A STUDY ON THE EFFECT OF VISUAL MERCHANDISING ON THE CONSUMER IMPULSE BUYING BEHAVIOUR

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AB**STRACT**

Visual merchandising is a technique to visually make the brand attractive and highlight the unique features of the store. The main aim and purpose of this study was to determine how visual merchandising influence impulse buying behaviour of customers. The study focuses on four major factors of visual merchandising i.e. influence of product display, influence of product shelf position and influence of promotion signage and how it influences the buying behaviour of the customers.It is realized that the consumers are influenced by internal and external stimuli. Internal factors refer to such as inner feelings and emotions whereas external factors referred as store atmosphere.The study concludes that the marketer should focus on visual Merchandising strategies for attracting customers and increase the footfall of the store.

1. INTRODUCTION

Consumer behaviour is the study of how individuals, groups and organisations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2006). Studying consumers provides clues for improving or introducing products or services, setting prices, devising channels, crafting messages, and developing other marketing activities (Kotler, et al., 2008).Understanding consumer behaviour and knowing them have and never will be simple. Their actions vary from their words.More particularly, understanding factors that drive consumers' buying whims remains perplexing, due to the influence of multiple variables. Even though researchers have developed many concepts related to buying decision-making of consumers, still there are many aspects that have not been explored so far. Self-concept, need for uniqueness, product interest, perceived quality, emotional value, and purchase intention are some of the major aspects in understanding the buying behavior of consumers. All people have their own concept about themselves. Concept about self gets reflected in the behavior of people. This is a most important trait that needs to be analysed while studying consumer behaviour. The products and/or brands that individuals buy, serve as signs of desired responses from other potential consumers. Therefore, the self-concept gets reflected from their choice of product and brand. Consumer behavior approach has provided a list of goods that are likely to be the subject matter of impulsive buying. We recognize that certain goods have a greater potential to be bought impulsively than other items. This information could be used for promoting the sales of such items. Many studies on shopper behavior show an increasing number of consumer purchases are being done without prior intention to buy those items.

Researchers clarified that the impulse buying behavior happens after experiencing a buying wish by the shopper and without much reflection. During encountering the product, an item which is out of stock are excluded from the purview of impulse buying (Beatty &Ferrell,1998). Utilitarian behaviorwhere shoppers seek for functional benefits and economic value in the shopping process while hedonic behavior is marked with pleasure (Bayley& Nancarrow,1998). It was mentioned that buying decision process of impulse buyers is illustrated by being unplanned prior to purchase, accompanied by information search, alternatives evaluation, and purchase decision (Kang,2013).

Many researchers have stated that impulsive behavior gets triggered by hedonic temptations. Creative techniques such as Credit cards, EMI offers, and online marketing have facilitated impulse

purchases to a great extent. The emotional changes, situational aspects, differences in the psychological factors of individuals also can affect the mediating variables that influence impulse purchasing. Behavioral factors could also affect the consumers positively as well as negatively. Retail companies realize the value of impulsive purchases. They constantly work on store displays, price discounts, and sales promotions inside the stores to stimulate impulse buying of customers. On line purchase facilities have further triggered impulse buying activity. The probability of impulsive buying could be more in case of internet buying. Virtual shopping environments are being created using internet. Consumers are able to view many varieties of products to choose the best suitable products.

Retail format in India are reflecting visual merchandising strategies. It is observed that an Indian consumer within 3-4 minutes look around for help unlike the west. Rishi Vasudeva (Brand Director, Arvind Brand) says that "India is a dynamic market with top shopping trends. 60% of Indian population will be less than 35 years. Development of malls further will be 1.5 times of current mall space in the next 3-4 years. There will be tremendous revamping of Old Street and emergence of new high streets. So, more retail facades will be seen on the high streets". Visual merchandising by international designers may be efficient but Indian designed features today have the advantage of reaching the soul of the consumers. Dealing with India's mix of challenges and opportunities needs a mix of flexibility and creativity, a good term to explain this is "Global Localization", a sophisticated version of "Jugaad" if there is a readiness to experiment and innovate to meet dramatically different local needs.

The role of visual merchandising as stated by Schimp (1990) (Cited in Gajanayake, Gajanayake, &Surangi, 2011) is tocreate awareness among customers about a product and provide relevant information about it, remind customers about the benefits of a product and of its availability, encourage customers to buy a particular product or brand, maximize the utilization of space, while at the same time making the buying experience as easy as possible for customers, reinforce the retailer's communications campaign, assist the customers in locating, evaluating and selecting a product.

In India, the growing consumer population in the age group of 15-44 years is an important factor that influences the growth of the apparel market. Increasing numbers of households are entering into high income bracket, and the increasing income levels are fuelling greater consumption of apparels. In the coming years, worldwide share of online apparel retail is expected to grow at a CAGR of 18%, and in India the growth rate is only 4%. Since the online retail market is projected to grow in India at 37% CAGR, there is a huge potential for the growth of apparel online retailing also.

2. REVIEW OF LITERATURE

Kotler (1973) "Atmospherics as a marketing tool" indicated that one of the most significant features of the total product is the place from where it is bought.The paperemphasized that visual merchandising is not practiced "as consciously and skilfully as retailers now use price, advertising, personal selling, public relations and other tools of marketing.Wolters and White (1987) "Retailmarketing management" stated that the interest in the visual has – at one level within the retail context – coalesced to from the practices of "visual merchandising". This is defined as the activity, which coordinates effective merchandising selection with effective merchandising display. Visual merchandising is therefore concerned with both how the product and/ or brand is visually communicated to the customer and also whether this message is decoded "appropriately".

