



VISUAL MERCHANDISING AND IMPULSE BUYING BEHAVIOR-IS THERE
ANY RELATIONSHIP?

Komaldeep Randhawa
GSSDGS Khalsa College, Patiala, Punjab, India
komalrandhawa14@gmail.com

Dr. Rajni Saluja
Desh Bhagat University, Amlloh, Punjab, India
rajni.saluja@deshbhagatuniversity.in

Abstract

The study attempted to investigate some external factors that influence impulse buying behavior. This study attempted to explain the relationship between respondents' impulse buying behavior and various types of visual merchandising. The previous research in this area has been restricted outside India and has been untouched especially in Punjab. This research aims to address the peculiar dilemma faced by merchandisers for proper utilization of visual cues that are directed towards the customers to attract them to their stores, resulting in purchase of apparels. An important finding of this study was that visual merchandising practices certainly influence respondents' impulse buying behavior. The results proved that there were significant relationships between respondents' impulse buying behavior and window display and in-store/mannequin display.

Index Terms: Impulse buying Behavior, Visual Merchandising, Apparels industry.

I. INTRODUCTION AND REVIEW OF LITERATURE

Visual merchandising is purely aesthetics of science, and it is the backbone of the retail industry. Visual merchandising plays a highly major role in retail industry. Visual merchandising is a silent selling technique that helps to reduce the employee mix and increase per square feet returns and can further helps in reducing marketing budgets. The activity and profession consists of developing the floor plans and three-dimensional displays in order to maximize sales. Visual merchandise is the presentation of a store and its merchandise in such a manner that will attract the attention of potential customers. It involves decorating the store keeping the interior presentation the same as what is promised on the outside. People can be easily swayed by their surroundings i.e. odours, sounds or colors have a substantial effect on the positive buying behavior of consumers. The scientific study of the effects of the environment on human behavior



is called environmental psychology. Important insights are created that can be utilized in all sorts of settings like supermarkets, stores, hospitals, prisons, restaurants, schools and many more.

The layout of a store is a significant factor for the maintenance of a thriving business, which can help advance sales and profitability. An effective store layout encourages consumers to shop the entire store and view an extensive assortment of merchandise. The most common forms of store layouts include grid layout, racetrack layout and free form layout. Choosing a store layout depends on the type of store and the nature of the product sold. A grid layout is generally organized in a rectangular shape, which allows customers to shop quickly and maximize shop floor space, ideal for a supermarket or hardware store. A racetrack layout ensures that the consumer only follows one path when browsing the store. This is beneficial in the sense that the consumer will come into contact with every product on the shelf. However, this can irritate customers.

Mannequins are used by apparel retailers to display their products in-store and in the window display. They are a tool used to show consumers what their products look like on a person. The mannequins will commonly be styled to match trends as well display the latest products available. A study found that retailers projected an ideal image to consumers with the size and proportions of the mannequins. This is used to further reinforce the characteristics of their target market. However, consumers found the size of mannequins to be unrealistic but would give a favorable response to the mannequins when they were headless. This was because the participants in the study found the faces of the mannequins unrealistic and could not relate to them. Therefore, it is important for retailers to understand the thoughts and opinions of consumers on visual stimuli such as mannequins so they can create a more desirable shopping environment for the consumers.

Merchandise must be visible, easy to access, and there must be a range of merchandise to choose from. Having visible merchandise is essential for retailers as consumers to not only "buy what they see" but are also able to tangibly engage with the physical product. This creates an emotional connection, which can drive the customer to purchase the product. Considering these elements, when merchandising gives the customer a sense of freedom of choice. Less is more is a key principle in visual merchandising. Although having a wide variety of stock and product options is important for consumers, it is also important not to overwhelm the consumer. Arranging stock, so it is not overcrowded and limiting the amount of merchandise on the shop floor, is an important aspect of merchandising. Over-crowded stores can create a sense of stress and anxiety, which does not encourage the consumer to shop the entire store.

Raju and Kumar (2016) said that organized Retail Sector is expanding at a rapid pace in India and it is leading to the phenomenon of Impulse buying by the customers at these stores which are not seen in the previous decade. The purpose of conducting the research was to find the Impact of Effective Visual Merchandising (VM) on the impulse buying behavior of customers at various retail stores in Andhra Pradesh. The objectives were to find the satisfaction attributes of Customers at Organized retail Outlets and how visual merchandizing is affecting impulse decisions of the customer. The methodology used in this study we used various questions on



life-style attributes and satisfaction with life scale variables for collecting information and tried to study their effect on customer impulse behavior. A survey of 488 retail customers was done and results interpreted in this paper. SPSS 16 was used to implement methods like CHI-SQUARE on the data and correlate the various factors needed. The study provides a comprehensive insight into the various factors that are affecting the impulsiveness of the customer. As the previous research data was not focusing on the phenomenon of Impulse behavior and Visual merchandising, the researchers tried to do depth analysis of the same which will be useful for future researchers.

