn would cause you to raise prices and turn off consumers. But if your skills, experience or access to high-quality materials allows you to keep costs down while offering a superior product, choosing quality as a unique selling point can be a smart competitive tactic.

### **5.4. Considerations**

If you choose the right unique selling point, your marketing campaign will succeed and sales will increase. But smart competitors will see your success and adjust their strategies accordingly, according to the book “Make Marketing Work for You,” by Phil Stone. As soon as your unique selling point is outdated, find a new way to set your product apart and maintain your competitive edge.

### **5.5. Reputation**

In an age where social media is king, word of mouth marketing is the key to promoting and maintaining a positive reputation. “Customers don’t give much weight to seller messages anymore,” writes business expert Kristin Zhivago. “They talk directly to each other. What your current customers are saying about you will either help you sell more – or drive away business.”<sup>22</sup>

## **6. Consumer motivation to buy**

Consumer motivation is driven by the thoughts, feelings and beliefs of your audience. If your brand fulfills their needs, this will motivate your customers to make a repeat purchase. If not, they’ll look elsewhere to fulfill this need and you’ll lose their custom. Once you fully understand your audience and harness their motivations, you can make their decision-making process a lot simpler.

We’ve put together some top tips on how to motivate your consumers to buy:

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<sup>22</sup> Merchandising at the point of sale: differential effect of end of aisle and islands Volume 18, Issue 1, January–March 2015, Pages 57-6

### **6.1. Promote positivity**

Positivity is powerful. It has the ability to inspire, to persuade, to motivate. You can win customers with a positive approach in all aspects of your marketing. For example, an engaging retail experience with strong customer service will generate positive emotions, and promoting positivity will only encourage sales it can act as a hook, building customer loyalty. People like to feel good.

### **6.2. Make it about them**

Make sure it's not all about you. When you're attempting to influence another person's thinking, it's important to focus on the benefits of your product or service and what it can do for them. Try to avoid self-centric language that refers directly to the speaker: 'I,' 'Me,' 'My,' and 'Mine,' or 'We,' 'Us,' and 'Our'. Using words like 'You' and 'Your' are much more persuasive because they refer directly to the listener.

### **6.3. Offer testers**

There comes a point in the buying process when a decision has to be made. Based on a number of factors, your customer will either commit to a sale or they will turn away. Testers enable uncertain customers to try out your product or service before having to commit, giving you the opportunity to build a relationship and convert them.

### **6.4. Encourage loyalty**

Brand loyalty is one of the best ways you can secure reliable business, and building brand loyalty is key. Rewarding consumers for their custom with stronger offers or incentives is an excellent way to motivate repeat custom, at which point you should use your brand message to identify with the consumer, form an attachment and inspire loyalty.

### **6.5. Communicate a consistent message**

Every business needs a consistent voice. Define your primary target audience, and don't try to be everything to everyone. Develop a clear and compelling message that can be delivered consistently across all touch points. Get everyone in your business on the same page so they deliver a consistent message whenever they talk about what you do. If your offer is clear, then it's a much easier sell.

## 6.6. Improve your brand image

Consumer's decisions are hugely influenced by their awareness and relationship with your brand. Not only should your brand image reflect your values and message, but it should really engage with your target audience. Bring your brand to life with these tips.

People choose brands the same way they choose friends, attracted or repelled by particular sets of characteristics. Your consumer will make their decision on how you make them feel, and building a brand which motivates your buyers won't happen overnight.

At Beyond, we're here to help you develop a brand proposition that really engages with your target audience, nurturing customer relationships and creating brand loyalty.<sup>23</sup>

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<sup>23</sup> The Influence of Purchase Motivation on Perceived Preference Uniqueness and Assortment Size Choice  
*Journal of Consumer Research*, Volume 45, Issue 4, December 2018, Pages 710–724

**Conclusion:**

The analysis of consumer behavior in retails focuses on three important phases:

- How to bring consumers in the store?
- And once he's in the store, how to influence on his buying behavior?
- Finally, how to make him want to visit the store again?

This chapter shows that there's is many factors that influence on consumer behavior in retails;

So we get that the consumer doesn't only buy and spend money just for buying his daily needs, but also to distract and socialize.

Therefore, it's necessary to work on the functional aspect of the store (assortment, price, promotion, service) without forgetting the other aspect (atmosphere, product presentation, entertainment, image, social connection with customers) to get his total loyalty.

In the second chapter, we will focus on one of the factors that influence precisely the buying behavior of consumers, which is the Merchandising.



## Chapter 2

# **Chapter II:**

## **History and concepts of merchandising**



## Introduction

The many changes that the distribution knew crossing years, just like the arrival and evolution self-service, the abundance of products, pushed the producers and distributors to think about the ideal way in which products should be exposed in the points of sales.

Since the products are trading alone; where to install them? What place gives to each reference? The answers to these questions is the merchandising, which is the interest not only to the consumer who can find answers to his expectations and needs more easily, but also to the producer who will display these products in a favorable location at the point of sale and finally for the distributor who will be able to make profitable investments .

Moreover, modern economies considered some politics and strategies of competitiveness at the point of sale serve to the framework the good conduct and fair competition which lead the market to development and more efficiency.

Through this chapter entitled "retail merchandising", we will try to give a theoretical study to merchandising which consist on the basic concepts of merchandising and the presentation of essential elements and general concepts , as well as the procedures relating to merchandising.

## Section 1: History of merchandising

For years, the creative individuals who made the stores of the world look appealing for retailers and their loyal customers were known as window dressers or display artists. Display teams had a unique and much-envied function in a store. Occasionally with generous budgets and most definitely with a huge amount of talent, they mysteriously locked themselves away in studios or lurked behind the curtains of the windows and produced stunning, eye-catching works of art for the shopping community to admire.<sup>24</sup>

### 1. The history of merchandising

Humans have been trading since the beginning of time think of bartering. But as a greater diversity of goods became available, a new value method was required. Money, in its various forms became the universal medium of exchange.

Merchants of earlier times would also arrange their goods in way that would attract customers the ripest, most fragrant fruit up top; the biggest catch of the day up front and so on...

Not much has changed since our early trading days, but several millennia of practice have allowed us to almost perfect the art of selling.

#### **-The first store:**

Pre-1800s, the retail store served more of a functional purpose than that of turning sales the ultimate aim of merchandising. Rather than displaying merchandise in a store's front, traders would fetch the item a customer required from a back room. The customer knew what they wanted, instead of items being suggested to them.

Signage of the time was also very simplistic with the shop name being displayed in very large typeface.

#### **-Retail in 1800s:**

Stores during the period were characterized by cluttered, unattractive factory outlets. These were more open spaces for factory owners to sell their excess, imperfect and damaged stock than they were actual stores. There was merchandise, but it was hardly presented in a visually appealing manner. The factory outlets were also located far enough from cities to operate competition-free, while close enough to be accessible to customers.

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<sup>24</sup> Claus Ebster, Marron Grawas, store design and visual merchandising ,2015,p12

The 1800s were also characterized by the Industrial Revolution. Ending in 1840, this period had a profound effect on early retail, allowing for technological advancements in the manufacturing of iron and glass. The introduction of fittings like skylights gave rise to enclosed arcades, creating a more visually elaborate shopping experience. But this didn't extend into the stores lining the arcades, so customers became strolling observers – otherwise known as window shoppers.

### **-Visual merchandising in the 1900s:**

Retailers slowly realized that they would be more successful if they followed the arcade's lead. They began displaying their merchandise in more ornate settings to attract the customer's attention. Merchandising, as a result, became more visual. And so visual merchandising was born.

Industrialization now meant that shop windows could be larger, and lighting fixtures could be tailored for displays. Themes were introduced, with miniature worlds being created around merchandise, which would eventually extend to the shop's interior to tell a cohesive story.

Gone were the days of merchandise being kept haphazardly on the shop floor. Display tools like pedestals, stands, shelves and mannequins were being employed more and more. Telltale signs were also incorporated to tell customers what the merchandise in the window display couldn't like information about sales, new stock and so on.

### **-Today in the visual merchandising world:**

Visual merchandising has grown into an industry in its own right, encompassing a wide range of techniques that are used across all retail sectors. It has, in fact, gone beyond the pure visual, stimulating all the senses as a means to a selling end.

Whether shoppers are looking for a bargain or sought-after item, or simply going window shopping, it is the retailer's job to ensure that they have a positive experience that will ultimately result in a purchase.<sup>25</sup>

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<sup>1</sup> Tony Morgan, Visual Merchandising, Third Edition p(11, 12, 13)

### 1.1. Merchandising definition

According to the AMA 2016 (American Marketing Association), “merchandising is a wide term that encompasses promotional activities run by the manufacturer in the form of special presentations that take place within stores, as well as initiatives run by the retailer to make the product stand out”. Academic authors like Buttle 2018 define it as “any form of on-store or in-store promotion other than personal selling which is designed to trigger purchasing behavior and he adds that it is a way to motivate the purchase with a higher benefit-cost ratio. In any case, merchandising refers to commercial actions at the point of sale aimed to stimulate customers’ purchases as soon as they enter the store”.<sup>26</sup>

#### Definition of Dr. KEPPNER

The American Dr. KEPPNER defines it as:

"The right product, in the right place, at the right time, at the right price, in the good quantities" <sup>27</sup>

#### Dictionary of the ACS (Association of Science Communicators) according to

##### J. Dioux 2003

"Merchandising is the part of marketing encompassing market techniques to present to the prospective purchaser, under the best material conditions and psychological, the product or service for sale». <sup>28</sup>

### 1.2. Concepts of merchandising

#### a. Catchment Area

Catchments can be defined based upon a number of factors including distance to the facility, actual travel time to the facility, geographic boundaries or population within the catchment. In a distance based catchment, the area serviced will often depend on the number of visits expected to that institution by each individual. For example, it may be more acceptable to have a larger catchment for a hospital where any one individual will have few annual visits in

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<sup>26</sup> Bell, D.R. Corsten, D. Knox, preshopping factors drive unplanned buying”, *Journal of Marketing*, 75, (2011). pp. 31-45.

<sup>27</sup> A. Wellhof & J.E. Masson, *Marketing*, page 21

<sup>28</sup> Jacques DIOUX, « Méthode en 36 actions interactives », Editions d'Organisation, Paris, 2003

comparison to a school where visits will be daily and hence desired distance would be closer. When a facility's capacity can only service a certain volume, the catchment may be used to limit a population's ability to access services outside that area. For example, children may be unable to enroll in a school outside their catchment to prevent the school's services being exceeded.

### b. Linear

Length of the shelves of a point of sale or are stored or exposed products intended for sale. The filling methods of the linear have many factors.

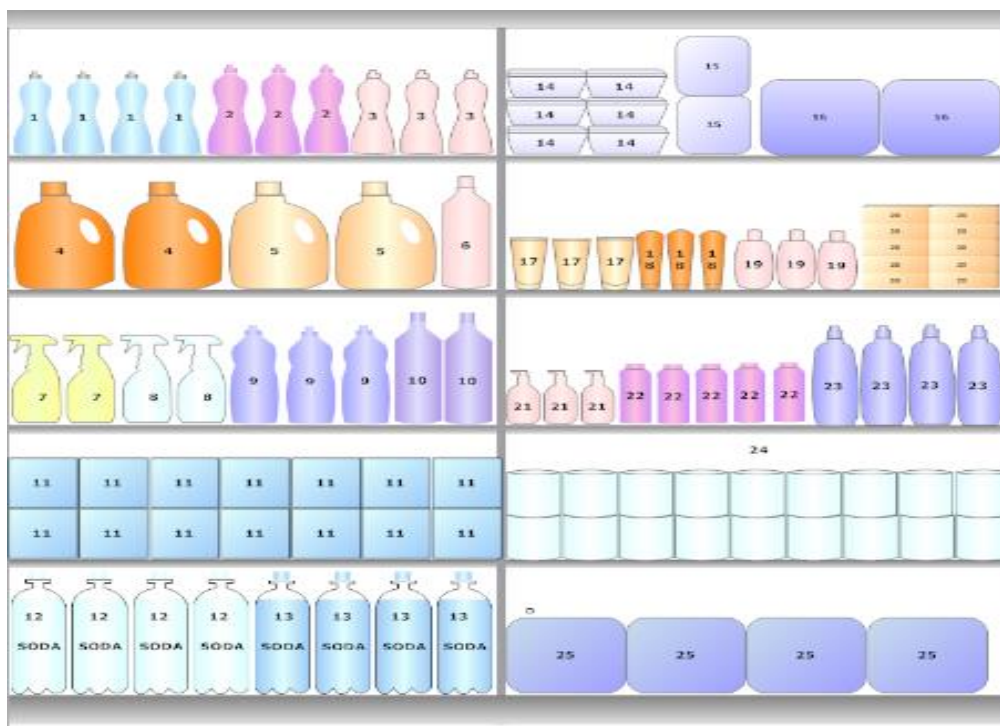
### c. The facing

Vertical surface occupied by a product, seen from the front during presentation at the place of sale.

### d. The site plan

All the ways of inserting a product or a range of products into the linear sales. It can make it easier to consider the different opportunities for referencing and setting up facing goals and competitive supply function already in linear. And it called planogram.

**Figure 7: The planogram of producing firm**



Source : t. albertini, j.p. helfer.j. orsoni, dictionnaire de marketing, vuibert, paris, 2001

### **e. The assortment**

An assortment consists of all the products or references offered to the sale in a shop or on a catalog. An assortment is characterized by its width, depth and breadth.<sup>29</sup>

### **1.3. Typology of merchandising**

As we all know generally that merchandising is considered as the array of products in a physical or online store to exploit the sales. The purpose of merchandising is to lock the sale after advertising campaigns bring customers into the store. Deepak et al. (2015) argued that the Good merchandising helps in making the selling process simpler, boosting the buying experience for consumers frees up the time of consumers and drives sales growth. Merchandising is the course of action of presenting products for sale in a retail environment in the way that it can influence shoppers' buying decisions. In this we determine the optimal shelf location for each product, structure eye-catching displays that catch the attention of potential buyers, and using signage etc. to provide pricing and other product information. Merchandising also involves the collection of the proper product mix to carry in the store. It includes special pricing and promotions also.

In almost thirty years, merchandising has progressed a lot; the more he spread in companies, the more it has diversified, and we do not speak anymore of a merchandising, but organizational merchandising, management, and seduction.<sup>30</sup>

#### **1.3.1. Organizational merchandising**

First step essential to any other approach: it is to allow consumers to find the products they are looking for in the shelves easily, in offering them a clear and structured offer. The resulting comfort should encourage customers to make their purchases more easily.

#### **1.3.2. Management merchandising**

The profitability study of the existing assortment and linear, in which we organize the presentation from the results obtained by the products, while respecting the linear minimum and replenishment rates.

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<sup>29</sup>Martin M. Pegler, Visual Merchandising and Display: Studio Instant Access 7th Edition p30, 31, 32

<sup>30</sup> Robin Lewis ,Michael Dart, the new rules of retail,1<sup>st</sup> ed,2014,p20

### 1.3.3. Seduction merchandising:

It's about to bring a perfect legibility of the shelves, thanks to an extra attractiveness space permitting (strips) and a full dress of the space , even by the creation of specific furniture. Promote it consumer satisfaction and, his purchases.<sup>31</sup>

## 2. Retail merchandising

Merchandising enhances the attractiveness of a store and its perceived image from the viewpoint of customers. A positive mood serves as a contextual cue for evaluating the perceived quality, image of a product and store, and purchase intention.

The impact of a pleasant store atmosphere is also positively related to customer satisfaction atmospheric stimuli which please the actual and emotional needs of consumers enhance the degree of consumer participation in a store, leading to favorable purchasing behaviors ;

In general, the store exterior and interior are the two major areas covered in Visual Merchandising and a variety of components (color combination, product placement, lighting arrangement, layout and highlight design, mannequin and props selection, fixtures and fittings selection) are involved in creating a favorable shopping atmosphere. For instance, found that the combination of colors and lighting plays a critical role in influencing the purchase intention of consumers and store patronage.

As a retail merchandiser, you will be expected to set up a point of purchase displays, visual window displays, or even booths at events, here are some important tools in merchandising:

### 2.1. Merchandising File

It is the most important task for a merchandiser to maintain a complete and clear file for each order. A standard merchandising file should contain following items:

- . Check list
- . Cost breakdown
- . PO (Purchase/Production Order) sheet with color and size break down

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<sup>31</sup> James B. Ayers, Retail Supply Chain Management,P298,300

- . Fabric color/shade approval (Lab dip/fabric swatches/mail).
- . Printed copy of important mails received from and sent to buyer
- . Inventory reports
- . Printed copy of Time and Action plan prepared by production planning department.

## **2.2. Guide merchandising shelves**

This guide focuses on the specific merchandising issues in each shelves, therefore, the department manager can find easily what he needs on:

- The assortment (by region, surface ...);
- Implantation (by size of linear);
- Presentation and facing;
- The animation of the shelves (seasonality)

## **2.3. The planning and accompanier of the promotions**

It is a document allowing the shelves manager to plan the gondola end in the time and in the store space, indeed, a determined number of gondola heads are at the disposal of the department manager and he must manage these locations.<sup>32</sup>

## **3. The different stage of merchandising**

Consumers can decide their purchase before the entry or once they have entered in the store, therefore, it is possible to stimulate or influence the purchase at these two moments .There are commercial incentives that can act at one or another time. In particular, merchandising techniques act inside the store. The effectiveness of these techniques is based on they cause the product becomes more perceptible by the consumer, so they influence at the early stages of the election process such as attention and perception. This is particularly important because consumers usually have a fixed path within the store and if the stimulated product draws their attention, it may become part of the set of options considered in the evaluation phase or choice. Being able to be perceived and evaluated on site is even more important if we consider that current studies show that unplanned purchases is about the 70% of total purchases (Bell et al., 2011; Bezawada et al., 2009; Inman et al., 2009). That is, the most of

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<sup>32</sup> Michel Levy , Dhruv Grewal Retailing research: past, present, and future , Retailing article 2017

purchases are decided within the store and thus, they may be very influenced by commercial incentives that arise in it.

