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## **EVALUATION OF MERCHANDISING IN MASHHAD PROMA HYPERMARKET FROM THE PERSPECTIVE OF CUSTOMER'S**

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### **ABSTRACT**

The main objective of this study is to evaluate merchandising from the perspective of customers in Mashhad Proma hypermarket. In this direction, in addition to an overview of merchandising, concepts and customer's desirable factors in merchandising, a main hypothesis about the desirability of merchandising from the perspective of customers in Proma hypermarket and eight secondary hypotheses concerning the desirability of customers concerned factors are raised. According to classification of scientific research in terms of purpose this study is an applied one and in terms of data collection it is a descriptive, survey research. The statistical population of current study consists of the customers of Mashhad Proma hypermarket in march 2014, which according to comments of the managers of the hypermarket and based on the average of individuals has been considered 210,000 individuals. Due to uncertainty of the population size, the statistical sample has been determined 156 individuals by statistical formulas and these individuals have been selected using random cluster sampling. A questionnaire is used to collect data in current study whose validity has been approved formally and its reliability has been approved using Cronbachs alpha coefficient. In order to analyze the collected data, descriptive statistics (frequency, percentage,) and inferential statistics (one, sided student t test, pears on correlation and binary Duncans test) have been used. The results show that the merchandising of Mashhad Proma hypermarket is good from the perspective of the customers and according to the results of binary Duncans test for the variables, it is observed that the variables of customers easy access to the goods, the fullness of the shelves, cleanliness and relevance and accordance of the goods are better than other variables and existence of environmental attractions is the first variable that needs effort to be improved.

**Keywords:** *Merchandising –Customer –Proma hypermarket*

### **INTRODUCTION**

In the competitive world today companies are successful that can create more values for clients and , according to Sergio Zimen, present more reasons to the clients to encourage them to buy and to make long term contact with the company.

In recent decades especially in the last ten years, systematic design and correct store layout is one of the most important and fundamental principles in retail and its management so that it is considered as a superior competitive strategy and an invisible power in attracting and maintain customers. Nowadays, with the growing competitive atmosphere and providing similar goods at a same price range, the way of designing the internal environment of the stores in order to create a more visually appealing space is a powerful tool, thereby distinguishing oneself from rivals and attracting customers.

It is important to bear in mind that the retailers should make appropriate decision about the three main variables of the atmosphere of the store, the combination of the products and the mix of their services. Therefore, further attention to design issue and store layout (merchandising) in one of the essentials of good store management.

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### **Statement of the problem**

In the world today more share of the consumption market is considered the main aim of companies and the owners of the industries, and in these conditions the use of scientific principles and techniques in marketing is becoming more important than before every day. (Danaei and Akbari, 2014)

Due to emergence and development of new structures and new technologies in retail and store parts, the intensity of competition among them is rising. Additionally, wide variations in the needs and demands of the customers have made the store managers and the planners pay more attention to long-term plans and think about strategic plans.

The internal setting and the atmosphere of the store is effective in the shopping behavior and perception of customers and as a result in the further return to the store.

Therefore, organizing the setting is one of the key points in creating a positive mental image of the store.

The main challenge is creating and maintaining an attractive setting to encourage customers to enter the store and buy.

In fact, it can be said that a store is a battlefield in which every centimeter of the floors, walls and counter space is the field of cruel rivalry among hundreds of manufacturers, wholesalers and distributors.

One of the simple and effective techniques in this battle is merchandising that can be helpful in order to make the store setting a pleasant place for shopping and working.

Merchandising is of such activities that are becoming more necessary in Iran day by day, because stores, especially chain stores are increasing.

Despite the necessity and efficiency of merchandising, we don't have a center or centers for educating and training the professionals and this knowledge is not know as expected.

This study deals with the evaluation of the merchandising of from hypermarket from the perspective of customers and studies the strengths and weaknesses of the store being studied (Proma) in applying the principles of layout and merchandising by the major managers of the store in order to provide a mechanism to attract greater levels of customer satisfaction.

### **The importance and necessity**

In today competitive market, the success of any business depends on various factors.

Goods and services market have changed substantially and companies must pay more attention to the factors that affect the customers shopping decision and eventually their sale in order to remain in this competitive field.