Gudonavičienė and Alijosiene (2015) the main purpose of this research was to define what visual merchandising elements make the highest impact on consumer buying behavior. This article research question is what visual merchandising elements are the most important for consumers in Lithuania when shopping in specialized clothing and footwear stores. The results of the empirical survey that was carried out in clothing and footwear stores as presented in this article suggest that two elements of visual merchandising - window displays and in-store design - make the highest impact on impulse buying in Lithuania in clothing and footwear stores. The data were processed using the Statistical Packages for Social Sciences (SPSS). Women buy more frequently than men. Almost half of the female respondents (46 per cent) buy clothing 1-2 times per month. Male respondents buy clothing and footwear less frequently: 32 per cent of male respondents buy clothing 1-2 times in three months, and 29 per cent buy 1-2 times in half a year. 57 per cent of respondents have higher education or aim at it.

Roy (2015) claimed that retailing in India has been one of the oldest occupations, which was initialized as family business, run by different members of the family for generations, engaged in mainly grocery, FMCG or apparel retailing. It was only after liberalization that organized retailing started spreading its wings and currently it is one of the most lucrative businesses contributing significantly to the country's GDP. It was during the 2008 - 2011 recessionary phase that this industry underwent mild difficulties but since India was not majorly affected as the western world, the retail industry continued its growth trajectory. This study was conducted with the objective of understanding consumers' responses to specific visual stimuli as presented by retailers from time to time within the store and also to find out the various factors that influence consumers' monthly requirements of FMCG buying behavior from different organized and unorganized formats of retailing. Primary data was collected from 200 respondents across the city of Kolkata.

Saeed (2015) said that the importance of visual merchandising cannot be ignored in this era where many purchase decisions are influenced by displays and presentations in store. This study is conducted to know the effect of lighting as a subject matter of visual merchandising in attracting consumers towards a specific area and products in store and recording their behavior. Before and after design method of experimentation was used to know the impact of lighting in attracting consumers towards the product and specific location at the garment store. This study concluded positive effect of using light to divert consumer attention towards illuminated areas and products and the increase in shoppers traffic was also recorded. However the study also found no impact on sales of the merchandise displayed in the illuminated area of the garment store.



Yolande and Michael (2014) stated that in order to influence sales and shopper's buying behavior, product placement plays a pivotal role. Indeed, a successful window display is a blend of good visual display and creative advertising. On the similar lines Sarah and Jonathan (2014) from his study published in the form of book emphasized that visual merchandising as a process from beginning at the concept and ending in completion, with the principle of clearly identifying a brand, preserving brand values, alluring the shopper into a commercial space and keeping them there as long as possible. Moreover, the creation of a connection with the shopper acts as a catalyst in evoking an emotive response, which will further encourage them to purchase the product.

Chaudhary and Jhadhav (2014) through their study said that virtual merchandizing is the art of creating visual displays and arranging merchandize assortments within a store to improve the layout and presentation and to increase growth, sales and hence in turn the profitability. Virtual merchandizing helps to attract the customers, towards the displayed products and also improves the shopping experience for customer by sending the right message about the merchandize and presenting it in a unique manner with effective creative quotient. Hence passion for design and creativity are essential to be a good visual merchandiser. The study was focused to determine the important factors of visual merchandising which influence consumer's perceptual process, buying behavior and in-store promotion activities. Various visual merchandising techniques like graphics and signage, fixtures, props, lighting and space management were considered and study their impact on the buying of the customers. The study also tried to understand and explain the relationship between impulse buying and visual merchandising. Through research the researchers aimed to see whether visual merchandising can attract more customers, increase the traffic in the store, which ultimately would, increase the sales figures that will pamper the bottom line.

This research focused on perceptions of consumers regarding visual merchandising and influence of visual merchandising on consumer buying behavior towards apparels. Primary data was collected from 100 respondents from Pune city who were visitors of garments stores, branded showrooms and malls in various areas of Pune city. Some statistical methods like paired sample t test and Chi square tests are used to check influence of visual merchandising on buying behavior of customers.

Mehta and Chugan (2013) in their study said that apparel industry in India is booming and there is fierce competition among various players in apparel segment in terms of lifestyle format. The study is aimed to find out impact of various dimensions of visual merchandising on impulse buying behavior of the customers visiting "Central Malls". Four dimensions of visual merchandising viz. window display, in-store form/mannequin display, floor merchandising and promotional signage are studied and its impact on impulse buying behavior is found out. The results reveal that certain dimensions of visual merchandising do affect impulse purchase. Hence, visual merchandising is important for strategic marketing decisions to increase the sales of the stores. So based on all these studies the researchers found out the Gap analysis developed the following objectives :



II. OBJECTIVES OF THE STUDY

Young consumer group have gained significant importance from marketers as they have growing purchasing power; their money attitude also has been changing with relatively easy access to credit cards (Schor, 1998). On the biases of intense literature review and gap analysis the researcher has framed the following objectives of the study:

1. To find variables that influence shoppers' impulse buying urges and decisions.
2. To evaluate the effectiveness of four types of visual merchandising (window display, store layout, product shelf presentation, in store form/mannequin display) and atmospherics (lighting, colours, scent and music) on impulse buying behaviour.
3. To assess the impact of visual merchandising on the brand image of the apparels in the minds of the customers.