Holly, Zetocha and Passewitz (1991) explained that basic objective for visual merchandising is a desire to attract customers to a place of business in order to sell the merchandise. Visual

merchandising is offered to the customer through exterior and interior presentation. Each should be coordinated with the other using the store's overall theme. Mills, Paul and Moorman (1995) " Applied visual merchandising" defined visual merchandising as "the presentation of a store/brand and its merchandise to the customer through the teamwork of the store's advertising, display, special events, fashion coordination, and merchandising departments in order to sell the goods and services offered by the store/company".

Smith (1997) stated that it is worth remembering that products, service and store design all contribute towards the overall store image, but if a customer has no prior experience of a particular store nor any word-of-mouth reference from peers, then the decision to enter or not to enter may be made solely from the store's visual image. The store's exterior offers an opportunity to communicate with the customer, for example to invite them into the store.Frings (1999) "Fashion: From Concept to Customer" said that the purpose of visual merchandising is to educate the customer, to enhance the store/company's image, and to encourage multiple sales by showing apparel together with accessories.

Fiore, Yah and Yoh (2000) "Effects of the product display and environmental fragrancing on approach responses and pleasurable experiences" in their study indicated that apart from retail identity building, visual merchandising is regarded as a powerful tool in shaping consumers' final decision inside a store. Visual merchandising focuses on various aspects of consumers, which include sensory pleasure, effective pleasure and cognitive pleasure.Castaldo (2001) "Retail and channel marketing" observed that display windows are probably the most important visual communication instrument that a retailer has at his disposal to attract the attention of the potential clients and to make the clients enter the store.

McGoldrick (2002) "Retail marketing" stated that visual simulation and communication have long been considered important aspect of retailing by practitioners and academic alike. The emphasis has moved away from in-store product displays, towards elements that excite the senses of shoppers such as flat screen videos or graphics, music, smells, lighting and flooring that tend to capture the brand image or personality and help to create a unique environment and shopping experience. Ravazzi (2004) in her book said that visual merchandising is the totality of all exposition techniques that allow to settle the presentation of the merchandise in the display window and in the interior of the point of sale effectively. It is the totality of all marketing activities that can be realized in the point of sale in order to valorize the product and to increase the sell-out.

Derry and Yip (2007)"How does visual merchandising affect consumer affective response? An intimate apparel experience' suggested that store environment can intensify consumers' response (either positive or negative) to a brand of the product being sold in the store and to achieve a positive store atmosphere, visual merchandising has been widely employed by retailers. The study also focused on the influence of visual merchandising on the store atmosphere and its corresponding impact on consumer decision making process for intimate apparel. The study concluded that paying a close attention to the interaction of cultural or societal differences together with visual merchandising elements causes a great impact on final purchase decision.

Wanninayake and Randiwela (2007) indicated a significant correlation between visual merchandising and store choice decisions of customers. The research findings of this paper recommend Visual merchandising as the most important variable in in-store environment among the tested variables. It can significantly influence on consumer's store choice decisions. Karolia and Dua (2008) " Visual merchandising-'The changing scenario' emphasized on the role of visual merchandising in today's retail and fashion industry. The paper explains that how visual

merchandising actually works and what tools of visual merchandising are used. It indicates that the right kind of Visual Merchandising boosts the sales graph rise upwards. This is achieved by creating an environment not only to attract a customer but also to retain his/her interest, create desire and finally augment the selling process.

Bhalla and Anurag (2009) defined Visual merchandising as the presentation of any merchandise at its best (1) color coordinated (synchronised colours); (2) accessorised (related products/ props); and (3) self-explanatory (descriptive/illustrative). It is one of the final stages in the process of setting up of a retail store which customers would then find attractive and appealing.Mauger,E.M.(1964) "Modern display techniques" in his study explained lighting creates an effective atmosphere that makes products more appealing and influence customers to shop more.Colborne,R. (1996) "Visual merchandising the business of merchandise presentation" in his further illustrated retail lighting is an important factor for apparel businesses. He said that lighting creates an atmosphere which attracts customers towards stores in order to make them purchase. With proper and effective lightening, customers are able to match up their items & visualize how merchandise will look after the purchase.Yalch, R.F. and Spangenberg,E.R. (2000) " The effects of music in a retail setting on real and perceived shopping times" in their study said that music has significant effect on retail setting on shopping time. Music plays deep impact on time, exploration, communication and satisfaction in retail setting.

Maier, R.D. (2009) " Boutique Visual Marketing" emphasizes on how visual marketing should be incorporated into one's business strategy by explaining the importance of a visual scheme that aids one to make decisions regarding the look of a boutique. It is mentioned that sticking to a good visual marketing plan will assist any company to easily and effectively establish a brand image with its target market. The study concludes that the above-mentioned directives with regard to the visual aspect, would prove to be of immense help in setting up a boutique in an effective manner and that it can save time, money, and earn loyal as well as long-term customers. The Importance of visual merchandising is discussed in vivid terms by Garvey,J.P. (2010) " All about Visual Merchandising", in specifying that visual merchandising is all about making the customer feel how the marketer wants them to feel. He highlights the various steps one must follow with regard to setting up a store, with respect to using eye-catching displays, showcase of diverse merchandise in an appealing manner and the like. He emphasizes on the first step which requires us to go over our business plan in order to decide on the theme and related aspects as the look and feel of the store can make a huge impact on a customer's decision to buy, enter the store, or return for repeat business. He also observes that effective signage and even certain nominal, yet significant aspects such as the arrangement of clothing racks, or alignment of displays according to price, helps in conveying one's message clearly to a customer. The study draws up a conclusion by emphasizing the importance of shop displays to establish a brand image in an expeditious way.

