

# **The Influence of Product Arrangement on Sales Performance among Street Vendors in Mwanza, Tanzania**

## **Abstract**

This paper aimed to examine the influence of product arrangement on sales performance among street vendors in Mwanza, Tanzania. The study employed Push and Pull Theory which was postulated by Gilad and Levine in 1986. This study adopted a positivist research philosophy and employed a descriptive design targeting a population of 450 street vendors in the Nyamagana District. A sample size of 212 was selected using simple random sampling. Data collection was through structured questionnaires, while data analysis used descriptive and inferential statistics, including multiple regression to test the relationship between product arrangement and sales performance. The findings indicate that 48% of respondents believe product arrangement significantly influences sales, with 62.26% affirming that categorizing products aids customers in making quicker purchase decisions. A substantial portion of respondents, 59.44%, agreed that attractive and creative displays encourage impulse buying, while a majority (57.53%) disagreed that a clear arrangement leads to extended browsing time. Furthermore, 55.66% of respondents pointed out that daily sales are enough to cover the expenses, which means a good arrangement of products will be the key factor in boosting total sales. The study concluded that clear visibility of product displays increases the level of customer interaction and purchase, therefore visual merchandising is important in improving sales performance and customer loyalty. The study recommended that business should focus on ways to enhance their product arrangement strategies through creative displays and actively seek customer feedback in order to align merchandising efforts with consumer preferences.

***Keywords:** Product Arrangement, Sales Performance, Street Vendors*

## **1. Introduction**

The presence of street vendors is prevalent in African urban environments. Despite the challenges in quantifying their total number, street vendors have consistently offered goods and services, including clothing, footwear, and food, while occupying public spaces in these cities. In Mwanza, although precise estimates are elusive, there has been a notable increase in the number of street vendors over time (George, 2022).

However, street vending is a widespread urban phenomenon, representing a form of informal labor where individuals engage in trading activities within city environments (Racaud et al., 2019). The concept of informal business activities emerged in the 1970s, with differing interpretations based on which activities were considered "informal". Street vending specifically refers to the sale of goods in public spaces such as streets, squares, sidewalks, and parks. It includes the sale of a

variety of products, such as shoes, prepaid phone cards, fruits, vegetables, and clothing, among others. This form of vending involves the exchange of both industrial and consumer goods (Chille et al., 2023).

Display strategies are a vital component of marketing communications, it involves various techniques utilized by businesses to enhance product visibility in today's competitive market. By understanding how display strategies influence the sales performance of a vendor, a business needs to secure a competitive edge. The sales performance of a vendor's business is highly influenced by display strategies used to promote the products to its consumers. As businesses increase, there is a more need to invest in display strategies and these initiatives will shape and influence the sales performance of a business.

Millions of people in developing nations are now forced to participate in informal business operations due to factors such as globalization, low levels of education, formal employment scarcity, and economic contractions in the late 1970s (Onyango, Olima, & Onyango, 2012). The industry in Africa operates outside the formal economic development framework and is categorized as an informal industry. In light of Africa's difficult economic conditions, characterized by decreasing foreign aid and increasing poverty rates, numerous nations have begun to perceive the sector as a vehicle for enhancing the private sector's role in achieving growth and equity in development. According to ILO estimates, the informal workforce comprises 40 to 80 percent of the urban workforce in developing countries (Kiggundu & Pal, 2018).

Street vending is a significant part of Tanzania's informal economy, particularly in urban centers like Mwanza, where vendors often operate without formal permits, offering flexibility in their display strategies. These strategies, which include location selection, product arrangement, and visually appealing displays, are vital for attracting customers in high-density areas. The success of street vendors is influenced by a combination of economic, social, cultural, and regulatory factors, with display tactics directly affecting sales performance (Tsikirayi, 2013). This study aims to analyze the influence of product arrangement on sales performance among street vendors in Mwanza.

### **1.1 Overview of Street Vendor Businesses**

The street vendors are the most widespread and visible informal working groups in Africa. The act of selling goods and services on the streets without a permanent built-up structure is known as street vending (Wongtada, 2014). Common names for street sellers include hawkers, peddlers, street dealers, and (in Tanzania) "Machinga." Due to the nature of the vending business which includes mobility, part-time work, and informality statistics about street vendors are hard to come by on a national and international scale (Santos et al. 2019).

Street vendors purchase goods from manufacturers, wholesalers, or big-box stores and resell them to customers at a profit (Rajabu, 2022). Vendors can be either stationary (fixed), meaning they place their products in the same location every day, or flexible (mobile), meaning they travel around looking for clients (Santos et al. 2019). The typical street seller works ten hours a day; in Mwanza, you may frequently find them at bus stops and in the open space in markets in the evening. Many street vendors in Tanzania are young people with little education, typically between the ages of 18 and 35 (Mramba, Sutinen, Haule, & Msami, 2014).

