A Study on Visual Merchandising and its Influences on Impulse Buying Behaviour in Retail Outlet, Trichy Region

Mrs. K. R Mahalaxmi1 Akila. T2
1Assistant Professor 2Research Student
1,2Department of Management Studies
1,2Anna University (BIT-Campus), Tiruchirapalli, Tamil Nadu, India

Abstract— This study explores the effect of visual merchandising and its impact of impulse buying behavior of consumer towards a retail store based on how they attracted by window display and stores in mannequins form. The main purpose for this study is to find out the influence of visual merchandising. The study helps to analyze the impact of various variables in impulse buying behavior of consumers. This will also helps to identify the strategies used by retailers to intensify their visual merchandising and to give a plan for further improvements.

Key words: Visual Merchandising, Impulse Buying Behavior, Retailing

I. INTRODUCTION
Retailing means a commercial transaction in which a buyer intends to consume the goods or service through personal, family or household use.

Visual merchandising is an activity of promoting the sale of goods, especially by their presentation in retail outlets. It is the art of implementing effective designs, ideas to increase store image and sales volume and it is a mechanism to communicate to a customer and influence the decisions to buy.

Visual Merchandising can be defined as everything the customer sees, both peripheral and interior, that creates a positive image of a business and results in attention, interest, desire and action on the part of the customer. It gives the business an edging over antagonism. Strategically used, visual merchandising can even create brand distinctiveness. It sets the context of the merchandize in an aesthetically lovely fashion, presenting them in a way that would adapt the window shoppers into scenario and ultimately buyers of the product. Visual merchandising has become natural component of every modern point of sale and is characterized by the direct contact between merchandise and patrons; it helps clients to easily approach goods visually, physically, mentally and intellectually without the help of a sales person.

The consequence of visual merchandising as an vital instrument of communication for the retailer and manufacturer is derived basically from the demand of the customers.

Visual merchandising plays a foremost part in retailing. “It is that which develop products, supports brands, amplify traffic and sales, adds visual stimulation by way of strategically located and elucidated focal target in an environment, typically businesses and stores, defines and advertises overall personality and image”.

Impulse buying behaviour means spur of the moment, unplanned decision to buy, made just before a purchase. Impulse buying behaviour makes more profitability to the marketers. It 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.

II. OBJECTIVES OF THE STUDY
– To find the effectiveness of visual merchandising on impulse buying behaviours of consumers.
– To know how window display, interior design and product display influences the impulse buying behaviour of consumers in retail outlet, Trichy.

III. SCOPE OF THE STUDY
This study helps the marketers as how different combinations of visual merchandising can be exercised in order to attract all the potential customers and it shows how to retain the existing customers.

IV. REVIEW OF LITERATURE
(Vandhana gupta, 2013) Visual Merchandising attracts the potential customers by its integral parts such as colouring and lighting. Signage form of an integral part of visual merchandising will provide basic information to the customers and it improves the store image.

(Neha P., Mehta, 2014) In retail industry fittings and furnishing group has become more competitive. There are many players entering into organized format of retail in this type. Therefore, it becomes important for retailers to differentiate themselves from each other. As the goods are similar, one of the area in which they can differentiate themselves is store presentation in terms of visual merchandising. To examine the dimensions have a collision on purchase behavior of consumers, this study is assumed. By scrutinizing the influence of various dimensions of merchandising display such as window display, lay up front, merchandise appearance store layout and organization, innovative style and trend co-ordination have impact on purchase behavior of consumers.

(Mehta and chugan,2013) visual merchandising is process that positions merchandise the customer wants in a right place, at the right time for the purpose of influencing the consumers. This process of merchandising activities is to sell merchandise or services by all means of advertising, display, and special events. Its main objective is to enhance the efficiency of shopping environment, in-store merchandise and differentiate brands so that sales can be increased.

(Mr. Chand Saini, 2015) This paper is to study the effect of Visual Merchandising on consumers’ impulse buying behaviour and to understand the key elements of Visual Merchandising contributing the most for impulse buying. To understand the relationship between visual merchandising and impulse buying in various forms of retail formats including e-retailing. The study found that visual
merchandising practices certainly influence customers’ buying behaviour and leads to Impulse buying as well. The results suggest that the themes that linked most strongly to purchase intent were merchandise colours, presentation style, awareness of fixtures, path finding, sensory qualities of materials and lighting. This paper offers marketers important insights as to how different combinations of visual merchandising can be implement in order to attract possible customers and to retain the existing customers.

V. RESEARCH DESIGN

This study approved with primary and secondary data. The primary data was collected structured questionnaire from samples of 50 respondents from the specified area. The samples have been measured by using non-probability technique (convenient sampling method) was confirmed and took it for further analysis. Secondary data, being collected from articles, journals, etc.