3. PROBLEM STATEMENT

The idea behind the research was to study and analyze how visual merchandising variables such as Store layout, Product shelf presentation, Promotional signage and design affect in impulse buying behaviour of a customer.

3.1 SCOPE

The scope of this study is to find out the impact of visual merchandising in the store which causes to change the buying decisions of the customers. It is important to notice that visual merchandising is involved in getting to the stores, it is of immense importance which attracts customers towards impulsive buying in the store.

3.2 OBJECTIVE

To study the effect of visual merchandising on the consumer impulse buying behaviour

3.3 METHODOLOGY

Non-probability sampling has been used as the sampling type in this study. There are four types of non-probability sampling, and Convenience sampling has been chosen and executed for the purpose of this study.In order to gather data for this research the instrument of questionnaire was used. The questionnaire has been developed using Likert scale of 1 to 5 starting from strongly agree (1) to strongly disagree (5). The target population for this survey was general consumers of the store.

Two methods can be used to collect the relevant data, which are essential for the study. Primary Data was collected through structured questionnaire and secondary Data through books, magazines, newspapers, store managers, customer relationship officer and internet etc.

The questionnaire was circulated to 250 respondents and the responses were performed on the SPSS software.The data for this research is obtained by designing a cross sectional questionnaire, a study was done to know the effects of visual merchandise on consumers impulsive buying behaviour.

The Statistical Tools that have been used to analyse and interpret data for the purpose of this study are as Reliability Statistics, ANOVA, Regression analysis and Correlation.

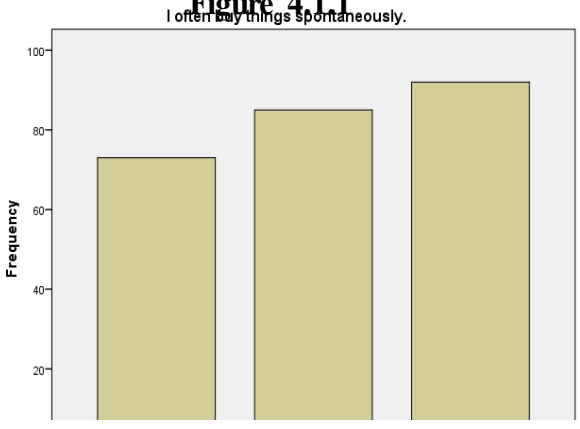
4. DATA ANALYSIS AND INTERPRETATION

4.1 KEY FIGURES AND TABLES

Figure 4.1.1

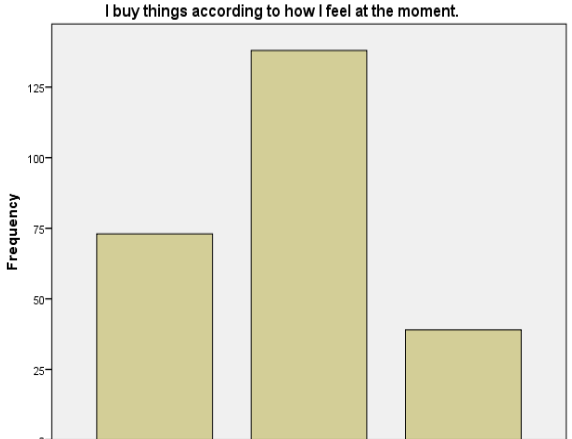
Inference:

From the above graph it can be inferred that majority of the consumers who visit the store are employed (54%) followed by businessman (29.6) and student (16.4%).



Inference:

From the above graph it can be inferred that majority of the consumers who visit the store strongly agree to fact that they often buy things spontaneously (36.8%) and 34% agree the same and 29.2 disagree to the same.

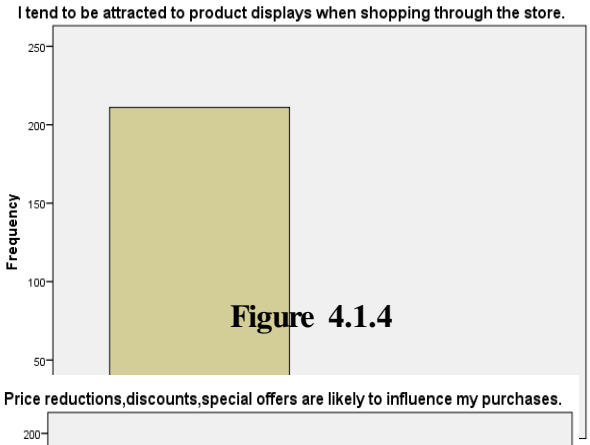


Inference:

From the above graph it can be inferred that majority of the consumers who visit the store

ISSN: 2249-6661
Vol-44 No.-01 (XXIV) January-March (2021)

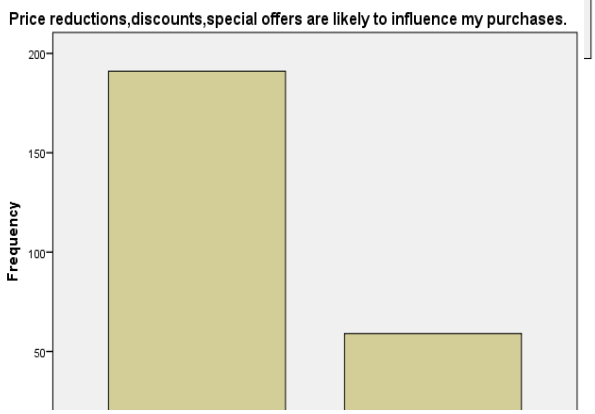
Figure 4.1.3



Inference:

