



An Empirical Analysis of In-Store Product Placement and Sales Volume Across Product Categories

Kavya Rao

The Shri Ram School Moulisari, India

raokavya240@gmail.com

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Abstract

Product Positioning plays a key role in influencing the sales of different products. The goal of the study is to determine whether product placement, particularly the front of the store, aisle, and end-cap, majorly have an impact on sales volume of product categories, including clothing, food, and electronics. The study uses a dataset of 1001 observations obtained from Kaggle. This contains both quantitative and categorical data. ANOVA tests, descriptive statistics, followed by effect size and Bonferroni tests, were used to further analyse the significance of relationships. The results show that product positioning has a significant impact on mainly clothing items placed at the front of the store. However, product positioning does not play a role in impacting the sales volume of electronics and food items. The findings reflect that visibility and traffic flow increase clothing sales at the front of the store. In comparison, electronics are bought based on specifications and brand preferences, so they require prior decision-making. Moreover, food items are planned purchases based on routine or need-based, which limits the effect of product positioning. This suggests that customer behaviour while purchasing a product plays a crucial role in the sales of these product categories as well. Retailers should place display places more strategically so that products like clothing, which require visibility for higher sales, and optimise shelf-space for food and electronics, which are bought based on customer needs.

Keywords: *Product Positioning; Sales; Clothing; Electronics; Food*

1. Introduction

1.1. General Background

Product positioning is the way a product is positioned in a market relative to its competitors, using its unique values and benefits (O'Rourke, 2017). Successful product positioning helps differentiate a product from its rivals, giving it more recognition by customers, and also allows it to be sold at a higher price while removing similar products. It is an important factor in marketing plans, especially in the

marketing strategy, as any decision related to product positioning has an effect on the entire marketing mix (Pituşcan, 2024). Furthermore, it has evolved from traditional marketing communications, such as widespread communication channels, including television, radio broadcasting, and print media, for the promotion strategy of the product. However, with the development of online communication technologies, telephone connectivity, and digital platforms have been introduced as new methods through which brands can communicate with their consumers. At present, the structure of the market is being heavily influenced by digital communication, which reduces dependence on traditional media channels (Siluo, 2025). This change has reinforced that product positioning strategies, as brands can now customize positioning based on real-time consumer insight and targeted communication. Businesses can make use of the data analysis tools on social media to collect and analyse users' data to understand the choices the user likes and to help implement a successful product positioning and marketing plan (He, 2025). Furthermore, to expand the regular communication with users, which helps understand the product's target market and their demand, this helps create a product positioning strategy to make the product stand out from its competitors (He, 2025). As a result, product positioning becomes more precise, dynamic, and consumer-focused, helping the business modify products more effectively in a competitive market.

Positioning is a key element of the marketing mix as it helps establish the product in the market. However, it must be done strategically as it influences where and when the product is placed in the market, at what price, and in what quantity to increase its value (Jain, 2022). Successful brand positioning is mainly due to the design and communication of the brand's distinctive value, which must be able to connect with the target audience and strengthen the captivating viewpoint (Onalaja & Otokiti, 2021). Product positioning is supposed to influence the liking of consumers and lead to consumer loyalty, consumer-dependent brand value, and inclination to search for that particular brand product. This decision of choosing the best positioning strategy adds up to the main challenge for marketers since its principle to consumers' viewpoint and choices (Fuchs & Diamantopoulos, 2010). Decisions based on product positioning are based on multiple components such as product features, the company's marketing approach, market rivalry, customer traits, and technological environment. Such decisions are important for managers to meet different customers' demands and attain the firm's aims as well. However, the consequences are that there is an important need for a well-organised access to and detailed withdrawal from this data, as well as the forecast of future trends (Wang et al., 2025).

Factors including product type, pricing level, perceived value, product use, place of manufacturing, and after-sales services are the positioning features to please consumer demands and consumer impression of products. These features enable products to differentiate themselves from their competitors. As a result, an acceptable and distinguishing brand positioning can improve consumer brand recognition from its competitors (Busa, 2018). Poor product positioning may result in a detachment between product and consumer assumption, leading to discontent and prospective brand damage. Consumers may misunderstand the planned positioning message, leading to misaligned expectations and a detachment between what the product truly offers and what the consumer thinks it provides. Such ineffective product positioning can highlight affordability at the cost of appealing and competitiveness (S, 2023). The impact of strategic positioning used by a firm and its performance depends on factors such as the structure of the market in which the business operates. Hence, the efficiency of a product positioning strategy can be influenced by market conditions such as the level of competition, and so on (Tessarolo et al., 2023).