When it comes to running punishment of local authority rules, the police, formal business owners, and the public about traffic, open spaces, road usage, and unfair competition, street sellers typically

face high levels of risk (The Duy, & Tien, 2024). Due to their operation in unapproved areas, street vendors are regarded as unlawful in several African countries. Street vendors who are caught by the police often have to pay bribes in addition to facing fines, jail time, and merchandise loss (The Duy, & Tien, 2024). Low skill levels, a lack of funding, and ineffective business plans are other barriers for street vendors (Lyons, Brown, & Msoka, 2014). Nonetheless, they persist in providing low-income young people in developing nations with low-quality items, employment, and income (The Duy, & Tien, 2024). Also, Tanzania's street vending industry would only expand due to the country's low rate of formal employment. The interest of this study is to find out the reason why street vendors have different sales performances apart from financial differences between them.

## **1. Objective of the Study**

- i. To analyze the influence of product arrangement on Sales Performance among street vendors in Mwanza.

## **2. Theoretical Framework**

This study was guided by the push and pull theory

### **3.1 Push and Pull Theory**

This theory was proposed by Gilad and Levine in 1986. Recent years have seen a rise in the field's adherence to the push/pull theory, which places an emphasis on inclusive marketplaces. Push and pull have different uses in terms of the application. Push marketing includes active methods like advertisements, promotions, and displays that will reach out to the customers and ensure sales are generated. These are normally eye-catching visual presentations, strategic placing of the products, and urgent offers. The aim is to increase awareness and quickly develop sales. On the other hand, pull marketing depends on attracting the customers by offering them attractive content in order to create brand loyalty, taking time to gain consumer trust. Both of the strategies, if implemented appropriately through product layout, location, and visuals, increase customer interaction and sales. Push marketing yields immediate results and reaches larger groups, while pull marketing takes time to build brand recognition and loyalty. However, push marketing may struggle with fostering long-term connections, and pull marketing may incur higher costs for customer acquisition. Studies have shown that combining both strategies can improve sales, customer engagement, and business performance (Lee et al., 2019; Brown & Williams, 2020; Jones & Garcia, 2017).

## **3. Empirical Literature Review**

This section examines and discusses previous empirical studies on product arrangement and their impact on sales performance.

### **4.1 Influence of Product Arrangement on Sales Performance**

Ijike (2020) investigated the effects of product placements on brand attitudes in Vienna. Qualitative research design and interviews were employed. Research has already been conducted on the effects of product placements on both implicit and explicit memory. This thesis examines the impact of product placements on customer brand attitudes, analyzes potential changes in purchase intentions, and explores customer perceptions of the disruptive factors involved. The analysis indicates that product placements elicit more favorable brand attitudes compared to traditional advertising methods. As a result, customers exhibit increased attraction to the product or brand. A positive attitude towards a brand positively influences customer purchase intentions, leading to a greater

willingness to buy products in the market. This indicates that firms may achieve enhanced profitability through the implementation of product placements.

Robakidze and Nugzar (2023) conducted a study on the impact of product placement on consumer behavior, highlighting the role of product (brand) placement as a distinct method for engaging customers in contemporary marketing practices. To ascertain the relationship between the specified variables, marketing research was conducted, revealing respondents' opinions on traditional advertising and product placement. Research indicates that traditional advertising diminishes in effectiveness over time, leading to a preference for product placement in the Georgian market, as evidenced by statistically significant regression analysis.

Siagian et al. (2020) conducted a study examining the impact of product knowledge on salesperson performance, considering the moderating role of attitude in Indonesia. Utilizing a quantitative research design, they employed questionnaires to collect data from respondents. The findings indicated that product knowledge positively affects salesperson performance, while attitude does not moderate this relationship. The study conducted by Sutanto et al. (2022) on the impact of product quality, promotion, and social media on sales volume at Paradise Café in Surabaya, Indonesia, employed a descriptive research design involving 140 respondents who completed questionnaires in both physical and digital formats. The findings indicate that all variables examined significantly influence sales volume, both individually and collectively.

