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An Analytical Study on the Impact of Visual Merchandising on Impulsive Buying Behaviour in Shopper Stop

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Abstract

Impulse buying is a sudden buying decision with no pre-shopping intentions [8,15]. This behaviour is influenced by internal factors such as emotional [102], personality [99] and external factors such as visual merchandising, demographic [48] and socio economic background of the buyers [25]. The review of literature confirms that visual merchandising has a significant impact on the impulsive buying behaviour. Therefore, the current paper tried to investigate the major determinants of visual merchandising on the impulse buying behaviour. In order to realise the stated objectives the researchers have identified five major determinants of visual merchandising. They are Attractive product display, Ambiance inside the store, new product arrival in the store, Offers for the day and Floor merchandising. The data has been collected from a structured questionnaire from 260 respondents. The validity of the questionnaire was adjudged, using Cronbach's coefficient (α) was calculated to test the reliability and internal consistency of the responses. We found a significant relationship of Age, Gender, Marital status, Occupation, Family Size and Monthly Household income with impulsive buying behaviour of the respondents. Regression results show that the major determinant's that influence the respondents were Attractive product display, Ambiance inside the store, new product arrival in the store and Offers for the day.

Keywords: Visual Merchandising; Impulsive Buying Behaviour; Signage; Window Display; Cronbach's coefficient (α).

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1. Introduction

Today, consumers desire a comfortable shopping atmosphere. Shopping atmosphere or environment means the physical surroundings of a store. There are many components in store environment that has significant impact on shoppers like window display, ambience, lighting, music, signage, store layout etc. These components generally influence consumer's behaviour through their effects on shoppers' emotion, cognition and physiological state, whereas some of these components could evoke more direct response from consumers with very less impact on their thinking or physical comfort [93]. Store image and shopping environment is a significant determinant for consumers to spend more time and money in the store, than planned. The best way to achieve this objective is to focus on the concept of visual merchandising. Visual merchandising is the visual communication in the designing of an environment by placing the product or brand at the point of sale. It is commonly accepted as a merchandising technique that uses the visual elements effectively.

Visual Merchandising is the display of merchandise and store in an attractive way to catch the attention of the potential customers. It starts on the exterior of the store such as window display, lighting and brings on to the interior display. The objective behind visual merchandising is to enhance the image of the store and to achieve the sales. In simpler words, visual merchandising covers both interiors and exteriors of a store such as colour combinations, lighting, music, visuals, stores layout, wall papers, flooring, shelving, display design, mannequins, floor merchandising, promotional signing, fixture layouts, displaying merchandise on walls and fixtures, walkways and entries, window display and attire and attitude of sales personnel inside and outside the store that can influence store's atmosphere to capture the attention of the potential customers and induce them to make purchases. In the words of Jain, Reference [52] visual merchandising is a pleasing way and an eye-catching approach to inform customers what the store stands for and offers to its potential customers.

According to the Department of Education, Employment and workplace Relations, Visual merchandising is the practice in the retail industry of developing floor plans and three dimensional displays so that they can maximize their sales. According to [97], visual merchandising is an art of presenting merchandise that creatively and effectively educate customers; enable a successful selling process; present products in a life-like environment; establish the correct background for merchandise to be sold; attract the attention of customers; and assist customers with matching their desires with merchandise. Visual merchandising allows retailers to create an atmosphere that makes merchandise look attractive and inviting [24]. According to [79] visual merchandising can be used to introduce a new product, a new trend, or a new idea in addition to selling actual merchandise and describes it as the presentation of merchandise at its best with colour coordinated, accessorized and self-explanatory. The purpose of highlighting the features and benefits of their goods and services is to motivate, attract customer towards making a purchase. Visual merchandising is one of the major tools of business promotion which is vastly used to attract customers and increase sales [34] and contributes to a brand's personality and the characteristics associated with the brand [76]. This includes signage and images displayed in store and allow the retailer to cater the design of a store and their advertising to match their consumers [77,49]. Visual Merchandising communicates with customers through factors that motivate their senses with the help of music, display, colour, and lighting.