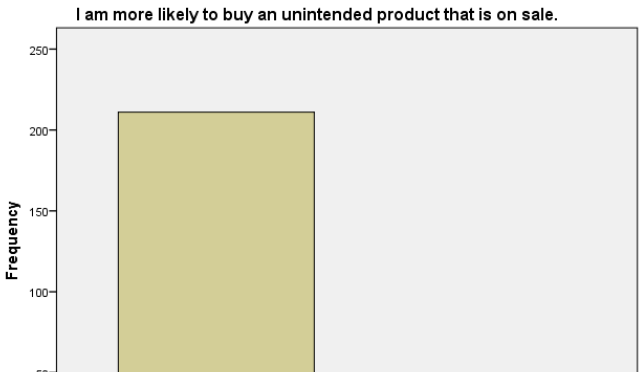
From the above graph it can be inferred that majority of the consumers who visit the store agreed 84.4% to I tend to be attracted to the product displays when shopping through the store and 15.6% strongly agreed to the same.

Figure 4.1.4



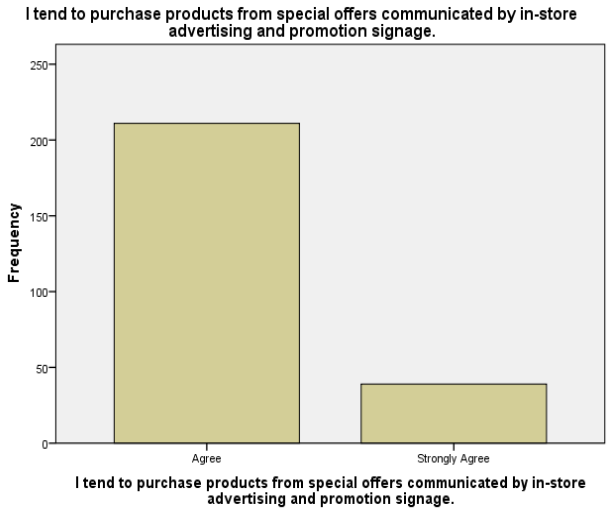
Inference:

From the above graph it can be inferred that majority of the consumers who visit the store agreed 76.4% to price reductions ,discounts. , special offers are likely to influence my purchases and 23.6% strongly agreed to the same.



Inference:

From the above graph it can be inferred that majority of the consumers who visit the store agreed 84.4% to I am more likely to buy an unintended product that is in sale and 15.6% strongly agreed to the same.



Inference:

From the above graph it can be inferred that majority of the consumers who visit the store agreed 84.4% to I tend to purchase products from special offers communicated by in-store advertising and promotion signage and 15.6% strongly agreed to the same.

4.1.1 TABLE SHOWING RELIABILITY STATISTICS

Reliability Statistics

Cronbach's Alpha	N of Items
.815	4

We can see that Cronbach's alpha is **0.815**, which indicates a high level of influence of product display, influence of product shelf position and influence of promotion signage on the impulsive behaviour of the consumer.

4.1.2 TABLE SHOWING DESCRIPTIVE STATISTICS

Descriptive Statistics						**INFERENCE**
	N	Minimum	Maximum	Mean	Std. Deviation	
"Just do it" describes the way I buy things.	250	2.00	5.00	3.6000	1.09398	From the above table, each factor is explained in a descriptive statistic i.e. the influence of store layout, the influence of product shelf position and influence of promotion signage have an effect on visual merchandise which impacts the impulsive behaviour of the consumer. As the mean value of I tend to be attracted to product displays when shopping through the store, While browsing the store I tend to purchase products displayed in eye-catching displays, While browsing the store I tend to walk towards and buy products displayed in visually attractive displays, I tend to buy products displayed at or near the checkout desks, I tend to buy unintended products while I'm browsing the aisles of the store, I tend to look at products located in eye-level, I tend to stop and browse products displayed on shelves, I tend to buy products displayed on shelves on sight, I tend to purchase products from special offers communicated by in-store advertising and promotion signage, I am more likely to buy an unintended product that is on sale, I tend to stop and browse products with promotional offers, Promotional signage entice me to
I often buy things without thinking.	250	2.00	5.00	3.6000	1.09398	
"I see it, I buy it" describes me.	250	2.00	5.00	3.6000	1.09398	
"Buy now, think about it later" describes me.	250	2.00	5.00	3.5720	1.07023	
Sometimes I feel like buying things on the spur of the moment.	250	2.00	5.00	3.7560	1.20594	
I buy things according to how I feel at the moment.	250	3.00	5.00	3.8640	.65668	
I carefully plan most of my purchases.	250	2.00	4.00	2.5840	.91119	
Sometimes I am a bit reckless about what I buy.	250	2.00	4.00	2.7520	.62294	
I tend to be attracted to product displays when shopping through the store.	250	4.00	5.00	4.1560	.36358	
While browsing the store I tend to purchase products displayed in eye-catching displays.	250	4.00	5.00	4.1840	.38826	
While browsing the store I tend to walk towards and buy products displayed in visually attractive displays.	250	4.00	5.00	4.1560	.36358	
I tend to buy products displayed at or near the checkout desks.	250	4.00	5.00	4.1560	.36358	
I tend to buy unintended products while I'm browsing the aisles of the store.	250	4.00	5.00	4.1840	.38826	

