

Does Visual Merchandising have an Effect on Consumer Impulse Buying Behavior?

A Study with Special Reference to Apparels in Punjab

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Abstract

The importance of visual merchandising has been ignored in India but since the last few years it is catching the fancies of youth and is helping merchandisers jump the hurdle of getting the customers in their stores. The culture of shopping in malls and complexes is growing in leaps and bounds in Punjab and no research has been conducted on the effects of visual merchandizing on the impulse buying by consumers in apparels in my knowledge. 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. Since impulse buying is a pervasive aspect of consumers' behaviors and a focal point for strategic marketing plan (Rook, 1987), finding variables that influence shoppers' impulse buying urges and decisions and attempting to control these influencing variables through strategic marketing and merchandising activity is critical for retailers in order to survive in fierce competition.

Keywords: *Impulse Buying Behavior, Visual Merchandising, Apparels Industry.*

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.

Today's fierce and cut-throat competition and the similarity of merchandise have forced each segment of the fashion industry to utilize visual merchandising as a tool to increase the allure of products. 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.

Customers may feel that they are being forced to follow a certain path, and can be frustrating when trying to make a quick purchase. Free form layout is a suitable layout for a store that encourages browsing. This type of layout is more relaxed in its structure, which leaves the customer feeling less rushed. The entrance of the store, otherwise known as the transition zone, is an important area in the store. This is an area where all shoppers pass on entry into store, and is significant as this zone is where consumers can observe the stimuli and sense the general vibe of the store. Therefore, thoughts and representations a consumer has about the store and the brand depend on this area. Spatial design of a retail store is a key aspect when it comes to creating an enjoyable experience, and is also an effective way of communicating with customers. Colour can be considered as one of the most important variables when it comes to ambiance in retail (Van Rompay, Tanja-Dijkstra, Verhoeven, & van Es, 2011). Certain colours that can be considered as highly arousing can encourage customers to make purchases out of impulse. Warm colours such as orange, red, and yellow give consumers a sense of excitement but also provide a sense of anxiety and create a distraction. Recreational shoppers that enjoy a sense of excitement may prefer these high arousal colours (Van Rompay et al., 2011).

In general, people prefer cool colours such as green and blue and associate these colours with a sense of calmness and security. Shoppers that are more tasks oriented are more likely to prefer these cool colors as they bring this calming effect and are also less likely to distract them from the task at hand. The way the furniture such as shelves and racks and seating are set up is a tangible element is store design. A store layout with a higher regard for space can increase customer pleasure, and a store filled with clutter can have the opposite effect (Van Rompay et al., 2011). When It comes to a simple well-spaced layout in a store, task oriented customers find this type of layout to be the most effective, as they can easily locate the items they want without the unnecessary clutter and obstacles in their way. These simple factors can encourage customers to stay in the store longer and in turn spend more (Van Rompay et al., 2011).

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.

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 (Areni, 1994). Lighting can influence the customer's decision making, behavior, and also the overall spatial environment as lighting and ambiance are connected. Customers become more stimulated when the lighting in the room is considered to be very bright and speeds up the pace at which customers purchase products. Markin recommended that in order to slow the pace customers shop at, the merchandiser should adopt a softer lighting technique which will increase the amount of time customers spend in the store. (Areni, 1994). The result of this is a possible increase in the amount of merchandise the stores customer's purchase. This shows us that the differing levels of in store lighting can directly affect the amount of time consumers spend in the store (Areni, 1994).

The lighting inside a retail store can be used strategically to highlight products on display or to create a comfortable environment for consumers. It is an important element used (alongside music, temperature, fragrance, and layout) in retail to create an atmosphere that matches with the brand's personality. Atmosphere of a retail store is significant as it was found that the mood of a customer will affect their buying behaviour. A retailer can use soft lighting to create a calm and peaceful atmosphere for the customer or bright lighting to represent a fun and vibrant feeling associated with the brand. The strategic use of light can change the mood of a consumer and affect their subconscious mind during their shopping experience within a retail store. A retail store with a soft ambience and bright lights highlighting certain products will drive the customer towards these products and motivate them to make a purchase.