According to [78], “Visual merchandising is everything that customer sees both exterior and interior, that creates a positive image of the business and results in desire, interest, attention and action on the part of the customers”. Visual Merchandising consists of mainly two techniques namely interior (in-store design) and exterior displays (window displays). The idea behind having them is to enhance the store environment, attract the attention of consumers, entice them into the store, keep them in the store as long as possible, and influence consumer behaviour and purchase decisions. Reference [76] defines the techniques, In-store design as a technique used to enhance the atmosphere and overall store environment, whereas the window display technique persuade the customer into the store and motivate purchasing. Organization or retailers tries to create and develop the image with the help of visual presentation which appeals customers and transforms into buying behavior and loyalty towards the retail outlet. Creativity plays a major role in creating an ambience which will in turn motivate customers for shopping [32]. According to Cant [16,18], these two techniques have the greatest effect on impulse buying of consumers. According to [72,73], Window display is an important aspect of visual merchandising as it creates first impression of the store on customers. Reference [5] is of the opinion that it attracts and invites the customers inside the store. Like window display, Store Front also is the entry point of the customers, which helps them decide whether to enter the store or not. Schneider [90] suggests that the placement of the merchandise in the store front should be impressive, attractive and it should motivate customers to enter the store. Signage is also an important aspect of visual merchandising, wherein, customers should be able to purchase the product without any assistance [86,73].

The structure of the current empirical paper comprises of five sections including the current one. Chapter two highlights the review of previous studies connected with studies on visual merchandising. While section three briefs about the aims and objectives of the current study, research hypothesis and the methodology employed for study purpose. Section four outlines the analysis of the collected information from the respondents and in the final part, a brief discussions and conclusion have been made, and the findings of the study are compared with the possible evidence.

2. Literature review

The review of literature has enabled to carve out the grey area connected with studies relating to visual merchandising and impulse buying behaviour. Visual Merchandising can be defined as everything the customer sees both exterior and interior, that creates a positive image of a business and results in attention, interest, desire and prompt action on the part of the customer [63]. In simpler words, it covers everything both interiors and exteriors of a store such as lighting [71,82,40,100,22,77], flooring, wallpapers and shelving, mannequins [20], display design, walkways and entries, colour combinations [74,58,66,77], graphics [79], music [101] stores interiors [43], window displays [37,51,30,23], floor merchandising [59,6,88], promotional signing [9,74,66] further, store layouts and interior décor, fixture layouts, displaying merchandise on walls and fixtures to grab the attention of the potential customers and prompt them to buy the merchandise to boost sales of the store.

The influence of impulse buying behaviour is recognized by researchers and they tried to investigate this phenomenon extensively during the last six decades. Impulse buying behaviour can be defined as a sudden and persistent craving to buy something inside a store with no prior shopping intentions to buy the specific product.

However, Reference [7], defined impulse buying as a “sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices”. Impulsive buying refers to sudden, unplanned buying behaviour, which is usually associated with the feeling of pleasure and excitement or a powerful urge to purchase [8]. Impulsive buying is a continuous convincing of purchase behaviour of customers, in which the impulse purchase decision excludes any thoughtful and intentional consideration of alternatives [55].

Therefore, impulse buying behaviour is generally unplanned or accidental and decided inside a store triggered by stimulus [27]. Empirical findings suggest that the impulsive buyers exhibit self-identity [33,55], emotions such as amusement, enthusiasm, joy and delight [99,27,80,87,47,102,94,19]. Demographic characteristics such as age, education, marital status, occupation etc. References [26,33], play a crucial role in impulsive buying habits. Reference [21] was the first to study the impulsive buying behaviour and concluded that some product categories can be sold more by this technique. Similar findings were documented by [96]. However, Reference [50] supported this definition and describes impulse buying as a special case of unplanned buying. In a study by [2] concluded that in-store stimuli such as POP, signage, posters generally influence the impulse buying behaviour of the consumers. Similar findings were documented by [104].

There is an empirical evidence that both interiors and exteriors of a store influences shopping pattern in traditional stores format by influencing the buyers’ emotions and purchase intentions [35,14,92,28,44,65]. The review of literature further pointed out that there is a significant relationship between impulse buying behavior and visual merchandising for example [57,37,95,38,17,3,31,53,17]. Based on the above discussion we can conclude that visual merchandising is the display of broad range of product categories as well as a store (both exterior as well as interiors) in order to attract the potential customers and induce them to buy the merchandise to boost sales of the store.

In a study by [37] documented that when a store uses window display to present a new product or to display a well-known brand, that resulted in increase in sales.

Reference [11], in their empirical study found that colour inside the store plays a vital role in impulsive buying behaviour. Retailers must use this as a medium to influence shoppers’ emotional shopping behavior and thereby impacting their cognitive product evaluations. Similar findings were documented by [12] according to them, the first thing which customers see before entering a retail store is the color. However, in a study by [69,24,9], claim that lighting is a key driver of impulsive buying behaviour, it creates an effective atmosphere that makes merchandise more appealing and induce customers to buy more.

According to [86,73] signage acts as an important component of visual merchandising. They argued that customers can purchase the product without the assistance from the sales force.

In a study by [3], found that visual merchandising has an impact on impulse buying behaviour. According to this study the major drivers were presentation style, colours, window display, mannequin display and lighting. Similar findings were documented by [89], Gupta R., Khurana I.