III. RESEARCH HYPOTHESIS

According to Selamat (2008), hypotheses are tentative, intelligent guesses posited for the purpose of directing one's thinking and actions towards the solution of a problem. A research hypothesis can be defined as "a prediction or conjecture about the outcome of a relationship among attributes or characteristics" (Creswell, 2005, p. 117) (Cited in Ellis and Levy, 2009). In this study, buyer's impulse purchase tendency and selected visual merchandising techniques are meant to be the variables which allowed us to define the hypotheses of our research.

After reviewing the literature, it was noticed that chosen four visual merchandising techniques are influencing customers' impulse buying to a certain extent. Therefore, the following hypotheses have been stated to investigate the relationships between the four variables: buyer's impulse buying tendency and selected visual merchandising techniques, i.e window display, store layout, product shelf presentation and in store form/mannequin display and atmospherics like colors, light, scent and music. The hypothesis of the study based on extensive literature review and framed using the objectives of the study are mentioned below:

H1: There is significant relationship between window display influences and the customer's tendency of impulse buying in apparel stores.

Yolande and Michael (2014) stated that in order to influence sales and shopper's buying behavior, product placement plays a pivotal role. Indeed, a successful window display is a blend of good visual display and creative advertising. On the similar lines Sarah and Jonathan (2014) from his study published in the form of book emphasized that visual merchandising as a process from beginning at the concept and ending in completion. He very clearly identified window display was one of the significant factor leading to a brand, preserving brand values, alluring the shopper into a commercial space and keeping them there as long as possible. Moreover, the creation of a connection with the shopper acts as catalyst in evoking an emotive response, which will further encourage them to purchase the product. Hence the Hypothesis, that there is significant relationship between window display influences and the customer's tendency of impulse buying in apparel stores.



H2: There is significant relationship between product shelf presentation influences and the customer's tendency of impulse buying in apparel stores.

Beyhan and Laurent (2012) explain the importance of having an attractive display can be critical for retailers. In fact, customers will pay more attention to a display within three to eight seconds which is the time needed for them to establish interest in a displayed product. Researchers advocate that products placed at shoppers' eye get more attention and have a higher likelihood of being selected than products placed either above or below. Four out of five questionnaire used in the study try to study the impulse buying phenomenon together with the four visual merchandising techniques chosen for this study (i.e store layout, in-store product display, promotional signage and product shelf presentation in grocery stores).

Also, Derry Cristine and Joanne (2012) investigated the relationship between visual merchandising elements and consumer affective response by focusing on a function-oriented product - intimate apparel. The authors aim to explore consumer affective response on visual stimulus in stores by considering the aesthetic, symbolic and cultural perceptions of a function-oriented product - intimate apparel. The literature to date tends to focus on the interaction between individual visual merchandising elements (e.g. colour, lighting) with consumers. Display elements, such as mannequins, color, lighting and props that emphasize feelings of feminine sexuality, tend to trigger negative affective responses in consumers which finally affect purchase intentions.

Ramandeep and Rita (2012) investigated the design of an environment via visual communications, lighting, colors, music and scent to stimulate customers' perceptual and emotional response and ultimately affect their purchase behavior. For the present research work purposive sampling, Interview schedule and convenient sampling methods were used to carry out the research work. The sight, sound, smell, displays, color, mannequins in a retail store all contribute to customer perceptions. Almost all the customers get motivated by elegant store fronts, fantasy windows, mannequins, posters which influence their buying behavior. It was further found out that store atmospherics emphasize on combining visual and other sensory elements that capture customer attention who enter the retail stores, awaken their senses through music, scent, and provides the customer a wonderful buying experience. Different types of displays attract, compel and persuade customer's senses, striking the right chord in him and arising in them an emotion to possess the product in display, thus persuade them to make an impulse purchase explain that visual merchandising has come a long way from stock piling on a table in front of the counter to live models posing in windows. Hence the Hypothesis, that There is significant relationship between product shelf presentation influences and the customer's tendency of impulse buying in apparel stores.

H3: There is significant relationship between Colors, music, scent and light influences and the customer's tendency of impulse buying in apparel stores.

Researchers like Ramandeep and Rita (2012) investigated the design of an environment via visual communications, lighting, colors, music and scent to stimulate customers' perceptual and



emotional response and ultimately affect their purchase behavior. For the present research work purposive sampling, Interview schedule and convenient sampling methods were used to carry out the research work.

Similarly, Michael, Barton and Ajay (2008) explains atmospheric as the design of an environment through visual communication like music, lighting, colors, and scent to excite customer's perceptual and emotional responses and eventually to shape their purchase behavior. Studies have shown that appropriate lighting can raise sales by up to 20 percent.

Another old research done by Wexner (1954) dealt with the relations between colours and feelings and concluded that the colour red was indeed related with exciting and stimulating both suggesting pleasure and high arousal. Blue was related with safe/comfortable and gentle/soothing implying pleasure and low arousal. On the whole, warm colours, particularly red, have been established to be physically and emotionally arousing, thrilling, and distracting. Cool colors, especially blue, are evaluated as being soothing, peaceful, composed and pleasant. Hence the Hypothesis that There is significant relationship between Colors, music, scent and light influences and the customer's tendency of impulse buying in apparel stores.

