VISUAL MERCHANDISING AND IMPULSE BUYING BEHAVIOR IN ORGANISED RETAIL SECTOR TRICHY

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Abstract

Today, every nation in the globe has their smaller and Visual Merchandising in that cater to specific national, regional, cultural, or Retail Sector . Most people in the world today wear according to Visual Merchandising And Impulse Buying Behavior a mass scale. These industries operate in parallel with the global retail industry on a minor and localized scale. This study is conducted to find perception of consumers towards Visual Merchandising And Impulse Buying Behavior . We have taken 120 respondents from Ludhiana for filling questionnaire. We put appropriate Statistical tool for analyzing data.

The Overview of the study suggest that visual merchandising elements do have a significant impact on impulse purchase in retail stores, with store layout having the highest impact, followed by promotional signage, and window display, while in-store product display did not have a significant impact on impulse purchase. Further, for only store layout had a significant positive impact on impulse purchase on the other hand, store layout, window display and promotional signage had significant positive impact on impulse purchase.

Key words: Visual Merchandising, Impulse Buying Behavior,purchase decision.

Introduction

The positive atmosphere and design created by visual merchandising attract customers to the store and make them feel comfortable, taking time to browse and purchase products in the store. Elements such as the displays and the music in the store add to the positive atmosphere, and encourage the customer to purchase more. Also, when the customers have good experience in the store, they are attracted back to the store for repeat purchases.

Visual merchandising can also induce impulse purchases, i.e. spontaneous, unplanned purchases by the customer, where the decision is made inside the store, in response to the stimuli in the store such as product placement in the store. Retailers try to increase impulse purchases by making the visual merchandise more attractive, and they constantly change the to increase the impulse purchase. Consumers look for a differentiating factor which gives a retail store its uniqueness.

VISUAL MERCHANDISING

Visual merchandising is an essential component of atmospheric management. It is an element of marketing communication aimed at stimulating customers to buy through a relevant exposure of merchandise. The principal purpose is motivation of customers to buy, leading to an increase of the sales of firms. An inviting atmosphere brings people into the store and also keeps them in the store for a longer time. It facilitates in transforming a walk by shopper into a walk-in shopper. Visual merchandising is refers to both the outside of the store/ its exterior presentation and carries on to the interior presentation. Visual merchandising refers to creating visual displays and arranging merchandise assortments within a store to enhance the layout and presentation, and to escalate traffic and sales in the store. It is an art of displaying the merchandise in an interesting way in order to mesmerize the customers. Both goods and services can be exhibited to highlight their features and benefits. It generates awareness about the merchandise in customers. It fascinates, engrosses and stimulates the customer to make purchases. It helps the customer to find and self- select the product.

IMPULSE BUYING BEHAVIOUR

Consumers face the inducement to purchase products that are not on their shopping list everywhere they go. The customers make impulse purchase on account of temptation created by the store environment both interior and exterior. Impulse buying is a sudden and immediate purchase with no pre-shopping either to buy a particular product or to satisfy a particular buying task. Impulse buying is quoted as any purchase made by the shopper that was not been planned in advance. Researchers have extended the definition and included emotional element to the definition and redefined that Impulse buying occurs "when shoppers experience a sudden, frequently powerful urge to buy some things instantaneously.

REVIEW OF LITERATURE

Milad Kouchekian (2012) in their study aimed to identify the relationship between visual Merchandising and Customer Buying Decision. The study identified the relationship between the independent variables of store layout, colour, lighting, cleanliness, height of shelves and store design or display and the dependent variable being customer buying decision. The researchers have analyzed the data by Structural Equation Modeling (SEM) method. Their results indicated that there is a strong relationship between visual Merchandising and Customer Buying Decision.

S. Madhavi & T. S. Leelavati (2013) have tried to contribute to a deeper understanding about the impact of visual merchandising on consumer buying behavior in shopping stores. The paper analyses the influence of visual merchandising, especially the one related to the shop-windows, on consumer buying behavior according to store attributes most valued by consumers.

Nur Aina Abdul Jalil, amily Fikry, Amizah Zainuddin (2015) Briefed that relationships between store atmosphere factors, perceived value and behavioral intentions will be mediated by customer satisfaction

C. Thirumal Azhagan, K. Arivanandham (2016) Briefed aggregate relationships between store atmosphere, planogram and customer perception are quite rich in the construct's individual dimensions. Store atmosphere and planogram significantly enhances the customer emotions and purchase decisions.