Some of the main objective of designing the layout of stores are to make efficient use of the space , to facilitate the interaction and communication between the sellers and customers , to reduce the time spent on giving service to customers , to minimize the control costs , to reduce the levels of stealing from the store , to eliminate the extra movements and fluster of the customers and sales force , and to smooth the course of entrance and exit and replacement of the products and individuals .

Customers compare the services of different stores and rate them permanently and their mentality is created accordingly.

Given the importance of this research we can find out why the sale of goods that are in customers sight is three times higher than the sale of goods that are not so or why the goods that are placed at the bottom row of the shelves are purchased less than those which are placed as high as the eye.

In today competitive world, this is the question that most of the superior managers of the stores ask

Why do customers choose our store?

According to merchandising and the principles of layout it can be said that

1. The customer does not choose our store because he/she becomes confused and disturbed as he/she enters the store. He/she likes to see everything in its right place and to know what he/she is looking for , he/she dislikes too much information and prefers music appropriate for the place/

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2. The customer does not choose our store because he/she is not satisfied with the service he/ she receive from the administrative and sales staff. He/she is overwhelmed by the shortage of carriages and wheel chair baskets or upset by the disordered check points and/or crowded aisles of the store.

3. the customer does not choose us because of improper ventilation systems or dirty toilets, perhaps none of these factors have any effect on his/her non-selection , perhaps the reason is that the store does not have a convenient and attractive show case to be able to introduce us and our products to the customers well.

The current study has examined all these issues and evaluates merchandising froe the customer’s point of view in order to find a suitable answer to the above question.

### **The objectives of the research**

#### **Main objective**

Evaluation of merchandising in Proma hypermarket from the perspective of customers

#### **The secondary objectives**

1. Evaluation of the location of the shelves in Proma hypermarket from the perspective of customers
2. Evaluation of the style of placement and layout in Proma hypermarket from the perspective of customers
3. Evaluation of the use of signs and images in Proma hypermarket from the perspective of customers
4. Evaluation of the price tags and products in Proma hypermarket from the perspective of customers
5. Evaluation of the customer’s easy access to the goods in Proma hypermarket from the perspective of customers
6. Evaluation of the relevance and accordance of the goods in Proma hypermarket from the perspective of customers
7. Evaluation of the fullness of shelves and cleaning of the store in Proma hypermarket from the perspective of customers
8. Evaluation of the environment attraction (color, odor, light) in Proma hypermarket from the perspective of customers

### **Questions**

#### **The main question**

Is the merchandising in Proma hypermarket ideal from the perspective of customers?

1. Is the location of the shelves in Proma hypermarket ideal from the perspective of customers?
2. Is the style of placement and layout in Proma hypermarket ideal from the perspective of customers?
3. Is the use of signs and images in Proma hypermarket ideal from the perspective of customers?
4. Is the price tags and products in Proma hypermarket ideal from the perspective of customers?
5. Is the customer’s easy access to the goods in Proma hypermarket ideal from the perspective of customers?
6. Is the relevance and accordance of the goods in Proma hypermarket ideal from the perspective of customers?
7. Is the fullness of shelves and cleaning of the store in Proma hypermarket ideal from the perspective of customers?
8. Is the environment attraction (color, odor, light) in Proma hypermarket ideal from the perspective of customers?

### **Hypotheses**

#### **The main hypothesis**

The merchandising of Proma hypermarket is ideal from the perspective of customers

#### **The secondary hypotheses**

1. The location of the shelves of Proma hypermarket is ideal from the perspective of customers.

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2. The style of placement and layout of Proma hypermarket is ideal from the perspective of customers.
3. The use of signs and images of Proma hypermarket is ideal from the perspective of customers.
4. The price tags and products of Proma hypermarket are ideal from the perspective of customers.
5. The customer's easy access to the goods of Proma hypermarket is ideal from the perspective of customers.
6. The relevance and accordance of the goods of Proma hypermarket is ideal from the perspective of customers.
7. The fullness of shelves and cleaning of the store of Proma hypermarket is ideal from the perspective of customers.
8. The environment attraction (color, odor, light) of Proma hypermarket is ideal from the perspective of customers.

### **Literature review**

#### **Internal Literature review**

Yasaman Giah (2010) studied the role of the attraction of internal setting of stores on customer's behavior and the level of sale increase. The results of this study showed that among the effective factors on pleasure and attraction, odor despite having the greatest effect on brain among the human senses and many of the studies done about its effects on human behavior, less attention has been paid to it from the marketing and trading dimension odor increases the time spent in the stores and directs customers toward better shopping but there is no evidence for increasing the sales level. Music as a factor that has high control ability is used widely outdoors but there is little scientific evidence about its impact. The impact of quiet music on sales level is greater than fast music and based on the surveys people like music in stores.