In a study by [68] argued that social factors such as store employees employee friendliness and training the employees to be more friendly during peak hours would influence the impulsive buying behaviour. Reference [84] and Durkin, tried to investigate the usage of credit card and its impact on impulsive buying behaviour of the consumers and they concluded that impulsive buying behaviour is highly influenced by usage of credit cards.

The objective of the current research paper is to investigate the impact of visual merchandising strategies and its impact on impulsive buying behaviour in Bangalore city. The review of the literature on the current topic, thus throws light on facts relating to the gap in the study of the chosen subject.

(i) Majority of the studies on the proposed topic includes the visual merchandising strategies and its impact on impulse buying behaviour have examined the phenomenon in western and developed countries, with very little focus on developing market environment such as Indian organized retail environment.

(ii) India, being a developing economy exhibits several cultural differences and factors significantly influence consumers' impulsive behaviour. Therefore the current study has been taken up to understand the demographic factors and its impact on the chosen variables. Further, in this research several hypotheses have been proposed to test the relationships amongst common issues in visual merchandising and impulsive buying behaviour.

3. Research design

3.1 Objectives of the study

The aim of this exploratory study is to provide an in-depth organized understanding of the impulsive buying behaviour of consumers in Bangalore, India, focusing on the aspects of visual merchandising. The timing of the current study is very vital since Indian organized retailing is being focused by many players for their revenue and are in a stage where the complete understanding of these markets would bring in further dominant players to cater to this organized retailing in a more professional manner. The following are the objectives of the study, which the researchers wish to enquire and understand in the process of this study.

1. To determine the various factors such as F1 (Attractive product display), F2 (Ambiance inside the store); F3 (New product arrival in the store), F4 (Offers for the day) and F5 (Floor merchandising) that determines the impulsive buying behaviour of the respondents.
2. To assess the impact of demographic factors on chosen variables such as F1 (Attractive product display), F2 (Ambiance inside the store); F3 (New product arrival in the store), F4 (Offers for the day) and F5 (Floor merchandising).
3. To offer suggestions based on the current study.

3.2 Hypothesis of the study

H1: There is no significant influence of demographic factors of the respondents in the manner on factors F1, F2,

F3, F4, F5 and Impulsive Buying Behaviour.

H2: There is no significant relationship between independent variables Attractive product display (F1), Ambiance inside the store (F2), New product arrival in the store (F3), Offers for the day (F4), Floor merchandising (F5) and dependent variable Impulsive buying behaviour.

3.3 Universe of study and Sampling

The universe of the study constitutes frequent visitors of organized retail outlet Shopper Stop in Bangalore. The universe of the study is classified as North Bangalore, South Bangalore, East Bangalore West Bangalore and Central Bangalore. The scope of the study is limited to organized retailing and concentrates primarily on the aspects of visual merchandising strategies employed by the organized retailer Shopper Stop, in Bangalore city.

Firsthand information was collected from respondents through a structured questionnaire. An interview schedule was constructed to elicit information from the respondents. The researcher chose an interview schedule since the respondent has to be coaxed to answer the questions put forth in the questionnaire. The questionnaire contained different sections and each section concentrated on particular factor chosen for the purpose of the study. The researchers, therefore, focused on the effects of both in-store information and window display on consumer respondents on impulse buying behavior. The researchers have identified five factors for the purpose of the study based on the literature review. They are Factor one: attractive product display which covers attractive merchandise display, mannequin [20], merchandise mix, signage/graphics, the presentation of merchandise in creative and unique way, shelf space, factor two: ambiance inside the store covering extravagant or innovative, layouts [62], music [101] lighting [9,13,66,40,100,22], interiors, colour coordination [74,11,58,83] unique fixtures, window display [9,64,30], store front etc. Factor three: New product arrival in the store covering wide areas such as creative and unique, shelf space [36], new merchandise display [75,39], display on mannequin, merchandise mix, display through signage/graphics, Factor four: Offers for the day covering discount or clearance items are displayed together in a specific area of the store, price tags, eye catchy display, promotional signage (discount, reduction and offers) [74,66,51] and the last factor chosen for the purpose of the study was Floor merchandising; covering the various aspects of the floor layout of the store, effective utilization of space, path of navigation for shoppers to access all sides of the store, racks and moveable shelves, well trained sales personnel etc., [50,77,29,25,72]. The sampling plan adopted for the survey was convenience sampling. The researchers have arrived at a sample size of 260 respondents for the purpose of the study. Respondents were asked to assess the importance of chosen five factors on visual merchandising on a five-point Likert's scale, with one being not at all important to five being very important.