OBJECTIVES OF THE STUDY

- To identify the impact of visual merchandising on impulse buying behaviour of the consumer in retail outlet
- To find variable that influence shopper impulse buying behaviour and decision
- To evaluate the effectiveness of visual merchandising on impulse buying behaviour
- To assess the impact of visual merchandising on brand image of the mind of the mind of customer

Reliability of the Questionnaire

Reliability check was done to check the reliability of the questionnaire. Cronbach's alpha value is 0.75 hich means the questionnaire is highly reliable. Reliability testing were conducted among 25 respondents in Trichy. There are 41 number of questions prepared for customers to check the reliability of questionnaire.

Table Name : Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.759	25

Pilot Study

The pilot study is conducted with initial questionnaire of sample size is 25, after knowing the drawbacks some questions were changed and removed for better understanding of customers.

DEMOGRAPGIC PERCENT AGE ANALYSIS OF RESPONDENTS

Table No: 1

Table Name: Gender of the respondents

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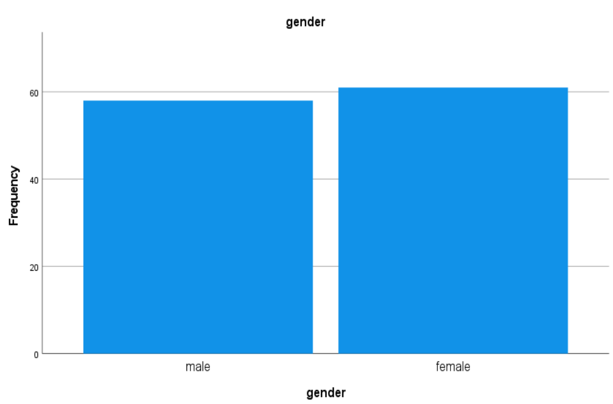
Table Name: Gender of the respondents

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	58	48.3	48.7	48.7
	female	61	50.8	51.3	100.0
	Total	119	99.2	100.0	
Missing	System	1	.8		
Total		120	100.0		

Figure No: 1

Figure Name: Gender of the respondents



INTERPRETATION

The above table 4.1.1 shows that 50.8% of the respondents are female. 48.3% of the respondents are male.

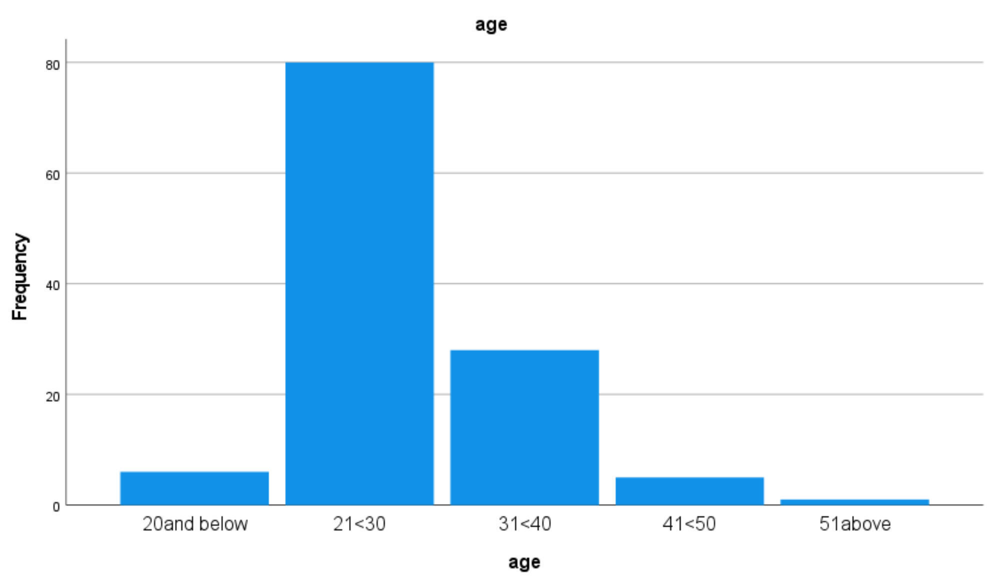
Table No: .2

Table Name: age of the respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20and below	6	5.0	5.0	5.0
	21<30	80	66.7	66.7	71.7
	31<40	28	23.3	23.3	95.0
	41<50	5	4.2	4.2	99.2
	51above	1	.8	.8	100.0
	Total	120	100.0	100.0	

Figure No:.2

Figure Name: age of the respondents



INTERPRETATION

The above table 4.1.2 shows that 66.7% of the respondents are 21-30. 23.3% of the respondents are 31-40. 5.0% of the respondents are 20 and below. 4.2% of the respondents are 41-50. .8% of the respondents are 51 and above.

