

## The Significance Of A Counter Space Design To Promote Local Brand

**Akshata Sagar Mestry**

Assistant Professor, VIVA Institute of Applied Art, Virar

Research Scholar, JJT University, Rajasthan

### **Abstract:**

The purpose of this research is to study the counter space design at checkout counters in supermarkets. Counter space design attracts and encourages customers to make impulsive purchases. The Study included supermarket buyers who interviewed and participated in questionnaires. The analysis reveals that elements of counter space design provide visual stimulation for local brands, attracting unplanned purchase decisions. The findings in the study showed that checkout counter space design can be an opportunity for local brands.

**Key words:** Counter space design; supermarket; local brand; promotion

### **Introduction**

A supermarket is a massive retail establishment that provides customers with a wide variety of products and goods, including food and shopping items, home goods, personal care products, and a lot more. Spaces and shelves make up the customary supermarket layout, with various sections devoted to different product categories. Local brands are products derived from a neighborhood, frequently by locally owned and managed small and medium-sized businesses. These brands help the local economy by creating job opportunities, assisting local farmers, artisans and craftspeople, and promoting sustainable practices. They are frequently linked to the distinctive qualities, culture, and values of the neighborhood.

Counter space design is the purposeful positioning and display of products on the counters or checkout counters in retail environments like supermarkets, convenience stores, and other retail outlets. It can increase visibility, spur impulse purchases, foster brand loyalty, differentiate local brands from rivals, and create a positive brand image. It can also help support the local economy and community by promoting local brands, generating job opportunities, and fostering economic sustainability in the neighbourhood. The overall importance of counter space design in supporting local brands can be attributed to its ability to increase visibility, spur impulse purchases, foster brand loyalty, differentiate local brands from rivals, and create a positive brand image.

For the purpose of attracting customers' attention, enhancing product exposure, and influencing consumer behavior, local brands incorporate the strategically placed and arranged products in a way that is both aesthetically pleasing and useful. Designing the counter area is essential for drawing customers in, promoting different products, and influencing buying decisions. Many components are involved, including product arrangement, packaging, marketing, lighting, and overall aesthetics. At the checkout counter in supermarkets, an efficient counter space design can improve the shopping experience for customers, increase sales, and spotlight local brands.

Supermarket counters might not directly influence a customer's initial buying choice, they can affect their final spending and add-on purchases. When a customer notices a product or deal that appeals to them, they make an unplanned purchase referred to as an impulse purchase. A few methods of counter space design can promote impulsive buying. Supermarkets can support local brands by designing eye-catching displays, providing special offers, and placing goods in strategic locations. It plays a significant role in the choice regarding what to purchase. As a result, the design of the counter space in supermarkets is very important.

### **Literature review**

Local brands can have a big impact on encouraging economic growth and boosting regional economies. Porter's study in "Location, Competition, and Economic Development: Local Clusters in a Global Economy" emphasized the potential financial gains of supporting regional brands, such as the development of jobs, and increased income. (Porter, 2000). Ray highlighted consumers frequently place a high value on local brands because they believe they represent the distinctive identity, customs, and values of a particular locality. (Ray, 1998) Vermeir and Verbeke's research emphasized the benefits of local product uses for the environment, such as lower energy and transportation costs, a reduction in greenhouse gas emissions, and support for environmentally friendly farming methods. (Vermeir and Verbeke 2006) In conclusion, local brands hold a significant role in economic, social, and environmental aspects. The purchase of local brands must be promoted.