Abbas Toloie Eshlaghy and Mohadeseh Mojriani (2010) carried out a research in order to Offer the method of optimal layout of machinery using mathematical modeling in Pouya Khodro Shargh company the results showed that the placement issue in various economic fields , due to the significance of placement of facilities in producing products that have a significant effect on the success of investment and reducing the costs and increasing the competitiveness of organizations , has a wide application range. Finally, the placement of facilities in an industrial unit has a large impact on business productivity of organizations and optimizing communication, progress and flow of information and enhancing the performance of staff. Mirahmad Amirshahi and Masoumeh Janani (2006) carried out a research aiming at merchandising and enhancing sales in the retail industry. The researchers concluded that because of the importance of merchandising and its impact on the buying decision of customers and increasing the sales of consumer goods, it is recommended to the companies producing this type of product to define a specific merchandising budget as a part of the promotion budget of their company.

Ali Akbar Mirzaei (2010) conducted a search to study the role of store design and layout in increasing customer satisfaction and the market contribution in Refah chain stores in Tehran province. The results showed that the set of merchandising processes, that are preferred by customers too, are done by the merchandiser along with his presence beside the goods shelves or in the store. The experience of a food product by doing merchandising operation the results with four other stores of the same chain in which merchandising operation had not been done showed that in the stores under operation , %25 has been added to the sales level of the product.

#### **External literature review**

Pernille K. Anderson, Per Kristensson, Erik West land and Andres Gastafsson (2012) conducted a research to investigate the effects of music on consumer's behavior. The results showed that music affects consumer's behavior.

Yoo-Kyoung Seok (2009) studied the impact of environmental clues of retail stores on the supportive behavior of consumers across different formats of retail stores.

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The results of the study that was conducted on the Hispanic consumers in the United States showed that three dimensions of environmental clues of retail stores are:

1. Customer services were known as an important determinant in the decision-making process of consumers.
2. Easy and Quick that was that was significantly but negatively correlated with certain sellers.
3. Physical setting that appeared as another important determinant among consumers

**METHODS**

According to classification of scientific research in terms of purpose current study is an applied research and in terms of data collection it is a descriptive – survey research.

**Statistical population**

In this study the statistical population consists of the customers of Mashhad Prama hypermarket in March 2014.

**Sampling and sample size determination method**

The sampling method is random cluster sampling in this study.

To determine the sample size considering the scale of variables that follows spatial scale, following relations can be used;

$$n_o = \left( \frac{z \cdot S}{r \cdot \bar{Y}_N} \right)^2$$

$$n = \frac{n_o}{1 + n_o / N}$$

As mentioned, because the values of mean and variance of the comments of the population respondents about the subject of the research are un know, the initial sample is used to substitute yn and s in the above equations.

In this stage according to an initial sample of 20 members, the values of yn and s were estimated for each of the populations being studied. And by considering the population size 210 000 customers per month in Prama hypermarket, the error rate of r = . /02 and with 95% confidence level (z. 1975=1/96) no is obtained.

Finally, the sample size is obtained based on it, the result is presented in table1.

**Table1. Sample volume**

The sample final volume	<i>n</i>	<i>n</i> <sub>o</sub>	Sample standard deviation	Sample average	Society	
156	155.67	155.4	0.472	3.73	210000	Customers Prama shop

**Data collection tools**

In this study the data collection tool is questionnaire and follows like Liker spectrum model, 156 questionnaires were distributed among the customers according to random cluster sampling (March is considered as the primary cluster).

**Validity of questionnaire**

The measurement tool of this study (questionnaire) was designed with high accuracy and referring to the books and articles and also after interview and consulting with experts and with the comments of supervisor professors and advisors and accuracy in designing questions and the most important answering method and demystification of the questions, so that the mentioned questionnaire was

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modified and changed several times and after final approval was published and distributed among the students.

Reliability of questionnaire

The reliability of the questionnaire in this study was analyzed using cronbach’s alpha, which results have been reported in table2.

