



# **iJRASET**

International Journal For Research in  
Applied Science and Engineering Technology



---

# **INTERNATIONAL JOURNAL FOR RESEARCH**

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

---

**Volume: 6      Issue: II      Month of publication: February 2018**

**DOI: <http://doi.org/10.22214/ijraset.2018.2069>**

**[www.ijraset.com](http://www.ijraset.com)**

**Call:  08813907089**

**E-mail ID: [ijraset@gmail.com](mailto:ijraset@gmail.com)**

# The Impact of Visual Merchandising, on Impulse Buying Behavior of Retail Customers

AjithK. Thomas<sup>1</sup>, Reni Louise<sup>2</sup>, Vipinkumar VP<sup>3</sup>

<sup>1</sup>Associate Professor, Saintgits Institute of Management, Kottayam

<sup>2,3</sup> Student, Saintgits Institute of Management, Kottayam, \*\*Senior Scientist, CMFRI, Kochi

**Abstract:** Visual merchandising has been over the years thought to be marketing tool in retail industries. The researchers embarked upon a study to find the impact of visual merchandising with reference to the retail sector. For this they have taken the reliance trends as a case and has done an in depth study using its sample customers to find the impact of their buying behavior. The research was of a descriptive in nature and helped to develop the concept to clearly establish priorities, to divulge adequate information which the researchers feel will help in decision making for the company. A structured questionnaire was used to obtain information and to assess the impact of visual merchandising, on impulse buying behavior of customers. A random sampling technique was used in the study and care was taken that the respondents were as diversified as possible. A sample size of 100 respondents was taken from Cochin and Kottayam. To draw conclusions easily, the data was converted into XY (Scatter) diagrams. Research findings suggest that impulse buying accounts for substantial sales across a broad range of product categories in the stores. Since impulse buying is a pervasive aspect of consumers' behaviors and a focal point for strategic marketing plans, it is worthwhile for retailers to understand factors within the retail setting that trigger consumers' impulsive reactions. Retailers can help customers to find the right products through focused merchandising, intelligent store design and layout, and other visual merchandising practices, such as product displays, packaging, and signage. It is has also been found that all the four visual merchandizing factors affect the impulse buying behavior, but the effect of Promotional offerings at the entrance is comparatively very high. A greater importance should be given for visual merchandizing factors by retailers for differentiating itself from the competitors.

**Keywords:** Visual merchandising, impulse buying, consumer behavior, retail

## I. INTRODUCTION

Marketing occupies an important position in the organization of a business unit. An effective system of marketing leads to the organization. All activities which are involved in the process of transferring goods from the place of its manufacture to the ultimate consumer come under the purview of marketing. Marketing is not a novel concept of the 20<sup>th</sup> century but is as old as human history. In the initial stages, trade was simply a barter system. During this period local markets developed. Goods were brought to this market from nearby places for sales. The difficulties experienced under the barter system induced the people to think about a common medium of exchange for this. They introduced various kinds of metals: The appearance of money quickened the phase of trade which is the heart of marketing. After the industrial revolution the marketing system became increasingly complex. With the advent of industrial revolution, the marketing system became revolutionary changes in the techniques, methods and volume of production. Large scale production led to large scale consumption, which consequently led to newer method of marketing. Marketing is one which facilitates any organization to much its own capabilities to the wants of its customers. The modern marketing starts with the identification of customer needs.

## II. PURPOSE OF THE STUDY

The purpose of this research is to examine the relationship between customers' impulse buying behaviors and common external factors that trigger impulse buying. External factors that the research will examine are attributes likely to be encountered in many retailing contexts, such as visual merchandising. The research, therefore, will focus on effects of four types of visual merchandising on impulse buying behavior. The types of visual merchandising used as predictors in this study are window display, in-store form/mannequin display, floor merchandising and promotional signage.

## III. OBJECTIVE OF THE STUDY

A. To examine the relationship between consumer's impulse buying behavior and common external factors that trigger impulse buying.

- B. How much the factors like window display, mannequin display, floor merchandising, and signage affect the impulse buying behavior of the customers.
- C. To provide an insight to the retailer about the types of visual merchandising that can influence impulse buying behavior of customers.
- D. Secondary objectives
- E. To understand the attitude of consumers towards visual merchandising in apparel purchase decision;
- F. To determine the visual merchandising factors that influence apparel purchase decision.

#### IV. THEORETICAL FRAMEWORK & CONCEPTUAL DEFINITIONS

Today's fierce competition and the similarity of merchandise force each segment of the fashion industry to utilize visual merchandising to improve the desirability of products. Apparel retailers, especially, place more importance on visual merchandising to differentiate their offerings from others. Researchers found that impulse buyers usually do not set out with the specific purpose of visiting a certain store and purchasing a certain item; the behavior occurs after experiencing an urge to buy and such behaviors are influenced by internal states and environmental/external factors. Research findings suggest that impulse buying accounts for substantial sales across a broad range of product categories. Since impulse buying is a pervasive aspect of consumers' behaviors and a focal point for strategic marketing plans, it is worthwhile for retailers to understand factors within the retail setting that trigger consumers' impulsive reactions. Retailers can help customers to find the right products through focused merchandising, intelligent store design and layout, and other visual merchandising practices, such as product displays, packaging, and signage. Conceptual definitions were adopted from the literature or created by the researcher specifically for this study.

**External cues:** In-store and façade level display correlated with situational environment that influences a customer's buying decision.

**Floor merchandising:** The arrangement of merchandise according to plan-o-gram/zone-o-gram, in which merchandise is made available for sale to customers.

**Form/mannequin display:** The presentation of merchandise using forms or mannequins in order to provoke customers' interest and create the desire to buy.

**In-store display:** A creative way of presenting merchandise with the purpose of providing consumers with information about new products, fashion trends, or coordination tips in order to encourage customers' urge to buy. For the purpose of this study, the following types of in-store display were investigated: form/mannequin display, floor merchandising, and promotional signage.

**Internal cues:** Emotional feelings and desires that influence customers' buying decisions

**Impulse buying:** "Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task.

**Signage:** Wording used either alone or in conjunction with in-store display to convey product or promotional information to customers with the purpose of informing and creating demand for the merchandise.