Supersshops' environment layouts and design impact customers' impulse buying behaviour (Mohan et al., 2013) Soomro looked at how promotion affects consumer attentiveness. Visual merchandising is a tactic for visually enhancing the brand appeal and emphasizing the distinctive qualities of the store. (Soomro et al., 2017) According to Kacen et al. research, retailers who wish to promote impulse purchase use marketing strategies and merchandising techniques that draw customers' attention to products. (Kacen et al., 2012). Findings of the Cant study, the customers' perceptions of the visual marketing displays suggested that they enhanced the image of the store. A retail store's spatial orientation and beautifully crafted visual merchandising displays are unquestionably key factors that influence the way customers perceive it. (cant et, al. 2012) In-store promotions, such as space design, can affect consumers' impulsive purchasing behavior, according to Sivakumaran & Sharma, various store environments, such as store design, and spaces, as expected, have a considerable impact on shopping satisfaction, which in turn impacts the level of impulse buying. (Sivakumaran & Sharma, 2015)

Haun focuses on the influence of various in-store displays on the purchasing habits of consumers. The strongest influences on brand preference and category purchases are front-end cap displays and shelf displays, respectively. Counter displays can improve the exposure and visibility of nearby businesses. (Han et al., 2021) Many studies investigate how counter-space design may affect customer behavior. Kotler and Keller, for instance, highlighted in their book "Marketing Management" that store layout and design might affect customers' perceptions, feelings, and actions. (Kotler & Keller, 2015) Planning the ambient and design elements of a retail space wisely may boost customers' positive emotional reactions to the space and encourage impulsive

purchases. In other words, the store's stunning layout and inviting environment attract customers who want to have fun while purchasing to make additional purchases. (Chang et al., 2011) Rechar's book revealed that counter displays had a substantial impact on consumers' assessments of a product's attractiveness and buy intent, with well-designed displays generating more interest and attention from shoppers. The location of products at the checkout counter had significant effects on consumers' impulsive purchases, with strategically placed local brand products encouraging more of this behaviour. (Richards, 2013)

Additionally, chances for local brand extension may result from the marketing of local brands at the checkout counter. According to Lee and Yun's discussion of the role that the store environment has in influencing consumer behavior, strategically positioning and promoting local products near the checkout counter can increase consumers' awareness, perception and interest in buying local brands. (Lee, H. Y., & Yun, Z. S., 2018) Wanninayake & Randiwela states. by creating counter space and exhibiting things appropriately, this strategy also aids in selling the correct kind of product to the correct kind of buyer. (Wanninayake & Randiwela, 2007).

In Nguyen and Nguyen's research, visual merchandising is crucial for influencing consumers' views of a brand's personality and image. Positive first impressions can be created and local brands' perceptions of authenticity and dependability can be enhanced by well-designed counter displays. (Nguyen and Nguyen, 2019). Local brands could get a competitive advantage by differentiating their products from those of competitors through counter space design. Counter displays with local brand products attracted greater consumer attention, increasing purchase intention and brand preference, according to a study by Baek, Kim, and Kim. (Kim, and Kim 2018),

The literature indicates that the layout of the counter space in supermarkets is very important for promoting local products and influencing customer behaviour. The importance of counter space design in supporting local brands has been investigated in several studies, which have looked at the effects of counter displays, product placement, and visual merchandising on consumer perception and purchase behaviour. Local brand expansion opportunities may be aided by the strategic placement and promotion of local brands at the checkout counter, which may increase consumer awareness, perception, and intent to purchase.

## **Material & Method**

**Problem:** The purpose of the research study was to discover the extent to which local brands are chosen by consumers when they make purchases. Counter space design can affect consumer choices for local brands.

### **Objective:**

- Customer attraction and purchase decision-making are influenced by counter space design.
- Opportunity for local brand expansion at the checkout line through space design
- Investigating the effects of counter space design aids in promoting the local brand.

**Hypothesis:** Counter space design plays a significant role in establishing opportunities for local brand expansion.

### **Research Design:**

The current study used a mixed method that combines quantitative and qualitative research techniques to determine how the counter space design prompts the local brand purchase. It is frequently employed in research. A questionnaire and interviews were created for the main data observation. An analysis of past study was done for the secondary data.

### **Inclusive Criteria:**

- Participants of all genders are included.
- Participant consent is taken to participate in the study.
- Only supermarket customers (Dmart, Star Bazar , smart Point) can attempt to be a questioner.