Faraqui and Fabliha (2019) examined the impact of shelf space arrangement on consumer purchasing behavior in Bangladesh. A descriptive research design was utilized, involving 171 respondents, to examine the effects of shelf display, shelf position, and product assortment on consumer buying behavior. The results indicate that all variables shelf display, shelf position, and product assortment significantly influence buying behavior. This aligns with the study by Ferreira et al. (2017), which examined the effect of product placement on shopping behavior at the point of purchase in physical bookstores. The aim was to understand in-store shopping behavior to enhance sales performance. The study employed a qualitative research methodology, utilizing observation and interviews as data collection tools, supplemented by indoor 3D cameras capable of tracking human emotions in real time, thereby minimizing costs associated with large-scale video data. The collected data indicated that, on average, the selection of previously chosen books is consistent across all titles.

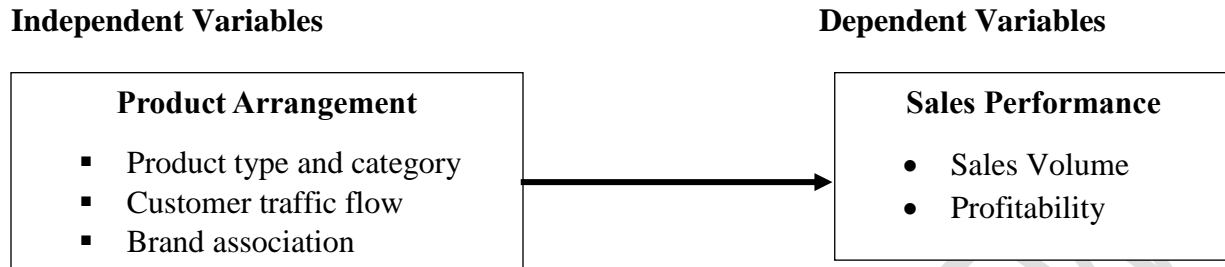
Sunita (2017) evaluated the impact of product placements in films and television on consumer brand awareness in the United Kingdom. A descriptive research design was utilized, involving 170 respondents. This research utilized a questionnaire to gather data, encompassing inquiries regarding general opinions and the impact of product placements on brand awareness. The data was analyzed utilizing advanced analytical methods, specifically Random Forest and Association Analysis. The initial method facilitated the identification of significant factors, while the subsequent method allowed for the examination of various combinations of factors influencing product placements in films and television.

#### **4. Conceptual Framework**

The conceptual framework is a collection of primary concepts and guiding principles drawn from relevant fields of investigation that are used to organize a following presentation, explain essential ideas and variables, and suggest possible connections between them (Kyessi 2022). This helps a

researcher to show the relationship between independent and dependent variables that was examined during the study.

**Figure 1 Conceptual Framework**



**Source:** Research (2024).

The independent variable Product Arrangement influences Sales Performance by determining how products are organized and presented to customers. Product type and category affect how easily customers can find what they are looking for, which can boost Sales Volume. Customer traffic flow plays a role in ensuring that high-demand products are placed in areas with more foot traffic, increasing visibility and ultimately Profitability. Additionally, strong Brand Association through product arrangement can enhance customer loyalty, leading to higher sales and sustained profits over time.

## 5. Methodology

This study employed a positivist research philosophy with a descriptive research design. The research targeted 450 street vendors in the Nyamagana District, with a sample size of 212 selected through simple random sampling. Data collection was conducted using structured questionnaires employing a 5-point Likert scale to gather quantitative data. A pilot study was conducted to ensure the validity and reliability of the instruments, with Cronbach's alpha used to test reliability. The analysis was performed using descriptive and inferential statistics, including multiple regression analysis to examine the relationship between independent variables (product arrangement) and the dependent variable (sales performance). Ethical considerations, including permission letter from St. Augustine University of Tanzania, the regional office and the district office, informed consent and confidentiality, were strictly adhered to throughout the study.

## 6. Presentation of the Findings

### 7.1 Results of the Reliability Tests

For each study construct, the researcher determined the questionnaire's reliability using Cronbach's Alpha coefficients. From August to September of 2024, 212 relevant persons who were not part of the main research sample participated in a pilot study that included these reliability assessments. Table 1 below displays the Cronbach's Alpha findings for the entire questionnaire and hypothesis.

**Table 1 Reliability Test**

Construct	Cronbach's Alpha Coefficient	Number of Respondents	Number of Test Items	Comment
Product Arrangement	.853	212	5	Reliable

**Source:** Field Data (2024)

## 7.2 Demographic Characteristics of the Respondents

In Mwanza City, male street vendors dominate, with few female breadwinners due to police confrontations, parental concerns, low education, and minimal other income sources, aligning with the informal sector's dualist view. Table 2 provides details on the socio-demographic and work characteristics of the street vendors.