H4: There is significant impact of visual merchandising on the brand image of the apparels in the minds of the customers.

Kerfoot and Davis (2003) in their research presented that the results of an initial investigation on "visual merchandising" and its effects on purchase behavior and brand recognition. The research utilized semi-structured interviews with a small sample of female undergraduate students. The interviews incorporated the use of stimulus material - photographs taken of concessions in a department store some 150 miles away from the research location. The results suggested that the themes that linked most strongly to purchase intention were: merchandise colors, presentation style, awareness of fixtures, path finding, sensory qualities of materials and lighting. Initial findings suggest that liking of display does not totally determine purchase, but does make it four times more likely.

Similarly researchers like Greenwood (1998) strongly emphasized the impact of visual merchandising on the brand image of the apparels in the minds of the customers in UK. Thus the Hypothesis, that there is significant impact of visual merchandising on the brand image of the apparels in the minds of the customers.

IV. AREA OF STUDY

The study will be confined to three regions of Punjab i.e., Majha, Malwa and Doaba. Districts have been identified on the basis of convenience.

Non-Probability sampling technique such as Convenience sampling technique will be used due to non-availability of appropriate and official data of impulse buying behavior of consumers. Cost and time constraints are important factors for deciding the size of sample. At the same



accuracy of results is very important. To meet the requirements of objectives, a sample of 450 will be considered (75 from each mall). Sample size would be increased if required. Selected shopping complexes in Malwa, Majha and Doaba regions of Punjab will be surveyed.

- Malwa region: Omaxe mall (Wedding Mall) in Patiala and Westend Mall in Ludhiana
- Majha region: Trilium Mall in Amritsar and Novelty Mall in Pathankot
- Doaba region: MBD Neopolis Mall and Viva Collage Mall in Jalandhar

V. SAMPLING TECHNIQUE AND SAMPLE SIZE

The study will initially employ multi stage sampling technique. The state of Punjab will be divided into three regions – Malwa, Majha and Doaba. Then from each region two malls will be selected on the basis of foot fall and popularity. From each mall, sample to be interviewed will be selected using non-probability sampling technique that is convenience and judgement sampling.

The survey will be administered with the help of two questionnaires. First is to the merchandisers and the other to the young customers. Data will be collected from mall-owners about the number of customers visiting the mall and on the basis of that following random sampling technique 2%, 5% or 10% of the sample will be selected. Further selection of the customers will be carried out by using convenience and judgement sampling. The sample size will be decided on the basis of footfall in respective malls and young people will be selected on the basis of demographic components like age, gender and marital status. Young customers will be further segregated into two brackets of 15-25 years and 25-40 years for the survey. The main motive to choose this age group was that they show high tendency of impulse buying. The younger are said to show more impulsiveness than older people who are likely to be calmer and control their urges to make spontaneous purchases (Bellenger, Robertson and Hirschman, 1978; Rawlings, Boldero and Wiseman, 1995) (Cited in Ghani and Ali Jan, 2010). 100 apparels merchandisers will also be surveyed. The questionnaire will be highly structured and will include open-ended, close-ended and multiple choice questions.

VI. FACTOR ANALYSIS OF THE DATA

The structured questionnaire were filled and the data collected was filled in the excel sheet. After proper cleaning of data, reduction technique which is commonly known as factor analysis was applied. It resulted into grouping of the factors into six factors. The results of the factor i.e. KMO test, Bartlett's Test, rotated matrix etc. are mentioned below:



Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.699
Bartlett's Test of Approx. Chi-Square	27314.794
Sphericity Df	903
Sig.	.000

Table 4.10 Table showing KMO and Bartlett's Test

Kaiser-Meyer-Olkin (KMO) Test is a measure of how suited your data is for Factor Analysis. The test measures sampling adequacy for each variable in the model **and** for the complete model. The statistic is a measure of the proportion of variance among variables that might be common variance. The lower the proportion, the more suited your data is to Factor Analysis. KMO returns values between 0 and 1. A rule of thumb for interpreting the statistic is that KMO values between 0.8 and 1 indicate the sampling is adequate. KMO values less than 0.6 indicate the sampling is not adequate and that remedial action should be taken. Some authors put this value at 0.5, so use your own judgment for values between 0.5 and 0.6

Normally, $0 < \text{KMO} < 1$ If $\text{KMO} > 0.5$, the sample is adequate. Here, $\text{KMO} = 0.699$ which indicates that the sample is adequate and we may proceed with the Factor Analysis. Bartlett's Test of Sphericity Taking a 95% level of Significance, $\alpha = 0.05$ the p-value (Sig.) of $.000 < 0.05$, therefore the Factor Analysis is valid. As $p < \alpha$, we therefore reject the null hypothesis H_0 and accept the alternate hypothesis (H_1) that there may be statistically significant interrelationship between variable. The Kaiser-Meyer Olkin (KMO) and Bartlett's Test measure of sampling adequacy was used to examine the appropriateness of Factor Analysis. The approximate of Chi-square is 27314.794 with 903 degrees of freedom, which is significant at 0.05 Level of significance. The KMO statistic of 0.699 is also large (greater than 0.50). Hence Factor Analysis is considered as an appropriate technique for further analysis of the data. Eigen values (Select those components with Eigen Values ≥ 1) the initial components are the numbers of the variables used in the Factor Analysis. However, not all the 6 variables will be retained. In the present research only the 4 factors will be extracted by combining the relevant variables. The Eigen values are the variances of the factors. The total column contains the Eigenvalue. The first factor will always account for the most variance and hence have the highest Eigen values. The next factor will account for as much of the left over variance as it can and the same will continue till the last factor.



Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	15.05	35.009	35.009	15.054	35.009	35.009	7.765	18.058	18.058
2	4.202	9.771	44.780	4.202	9.771	44.780	5.458	12.693	30.750
3	3.308	7.693	52.473	3.308	7.693	52.473	5.058	11.763	42.513
4	2.551	5.931	58.404	2.551	5.931	58.404	4.230	9.838	52.351
5	1.954	4.545	62.950	1.954	4.545	62.950	3.998	9.297	61.648
6	1.913	4.449	67.399	1.913	4.449	67.399	2.473	5.751	67.399
7	1.621	3.769	71.168						
8	1.416	3.294	74.462						
9	1.200	2.791	77.253						
10	1.085	2.524	79.777						
11	.920	2.139	81.916						
12	.824	1.917	83.833						
13	.728	1.693	85.526						
14	.698	1.623	87.149						
15	.606	1.409	88.559						
16	.568	1.321	89.879						
17	.534	1.243	91.122						
18	.519	1.207	92.329						
19	.451	1.048	93.377						
20	.396	.922	94.299						
21	.367	.853	95.152						
22	.319	.741	95.894						
23	.274	.638	96.531						
24	.232	.539	97.070						
25	.187	.434	97.504						
26	.176	.409	97.913						
27	.138	.322	98.235						
28	.126	.292	98.527						
29	.106	.247	98.774						
30	.094	.218	98.991						
31	.086	.199	99.191						
32	.079	.183	99.374						
33	.066	.153	99.527						
34	.049	.114	99.641						

Table 4.12 Table showing total Variance Explained by the model
Extraction Method: Principal Component Analysis.

The various factors according to factor analysis are as per following:

Factor 1 Store form/mannequin displays.

The First important factor which emerged out of the study influencing the impulse buying behavior is Store form / mannequin displays. Many respondents like to buy products displayed



at the store after looking through in store form/mannequin displays. Most of the respondents feel that when they see clothing featuring a new style or design on mannequin display, they tend to buy it. The respondents also showed their preference for such showrooms where there are many striking signs in different colors. It has been observed that retailers often neglect their window presentation while designing their store. It is also observed that using mannequins, creative flooring, fixtures and backdrops can enhance the power of attraction of window displays. One particular type of display is the form display or the so-called mannequin display. This kind of display allows customers to visualize outfits and gives an idea about how it will look like on. Moreover, mannequins enhance the visual appeal of displayed products which is an important factor stimulating purchases

Factor 2 Shelf presentation and Product Display

The next significant factor explaining the impulse buying behavior is product display. Various respondents both males and females claimed that they tend to be attracted to product displays when shopping through the store. They also disclosed that while browsing the store they tend to walk towards and buy products displayed in visually attractive displays. The respondents also showed a lot of attraction towards buying products from stores where there are Planned Planogram. Many retailers have specific visual merchandisers who strive to create the most attractive and beneficial type of window and in-store displays to attract customers and give information about products. In-store displays also provide customers with a mental image of how merchandise can be used or combined. According to the survey carried out by Display and Design Ideas (DDI) magazine investigating the retail industry in 2011, more than 80 percent of the respondents claimed that the value of the design, planning and visual merchandising or components in retail has grown compared to five years ago. Moreover, half of the respondents stated that nowadays those elements become much more important.

Factor 3 Store layout

The third significant factor explaining the variance is store lay out of the products. They clearly mentioned that they dislike or do not appreciate if the products at the stores where the merchandise display are cramped or jumbled. While browsing the store several customers tend to purchase products displayed in eye-catching displays. Product placement on shelves is an important factor influencing sales and shopper's buying behavior. Eye movement studies in stores observed that most of the shoppers ignore up to one third of the packages on the shelves. This finding underlines the importance for retailers to highlight the items they want to sell. Product placement on shelves also affects customers brand recognition. Customers have implicitly learned that retailers tend to allocate the top positions on the shelves to top brands.

The customers very carefully observes and show their preference for the stores where shelf space is appropriately occupied (proportionately arranged). Not only this, the customers very keen to buy products at store where the route through the store is well-structured so that consumers have no difficulty finding their way and convenient Cash.



Factor4 Window display of contemporary Designs

The last factor which emerged out of the study is window display of contemporary design. The customers of the apparel industry which were our respondents gave a very clear preference for shopping from those showrooms which display latest trends in the fashion industry. Beside this it was observed that there is a tend to buy products displayed at the store that offers a seasonal window display.