1.2. Specific Background

The relationship between product positioning and sales has been explored in the literature. A study, in the same realm, conducted by Blankson et al. (2008) aims to analyze the impact of product positioning on the sales of firms. Using empirical research focusing on the key indicators are sales, profit, ROI, market share, and consumer perception. The empirical research was done using a survey involving 11

convenience sample of senior executives identified from the Yellow Pages Telephone Directory for Nassau and Suffolk counties of Long Island, New York. The study assessed the data using the validity analysis, confirmatory factor analysis, which is used to demonstrate convergent validity. On the basis of the result, they have concluded that the study shows the importance of positioning strategies' capability in contributing to firm performance. There have been difficulties faced by the advertising executives and marketing managers concerning the use of positioning strategies that form in advertising and promotional activities, which impact the firm's performance. In addition to this, it has been mentioned that the present research provides fundamental elements used to justify the use of positioning strategies.

Another study by Hassan and Craft (2012) aimed to analyze the conceptual as well as empirical linkages between segmentation bases and brand positioning strategies in the context of discussing practical implications for firms operating in increasingly globalizing markets. Using a survey research method with 112 managers, the study assessed the data by using Principal Components Analysis (Factor Analysis). On the basis of the results, they have concluded that these segmentation bases have an impact on how companies choose their brand positioning plans in global markets. The study recommends that understanding customer differences across countries helps firms position their brands more constructively in international markets. Furthermore, the study suggests that the business should take a more balanced approach by taking a standard global positioning and allowing for the adaptation to local market conditions.

Similarly, Salunke and Zaware (2019) aimed to analyze the effect of product positioning and understand the importance of marketing strategies on the Industrial products. Using the observation method and the quantitative method to collect their data from a sample of 40 CMM users from in and around Pune city, they were interviewed. The study assessed the data by comparing the distribution on the ordinal scale. On the basis of the result, they have concluded that the positioning strength grows when a CMM is differentiated from the competitors on multiple attributes. However, these attributes are interrelated and can not be placed into clearly defined categories. Additionally, the findings reflect that product positioning is critical for achieving competitive benefits in a growing globalized market, which highlights the need for further research in this field.

Subsequently, a research conducted by Onalaja and Otokiti (2021) aimed to analyze the effect of product positioning on financial performance, which influences consumer purchasing patterns and business growth. Using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) as the method from 385 articles, the study assessed the data using qualitative synthesis. On the basis of the result, they have concluded that strategic brand positioning remarkably adds to customer loyalty, competitive advantage, and long-term growth for the firm. Moreover, the results reflect that businesses must change their strategies and adapt to the market conditions, along with advances in technology. There is also a growing importance of personalized and data-driven strategies that can be applied to improve customer engagement and loyalty to the firm.

From another lens, MEENA (2023) aimed to analyze the effect of product positioning used to sustain the market and how these strategies have an impact on customer purchasing decisions. Using a systematic literature review as the method from 110 respondents through a questionnaire, the study assessed the data. On the basis of the results, they have concluded that good product positioning is important to build a brand image and influence customer purchasing decisions, which overall impacts sales performance. The findings reflect that identifying and understanding what the customers want is essential for thinking of a strategy that will provide what the customers are looking for in a product. In addition to this, communication is an essential part of influencing customers to purchase a product. It highlights that aligning positioning strategies with customer wants may lead to a competitive advantage for the business.

Using multiple cases, Olsen et al. (2022) aimed to examine which brand positioning- broad or narrow performs better in different market conditions. Study 1 analyzes how brands defend themselves against competition, Study 2 looks at how brands branch out into different products, and Study 3 tests how brands behave in real-life situations. For 3 different studies, they use experiments to collect their data. Study 1 used 63 undergraduate business students as participants. The study assessed the data using multiple different methods, including response-time latency measurement to assess memory accessibility, logarithmic transformation of response-time data, baseline response-time adjustment, and statistical testing using ANOVA. Based on the results in Study 1, they have concluded that a narrow brand positioning strategy increases memory accessibility of key benefits and improves defensive brand performance, making it harder for competing brands to succeed. Study 2 uses 69 undergraduate business students and uses the overall brand equity scale to assess the data. Based on the results, they have concluded that Study 2 shows that narrow brand positioning increases memory accessibility of key benefits and leads to higher brand equity for brand extensions, making such extensions more easily accepted by consumers. Study 3 uses 62 undergraduate business students as participants. The study assessed the data Response Time Latency Analysis. Based on the results, they have concluded that in Study3, a strong real-world brand association increases memory accessibility and influences competitive brand performance, confirming the findings of earlier studies in the market context.