**Visual merchandising:** A way of presenting merchandise effectively to improve the desirability of a product and to influence customer's buying behavior.

**Window display:** Any kind of visual presentation of merchandise in the façade level in order to attract attention and ultimately to enter the store.

Impulse buying has been defined as a spontaneous, immediate purchase without pre-shopping intentions either to buy a specific product category or to fulfill a specific buying task. The impulse buying behavior occurs after experiencing an urge to buy and tends to be spontaneous without a lot of reflection. Since impulse buyers are not actively looking for a certain product and don't have prior plans or intention to make a purchase, internal states and environmental/external factors can serve as cues to trigger their impulse behavior.

A. Churchill and Peter (1998) generated a model of the consumer buying process (Figure 1) including five steps:

- 1) Need recognition
- 2) Information search
- 3) Alternative evaluation
- 4) Purchase decision
- 5) Post-purchase evaluation

The buying process begins with a recognized need. This need recognition may come from an internal feeling or it may come from external stimuli generating motivation to purchase. When consumers are motivated by identifying needs, they start looking for

information. Based on the information, consumers evaluate ways to fulfill the need. After evaluating options, consumers may make a purchase. Finally, consumers formally or informally evaluate the outcome of the purchase after buying a product. This step involves consequences and satisfaction for the purchase; a consumer who has positive experience may develop loyalty to the store where she/he purchased. The process is repeated as consumers feel needs for products.

This consumer buying process is influenced by social, marketing, and situational Factors (Churchill & Peter, 1998). Social influences reflect geographic and sociologic factors. Those can be culture, subculture, social class, and family that influence person's behavior by providing direct and indirect messages and feedback. Consumers are also influenced by their reference groups, the groups that influence the consumers' thoughts, feelings, and actions. Marketing influences on the consumer buying process include the affect of the marketing mix, known as product, price, placement, and promotion, which influence the consumer buying process at various stages.

Consumers, in general, are influenced by characteristics of the situation, circumstances surrounding their shopping trip. Major situational influences include the physical surroundings, social surroundings, time, task, monetary conditions, and momentary moods. The physical surroundings that influence buying behavior are observable features that include location of the store, merchandise display, store interior/exterior design, and noise level of the store. The social surroundings of a situation are other people, their characteristics and roles, and the way they interact. The moods and condition as well as the time, task, and monetary condition of a consumer at the time of purchase influence their buying decision. Although useful in explaining planned purchase situations, the model does not lend itself to explaining the process of impulse buying.

The buying behavior is classified as planned or unplanned. According to this classification, planned buying behavior involves a time-consuming; whereas unplanned buying refers to all purchases made without such advanced planning including impulse buying, which is distinguished by the relatively speedy decision-making encouraged by stimuli. Impulse purchases are not the result of a specific search to satisfy a particular requirement since the satisfaction may come from the act of shopping itself. Purchases are incidental to this speedy process although they may provide some kind of enjoyment. Therefore, several pre-purchase steps are entirely skipped in the impulse buying process. Considering the nature of impulse buying, which occurs in a short period of time without prior plans, has been modified for the purpose of this study to describe the impulse buying process by omitting several steps, such as need recognition, information search, and alternative evaluation, and reclassifying influencing factors.

Unlike the planned buying process, the impulse buying process starts with product awareness. Impulse buyers begin browsing without having an intention to purchase a certain item or visiting a certain store. As consumers browse, they are exposed to the stimuli, which triggers customers' urge to buy on impulse. When impulse buyers feel the desire to buy, they make a purchase decision without searching for information or evaluating alternatives. At this stage of the impulse buying process, consumers feel an irresistible urge to buy regardless of their prior intention. Then, consumers may experience positive or negative consequences by the post-purchase evaluation after the purchase on impulse. In fact some consumers have reported dissatisfaction with a product, but maintain satisfaction that the purchase was made. In this process, consumers are influenced by internal states and external factors that trigger their impulse purchase behavior. Since impulse buyers do not set out with a specific goal to buy a certain product or visit a certain store, while browsing and being exposed to the stimuli, impulse buyers feel the desire for the products by being aware of the products, and this desire can be created by internal statement/mood or/and external stimuli. The awareness of the products, which can satisfy the desire, can be achieved by attractive visual presentation of merchandise that provides information regarding new products, fashion trends, or coordination tips.

#### *B. Factors/Cues influencing impulse buying:*

Few recent studies investigated the factors that affect impulse buying. Researchers have suggested that internal states and environmental/external factors can serve as cues to trigger consumers' impulse behavior to purchase. Research shows that situational factors have practical and theoretical significance in that many decisions are made at the point-of-purchase as a reflection of "low involvement" decision-making strategies. The research on situational influence can be described as examining the relationship among shopper characteristics and the features of retailing or point-of-purchase situations. Shopper characteristics might include involvement, attitude, and ethnicity, while the retailing features could include outlet size, retail format, and store personality.

#### *C. Internal factors*

Affect or mood has been identified as a variable that influences impulse purchasing. According to a survey 85% of respondents indicated a positive mood would be more constructive to impulse buying than a negative mood. Respondents stated that, in a

positive mood, they had an unconstrained feeling, the desire to reward themselves, and higher energy levels. Thus, the impulse buyers exhibited greater feelings of delight, enthusiasm, and joy. Individual consumers' impulse buying behavior is correlated with their desires to fulfill hedonic needs, such as fun, novelty and surprise. In addition, emotional support needs may also be satisfied by the social interaction inherent in the shopping experience. For instance, research findings indicate that consumers report feeling uplifted or energized after a shopping experience supporting the recent concept of impulse buying behavior as a trait motivated by hedonic desire. The hedonic value of shopping reflects potential entertainment and emotional worth of shopping. It has been suggested that shopping without specific intent, may be more significant than acquisition of products and can provide a highly pleasurable shopping experience. Since the goal of the shopping experience is to provide satisfaction of hedonic needs, the products purchased during these excursions appear to be chosen without prior planning and represent an impulse buying event.