3.4 Reliability Statistics

Five to seven items were constructed to measure each variable taken up for the purpose of the study. The validity of the questionnaire was adjudged, using Cronbach's coefficient (α) was calculated to test the reliability and internal consistency of the responses. Cronbach's coefficient, having a value of more than 0.7 is considered adequate for this kind of research work. The values of α in this study for the reported factors including

dependent variable were found to be 0.836, 0.815, 0.793, 0.913, 0.812 and 0.768. It implies that there is a high degree of internal consistency in the responses to the questionnaire.

3.5 Analytical method

The data collected is initially organized in a meaningful manner with the help of SPSS and MS Excel software. Once organized, the collected data has been tested for the normality test population within some tolerance. Later, the researcher tabulated the frequencies, which provided the requisite profile of the data collected and helped the researcher build the contingency tables for further detailed analysis. On performing detailed analysis, patterns from the data is further put for validation through testing of hypothesis, wherever the researcher deemed important and based on the conditions set for such test.

4. Data Analysis

The intention of the researchers in constructing Table 4.1 is to present the demographic profile of the respondents included in the survey.

Table no. 4.1: demographic profile of the respondents

Variables	Categories	No of respondents	Percentage
Gender	Male	166	63.8
	Female	94	36.2
Age	Below 25	24	9.23
	26-35	32	12.30
	36-45	94	36.15
	46-55	80	30.76
	56 and above	30	11.54
Marital Status	Married	198	76.15
	Unmarried	62	23.85
Qualification	Matriculation	20	7.69
	Diploma	4	0.02
	College but not graduate	34	13.07
	Graduation	170	65.38
	Post Graduate	32	12.31
Occupation	Self employed	93	35.76
	Salaried	50	19.2
	Professionals	32	12.3
	Home makers	77	29.6
	Students	8	3.1
Family size	Below 3	84	32.3
	4-6	80	30.76
	7-10	66	25.4
	Above 10	30	11.54
Monthly household income	Below 50000	90	34.6
	50000-75000	50	19.2
	75000-100000	50	19.2
	Above 100000	70	26.9

Analysis: The intention of the researchers in constructing Table No 4.1 is to present the demographic backdrop of the consumer respondents included in the survey. From the above, it is evident that 63.8 % of the respondents included in the survey are male and the rest 36.2 % are female respondents. 76.15% of the respondents included in the survey are married, however, 23.85 % of the respondents included in the survey are unmarried.

The researcher has created five strata to accommodate all the educational qualification of the consumer respondent. 7.69 % of the respondents have done their matriculation, 12.31 % possessing post graduate certificates, 13.07% indicating that they have attended college but are not graduates, 65.38% indicating that they possess a degree.

It is evident to the researcher that 36.15% of the respondents fall in the age group of 36 to 45 years of age, 30.76 % in the age group of 46 to 55 years, 12.30% in the age groups of 26-35 years, and 11.54% of the respondents belong to age group 56 and above and 9.23% falls below 25 years.

The intention of the researcher in constructing the above table is to present the occupational profile of the respondents included in the survey. The researcher has classified the respondents into five strata, based on occupational pattern. From Table it is evident that 35.76% of the respondents included in the survey are self-employed, 29.6% indicating their profession to be home-maker, 19.2% indicating that they are salaried, 12.3% indicating that they are professional and 3.1 % indicating that they are students.

It is clear from the above table that 34.6% of the respondents indicate that they belong to a monthly household income class of less than Rs.50000, 26.9% indicating that they belong to annual house hold income more than Rs.100000, 19.2 % indicating that they belong to the monthly household income class between Rs. 50001-Rs.75000 and Rs. 75001- Rs. 100000 respectively.

The intention of the researcher in framing the above question is to highlight the size of the family of the respondents included in the survey. After careful analysis the researcher has classified the respondents into four classes. From Table it is clearly evident that 32.3% of the respondents had less than three members in their family, 30.76% stating that they have 4 to 6 members in their family, 25.4 % indicating that they have 7 to 10 members in their family and 11.54% indicating that they have above 10 members in their family.

The intention of the researcher here is to understand the influence of various demographic factors chosen for the purpose of the study of the respondents on the various chosen factors identified for the purpose of the study. To understand the influence of demographic factors of the respondents on the factors, the researcher constructed the following hypothesis and used a Pearson Chi-Square analysis to prove or disprove the hypothesis.