Moreover, Ke et al. (2022) aimed to analyze the brand positioning influence on consumer purchase decisions and to explain the reason why particular positioning strategies affect buying behaviour. Using utility models as the method, the study assessed the data using equilibrium analysis. Based on the results, they have concluded that a brand's positioning has an important impact to influence consumer decisions and making products exclusive in the market. The research mainly focuses on the coexistence of different positioning strategies, such as niche and mainstream positioning strategies, and offers awareness for optimal brand positioning, suggesting extensions to multi-dimensional and competitive contexts for future study. The findings reflect that brand positioning is essential for clarity for customers to help them decide whether to engage with a brand.

Another study conducted by Sujan and Bettman (1989) aimed to analyze how different brand positioning strategies influence consumers' perceptions of a brand and its position within a product category. Using an experiment as the method, the study assessed the data using thematic approach to assess the data. On the basis of the results, they have concluded that the brands that are unique and different from each other are more noticeable by consumers. Strategies like brand subtyping and differentiation are key approaches that can be used to influence customer perception. The study concluded that when a brand appears to be different, it affects how consumers view the brand.

Specifically, for Nigeria, Mubarak Al and S. Pougajendy (2023) conducted a research that aimed to analyze how product positioning influences sales performance and customer targeting among small-scale manufacturing firms. Using a survey as the method from 107 participants, the study assessed the data statistical techniques such as the Chi-Square test, Regression analysis, and Correlation analysis. On the basis of the results, they have concluded that the chi-square test shows that there are some differences between the larger issues and the overall performance and maintenance of Nissan cars. The regression analysis shows that total impression does not strongly affect customer satisfaction. The correlation analysis shows that impulsive purchases and customer expectations are not related to each other. Overall, the results show that these factors do not have a strong connection in this study.

Finally, Akpoyomare et al. (2013) aimed to investigate how product positioning strategies impact purchasing decisions, consumer perception, and the sales of corporate businesses. Using a descriptive research method as the method. There are no respondents, as this is a secondary study. The research was analyzed using literature reviews and conceptual analysis. Based on the results, they have concluded that effective brand positioning helps companies attract customers and build strong brand relationships. It can

also reduce competition and make the brand unique in the consumer's mind. Good positioning strategies help increase sales, market share, and brand value in the long run. The researcher also suggests that companies should focus on a target market instead of trying to appeal to everyone. A clear positioning strategy helps a firm's product stand out from its competitors.

1.3. Literature Gap and Rationale of the Study

From the literature review, it has been noted that product position plays a vital role in influencing the sales of a product. However, existing research is mainly focused on the advantages of product positioning on business performance, consumer interpretation, and competitive advantages. However, the literature review does not explain why multiple firms still fail to achieve the sales expected after using the strategic positioning. Most studies highlight the manager's perspective or are theoretical discussions and do not focus on factors such as product category, product position, and sales volume. As a result, there is a limited understanding of how such factors influence the effectiveness of positioning strategies in real market situations.

This study is essential because product positioning is a key marketing strategy used by businesses to impact consumers' interpretation and increase sales. However, firms often experience inconsistent results after using product positioning strategies. Hence, it is necessary to consider the impact of additional factors such as product category, seasonal demand, and consumer demographics, which may impact the success of the positioning. Understanding these additional factors can help businesses develop better strategies, improve decision-making, and achieve an increase in sales performance in a competitive market.

2. Methodology

2.1. Research aim and objectives

This study aims to survey the impact of product positioning on sales of different product categories in a retail store. It attempts to assess how product positioning changes based on the nature of the product, to decide the importance of placement in having an impact on consumers' buying behaviour. The objectives for this aim are:

- To study the hypothesis of the difference in mean sales volume, based on the type of products (clothing, electronics, and food) in the front store placement.
- To examine the variation of average sales volume in the various categories of products in the aisle display.
- To test the hypothesis of a significant difference in mean sales volume among product categories during the end cap placement.