The music played within a store can promote a brand's image, and can also aid consumers into making purchase decisions. Music that suits the style of the store and the target audience is an important factor to consider. Music with a slow tempo can cause the consumer to relax; therefore, they spend more time in the store. This leads to more contact with merchandise and increased purchasing. Having music, which is popular within the target market, can also encourage consumers to linger in the store longer. For example, a store with a teenage target market should consider playing pop music, as this is a genre that a younger audience commonly enjoys. Playing this genre will make their shopping experience more enjoyable, which can result in them staying longer in the store, exposing them to more merchandise, and influencing possible purchasing decisions.

In today's keen competitive environment store image and atmosphere are recognized by retailers as important factors influencing customers' decision making processes (Hartman and Spiro, 1995). Moreover, the term *atmospherics* refers to the stimuli in the store environment which have a direct influence on customers purchase behavior. Akther et al. (1987). Espinoza et al. (2004) (Mayo de Juan & Gültekin, 2009) argue that a pleasing store atmosphere is more likely to increase customers' willingness to purchase. Mc Goldrick (2002) stated four dimensions of store atmosphere, i.e. visual (sight), aural (sound), olfactory (smell) and tactile (touch), which are significant in customers' choice of products. As presentation of goods is often the most crucial factor in decision-making (Oakley, 1990), retailers place more importance on visual merchandising in order to differentiate their offers from others due to the similarity of merchandize nowadays.

Basically, visual merchandising can be described as “everything the customer sees, both exterior and interior, that creates a positive image of a business and results in attention, interest, desire and action on the part of the customer”, Bastow-Shoop et al., (1991). Mills et al. (1995) suggests that “visual merchandising ranges from windows/ exterior displays to interior displays including form displays and floor merchandising along with promotion signage.” Many authors state different visual merchandising techniques in the existing literature.

Besides, visual merchandising is also a powerful marketing tool as an external motivator in the consumer’s impulse buying behavior. Indeed, impulse buying is significant for sales revenue; in fact it represents a substantial volume of goods sold every year (Bellenger et al., 1978; Clover, 1950; Cobb and Hoyer, 1986; Kollat and Willet, 1967).

Generally, impulse buying can be defined as “any purchase that a shopper makes and has not been planned in advance” (Bellenger et al., 1978; Stern, 1962) (Kalla and Arora 2010). Although, a difference has to be made between “impulse buying” and “unplanned buying”, but the further sections will explain the difference clearly.

Many authors have actually studied the effect of store atmosphere on consumer behaviour (Solomon et al. 2004, Espinoza et al. 2004) but only a few of them (Rostocks, 2003) (cited in Kalla and Arora, 2011) emphasized on visual stimulation as one of the factors that motivate impulse buying. Therefore, this research aims to be a complement to the existing studies on this area. The purpose of this thesis is to analyse the effectiveness of visual merchandising through different techniques as stated previously on consumer’s impulse buying behavior in retail apparel

stores. In order to achieve that goal, different visual merchandising techniques are studied by means a questionnaire. As a result, this study emphasized on identifying the effects of visual merchandising on impulse buying would therefore be conducted with the research problem of “which visual merchandising technique influences young customers’ impulse buying behaviour in retail apparel stores?”

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:

To find variables that influence shoppers’ impulse buying urges and decisions.

To examine the relationship of consumers’ impulse buying behaviour with various demographic components like age, gender and marital status.

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 store layout influences and the customer's tendency of impulse buying in apparel stores.

Research by Newman and Foxall (2003) suggest that store layout is an important determinant of impulse buying behavior. This research offers a robust theoretical approach (the behavioral perspective model) and new innovative methodology that significantly advances the way retailers can plan and measure store layouts, with a view to optimizing store performance. Similarly, Ramandeep and Rita (2012) also 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. Hence the Hypothesis that there is significant relationship between store layout influences and the customer's tendency of impulse buying in apparel stores.

H₂: There is significant relationship between in-store form/mannequin displays influence and the customer's tendency of impulse buying in apparel stores.

Ramesh (2011) in his research discusses that mannequin industry is critical to any retail/visual merchandising. It has undergone sweeping changes with the mannequins being realistic earlier, then abstract, followed by headless and now switching back to the realistic concept, linked with the human touch. Also, researcher like Sarah (2009) investigated consumers' responses (aesthetic response, approach response, and perceived risk) to two types of visual merchandise displays (full size mannequin and flat hanging display) in an in-store retail setting.