#### *D. External factors*

Specific situations and retail settings influence both in-store responses and future store choice decisions because of the changing and adoptive nature of expectations, preferences, and behavior. For instance, the findings of the study showed that consumers' beliefs about the physical attractiveness of a store had a higher correlation with a choice of a store than did merchandise quality, general price level, and selection. This supports the notion that consumers' choice of a store is influenced by the store environment, of which visual merchandising plays a vital role. This observation that people approach, avoid, and create situations in accordance with their desires. Customers' avoid or leave retail settings that are stressful or obstructive. The expectation/experience of positive feelings generally leads to approach responses, while avoidance is associated with expectations/experience of negative outcomes. Researchers has suggested that various aspects of retailing environments can influence consumer behavior. The significant roles of various retailing atmospherics, For instance, music and color have been related to consumer behavior, suggesting visual merchandising within the retail settings may influence consumer behavior as well.

### **V. VISUAL MERCHANDISING AND IMPULSE BUYING**

Visual merchandising, or visual presentation, is the means to communicate a store/company's fashion value and quality image to prospective customers. "The purpose of visual merchandising is to educate the customer, to enhance the store/company's image, and to encourage multiple sales by showing apparel together with accessories". Therefore, each store/company tries to build and enhance its image and concept through visual presentations, which appeal to shoppers and ultimately transform them into customers by building brand loyalty and encouraging customers' buying behaviors. Visual merchandising is defined as "the presentation of a store/brand and its merchandise to the customer through the teamwork of the store's advertising, display, special events, fashion coordination, and merchandising departments in order to sell the goods and services offered by the store/company". Visual merchandising ranges from window/exterior displays to interior displays including form displays and floor/wall merchandising as well as promotion signage. It also broadly includes advertising and brand/store logo. In this study, however, only window display and in-store display comprise of form/mannequin display, floor merchandising and promotional signage were investigated.

In-store browsing may be a link between internal and external factors, as an important component in the impulse buying process as well as a link between consumers' impulse buying behavior and retail settings including exterior and interior display. "In-store browsing is the in-store examination of a retailer's merchandise for recreational and informational purposes without an immediate intent to buy". Customers who browsed in a store made more unplanned purchases than non-browsers in a regional mall setting. As a customer browses longer, she/he will tend to encounter more stimuli, which would tend to increase the like hood of experiencing impulse urges. This supports conceptualization of impulse buying as a response to the consumer's exposure to in-store stimuli. Shoppers may actually use a form of in-store planning to finalize their intentions. The store stimuli serves as a type of information aid for those who go to the store without any predetermination of what they need or buy, and once they get into the store, they are reminded or get an idea of what they may need after looking around the store. In other words, consumer's impulse buying behavior is responses made by being confronted with stimuli that provoke a desire that ultimately motivate a consumer to make an unplanned purchase decision upon entering the store. The more the store stimuli, such as visual merchandising, serves as a shopping aid, the more likely the possibility of a desire or need arising and finally creating an impulse purchase. The importance of window display in relation to consumers' buying behavior has received minimal attention in the literature. However, since consumer's choice of a store is influenced by the physical attractiveness of a store, and the first impressions of the store image is normally created at the facade level, it can be suggested that window display may influence, at least to some degree, consumers' choice of a store when they do not set out with specific purpose of visiting a certain store and purchasing a certain item. The initial step to getting customers to purchase is getting them in the door.

## VI. THEORETICAL FRAMEWORK & CONCEPTUAL DEFINITIONS

The visual merchandising is the tool which is used by the companies or shopkeepers to attract the customers or shoppers to do the unplanned buying. In which the marketers and the shopkeepers arrange their shops or do promotional activities that attract the shoppers by seeing the shop, promotions, their sign boards, atmosphere, shelf arrangement, section divisions, cleanliness and many other factors which attract the shoppers to do impulse or unplanned buying. Many others researchers conduct the research on the visual merchandising or impulse buying by their perspective some of them are,

Mehta and chugan, has studied the contact of visual merchandising on shopper impulse buying behavior. He took sample size of 84 customers visiting the retail stores of India and find that window display has direct relation with impulse buying. However no significant relation is found between form display and impulse buying but floor merchandising shows direct relation. Bashar and Irshad, has considered impact of form display, window display, promotional signage and floor merchandising by taking sample size of 250 Indian respondents by applying Pearson correlation. His findings are that window display and impulsive purchasing are positively correlated. Impulse buying and store display are not correlated. Floor merchandising is also correlated with impulse buying. Sujata et al., has shown impulse buying as an antecedent to impulse buying. He has taken window display, form display, floor merchandising as independent variables. He has taken sample comprising of both male and females of age 18-45 and applied Pearson correlation. His conclusion is the strong correlation among window display, impulse buying and forum display. Low correlation is found between impulse buying and floor merchandising. Vinamra et al., has studied impact of visual merchandising on consumer behavior towards toward women's Apparel. His dependent variable is visual merchandising and independent variables are neutral role in influencing the purchase and significant role in influencing the purchase. He took sample size of 150 Indian women's who were visiting shopping malls. His findings are that visual merchandising has a very strong impact on customer purchasing behavior. To some extant visual merchandising also leads to impulse buying.

Maria et al., has studied the impact of visual merchandising in shopping center's fashion stores. His dependent variable was visual merchandising and independent variables were shopping store window according to gender, Factors valued by consumer on going into a store attributes that influence on purchase options according to gender. He took sample of 334 respondents and applied mean standard deviation as a statistical tool. His findings are that significant differences in the shopping center window display influences over consumer buying behavior according gender, little significant differences in the factors valued by consumers on going into a shopping center according to gender. Mahmood and Ahmadinejad, (2011) has studied the role of store environmental stimulation and situational factors in impulse purchasing. He has taken impulse purchasing as dependent variable and environment of store, promotions, examination of goods, and availability of money as independent variables. He took sample of 329 customers visiting shopping malls of Iran and applied variance coefficient as statistical tool. His findings are that environment of the store is significantly correlated, visual merchandising is related.