2.2. Research Hypotheses

- NH₁: There is no significant difference in the mean sales volume in front of the store across product categories (clothing, electronics, and food).
- NH₂: There is no significant difference in the mean sales volume in the aisle across product categories (clothing, electronics, and food).
- NH₃: There is no significant difference in the mean sales volume in the end cap across product categories (clothing, electronics, and food).

2.3. Data and Variables

This source of data is Kaggle (Kulkarni, 2024). There are 1001 observations in this data set, which are of two main data types: quantitative and categorical data. The data set includes several different variables that describe product and sales information in a retail store. Product ID represents the unique number assigned to each product item placed in the store. Product position shows where a product has been placed within a store. In this particular data set, there are 3 categories of product position, which are front of the store, end cap, and aisle. Product category states what type of product is being sold. Once again, there are 3 different product categories being used in this data set, which are clothing, electronics, and food. Sales volume represents the number of units sold of a particular product in the retail store.

2.4. Data Analysis Method

The collected data is analysed using ANOVA. ANOVA, which is also known as Analysis of Variance, is a test used to determine if there are statistically significant differences between means of three or more independent groups by comparing the variance between groups to the variance within groups. The purpose of the ANOVA test is to compare means across multiple groups to determine if at least one of them is significantly different, preventing the high Type 1 error rate associated with multiple t-tests (St & Wold, 1989). There were three product categories used in the ANOVA test: clothes, electronics, and food. Three ANOVA tests were done for the position categories, such as the front of the store, aisle, and end of the store.

The process of the ANOVA test starts off by filtering product positioning to one particular position, such as the front of the store, aisle, and then the end cap. Then the data was copied into a website known as numiquo, where the hypothesis test using the parametric test to calculate the results was used. In the metric variables, sales volume, and in the nominal variable, product category were selected. Once all the data were entered, the ANOVA test was performed. After obtaining the ANOVA test results, the descriptive statistics, effect size, and Bonferroni test were applied to decide whether the position of the specific categories had an impact on the sales volume. Descriptive Statistics summarize and organize data features using numerical measures such as mean and standard deviation to provide a concise overview of the dataset. Effect size is a quantitative measure of the magnitude of a phenomenon, indicating the practical significance or strength of a relationship between variables. The Bonferroni test is a method to manage the increased risk of a false positive when performing multiple statistical comparisons (Kucuk et. al., 2016).

3. Results

Table 1: Descriptive Statistics according to the Product Categories in the Front of the Store

Category	n	Mean	Std. Deviation
Clothing	103	1923.71	672.7
Food	115	1672.7	690.15
Electronics	100	1734.22	712.62
Total	318	1773.35	697.85

Table 2: ANOVA Results for Differences in Mean Sales Volume at the Front of the Store Across Product Categories (Clothing, Electronics, and Food)

	Sum of Squares	df	Mean Square	F	p	η^2
Product Category	3646813.18	2	1823406.59	3.81	0.023	0.02
Residual	150731892.8	315	478513.95			
Total	154378706	317				

Table 3: Bonferroni Post Hoc Test Results for Pairwise Comparisons of Mean Sales Volume at the Front of the Store Across Product Categories

	Mean diff.	Std. Error	t	p
Clothing - Food	251.01	93.84	2.67	0.024
Clothing - Electronics	189.49	97.11	1.95	0.156
Food - Electronics	-61.52	94.58	-0.65	1

Table 1-3 shows the results of the descriptive statistics, ANOVA, and Post Hoc test of the front-of-store placement, respectively. The mean sales volumes per product show that clothing products had the greatest mean sales volume (1923.71 units), then electronics (1734.22 units), and food (1672.70 units). The results of the ANOVA show that there is a statistically significant difference in the mean volume of sales in each product category ($p = 0.023 < 0.05$), which rejects the null hypothesis. This indicates that the category of the product plays an important role in the volume of sales in the front-of-store positioning. The effect size (0.02), however, suggests that this effect is small. Finally, Post-hoc analysis with the Bonferroni test indicates that the difference between clothing and food is statistically significant ($p = 0.024$) whereas the differences between clothing and electronics and electronics and food are not statistically significant.