Factor 5 Atmospherics

Atmospherics of the ambient lighting significantly influences pleasure. In-store signage and graphics also highly influence pleasure. Cleanliness in the store motivates the buying behavior of various customers. The atmospherics also have a large influence on the store environment. Atmospherics should all coordinate with each other to create a consistent ambiance and positively influence the consumer's shopping experience and buying decision-making process. Visuals such as light and display are not always enough to enhance the overall ambiance of the store, and retain customer attention; therefore, other elements such as music and scents can be used. Light can be used in many ways in retail stores, from highlighting an object or area of a store to simply illuminate the entire store. Bright light can create a sense of honesty, positivity, and can promote impulse purchasing. Lighting can also be used to highlight the store layout and urge customers to flow through the store, exposing them to more merchandise. The level of brightness in the store is a very important factor in consumer behavior and the retail environment, as rooms that have dim lighting are less arousing than more brightly lit spaces.

Factor 6 Promotional schemes and discount offers

Promotional and discount schemes of the seller is found to be an important characteristic which explains the maximum variance in the impulse buying behavior. Various respondents especially women, on being asked about the Discount price of product, claimed that promotions and discounts affects my unplanned buying behavior.

These respondents also very clearly mentioned that various schemes (like buy 1 get 1 free) and 999 prices or which is also referred to as Bata pricing affect their buying behavior positively. Requirements of product with seasonal and discount schemes such as that on Holi, Diwali, Independence day, Republic day and off season sales in festival seasons prompt me to buy. Some of the respondents also expressed that they prefer shopping at places where Returns & Exchange policy are in place. So more or less it's clear from the whole discussion that environmentally induced stimulation in influencing impulse buying. Thus, this research empirically tests a theoretical model of impulse buying by examining the associations between impulse buying and promotions and discounts.



VII. REGRESSION ANALYSIS OF FACTOR OBTAINED

The following tables mentioned below discuss the results of the analysis done on the primary data collection. These analyses are done using SPSS14 i.e. software package for social sciences version 19.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Variable 1 Store form/mannequin displays Variable 2 Store layout Variable 3 Shelf presentation and product Display Variable 4 Window display of contemporary Variable 5 Atmospherics Variable 6 Promotional and discount schemes		Enter

Table 4.16 Table showing Variables Entered/Removed

a. All requested variables entered.

b. Dependent Variable: VAR00007

Values calculated from primary data collected in 2016 by the researcher

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736a	.542	.537	.81529

Table 4.17 Table showing Model Summary

a. Predictors: (Constant), VAR 1, VAR 2, VAR 3, VAR 4, VAR 5
VAR 6

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	349.454	5	69.891	105.146	.000a
	Residual	295.126	444	.665		
	Total	644.580	449			

Table 4.18 Table showing results of ANOVA

a. Predictors: (Constant), VAR 1, VAR 2, VAR 3, VAR 4, VAR 5 VAR 6

b. Dependent Variable: VAR7

The adjusted R-square (coefficient of determination) value is 0.542 as shown in the table 4.16 is its maximum value. This validates the model that 54% of the time, data fits very well to the



model. The variable floor merchandising is positively contributing towards consumer impulse buying behavior but it is significant at 5% and 10% level of significance ($P\text{-value} = 0.012 < \alpha = 0.05, 0.10$).

The adjusted R-square (coefficient of determination) value is 0.537 as shown as shown in the table 4.17 is its maximum value. This validates the model that 53% of the time, data fits very well to the model. The variable product display name is positively contributing towards consumer impulse buying behavior but it is significant at 5% and 10% level of significance ($P\text{-value} = 0.030 < \alpha = 0.05, 0.10$). The above values are calculated at 5 degree of freedom and at an Fvalue of 105.146

VIII. CONCLUSION OF THE STUDY

The result of present study provided adequate evidence that shop owners can apply visual merchandising to soar desirability of products and to help customers being cognizant of the products as well as to make favorable attitudes. Furthermore, this study created new insights to retailers about types of visual merchandising which can impress consumers' impulse buying behaviors. Although previous studies indicated that window display did not appear to significantly lead to consumer impulse buying behavior, the present study proved that window display can provoke impulse buying behavior in different ways to stimulate consumer's impulse buying behavior.

Results also proved that the consumer impulse buying behavior is significantly influenced by the window display, forum display, floor merchandising or even with shop brand name. Study denotes that the consumer impulse buying behavior has a strong relationship with the window display because when the consumer pictures the displayed products it not only attracts the customer's attention but also arouses their urge to do impulse buying.

This study explores the effect of merchandise display modes and colored display shelf atmosphere on consumer's purchase behavior in retail store. The consumer's purchase decision-making processes focus on the level of attention, perceived value and the intention of purchase.

Product placement on shelves also affects customers brand recognition. Customers have implicitly learned that apparel stores retailers tend to allocate the top positions on the shelves to top brands.

Research suggests that products placed at shoppers' eye receive more attention and have a higher probability of being selected than products placed either above or below. In supermarkets best-selling articles are usually displayed where customers can find them with ease. The touch level zone located approximately at shopper's waist height gets valuable attention, more than the remainder zones.