**Table 2 - Cronbach’s alpha coefficient**

Alpha coefficient	Number of questions	Number of Subjects	Variable
0.90	30	20	Scale of the entire
0.897	3	20	location of the shelves
0.897	5	20	style of placement and layout
0.896	3	20	use of signs and images
0.896	4	20	price tags and products
0.897	4	20	easy access
0.898	2	20	relevance and accordance of the goods
0.899	3	20	fullness of shelves and cleaning
0.894	6	20	environment attraction

**Method of data analysis**

**Descriptive statistics**

In this study, after collecting, reviewing, coding, entering data and establishing a data a base in SPSS statistical soft ware, statistical description methods are used to describe the data and observations. Table (3) is presented for familiarity with gender, age, education and buying history from Prama hypermarket.

**Table 3 - descriptive statistics for the sample frequency**

Woman			Man		sex
% 69.5			% 38.5		
Master's degree or top	Foundation degree	Bachelor's degree	Diploma	Under Diploma	Education
% 9	% 51.2	% 23.1	% 12.2	% 4.5	
Top 5		1 to 5		Under 1	Shopping Experience(years)
% 28.8		% 54.5		% 16.7	
Top 40		20 to 40		Under 20	Age
% 27.6		% 65.3		% 7.1	

**Inferential statistic**

In the statistical references, one-sided student t-test, Pearson correlation coefficient and student’s t-test are used to answer the research hypotheses, and Anova and binary Duncan test are used in the processes.

**The secondary hypothesis 1**

The location of shelves is ideal

$$\left\{ \begin{array}{l} H_o : \mu_1 \leq 3 \text{ The location of shelves isn't ideal} \\ H_1 : \mu_1 > 3 \text{ The location of shelves is ideal} \end{array} \right.$$

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**Table4. Results of Test t - student for the hypotheses 1**

P-value	The Student t-test statistic	Sample volume	Standard deviation	Average	Variable
0.000	14.078	156	0.727	3.82	location of the shelves

$$P - value = 0,000 < \alpha = 0,05 \Rightarrow RH_0$$

Thus, in studying the first hypothesis it can be stated with 95% confidence level that from the perspective of the respondents to the questionnaire;

The location of shelves is ideal

**The secondary hypothesis 2**

The style of placement and layout is ideal

$$\left\{ \begin{array}{l} H_0 : \mu_1 \leq 3 \text{ The style of placement and layout isn't ideal} \\ H_1 : \mu_1 > 3 \text{ The style of placement and layout is ideal} \end{array} \right.$$

**Table5. Results of Test t - student for the hypotheses 2**

P-value	The Student t-test statistic	Sample volume	Standard deviation	Average	Variable
0.000	15.984	156	0.624	3.80	style of placement and layout

$$P - value = 0,000 < \alpha = 0,05 \Rightarrow RH_0$$

Thus, in studying the first hypothesis it can be stated with 95% confidence level that from the perspective of the respondents to the questionnaire;

The style of placement and layout is ideal

**The secondary hypothesis 3**

The use of signs and images is ideal

$$\left\{ \begin{array}{l} H_0 : \mu_1 \leq 3 \text{ The use of signs and images isn't ideal} \\ H_1 : \mu_1 > 3 \text{ The use of signs and images is ideal} \end{array} \right.$$

**Table6. Results of Test t - student for the hypotheses 3**

P-value	The Student t-test statistic	Sample volume	Standard deviation	Average	Variable
0.000	10.390	156	0.903	3.75	use of signs and images

$$P - value = 0,000 < \alpha = 0,05 \Rightarrow RH_0$$

Thus, in studying the first hypothesis it can be stated with 95% confidence level that from the perspective of the respondents to the questionnaire;

The use of signs and images is ideal

**The secondary hypothesis 4**

The price tags and products is ideal

$$\left\{ \begin{array}{l} H_0 : \mu_1 \leq 3 \text{ The price tags and products isn't ideal} \\ H_1 : \mu_1 > 3 \text{ The price tags and products is ideal} \end{array} \right.$$

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**Table7. Results of Test t - student for the hypotheses 4**

P-value	The Student t-test statistic	Sample volume	Standard deviation	Average	Variable
0.000	14.364	156	0.712	3.82	price tags and products

$$P - value = 0,000 < \alpha = 0,05 \Rightarrow RH_0$$

Thus, in studying the first hypothesis it can be stated with 95% confidence level that from the perspective of the respondents to the questionnaire;  
 The price tags and products is ideal