### **Exclusive criteria :**

- Small shop customers were excluded.
- Brand conscious customers were excluded.

### **Sample and sampling:**

The method of sampling is used in statistics to select a subset of the community from which to draw conclusions. The characteristics of the entire population can be derived from the sample. Each component in the population has an equal and probable chance of being chosen for the sample using this sampling technique. This method is known as the "Method of Chance Selection" because it completely depends on the possibility. Additionally, a considerable sample size and a random selection of the object are being used. Therefore, it is called "Representative Sampling." This sample selection is used to investigate how counter space design impacts consumers' impulsive purchase decisions.

**Units:** Supermarket buyers

**Population:** Supermarket customers from Vasai- Virar region, demographic different age, gender language as well as psychographic different objectives for the purchase.

**Sampling frame:** In Vasai- Virar region, Dmart, Star Bazar and Smart Point supermarket buyers.

The difference between the target population and the sampling frame, from which researcher select sample (when using a simple random sampling technique). They are the same in all respects apart from the fact that the sampling frame tells customers of Vasai- Virar region, Dmart, Star Bazar and Smart Point supermarket buyers are being studied.

Since research drew on a qualitative as well as quantitative research design, the ideal would have been to use a simple sampling technique because this allows each member of the population an equal chance of being selected. Data is then collected from as large a percentage as possible of this random subset. Such a simple random sampling technique would provide greater external validity for findings.

**Data analysis**

Data were collected by means of observation on the significance of counter space design and local brand promotion at the checkout counter supermarket by:

a) Field observations into major supermarkets in the city, which is also found in other major cities in Maharashtra .

b) Local products are sold around the supermarket checkout such as light snacks, household products, toiletries, personal accessories, stationary and the like.

Interview as well as e- questionnaire with consumers or buyers who shop in supermarkets which is the object of research. In-depth interviews, media designer showroom display as well as consumers. Informal interview using local brand products and questions to determine the perception and interpretation of sources on the local brand choice is about supermarket checkout counters. Questionnaire and informal Interviews conducted found that respondents often shop at the supermarket and often pay attention to the products displayed on the shelves around the checkout.

The survey was conducted at three supermarkets, namely: Dmart, Star Bazar, reliance smart point. The object of research is the products sold at the checkout counter that is always there in the supermarket. Types of Candy and chocolate, sweet gum, various processed chocolate. In addition, local branded snacks, household items, durable toiletries, razor, scrubber, brush, personal accessories, handkerchief, socks, stationary, pens including local brands.

**Discussion:**

Based on the questionnaire primary data is collected. Quantitative and qualitative data start with the gender, age group, identifying supermarkets, frequent visits, noticeable counter spaces, choices of the product, types of local brands, attention towards counters attractions, unplanned purchases, the role of promoting a local brand, significance of counter design for local brand purchase. Collected data explained with the help of a bar graph.

Source: Primary Data

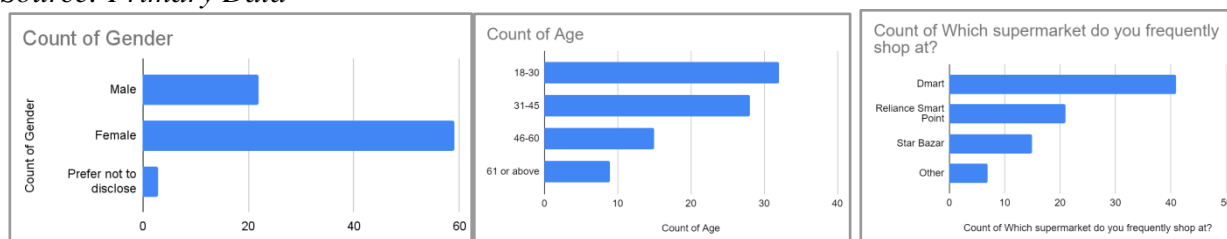


Figure:1

Figure:2

Figure:3

Figures 1, 2, and 3 indicate how buyers of all sexes, particularly women, are represented. Additionally, it lists every age group that went to the supermarket, although the 18 to 45 age group was the prospective target market. Additionally, residents of the Vasai Virar region enjoy superstores like D-Mart, Reliance Smart Point, and Star Bazaar. Some people favour retail stores and other private retail superstores.