H0: There is no significant influence of demographic factors of the respondents in the manner on factors F1, F2, F3, F4, F5 and dependent variable

Table showing the chi square results

Table no. 4.2: test of significance: demographic factors on various factors

Variable 1	Variable 2	Chi Square Value	P value	Results
Age	F1 (Attractive product display)	210.771	.000	Reject
	F2 (Ambiance inside the store)	142.302	.000	Reject
	F3 (New product arrival in the store)	175.082	.000	Reject
	F4 (Offers for the day)	264.763	.000	Reject
	F5 (Floor merchandising)	158.789	.000	Reject
	Impulsive Buying Behaviour (DV)	176.381	.000	Reject
Gender	F1 (Attractive product display)	50.078	.000	Reject
	F2 (Ambiance inside the store)	29.926	.018	Reject
	F3 (New product arrival in the store)	45.328	.000	Reject
	F4 (Offers for the day)	58.163	.000	Reject
	F5 (Floor merchandising)	53.972	.000	Reject
	Impulsive Buying Behaviour (DV)	61.822	.000	Reject
Marital status	F1 (Attractive product display)	47.578	.000	Reject
	F2 (Ambiance inside the store)	36.315	.003	Reject
	F3 (New product arrival in the store)	31.077	.020	Reject
	F4 (Offers for the day)	40.017	.051	Accept
	F5 (Floor merchandising)	42.875	.001	Reject
	Impulsive Buying Behaviour (DV)	44.578	.000	Reject
Occupation	F1 (Attractive product display)	285.270	.000	Reject
	F2 (Ambiance inside the store)	250.448	.000	Reject
	F3 (New product arrival in the store)	167.991	.000	Reject
	F4 (Offers for the day)	204.702	.000	Reject
	F5 (Floor merchandising)	172.270	.000	Reject
	Impulsive Buying Behaviour (DV)	181.562	.000	Reject
Family size	F1 (Attractive product display)	147.918	.000	Reject
	F2 (Ambiance inside the store)	88.807	.000	Reject
	F3 (New product arrival in the store)	103.291	.000	Reject
	F4 (Offers for the day)	157.354	.000	Reject
	F5 (Floor merchandising)	161.785	.000	Reject
	Impulsive Buying Behaviour (DV)	158.697	.000	Reject
Monthly household income	F1 (Attractive product display)	145.781	.000	Reject
	F2 (Ambiance inside the store)	106.279	.000	Reject
	F3 (New product arrival in the store)	108.929	.000	Reject
	F4 (Offers for the day)	171.285	.000	Reject
	F5 (Floor merchandising)	96.935	.000	Reject
	Impulsive Buying Behaviour (DV)	136.894	.000	Reject

Results: For age and F1 (Attractive product display), since the tabulated value of χ^2 is 210.771 with a significance level of 0.000, which is lesser than the set significance of 0.05 (95% confidence limit) for the tabulated relationship, the null hypothesis is rejected. For age with F2 (Ambiance inside the store) since the tabulated value of χ^2 is 142.302 with a significance level of 0.000 therefore, the null hypothesis is rejected. Age with F3 (New product arrival in the store) since the tabulated value of χ^2 is 175.082 with a significance level of 0.000 therefore, the null hypothesis is rejected. However, for F4 (Offers for the day), the tabulated value of χ^2 is 264.763 with a significance level of 0.000 therefore, the null hypothesis is rejected and for F5 (Floor

merchandising) the tabulated value of χ^2 is 158.789 with a significance level of 0.000 therefore, the null hypothesis is rejected. In case of dependent variable (impulsive buying behaviour) since the tabulated value of χ^2 is 176.381 with a significance level of 0.000 therefore, the null hypothesis is rejected.

For gender and F1 (Attractive product display), since the tabulated value of χ^2 is 50.078 with a significance level of 0.000, which is lesser than the set significance of 0.05 (95% confidence limit) for the tabulated relationship, the null hypothesis is rejected. For gender with F2 (Ambiance inside the store) since the tabulated value of χ^2 is 29.926 with a significance level of 0.018 therefore, the null hypothesis is rejected. Gender with F3 (New product arrival in the store) since the tabulated value of χ^2 is 45.328 with a significance level of 0.000 therefore, the null hypothesis is rejected. However, for F4 (Offers for the day), the tabulated value of χ^2 is 58.163 with a significance level of 0.000 therefore, the null hypothesis is rejected and for F5 (Floor merchandising) the tabulated value of χ^2 is 53.972 with a significance level of 0.000 therefore, the null hypothesis is rejected. In case of dependent variable (impulsive buying behaviour) since the tabulated value of χ^2 is 61.822 with a significance level of 0.000 therefore, the null hypothesis is rejected.