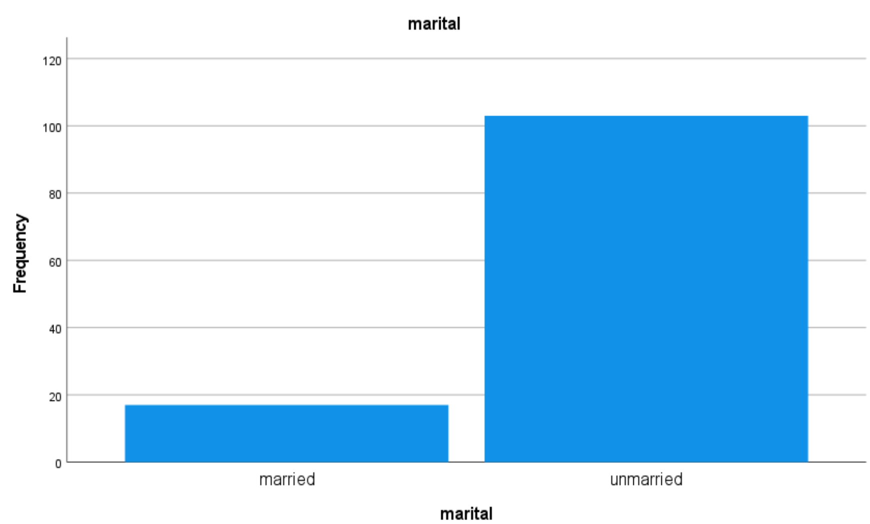
Table No: 3

Table Name: marital status of the respondents

Marital					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	17	14.2	14.2	14.2
	unmarried	103	85.8	85.8	100.0
	Total	120	100.0	100.0	

Figure No :3

Figure Name : marital status of the respondents



INTERPRETATION

The above table 3 shows that 14.2% of the respondents are married. 85.8% of the respondents are unmarried.

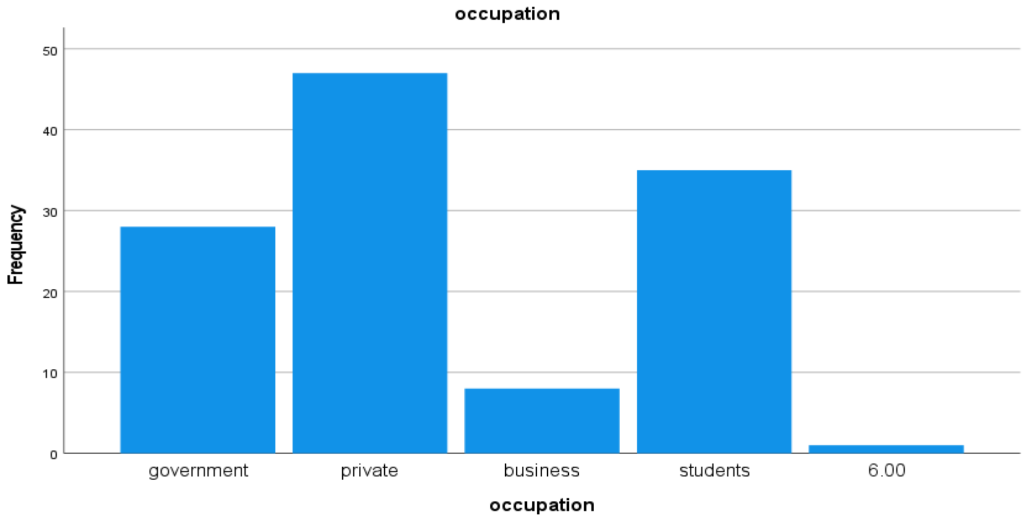
Table No: 4

Table Name: Occupation of the respondents

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	government	28	23.3	23.5	23.5
	private	47	39.2	39.5	63.0
	business	8	6.7	6.7	69.7
	students	35	29.2	29.4	99.2
	6.00	1	.8	.8	100.0
	Total	119	99.2	100.0	
Missing	System	1	.8		
Total		120	100.0		