Figure:4

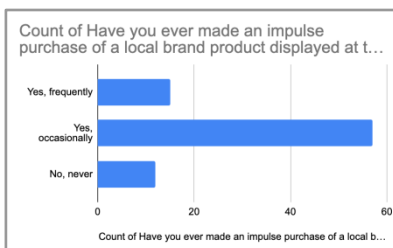


Figure:5

The majority of consumers, as seen in Figure 4, make monthly purchases. Figure 5 demonstrates how consumers occasionally make impulsive purchases of local branded products at counter space. Very few of them make regular purchases at the counter.

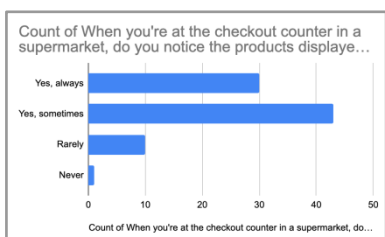


Figure:6

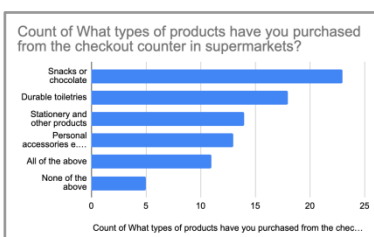


Figure:7

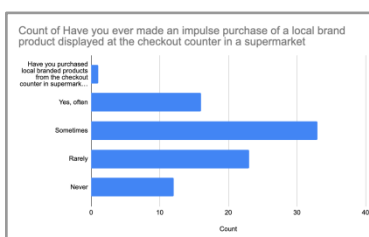


Figure:8

Figure 6 shows how customers at checkout counter spaces observe the products on display. Figure 7 lists the items that can be defined as being purchased, including candies, snacks, home goods, long-lasting toiletries, razors, scrubbers, brushes, and accessories for the individual, such as handkerchiefs, socks, stationery, and pens. According to figure:8 data analysis, these products can sometimes be local.

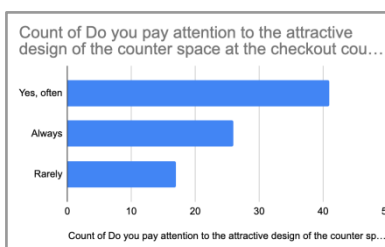


Figure:9



Figure:10

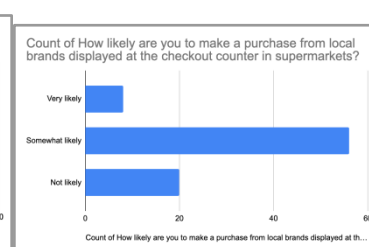


Figure:11

People are drawn to the counter space's attractive appearance, as shown in Figure 9. Figure 10: Demonstrated how limited deals and eye-catching displays can sway a consumer's choice to buy a local brand. As seen in figure 11, the majority of customers shop at checkout stations for local brands.

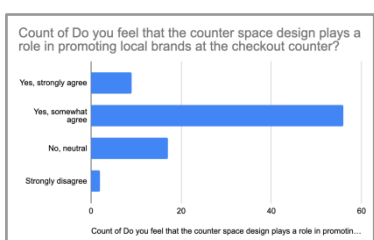


Figure:12

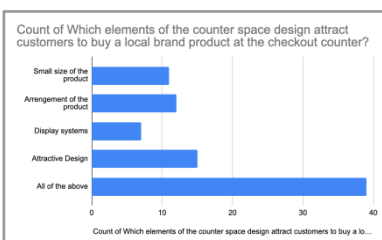


Figure:13



Figure 12 demonstrates that the majority of consumers believe that counter space design plays a significant role in promoting local products. According to figure:13, customers get drawn to local brands when they are small, strategically arranged, have attractive designs, and are displayed.