**Table 2 Demographic Data**

Category	Group	Frequency (n)	%
Sex	Male	192	90.5
	Female	20	9.5
Age	< 20	8	3.8
	20 – 30	93	43.9
	31 – 40	63	29.7
	41 – 50	34	16.0
	> 50	14	6.6
Marital Status	Single	43	20.4
	Married	163	76.8
	Divorced or separated	6	2.8
Education	Illiterate	15	7.1
	Primary Education	122	57.5
	Secondary Education	43	20.3
	College and/or University	32	15.1
Number of Years at Work	<3	53	25
	3 – 5	74	34.9
	>5	85	40.1
Working Hours per day (hours)	≥8	205	96.7
	<8	7	3.3

**Source:** Field Data (2024)

From the field data, it was shown that 192 respondents were male respondents who were similar to 90.5% of the respondents who participated in this study. Also, the data shows that female respondents were 20 as similar to 9.5% of the whole population involved in this study as respondents.

Report obtained from the field examined that a total of 8 respondents as equal to 3.8% of the respondents were aged less than 20 years as it was obtained from the population participated in the study, respondents who were aged between 20 and 30 were 93 respondents as equal to 43.9% of the whole respondents rate, 63 respondents were aged between 31 and 40 as they were only 29.7% of the respondents participated in this study and 34 respondents as similar to 16.0% of the respondents were of age range between 41 to 50 as well as the other 6.6% of the respondents which was made by 14 respondents was accumulated by respondents who were aged above 50 years. Most of the respondents participated in this study were aged between 20 and 30 years.

Field data shows that 43 respondents as equal to 20.4% of the respondents were single respondents while 163 respondents who made 76.8% of the respondent's rate were married respondents and the other 6 respondents as similar to 2.8% of the respondents were divorced or separated. From this data, most of respondents were from the group of married.

Researcher presented education status of the respondents as 7.1% of the respondents as equal to 15 respondents participated in this study were illiterate respondents, 122 respondents as equal to 57.5% of the respondents were those held primary education, 43 respondents similar to 20.3% of

the respondents were of secondary education level while other 32 respondents similar to 15.1% were those with college or University level of education.

Working experience was examined by the researcher in which it was found that 53 respondents who were similar to 25% of the respondents were with three years of experience at work, 74 respondents similar to 34.9% of the respondents had 3 to 5 years as they experience at work, 85 respondents who made 40.1% of the respondents were of 5 years and above as their working experience. Therefore, field data argued that most of the respondents were with five years and above as their working experience.

Also, 205 respondents who made 96.7% of the respondents agreed that they are working for more than eight (8) hours per day while 7 respondents who were similar to 3.3% of the respondents established that they work for eight (8) hours per day. From the field most of the respondents showed that they work for more than eight hours per day.

### 7.3 Street Vendors Product Arrangement on Sale Performance

The arrangement of products presents the distribution of 212. The results from the field indicate that 102 (48%) respondents strongly agree and agree that product arrangement is an attributing factor on sales. In comparison, 94 (44%) respondents strongly disagreed and disagreed whereas 16 (8%) respondents had failed to decide so they were neutral. To have data for this objective the researcher obligated respondents to show their level of agreement by adhering to the five Likert rating scale in which SD= strongly disagree, D= Disagree N= Neutral, A= Agree.

**Table 3: Product Arrangement**

Product arrangement (PA)	SD	D	N	A	SA
Arranging my products by category (e.g., fruits, and vegetables) helps customers browse and make purchase decisions more quickly.	39(19%)	29(13.68%)	12(5.66%)	67(31.60%)	5(30.66%)
Frequently rearranging my product display can be time-consuming and disruptive to my sales flow.	59(27.83%)	66(31.13%)	15(7.08%)	37(17.45%)	35(16.51%)
Customers are more likely to spend more time browsing my business if the products are arranged in a clear and easy-to-navigate way.	65(30.66%)	57(26.87%)	9(4.25%)	50(23.58%)	31(14.62%)
I have noticed that customers tend to buy more suddenly when products are displayed attractively and creatively.	47(34.91%)	25(11.79%)	14(6.60%)	74(34.91%)	52(24.53%)
Having a well-organized arrangement of my products makes it easier for customers to find what they want.	21(9.91%)	39(18.40%)	43(20.28%)	51(24.06%)	58(27.36%)