Table 4: Descriptive Statistics according to the Product Categories in the Aisle Section

Category	n	Mean	Std. Deviation
Clothing	112	1832.79	743.28
Electronics	117	1780.95	720.8
Food	111	1728.17	729.21
Total	340	1780.79	730.08

Table 5: ANOVA Results for Differences in Mean Sales Volume in the Aisle Section Across Product Categories (Clothing, Electronics, and Food)

	Sum of Squares	df	Mean Square	F	p
Product Category	610131.29	2	305065.65	0.57	0.566
Residual	180083694.3	337	534372.98		
Total	180693825.6	339			

Tables 4 and 5 show the descriptive statistics and ANOVA results of the products in the aisle, respectively. Descriptive statistics indicate that clothing products rank highest in average sales volume (1832.79 units), followed by electronics (1780.95 units) and food (1728.17 units). The result of ANOVA, however, does not show a statistically significant difference in the mean sales volume between the product categories ($p = 0.566 > 0.05$). Thus, the null hypothesis is not rejected, which implies that the product category does not significantly influence the sales volume when the product is displayed in the aisle.

Table 6: Descriptive Statistics according to the Product Categories in the End Cap Section

Category	n	Mean	Std. Deviation
Electronics	119	1728.77	696.43
Clothing	123	1749.32	762.74
Food	100	1790.27	724.36
Total	342	1754.14	727.27

Table 7: ANOVA Results for Differences in Mean Sales Volume at End Cap Across Product Categories (Clothing, Electronics, and Food)

	Sum of Squares	df	Mean Square	F	p
Product Category	209972.76	2	104986.38	0.2	0.821
Residual	180152037.2	339	531421.94		
Total	180362010	341			

Tables 6 and 7 depict the results of the descriptive statistics and ANOVA of the end-cap placement, respectively. As shown in the descriptive statistics, the food product has the largest mean sale volume (1790.27 units), followed by clothing (1749.32 units) and electronics (1728.77 units). According to the results of the ANOVA, there is no statistically significant difference in the volume of sales in the different categories of products ($p = 0.821 > 0.05$). The null hypothesis can therefore not be rejected, which means that the product category does not have any significant effect on the sales volume in the end-cap placement.

The overall results reflect that the impact of product category on sales volume depends on the product position in the store. For products placed at the front of the store, the Bonferroni test showed that clothing and food sales volume had the most impact compared to other combinations, even though the effect sizes were small. However, for products placed in the aisle and end cap, the results statistically were not significant, which meant that the sales did not have an impact. Therefore, it can be concluded that sales volumes of products of clothing and food categories at the front of the store are slightly impacted, compared to aisle or end-cap positions, which did not cause any impact on the sales volume.

4. Discussion

The sales of clothing are higher if placed at the front of the store compared to the aisle and the end of the store. This outcome can be attributed to visibility and attention. At the front of the store, the clothing gains attention from every customer entering, which brings more awareness to the product, as the customer does not need to search for it. However, when a product is placed in an aisle or end-cap, the

customer needs to move down a certain aisle or look in a specific direction to bring awareness about that particular product (Sigurdsson et al., 2009). Since the clothes are placed at the front of the store, they get more attention, and there is less competition, which reduces the chances of the customer switching to another product (Sigurdsson et al., 2009). Another reason for higher sales of clothing can be the traffic flow in that area. It has been found that 90% of customers turn right after entering a store and then move clockwise all the way to checkout. Hence, this makes the right-side wall of the entrance a perfect place in the store for products (*Spontaneous Shopping: The Psychology of Impulse Buys and How to Inspire Them*, 2025). In addition to the point related to traffic flow, the front of the stores is the perfect place for impulse purchases due to the highest traffic flow of customers since that is the entry point, making these locations perfect for small, pretty, low-price items, making them impulse purchases (Yetimaslan, 2026).

The sales of electronic items remain similar if placed in any of the three positions (front of the store, aisle, end-cap). The reason behind this could be the fact that electronics are heavily focused on innovation, performance, user experience, and other specifications (S. Bulbule & W. Maskewale, 2024). Therefore, it does not matter where the electronic product is placed; the customer will actively search for it to buy the particular model they came for, and not the one they find more conveniently. However, when considering corresponding products such as phone cases and chargers, they may have a sales growth if placed next to the main devices (S. Bulbule & W. Maskewale, 2024). Another case where sales may grow due to position is if there is a new brand or model introduced. This helps form a perception about the product, but once it becomes more well-known, it does not matter where it is placed. In addition to this, a key reason why sales of electronic items do not rise based on their placement is that electronics are placed in groups, so once customers become more aware of where the brand is placed, they will head directly towards them, making their position irrelevant (Elbers, 2016). Furthermore, in many studies, it has been found that the front of the store and end-caps increase sales for small and low-priced items such as phone cases, chargers, earphones, etc. This does not work for electronics because they are neither small nor cheap in price (Chen et al., 2004).