The contents of this section outline the merchandising approach by highlighting the different steps and the different points that make up the merchandising:

### **3.1. Study of the catchment area:**

#### **a. Definition of the catchment area:**

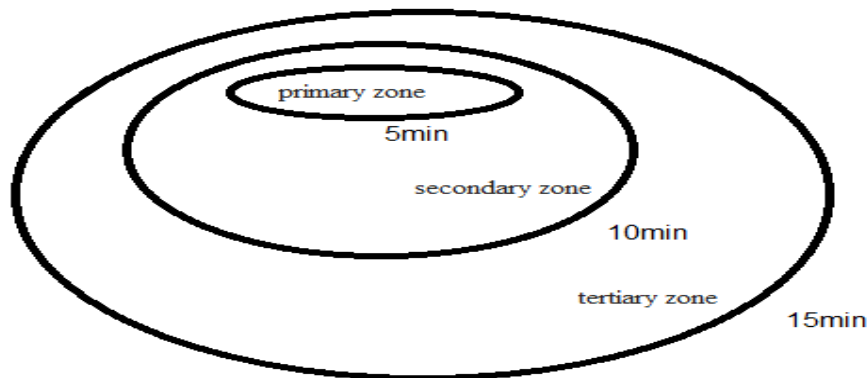
William Applebaum, theoretician of the space economy, defines the catchment area as "the geographical area from which a store derives its customers».

identify an ideal location for establishment of a new retail outlet but it can be helpful to identify potential customer base in any geographical area for existing retail outlets geodemographic factors like occupation, mother tongue, education standard etc. and help in understanding customer's preferences, accessibility in buying, purchase intention buying patterns and likelihood of buying for the group of products that the retailer deals with and level of competition in that area.

A catchment area is made up of three zones that differ in time necessary to reach the point of sale by locomotion:

\_ A primary zone (5 minutes): this is the zone with the highest density of customers, between 60% and 80% of all customers of the store.

\_ A secondary zone (10 minutes): it has a low density of customers compared to the first, it contains 15% to 25% of customers.\_ A tertiary zone (20 minutes): it is the last zone of the point of sale, it contains the remaining customers who are very disperse.

**Figure8: the different zone of a catchment area**

Source: A. Wellhof, & J.E Masson; Marketing.cit. Page43

### 3.2. Implementation of the point of sale:

#### a. The arrangement of the shelves

The store has a certain shape which largely determines the orientation of gondolas, the location of the entrance and check out exit.

The arrangement of the rays results from a compromise between three elements:

- The constraints of the sales area
- The flow of customers
- Service objectives

#### b. Technical constraints

Technical constraints have a certain number of elements:

- The shape and size of the sales area condition the length of furniture, the layout of the entrance and check outs.
- The location of the different reserves depends on the location of the products fast rotation (soap, mineral water ...) and reduces the handling circuits and the restocking time of the furniture.
- The location of cold rooms, preparation laboratories:

Butcher, fishmonger, pastry ...; they are installed at the bottom of the store, the concerned shelves are nearby.

- "Control needs" low-weight and high-priced items are placed at side of check outs, in the head office or with careful monitoring by the location of the staff, in order to decrease stealing frequency

### **c. Aisles**

Planning the customer journey is a key part of a retailer's job, and to get a feel of the path they're likely to travel, it's a good idea to follow this route through the store yourself. Strategically placed dump bins scattered around your store can bring attention to any special offers or promotions stopping customers as they pass by. While you don't want your store to appear cluttered with a dump bin at the end of every aisle, you also want to avoid empty promotional display units and bare shelves.

From placing them in high traffic areas to fully stocking your dump bins, for shops, this can be the difference between a small or substantial sale at the checkout. Product placement plays a key role in how much customer's spend-per-visit. Positioning fast moving goods out of reach is guaranteed to lose your store revenue. Flexible cardboard dump bins can be situated around your store and moved with ease when promotions change

In a self-service, there are two types of aisles:

- Penetrating alleys
- Cross aisles

The purpose of the distributors is to circulate the customers in the maximum number of shelves and products. But, beware of the width of the aisles. Because a very wide driveway the customer to look in one side only. At the same time an aisle too narrow is dissuasive.

The customer must not feel that a circuit is imposed on him. They must be able to circulate naturally and easily.

### **d. Zoning**

Zone merchandising helps every customer locate what he or she is looking for quickly, while simultaneously exposing them to products related to the product they want to buy. In zone merchandising, products are categorized into different "zones" (for example, clothing or kitchenware). The biggest range of the inventory and the higher stock levels, the larger the zone. When well executed, zone merchandising can be an excellent way to increase sales in

your store. So what should you know about zone merchandising? Be sure to keep the following in mind.

#### **e. Shelves**

Effective in-store marketing capitalizes on consumer trends by understanding how shoppers interact with the environment around them. This can be as simple as grabbing shopper's attention with visible markdowns or putting easy-to-grab product by the register, a typically slow moving location primed for small impulse buys. While the latter would not apply to products like wholesale paper towels, let's go into the techniques with more universal marketing value.

With so much science and theory behind product packaging design, designers need to innovate regularly to remain relevant without ever compromising their core brand imagery, of course. So, we've outlined three key ways retailers can maximize the shelf appeal of their products increasing visibility and, ultimately, sales.

#### **f. Engage in cross-merchandising**

In-store merchandisers can take full advantage of cross-merchandising to broaden a store's offering and boost that all-important revenue. Cross-merchandising has the ability to generate additional revenue for a store as a result of displaying certain products together in a carefully chosen area of the store.

##### **1. Consider vertical shelf displays**

Opting to use vertical shelving units is a smart way to make products stand out, maximize your use of the available space and give shoppers a richer and more varied in-store experience. The benefits of vertical merchandising all come down to eye-level shelf interest – as products positioned below eye level aren't as immediately visible and therefore attract less attention from shoppers.

##### **2. Grab attention with color blocking**

This merchandising tactic is commonly used by fashion retailers and food stores, and involves the act of placing items in contrasting colors side by side. Visual merchandisers utilize color wheels to harness profitable relationships between two colors and avoid chaotic or jarring color combinations – with a view to creating a store environment that flows naturally throughout.

**g. Showcase**

They say to not judge a book by its cover, but unfortunately, when it comes to products they'll buy, customers always are first drawn in by the way something looks. It's a visual world, and effective advertising of your in-store products relies on engaging all the senses of your customer.

You put a lot of investment into bringing products and accessories that you aim to gain a profit from. The manufacturer of the products has already done the job of making the product an appealing one, but it's your job to entice customers in your dispensary to buy it.<sup>33</sup>

**3.3. The atmosphere of the store**

The purchase of the consumer must be a purchase of pleasure, and the atmosphere must be an object of Seduction, for that we must adapt multiple positive points that must be sufficient in qualitative terms, which can be summarized as follows:

**a. The materials**

The choice of materials depends on the nature of the products, they can be natural (wood, straw, brick,) for agricultural products, noble for luxury products, and raw (concrete, sheet metal ...) for products that are in the discount.

**b. Colors**

The human being by his nature is attracted by the colors, for that, one must bet on the color shelves to promote the atmosphere of the point of sale and put the products value. These shelves can be green, yellow, pink, or red, everything depends the nature of the product.

It should be noted that whatever the colors, light or dark, frank or pastels, hot or cold, they play a big role in determining the shelves or families of products.

**c. The lighting**

Lighting plays an important role in the atmosphere of the store it must be either strong, medium, or low, all depends on the nature of the product.

Example: an ordinary lighting will give the meat a gray color, but a lighting adapted to butchery will give it its natural color.

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<sup>33</sup> Tony Morgan ,Visual Merchandising, Third Edition2017,p(115-226)

**d. The decoration**

The decoration must be consistent with the previous choices (materials, colors and lighting) in order to make the products as valuable as possible.

**e. The sound system**

Sound is part of the 5 senses of marketing; its role is not only to create a pleasant atmosphere but also to cover all the operating noise related at the point of sale.

**f. Temperature**

To ensure a good point-of-sale atmosphere, the ideal temperature should vary between (15 and 26 °) not to inconvenience the customer because if the temperature of the point of sale exceeds the limit that was set before, customers will be in a hurry to go out.

**g. The staff**

Staff is an important element in the point of sale because it participates in the atmosphere and the construction of the good image of the store, by kindness, smile, and especially their availability when needed by customers.<sup>34</sup>

**3.4. Arrangement of shelves in retails**

The assortment refers to the number and type of products displayed by retailers for purchase by consumers. The two major components of an assortment strategy are the depth of products offered (how many variations of a particular product a store carries), and the width of the product variety (how many different types of products a store carries).

A deep assortment of products means that a retailer carries a number of variations of a single product (the opposite of a narrow assortment); a wide variety of products means that a retailer carries a large number of different products (the opposite of a narrow variety).<sup>35</sup>

**3.4.1. Implantation of products in shelves**

In this point, we will discuss and study the organization and presentation of products on the shelf in the retail trade.

The sale area is apprehended in three forms: volume, space, linear;

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<sup>34</sup> Philip Kotler ,Marketing Management.14<sup>th</sup> ed ,P(555,556)

<sup>35</sup> Jeremy.A.Rose, David Marchand, apparel merchandising ,3<sup>rd</sup> ed,2014,p33

### **3.4.2. Volume**

This is the storage possibility offered by the exhibition furniture, this ability to storage is rarely used completely, products sold on the same shelf often presenting different packaging, moreover, the depth of the furniture is variable: they are wider at the bottom than at the top to allow a correct vision, and a easy grip of products presented near the ground and to allow the storage of large quantities of fast-moving items.

### **3.4.3. The exhibition area**

It is a measurement criterion which depends on the storage capacity and the visual impact of this space on the consumer. The visual distribution of a goal is indeed presumably in relation to its surface. Nevertheless, this criterion is not used compared to the previous criterion (volume).

### **3.4.4. The linear**

According to the Academy of Commercial Sciences, the linear is "the perimeter constituted by the front of the shelves, gondolas and presentation furniture of a store of detail ». In other words; the concept of linear refers to the notion of implantation commercial. The commercial establishment is the fact of placing the furniture in a surface of sale, according to a number of criteria and in turn places the goods in the shelves. The linear is the length of the shelves of a store occupied by a product or by a brand; it is both storage and display area for products and brands; and the creative surface of turnover.

## **3.5 The choice of presentation**

We will see how to arrange the products and how to organize them in linear and the different tools used.

Firstable we are going to see the four different levels of presentation:

### **a .The feet level**

This is the lowest part of the gondola between 0.20m and 0.60m. This level is mainly for large packaging, bulk and vertically readable products. It is the least favorable level.

### **b .The level of the hands**

It is the level between 0.60m and 1.10m, it is necessary to distinguish the level of the hands "Low" close to the level of the feet; very unfavorable, but made for products essential,

complementary products and accessories that are difficult to store. While the level of the hands "high" closer to eye level, better because it's accessible.

**c .The level of the eyes**

This is the level between 1.10m and 1.70m. This level contains the products to purchase of impulse: new products, with strong brand image, with high notoriety, and the most profitable products. We can put products whose price is particularly interesting for the consumer.

**d. The level of the hat (reminder)**

This is the level above 1.70m. Products with sufficient packaging evocative to be spotted from afar can be arranged at this level.

### **3.5.1. Gondola**

A gondola is a freestanding fixture used by retailers to display merchandise. Gondolas typically consist of a flat base and a vertical component featuring notches, pegboards, or slat walls. The vertical piece can be fitted with shelves, hooks, or other displays

### **3.5.2. Gondola End (GE)**

The in-store selling space that is located at the end of an aisle. Due to the increased consumer flow around gondola ends, they are often used for promotional activity or new product merchandising.

### **3.5.3. Display stand**

From a functional perspective, a display should focus on the consumer's wish to purchase goods and should grab the attention, interest, desire, memory, and a series of mental activities. In addition to color, text, graphics, and other elements of interior design, the display stand embodies the use of POP advertising functions. A display of goods must be met to convey information and the sales functions of goods and should have a personal style and structure design.

### **3.5.4. Pallet display**

Pallet displays ensure the perfect secondary placement of your products directly at the point of sale. The retailer receives the loaded goods carriers and positions them in the desired location.

Thanks to their compact footprint, pallet displays don't take up much space. At the same time, the best-selling sales solutions offer customers the opportunity to access the goods from up to four sides. The 360 degree purchasing experience makes pallet displays eye-catching goods carriers in supermarkets and self-service department stores.<sup>36</sup>

### 3.6. Animation of the store

It's not enough just to present the products, you have to animate in various ways to give a soul to the sale area. Many ways of animation are required to make the store more attractive, speed up sales, develop sympathy of the public, and for that we associate the techniques of sales with techniques of animations:

#### 3.6.1. Sales promotion

Sales promotion is a type of Pull marketing technique. If you have a product which is new in the market or which is not receiving a lot of attention, then you can promote this product to customers via sales promotions. You can use various techniques like giving discounts on the product, offering 1 + 1 free schemes, etc.

When a brand wants to increase the sales of its products, it uses Sales promotion. The brand can increase the sales by attracting new customers to their products or by retaining the old customers by various means. The company can also motivate the dealers and distributors of their channel to perform better for their brand, and to get their stock moving.

There are two types of promotions: product promotion, and store promotion;

##### a. Product promotion

It is designed by the producers and implemented by the distributors. It is described as all operations intended to make and use the product by the customer. It aims to:

- Attract new customers, to a product, or a brand;
- To retain the buyers of a brand;
- To launch a new product;
- To react on competition.

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<sup>36</sup> Rachel.B and Jhon.c, journal of marketing, An approach to products placement in supermarkets using, January 2013, Pages 77-87

**b. Store promotion:**

The point of sale manager uses the product promotion to animate the entire store. Depending on the objectives, there are different types of promotions.

**3.6.2. Point of Sale Advertising (pop)**

The term "POS" or "POP" refers to all the means of communication used by companies to promote their products at the point of sale using merchandising techniques. The purpose is to push the product towards the consumer (push marketing) by an effective highlighting.

The types of point-of-purchase (POP) displays are as varied as the kinds of businesses that use them. In general point-of-purchase advertising includes banners, signs, danglers, hangers, countertop and floor stand displays. This category also includes in-store TV monitors, electronic signs, broadcasting and automated coupon dispensers.

In today's competitive marketplace, companies are looking for every way possible to help their product stand apart in crowded retail stores. One of the most effective ways to get a product noticed by consumers is a creative POP display. This is especially true in large stores where different brands vie for premium shelf space; well-placed POP advertising can provide a favorable competitive advantage.<sup>37</sup>

**6. Techniques used to control merchandising**

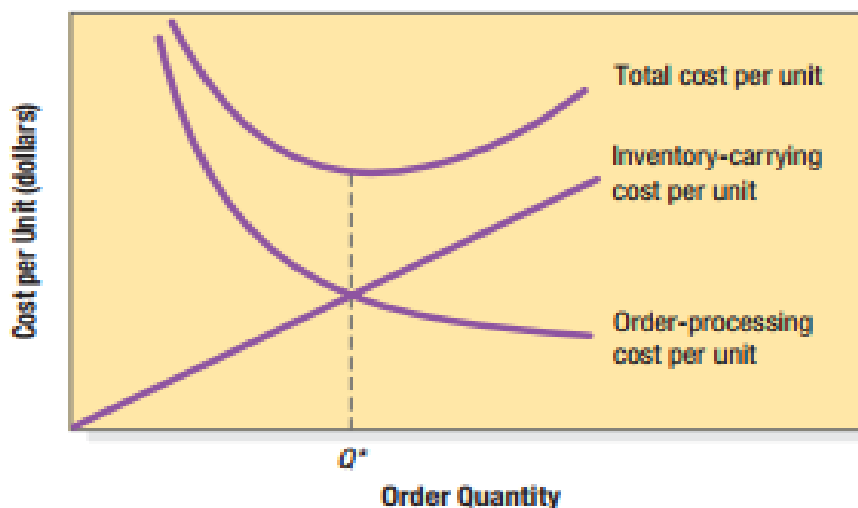
The basic elements of control are common to most businesses. However, the merchandiser must pay special attention to several unique considerations. Foremost is asset control. Obviously, the retailer has a huge investment in inventory, and that inventory is not easily "isolated." As a result, theft and spoilage are all too common. Retailers should go to great lengths to protect against these costly events. Let's think, for a moment, about walking through an electronics retail store. Upon entering the front door, you may first notice "architecturally pleasing" barricades (like planter boxes or posts) to prevent crash entry. Next you may be greeted by a doorman (guard), who perhaps oversees separate entrances and exits, and is responsible for matching receipts to goods leaving the store. Of course, there is the ever-present sensor that will lock down the exit if a hidden sensor has not been deactivated at

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<sup>37</sup> Tony Morgan, Visual Merchandising, Third Edition 2017 P33,34,35

check out. And, a quick glance up reveals that you are on "candid" camera! As you stroll the store, you may note that the most expensive items are display only; to get the one you want to buy, you present a claim ticket at a caged area. Only authorized employees can enter that area. At check out, point-of-sale terminals must be accessed with a key that is assigned to an employee. The terminal knows who checked-out the sale. In addition, an employee may look inside the box that contains the item you are buying, compare you to your picture ID, and so forth. In general, the goal is simple - make sure that only purchased merchandise gets out of the store. Several times daily, the cash drawers in the terminals will be pulled (replaced with another) and their contents audited. Daily bank runs (maybe via armored courier) will occur to make sure that funds are quickly and safely deposited in the bank. These controls are what you see on the "front end" of the business. Behind the scenes, a lot more is going on.<sup>38</sup>

**Figure 9: Determining optimal order quantity in inventory**



Source: Philip Kotler, Marketing Management, p465

<sup>38</sup> Jim Custer, "AN EFFECTIVE SYSTEM OF MERCHANDISE CONTROL", Retail and Distribution Management, Vol. 6 Issue: 5(2015), pp.60-61

## Conclusion

Merchandising is almost the oldest profession over world, the rules and basis of the trade are the same, but the methods and means are in constant evolution, all in the direction of improving the service of consumer.