**The secondary hypothesis 5**

The customer's easy access to the goods is ideal

$$\left\{ \begin{array}{l} H_0 : \mu_1 \leq 3 \text{ The customer's easy access to the goods isn't ideal} \\ H_1 : \mu_1 > 3 \text{ The customer's easy access to the goods is ideal} \end{array} \right.$$

**Table8. Results of Test t - student for the hypotheses 5**

P-value	The Student t-test statistic	Sample volume	Standard deviation	Average	Variable
0.000	23.746	156	0.571	4.09	easy access

$$P - value = 0,000 < \alpha = 0,05 \Rightarrow RH_0$$

Thus, in studying the first hypothesis it can be stated with 95% confidence level that from the perspective of the respondents to the questionnaire;  
 The customer's easy access to the goods is ideal

**The secondary hypothesis 6**

The relevance and accordance of the goods is ideal

$$\left\{ \begin{array}{l} H_0 : \mu_1 \leq 3 \text{ The relevance and accordance of the goods isn't ideal} \\ H_1 : \mu_1 > 3 \text{ The relevance and accordance of the goods is ideal} \end{array} \right.$$

**Table9. Results of Test t - student for the hypotheses 6**

P-value	The Student t-test statistic	Sample volume	Standard deviation	Average	Variable
0.000	18.643	156	0.663	3.99	accordance of the goods

$$P - value = 0,000 < \alpha = 0,05 \Rightarrow RH_0$$

Thus, in studying the first hypothesis it can be stated with 95% confidence level that from the perspective of the respondents to the questionnaire;  
 The relevance and accordance of the goods is ideal

**The secondary hypothesis 7**

The fullness of shelves and cleaning of the store is ideal



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$$\left\{ \begin{array}{l} H_0 : \mu_1 \leq 3 \text{ The fullness of shelves and cleaning of the store isn't ideal} \\ H_1 : \mu_1 > 3 \text{ The fullness of shelves and cleaning of the store is ideal} \end{array} \right.$$

**Table10. Results of Test t - student for the hypotheses 7**

P-value	The Student t-test statistic	Sample volume	Standard deviation	Average	Variable
0.000	18.113	156	0.703	4.02	fullness of shelves and cleaning

$$P - value = 0,000 < \alpha = 0,05 \Rightarrow RH_0$$

Thus, in studying the first hypothesis it can be stated with 95% confidence level that from the perspective of the respondents to the questionnaire;  
 The fullness of shelves and cleaning of the store is ideal

**The secondary hypothesis 8**

The environment attraction (color, odor, light) is ideal

$$\left\{ \begin{array}{l} H_0 : \mu_1 \leq 3 \text{ The environment attraction (color, odor, light) isn't ideal} \\ H_1 : \mu_1 > 3 \text{ The environment attraction (color, odor, light) is ideal} \end{array} \right.$$

**Table11. Results of Test t - student for the hypotheses 8**

P-value	The Student t-test statistic	Sample volume	Standard deviation	Average	Variable
0.000	11.886	156	0.712	3.68	environment attraction

$$P - value = 0,000 < \alpha = 0,05 \Rightarrow RH_0$$

Thus, in studying the first hypothesis it can be stated with 95% confidence level that from the perspective of the respondents to the questionnaire;  
 The environment attraction (color, odor, light) is ideal

**The main hypothesis**

The merchandising of Proma hypermarket ideal from the perspective of customers

$$\left\{ \begin{array}{l} H_0 : \mu_1 \leq 3 \text{ The merchandising isn't ideal} \\ H_1 : \mu_1 > 3 \text{ The merchandising is ideal} \end{array} \right.$$

**Table12. Results of Test t - student for the main hypotheses**

P-value	The Student t-test statistic	Sample volume	Standard deviation	Average	Variable
0.000	22.604	156	0.465	3.84	Merchandising

$$P - value = 0,000 < \alpha = 0,05 \Rightarrow RH_0$$

Thus, in studying the first hypothesis it can be stated with 95% confidence level that from the perspective of the respondents to the questionnaire;

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The merchandising of Proma hypermarket ideal from the perspective of customers

### **RESULTS**

By testing the made hypothesis for the question 1 according to the results of the table related to this hypothesis, we concluded with %95 percent confidence that the location of the shelves of Proma hypermarket ideal from the perspective of customers.