**Source: Field Data (2024)**

#### 7.3.1 Arranging Products by Category on Sale Performance

Findings from the field found that 65 respondents as similar to 30.66% of the respondents strongly agreed that arranging my products by category (e.g., fruits, and vegetables) helps customers browse and make purchase decisions more quickly, 67 respondents who was equivalent to 31.60% of the respondents agreed to the aspect that arranging my products by category (e.g., fruits, and vegetables) helps customers browse and make purchase decisions more quickly and 12

respondents who were equivalent to 5.66% of the respondents were equal to the matter that arranging my products by category (e.g., fruits, and vegetables) helps customers browse and make purchase decisions more quickly. Moreover, 29 respondents who were similar to 13.68% of the respondents disagreed to the assumption that arranging my products by category (e.g., fruits, and vegetables) helps customers browse and make purchase decisions more quickly while other 19% of the respondents who were 39 respondents strongly disagreed to the aspect that arranging my products by category (e.g., fruits, and vegetables) helps customers browse and make purchase decisions more quickly. Results from the field established that arranging my products by category (e.g., fruits, and vegetables) helps customers browse and make purchase decisions more quickly as 62.26% of the respondents affirmed the case that arranging my products by category (e.g., fruits, and vegetables) helps customers browse and make purchase decisions more quickly.

### **7.3.2 Frequent Rearranging of Product on Sale Performance**

Findings presented in table.4 implicated that 35 respondents as same as 16.51% of the respondents strongly agreed to the aspect that frequently rearranging my product display can be time-consuming and disruptive to my sales flow, 37 respondents who were equal to 17.4% of the respondents agreed to the notion that frequently rearranging my product display can be time-consuming and disruptive to my sales flow and 7.08% of the respondents who were made by 15 respondents were neutral to the statement that frequently rearranging my product display can be time-consuming and disruptive to my sales flow. Also, 66 respondents as similar to 31.13% of the respondents disagreed to the statement that frequently rearranging my product display can be time-consuming and disruptive to my sales flow while other 27.83% of the respondents strongly disagreed to the notion that frequently rearranging my product display can be time-consuming and disruptive to my sales flow. Therefore, field findings suggested that most of the respondents disagreed to the statement that frequently rearranging my product display can be time-consuming and disruptive to my sales flow as 58.96% of the respondents disagreed to this statement.

### **7.3.3 Clear and Easy-to-navigate Arrangement on Sale Performance**

Table 4 indicates that 31 respondents, representing 14.62% of the total, strongly agreed that customers are more likely to spend additional time browsing the business when products are organized in a clear and navigable manner. Additionally, 50 respondents, or 23.58%, agreed with this assertion, while 9 respondents, accounting for 4.25%, remained neutral regarding the statement about product arrangement and customer browsing time. Additionally, 57 respondents, representing 26.87% of the total, disagreed with the assertion that customers are more inclined to spend additional time browsing the business when products are organized in a clear and easily navigable manner. Furthermore, 65 respondents, equivalent to 30.66% of the total, strongly disagreed with the same assertion. Field findings indicated that a majority of respondents disagreed with the assertion that customers are more inclined to spend additional time browsing a business when products are organized in a clear and easily navigable manner, as 57.53% expressed disagreement on this point.

### **7.3.4 Attractive Arrangement and Creativity on Sale Performance**

Findings from the field implicated that 52 respondents who were similar to 24.53 strongly agreed to the matter that customers tend to buy more suddenly when products are displayed attractively and creatively, 74 respondents who were made by 34.91% of the respondents agreed to the notion that customers tend to buy more suddenly when products are displayed attractively and creatively and 14 respondents as equivalent to 6.60% of the respondents were neutral on the case that

customers tend to buy more suddenly when products are displayed attractively and creatively. In other hand, 25 respondents as equal to 11.79% disagreed to the view that customers tend to buy more suddenly when products are displayed attractively and creatively and 47 respondents as equal to 34.91% of the respondents involved in this study strongly disagreed to the notion customers tend to buy more suddenly when products are displayed attractively and creatively. Results from the field shows that most of the respondents agreed to this aspect as 59.44% of the respondents agreed to this assumption that customers tend to buy more suddenly when products are displayed attractively and creatively.

### 7.3.5 Well-organized Arrangement of Products on Sale Performance

According to the field data, 58 respondents, representing 27.36% of the total, strongly agreed that a well-organized arrangement of products facilitates customer access to desired items. Additionally, 51 respondents, or 24.06%, expressed agreement on this point, while 43 respondents, accounting for 20.28%, found it natural that a well-organized arrangement aids customers in locating what they want. A total of 39 respondents, representing 18.40% of the sample, disagreed with the statement that a well-organized arrangement of products facilitates customer access to desired items. Additionally, 21 respondents, accounting for 9.91%, strongly disagreed with the same statement. Field data indicates that 51.42% of respondents endorsed the notion that a well-organized arrangement of products facilitates customers in locating what they desire, as they expressed agreement with this statement.