Among the new trends that have emerged in recent years, we find ECR, TRADE MARKETING, and GEOMERCHANDISING:

-"**ECR (Efficient Consumer Response)**": is a strategy to increase the level of services to consumers through close cooperation among retailers, wholesalers, and manufacturers. By aiming to improve the efficiency of a supply chain as a whole beyond the wall of retailers, wholesalers, and manufacturers, they can consequently gain larger profits than each of them pursuing their own business goals. Companies who compose the supply chain can reduce the opportunity loss, inventory level, and entire cost, as well as increase monetary profitability by sharing the purpose of "customer satisfaction".

-**Trade marketing**: is a B2B marketing strategy aimed at getting a product onto store shelves. This is done by making other businesses recognize the value of your product, and convincing them that helping you sell your product will ultimately help them make money too.

The purpose of trade marketing differs from that of traditional marketing, as it is not focused on the final sale. Instead, trade marketing focuses on the means by which that final sale is made. You need to get your products in front of consumers before they can make the decision to purchase them.

- **Geomarketing**: is frequently associated to the implementation of point of sales and point of services, as well as to the organization of distribution networks. Beyond this strategic dimension, the geomarketing is also involved in operational practices such as targeting of communication campaign or together with the geomarketing in the local adaptation of the marketing orientations.

Merchandising is not a science but a state of mind in which companies around the world are referring in order to create a pleasant atmosphere for the producer, the distributor and especially the consumer.

To answer our problematic and confirm or refuse our hypotheses, it is necessary to develop a practical part in which we will present the company where we did our internship, then the quantitative study done there.



## Chapter 3

# **Chapter III:**

## **Analysis the practice of merchandising in FORCE XPRESS**



## **Introduction**

FORCE XPRESS is a family firm built on a path of values that have made success and fame. Created with private funds, it is a private Algerian company, FORCE XPRESS has pass through an important historical steps to reach this position and today's reputation by continuing to work in the creation of jobs and wealth.

This chapter is divided into two sections, the first one is the presentation of the organization FORCE XPRESS, then the second section is dedicate to the types of merchandising applied by the brand.

## **Section1: presentation of the firm**

During our internship, the staffs of Force Xpress made us visit the entire firm and also the hypermarket Ardis, but in order to answer our problematic we decide to focus on one important firm which is Force Xpress, the responsible of merchandising of all their products in Ardis.

### **1. The organization of host Company**

#### **1.1. Presentation**

Specialized in maintenance products SALD operates in several areas: home care, laundry, air freshener, hand hygiene, insecticides and car cleaning. They offer an effective products and easy to use.

Always at the service of consumers SALD is present to meet their requirements. Created in 1999, the SALD has innovated to adapt to the needs of its consumers by offering a wide range of detergent products: home care, laundry, freshener, hand hygiene, insecticides and car cleaning, for main objective: Facilitate and improve the lives of its consumers.

Partnering with internationally renowned partners and with dynamic, ambitious and highly qualified staff the SALD continues to design, develop and improve its products, and adopts a winning strategy for hygiene that never fails.

#### **1.2. The history of the products:**

SALD continues to innovate to improve the daily lives of households and to honor the trust and loyalty of its customers by offering quality products that meet the highest standards.

**-2002:** Birth of FORCE XPRESS brand

The Force Xpress brand is born with the launch of innovative products on the Algerian market First fabric softener, First liquid degreaser for surfaces and kitchen utensils, First anti-scale gel for surfaces (earthenware, faucets ...), First silicone-based dust suppressant, First Anti-scale for washing machine and dishwasher.

**-2003:** Sald innovates with the launch of the first insecticide for rampant insects and the first liquid deodorizer in Algeria.

**2005:** Launching the first fragrance insecticide in the Algeria market.

**2007:** Relooking the entire range with sleeve packaging.

**2008:** Launch of the new FORCE XPRESS 3in 1 powder and the aerosol deodorizing range

**2009:** Innovation with the launch of the bio product eco limp auto washing without water.

**2010:** Launch of the professional degreaser for burned surfaces and the range of liquid soaps for hands.

**2011:** SALD innovates with the new range of oriental deodorizers and its range of enzymatic concentrated machine fluid.

**2013:** Launching the first lava floor for marble.

**2015:** Launch of stop-odor.

**2016:** Launch the first multi-use disinfectant gel in Africa.

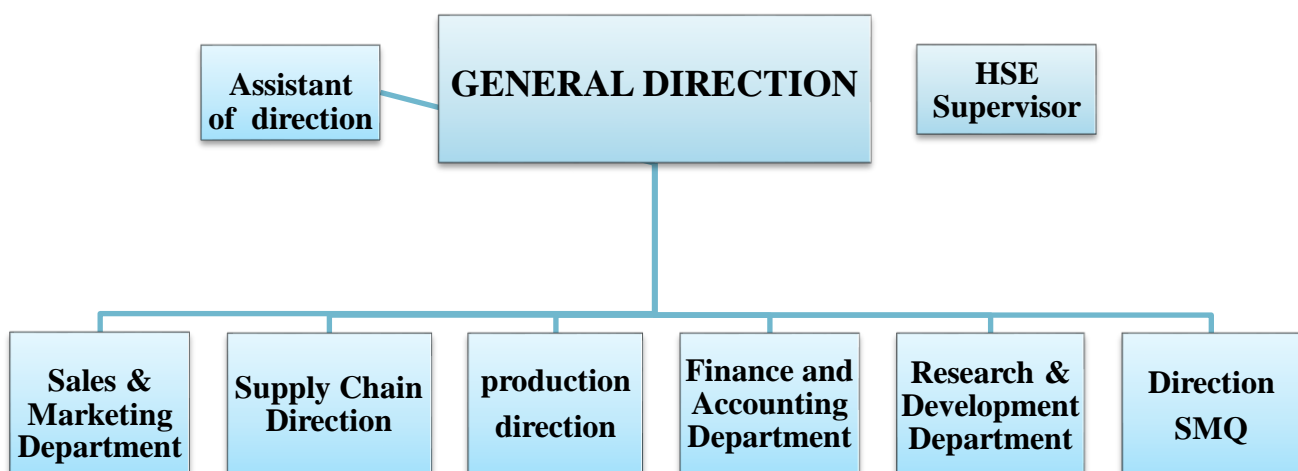
**2017:** Changing the triple protect format from 1l to 1.8l

**2018:** Launch of the 1st gel dish washer in Algeria all in 1.

### 1.3. Organization of Force Xpress:

#### 1.3.1. GENERAL DIRECTION:

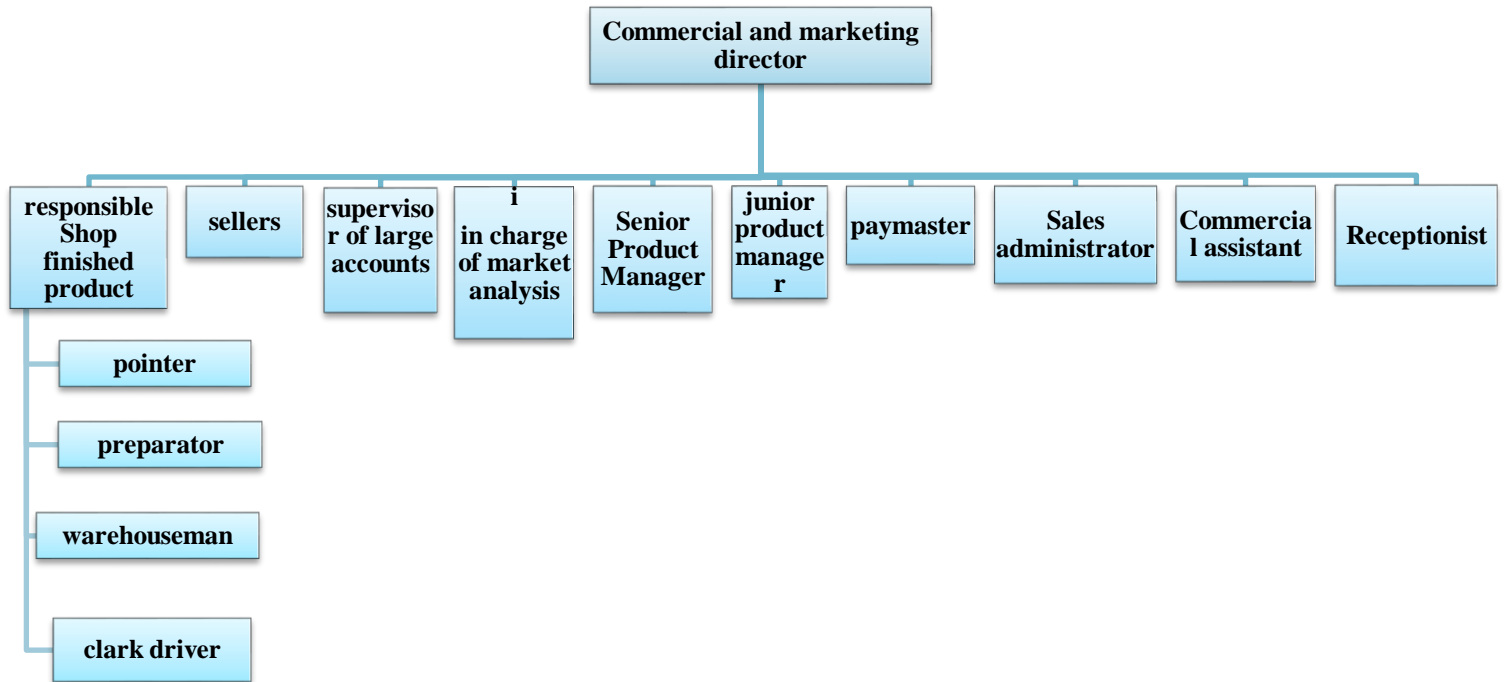
**Figure10: Organizational chart of general direction SALD**



Source :from SALD firm FORCE XPRESS

1.3.2. Commercial and marketing director:

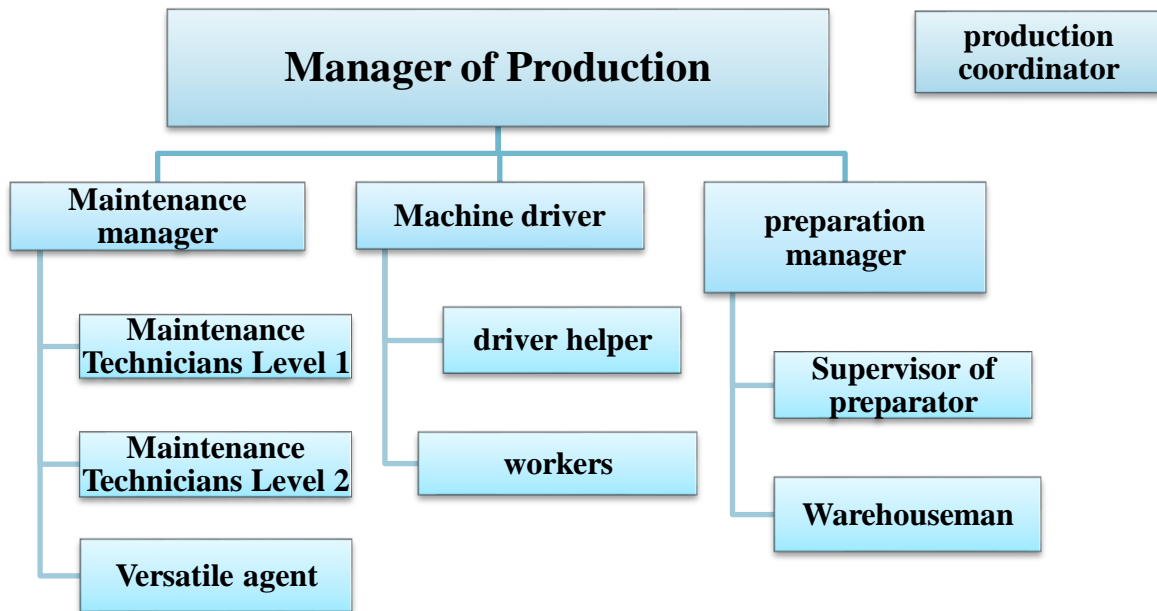
Figure 11: Organizational chart of commercial and marketing director SALD



Source :from SALD firm FORCE XPRESS

1.3.3. Production Manager:

Figure 12: Organizational chart of production manager SALD



Source :from SALD firm FORCE XPRESS

### 2.1. Mission and objectives

The mission of our company is to offer innovative products, quality, effective and affordable prices, to facilitate the daily lives of our consumers today and tomorrow.

-Put our customer at the heart of our professional commitment through active listening, to offer high quality products, innovative and ensure a plain satisfaction.

-Our motto is innovation; we do not conceive that detergent products encourage innovation at the heart of our business so that our daily life is better and our work is more efficient.

-We are a team; we are an evolving entity that progresses in a system named company. Our employees benefit from training to better progress and achieve the objectives set as any entity that progresses our employees will evolve and benefit from promotions. We work to ensure that the working conditions of our employees are always the most appropriate.

-We are sensitive to our environment and we are a company that works for transparency, our products will be required to achieve a biodegradability rate of more than 60%. Our company works for the respect of the laws.

-We strive to be a company that will conquer potential markets without neglecting a strong presence of our products on the Algerian market by investing in powerful and effective marketing.

-The company works for the investment of equipment and installation more efficient in order to improve our control of the costs and that in order to better conquer the market.

-Join the leaders in the detergent market.

## **2.2. Ethic**

-Use biodegradable products in our formulations to protect our environment.

Communicate regularly and openly with our customers, our business partners, our employees, associations and regional and local institutions.

-Ensure the mental and physical well being of our employees.

Continually improve our products and services.

-Practice fair competition and maintain close and transparent relationships with our trading partners and suppliers in accordance with the rules and regulations of all countries where we operate.

-Protect the confidential information of our company.

-We act in the best interest of our business and spend its money solely for business purposes.

-Refine the knowledge and skills of our employees as we help our team members make the most of their potential.

-We use company resources responsibly and appropriately.

-We do not tolerate any corruption in our business and actively oppose it.

-We ensure that our records and accounts are accurate, complete and up-to-date in accordance with legislation and industry best practices.

### 3. The products of FORCE XPRESS SALD:



#### Home Care

- Force Xpress General Degreaser
- Force Xpress Professional Degreaser
- Force Xpress Dusting Cleanser
- Force Xpress Dusting Bomb Cleaner Aerosol
- Multi surfaces 6 in 1
- Force Xpress Disinfectant



#### Bathroom Cleaner

- Force Xpress Window Washer
- Force Xpress Floor Cleaner "Marseille Orange"
- Force Xpress "Marine Freshness" Soil Cleaner
- Force Xpress Soil Detergent "Lavender"
- Force Xpress Ground Wash "Lily of the Valley"
- Jasmine Floor Wash

Source: from FORCE EXPRESS



### Laundry

- Force Xpress 3 In 1 (detergent washing machine)
- Liquid enzymatic machine 1,8l
- Machine enzymatic 1.8l
- Lotus flower liquid machine enzymatic 1.8L
- Tropical evasion liquid laundry sensitive skin and delicate linen
- Force Xpress Limes cale 1 L
- Force Xpress Bleach Brilliance 1 L
- Force Xpress Softener "Oriental Flower" 1L
- Force Xpress Softener "Floral Bouquet" 1 L
- Force Xpress Tropical Bouquet



### Air freshener

- Force Xpress Liquid Deodorant Liquid "Floral Escape" 500 MI
- Force Xpress Air Freshener Liquid «Orchid Blue» 500 MI
- Force Xpress Freshener Liquid "White Petals" 500 MI
- Force Xpress Freshener Liquid "puff of orange" 500 MI
- Force Xpress Freshener Liquid "Citrus Flowers" 500 MI
- Force Xpress Air Freshener Liquid "Iris & Lila" 500 MI
- Force Xpress Freshener Liquid «morning rose» 500 MI
- Force Xpress Freshener Liquid "Sweetness of the roses" 500 MI
- Force Xpress Oriental Air



### **Hand hygiene**

- F. Xpress Liquid Hand Soap  
"Coconut" 400 MI
- F. Xpress Liquid Hand Soap  
"Mango Peach" 400 MI
- F. Xpress Liquid Hand Soap  
"Choco Strawberry" 400 MI
- F. Xpress Hand Soap Liquid  
"Vanilla & Honey" 400 MI
- F. Xpress Hand Soap Liquid  
"Sensation Silk" 400 MI
- Force Xpress Liquid hand soap



### **Insecticides**

- Force Xpress flying insects-apple  
750 MI
- Force Xpress flying insects-Rose  
750 MI
- Force Xpress flying insects-  
lavender 750 MI
- Force Xpress Flying Insects-  
Lemon 750 MI
- Force Xpress flying insects-thrush  
750 MI



**New products:**

- Force Xpress Liquid Deodorant "MOON FLOWER" 500 ML
- Force Xpress Liquid Deodorant Liquid "REIN OF THE NIGHT" 500 ML
- F. Xpress "ORIENT PEARL" Hand Liquid Soap 400 ML
- F. Xpress "AROME D4ORIENT" Hand Liquid Soap 400ML
- F.Xpress liquid machine flower field 3L
- F.Xpress liquid machine sweetness tropical 3L

Source: From FORCE XPRESS

## 4. Presentation of the hypermarket ARDIS

The Ardis Medina Center hypermarket opened on July 5, 2012 has always worked to put the customer at the center of its concerns, in order to improve purchasing power and quality of life. Ardis relies on a concept that revolves around customers' processing capacity, the number of references in store, the quality of employee training, the safety of the premises and the free parking.