By testing the made hypothesis for the question 2 according to the results of the table related to this hypothesis, we concluded with %95 percent confidence that the style of placement and layout of Proma hypermarket ideal from the perspective of customers.

By testing the made hypothesis for the question 3 according to the results of the table related to this hypothesis, we concluded with %95 percent confidence that the use of signs and images of Proma hypermarket ideal from the perspective of customers.

By testing the made hypothesis for the question 4 according to the results of the table related to this hypothesis, we concluded with %95 percent confidence that the price tags and products of Proma hypermarket ideal from the perspective of customers.

By testing the made hypothesis for the question 5 according to the results of the table related to this hypothesis, we concluded with %95 percent confidence that the customer's easy access to the goods of Proma hypermarket ideal from the perspective of customers.

By testing the made hypothesis for the question 6 according to the results of the table related to this hypothesis, we concluded with %95 percent confidence that the relevance and accordance of the goods of Proma hypermarket ideal from the perspective of customers.

By testing the made hypothesis for the question 7 according to the results of the table related to this hypothesis, we concluded with %95 percent confidence that the fullness of shelves and cleaning of the store of Proma hypermarket ideal from the perspective of customers.

By testing the made hypothesis for the question 8 according to the results of the table related to this hypothesis, we concluded with %95 percent confidence that the environment attraction (color, odor, light) of Proma hypermarket ideal from the perspective of customers.

By testing the made hypothesis for the main question according to the results of the table related to this hypothesis, we concluded with %95 percent confidence that the merchandising of Proma hypermarket ideal from the perspective of customers.

### **Suggestions;**

According to the results, Proma hypermarket should make modifications to the following issues;

#### **The suggestions of the first hypothesis;**

Considering the manner of placement of shelves from the perspective of the customers', it is suggested that the current placement manner be main tainted and if possible for more satisfaction of customers, note that the enter acne and exit doors are perpendicular to each other, the shelves be posited at an angle of 45 degrees, so that customers spend the least time to find the desired goods as they enter the store.

#### **The suggestion of the second hypothesis**

It is suggested that following principles be considered in Proma hypermarket to improve the placement and layout of goods;

1. The layout of goods should be such that, be from turning left and right, the goods in the order side be indentified and create an incentive to see order goods too.
2. Goods are displayed from different direction and dimensions.
3. The ease of customers crossing in the store should be considered.
4. Suitability and color contrast should be considered in lay out in order to have the best contrast (Differentiation aspect)

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#### **The suggestion of the third hypothesis;**

Note that from the perspective of customers, the use of signs and images in Proma hypermarket is in such a way that needs more attention, it is suggested that;

1. Signposts be installed in the shop
2. Spatial and goods information boards be installed in the store
3. There should be agents for giving advice and tips over the store

#### **The suggestions of the fourth hypothesis;**

Considering that some of the goods are new and lack of price and name tags, for more customers' satisfaction it is suggested that:

Barcodes be attached on all of the goods.

Each item should have price tags in front of it.

In the case of new goods, description about the name and usage of each item should be attached in front of the shelf.

#### **The suggestion of the fifth hypothesis;**

Easy access to goods in one of the customers, therefore it is recommended to maintain the current plans to continue desirability from the perspective of customers.

#### **The suggestions of the sixth hypothesis;**

As the relevance and accordance of goods is ideal from the perspective of customers, therefore this desirability can increase if current plans are maintained and the following recommendations are considered:

High elasticity and seasonal goods be placed in the same category

Various brands of a same product should be available

#### **The suggestions of the seventh hypothesis;**

The factors of fullness of shelves and clean lines of the store are desirable from the perspective of customers, the fore it is essential to maintain the current plans to retain this desirability.

#### **The suggestions of the eighth hypothesis;**

The first variable that needs improvement is environmental attraction, therefore it is recommended that:

Proma hypermarket use appropriate colors in the design of products advertising, decoration of the store, packaging, and the design of the board of the store and brochures to take the most advantage of their psychological impact on customers.

Psychologists believe that the environment has a impact on customers on our mental health and presence in nature plays a major role in reducing stress and anxiety, therefore small vases can be used at the corners of the space to reduce the customers stress.

If the atmosphere is fragrant, customers will be more willing to buy. Research conducted in Japan show that people buy more when the lemon fragrance is in the atmosphere of the supermarkets.

Proma hypermarket should use a variety of fragrant scents too.

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