For Marital status and F1 (Attractive product display), since the tabulated value of χ^2 is 47.578 with a significance level of 0.000, which is lesser than the set significance of 0.05 (95% confidence limit) for the tabulated relationship, the null hypothesis is rejected. For marital status with F2 (Ambiance inside the store) since the tabulated value of χ^2 is 36.315 with a significance level of 0.003 therefore, the null hypothesis is rejected. Marital status with F3 (New product arrival in the store) since the tabulated value of χ^2 is 31.077 with a significance level of 0.020 therefore, the null hypothesis is rejected and for F5 (Floor merchandising) the tabulated value of χ^2 is 42.875 with a significance level of 0.001 therefore, the null hypothesis is rejected. However, for F4 (Offers for the day), the tabulated value of χ^2 is 40.017 with a significance level of 0.051 therefore, we cannot reject the null hypothesis. In case of dependent variable (impulsive buying behaviour) since the tabulated value of χ^2 is 44.578 with a significance level of 0.000 therefore, the null hypothesis is rejected.

For occupation and F1 (Attractive product display), since the tabulated value of χ^2 is 285.270 with a significance level of 0.000, which is lesser than the set significance of 0.05 (95% confidence limit) for the tabulated relationship, the null hypothesis is rejected. For occupation with F2 (Ambiance inside the store) since the tabulated value of χ^2 is 250.448 with a significance level of 0.000 therefore, the null hypothesis is rejected. Occupation with F3 (New product arrival in the store) since the tabulated value of χ^2 is 167.991 with a significance level of 0.000 therefore, the null hypothesis is rejected. However, for F4 (Offers for the day), the tabulated value of χ^2 is 204.702 with a significance level of 0.000 therefore, the null hypothesis is rejected and for F5 (Floor merchandising) the tabulated value of χ^2 is 172.270 with a significance level of 0.000 therefore, the null hypothesis is rejected. In case of dependent variable (impulsive buying behaviour) since the tabulated value of χ^2 is 181.562 with a significance level of 0.000 therefore, the null hypothesis is rejected.

For family size and F1 (Attractive product display), since the tabulated value of χ^2 is 147.918 with a significance level of 0.000, which is lesser than the set significance of 0.05 (95% confidence limit) for the tabulated relationship, the null hypothesis is rejected. For family size with F2 (Ambiance inside the store) since the tabulated value of χ^2 is 88.807 with a significance level of 0.000 therefore, the null hypothesis is rejected.

Family size with F3 (New product arrival in the store) since the tabulated value of χ^2 is 103.291 with a significance level of 0.000 therefore, the null hypothesis is rejected. However, for F4 (Offers for the day), the tabulated value of χ^2 is 157.354 with a significance level of 0.000 therefore, the null hypothesis is rejected and for F5 (Floor merchandising) the tabulated value of χ^2 is 161.785 with a significance level of 0.000 therefore, the null hypothesis is rejected. In case of dependent variable (impulsive buying behaviour) since the tabulated value of χ^2 is 158.697 with a significance level of 0.000 therefore, the null hypothesis is rejected.

For monthly household income and F1 (Attractive product display), since the tabulated value of χ^2 is 145.781 with a significance level of 0.000, which is lesser than the set significance of 0.05 (95% confidence limit) for the tabulated relationship, the null hypothesis is rejected. For monthly household income with F2 (Ambiance inside the store) since the tabulated value of χ^2 is 106.279 with a significance level of 0.000 therefore, the null hypothesis is rejected. Monthly household income with F3 (New product arrival in the store) since the tabulated value of χ^2 is 108.929 with a significance level of 0.000 therefore, the null hypothesis is rejected. However, for F4 (Offers for the day), the tabulated value of χ^2 is 171.285 with a significance level of 0.000 therefore, the null hypothesis is rejected and for F5 (Floor merchandising) the tabulated value of χ^2 is 96.935 with a significance level of 0.000 therefore, the null hypothesis is rejected. In case of dependent variable (impulsive buying behaviour) since the tabulated value of χ^2 is 136.894 with a significance level of 0.000 therefore, the null hypothesis is rejected.

Regression

For the study purpose, a multiple regression model has been run to analyse and to test the proposed hypothesis. The Following multiple regression model has been used to test the theoretical relationship between the overall outcomes as perceived by the respondents with various identified factors. (Attractive product display (F1), Ambiance inside the store (F2), New product arrival in the store (F3), Offers for the day (F4), Floor merchandising (F5)).

$$Y (\text{Impulsive buying behaviour}) = a + b_1 X_1 (\text{Attractive product display}) + b_2 X_2 (\text{Ambiance inside the store}) + b_3 X_3 (\text{New product arrival in the store}) + b_4 X_4 (\text{Offers for the day}) + b_5 X_5 (\text{Floor merchandising}) + C \dots\dots\dots (1)$$