The sales of food items, if placed in any of the positions (front of the store, aisle, end-cap), are not impacted because food purchases are destination-driven, as customers have the idea of what they want to buy, making significant products such as vegetables, rice, wheat, and so on less affected by product positioning (Shaw et al., 2020). In contrast to the results found, another study showed that this proves that product position can help, but it is never fully guaranteed that it will have the impact expected. In addition to this, products such as snacks are more affected by their positions since most of them are considered to be “grab and go items”. When they are placed at the front of the store or at checkout, this increases the chances of last-minute purchases (Shaw et al., 2020). Placing food items in places such as checkout encourages impulse purchases as there is a display of products they did not plan to buy. This is one of the major reasons why retail stores place products like chocolate and gum in such positions to increase their sales. (Yetimaslan, 2026).

5. Conclusion

This study examines the impact of product positioning within stores on the sales performance of multiple product categories. The research aims to determine whether the placement of products in positions such as the front of the store, aisle, and end-cap affects sales volume. Identify whether product category sales are most impacted by the product positioning. Understanding this can help firms improve their business strategies. The study used a data set consisting of 1001 observations from the source Kaggle. The dataset included product categories such as clothing, electronics, and food, product positions (front of the store, aisle, and end-cap), and sales volume. The data was both quantitative and categorical. Descriptive statistics were also used to summarize the data before the ANOVA test was used to test whether there was any significant difference in sales volume of different product categories in different

positions. Effect size and Bonferroni test were also conducted to determine if there was any significant difference after the ANOVA test. The results show that product positioning has an impact on clothing when it is placed at the front of the store. The ANOVA test results showed a p-value of 0.023; however, the effect size was 0.02, which reflects that the effect was small. The Bonferroni test showed that the significant difference was only between clothing and food products, while other comparisons were not significant. In contrast, when products are placed in an aisle and cap the Anova test showed no difference in sales. Hence, the impact of product positioning is limited to a product category like clothing at the front of the store. The discussion explains that the findings are taken into account by consumer behaviour and store layout. Clothing items benefit from being at the front of the store since this creates awareness and increases impulse purchases. Customer movement patterns, such as turning right when they enter a store, add to the visibility of front-placed products. However, for items such as electronics, their purchase is based on specific needs, brand reputation, and specifications, making their sales are not dependent on their position since customers will search for the product regardless of their placement. For food items, since they are pre-planned purchases, their sales are not significantly influenced by positioning; certain food items, such as snacks, can gain from impulse purchase when placed near the checkout. In conclusion, the study's findings show that product positioning has a limited impact on sales in certain positions with high traffic and visibility, such as the front of the store. Other positions, which include aisle and end-cap, do not have an impact on sales for any of the product categories. These findings suggest that businesses should place products such as clothing in a high-traffic part of the store to increase sales, while keeping in mind that product positioning does not have the same impact on all products.

6. Policy Recommendations and Limitations

This study proposes a few policies based on the findings. Firstly, retailers and store planners design layouts so that they can place high-demand and profitable clothing items at the front of the store to increase sales. A second way the results can be used is by marketers to help promote and display clothing items at the front of the store in this high-traffic area. Visual merchandisers can create attractive displays to lure customers to buy the clothing and boost sales. However, for positions like aisle and end cap, where clothing sales are not as effective, the area can be allocated to other product categories, which have stable demand and are not bought based on visibility. According to the results for both the food and electronic categories, where sales volume is not affected by product position, retailers can avoid placing these products in premium display areas and place other products whose sales volume is affected by visibility. They can place food and electronic products in the regular aisle without impacting sales negatively. Marketers can focus more on other factors of the products, such as promotion, packaging, and price, rather than on their positioning and visibility. Retail educators can use these findings to improve staff training programs by emphasising that food and electronic products' customer assistance and product knowledge are more important than placement. This means that employees will be trained to focus on guiding customers, providing information, and improving service quality rather than positioning.

The research has multiple limitations that should be recognized. First of all, it does not take into account the other important sales factors, such as the price, promotion, quality, and brand reputation, which can have much stronger influences on sales, along with product placement. Secondly, the research is bound to only three product categories, which reduces the generalizability of the findings for other types of products. Finally, the dataset does not include details on consumer information such as their preferences, incomes, or likings, making it difficult to explain why product placement does or does not impact sales.

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