This hypermarket of the Arcofina group has taken a giant step. In fact, Ardis will be offering online purchases, thanks to an internet-based business platform already rich in 10,000 references.

### 4.1. ARDIS Algiers plan

Figure 13: the layout of hypermarket ADIS Algeria



Source : <https://www.ardis.dz/>

- **Merchandising in Ardis**

In our case the products of Force Xpress have their own merchandiser, who works there in Ardis 4 days a week in order to occupied and take care of the products of the firm.

It's the same thing for the other brands.

## Section2: merchandising by Force Xpress

### 1. Types of merchandising applied by FORCE

FORCE XPRESS implements three types of merchandising:

#### 1.1. Organizational merchandising

Organizational merchandising is an important intermediary that plays a dual role in influencing the other two types (management and seduction) by facilitating the task for the manager and to well allocate his linear to the product and easily find the anomalies of presentation. In this way, it makes it easier for customers to find what they want easily.

##### 1.1.1. The assortment of FORCE XPRESS

FORCE XPRESS has many products, but there are no definite rules according to the development of the assortment adequate for the store, but it is to define a set of principles that aim to ensure the appropriate range according to the expectations of the customers while caring for the profitability of the company.

##### 1.1.2. FORCE XPRESS referencing

F.X has a set of rules to follow to satisfy both the hypermarket and the consumer:

- The quality;
- Compliance;
- Delivery condition (before 16h);
- Ensure the transport of goods;
- Paying promotional spaces and gondola heads;
- Energize stores through operations and promotional offers;

### 1.1.3. Product conditioning

#### a. The conditioning

Packaging of products is the responsibility of F.X since the referenced products are not manufactured by Ardis.

On the other hand, the markup which means the implementation of labels clearly indicating the name of the product, its reference, its bar code, its weight, its limited date of use etc. ... is the job of F.X merchandiser. This label is placed or glued on the shelf.

#### b. Signaling

There are many types of indications:

- Medium posters (gondola headboards): these are posters with role of indicating the shelves containing promotional products in the gondola heads.
- Large posters (kakemonos): these are kinds of decorations that are placed in the central aisle in order to indicate the operation of the season and promotions.
- Shelf-breaker: glued to the ends of shelves and must be large and clear for indicating the shelves and the types of products they contain.
- Directional signage (entry, exit, exit of help ...)

### 1.1.4. The implementation of products at FORCE XPRESS:

#### a. The organization of the shelf

The organization of the shelf line: The product's implantation is done either vertical, or horizontally depending on the nature of the products and sometimes also according to the presentation.

#### b. The facing of the shelf

In the purpose to reference units, of article that forms a frontal figure referring to others facing.

This facing helps the customer to remember quickly what's on the shelf. It plays a very important role on the shelf's efficiency.

A facing also allows us to exploit shelves space in a relevant and profitable way in order to avoid the voids and the disorder of products.

## **1.2. Management merchandising**

The merchandiser of F.X uses METI business management software. This software records all physical flows from the product's in-stock checkout. It measures stocks, turnover, some management ratios....

But this management is not limited only to the virtual so an update of the organization of the shelf must be done every day to ensure that the data used on the computer are reliable is just.

## **1.3. Merchandising of seduction**

Concerns all that motivates, attracts as the atmosphere, the animation and the promotion or POP / POS advertising.

### **1.3.1. Furniture**

Its quality and location plays a role of attractiveness and the image of the store.

Ardis is equipped with several furniture, modern, presentation and animation products like gondolas, gondola heads, , box pallets and means facilitating the shopping for customers like baskets ...

### **1.3.2. The atmosphere of the store**

Any activity that gives a favorable image to the brand:

#### **a. The merchandiser**

He has a function badge and runs regularly in the aisle of the store; he's also the sales assistants, salesmen, host consumer and stay around all the shelves of the brand.

#### **b. Cleanliness**

Daily cleaning of the shelves of the brand by the most sophisticated means.

### **1.3.3 The animation**

#### **a. Event animation**

FORCE XPRESS work according to a pre-established commercial plan made by the hypermarket Ardis on an annual basis, which proposes seasonal themes; they vary according

to annual events (for example according to religious holidays) this plan specifies the title of the themes, their duration, and the different sectors involved.

The main objective of the commercial plan is to promote most of the products in order to increase turnover, attract new customers.

Each operation must be briefed from which it is necessary to make recommendations for next year.

**Table 2: Ardis hypermarket events planning**

| Preparation | Event date                    | The event                           |
|-------------|-------------------------------|-------------------------------------|
| 23/12/2019  | 01/01/2019                    | The new year                        |
| 21/01/2019  | 12/01/2019                    | New year Amazigh                    |
| 28/02/2019  | 14/02/2019                    | Valentine's day                     |
| 1/03/2019   | 08/03/2019                    | Women's day                         |
| 2/03/2019   | From 14/03/2019 to 01/04/2019 | School vacation of spring           |
| 24/04/2019  | 01/05/2019                    | workers' holiday                    |
| 23/04/2019  | From 06/04/2019 to 04/05/2019 | Shabaan                             |
| 3/04/2019   | 15/04/2019                    | month of pregnancy                  |
| 26/04/2019  | From 05/05/2019 to 04/06/2019 | Ramanad el moubarek                 |
| 20/05/2019  | 31/05/2019                    | Laylat el qadr                      |
| 10/06/2019  | From 04/06/2019 to 05/06/2019 | Aid el fitr                         |
| 25/07/2019  | From 04/07/2019 to 08/09/2019 | Vacation of summer                  |
| 9/08/2019   | From 12/08/2019 to 13/08/2019 | Aid el adha                         |
| 22/08/2019  | From 01/09/2019               | Back to school                      |
| 23/08/2019  | 01/09/2019                    | New year islamique                  |
| 13/09/2019  | 09/09/2019                    | Ashura                              |
| 17/10/2019  | 01/11/2019                    | National day of Algerian revolution |
| 20/10/2019  | From 02/11/2019 to 07/11/2019 | Autumn Vacation                     |
| 1/11/2019   | 09/11/2019                    | Mawlid nabawi charif                |
| 29/11/2019  | From 17/12/2019 to 31/12/2019 | Ardis anniversary                   |

Source: from the direction of SALD (FORCE XPRESS)

**b. The highlighting**

It is the product presentation out of the normal linear like the islets, the heads of gondola. And an extra-linear presentation by pallets on the ground and box pallets.

The animation generally takes place in occasions by contests, lotteries, and raffle and regularly by relaxing spaces in the store.

**c. Tagging**

In the shelves, we use posters, shelf-breaker, American foot, billboard and the activities or promotional displays.

**1.3.4. Promotion****a. Direct reduction:**

We put discounts on the shelf for low-grade products rotations, and discounts according to the competitors.

**b. Batch of crossed products**

It is a grouping of satisfying products of different needs in the same lot at a reduced total price.

**c. Contest, games and raffle**

Kind of promotional animation for brand awareness, and well positioning the products compared to the competitors.

**d. Price shock**

It is an ephemeral promotion that does not last more than five minutes in order to guide the intention of consumers on a shelf.

-Seductive merchandising is the most popular in recent years in LMS or in the new concepts of retails. It's a work based on the imagination, the design, the real meaning for a very advanced concepts. The contribution of the furniture, ISP is very important in the success of this merchandising.

The attractiveness of the shelf is highlighted on the department with POS and furniture:

- The markup promotions that is installed at the top of the shelf to be seen from all the alleys of the center.
- The price and promotion posters for each product of the brand.
- The shelf- breaker for each article that make it easier for the customer to find what he's looking for.

## **2. External communication of FORCE XPRESS**

It is clear that the image of the company is a means to differentiate itself from, competitors in order to develop positive attitudes that will attract the consumer and to get their loyalty.

It is in this context that FORCE XPRESS try to establish a good image of its points of sale to reach a wide audience.

To do this, F.X uses has a various means of communication using the following supports advertising:

- Leaflets;
- Promotional catalogs;
- The radio;
- The slogan "3and Force Xpress nti hiya essess";
- Point-of-sale advertising (POS) is also an effective means of communication, to encourage people to order and make more observation on the development of the products, and to push the consumer to discover the new product and to know the new ranges.

POS at F.X materializes in many forms:

- Display stand;
- Shelf dressing;
- Display containing promotional products (price reduction or a quantity of more products by the same price);
- Tasting at point of sale;

- Animators giving you advices;
- Demonstration;

The staffs of FORCE XPRESS try always to make the consumer satisfied by offering:

- a good quality at the good price;
- Offer several prices for different products;
- Ensure a clear and perfect merchandising to facilitate the act of purchase for the customers.

## Conclusion

At the end of this chapter, we analyze the merchandising practices within FORCE XPRESS,

We can see that the techniques practiced are of an organizational nature, of management and of Seduction. But the practice of these techniques presents, in our opinion, some anomalies that we summarize as follows:

- the merchandiser is not always present in the hypermarket which can make a loss of new customers;
- the various types of advertising are applied mostly where there's FORCE XPRESS products while customers may not pass from those alleys ;
- the absence of a daily sell assistant or the merchandiser induce a gap in the shelf because customers buy products in high frequency ,so at the end of the day the shelf may be almost empty and so not attractive .



**Chapter IV:**  
**Survey and analysis of**  
**results**

## Section 1: Presentation of the survey

Before starting our case study, we found it necessary to present the process of our survey carried out in the field.

### 1. The methodological approach of the survey

We followed the following steps:

#### 1.1. Presentation of the survey

To evaluate the impact of merchandising on consumer buying behavior and the effectiveness of the merchandising techniques applied by FORCE XPRESS to ARDIS customers, we opted for a survey with a questionnaire that will complement the research carried out with the company.

##### 1.1.1. The purpose of the survey

The objective of our survey is to answer our problematic and whether the merchandising applied by FORCE XPRESS has an influence on consumers buying behavior; moreover touching other under objectives:

- Observe consumers in buying situations;
- Identify and analyze the different merchandising techniques applied by FORCE XPRESS;

##### 1.1.2. Source of information and the duration of the survey

- a. **Source of information:** It is the primary information as it is directly collected in the field from the consumers.
- b. **The duration of the survey:** the survey took place in the month of May (from the 1st to the 30th).

##### 1.1.3. Target of the survey

In this survey we targeted the consumers of ARDIS hypermarket; we opted for FORCE XPRESS product range which is known by consumers.

#### **1.1.4. Sample**

Given the limited time and resources needed to carry out a large sample, we chose a sample of 100 selected with a non-probability sampling method.

#### **1.2. The questionnaire**

For the needs of our survey we have elaborated a questionnaire summarizing the purpose of our study; it has (25) closed questions simple and easy to understand plus and one data sheet of personal information containing four (04) questions, made according to the use of our survey .

Our questionnaire is divided into three parts:

- The introduction: intended to present the context of the survey, this phase allows to clarify to the customer what we expect from him and also to encourage him to participate in the survey.
- The body of the questionnaire: includes all the questions intended to gather information,
- The conclusion: contains the respondent's personal information.

##### **1.2.1. Choice of the type of questions**

The questions are presented in the form of:

- (19) Closed single choice, questions Q: 4,5,6,7,8,9,11,12,13,14,15,16,17,18,19 plus the (04) questions of personal information.
- (06) Closed multiple-choice questions Q: 1, 2,3,6,10,20
- (04) Closed question at judging scale Q: 13,14,15,16

### 1.2.2. Objectives of the questions

-Question 1, 2 and 3: These are the questions that allow us to know by which way the consumers know the hypermarket as well as the degrees of frequenting it.

-Question 4,5,6,7 and 8: These questions allow us to see the types of buying carried out as well as the motivations of the consumers to buy.

-Question 9, 10, 11, 12 and 13: For these questions, it's about to know what is the perception of consumers about the products of FORCE XPRESS.

-Question 14, 15, 16 and 17: These questions were asked to know whether the implantation of FORCE XPRESS products has a positive impact on the purchasing act of consumers.

### 1.2.3. Mode of questionnaire administration

Our method "face to face", allow us to:

-To have a high rate of answers;

-To reach consumers faster;

- To have more sincerity in the answers.

The collect of information was made on place in ARDIS

In the below table we are going to summarize all the work of this thesis from the begging to the end with highlighting the most important steps, finally try to give the time that each part took .

Table 3: summarizing the thesis work

| <b>Number</b> | <b>Mission</b>                       | <b>Duration</b>               |
|---------------|--------------------------------------|-------------------------------|
| 1             | Literature review                    | 2months                       |
| 2             | Summary and theoretical organization | January and February          |
| 3             | Writing the theoretical part         | From 01/01/2019 to 20/06/2019 |
| 4             | Practical internship                 | 10/02/2019                    |
| 5             | Questionnaire development            | 15 days                       |
| 6             | Questionnaire test                   | 3 days                        |
| 7             | collect of information               | 10 days in Ardis              |
| 8             | Data processing on SPSS              | 10 days                       |
| 9             | SPSS data analysis                   | 5 days                        |
| 10            | Writing the practical part           | From 10/04/2019 to 24/06/2019 |
| 11            | The deposit of Master thesis         | 25/06/2019                    |
| 12            | Thesis defense                       | Not precised                  |

Source: developed by us

## Section 2: Analysis and Interpretation of results

After data collection, the second step is the analysis and interpretation of results: the processing of the results of our survey was done through the sorting method flat (Individual analysis of questions asked) and cross sorting (consists in studying successively qualitative and quantitative variables).

To analyze our collected data, we have used SPSS the statistical analysis software version 20.

### 1. Flat sorting

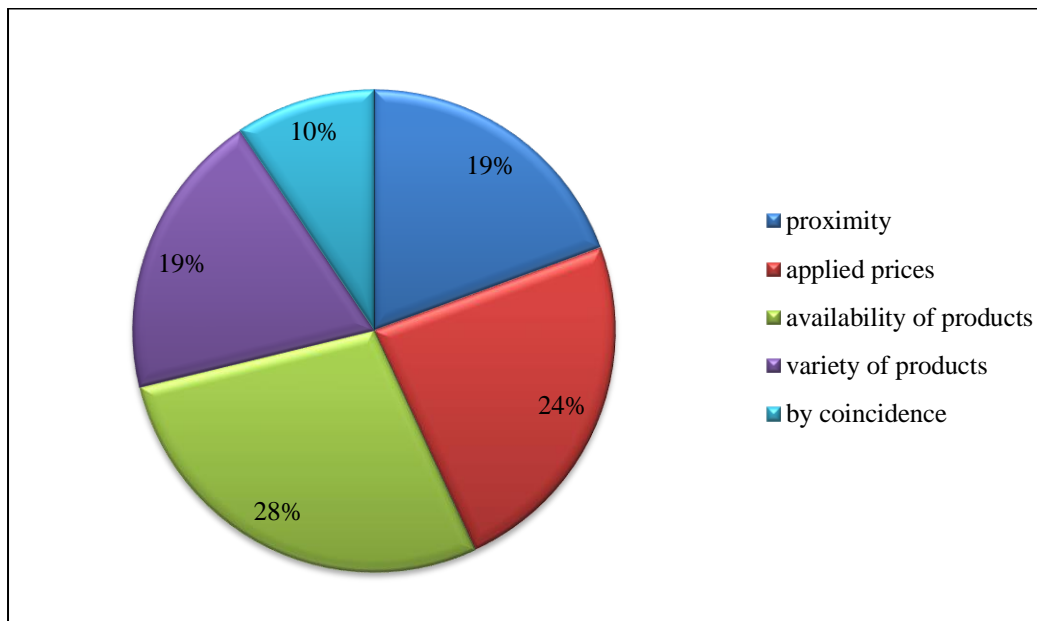
Q1: why did you choose this hypermarket to do your shopping?