### 7.4 Sales Performance

Data obtained from the field data was presented under this dependent variable which aimed to collect that about sales performance in base of sales value and profitability. To have this done, the researcher collected data from the field in which respondents were to show their level of alignment to this objective by showing their level of agreement to this assumption. Five Likert rating scale was used by the researcher in which respondents were to show their responses; SD = Strongly Disagree, D= Disagree, N= Neutral, A= Agree.

**Table 4. Sales Volume**

Sales volume (SV)	SD	D	N	A	SA
The location of a vending spot has an impact on the sales volume of the business.	33(15.57%)	37(17.45%)	20(9.43%)	49(23.11%)	73(34.43%)
The appearance of a vending setup influences business sales volume.	40(18.87%)	39(18.34%)	11(5.19%)	57(26.89%)	65(30.66%)
I believe the quality of my products is a major selling point for my customers.	37(17.45%)	36(16.98%)	33(15.57%)	47(22.17%)	59(27.83%)
My daily sales allow me to cover my expenses.	28(13.21%)	49(23.11%)	17(8.02%)	49(23.11%)	69(32.55%)
The cost of supplies has a significant impact on my business.	40(18.87%)	34(16.04%)	28(13.21%)	49(23.11%)	61(28.77%)
I would recommend starting a vending business for others based on profitability.	24(11.32%)	33(15.57%)	47(22.17%)	49(23.11%)	59(27.83%)

Source: Field Data (2024)

#### **7.4.1 Location of a Vending Spot**

Field data presented in table 5 shows that 73 respondents as equal to 34.43% of the respondents strongly agreed to the aspect that location of a vending spot has an impact on the sales volume of the business, 49 respondents who were equivalent 23.11% of the participants of this study as respondents agreed to the notion that location of a vending spot has an impact on the sales volume of the business and 20 respondents as similar to 9.43% of the whole participants of the respondents were neutral on the aspect that location of a vending spot has an impact on the sales volume of the business. 37 respondents as equal to 17.45% of the respondents disagreed to the matter that location of a vending spot has an impact on the sales volume of the business and 33 respondents as equal to 15.57% of the respondents strongly disagreed that location of a vending spot has an impact on the sales volume of the business. From this data, it was found that 57.54% of the respondents were on the side in which they aligned to the statement that location of a vending spot has an impact on the sales volume of the business.

#### **7.4.2 Appearance of a Vending Setup**

Results from the field implicated that 65 respondents as equal to 30.66% of the respondents strongly agreed to the aspect that the appearance of a vending setup influences business sales volume, 57 respondents as equal to 26.89% of the respondents agreed to the case that the appearance of a vending setup influences business sales volume and 11 respondents who were equivalent to 5.19% of the respondents were neutral on the case that the appearance of a vending setup influences business sales volume. Also, 39 respondents who were similar to 18.34% of the respondents disagreed to the aspect that the appearance of a vending setup influences business sales volume and 40 respondents as similar to 18.87% of the respondents participated in this study strongly disagreed to the aspect that the appearance of a vending setup influences business sales volume. Field data established that 57.55% of the respondents agreed to the matter that the appearance of a vending setup influences business sales volume in accordance of the field data.

#### **7.4.3 Quality of Products**

Results obtained from the field shows that 59 respondents as equal to 27.83% strongly agreed that quality of my products is a major selling point for my customers, 47 respondents who were similar to 22.17% of the respondents agreed to the aspect that quality of my products is a major selling point for my customers and 33 respondents as equivalent to 15.57% of the respondents were neutral to the matter that quality of my products is a major selling point for my customers. 36 respondents as same as 16.98% of the respondents disagreed to the subject that quality of my products is a major selling point for my customers while 37 respondents who were similar to 17.45% of the respondents strongly disagreed to the quality of my products is a major selling point for my customers. 50% of the respondents agreed that quality of my products is a major selling point for my customers as it was found from the field data.

#### **7.4.4 Daily Sales**

Data found from the field showed that 69 respondents who were equal to 32.55% of the respondents strongly agreed to the notion that daily sales allow me to cover my expenses, 49 respondents as similar to 23.11% of the respondents agreed to the aspect that daily sales allow me to cover my expenses and 17 respondents as equal as 8.02% of the respondents were neutral on the aspect that daily sales allow me to cover my expenses. 49 respondents as equal to 23.11% of the respondents disagreed to matter that daily sales allow me to cover my expenses and 28 respondents as similar to 13.21% of the respondents strongly disagreed to the matter that daily

sales allow me to cover my expenses. 55.66% of the respondents agreed to the notion that daily sales allow me to cover my expenses as it was found by the researcher during the actual study.