I tend to look at products located in eye-level.	250	4.00	5.00	4.1560	.36358	browse products and Price reductions,discounts,special offers are likely to influence my purchases have the mean value greater than 4 which means they have great impact on consumers' buying behaviour.
I tend to stop and browse products displayed on shelves.	250	4.00	5.00	4.1560	.36358	
I tend to buy products displayed on shelves on sight.	250	4.00	5.00	4.0280	.16530	
I tend to purchase products from special offers communicated by in-store advertising and promotion signage.	250	4.00	5.00	4.1560	.36358	
I am more likely to buy an unintended product that is on sale.	250	4.00	5.00	4.1560	.36358	
I tend to stop and browse products with promotional offers.	250	4.00	5.00	4.0280	.16530	
Promotional signage entices me to browse products.	250	4.00	5.00	4.2360	.42547	
Price reductions,discounts,special offers are likely to influence my purchases.	250	4.00	5.00	4.2360	.42547	
Valid N (listwise)	250					

TESTING FOR T TEST

H0: There is no significant relationship between impulse buying behaviour of consumers and influence of product display, influence of promotional signage and influence of product shelf position.

H1: There is significant relationship between impulse buying behaviour of consumers and influence of product display, influence of promotional signage and influence of product shelf position.

4.1.3 TABLE SHOWING INDEPENDENT SAMPLES TEST

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Measurement of impulse buying	EVA[1]	46.273	.000	-11.446	248	.000	-.86812	.07584	-1.01751	-.71874
	EVNA[2]			-10.510	144.737	.000	-.86812	.08260	-1.03139	-.70486

Influence of Product Display	EVA[1]	88.517	.000	-3.746	248	.000	-.17422	.04650	-.26581	-.08263
	EVNA[2]			-4.501	237.135	.000	-.17422	.03870	-.25046	-.09797
Influence of Product Shelf Position	EVA[1]	48.994	.000	-2.951	248	.003	-.10662	.03613	-.17779	-.03546
	EVNA[2]			-3.374	247.823	.001	-.10662	.03161	-.16887	-.04437
Influence of Promotional Signage	EVA[1]	62.614	.000	-3.625	248	.000	-.14131	.03898	-.21809	-.06453
	EVNA[2]			-4.089	246.111	.000	-.14131	.03456	-.20937	-.07324

EVA[1] - Equal Variance Assumed EVNA[2] - Equal Variance not assumed

As the significance (p value) of .000 is less than .05, we reject the null hypothesis (no difference) for the assumption of homogeneity of variance. There is no significant difference. Since the mean value of Influence of Product Shelf Position is more so the its impact is greater than all other variables.

REGRESSION ANALYSIS

H0: There is no significant relationship between impulse buying behaviour of consumers and influence of product display, influence of promotional signage and influence of product shelf position.

H1: There is significant relationship between impulse buying behaviour of consumers and influence of product display, influence of promotional signage and influence of product shelf position.

4.1.4 TABLE SHOWING MODEL SUMARY

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645[a]	.415	.408	.54759

a. Predictors: (Constant), Influence of Promotional Signage, Influence of Product Display, Influence of Product Shelf Position

Regression analysis for overall factors-

a. **Dependent variable-** measurement of impulse buying
b. **Independent variable-** Influence of Promotional Signage, Influence of Product Display, Influence of Product Shelf Position

4.1.5 TABLE SHOWING ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.420	3	17.473	58.273	.000[b]
	Residual	73.764	246	.300		
	Total	126.184	249			

a. Dependent Variable: Measurement of impulse buying

b. Predictors: (Constant), Influence of Promotional Signage, Influence of Product Display, Influence of Product Shelf Position

Since the p-value is less than 0.05 level of significance therefore the null hypothesis is rejected and alternative is accepted.

4.1.6TABLE SHOWING COEFFICIENTS

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		

1	(Constant)	-3.574	.782		-4.572	.000
	Influence of Product Display	-.668	.520	-.340	-1.284	.200
	Influence of Product Shelf Position	4.887	.825	1.916	5.923	.000
	Influence of Promotional Signage	-2.493	.392	-1.063	-6.353	.000
a. Dependent Variable: Measurement of impulse buying						

4.1.7 TABLE SHOWING TESTING FOR HYPOTHESIS

Correlations

		Measurement of impulse buying	Influence of Product Display	Influence of Product Shelf Position	Influence of Promotional Signage
Measurement of impulse buying	Pearson Correlation	1	.549**	.564**	.450**
	Sig. (2-tailed)		.000	.000	.000
	N	250	250	250	250
Influence of Product Display	Pearson Correlation	.549**	1	.983**	.934**
	Sig. (2-tailed)	.000		.000	.000
	N	250	250	250	250
Influence of Product Shelf Position	Pearson Correlation	.564**	.983**	1	.956**
	Sig. (2-tailed)	.000	.000		.000
	N	250	250	250	250
Influence of Promotional Signage	Pearson Correlation	.450**	.934**	.956**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	250	250	250	250

**. Correlation is significant at the 0.01 level (2-tailed).

As per the above table, the correlation of all the five variables are found to be positive and significant (at 1% level). Thus, the variables are highly correlated.