**Table 4: The reason of choosing this hypermarket for shopping**

| Designation              | Answers |            |
|--------------------------|---------|------------|
|                          | Number  | Percentage |
| Proximity                | 27      | 19,4%      |
| applied prices           | 33      | 23,7%      |
| availability of products | 39      | 28,1%      |
| variety of products      | 27      | 19,4%      |
| by coincidence           | 13      | 9,4%       |
| Total                    | 139     | 100%       |

Source: developed by us from SPSS

**Figure 14: The reason of choosing this hypermarket for shopping**



Source: from SPSS

### Comment

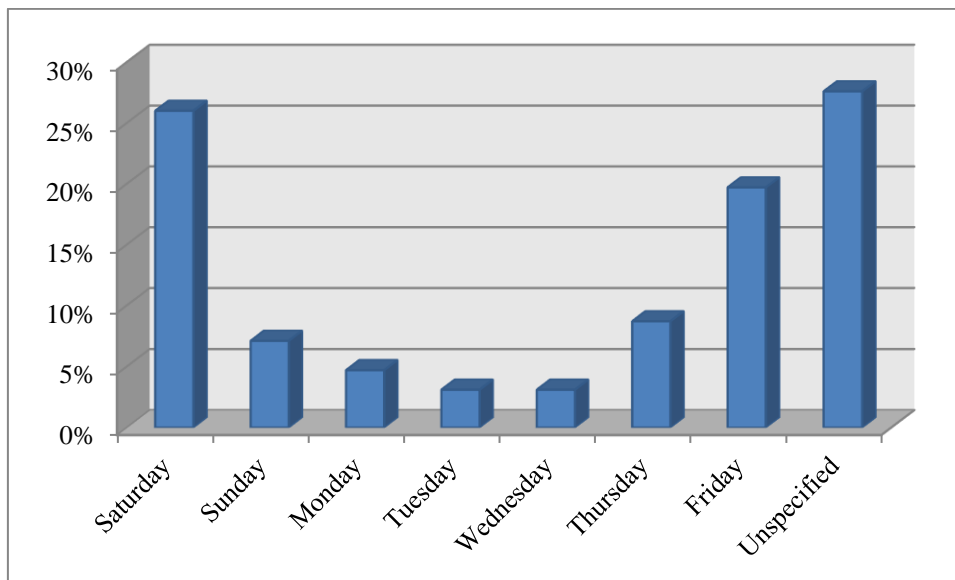
According to the results we find that 28% of respondents choosed the hypermarket ARDIS for the availability of the products, 24% for the applied prices, 19% for variety and proximity and 10% by coincidence.

Q2: In general what are the days to do your shopping?

**Table 5: The choosing days for shopping**

| Designation | Answers |            |
|-------------|---------|------------|
|             | Number  | Percentage |
| Saturday    | 33      | 26%        |
| Sunday      | 09      | 7,1%       |
| Monday      | 06      | 4,7%       |
| Tuesday     | 04      | 3,1%       |
| Wednesday   | 04      | 3,1%       |
| Thursday    | 11      | 8,7%       |
| Friday      | 25      | 19,7%      |
| Unspecified | 35      | 27,6%      |
| Total       | 127     | 100%       |

Source: developed by us from SPSS

**Figure 15 : The choosing days for shopping**

Source: from SPSS

### Comment

From the histogram, we deduce that there are many types of clients that visit ARDIS, given that they are very divided the frequency of their visit, with mostly going in weekends (Saturday, Friday), the rest of them are unspecified.

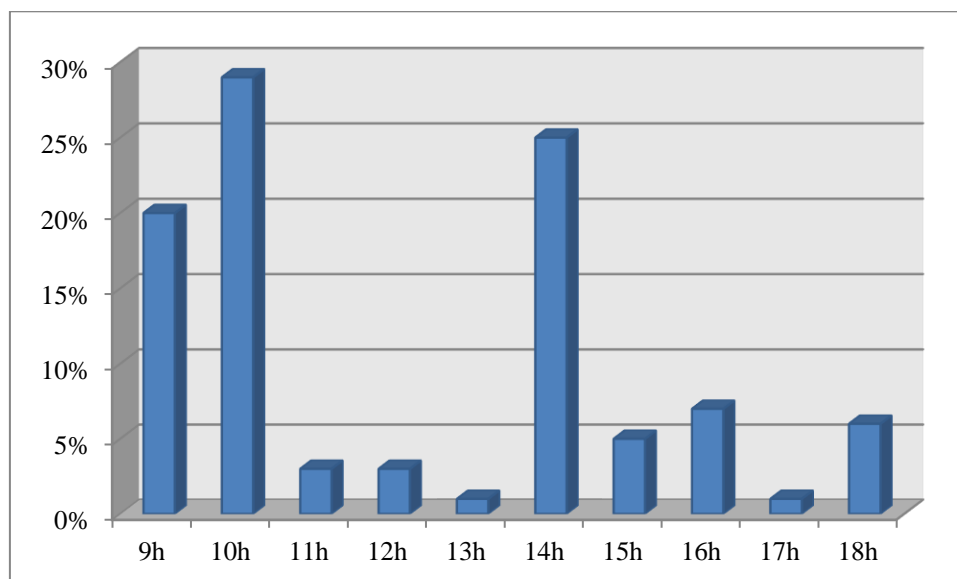
Q3: In general at what time you go for shopping?

**Table 6: the time of shopping**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| 9h          | 20      | 20%        |
| 10h         | 29      | 29%        |
| 11h         | 3       | 3%         |
| 12h         | 3       | 3%         |
| 13h         | 1       | 1%         |
| 14h         | 25      | 25%        |
| 15h         | 5       | 5%         |
| 16h         | 7       | 7%         |
| 17h         | 1       | 1%         |
| 18h         | 6       | 6%         |
| total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 16: the time of shopping**



Source: from SPSS

**Comment**

According to the histogram we notice that most of consumers prefer the morning period to do their shopping (from 9am to 10am) and the rest of them prefer to do it in the evening at 2pm.

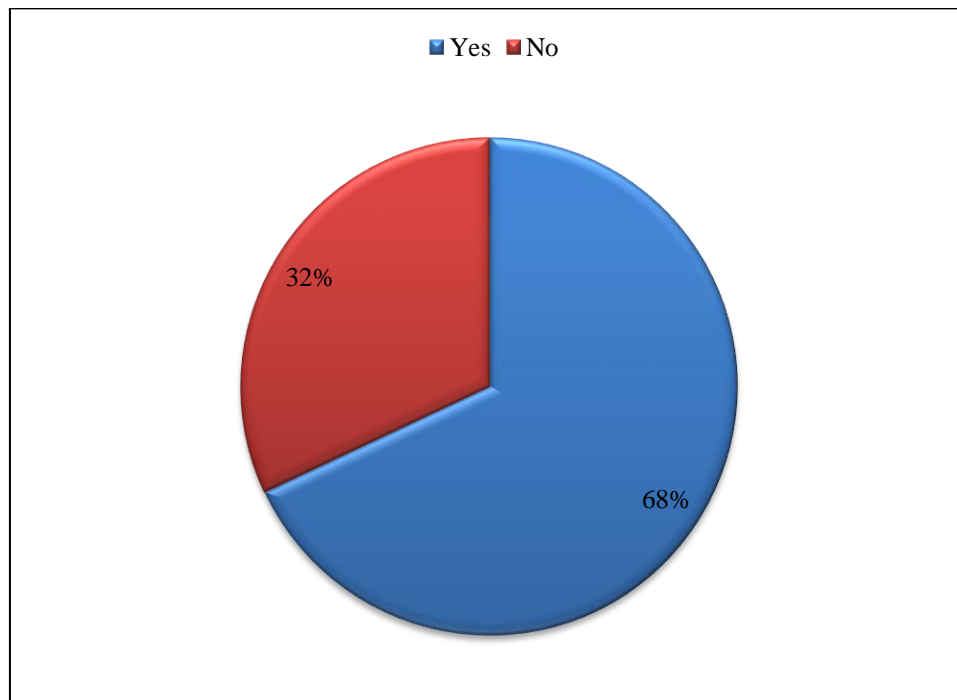
Q4: Do you prepare a shopping list before being in the hypermarket?

**Table 7: Preparing a list before go to shopping**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| Yes         | 68      | 68%        |
| No          | 32      | 32%        |
| Total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 17: Preparing a list before go to shopping**



Source: from SPSS

**Comment**

As we notice most of shopper prepare a list before they go to the hypermarket with the percentage of 68%, and 32% don't prepare any list.

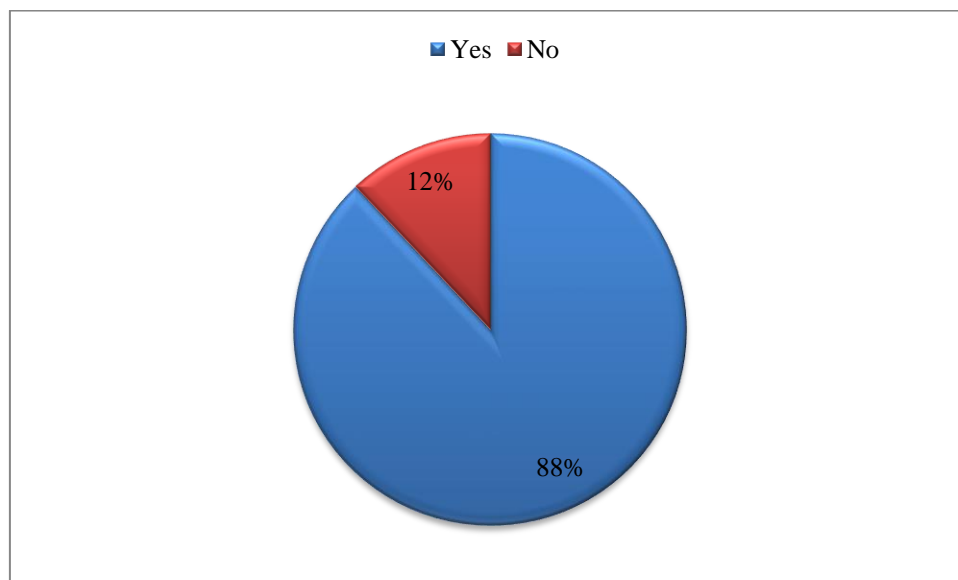
Q5: Does it happen to you to buy products off list?

**Table 8: Buying products out of the list**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| Yes         | 88      | 88%        |
| No          | 12      | 12%        |
| Total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 18: Buying products out of the list**



Source: from SPSS

**Comment:**

According to the graph 88% of consumers buy products out of list, while 12% don't.

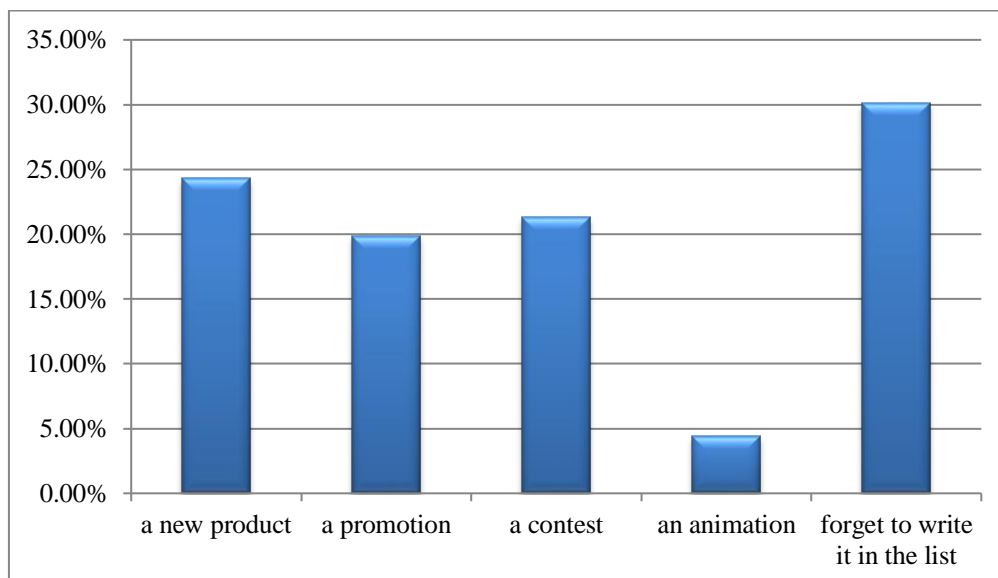
Q6: what does it attract you to buy a product?

**Table 9: The motivations to buy a product**

| designation                    | Answers |            |
|--------------------------------|---------|------------|
|                                | Number  | percentage |
| a new product                  | 33      | 24,3%      |
| a promotion                    | 27      | 19,9%      |
| a contest                      | 29      | 21,3%      |
| an animation                   | 06      | 4,4%       |
| forget to write it in the list | 41      | 30,1%      |
| Total                          | 136     | 100%       |

Source: developed by us from SPSS

**Figure 19: The motivations to buy a product**



Source: from SPSS

**Comment:**

Most of consumers buy products because they forget to write them in the list with a percentage of 30, 1%, 24, 3% of them are attracted by new products and 21, 3% by a contest.

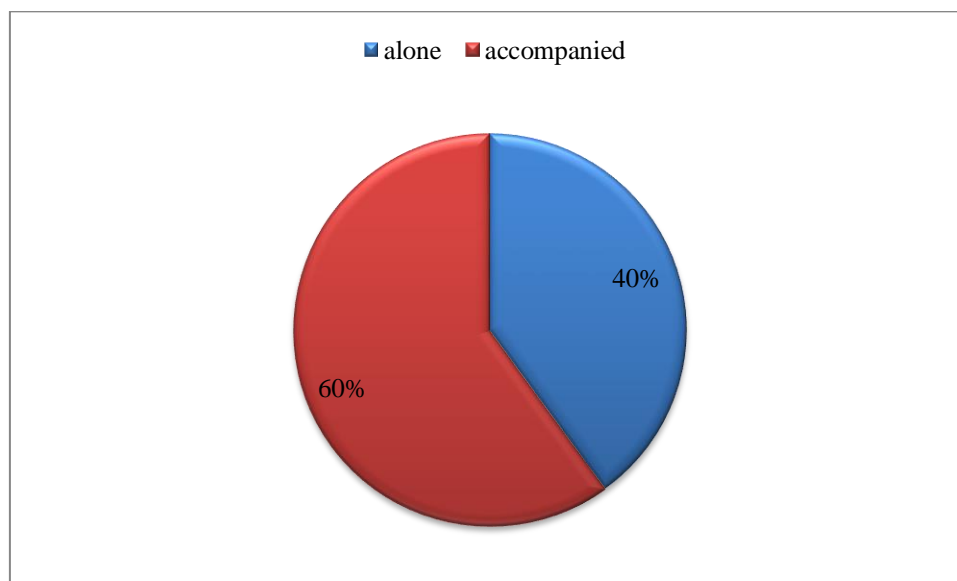
Q7: usually you do shopping alone or accompanied?

**Table 10: The accompaniment in shopping**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| alone       | 40      | 40%        |
| accompanied | 60      | 60%        |
| Total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 20: The accompaniment in shopping**



Source: from SPSS

**Comment:**

We notice that 60% of consumers prefer doing their shopping accompanied and 40% prefer to do it alone.

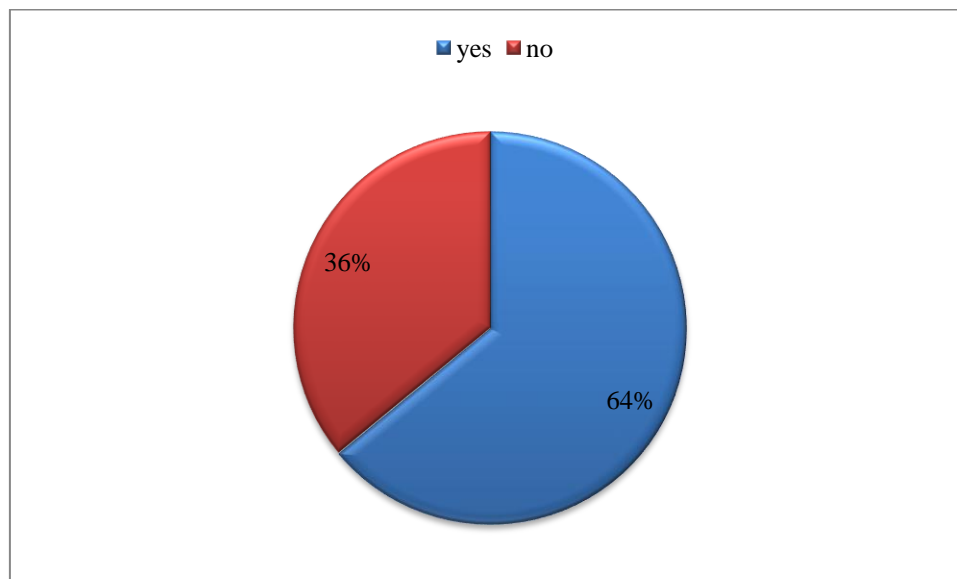
Q8: If you are accompanied, does their company influence on your buying decision?

**Table 11: The influence of company on buying decision**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| yes         | 64      | 64%        |
| no          | 36      | 36%        |
| Total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 21: The influence of company on buying decision**



Source: from SPSS

**Comment:**

We notice that 64% are influenced in their buying decision when they are accompanied while the 36% are not.

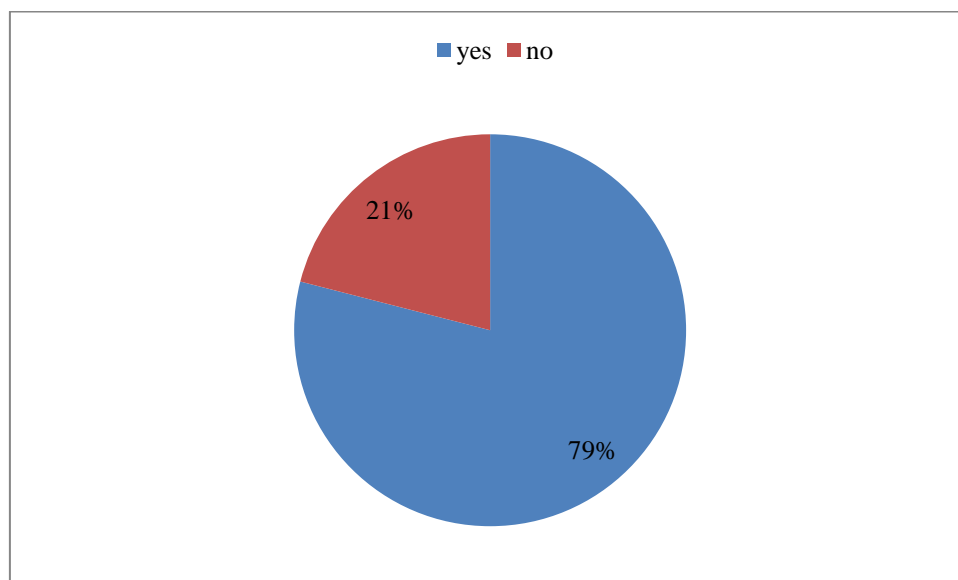
Q9: Do you know the brand FORCE XPRESS?