Figure no: 4

Figure Name : occupationof the respondents



INTERPRETATION

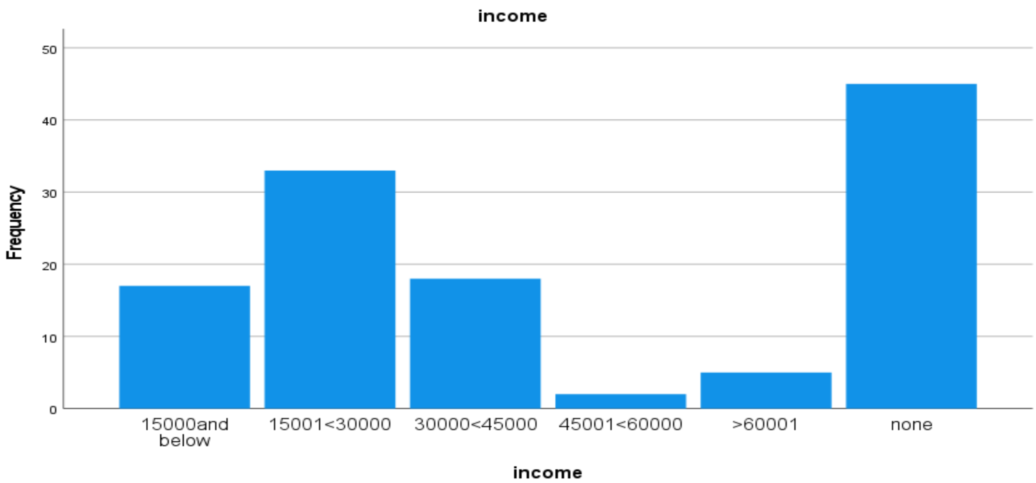
The above table 4 shows that 39.2% of the respondents are private. 29.2% of the respondents are students. 23.3% of the respondents are government. .8% of the respondents are others. 6.7% of the respondents are business.

Table No: .5

Table Name: Income of the respondents

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15000and below	17	14.2	14.2	14.2
	15001<30000	33	27.5	27.5	41.7
	30000<45000	18	15.0	15.0	56.7
	45001<60000	2	1.7	1.7	58.3
	>60001	5	4.2	4.2	62.5
	none	45	37.5	37.5	100.0
	Total	120	100.0	100.0	

Figure No:5
Figure Name : Income of the respondents



INTERPRETATION

The above table 5 shows that 37.5% of the respondents are none. 27.5% of the respondents are 15001-30000. 14.2% of the respondents are 15000 and below. 1.7% of the respondents are 45001-60000. 4.2% of the respondents are above 60001.

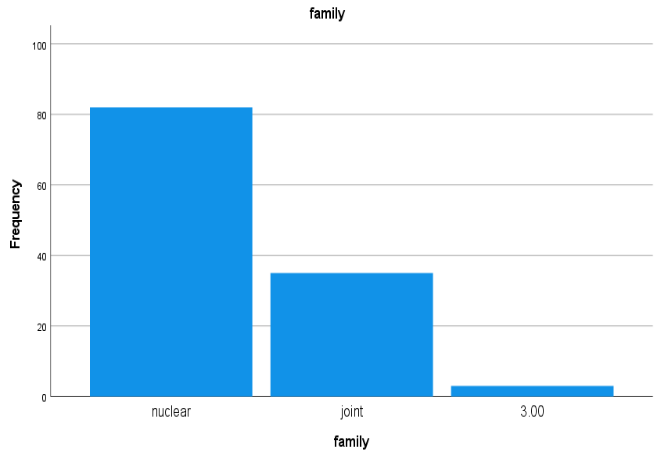
Table No: 6

Table Name: Family of the respondents

Family					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nuclear	82	68.3	68.3	68.3
	joint	35	29.2	29.2	97.5
	3.00	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