4.1.8 TABLE SHOWING ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Measurement of impulse buying	Between Groups	24.329	3	8.110	19.586	.000
	Within Groups	101.855	246	.414		
	Total	126.184	249			
Influence of Product Display	Between Groups	20.915	3	6.972	144.365	.000
	Within Groups	11.880	246	.048		
	Total	32.795	249			
Influence of Product Shelf Position	Between Groups	11.554	3	3.851	120.801	.000
	Within Groups	7.843	246	.032		
	Total	19.397	249			
Influence of Promotional Signage	Between Groups	13.050	3	4.350	107.908	.000
	Within Groups	9.917	246	.040		
	Total	22.967	249			

4.1.9 TABLE SHOWING MULTIPLE COMPARISON

Multiple Comparisons

Games-Howell

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		INFERENCE
						Lower Bound	Upper Bound	
Measurement of impulse buying	16-20	21-25	.89286*	.08708	.000	.6621	1.1236	Under the group 16-20, the mean difference of 31-40 being 110% which means it has a huge significant difference than 21-25 (-89%).
		26-30	.91667*	.06383	.000	.7495	1.0839	
		31-40	1.10556*	.08652	.000	.8785	1.3326	
	21-25	16-20	-.89286*	.08708	.000	-1.1236	-.6621	Under 21-25 age group, the mean difference of 16-20(-91%) have no significant difference than 31-40 (21%) which have a significant difference.
		26-30	.02381	.10797	.996	-.2579	.3055	
		31-40	.21270	.12275	.311	-.1068	.5322	
	26-30	16-20	-.91667*	.06383	.000	-1.0839	-.7495	Under 26-30 age group, the mean difference of 16-20 (91%) have no significant difference than 31-40 (18.8%) which has a significant difference.
		21-25	-.02381	.10797	.996	-.3055	.2579	
		31-40	.18889	.10751	.298	-.0905	.4682	
	31-40	16-20	-1.10556*	.08652	.000	-1.3326	-.8785	Under 31-40 age group, 16-20 (-110%) have no significant difference than 21-25 ((21%) which has a significant difference.
		21-25	-.21270	.12275	.311	-.5322	.1068	
		26-30	-.18889	.10751	.298	-.4682	.0905	
InfluenceofProductDisplay	16-20	21-25	.87500*	.04459	.000	.7569	.9931	Under 16-20 age group, the mean difference of 31-40 (100%) has a significant difference more than the 21-25 (87.5%).
		26-30	.91193*	.02742	.000	.8401	.9837	
		31-40	1.00000	.00000	.	1.0000	1.0000	
	21-25	16-20	-.87500*	.04459	.000	-.9931	-.7569	Under 21-25 age group, 16-20 (-87%) has no significant difference than 31-40 (100%).
		26-30	.03693	.05235	.895	-.0999	.1738	
		31-40	.12500*	.04459	.034	.0069	.2431	
	26-30	16-20	-.91193*	.02742	.000	-.9837	-.8401	Under 26-30 age group, 16-20 (91%) have, more significant difference than 21-25 (3.6%)
		21-25	-.03693	.05235	.895	-.1738	.0999	
		31-40	.08807*	.02742	.010	.0163	.1599	
	31-40	16-20	-1.00000	.00000	.	-1.0000	-1.0000	Under 31-40 age group, 16-20 (-100%) have no significant difference than 21-25 (12.5%).
		21-25	-.12500*	.04459	.034	-.2431	-.0069	
		26-30	-.08807*	.02742	.010	-.1599	-.0163	

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e ofProductShelfP	16-20	21-25	.65625*	.03345	.000	.5676	.7449	Under the group16-20, the mean difference of 31-40 (75%) have significant
		26-30	.65909*	.02397	.000	.5963	.7219	

		31-40	.75000	.00000	.	.7500	.7500	difference than 21-25 (65%).
	21-25	16-20	-.65625*	.03345	.000	-.7449	-.5676	Under the age group 21-25, the mean difference of group 16-20 (-65%) which has no significance difference than 31-40 (9.3%) significance difference
		26-30	.00284	.04115	1.000	-.1045	.1102	
		31-40	.09375*	.03345	.034	.0051	.1824	
	26-30	16-20	-.65909*	.02397	.000	-.7219	-.5963	Under the age group 26-30, the mean difference of age group 16-20 (-65%) which has no significant difference than31-40 (9.09%) which have a significant difference.
		21-25	-.00284	.04115	1.000	-.1102	.1045	
		31-40	.09091*	.02397	.002	.0281	.1537	
	31-40	16-20	-.75000	.00000	.	-.7500	-.7500	Under age group 31-40, the mean difference of 16-20(-75%) have no significant difference
		21-25	-.09375*	.03345	.034	-.1824	-.0051	
		26-30	-.09091*	.02397	.002	-.1537	-.0281	
InfluenceofPromotionalSignage	16-20	21-25	.60714*	.03813	.000	.5061	.7082	Under the age group, the mean difference of 31-40(80%) have more significance difference than the age 21-25(60%).
		26-30	.69773*	.02666	.000	.6279	.7675	
		31-40	.80000*	.00000	.000	.8000	.8000	
	21-25	16-20	-.60714*	.03813	.000	-.7082	-.5061	Under the age group 21-25, the mean difference of 16-20(-60%) is not significant than 31-40 (19%).
		26-30	.09058	.04652	.215	-.0308	.2120	
		31-40	.19286*	.03813	.000	.0918	.2939	
	26-30	16-20	-.69773*	.02666	.000	-.7675	-.6279	Under the age group 26-30, the mean difference of 16-20 (-69.77%) have no significant difference than 31-40 (10%) significant difference
		21-25	-.09058	.04652	.215	-.2120	.0308	
		31-40	.10227*	.02666	.001	.0325	.1721	
	31-40	16-20	-.80000*	.00000	.000	-.8000	-.8000	Under the age group 31-40, the mean difference of 16-20(-80%) have no significant difference than 21-25 (19.28%).
		21-25	-.19286*	.03813	.000	-.2939	-.0918	
		26-30	-.10227*	.02666	.001	-.1721	-.0325	

*. The mean difference is significant at the 0.05 level.