Ridmi et al., has studied the impact on patronage intentions in supermarkets of selected visual merchandising techniques. His dependent variable is visual merchandising an independent is store layout, color, product display, music, lighting, cleanliness. He took sample of 384 customers who are visiting shopping malls of Sirilanka and applied regression as a statistical tool. His findings are that no relationship between patronage intentions and store layout. There is bond among color and patronage intentions. There is relationship between patronage intentions and product display. There is relationship between patronage intentions and music. There is connection among cleanliness and patronage intentions. Dr Tausef, (2011) has determined the impulse buying of consumer for FMCG products. His dependent variable was impulse buying behavior for FMCG product and independent variables were classification by gender, classification by age, classification by education, classification by income. He has taken sample of 160 respondents of Jodhpur, a city in India. He used (SPSS Version 16) Factor analysis as a statistical tool. His findings were impulse purchasing and the customers of different age group were significantly different, impulse buying behavior and the customers of different genders were significantly different, and significant difference in education.

## VII. RESEARCH METHODOLOGY

The data collection involves both primary and secondary data.

### A. Primary data

Primary data were collected through interviews with 100 customers randomly selected. The questions are printed in a defined order in the schedule. The schedule contains 8 questions to collect information from the consumers. It includes various types of questions like multiple choice subjective types. The consumers were recorded in the places provided in the schedule. Different types of

consumers were covered under this survey. The respondents indicated their agreements or disagreements with each question in the schedule.

### B. secondary Data

Secondary data are collected from profiles records and project reports of the company. These are data that exist in records. Besides the records of the company other books published journals etc were referred. The sampling method used it random and convenience sampling. The survey was conducted and data were collected by the sampling method. Under sampling method, data are collected about only a part of universe (called the sample) and based on the data. Conclusion is drawn for the whole population. The data for the research work has been collected from the areas of Ernakulum and Kottayam and districts.

The researchers selected the moist accessible population from which to obtain information that is convenience sampling, which is a non probability sampling technique. The merit of method is its simplicity, convenience and economy. So the researcher had distributed his questionnaire to the customers for the purpose of data collection. The sample size taken for the study is 114 and in total 100 people from Ernakulum, and Kottayam districts were usable responses.

## VIII. HYPOTHESIS

Hypotheses were developed to investigate relationships between customers tendency to purchase on impulse and four types of visual merchandising: window display, in-store form/mannequin display, floor merchandising and promotional signage.

- H1. Customers who purchase on impulse are influenced by window displays.
- H2. Customers who purchase on impulse are influenced by mannequin display.
- H3. Customers who purchase on impulse are influenced by floor merchandising.
- H4. Customers who purchase on impulse are influenced by promotional signage.

### A. Null Hypothesis

- 1) H0: There is no significant relationship between customers' impulse buying behavior and window display
- 2) There is no significant relationship between customers' impulse buying behavior and mannequin display.
- 3) There is no significant relationship between customers' impulse buying behavior and floor merchandising.
- 4) There is no significant relationship between customers' impulse buying behavior and promotional signage.
- 5)

### B. Operational Definitions of Variables

- 1) *Dependent Variable:* The dependent variable of this study was consumer's impulse buying tendency. Five questions measuring consumers' impulse buying tendency were included in the survey (Table 1, question numbers 1-5; Appendix. 1). These questions were developed through references to previous studies on impulse buying. Responses were measured using a five-point Likert scale, which ranged from 5= highly agree to 1= Highly Disagree.
- 2) *Independent Variables:* Independent variables of this study were four types of visual merchandising: window display, in-store form/mannequin display, floor merchandising, and promotional signage. It was hypothesized that these variables influence shoppers to buy on impulse. In other words, these four types of visual merchandising will influence consumer's impulse buying behavior. Each independent variable was comprised of at least three questions designed to measure each variable. Responses were recorded using five-point scale with choice options of 5= highly agree to 1= Highly Disagree.

## IX. RATIONALE OF THE STUDY

With increasing competition, retailers strive to ensure that their stores are appealing to their target markets. As retailers are finding it increasingly difficult to create a differential advantage on the basis of merchandise alone, the store itself plays an important role for market differentiation. The correlation between consumers' belief about the physical attractiveness of a store and patronage intentions suggests that the visual aspect of the store may be significant in relation to the consumers' choice of a store and buying behavior. Since many retailers use visual presentation of the store/company's offering in order to encourage customers' buying behaviors, this fact was expected to be found in the consumer and marketing literature. However, the literature does not include a coherent approach or provide significant coverage for this subject. If first impressions and appearance are important indicators of store image, then store window displays must play an important role in a consumer's decision whether or not to enter the store. However, classifications of store image components in the literature are almost entirely related to the in-

store merchandise placement. Display communications, which frequently happen to influence consumers' buying behavior, are not considered.

Buttle referred to visual merchandising as a neglected area in fashion marketing research. This neglect does not signify that this area is unworthy of academic research, but may indicate that since visual merchandising concerns perceptions of creativity, an area which is difficult to test; researchers may have difficulty in analyzing it meaningfully. Therefore, this study will provide information as to why visual merchandising should be considered an important component of a strategic marketing plan in support of sales increase and positive store/company image. This study will also provide insights to retailers about types of visual merchandising that can influence consumers' impulse buying behaviors. The way in which merchandise will eventually be displayed and promoted at the store level is an important consideration in the buying function as well as in the strategic marketing/merchandising plan.

## X. LIMITATIONS

- A. As the sample size is small, the accuracy is less.
- B. The data provided by the respondents may or may not be correct or accurate.
- C. Some of the respondents may not be ready to express their opinion.
- D. In-depth study is not possible because the time limit is the main constraint.
- E. In some cases, the respondents may give casual answers due to lack of time and interest.

## XI. ANALYSIS AND INTERPRETATION

First, a descriptive statistic analysis was conducted to examine whether or not there was an error in the data entry. In addition, frequency tables were generated to describe the sample in terms of demographics as well as respondents' impulse buying tendency and the influence of four types of visual merchandising on their buying behaviors. The frequency tables included frequency, percent, valid percent, and cumulative percent as well as mean and standard deviation for each data set.

52% of the respondents have a monthly income of up to 20,000 and 21% of the respondents have a monthly income of 30,001-40,000. 19% of the respondents have a monthly income 20,001-30,000. 6% of the respondents have a monthly income of 40,001-50,000. And 2% of the respondents have a monthly income of 50,001-60,000. 54% of the respondents are graduates and 19% of the respondents are post graduates. 19% of the respondents have an educational qualification of diploma. And 8% of the respondents have school as their educational qualification.