The qualitative data from the informal interviews observed:

- a) A middle-aged mother purchases the candy and snacks on display to think of her grandson. Children receive candy, and a man purchases mints after observing the counter space arrangement of products. Aesthetically pleasing placement and design catch the eye and establish an impression.
- b) Consumers purchase durable toiletries like razors, scrubbers, and brushes either because they recall they need them or just to have on hand.
- c) Teenagers and young adults who purchase stationary pens, personal accessories such as handkerchiefs, socks, and other personal items because they serve as a constant reminder that they need them.

Counter space Design at Check-out counter: According to buyer surveys, counter space design plays a significant part. Local products on display received 51 positive responses (62%) indicating that they are interesting. The local product's appearance on display at the checkout counter demonstrates the ability of the visual identity to grab customers' attention. The products on display at the checkout counter have different characteristics based on the observation of layout symmetry and asymmetry. This helps to distinguish the target market segmentation, which can be explained as follows: pattern layout symmetry appear on products like local candies, snacks, household items, durable toiletries, razor, scrubber, brush, personal accessories handkerchief, socks, stationary, pen, with a target of consumer.

Focal Point : A local product that is small or simple for the customer to grasp. According to observations made in the field, almost all products display share a checkout space as the primary focus when positioning the product.

Hierarchy of arrangement of the product: Due to the impact on the customer's attention, the hierarchy of the arrangement of the product on the counter space design must be carefully planned. Nearly all local candy, snacks, household items, long-lasting toiletries and personal accessories, stationary have an analogous hierarchy.

Types of counter space Display: counter space is designed with the kinds of display. It includes on floor, palette, standees and table top display systems. These are attention grabbing as well as reminders for the consumers.

Thus, the layout, the focal point, the arrangement hierarchy, the product display system, the types of displays, and attractive space design are the elements that make up the counter space design. These elements all have an impact on how consumers behave in terms of making impulse purchases. Here, local brands have an opportunity to be noticed by the customer also, unplanned purchases.

#### **Limitation:**

- Only local brands are chosen.
- Vasai Virar region was chosen as the area.
- Past performance and lifestyle choices weren't taken into account.

**Future recommendation**

- Further research on counter space design for lifestyle products can be conducted.
- Considered small retail establishments support regional brands and provide design alternatives for counter space.
- A comparative analysis of local products, lifestyle products, and counter space design

**Contribution:**

This study will be beneficial for supermarket development areas, marketing and retail designing. Its finding will encourage local brand promotion activities to be practiced at supermarket counters to grow faster.

**Conclusion**

The purpose of the study was to identify the impact of a counter space design to promote local brand growth at the checkout counter in supermarkets. After assessing the data collected via e-form, informal interviews with the buyers, the results of qualitative and quantitative observation, and analysis it can be said that potential customers prefer super shops for the buying. Customers frequently visit supermarkets, they notice counter spaces, resulting in an opportunity to choose the local product. Counter space attracts counters attention. It leads to unplanned purchases. Checkout counter space design became an important and actually utilized by the supermarket to re-tempt consumers to shop. This research looked at how the consumer is forced to see the items that are sold, so it can not be avoided to observe the items on the shelf at the checkout counter in terms of opportunities for local brands and proves the significance of counter design plays an important role in promoting local brands.