Where,

$Y = (\text{Impulsive buying behaviour})$

X is the vector of explanatory variables in the estimation model

$X_1 = \text{Attractive product display}$

$X_2 = \text{Ambiance inside the store}$

$X_3 = \text{New product arrival in the store}$

$X_4 = \text{Offers for the day}$

$X_5 = \text{Floor merchandising}$

$a = \text{constant intercept term of the model}$

$b = \text{coefficients of the estimated model}$

$\epsilon = \text{error component}$

Table No. 4.3: regression

R	.817
R square	.667
Adjusted R square	.654
Standard error	4.09060
R square change	.667
Durbin Watson	1.721

Analysis: R square represents the percentage movement of the dependent variable which is captured by the intercept and the independent variable(s). Above obtained results explain 66.7% of the variation in impulsive buying behaviour is captured by independent variables with Standard Error of 4.09060.

Inference: From the above analysis one can infer that impulsive buying behaviour is dependent on the predictors or explained by the independent variables (Attractive product display (F1), Ambiance inside the store (F2), new product arrival in the store (F3), Offers for the day (F4), Floor merchandising (F5))

Table no. 4.4: table showing anova values

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	4163.601	5	832.720	49.765	.000
Residual	2074.892	124	16.733		
Total	6238.492	129			

In the above table ANOVA explains the joint impact of Independent variables on the dependent variables. Since from the above analysis that F value is 49.765 with a significance value of .0000. Therefore it we can reject the Null Hypothesis.

Table no. 4.5: Table showing regression results

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Co linearity Statistics	
	B	S E	Beta			Tolerance	VIF
Constant	-.344	1.781		-.193	.847		
F1	0.253	0.106	0.224	2.387	0.031	0.619	1.615
F2	0.289	0.133	0.291	2.173	0.032	0.503	1.986
F3	0.41	0.136	0.354	3.015	0.003	0.685	1.458
F4	0.284	0.087	0.278	3.264	0.001	0.422	2.368
F5	0.153	0.131	0.146	1.168	0.245	0.585	1.709

Intercept is α in the set equation. Standard error measures the variability in approximation of the coefficient and lower standard error means coefficient is closer to the true value of coefficient. Over all outcome (Impulsive buying behaviour) is a dependent variable and Attractive product display (F1), Ambiance inside the store (F2), New product arrival in the store (F3), Offers for the day (F4), Floor merchandising (F5) were independent variables. Regression results show that independent variables and Attractive product display, Ambiance inside the store, New product arrival in the store, Offers for the day, Floor merchandising have positive coefficients i.e. they have a direct relationship with over all outcome (Impulsive buying behaviour).

Test of Hypothesis

In order to assess the relationship between the independent variable (s) and dependent variable, the researcher has established the following hypothesis and to prove or disprove the hypothesis the researcher has employed multiple regression analysis.

Null Hypothesis (H_0) There is no significant relationship between independent variables and Attractive product display (F1), Ambiance inside the store (F2), New product arrival in the store (F3), Offers for the day (F4), Floor merchandising (F5) and dependent variable Impulsive buying behaviour.

Results show that P-value is less than 0.05 at 5% level of significance for Attractive product display (F1), Ambiance inside the store (F2), New product arrival in the store (F3), Offers for the day (F4). However, Floor merchandising (F5) was not statistically significant at conventional level of 5%. Therefore the accepted hypotheses was:

Alternative Hypothesis (H_1) There is a significant relationship between independent variables Attractive product display (F1), Ambiance inside the store (F2), new product arrival in the store (F3), Offers for the day (F4) and dependent variable (Impulsive buying behaviour).

Table 4.6: The relative weights of the chosen factors

Factor	Relative weights in percentage
F3 (New product arrival in the store)	0.273782
F2 (Ambiance inside the store)	0.225058
F4 (Offers for the day)	0.215004
F1 (Attractive product display)	0.173241
F5 (Floor merchandising)	0.112916

It is evident from the above table No. 4.6 that the very important dimension is Factor 3 (New product arrival in the store) with a relative weight of 0.273782 or 27.38 percent, followed by Ambiance inside the store with 22.51 percent, F4 (Offers for the day) with 21.50 percent, F1 (Attractive product display) with 17.32 percent and Floor merchandising with a 11.29 percent.