39% of the respondents are professionals and 11% of the respondents are post employees. 21% of the respondents have business. And 29% of the respondents belongs to other category. From a total of 100 respondents, 54% of people disagree with the statement 'I feel a sense of excitement when I make an impulse purchase.' 21% were neutral, 16% highly disagree, 6% agree and 3% highly agreed with the statement.

34% of people disagree with the statement 'After I make an impulse purchase I feel regret.' 34% agree with this statement, 22% were neutral, 5% highly disagree, 5% highly agreed with the statement. From a total of 100 respondents, 28% of the people agree with the statement 'I have difficulty controlling my urge to buy when I see a good offer.' 28% of people disagree with this statement, 31% were neutral, 11% highly disagree, 2% highly agreed with the statement.

64% of the people disagree with the statement 'I end up buying things that are not on my shopping list.' 24% were neutral, 9% highly disagree, 2% agree, 1% highly agreed with the statement. From a total of 100 respondents, 53% of people disagree with the statement 'When I see a good deal, I tend to buy more than that I intended to buy.' 22% of people highly disagree with this statement, 11% were neutral, 14% agreed with the statement.

53% disagree with the statement 'I tend to enter a store when I am attracted by an eye-catching Window display.' 21% of people highly disagree with this statement, 7% were neutral, 19% agreed with the statement. 54% disagree with the statement 'I feel compelled to enter the store when I see an interesting window display.' 16% of people agree with this statement, 16% were neutral, 9% highly disagree, 3% highly agreed with the statement. 54% disagree with the statement 'I feel compelled to enter the store when I see an interesting window display.' 16% of people agree with this statement, 16% were neutral, 9% highly disagree, 3% highly agreed with the statement.

53% disagree with the statement 'I get an idea of what I want to buy after looking through in-store Form/mannequin displays.' 17% of people highly disagree with this statement, 23% were neutral, 7% agreed with the statement.



From a total of 100 respondents, 67% disagree with the statement ‘When I see clothing features a new design or style on display, I Tend to buy it.’ 14% of people highly disagree with this statement, 11% were neutral, 4% highly disagree, 4% agreed with the statement.

53% disagree with the statement ‘When I see clothing that I like on in-store form/mannequin display, I tend to buy it.’ 7% of people highly disagree with this statement, 16% were neutral, 24% agreed with the statement.39% of people disagree with the statement ‘I tend to rely on store displays when I make a decision to purchase clothing.’ 7% of people highly disagree with this statement, 21% were neutral, 8% highly agree, 25% agreed with the statement.46% of people disagree with the statement ‘when I see clothing that catches my eye I tend to try it on without looking through the whole section.’ 6% of people highly disagree with this statement, 16% were neutral, 10% highly agree, 22% agreed with the statement.52% of people disagree with the statement ‘When I walk along the isle, I tend to look through the clothing close to me.’ 17% of people highly disagree, 13% were neutral,17% highly disagree, 18% agreed with the statement.

From a total of 100 respondents, 28% of the people disagree with the statement ‘I tend to try on clothing that catches my eye when I pass by.’ 19% of people highly disagree with this statement, 15% were neutral, 1% highly agree, 20% agreed with the statement.60% of people disagree with the statement ‘If I see an interesting promotional offer (reduced price, sales Promotion, etc) on in-store signs I tend to buy.’ 38% of people highly disagree with this statement, 2% were neutral.54% of people disagree with the statement ‘Sale/clearance signs entice me to look through the clothing.’ 44% of people highly disagree with this statement, 2% were neutral.

From a total of 100 respondents, 40% of people highly disagree with the statement ‘when I see a special promotion sign, I go to look at that clothing.’ 56% of people disagree with this statement, 4% were neutral.38% of people disagree with the statement I am more likely to make an unintended purchase if the clothing has a sale or clearance sign.43% highly disagree, 12% were neutral, 7% agreed with the statement. From a total of 100 respondents, 46%of people disagree with the statement, 37% highly disagree, 4% were neutral, 1% highly agree, 12% agreed with the statement.

H0: There is no significant relationship between customers’ impulse buying behavior and window display

H1: There is significant relationship between customers’ impulse buying behavior and window display

TABLE I  
PEARSON CORRELATION – WINDOW DISPLAY

Correlations						
		Buying Behaviour	Window display setting	Creative floor display	Mannequin display	Promotional offerings at the entrance (sale or discount)
Pearson Correlation	Buying Behaviour	1.000	.8244	.8364	.8150	.9076
	Window display setting	.8244	1.000	.8099	.8367	.8311
	Creative floor display	.8364	.8099	1.000	.8458	.8346
	Mannequin display	.8150	.8367	.8458	1.000	.8333
	Promotional offerings at the entrance (sale or discount)	.9076	.8311	.8346	.8333	1.000

From this table it is clear that the there is a very strong correlation between impulse buying behavior and window display. Because the significance lies between 0.80-1.Hence the null hypothesis is rejected.

TABLE III  
REGRESSION ANALYSIS – WINDOW DISPLAY

COEFFICIENTS <sup>A</sup>						
MODEL		UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.
		B	STD. ERROR	BETA		
1	(CONSTANT)	-.00000114	.00230		9.56	0.0018
	WINDOW DISPLAY SETTING	0.906	.00420	2.444	8.88	0.0031
	CREATIVE FLOOR DISPLAY	0.918	.00350	2.883	9.07	0.0026
	MANNEQUIN DISPLAY	0.932	.00120	2.957	9.11	0.0021
	PROMOTIONAL OFFERINGS AT THE ENTRANCE (SALE OR DISCOUNT)	0.956	.00610	2.668	10.21	0.0011
A. DEPENDENT VARIABLE: BUYING BEHAVIOUR						

The multiple regression model is  $Y = -0.00000114 + .906X_1 + .918X_2 + .932X_3 + .956X_4$

TABLE IIIII  
REGRESSION MODEL KEYS

Window display setting	<b>X<sub>1</sub></b>
Creative floor display	<b>X<sub>2</sub></b>
Mannequin display	<b>X<sub>3</sub></b>
Promotional offerings at the entrance (sale or discount)	<b>X<sub>4</sub></b>

The independent variable window display positively affect the dependent variable -Buying behavior. The independent variables window display is linear& positively with the dependent variable -Buying behavior. This very clear from the following partial plot with independent-dependent variable.