**Table 12: knowing the brand FORCE XPRESS**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| yes         | 79      | 79%        |
| no          | 21      | 21%        |
| Total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 22: Table: knowing the brand FORCE XPRESS**



Source: from SPSS

**Comment:**

More than half interviewed know the brand Force xpress with a percentage of 79%, and the other 21% do not know the brand.

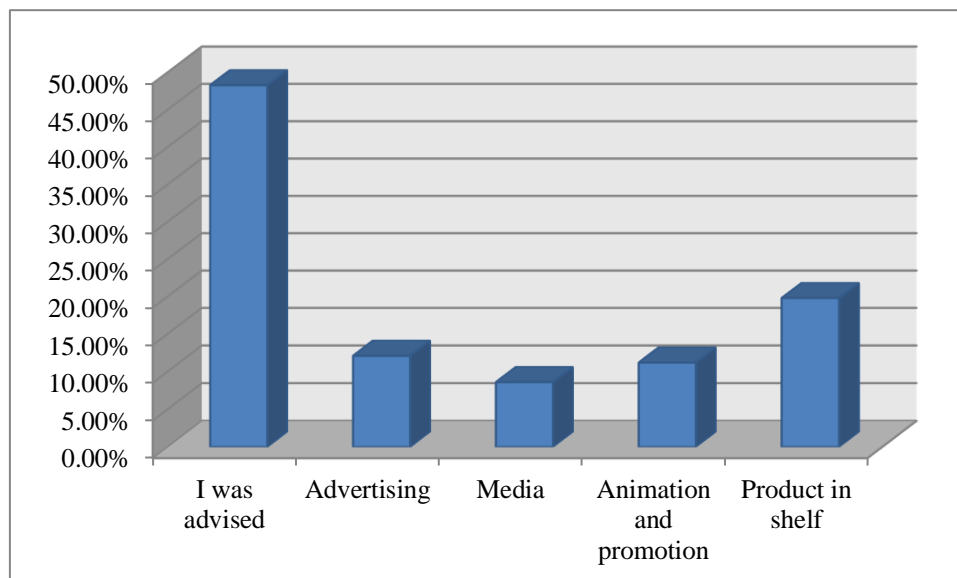
Q10: In what way did you know the brand?

**Table 13: The way of knowing the brand**

| designation             | Answers |            |
|-------------------------|---------|------------|
|                         | Number  | percentage |
| I was advised           | 56      | 48,3%      |
| Advertising             | 14      | 12,1%      |
| Media                   | 10      | 8,6%       |
| Animation and promotion | 13      | 11,2%      |
| Product in shelf        | 23      | 19,8%      |
| Total                   | 116     | 100%       |

Source: developed by us from SPSS

**Figure 23: The way of knowing the brand**



Source: from SPSS

**Comment:**

Almost the half of the consumers interviewed 48,3% were advised to use FORCE XPRESS products , 19,8% of them have founded the products in the shelves, 12,1% was attracted by advertising .

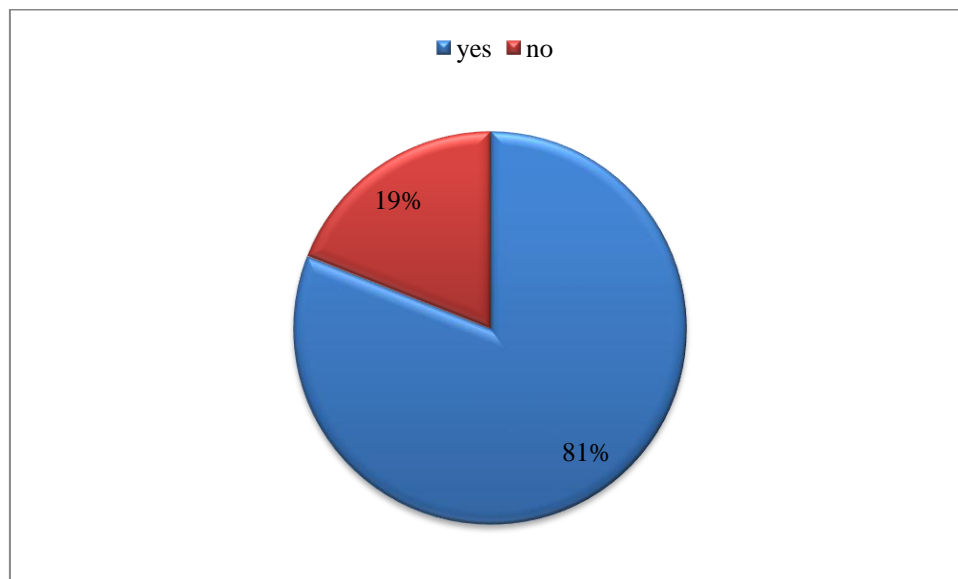
Q11: Find you easily the products of FORCE XPRESS?

**Table 14: Finding easily the products of FORCE XPRESS**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| yes         | 81      | 81%        |
| no          | 19      | 19%        |
| Total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 24: Finding easily the products of FORCE XPRESS**



Source: from SPSS

### Comment

We see that 81% can find easily the product of FORCE XPRSS, in other hand 19% of consumer does not find them easily.

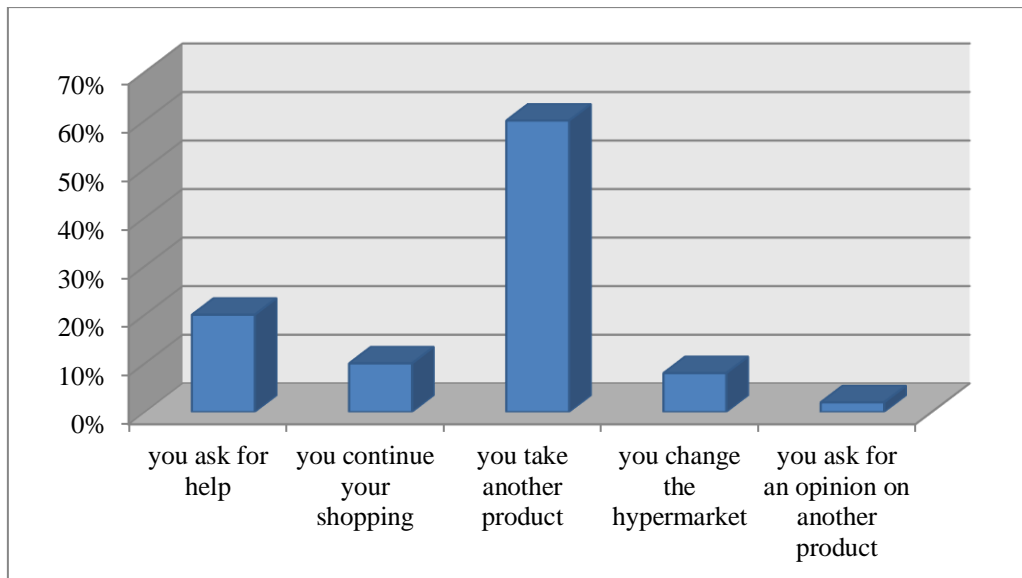
Q12: In case you do not find the products of FORCE XPRESS in the shelves, what do you do?

**Table 15: The solution when you don't find FORCE XPRESS products**

| designation                               | Answers |            |
|---|---------|------------|
|   | Number  | percentage |
| you ask for help                          | 20      | 20%        |
| you continue your shopping                | 10      | 10%        |
| you take another product                  | 60      | 60%        |
| you change the hypermarket                | 8       | 8%         |
| you ask for an opinion on another product | 2       | 2%         |
| Total                                     | 100     | 100%       |

Source: developed by us from SPSS

**Figure 25: The solution when you don't find FORCE XPRESS products**



**Comment**

We notice that 60% of consumers take other products when they don't find FORCE XPRESS in the shelves.

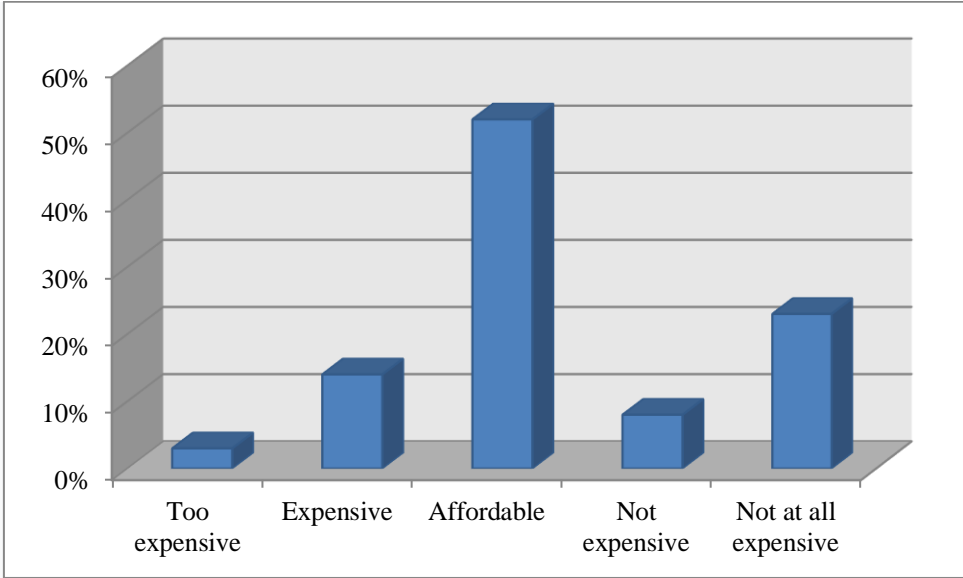
Q13: How do you find FORCE XPRESS prices?

**Table 16: The evaluation of FORCE XPRESS prices**

| designation          | Answers |            |
|----------------------|---------|------------|
|                      | Number  | percentage |
| Too expensive        | 03      | 03%        |
| Expensive            | 14      | 14%        |
| Affordable           | 52      | 52%        |
| Not expensive        | 08      | 08%        |
| Not at all expensive | 23      | 23%        |
| Total                | 100     | 100%       |

Source: developed by us from SPSS

**Figure 26: The evaluation of FORCE XPRESS prices**



Source: from SPSS

**Comment**

We notice that the consumers of FORCE XPRESS products find that the prices are affordable with the percentage of 50%.

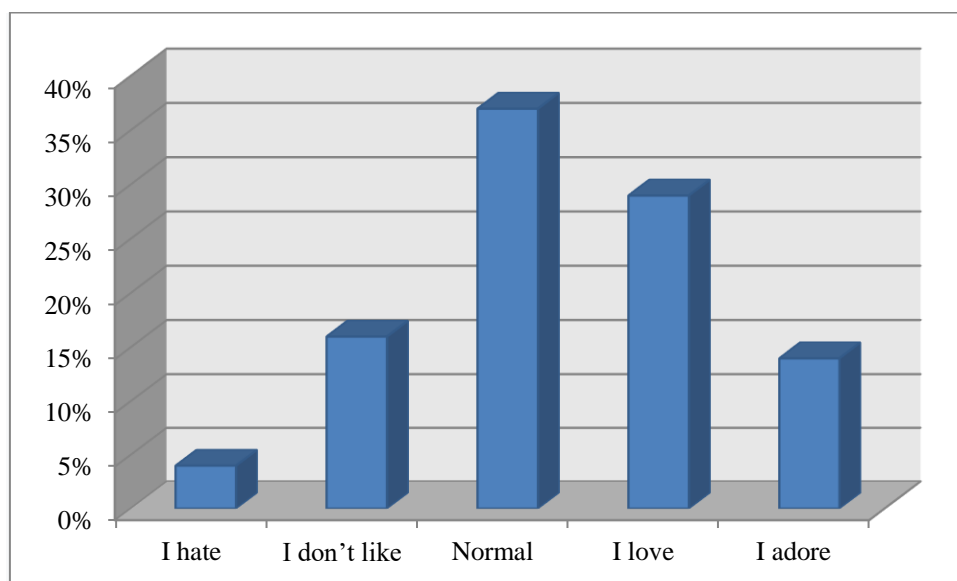
Q14: How do you find FORC XPRESS quality?

**Table 17: The quality of the products FORCE XPRESS**

| designation  | Answers |            |
|--------------|---------|------------|
|              | Number  | percentage |
| I hate       | 04      | 04%        |
| I don't like | 16      | 16%        |
| Normal       | 37      | 37%        |
| I love       | 29      | 29%        |
| I adore      | 14      | 14%        |
| Total        | 100     | 100%       |

Source: developed by us from SPSS

**Figure 27: the quality of the products FORCE XPRESS**



Source: from SPSS

### Comment

We see that 37% of our samples find that the products of F.X are in a good quality and 29% love it.

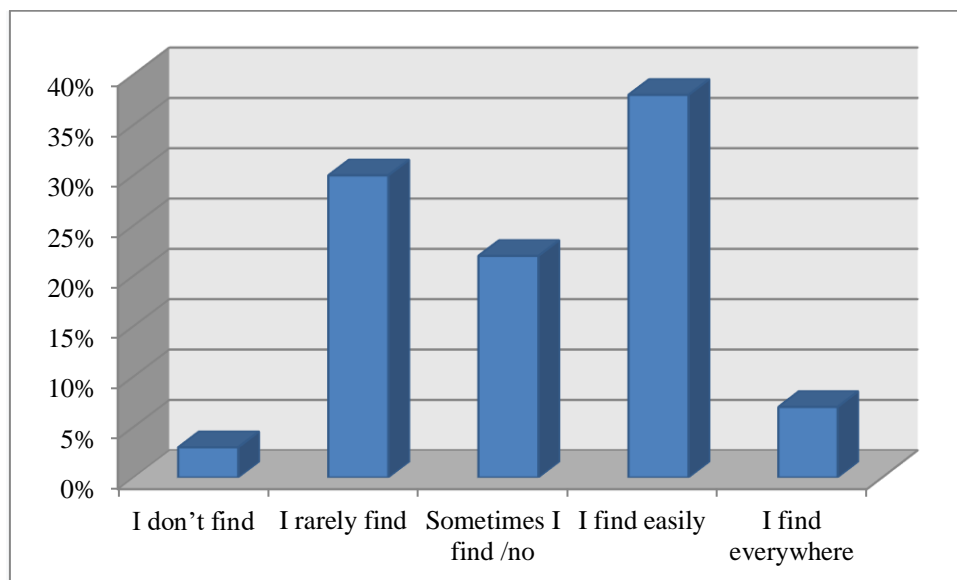
Q15: How do you find the availability of FORCE XPRESS products?

**Table 18: The availability of FORCE XPRESS products**

| designation          | Answers |            |
|----------------------|---------|------------|
|                      | Number  | percentage |
| I don't find         | 03      | 03%        |
| I rarely find        | 30      | 30%        |
| Sometimes I find /no | 22      | 22%        |
| I find easily        | 38      | 38%        |
| I find everywhere    | 07      | 07%        |
| Total                | 100     | 100%       |

Source: developed by us from SPSS

**Figure 28: The availability of FORCE XPRESS products**



Source: from SPSS

### Comment

We notice that 38% of consumers find the products of F.X easily, while 30% of them find it rarely.

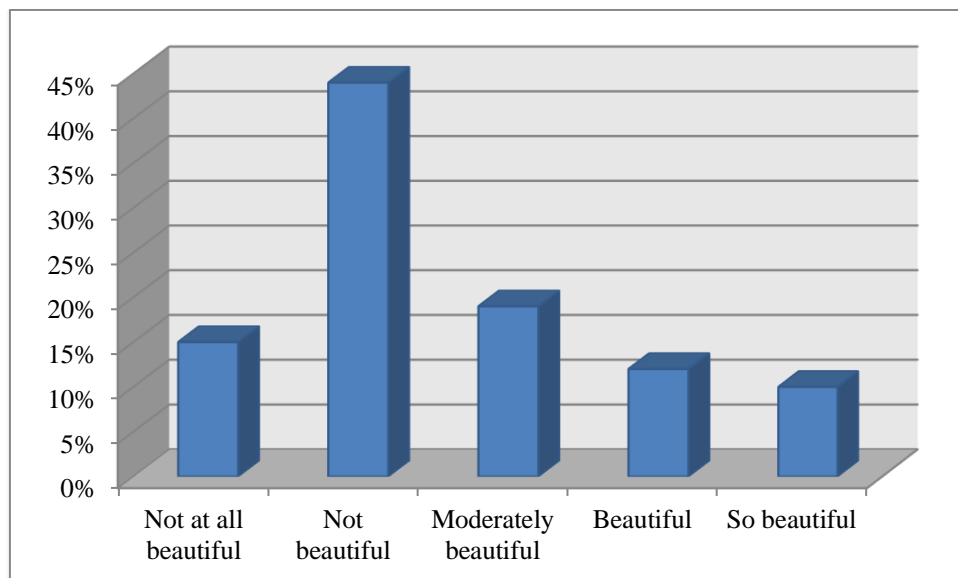
Q16: How do find the packaging of FORCE XPRESS products?