#### 7.4.5 Cost of Supplies

The researcher found that 61 respondents as equal to 28.77% of the respondents of this study strongly agreed to the aspect that cost of supplies has a significant impact on my business, 49 respondents as equivalent to 23.11% of the respondents agreed to the matter that cost of supplies has a significant impact on my business and 28 respondents who were equivalent to 13.21% of the respondents were neutral on the aspect that cost of supplies has a significant impact on my business. Also, 34 respondents as equal to 16.04% of the respondents disagreed to the matter that cost of supplies has a significant impact on my business and 40 respondents as same as 18.87% of the respondents strongly disagreed to the case that cost of supplies has a significant impact on my business. Therefore, data from the field found that 51.88% of the respondents agreed to the statement that cost of supplies has a significant impact on my business in accordance of data found by the researcher from the field.

#### 7.4.6 Recommendation of a Vending Business

Data in table 5 shows that 59 respondents as same as 27.83% of the respondents strongly agreed that recommend starting a vending business for others based on profitability, 49 respondents as equal to 23.11% of the respondents agreed to the aspect that recommend starting a vending business for others based on profitability and 47 respondents who were similar to 22.17% of the respondents were neutral on the aspect that recommend starting a vending business for others based on profitability. Moreover, 33 respondents who were equivalent to 15.57% of the respondents disagreed to the notion that recommend starting a vending business for others based on profitability and 24 respondents who were similar to 11.32% of the respondents as strongly disagreed on the matter that recommend starting a vending business for others based on profitability. 50.94% of the respondents agreed to the aspect that recommend starting a vending business for others based on profitability.

#### 7.5 Descriptive Statistics

Under this part the researcher presented statistical information which was developed in base of respondents' number, mean and standard deviation. These data in table below, were found after being computed by the researcher while using SPSS computer program.

**Table 5. Descriptive Data**

Item(s)	N	Min	Max	Mean	Std. Deviation
Product arrangement	212	5	25	17.46	4.756
Sale performance	212	3	15	10.97	2.481

**Source:** Field Data (2024)

Results found shows that Location (Mean=13.55, SD=3.756) which had a relationship to a dependent variable. Product arrangement found (Mean=17.46, SD=4.756) this value was of significant to sales performance. Also, Eye-catching visual was found to be with (Mean=17.31, SD=4.643) in which signifies a significant to sales performance as well as Sales performance was found to be with (Mean=10.97, SD=2.481) as the level of significant among its indicators.

### 7.5.1 Multiple Regression

Under this assumption, the researcher tested linearity, normality, autocorrelation Linearity Assumption as well as multicollinearity and homoscedasticity. All these assumptions aimed at validating the effect of independents variables to dependent variables.

#### Linearity Test

It is a form of regression analysis which is purposefully aiming at validating the alignment value between variables. Findings of this test were presented as shown in table below.

**Table 6. Linearity Test**

		<b>PA</b>	<b>SP</b>
SP	Pearson Correlation	.889	.913
	Sig. (2-tailed)	.000	.000
	N	212	212
PA	Pearson Correlation	.884	.874
	Sig. (2-tailed)	.000	.000
	N	212	212

Source: Field Data (2024)

Results observed from this test shows that there was a very strong bond among variables in which the significant value was at level of 0.01. Observation under each objective was found that product arrangement ( $r(212), >.000, <.816$ ). From this data presented by the researcher in table 6 shows the presence of relationship among variables. Furthermore, sales performance as also found to be with relation to independent variables at the significant level of .000.

#### Normality Assumption

This test aimed at determining whether during actual study, data were distributed normally as it was non bias oriented data distribution. In determining this, the researcher tested Skewness and Kurtosis tests in which supported the researcher to determine and giving out the suggestion for the normality status of the data distributed in this study.

**Table 7. Normality Test**

		<b>N</b>	<b>Min</b>	<b>Max</b>	<b>Skewness</b>	<b>Kurtosis</b>	
		Stat.	Stat	Stat	Stat	Std. Error	Stat
<b>PA</b>		212	5	25	-.935	.242	.711
<b>SP</b>		212	3	15	-.681	.242	.484
<b>Valid</b>	<b>N</b>	212					

Source: Field Data (2024)

From the field, results obtained by the researcher indicated that data were distributed normally as the values obtained under Skewness and Kurtosis test affirmed this as its values were in the acceptable range for normality acceptance. Due to various schools and scholars, affirmed that

normality test under Skewness and Kurtosis test is acceptable if values found are  $\pm 2.58$ . Therefore, due to the assumption developed and data found from the field it was established that in this study data were distributed normally.

### Autocorrelation

In testing independent error among variables, the researcher undertake autocorrelation test in which Durbin-Watson test was undertaken so as to prove the existence of autocorrelation between independent and dependent variables.

