

Department Of Management Sciences

Thesis Approval Sheet (Spring-2008)

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Title of Research: Determinants of consumers Aesthetic responses to Point of purchase materials

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## **ABSTRACT**

This study has been undertaken to find out the determinants of consumers aesthetic responses towards point of purchase materials. The main purpose of study was that whenever a consumer enters into a shop or any outlet they see some different kind of standing display materials which shows different products pictures on themselves, to inform customers about different products and trigger consumer response to buy those particular products.

In this project the instrument which is used are questionnaires of five points. They were distributed among four segments of people which include students, common shopper's manufacturers of point of purchase materials, and store owners. So data which is gathered is primary and secondary both. Research was based by consulting different newspapers, articles, research reports and different internet resources. Convenience sampling was used. Results obtained are actually those factors which become attractive figure for consumers to buy those materials i.e. easy to get importance of materials, clarity of message, proper arrangement of materials, etc. Different factors emerged by doing research. which are concluding points of report that tells us what are those determinants/factors which attract consumers towards these point of purchase materials. Alpha got 0.9904 which shows accuracy of results calculated from questionnaires by using convenience sampling.

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