

Oral Defense Announcement

University of Missouri – St. Louis Graduate School

An oral examination in defense of the dissertation for the degree
Doctor of Business Administration with an emphasis in Strategic Management

Jesse Core

Master of Business Administration, Harding University, 2010
Bachelor of Arts, Leadership and Management, Harding University, 2009

Shelf Space Strategy in Alcoholic Beverage Retail: Analyzing the Impact of Shelf Facings on Sales Performance and Consumer Behavior

Date: September 20, 2024
Time: 10:00 a.m. to 12:00 p.m.
Place: ABH 106

Abstract

The alcoholic beverage industry faces intense competition and regulatory constraints, making strategic shelf space management critical. This study investigates the impact of shelf facings on sales performance in the alcoholic beverage sector, focusing on how brand size, ethnicity, and household income levels moderate this relationship.

Data was collected from a regional supermarket chain in Arkansas using a quantitative pretest-posttest control group design. The analysis revealed that increasing shelf facings for smaller brands significantly enhances overall modular sales, with the positive effects persisting even after reverting to the original facings. The study also found that brand size plays an important moderating role, with smaller brands benefiting more from increased facings compared to larger ones. Demographic factors, including ethnicity and household income, were found to significantly influence the effects of shelf facings on sales. The research concludes that adopting a new perspective on shelf space allocation, particularly by strategically increasing facings for smaller brands, may improve overall sales performance in the alcoholic beverage industry. Although the study provides valuable insights, its regional focus and limited category scope suggest the need for further research to explore variations across different regions and alcoholic beverage categories.

Defense of Dissertation Committee

Ho Kim, Ph.D. - Chairperson
Keith Womer, Ph.D.
Timothy Dombrowski, Ph.D.