**Table 8. Autocorrelation**

Model	R	R Square	Adjusted Squares	R	Std. Error of the Estimate	Durbin-Watson
1	.934 <sup>a</sup>	.905	.898		1.5333	1.740

Source: Field Data (2024)

Autocorrelation was found to be existing among variables. In support of Durbin-Watson test showed that data was significant at level of 1.730. From the range of this test as it was set by scholars (1.5 – 2.5) validate the existence of independents error. This is due to the model and analysis employed by the researcher in which it was this errors are not inevitable.

### ANOVA

As the form of statistical analysis which gives analysis on how variables affect each other, data were collected and being computed in which data found were as presented in table 10.

**Table 9. ANOVA**

		Sum of Squares	df	Mean Squares	of F	Sig.
1	Regression	525.935	4	131.484	24.647	.000 <sup>b</sup>
	Residual	498.116	93	5.335		
	Total	1022.051	97			

Source: Field Data (2024)

Variables were found to of interaction in which they were found to be affecting each other. F-test value of 24.647 which was significant at level of .000 showed clear the presence of intermingle among variables used by the researcher in this study.

### Coefficients

It is a form of analysis in which the model is tested whether fit the study. Also, this test is useful in examining how far the dependent variable is being affected by independent variables. Data for this test were as shown in table below.

**Table 10. Coefficient**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.211	2.872		.422	.674

1	PA	.099	.129	.078	.770	.003
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**Source: Field Data (2024)**

$Y=1.211+.099$  is a simplest form of summarizing data presented in table 10. Also, data in this table shows that product arrangement found to be with significant level of ( $\beta=.078$ ,  $p<.003$ ). Results from this field data shows that there was a relationship among variables as the coefficient results as data found were in the acceptable range of significant level of 0 to 1.

## 7.6 Discussion of Findings

### 7.6.1 Effects of product arrangement on Sales Performance

The study demonstrated that product displays attract customers and enhance sales performance likelihood. The arrangement of products conveys a distinct message, enhances perceived value, and subsequently increases sales. This study aligns with the findings of [Nashwan \(2015\)](#), which indicated that displayed products effectively capture the attention of potential customers and maintain their engagement. This may result in enhanced sales and customer loyalty, as consumers will retain memories of their interactions with your brand. The thesis by [Vilmsky \(2022\)](#) examines the impact of product placements on consumers' brand attitudes, analyzes potential shifts in purchase intentions, and investigates customer perceptions of the disruptive element. The findings suggest that well-organized product displays can significantly influence consumer behavior, fostering stronger brand engagement and potentially leading to increased sales and loyalty. These results align with previous research, highlighting the importance of visual merchandising in shaping customer perceptions and purchase intentions, thus offering valuable insights for businesses looking to optimize their sales strategies.

Moreover, [Faraqui and Fabliha \(2019\)](#) indicate that all variables shelf display, shelf position, and product assortment significantly influence buying behavior. [Siagian et al. \(2020\)](#) also added that product knowledge positively affects salesperson performance, while attitude does not moderate this relationship. Again, [Sutanto et al. \(2022\)](#) found that variables such as product quality, promotion, and social media on sales volume examined significantly influence sales volume, both individually and collectively. Thus, the findings reinforce the importance of various factors, such as product display, position, and knowledge, in shaping consumer buying behavior and enhancing sales performance. Additionally, these insights highlight the need for businesses to focus on multiple variables, including product quality, promotions, and social media engagement, to maximize sales volume and drive customer interest.

## 7. Conclusion and Recommendation

### 8.1 Conclusion

The results of this study have shown how much the way products are displayed affects sales, as orderly displays increase customer interaction and, consequently, their buying behavior. It was observed that clear categorization and attractive presentation drew the attention of consumers and created a favorable atmosphere for better sales. This is supported by literature, which states that visual merchandising plays a very important role in the development of consumer perception and behavior. The businesses that focus on strategic product arrangements will have greater customer loyalty and overall sales performance.

Also, the study has underlined the interaction of different factors in bringing success to the sales. It is not only the quality of the product but also the appearance of the whole vending setup. While the structure of products influences customer browsing behavior, other dimensions like location

and the cost of supplies also play a vital role in determining business outcomes. This would allow companies to understand these relationships and thus develop their strategies for better sales performance that would pave the way toward long-term profitability and sustainability.

## 8.2 Recommendation

To capitalize on these findings, businesses should implement initiatives to improve their product arrangement strategies, using creative and structured displays to pave the way for consumers as they navigate and make choices about products. In addition, involving customer feedback can help grasp useful information about consumer preferences; a business can then work in line with such knowledge about merchandising.

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