4.1.10 TABLE SHOWING ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Measurement of impulse buying	Between Groups	116.556	3	38.852	992.696	.000
	Within Groups	9.628	246	.039		

	Total	126.184	249			
Influence of Product Display	Between Groups	20.638	3	6.879	139.205	.000
	Within Groups	12.157	246	.049		
	Total	32.795	249			
Influence of Product Shelf Position	Between Groups	11.396	3	3.799	116.788	.000
	Within Groups	8.001	246	.033		
	Total	19.397	249			
Influence of Promotional Signage	Between Groups	11.826	3	3.942	87.043	.000
	Within Groups	11.141	246	.045		
	Total	22.967	249			

4.1.11 TABLE SHOWING MULTIPLE COMPARISON

Multiple Comparisons

Games-Howell

Dependent Variable	(I)Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		INFERENCE
						Lower Bound	Upper Bound	
Measurement of impulse buying	0-10000	10001-30000	.60094*	.02375	.000	.5384	.6635	Under the income group 0-10000, the mean difference of 60001-90000 (189%) have more significant difference than 10001-30000 (60.09%) Under the income group of 10001-30000, the mean difference of 60001-90000 (129.6%) have more significant difference than 30001-60000 (-14.52%) which have no significant difference Under the income group of 30001-60000, the mean difference of 0-10000(-189%) have no significant difference than 60001-90000 (144.22%) which have a significant difference
		30001-60000	.45570*	.01957	.000	.4043	.5071	
		60001-90000	1.89790*	.02874	.000	1.8223	1.9735	
	10001-30000	0-10000	-.60094*	.02375	.000	-.6635	-.5384	
		30001-60000	-.14524*	.03078	.000	-.2253	-.0652	
		60001-90000	1.29696*	.03729	.000	1.2000	1.3939	
	30001-60000	0-10000	-.45570*	.01957	.000	-.5071	-.4043	
		10001-30000	.14524*	.03078	.000	.0652	.2253	
		60001-90000	1.44220*	.03477	.000	1.3517	1.5327	
	60001-90000	0-10000	-1.89790*	.02874	.000	-1.9735	-1.8223	
		10001-30000	-1.29696*	.03729	.000	-1.3939	-1.2000	

		30001-60000	-1.44220*	.03477	.000	-1.5327	-1.3517	Under the income group of 60001-90000, the mean difference of 10001-30000 (90.14%) have significant difference than 30001-60000 (-144%) have no significant difference
Influence of Product Display	0-10000	10001-30000	.90141*	.03563	.000	.8076	.9952	Under the income group10001-30000, the mean difference of 0-10000 (-90.14%) have no significant difference Under the income group 30001-60000, the mean difference of 0-10000(-91.45%) have no significant difference Under 60001-90000, the mean difference of 10001-30000(-67.07%) have no significant difference. Under the income group of 0-10000, the mean difference of 0-10000(-67.60%) have no significant difference than 60001-90000 (73.9%) have significant difference
		30001-60000	.91456*	.02809	.000	.8408	.9883	
		60001-90000	.98649*	.01351	.000	.9510	1.0220	
	10001-30000	0-10000	-.90141*	.03563	.000	-.9952	-.8076	
		30001-60000	.01315	.04537	.991	-.1049	.1312	
		60001-90000	.08508	.03811	.122	-.0147	.1848	
	30001-60000	0-10000	-.91456*	.02809	.000	-.9883	-.8408	
		10001-30000	-.01315	.04537	.991	-.1312	.1049	
		60001-90000	.07193	.03117	.102	-.0094	.1532	
	60001-90000	0-10000	-.98649*	.01351	.000	-1.0220	-.9510	
		10001-30000	-.08508	.03811	.122	-.1848	.0147	
		30001-60000	-.07193	.03117	.102	-.1532	.0094	
Influence of Product Shelf Position	0-10000	10001-30000	.67606*	.02672	.000	.6057	.7464	Under the income group 30001-60000, the mean difference of 60001-90000 (81.64%) have significant difference than 0-10000 (-73.98%) which have no significant difference. Under the income group 60001-90000, the mean difference of 10000-30000 (72.11%) have significant difference than 30001-60000 (-81.64%) have no significant difference.
		30001-60000	.65823*	.02515	.000	.5922	.7243	
		60001-90000	.73986*	.01014	.000	.7132	.7665	
	10001-30000	0-10000	-.67606*	.02672	.000	-.7464	-.6057	
		30001-60000	-.01783	.03670	.962	-.1132	.0775	
		60001-90000	.06381	.02858	.122	-.0110	.1386	
	30001-60000	0-10000	-.65823*	.02515	.000	-.7243	-.5922	
		10001-30000	.01783	.03670	.962	-.0775	.1132	
		60001-90000	.08164*	.02711	.017	.0108	.1525	
	60001-90000	0-10000	-.73986*	.01014	.000	-.7665	-.7132	
		10001-30000	-.06381	.02858	.122	-.1386	.0110	
		30001-60000	-.08164*	.02711	.017	-.1525	-.0108	