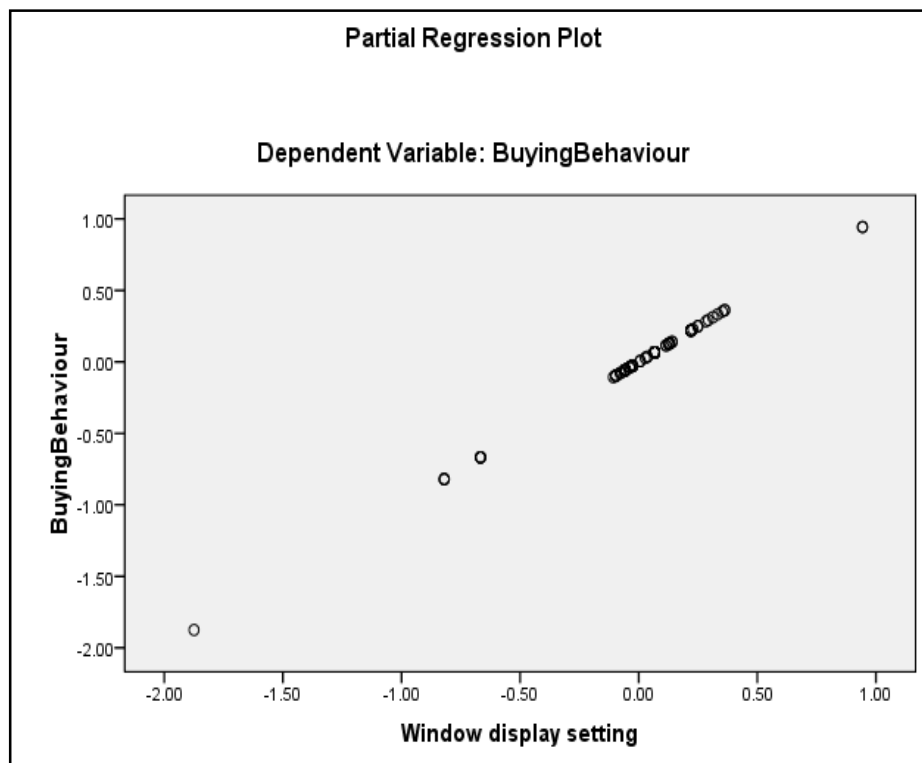


Fig.1 Partial regression plot of window display

TABLE IV  
CHI-SQUARE TEST - WINDOW DISPLAY SETTING \* BUYING BEHAVIOUR

Crosstab						
Count						
		Buying Behaviour				
		Excellent	Very Good	Good	Average	Total
Window display setting	Excellent	3	11	2	0	16
	Very Good	5	29	9	0	43
	Good	0	23	6	2	31
	Average	0	7	3	0	10
Total		8	70	20	2	100
Chi-Square Tests						
		Value	df	Asymp. Sig. (2-sided)		
Pearson Chi-Square		17.847 <sup>a</sup>	9	.032		
N of Valid Cases		100				

The chi square value is significant since the corresponding significance value is less than 0.05 which means that there is significant association with the variables under consideration, that is between Window display setting and Buying Behavior. Therefore we reject the hypothesis.

H20: There is no significant relationship between customers' impulse buying behavior and mannequin display

H2a: There is significant relationship between customers' impulse buying behavior and mannequin display

TABLE Vv  
PEARSON CORRELATION – MANNEQUIN DISPLAY

Correlations						
		Buying Behaviour	Window display setting	Creative floor display	Mannequin display	Promotional offerings at the entrance (sale or discount)
Pearson Correlation	Buying Behaviour	1.000	.8244	.8364	.8150	.9076
	Window display setting	.8244	1.000	.8099	.8367	.8311
	Creative floor display	.8364	.8099	1.000	.8458	.8346
	Mannequin display	.8150	.8367	.8458	1.000	.8333
	Promotional offerings at the entrance (sale or discount)	.9076	.8311	.8346	.8333	1.000

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.00000114	.00230		9.56	0.0018
	Window display setting	0.906	.00420	2.444	8.88	0.0031
	Creative floor display	0.918	.00350	2.883	9.07	0.0026
	Mannequin display	0.932	.00120	2.957	9.11	0.0021

	Promotional offerings at the entrance (sale or discount)	0.956	.00610	2.668	10.21	0.0011
a. Dependent Variable: Buying Behaviour						

From this table it is clear that there is a very strong correlation between impulse buying behavior and mannequin display. Because the significance lies between 0.80-1. Hence the null hypothesis is rejected.

TABLE VI  
REGRESSION ANALYSIS – MANNEQUIN DISPLAY

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.00000114	.00230		9.56	0.0018
	Window display setting	0.906	.00420	2.444	8.88	0.0031
	Creative floor display	0.918	.00350	2.883	9.07	0.0026
	Mannequin display	0.932	.00120	2.957	9.11	0.0021
	Promotional offerings at the entrance (sale or discount)	0.956	.00610	2.668	10.21	0.0011
a. Dependent Variable: Buying Behaviour						

The multiple regression model is  $Y = -0.00000114 + .906X_1 + .918X_2 + .932X_3 + .956X_4$

Window display setting	X <sub>1</sub>
Creative floor display	X <sub>2</sub>
Mannequin display	X <sub>3</sub>
Promotional offerings at the entrance (sale or discount)	X <sub>4</sub>

The independent variable mannequin display positively affect the dependent variable -Buying behavior. The independent variables mannequin is linear & positively with the dependent variable -Buying behavior. This very clear from the following partial plot with independent-dependent variable.