**Table 19: The appreciation of FORCE XPRESS packaging**

| designation          | Answers |            |
|----------------------|---------|------------|
|                      | Number  | percentage |
| Not at all beautiful | 15      | 15%        |
| Not beautiful        | 44      | 44%        |
| Moderately beautiful | 19      | 19%        |
| Beautiful            | 12      | 12%        |
| So beautiful         | 10      | 10%        |
| Total                | 100     | 100%       |

Source: developed by us from SPSS

**Figure 29: The appreciation of FORCE XPRESS packaging**



Source: from SPSS

### Comment

Most of consumers of F.X find that the packaging of the products is not beautiful.

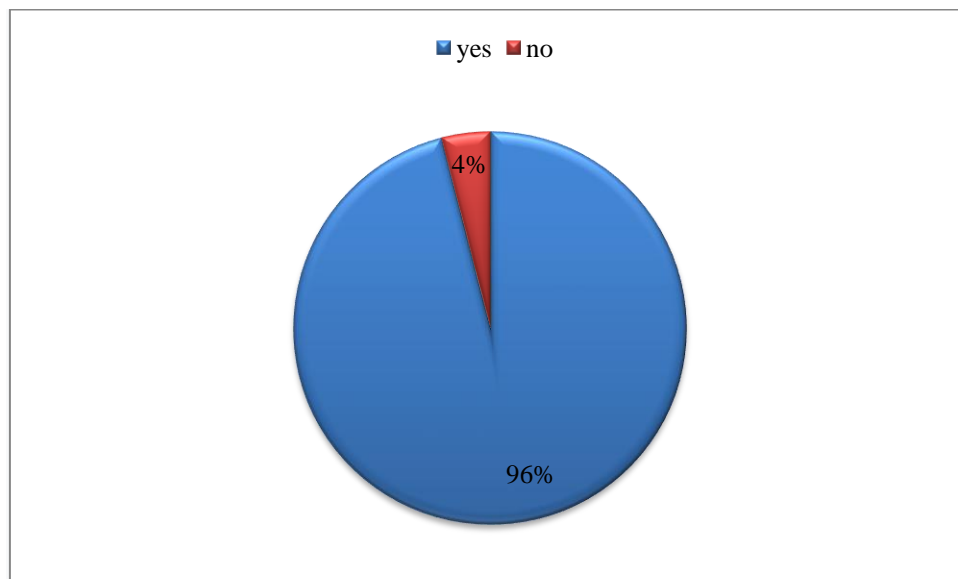
Q17: In general, find you that the implantation of the products facilitates the act of buying?

**Table 20: The implantation of the products and the act of buying**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| yes         | 96      | 96%        |
| no          | 04      | 04%        |
| Total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 30: The implantation of the products and the act of buying**



Source: from SPSS

### Comment

Almost all consumers are convinced that the implantation of the products facilitate the act of buying with the percentage of 96%.

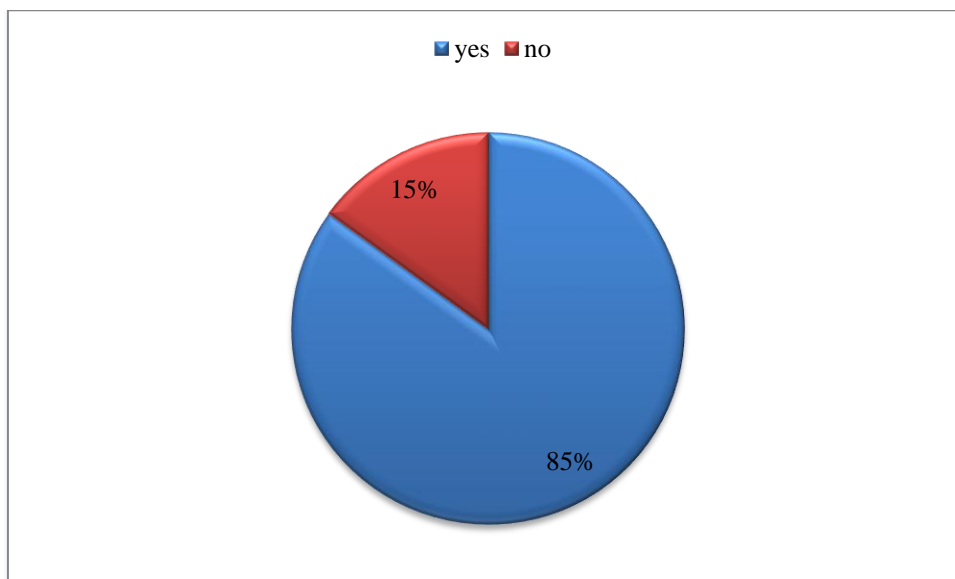
Q18: Are you influenced in your purchases by a good presentation of the products?

**Table 21: The influence of a good presentation**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| yes         | 85      | 85%        |
| no          | 15      | 15%        |
| Total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 31: The influence of a good presentation**



Source: from SPSS

### Comment

With a percentage of 85%, consumers are influenced in their buying behavior by a good presentation of products.

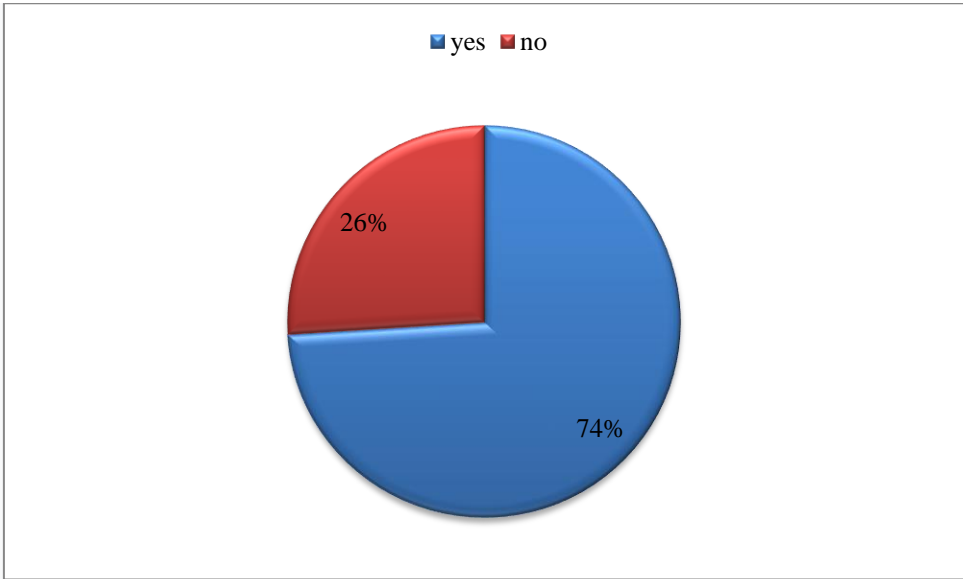
Q19: Does it influence your buying decision?

**Table 22: The influence of buying decision**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| yes         | 74      | 74%        |
| no          | 26      | 26%        |
| Total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 32: The influence of buying decision**



Source: from SPSS

**Comment**

From the table we see that more than half of consumers 74% are influenced in their buying decision.

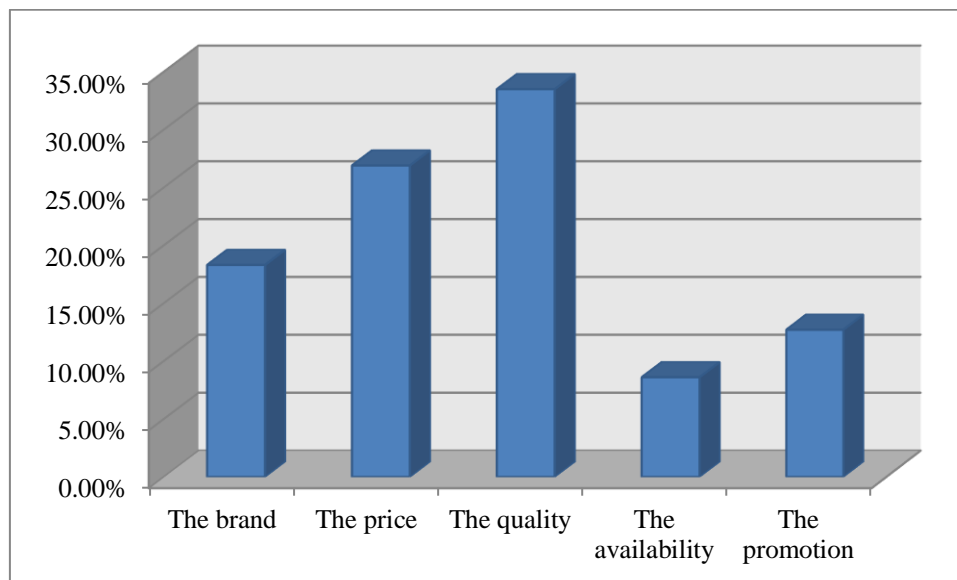
Q20: By what are you influenced in your choice of a product?

**Table 23: The influence of choosing a product**

| designation      | Answers |            |
|------------------|---------|------------|
|                  | Number  | percentage |
| The brand        | 36      | 18,3%      |
| The price        | 53      | 26,9%      |
| The quality      | 66      | 33,5%      |
| The availability | 17      | 8,6%       |
| The promotion    | 25      | 12,7%      |
| Total            | 197     | 100%       |

Source: developed by us from SPSS

**Figure 33: The influence of choosing a product**



Source: from SPSS

### Comment

According to the graph and the table we find that consumers are influenced in their choice of a product by the quality with a percentage of 33, 5% after that 26, 9% by the good price and 18, 3% by the brand.

**Personnel information:**

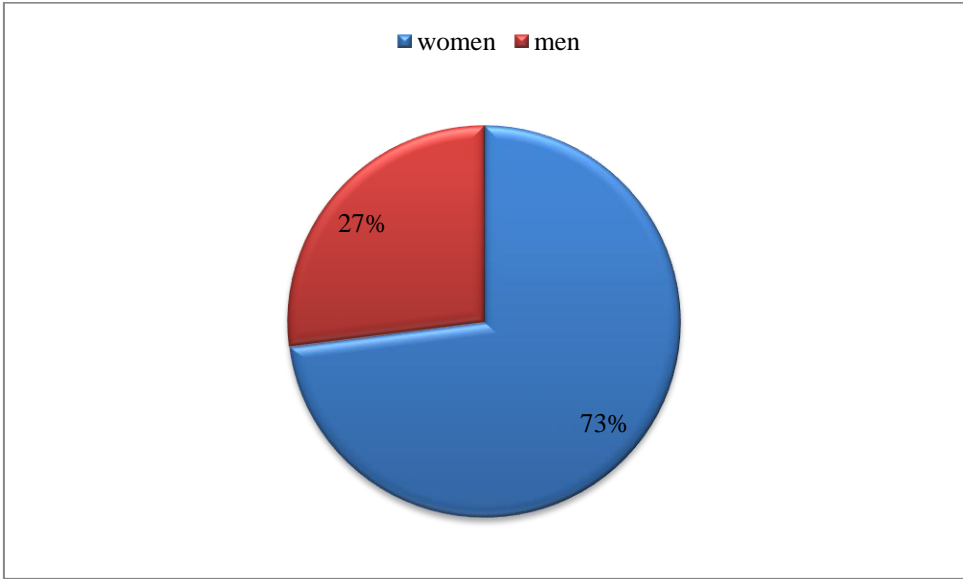
Q21: Gender

**Table 24: Gender**

| designation | Answers |            |
|-------------|---------|------------|
|             | Number  | percentage |
| women       | 73      | 73%        |
| men         | 27      | 27%        |
| Total       | 100     | 100%       |

Source: developed by us from SPSS

**Figure 34 : Gendre**



Source: from SPSS

**Comment**

In our sample, the rate of women surveyed is 73% and men are 27%.

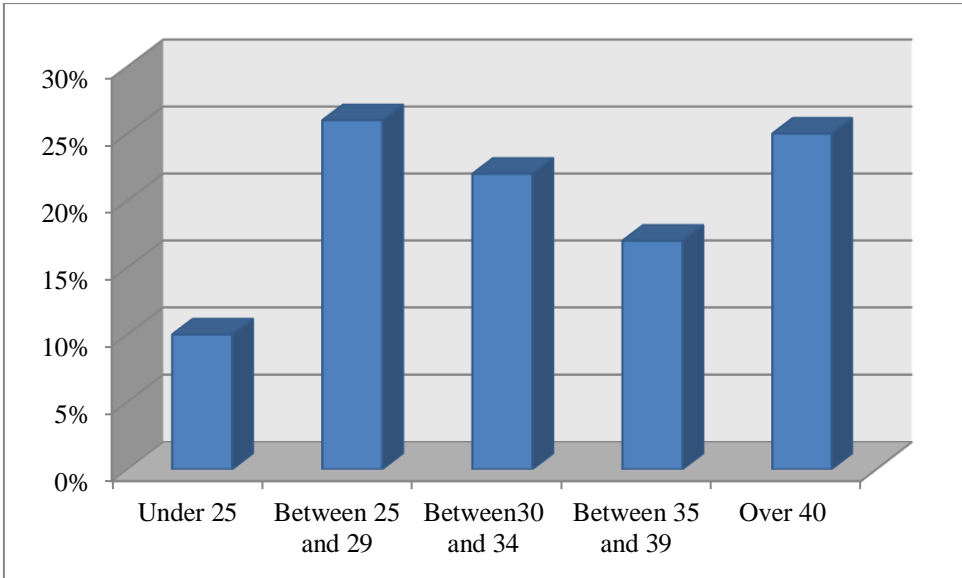
Q22: Age

Table 25 : Age

| designation       | Answers |            |
|-------------------|---------|------------|
|                   | Number  | percentage |
| Under 25          | 10      | 10%        |
| Between 25 and 29 | 26      | 26%        |
| Between30 and 34  | 22      | 22%        |
| Between 35 and 39 | 17      | 17%        |
| Over 40           | 25      | 25%        |
| Total             | 100     | 100%       |

Source: developed by us from SPSS

Figure 35: Age



Source: from SPSS

**Comment**

Almost half of the individuals surveyed are adults aged between 25 and 40 years.

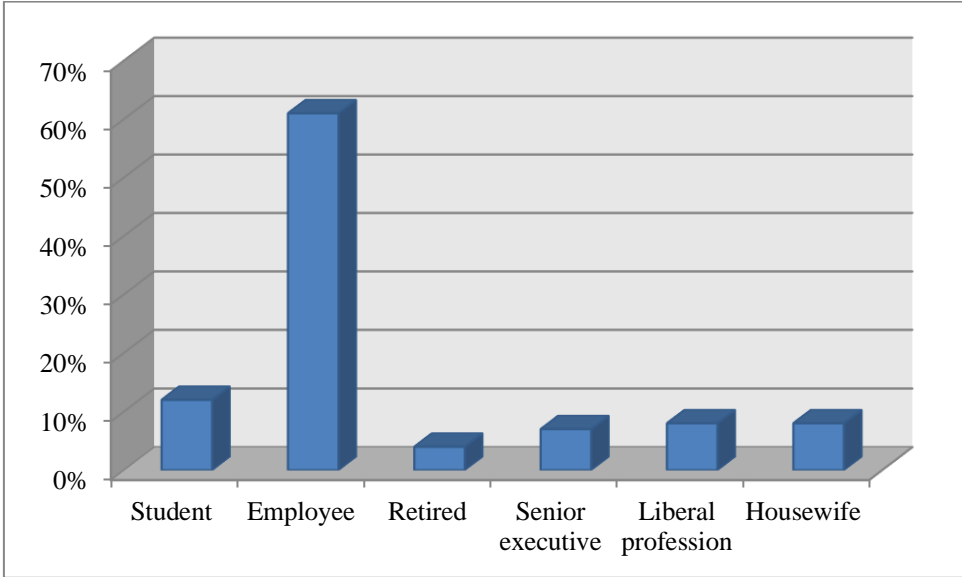
Q23:Occupation

Table 26 : occupation

| designation        | Answers |            |
|--------------------|---------|------------|
|                    | Number  | percentage |
| Student            | 12      | 12%        |
| Employee           | 61      | 61%        |
| Retired            | 04      | 04%        |
| Senior executive   | 07      | 07%        |
| Liberal profession | 08      | 08%        |
| Housewife          | 08      | 08%        |
| Total              | 100     | 100%       |

Source: developed by us from SPSS

Figure 36 : Occupation



Source: from SPSS

**Comment**

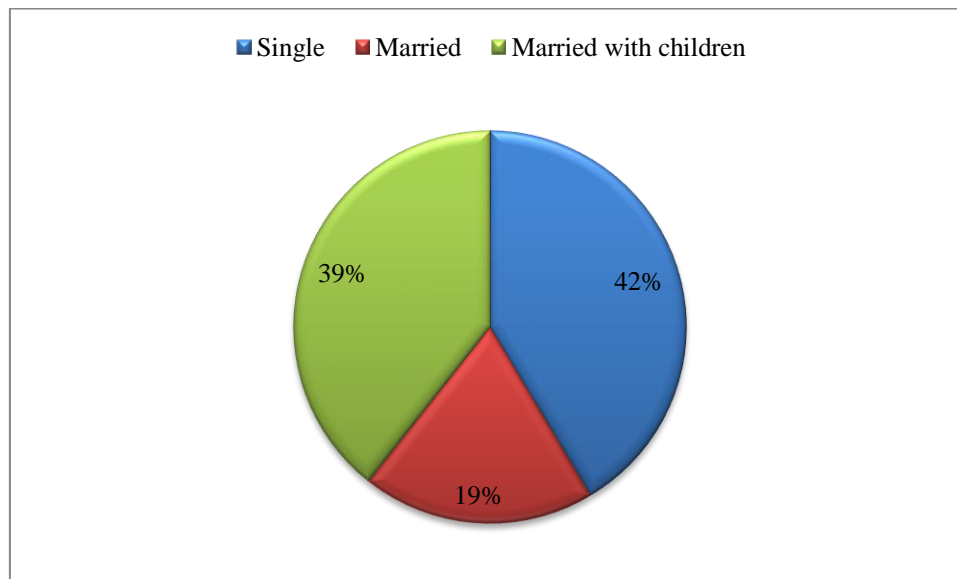
The majority of participants are employees.