The ambient lighting is found to have significant influence only on impulse buying in apparel stores. Ambient lighting influences on arousal, merchandise quality, service quality and



perceived price are found to be insignificant. The findings imply that, lighting adds to the creation of pleasing store environments leading to positive shopping experiences. This further indicates that pleasing lighting should be used by the retailers than the ones which excite the customers.

Ambient scent is found to positively impact pleasure feeling and positively influences merchandise quality, service quality and perceived price. The impact of ambient scent on pleasure implies that ambient scents produce diminishing effects over pleasure. In addition, findings indicate that ambient scent is a major ingredient for enhancing the cognitions of the shoppers.

Music is also one of the significant parameter which was found to influence the impulse buying in apparel stores. Light music specifically instrumental music enhances customer impulse buying behavior.

IX. IMPLICATIONS OF THE STUDY

Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately, and the impulse to buy is hedonically complex. It was also found that the hedonic value of shopping suggests that it reflects shopping's potential entertainment and emotional worth.

It has been suggested that browsing, or shopping without specific intent, may be more important than the actual acquisition of products and can provide a pleasurable shopping experience. Therefore, in addition to exposing consumers to stimuli, such as retail settings, browsing tends to produce positive feelings for many shoppers. These positive feelings, produced by browsing, play a role as positive affects to encourage consumers' impulse buying behavior.

Retail setting, such as visual merchandising, therefore, can influence consumers' impulse buying by providing information or reminding needs as well as producing positive feelings. At the stages of the impulse buying process, retailers can attempt to provoke consumers' desire for the products, and the awareness of the products, which can satisfy the desire, can be achieved by browsing and being exposed to the stimuli, such as visual merchandising.

The way in which merchandise will eventually be displayed and promoted at the store level is an important consideration in the strategic marketing/merchandising plan. The findings of this study provided information concerning the influence of visual merchandising on consumers' impulse buying behavior. The result signified the importance of visual merchandising influences on impulse buying behavior. Since in-store form/mannequin display and promotional signage significantly influence college students' impulse buying behavior, retailers should continuously reinforce usage of in-store form/mannequin displays and functions of signs to create favourable shopping environments to influence consumers' both in-store responses and future store choice decisions. Although window display and floor merchandising did not appear to



significantly influence college students' impulse buying behavior, significant correlation found between impulse buying behavior and both window display and floor merchandising.

Since a previous study proved that physical attractiveness of a store had a higher correlation with a choice of a store than did merchandise quality, general price level, and selection, retailers should put more efforts creating attractive and eye-catching window display providing information regarding new products, fashion trends, or coordination tips. Even though floor merchandising did not appear to significantly influence impulse buying decision, research found that perceptions of variety are an important determinant of attitudes and store choice. Therefore, creative merchandise presentation and variety of assortment can still influence customers' satisfaction and perceptions about the store choice.

The findings of this study provided sufficient evidence that retailers can utilize visual merchandising to increase desirability of products and to help customers being aware of the products as well as to create favourable attitudes. This study also provided insights to retailers about types of visual merchandising that can influence consumers' impulse buying behaviors.

REFERENCES

- [1] Alexander, N., Doherty, A M., Carpenter, J M., Moore, M., "In-store customer behavior in the fashion sector: some emerging methodological and theoretical directions", *International Journal of Retail & Distribution Management*. Vol 31, 2010, pp. 591-600.
- [2] Babin, B.J., Darden, W.R. and Griffin, M., "Work and/or fun: measuring hedonic and utilitarian shopping value", *Journal of Consumer Research*, Vol. 20 No. 4, 1994, pp.644-56.
- [3] Bagozzi, R.P. and Heatherton, T.F., "A general approach for representing multifaceted personality constructs: application to state self-esteem", *Structural Equation Modeling*, Vol. 1, 1994, pp. 35-67.
- [4] Baker, E., "Selling a cheaper mousetrap: Wal-Mart's effect on retail prices", *Journal of Urban Economics*, Vol. 58 No. 2, 2005, pp. 203-29.
- [5] Baker, J., and Grewal, D., "An experimental approach to making retail store environmental decisions", *Journal of Retailing*, Vol. 68, 1992, pp. 445-60.
- [6] Baker, J., Grewal, D. and Parasuraman, A., "The influence of store environment on quality inferences and store image", *Journal of the Academy of Marketing Science*, Vol. 22 No. 4, 1994, pp. 328-39.
- [7] Cotton, B.C. and Babb, E.M., "Consumer response to promotional deals", *Journal of Marketing*, Vol. 42 No. 3, 1978, pp. 109-113.
- [8] Cox, A.D., Cox, D. and Anderson, R.D., "Reassessing the pleasures of store shopping", *Journal of Business Research*, Vol. 58 No. 3, 2005, pp. 250-259.
- [9] Csaba, F. and Askegaard, S., "Malls and the orchestration of the shopping experience in a historical perspective", *Advances in Consumer Research*, Vol. 26 No. 1, 1999, pp. 34-40.
- [10] Darden, W.R. and Ashton, D., "Psychographic profiles of patronage preference groups", *Journal of Retailing*, Vol. 50, 1974, pp. 99-112.