Another research by Jiyeon (2003) said that due to increasing competition and the similarity of merchandise, retailers utilize visual merchandising to differentiate their offerings from others' as well as to improve the desirability of products. The result of the present study proves that there is a pivotal relationship between college students' impulse buying behaviour and two type of visual merchandising practices: in store form/mannequin display and promotional signage. Hence the Hypothesis that there is significant relationship between in-store form/mannequin displays influence and the customer's tendency of impulse buying in apparel stores.

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

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 Ghaniand 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.

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:

Table 1: KMO and Bartlett's Test

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

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

Table 2: Total Variance Explained by the Model Extraction Method:
Principal Component Analysis

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	15.054	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						

be taken. Some authors put this value at 0.5, so use your own judgment for values between 0.5 and 0.6

Normally, $0 < KMO < 1$ If $KMO > 0.5$, the sample is adequate. Here, $KMO = 0.699$ 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.

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

Factor 1: Store form/Mannequin Display

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.

Factor 4: 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: Atmospheric

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 atmospheric also have a large influence on the store environment. Atmospheric should all coordinate with each other to create a consistent ambience 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 ambience 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 price 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.

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.

The adjusted R-square (coefficient of determination) value is 0.542 as shown in the

Table 3: 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		

a. All requested variables entered.

b. Dependent Variable: VAR00007

Values calculated from primary data collected in 2016 by the researcher

Table 4: Model Summary

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

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

Table 5: Results of ANOVA

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

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

b. Dependent Variable: VAR7

Table 3 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-value = 0.012 < α = 0.05, 0.10).

The adjusted R-square (coefficient of determination) value is 0.537 as shown as shown in the Table 4 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-value = 0.030 < = 0.05, 0.10). The above values are calculated at 5 degree of freedom and at an Fvalue of 105.146

CONCLUSION OF THE STUDY

This study primarily explained the relationship between impulse buying behaviour and various types of visual merchandising. It was found from the study that a good layout reduces the information rate, i.e. a good layout helps the consumers find products and information easily, unlike a poor layout; however, it is not clear to what extent store layout may encourage or inhibit impulse buying. Positive experiences arise if the store makes it easy for the consumers to find the product they are looking for, by providing a logical store layout and sufficient signage.

Apparel stores are important since they help present product assortments in an effective and positive way. A good layout may produce and enhance positive affect by helping the shoppers find what they want faster. A good layout may also make the shopping more enjoyable, by reducing the perceived stress in shopping and by evoking positive affect. Further it was found that among all the store environment elements, layout had the highest effect on impulsive buying. This is an interesting finding because until recently most Indian retail apparel store outlets tended to be small and cramped with little access for the shoppers to the actual merchandise.

Managers should therefore continue to invest in improving store layouts, as it would allow shoppers to spend more time in stores and browse the merchandise, which may trigger impulsive urges. Impulse buying occurs when a consumer experiences a sudden, powerful and persistent urge to purchase something immediately. The impulse to buy that something is hedonically complex. To feed their hedonistic instincts, consumers like to shop by browsing in stores which induces in them positive feelings. Also, while browsing, consumers necessarily are exposed to stimuli such as retail settings. Visual merchandising, thus have the impact of influencing consumers' impulse buying behaviour by providing information or serving as a reminder of unfulfilled needs as well as providing positive feelings. Retailers need to take care to display their merchandise effectively using window display and mannequins.

This should constitute an important consideration in the strategic marketing/merchandising plan. Retailers should consistently reinforce usage of window display and in-store/mannequin display to create a favourable shopping environment and experience to proactively influence consumers' in-store responses and future choice decisions. Though floor merchandising and in-store promotional signage did not significantly impact consumers' impulse buying behaviour, retailers should take care not to completely ignore them as visual merchandising tools. The keyword is differentiation to grab maximum eyeballs and in-store promotional signage and floor merchandising in a creative manner may lead higher level of impact on consumers' impulse buying behaviour. The findings of this study provided sufficient evidence that retailers can effectively utilize visual merchandising to increase desirability of

products and to help customers become aware of the products as well as to create favourable attitudes. Positive impulse buying experiences contribute to establishing store loyalty and customers' perceived value and satisfaction influence future buying decisions. Effective visual merchandising practices can influence customers' impulse purchase experiences.

LIMITATIONS OF STUDY

The study suffered from the following limitations. Sample was geographically limited as the data was collected from Punjab only. Data collected in other areas may produce different results. The instrument was limited to a quantitative method. The survey asked participants to answer the questions based on their recent impulse buying experiences as long as they were aware of their behaviour and influences. However, the qualitative research methods may bring different results.

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