Q24:Situation

**Table 27: situation**

| designation           | Answers |            |
|-----------------------|---------|------------|
|                       | Number  | percentage |
| Single                | 41      | 41%        |
| Married               | 19      | 19%        |
| Married with children | 39      | 39%        |
| Total                 | 100     | 100%       |

Source: developed by us from SPSS

**Figure 37: situation**

Source: from SPSS

**Comment**

According to the results 42% of participants are single, 19% married, and 39 married with children.

## 2. Cross sorting

. Buying decision / packaging

**Table 28: Crossing buying decision and packaging**

| Designation | Buying decision | number | percentage | mean | Sig    |
|-------------|-----------------|--------|------------|------|--------|
| Packaging   | Yes             | 60     | 76,9%      | 3,02 | 0,0297 |
|             | No              | 18     | 23,1%      | 3,17 | 0,0297 |
|             | Total           | 78     | 100%       |      |        |

Source: developed by us from SPSS

### Comment:

This table is interpreted as: the probability of observing a sample of this size 78 with mean of (3, 02 and 3, 17) close to each other. This sample therefore is significant because the sig = 0, 02 < 5% and from the percentages we deduce that there's a strong relation between the buying decision and the packaging.

.Buying decision / availability

**Table 29: crossing buying decision and availability**

| Designation  | Buying decision | number | percentage | mean | Sig    |
|--------------|-----------------|--------|------------|------|--------|
| Availability | Yes             | 60     | 76,9%      | 3,61 | -0,402 |
|              | No              | 18     | 23,1%      | 3,63 | -0,408 |
|              | Total           | 78     | 100%       |      |        |

Source: developed by us from SPSS

**Comment**

This table is interpreted as: the probability of observing a sample of this size 78 with mean of (3, 61 and 3, 63) close to each other. This sample therefore is significant because the sig = -0,40 < 5% and from the percentages we deduce that there's a strong relation between the buying decision and the availability of the products.

.shelving /know FORCE XPRESS

**Table 30: crossing the shelving and knowing FORCE XPRESS**

| Designation | Shelving | number | percentage | mean | Sig   |
|-------------|----------|--------|------------|------|-------|
| Know F.X    | Yes      | 79     | 50%        | 01   | 0,024 |
|             | No       | 79     | 50%        | 0,23 | 0,029 |
|             | Total    | 78     | 100%       |      |       |

Source: developed by us from SPSS

**Comment**

This table is interpreted as: the probability of observing a sample of this size 78 with mean of (01 and 0, 23) close to each other. This sample therefore is significant because the sig = 0,024 and 0,029 < 5% and from the percentages we deduce that there's a relation between the buying decision and the availability of the products of 50%.

.Animation /know FORCE XPRESS

**Table 31: crossing animation and knowing FORCE XPRESS**

| Designation | Animation | number | percentage | mean  | Sig   |
|-------------|-----------|--------|------------|-------|-------|
| Know F.X    | Yes       | 69     | 50%        | 0,139 | 0,010 |
|             | No        | 10     | 50%        | 0,335 | 0,010 |
|             | Total     | 79     | 100%       |       |       |

Source: developed by us from SPSS

### Comment

This table is interpreted as: the probability of observing a sample of this size 79 with mean of (0,139 and 0, 335). This sample therefore is significant because the sig = 0, 010 < 5% and from the percentages we deduce that there's a relation between the buying decision and the availability of the products of 50%.

- The cross sorting that we carried out between the different variables allowed us to confirm our hypothesis and to infer that :

1-FORCE XPRESS use many tools to influence on consumer behavior.

2-There is a strong relation between merchandising and the buying decision.

(With a statistical significance of 5 %.)

**Summary of results:**

After having studied the results obtained from the survey carried out within FORCE XPRESS for the main purpose of determine whether individuals attending ARDIS hypermarket were influenced by the merchandising techniques applied in the store;

- We noticed that the vast majority of guests were between 25 to 40 years old ,most of them are single and married with children and employed, almost all have choose the hypermarket for , the applied prices and the availability of products .
- Consumers questioned, frequent for almost the majority one on Saturday and Friday, generally at 2pm.
- The reasons that push them to go to hypermarkets without either to perform daily purchases either for the promotional offers presented.
- According to the flat sorting that we carried out it emerges that the influence that carries a good presentation and good product location (implantation) make it easier for consumers to buy, which would push them to make unexpected purchases.
- The general atmosphere in the store is reflected by the loyalty of its customers.
- The first sign of a good animation of the brand is the satisfaction of customers.
- The buying decision of FORCE XPRESS consumers would be influenced by the merchandising of seduction reflected by the animation and shelving.



# **General Conclusion**



## General conclusion

Merchandising is one of the most popular marketing techniques in large sales areas and it is even the central pillar of marketing. Indeed, despite its novelty, supermarkets established in Algeria must take aware of its importance and integrate it into their marketing politic;

This work was aimed to the evolution of the impact of merchandising on consumer buying behavior by taking as a case the study of the hypermarket Ardis and the techniques of merchandising applied by Force Xpress.

Using the technique of administering a questionnaire at the point of sale, and from the treatment of the results obtained; we were able to answer our problematic.

Thus, the results of the study also made it possible to raise the following observations:

- The presentation of products on shelves and the atmosphere that Adis exerts actually have a big influence on consumer buying behavior
- Seductive merchandising pushes consumers to buy the product;
- FORCE XPRESS use many ways to influence on consumer buying behavior;
- Women are more influenced than men by seductive merchandising.

In one hand the theoretical point of view, this research work has allowed us to establish a research based on the profile of Ardis consumers and their opinion about Force Xpress products. This research work reaffirms the preponderant role of merchandising on consumer behavior.

On the other hand, the quantitative study carried out make it possible for us to identify the key variables of the appreciation of FX products in the consumer's purchasing process under different angles: the types of merchandising that influence on them and the reason to buy a product. These key variables come at once from economic, sociological and economic considerations.

A first problem can be raised as to the representativeness of the sample questioned, because for reasons of proximity we only interviewed people who visited Ardis hypermarket.

On the other hand, our method of analysis consisted of questioning the consumers through face to face interviews by asking them their feelings about Force Xpress products. Another method of analysis could have been to show different packaging of the products to the respondents and to observe their reactions.

Conducting interviews with professionals in the field would have made it possible to compare the brand strategy and its influence on consumer interpretation.

Our study was conducted only with Ardis consumers, which represents a small category. Also for future research, it would be interesting to look at wider consumers of different hypermarkets and to detect potential influence variables depending on the place of the consumer and the results of our research work could also focus on the packaging of Force Xpress products. How much the packaging of products can influence on consumer buying behavior for example. That's a good research question for future investigations.

At the end of this work, we can formulate recommendations for the sign FORCE XPRESS first develop the merchandising techniques that will further influence purchasing behavior, develop also the packaging of the products to gain more consumers, and retain them in order to prepare to face potential competitors, with the opening of the national economy to the world market.



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# **Annexe**



## Annex 1: The survey

Le questionnaire :

### L'objectif de ce questionnaire :

Dans le cadre de l'obtention d'un master en management et stratégie des entreprises.

Nous vous prions de bien vouloir répondre à ce questionnaire, en vous rassurant que les réponses resteront confidentielles et ne seront utilisées que pour la recherche scientifique,

Merci d'avance.

**Q1** : Pourquoi avez-vous choisi cette surface pour faire vos courses ?

-proximité       -prix appliqués       -disponibilité des produits

-variété de produits       -par hasard

**Q2** : En général quelles sont les jours pour faire vos courses ?

Samedi       Dimanche       Lundi

Mardi       Mercredi       Jeudi

Vendredi       Non spécifié

**Q3** : En général à quelle heure faites-vous les courses ?

.....

**Q4** : Est-ce-que vous préparez une liste d'achat avant d'être sur place ?

-oui

-non  (allez à la Q5)

**Si oui** : Est-ce que ça vous arrive d'acheter des produits hors de la liste ?

-oui

-non  (allez à la Q5)

**Si oui** : Qu'est-ce qu'il vous attire pour acheter un produit :

-un nouveau produit

-une promotion

-un jeu concours

-une animation

-oublier de l'écrire dans la liste

**Q5** : Faites-vous généralement les courses :

-seul(e)  (allez à la Q6)

-accompagné(e) avec  .....

**Si vous êtes accompagné(e)** : Est-ce que leur compagnie influe sur les produits que vous allez acheter ?

-oui

-non

**Q6** : Connaissez-vous la marque **FORCE XPRESS** ?

-oui

-non  (Allez à la Q : 09)

**SI oui :** Par quel moyen avez-vous connu la marque **FORCE XPRESS** ?

- on me l'a conseillé-les médias  -medias
- Publicité dans la surface  -animation et promotion
- produits présent dans les étalages

**Q7:** Trouvez-vous facilement les produits **FORCE XPRESS** ?

- oui  allez à la Q8) -non

**Si non :** Dans le cas ou vous ne trouvez pas les produits **FORCE XPRESS** dans les rayons que faites-vous ?

- vous demandez : ou puis-je les trouver ?
- vous continuez vos courses
- vous prenez un autre produit détergent
- vous allez les acheter dans une autre surface
- vous demandez un avis sur un autre produit

**Q8 :** Comment trouvez-vous les produits Force Xpress ?

| Votre avis sur :       |                      |                        |                               |                          |                     |
|------------------------|----------------------|------------------------|-------------------------------|--------------------------|---------------------|
| Appréciation (qualité) | Je déteste           | Je n'aime pas          | Moyen                         | Je les aime              | Je les adore        |
| Le Prix                | Trop cher            | Cher                   | Abordable                     | Pas cher                 | Pas du tout cher    |
| La disponibilité       | Je ne les trouve pas | Je les trouve rarement | Parfois je Trouve/ trouve pas | Je les trouve facilement | Je trouve partout   |
| L'emballage            | Pas du tout beaux    | Pas beaux              | Moyennement beaux             | Ils sont beaux           | Ils sont très beaux |

**Q9 :** en générale Trouvez-vous que l'emplacement des produits vous facilite l'acte d'achat ? (savoir ou trouver les produits que vous cherchez)

-oui

-non

**Q10** : Etes-vous influencé dans vos achats par une bonne présentation des produits ?

-oui

-non

**Si oui** : Est-ce que ça influence votre décision d'achat ?

-oui

-non

**Q11** : Par quoi êtes-vous influencés dans votre choix d'un produit ?

-la marque  -les prix  -la qualité

-la disponibilité  -les promotions

**Genre :**

-femme

-homme

**Age :**

Moins de 25  ans entre 25 ans et 29 ans

Entre 30 ans et 34 ans  entre 35 ans et 39 ans

40 ans et plus

**Profession :**

-étudiant(e)  -employé(e)  -retraité(e)

-cadre supérieur-profession libérale

-à la recherche d'emplois

.-femme au foyer.

**Situation familiale :**

-célibataire

-marié(e)

-marié(e) avec enfants.....

Merci.





### Annex 3: pallet box





**NOUVEAU**

RCE Champs de Fleurs  
**699da**

**DECouvrez  
LE LIQUIDE  
MACHINE**

**OFFRE  
DÉCOUVERTE**

**FX FORCE XPRESS**

**NOUVEAU FORCE XPRESS**  
Champs de Fleurs

33 Doses

Champs de Fleurs

Quantité offerte

# Annex 4: planogram



Annex 5 : the shelf breaker and end gondola



Annex 6:





Annex 7: Force Xpress TOMBOLA



Annex 8: FORCE XPRESS shelving







Annex9: Tombola Force Xpress



# Bon d'achat surface

3000Da



**FORCE Xpress** *تفا لاشفا* **Super PROMO Xpress**

**Pack l'Affaire** *Offert*  
1170Da + 1600Da

**Pack Hwagedj** *Offert*  
690Da + 893,84Da

**Pack Jdid** *Offert*  
385Da + 510Da

180Da 145Da 190Da 235Da 690Da  
550Da 140Da 150Da 100Da

**SALE**



1 an  
de lavage



**Annex 10 : Force Xpress merchandiser**



Annex 11:



Annex 12:







Annex13:



Annex 13:



Annex 14:



Annex15:





## Annex 16:

### Politique Qualité

Notre entreprise se projette de devenir le leader dans son secteur d'activité et fournir des produits et services selon l'approche par excellence.

Pour le faire, l'entreprise SALD envisage progressivement, dans un premier temps, de répondre et de satisfaire les besoins et attentes permanentes de ses clients, en leur fournissant un produit de qualité, fidèle à son image. A cet effet, notre entreprise a choisi, conformément à son processus stratégique, de mettre sur moyen terme un système de management de la qualité selon les exigences de la norme **ISO 9001 version 2015**.

Le système de management qualité mis en place est cadré par des axes définissant ainsi le périmètre de la politique qualité :

- 1 Améliorer de façon continue les résultats de la qualité des produits, du système, de la satisfaction clients et les parties intéressées.
- 2 Contrôler et suivre rigoureusement les procédures par des inspections et des audits.
- 3 Satisfaire les exigences clients en assurant la conformité des commandes. Placement des produits dans toutes les wilayas en utilisant les dispositifs de marketing et de contrôle pour assurer la maîtrise des distributeurs par l'orientation et la supervision. De plus, accroître la satisfaction des attentes clients finales et distributeurs, par une écoute permanente.
- 4 Garantir le développement de la ressource humaine par des recrutements ciblés et assurer leur intégration par des formations et coaching. De plus, développer l'esprit créatif et d'appartenance à l'entreprise SALD.
- 5 Maîtriser le fonctionnement des processus métiers pour assurer les résultats relatifs aux Délais/Couts/Qualité.
- 6 Assurer une communication efficace et accessible (Adhésion à la stratégie et à la politique qualité ainsi que le fonctionnement efficace des processus et leurs interactions).
- 7 Concevoir des produits à temps et adaptés aux clients.
- 8 Garantir les résultats et les performances en appliquant les processus de management des risques.

Le directeur Général, Monsieur MOULA Mohand Rabah, de la SARL SALD demande à l'ensemble de son personnel, d'adhérer pleinement à la politique qualité de l'entreprise et de contribuer à la réalisation des objectifs assignés.

En ce qui me concerne, je m'engage d'une part, à respecter les exigences clients ainsi que les exigences légales et réglementaires applicables à l'entreprise, et d'autre part, de mettre tous les moyens nécessaires pour entretenir le système de management qualité de la SALD.

LE DIRECTEUR GENERAL  
MOULA Mohand Rabah



Pour une hygiène qui ne trompe pas.



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## **Summary of the thesis:**

In recent years the distribution apparatus, long dominated by manufacturers has considerably evolved under the pressure of the multiple changes that marked the system of consumption.

This system links changes in attitudes of consumption to changes in distribution structures and technological changes, economic, demographic...

These developments have led to changes in the distribution politic of companies.

Also distribution no longer play a passive role in the adjustment between the effort of the producers and consumer demand, distributors can thus weigh heavily on manufacturers even going so far as to intervene in their choices, in the same way they can influence consumers or adapt to their needs.

Among the means at the disposal of distributors to push consumers to buy while giving them maximum satisfaction, there is a way that is needed in

Self-service sales stores. This is the most commonly known merchandising in recent years as merchandising; this one came into being with the development of competition and abundance of supply because the consumer needs have to be led when he finds himself alone in the face of this huge offer.

In addition, the self-service shops are looking through this merchandising to optimize product performance and increase sales.

Algerian society is undergoing profound changes and is evolving towards the type of society consumption, the implementation of multitudes of self-service has developed the concept of large distribution.

## ملخص الأطروحة:

في السنوات الأخيرة، تطورت أجهزة التوزيع، التي هيمنت عليها الشركات المصنعة لفترة طويلة، تحت ضغط التغييرات المتعددة التي ميزت نظام الاستهلاك. يربط هذا النظام التغييرات في مواقف الاستهلاك بالتغيرات في هياكل التوزيع والتغيرات التكنولوجية والاقتصادية والديموغرافية ...

وقد أدت هذه التطورات إلى تغييرات في التوزيع السياسي للشركات.

كما أن التوزيع لم يعد يلعب دورًا سلبيًا في التكيف بين جهد المنتجين والطلب على المستهلكين ، وبالتالي يمكن للموزعين أن يتفلقوا بشدة على المصنعين حتى يذهبون إلى حد التدخل في اختياراتهم ، بالطريقة نفسها التي يمكنهم التأثير بها على المستهلكين أو التكيف مع احتياجاتهم.

من بين الوسائل المتاحة للموزعين دفع المستهلكين إلى الشراء مع منحهم أقصى درجات الرضا، هناك طريقة مطلوبة متاجر مبيعات الخدمة الذاتية. هذا هو الترويج الأكثر شيوعًا في السنوات الأخيرة باسم الترويج؛ جاء هذا إلى حيز الوجود مع تطور المنافسة ووفرة العرض لأن احتياجات المستهلك يجب أن تنصدر عندما يجد نفسه بمفرده في مواجهة هذا العرض الضخم.

بالإضافة إلى ذلك، تبحث متاجر الخدمة الذاتية عن طريق هذه الترويج لتحسين أداء المنتج وزيادة المبيعات.

يشهد المجتمع الجزائري تغييرات عميقة ويتطور نحو نوع استهلاك المجتمع، وقد طور تطبيق العديد من الخدمة الذاتية مفهوم التوزيع الكبير.