**References:**

- Porter, M. E. (2000). Location, Competition, and Economic Development: Local Clusters in a Global Economy. *Economic Development Quarterly*, 14(1), 15–34. <https://doi.org/10.1177/089124240001400105>
- Ray, C. (1998). Culture, Intellectual Property and Territorial Rural Development. *Sociologia Ruralis*, 38(1), 3–20. <https://doi.org/10.1111/1467-9523.00060>
- Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer "attitude-behavioral intention" gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169-194.
- Chang, H. I., Eckman, M., & Yan, R. (2011). Application of the Stimulus-Organism-Response model to the retail environment: the role of hedonic motivation in impulse buying behavior. *The International Review of Retail, Distribution and Consumer Research*, 21(3), 233–249. <https://doi.org/10.1080/09593969.2011.578798>
- Kotler, P., & Keller, K. (2015). *Marketing Management, Student Value Edition*. Prentice Hall.



- Mohan, G., Sivakumaran, B., & Sharma, P. (2013). Impact of store environment on impulse buying behavior. *European Journal of Marketing*, 47(10), 1711–1732. <https://doi.org/10.1108/ejm-03-2011-0110>
- Sivakumaran, B., & Sharma, P. (2015). Store Environment and Impulse Buying Behavior: A Super-Market Perspective. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 62. [https://doi.org/10.1007/978-3-319-11779-9\\_30](https://doi.org/10.1007/978-3-319-11779-9_30)
- Lee, H. Y., & Yun, Z. S. (2018). The Effects of Store Environment on Shopping Behavior: A Critical <https://www.acrwebsite.org/volumes/8468/volumes/v28/NA-28>
- Soomro, Y. A., Kaimkhani, S. A., & Iqbal, J. (2017). Effect of Visual Merchandising Elements of Retail Store on Consumer Attention. *Journal of Business Strategies*. [https://doi.org/10.29270/jbs.11.1\(17\).002](https://doi.org/10.29270/jbs.11.1(17).002)
- Kacen, J. J., Hess, J. D., & Walker, D. (2012). Spontaneous selection: The influence of product and retailing factors on consumer impulse purchases. *Journal of Retailing and Consumer Services*, 19(6), 578–588. <https://doi.org/10.1016/j.jretconser.2012.07.003>
- Cant, M. A., & Hefer, Y. (2012). Visual Merchandising Displays: Wasted Effort Or Strategic Move? The Dilemma Faced By Apparel Retail Stores. *Journal of Applied Business Research*, 28(6), 1489. <https://doi.org/10.19030/jabr.v28i6.7356>
- Wanninayake, W. M. C. B. & Randiwela, P. (2007). The Impact of Visual Merchandising on Consumer Store Choice Decisions in Sri Lankan Supermarkets. In: 7th Global Conference on Business & Economics, 13-14.
- Han, Y., Chandukala, S. R., & Li, S. (2021). Impact of Different Types of In-Store Displays on Consumer Purchase Behavior. *ResearchGate*. [https://www.researchgate.net/publication/355051649\\_Impact\\_of\\_Different\\_Types\\_of\\_In-Store\\_Displays\\_on\\_Consumer\\_Purchase\\_Behavior](https://www.researchgate.net/publication/355051649_Impact_of_Different_Types_of_In-Store_Displays_on_Consumer_Purchase_Behavior)
- Richards, R. (2013). How to Increase Retail Sales with Store Design and Visual Merchandise Display. Createspace Independent Publishing Platform.
- Nguyen, T., & Nguyen, H. (2019). The significance of visual merchandising in influencing consumers' perceptions of brand image and personality. *Journal of Marketing Research*, 45(3), 123-140.
- Baek, T. H., Kim, J., & Kim, E. (2018). Impact of counter displays on consumer behavior: Focusing on local brands. *Sustainability*, 10(12), 4671.
- Kim, M., & Ko, E. (2017). Local products at the check165out counter: An empirical study of consumer responses. *Journal of Destination Marketing & Management*, 6(2), 169-177.
- Kim, M., & Lee, H. J. (2018). How does the retail space design at the checkout counter influence impulsive buying behavior? The moderating roles of regulatory focus and shopping motivation. *Journal of Retailing and Consumer Services*, 44, 18-26.