5. Discussion and Conclusion

Impulse buying is a sudden buying with no pre-shopping intentions either to buy the specific product [8,7,15]. It's a spur of the moment, without pre-meditation to buy or made just before a purchase. Empirical studies suggest that emotions and feelings [27,4,102] play a critical role in purchasing, generated by seeing the product or upon exposure to a well-designed promotional message. Findings from empirical studies linked visual merchandising with impulsive buying behaviour [96,54,85,46,45,81]. Therefore, to investigate the role of visual merchandising on the impulse buying behaviour of the consumers the current empirical study has been undertaken. In order to realise the stated objectives the researchers have identified five major determinants of visual merchandising such as Attractive product display (F1), Ambiance inside the store (F2), New product arrival in the store (F3), Offers for the day (F4), Floor merchandising (F5). In addition to that certain questions which measures the overall impulsive buying pattern was also included. The required data has been collected from a structured questionnaire from 260 respondents. The validity of the questionnaire was adjudged, using Cronbach's coefficient (α) was calculated to test the reliability and internal consistency of the responses. The data collected is initially organized in a meaningful manner with the help of SPSS and MS Excel software. The current empirical study revealed the following major findings: We found a significant relationship between age of the respondents and F1 (Attractive product display, F2 (Ambiance inside the store), F3 (New product arrival in the store) F4 (Offers for the day) and F5 (Floor merchandising). Researchers found a significant relationship between gender and F1 (Attractive product display, F2 (Ambiance inside the store), F3 (New product arrival in the store) F4 (Offers for the day) and F5 (Floor merchandising). For Marital status and F1 (Attractive product display, F2 (Ambiance inside the store), F3 (New product arrival in the store), F5 (Floor merchandising) we found a significant relationship. However, for F4 the null hypothesis was accepted. For occupation and F1 (Attractive product display, F2 (Ambiance inside the store), F3 (New product arrival in the store) F4 (Offers for the day) and F5 (Floor merchandising) there exists a significant relationship. For family size and F1 (Attractive product display, F2 (Ambiance inside the store), F3 (New product arrival in the store) F4 (Offers for the day)

and F5 (Floor merchandising) we found a significant relationship. For monthly household income and F1 (Attractive product display, F2 (Ambiance inside the store), F3 (New product arrival in the store) F4 (Offers for the day) and F5 (Floor merchandising) we found a significant relationship. In case of dependent variable (impulsive buying behaviour) we found a significant relationship with Age, Gender, Marital status, Occupation, Family Size and Monthly Household income. Regression results show that the major visual merchandises factors that influence the respondents were Attractive product display (F1), Ambiance inside the store (F2), New product arrival in the store (F3), Offers for the day (F4) [60,56,98]. However, Floor merchandising (F5) was not statistically significant at conventional level contradicts the findings of [60]. Our study seems to agree with the findings of the research conducted by Tausef,; [59]. After analysing the responses received from the respondents with great care and accuracy, in the background of findings, the researcher has offered the following suggestions: Bold graphics are very effective for buying decisions with respect to various demographic factors such as age, occupation, gender etc. therefore it is recommended to focus more on this aspect of visual display. However, creative display has no significant impact on buying decisions of the respondents, therefore, this aspect can be neglected while budgeting for displays. Most noticed features inside the store were music, interiors and lighting seems to agree with the findings of [12,9,41]. Therefore, these two aspects must be kept in mind before framing the effective point of purchase advertisements inside the store. Banners, coupons and brochures are vital according to the respondents. Therefore, the marketer must reach his customers through this channel. Majority of the respondents felt that Shopper Stop's window display is not very attractive compared to its major competitors Lifestyle, Pantaloons, Central etc. Therefore, the managers must focus on this vital link in pop advertisement, since it decides the impulsive buying behaviour of customers. Discounts and offers play a very crucial role in attracting customers into the store. This must be continued in order to attract and retain customers. Mannequins were also the most noticed feature in the store therefore the firm must focus on this issue. Store design and store layout are crucial and must be planned according to the customers' convenience and expectation. Evidence from the study shows that announcements also seem to play a crucial role in buying behavior. Announcements must be informative and at the right time and not annoy the customers. Assistants must be trained in terms of product awareness, store layout guidance and must be approachable and polite for a great shopping experience.

6. Limitations of this study and scope for future research

Any experiment has its own limitation and in the same genre this research too has its limitations. In this section, the researchers are presenting the most important limitations of the study. (i) This study was confined only to geographical limits of Bangalore city; (ii) the current study on visual merchandising and its impact on impulsive buying behaviour was restricted to Shopper's Stop only; (iii) the information obtained from the respondents is based on both questionnaire and face to face interview. The respondent's responses or opinion may change in other occasions and. In the background of the present study, the researcher has identified the following areas for future research which can be carried in this field. (i) Since the study was confined to geographical limits of Bangalore city only, an extended study of this kind encompassing more number of cities over a longer period of time may be taken up; (ii) the present study has been restricted to Shopper's Stop only. A study covering all categories of organized retail outlets may be taken up; (iii) more research studies should be undertaken to understand the dynamics of impulsive buying behaviour in an organized retailing context.

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