Influence of Promotional Signage	0-10000	10001-30000	.72113*	.02851	.000	.6461	.7961	Under the income group 0-10000, the mean difference of 10001-30000 (72.13%) have more significant difference. Under the income group 10001-30000, the mean difference of 0-10000 (-69.62%) have no significant difference. Under the income group 30001-60000, the mean difference of 0-10000 (-71.89%) have no significant difference
		30001-60000	.69620*	.02811	.000	.6224	.7700	
		60001-90000	.71892*	.02033	.000	.6655	.7724	
	10001-30000	0-10000	-.72113*	.02851	.000	-.7961	-.6461	
		30001-60000	-.02492	.04003	.925	-.1290	.0791	
		60001-90000	-.00221	.03501	1.000	-.0934	.0889	
	30001-60000	0-10000	-.69620*	.02811	.000	-.7700	-.6224	
		10001-30000	.02492	.04003	.925	-.0791	.1290	
		60001-90000	.02272	.03469	.914	-.0675	.1129	
	60001-90000	0-10000	-.71892*	.02033	.000	-.7724	-.6655	
		10001-30000	.00221	.03501	1.000	-.0889	.0934	
		30001-60000	-.02272	.03469	.914	-.1129	.0675	
*. The mean difference is significant at the 0.05 level.								

5. FINDINGS and SUGGESTION

5.1 KEY FINDINGS

- The customers of the store often buy thingsspontaneously, as the store management is responsible to ensure finding the desire product, it will be of ease to the customers.
- Customer of the store tend to be attracted to product displays when shopping through the store. This requires the store to adopt the art of displaying the products in a manner that the entire store depicts a story line that increases consumer attention. Good window display also leads to unplanned buying.
- The research resulted in the findings that consumers tend to buy products displayed on shelves on sight. The interior of the store or the shelving of the product must be done in such a way that it contributes towards increasing the in-store traffic for the outlet. This can be easily achieved by situating the shelves at the right height where they are easily visible as well as accessible to the customers.
- The customers of the store tend to buy unintended products while browsing the aisles of the store**.**As the products that are high in demand are placed at the lower end while the low demand product is placed at a high altitude where it's easier to grab the attention of consumers.
- The customers of the store while browsing the store tend to purchase products displayed in eye-catching displays**.** As Products placement and floor spacing are an integral part in the store layout and design. A good store layout increases the probability of consumers to stay longer in the store and enjoy traffic free shopping experience.
- When consumers are exposed to the visual stimuli, they more likely make purchase decisions on impulse. This suggests that these visual merchandising practices, serving as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store, significantly influence consumers' impulse buying behaviours.
- Window display will increase the walk-ins of the store. Customer once enter the store, the next encounter of the customer with the store happens only if the experience with the store is memorable. In that case in-store form/mannequin or product display, floor display, product shelf position and promotional signage plays a vital role in making the experience memorable to customer.

- Customers specially mentioned that signage help them to select precise products, reduce the time utilized and feel comfortable during the shopping process.
- In-store displays are the major drivers to purchase as they compel customers to view products creatively presented and displayed inside the outlet

5.2 SUGGESTIONS

- Faster replenishment of shelf during peak sale.
- Lighting near the shelves must be bright to enable the customers to carefully select the products. The similar suggestions were recommended by Ibrahim KIRCOVA "Marketing perspective of visual merchandising: Implications for global retailers".
- The flooring should be made more innovative.
- Window display should be changed weekly to ensure freshness in fashion trend.
- Be creative with the store themes and stories, it should be according to the current fashion trend and season.
- The understanding of consumption pattern area-wise will help us to target and promote the brand easily in specific areas.
- The running offers on the products should be made more attractive, which helps in attracting more number of customers.
- The collection of the store has become more of male oriented and hence the ratio of female customers visiting the store has become less compared to the male customers. The ratio needs to be changed by bringing in more of female stuff.
- From the descriptive analysis it is shown that the customers are attracted by visual displays. The similar suggestions were recommended by Ibrahim KIRCOVA "Marketing perspective of visual merchandising: Implications for global retailers". It plays an important role in the efforts of retailers to develop and maintain customers.

6. CONCLUSION

This study was conducted to test how the visual merchandising and outlook factors impact store image and customer buying behaviour. The main objective of this research was to identify the visual merchandising factors that impact store image and further examining the relationship of the identified independent variables of Influence of product display, influence of product shelf position and influence of promotional signage. The results show that promotional signage play an important role in establishing a store image. The in-store signage and product information displayed over the aisle and shelves help the retailers to attract customers and increase sales. Visual merchandising plays an important role in building the store image. Firms focus on displays in order to showcase the latest trends and the new arrivals. Majority of consumers respond to the in-store signage more positively. They specially mentioned that signage help them to select precise products, reduce the time utilized and feel comfortable during the shopping process. It is detected that most people are attracted into a store to buy a product after looking at the shop's visual and mannequin displays. In case of apparels, mannequin plays a great role giving customers an idea of what are the latest trends and the visual appearance of the merchandise. Store window display is a great way to lure people into the store, as it gives them a look at stuffs that they can assume to be present inside the store. They are also a great way to highlight certain types of merchandise. Signage is cost-effective gear for conveying a message or informing the customer about the merchandise available in the retail store. In-store displays are the major drivers to purchase as they compel customers to view products creatively presented and displayed inside the outlet.

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