- [11] Darden, W.R. and Reynolds, F.D., "Shopping orientations and product usage rates", *Journal of Marketing Research*, Vol. 8 No. 4, 1971, pp. 505-508.
- [12] Dash, J.F., Schiffman, L.G. and Berenson, C., "Risk and personality-related dimensions of store choice", *Journal of Marketing*, Vol. 40, 1976, pp. 32-39.
- [13] Fiore, A.M., "The digital consumer: valuable partner in product development and production", *Clothing and Textiles Research Journal*, Vol. 26 No. 2, 2008, pp. 177-190.
- [14] Fiore, A.M., Lee, Kunz, G., "Individual differences, motivations, and willingness to use a mass customization option of fashion products", *European Journal of Marketing*, Vol. 38 No. 7, 2004, pp. 835-849.
- [15] Fitch, D., "Measuring convenience: Scot's perceptions of local food and retail provision", *International Journal of Retail & Distribution Management*, Vol. 32 No. 2, 2004, pp. 100-108.
- [16] Forman, A.M. and Sriram, V., "The depersonalization of retailing: its impact on the lonely consumer", *Journal of Retailing*, Vol. 67 No. 2, 1991, pp. 226-243.
- [17] Fornell, C. and Larcker, D.F., "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, 1981, pp. 39-50.
- [18] Fotheringham, A.S., "Consumer store choice and choice set definition", *Marketing Science*, Vol. 7 No. 3, 1988, pp. 299-310.
- [19] Hutchinson, K., Alexander, N., Quinn, B. and Doherty, A.M., "Internationalization motives and facilitating factors: qualitative evidence from smaller specialist retailers", *Journal of International Marketing*, Vol. 15 No. 3, 2007, pp. 96-122.
- [20] *International Review of Retail, Distribution and Consumer Research*, Vol. 17 No. 5, 2007, pp. 447-467.
- [21] Iyer, E.S., "Unplanned purchasing: knowledge of shopping environment and time pressure", *Journal of Retailing*, Vol. 65 No. 1, 1989, pp. 40-58.
- [22] Jain, S., "Standardization of international marketing strategy: some research hypotheses", *Journal of Marketing*, Vol. 53, January 1989, pp. 70-79.
- [23] Jarret, D.G., "A shopper taxonomy for retail strategy development", *The International Review of Retail, Distribution and Consumer Research*, Vol. 6 No. 2, 1996, pp. 196-215.
- [24] Knox, S. and Walker, D., "Empirical developments in the measurement of involvement, brand loyalty and their relationship in grocery markets", *Journal of Strategic Marketing*, Vol. 11, 2003, pp. 271-86.
- [25] Kotler, P., "Atmospherics as a marketing tool", *Journal of Retailing*, Vol. 49, 1973, pp. 48-64.
- [26] LeHew, M.L.A. and Cushman, L., "Time-sensitive consumers' preference for concept clustering: an investigation of mall tenant placement strategy", *Journal of Shopping Center Research*, Vol. 5 No. 1, 1998, pp. 33-58.
- [27] Leo, P. and Philippe, J., "Retail centres: location and consumer's satisfaction", *The Service Industries Journal*, Vol. 22 No. 1, 2002, pp. 122-146.
- [28] Leszczyc, P. and Sinha, A., "Consumer store choice dynamics: an analysis of the competitive market structure for grocery stores", *Journal of Retailing*, Vol. 76 No. 3, 2000, pp. 323-345.
- [29] Niehm, L.S., Fiore, A.M., Jeong, M. and Kim, H.J., "Pop-up retail" acceptability as an innovative business strategy and enhancer of the consumer shopping experience", *Journal of Shopping Center Research*, Vol. 13 No. 2, 2007 pp. 1-30.



- [30] Ogle, J.P., Hyllegard, K.H. and Dunbar, B., "Predicting patronage behaviors in a sustainable retail environment: adding retail characteristics and consumer lifestyle orientation to the belief-attitude-behavior intention model", *Environment & Behavior*, Vol. 36 No. 5, 2004, pp. 717-741.
- [31] Ozsomer, A. and Altaras, S., "Global brand purchase likelihood: a critical synthesis and an integrated conceptual framework", *Journal of International Marketing*, Vol. 14 No. 4, 2008, pp. 1-28.
- [32] Park, C., Hybm, S.Y. and MacInnis, J.D., "Choosing what I want versus rejecting what I don't want: an application of decision framing to product option choice decision", *Journal of Marketing Research*, Vol. 37 No. 2, 2000, pp. 187-202.
- [33] Richbell, S. and Kite, V., "Night shoppers in the „open 24 hours“ supermarket: a profile", *International Journal of Retail & Distribution Management*, Vol. 35 No. 1, 2007, pp. 54-68.
- [34] Salmon, W. and Tordjman, A., "The internationalization of retailing", *International Journal of Retailing*, Vol. 4 No. 2, 1989, pp. 3-16.