TABLE VII  
CHI-SQUARE TEST - MANNEQUIN DISPLAY \* BUYING BEHAVIOUR

Crosstab						
Count						
		Buying Behaviour				
		Excellent	Very Good	Good	Average	Total
Mannequin display	Excellent	0	6	6	0	12
	Very Good	1	16	6	0	23
	Good	0	23	1	2	26
	Average	7	25	7	0	39
Total		8	70	20	2	100
Chi-Square Tests						
		Value	df	Asymp. Sig. (2-sided)		
Pearson Chi-Square		25.387 <sup>a</sup>	9	.003		
N of Valid Cases		100				

The chi square value is significant since the corresponding significance value is less than 0.05 which means that there is significant association with the variables under consideration, that is between Mannequin display and Buying Behavior. Therefore we reject the hypothesis.

H30: There is no significant relationship between customers' impulse buying behavior and creative floor display

H3a: There is significant relationship between customers' impulse buying behavior and creative floor display

TABLE VIII  
PEARSON CORRELATION – CREATIVE FLOOR DISPLAY

Correlations						
		Buying Behavior	Window display setting	Creative floor display	Mannequin display	Promotional offerings at the entrance (sale or discount)
Pearson Correlation	Buying Behavior	1.000	.8244	.8364	.8150	.9076
	Window display setting	.8244	1.000	.8099	.8367	.8311
	Creative floor display	.8364	.8099	1.000	.8458	.8346
	Mannequin display	.8150	.8367	.8458	1.000	.8333
	Promotional offerings at the entrance (sale or discount)	.9076	.8311	.8346	.8333	1.000

From this table it is clear that there is a very strong correlation between impulse buying behavior and creative floor display. Because the significance lies between 0.80-1. Hence the null hypothesis is rejected.

TABLE IX  
REGRESSION ANALYSIS – CREATIVE FLOOR DISPLAY

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
	(Constant)	-.00000114	.00230		9.56	0.0018
	Window display setting	0.906	.00420	2.444	8.88	0.0031
	Creative floor display	0.918	.00350	2.883	9.07	0.0026
	Mannequin display	0.932	.00120	2.957	9.11	0.0021
	Promotional offerings at the entrance (sale or discount)	0.956	.00610	2.668	10.21	0.0011
a. Dependent Variable: Buying Behaviour						
	Window display setting			X <sub>1</sub>		
	Creative floor display			X <sub>2</sub>		
	Mannequin display			X <sub>3</sub>		
	Promotional offerings at the entrance (sale or discount)			X <sub>4</sub>		

The independent variable creative floor display positively affect the dependent variable -Buying behavior. The independent variables creative floor display is linear& positively with the dependent variable -Buying behavior. This very clear from the following partial plot with independent-dependent variable.

TABLE IX  
CHI-SQUARE TEST - CREATIVE FLOOR DISPLAY \* BUYING BEHAVIOUR

Crosstab						
Count						
		Buying Behaviour				Total
		Excellent	Very Good	Good	Average	
Creative floor display	Excellent	4	5	2	0	11
	Very Good	3	12	3	0	18
	Good	1	20	8	0	29
	Average	0	33	7	2	42

Crosstab							
Count							
		Buying Behaviour					
		Excellent	Very Good	Good	Average	Total	
Creative display	floor	Excellent	4	5	2	0	11
		Very Good	3	12	3	0	18
		Good	1	20	8	0	29
		Average	0	33	7	2	42
		Total	8	70	20	2	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.231 <sup>a</sup>	9	.008
N of Valid Cases	100		

The chi square value is significant since the corresponding significance value is less than 0.05 which means that there is significant association with the variables under consideration, that is between Creative floor display and Buying Behavior. Therefore we reject the hypothesis.

H40: There is no significant relationship between customers' impulse buying behavior and promotional offerings at the entrance (sale or discount).

H4a: There is significant relationship between customers' impulse buying behavior and promotional offerings at the entrance (sale or discount).

TABLE X  
PEARSON CORRELATION – PROMOTIONAL OFFERINGS AT THE ENTRANCE (SALE OR DISCOUNT)

Correlations						
		Buying Behavior	Window display setting	Creative floor display	Mannequin display	Promotional offerings at the entrance (sale or discount)
Pearson Correlation	Buying Behavior	1.000	.8244	.8364	.8150	.9076
	Window display setting	.8244	1.000	.8099	.8367	.8311
	Creative floor display	.8364	.8099	1.000	.8458	.8346
	Mannequin display	.8150	.8367	.8458	1.000	.8333
	Promotional offerings at the entrance (sale or discount)	.9076	.8311	.8346	.8333	1.000



From this table it is clear that there is a very strong correlation between impulse buying behavior and promotional signage. Because the significance lies between 0.80-1. Hence the null hypothesis is rejected.

TABLE XI  
REGRESSION ANALYSIS – CREATIVE FLOOR DISPLAY

COEFFICIENTS <sup>A</sup>						
MODEL		UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS		
		B	STD. ERROR	BETA	T	SIG.
1	(CONSTANT)	-.00000114	.00230		9.56	0.0018
	WINDOW DISPLAY SETTING	0.906	.00420	2.444	8.88	0.0031
	CREATIVE FLOOR DISPLAY	0.918	.00350	2.883	9.07	0.0026
	MANNEQUIN DISPLAY	0.932	.00120	2.957	9.11	0.0021
	PROMOTIONAL OFFERINGS AT THE ENTRANCE (SALE OR DISCOUNT)	0.956	.00610	2.668	10.21	0.0011
A. DEPENDENT VARIABLE: BUYING BEHAVIOR						
WINDOW DISPLAY SETTING				X <sub>1</sub>		
CREATIVE FLOOR DISPLAY				X <sub>2</sub>		
MANNEQUIN DISPLAY				X <sub>3</sub>		
PROMOTIONAL OFFERINGS AT THE ENTRANCE (SALE OR DISCOUNT)				X <sub>4</sub>		

The multiple regression model is  $Y = -0.00000114 + .906X_1 + .918X_2 + .932X_3 + .956X_4$

The independent variable creative promotional offerings at the entrance (sale or discount) positively affect the dependent variable - Buying behavior. The independent variables creative promotional signage is linear & positively with the dependent variable - Buying behavior. This is very clear from the following partial plot with independent-dependent variable.