The tool used to analyse the data using Chi square test.

VI. AREA OF THE STUDY

In this study the respondents are selected in the Trichy district.

VII. RESEARCH APPROACH

In this study, survey method is used for collecting data, respondents are requested to fill the questionnaire by self after explaining for various attributes mentioned in it. It enclosed both open and closed ended questions with structured format.

VIII. SAMPLING TECHNIQUE AND SAMPLE SIZE

The sample size of 50 was taken for the purpose of conducting pilot study to find the respondent makes to find the visual merchandising activity through impulse buying behavior.

IX. DATA USAGE

For analysis and interpretation, the data collected through questionnaire are taken only into attention and it is analyzed by using chi square test.

A. Questionnaire

The primary data was collected through a structured questionnaire comprising of mixed questions (open & closed end, dichotomous, polychotomous and likert scale questions)

X. ANALYSIS AND INTERPRETATION

A. Chi Square Test

A statistical method assessing the goodness of fit between a set of experiential values and those expected in theory. Based on this the independency can be easily identified.

1) Hypothesis 1

- H0: There is no significant difference between the consumers buying behaving through visual merchandising activity.
- H1: There is a significant difference between the consumers buying behaving through visual merchandising activity.

Fig. 1: Hypothesis 1

The calculated value (2.719) is greater than tabulated value (0.951) hence H0 is rejected and H1 is accepted so the age of the customer is associated with most noticed feature in retail store.

2) Hypothesis 2

- H0: There is no significant difference between age of the customers and most noticed features.
- H1: There is significant difference between age of the customers and most noticed features.

Fig. 2: Hypothesis 2

The calculated value (1.709) is greater than tabulated value (0.944) hence H0 is rejected and H1 is accepted so the age of the customers are associated with promotional offerings of the product.

3) Hypothesis 3

Fig. 3: Hypothesis 3
H0: There is no significant difference between age of the customers and promotional offerings of the product.

H1: There is significant difference between age of the customers and promotional offerings of the product.

The calculated value (1.3413) is greater than tabulated value (0.719) hence H0 is rejected and H1 is accepted so the gender influences the prices that clearly informed through display.

4) Hypothesis 4

H0: There is no significant difference between gender and prices clearly informed through display.

H1: There is significant difference between gender and prices clearly informed through display.

The calculated value (6.215) is greater than the tabulated value (0.718) hence H0 is rejected and H1 is accepted so the educational qualification influences in store merchandise and mannequin display.

5) Hypothesis 5

H0: There is no significant difference between educational qualification and in store merchandise and mannequin display.

H1: There is significant difference between educational qualification and in store merchandise and mannequin display.

The calculated value (2.719) is greater than the tabulated value (0.951) hence H0 is rejected and H1 is accepted so the age of the customer influences shopping experience.

6) Hypothesis 6

H0: There is no significant difference between the age of the customer and shopping experience.

H1: There is significant difference between the age of the customer and shopping experience.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Hypothesis</th>
<th>Calculated Value</th>
<th>Tabulated Value</th>
<th>Findings</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The age of the customer is associated with most noticed feature in retail store.</td>
<td>2.719</td>
<td>0.951</td>
<td>Calculated value is greater than the tabulated value</td>
<td>H0 is rejected.</td>
</tr>
<tr>
<td>2</td>
<td>The age of the customers are associated with promotional offerings of the product.</td>
<td>1.709</td>
<td>0.944</td>
<td>Calculated value is greater than the tabulated value</td>
<td>H0 is rejected.</td>
</tr>
<tr>
<td>3</td>
<td>The gender influences the prices that clearly informed through display.</td>
<td>1.3413</td>
<td>0.719</td>
<td>Calculated value is greater than the tabulated value</td>
<td>H1 is accepted</td>
</tr>
<tr>
<td>4</td>
<td>The educational qualification influences in store merchandise and mannequin display.</td>
<td>6.215</td>
<td>0.718</td>
<td>Calculated value is greater than the tabulated value</td>
<td>H1 is accepted</td>
</tr>
<tr>
<td>5</td>
<td>The age of the customer influences shopping experience.</td>
<td>2.719</td>
<td>0.951</td>
<td>Calculated value is greater than the tabulated value</td>
<td>H0 is rejected.</td>
</tr>
</tbody>
</table>

Table 1: Findings from Chi Square Test

XI. CONCLUSION AND RECOMMENDATIONS

This study is conducted in particular geographic region. This study identifies the external factors that affect impulse buying behaviour. It shows that the customers are mostly influenced by visual merchandising activity and turns into impulse buying behaviour. The retailers must use this findings effectively to increase the sales volume of the retail store and innovate themselves. This study disclose the expediency of visual merchandising and understand the consumers impulse buying behaving.

REFERENCES

[2] Swapna Pradhan, Retailing management