All the variables positively affect the dependent variable - Buying behavior, but the effect of Promotional offerings at the entrance (sale or discount) is comparatively very high. All the independent variables are linear & positively with the dependent variable - Buying behavior. This is very clear from the following partial plots with independent-dependent variable. The chi square value is significant since the corresponding significance value is less than 0.05 which means that there is significant association with the variables under consideration, that is between Promotional offerings at the entrance (sale or discount) and Buying Behavior. Therefore we reject the hypothesis.

## XII. FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

- A. There is a strong relationship between window display and impulse buying behavior
- B. There is a strong relationship between mannequin display and impulse buying behavior
- C. There is a strong relationship between creative floor display and impulse buying behavior
- D. There is a strong relationship between promotional signage's and impulse buying behavior
- E. People are more attracted by promotional offerings at the entrance.
- F. People are less attracted by mannequin displays of the store
- G. 40% Of people tend to choose which store to shop depending on eye-catching Window display
- H. Windows display acts as a stimulus for the customers to enter the store. It has various benefits like displaying best merchandize, providing information about new arrivals and attracting price sensitive customers by displaying promotional merchandise therefore retailers should put up a attractive and informational display.
- I. Customers are more attracted by the promotional offerings at the entrance. Company should focus on promotional offerings to increase the sales.
- J. Visually appealing stores and outlets did help the respondents to create an image of the brand in the minds of the customers.
- K. The Store should be organized logically like proper groups and categories should be mentioned, so that all merchandize of one type, color, and size is positioned together helping the customer to make a clear choice.
- L. Feedback should be taken from consumers.
- M. Conduct market research every year or twice a year.

Visual Merchandising as a silent salesperson, as its tools does not speak but definitely convey their sales message through visual appeal. In order to fulfill the changing expectations of today's customers, retailers need to place greater emphasis on presentation of merchandise. Retailers have to understand the importance of shopper's expectations and provide the right environment to lure them. Researchers have attempted to determine if consumers' who frequently engage in impulse buying behavior have some common personality traits. This study further investigated some external factors that influence impulse buying behavior. In attempt to examine this relationship, this study primarily tried to explain the relationship between consumers' impulse buying behavior and various types of visual merchandising. An important finding of this study was that visual merchandising practices certainly influence consumers' impulse buying behavior. The results proved that there were significant relationship between consumers' impulse buying behavior and four types of visual merchandising.

When consumers are exposed to these visual stimuli, they more likely make purchase decisions on impulse. This suggests that these visual merchandising practices, serving as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store, significantly influence consumers' impulse buying behaviors. In-store browsing appears to be positively affected by consumers' impulse buying tendency, and in turn, has a positive impact on consumers' positive feelings and impulse buying urges. Marketers must use this findings efficaciously to increase sales of their store and innovate themselves in terms of display. Since, window display has impact on impulse purchase it will increase foot falls of the store, if the window of the store is very attractive. Promotional signage and floor display will enhance the experience of the store. So marketers must use these dimensions creatively. This study has revealed usefulness and effectiveness of visual merchandising in understanding consumers' behavior of impulse buying. Reliance trends are giving more importance to visual merchandising to differentiate itself from competitors. After considering these matters and evaluating the performance it can be concluded that the future of the company will be very prosperous.

## REFERENCES

- [1] Bashar, A., Ahmed, I. (2012). Visual merchandising and consumer impulse buying behavior: An Empirical study of Delhi & NCR. International Journal of Retail Management & Research, Vol.2, ISSN 2277-4750.
- [2] Bellizzi, J. A., Crowley, A. E. & Hasty, R. W. (1983). „The effects of color in store design“, Journal of Retailing, vol. 59, pp. 21-45.
- [3] Bhalla, S. & Anuraag, S. 2010. Visual merchandising. New Delhi: McGraw Hill.
- [4] Derry Law, Christina Wong & Joanne Yip (2012), how does visual merchandising affect consumer affective response? An intimate apparel experience, European Journal of Marketing Vol. 46 No. 1/2, 2012 pp. 112-133,
- [5] <http://www.ibef.org/industry/retail-india.aspx>
- [6] <https://www.facebook.com/RelianceTrends>
- [7] Janani M. Effect of merchandising activity on consumer purchase behavior: case study in ShirinAsal Co. [Master's Thesis].
- [8] Joshi R-L., Manoria C.B, Principles and practices of marketing in India, KitabMahal 1985



- [9] Kothari C.R, "Research Methodology", New Age International(P) Ltd, J New Delhi, 2<sup>nd</sup> edition, 2007.
- [10] Kotler Philip, "Marketing management", Prentice-Hall of India Pvt Lid, New Delhi, 8<sup>th</sup> edition, 2006.
- [11] Mathew, R. 2008. Apparel Merchandising. New Delhi: Book Enclave.
- [12] Mehta, N. & Chugan, Pawan K. (2012), "Visual Merchandising: Impact on Consumer Behavior (An Exploratory Study of Apparel Segment in Ahmedabad City)," Mapping the Global Future: Evolution Through Innovation and Excellence, Reading Book, Delener, N. Fuxman, L. Lu, F. V. & Rodrigues, S., Global Business and Technology Association, Fourteenth Annual International Conference, New York pp. 607-614, [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2217487](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2217487)
- [13] Mehta, N. P. & Chugan P. K. (2012). Visual merchandising: Impact on consumer behavior. Global Business and Technology Association, pp.607-614, New York USA.
- [14] Mehta, N.P., Chugan, P.K. (2012). Visual merchandising: Impact on consumer behavior. Global Business and Technology Association, pp.607-614, New York USA.
- [15] R.L Potti., Quantitative Techniques, Yamuna Publications, 2002.
- [16] S. Madhavi and T. S. Leelavati (2013) Impact of visual merchandising on consumer behaviour towards women apparel, International Journal of Management Research & Business Strategy, Vol. 2, No. 4, October 2013 ISSN 2319-345X
- [17] Schoell F William & Gultinan P Joseph, "Marketing: Contemporary Concepts & Practices", 5<sup>th</sup> edition, 2006. Periodicals, Magazines, Notices, Brochures, Books etc, of the Company
- [18] [www.ril.com](http://www.ril.com)



10.22214/IJRASET



45.98



IMPACT FACTOR:  
7.129



IMPACT FACTOR:  
7.429



# INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089  (24\*7 Support on Whatsapp)