Figure no: 6

Figure Name: Family of the respondents



INTERPRETATION

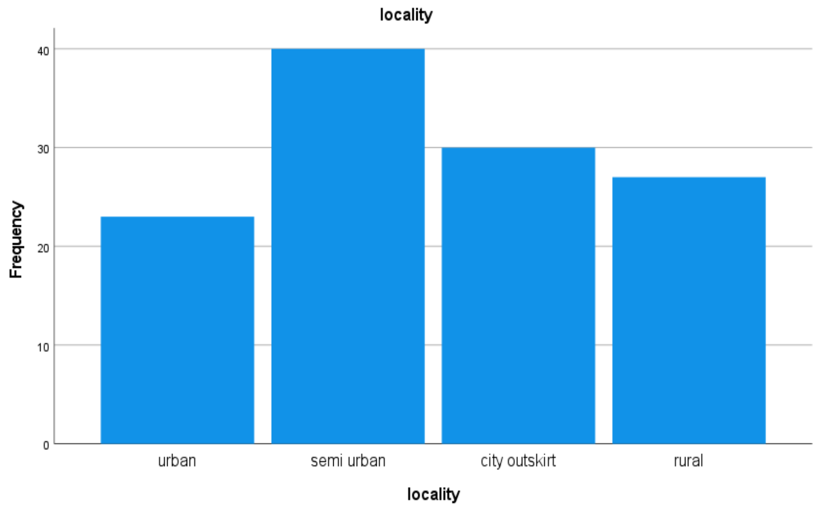
The above table 6 shows that 68.3% of the respondents are nuclear family. 29.2% of the respondents are joint family.2.5% of the respondents are others.

Table No: 7

Table Name: Locality of the respondents

Locality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	urban	23	19.2	19.2	19.2
	semi urban	40	33.3	33.3	52.5
	city outskirt	30	25.0	25.0	77.5
	rural	27	22.5	22.5	100.0
	Total	120	100.0	100.0	

Figure No: 7
Figure Name: Locality of the respondents



INTERPRETATION

The above table 7 shows that 33.3% of the respondents are semi urban. 19.2% of the respondents are urban. 25.0% of the respondents are city outskirt. 22.5% of the respondents are rural.

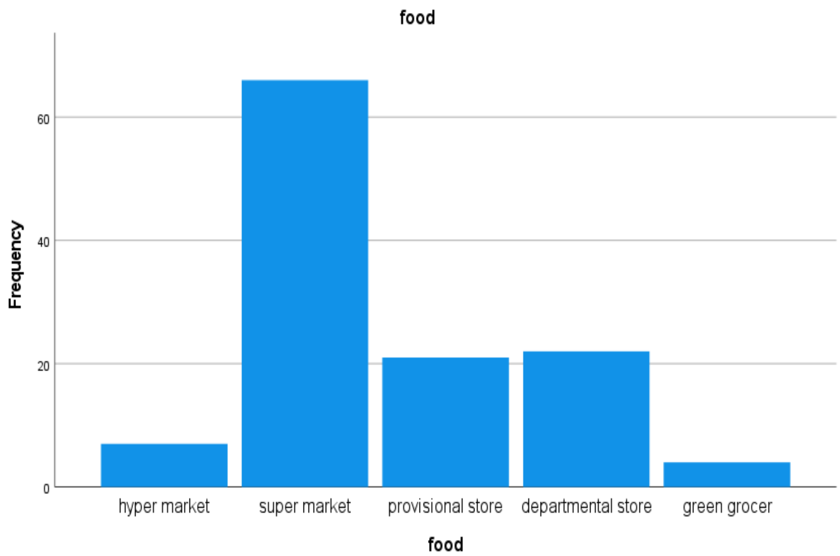
Table No: 8

Table Name: food and grocery of the respondents

Food					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	hyper market	7	5.8	5.8	5.8
	super market	66	55.0	55.0	60.8
	provisional store	21	17.5	17.5	78.3
	departmental store	22	18.3	18.3	96.7
	green grocer	4	3.3	3.3	100.0
	Total	120	100.0	100.0	

Figure no:8

Figure No :food and grocery of the respondents



INTERPRETATION

The above table 8 shows that 55.0 % of the respondents are super market.17.5% of the respondents are provisional store. 26.9% of the respondents are hyper market. 18.3% of the respondents are departmental store. 3.3% of the respondents are green grocer.

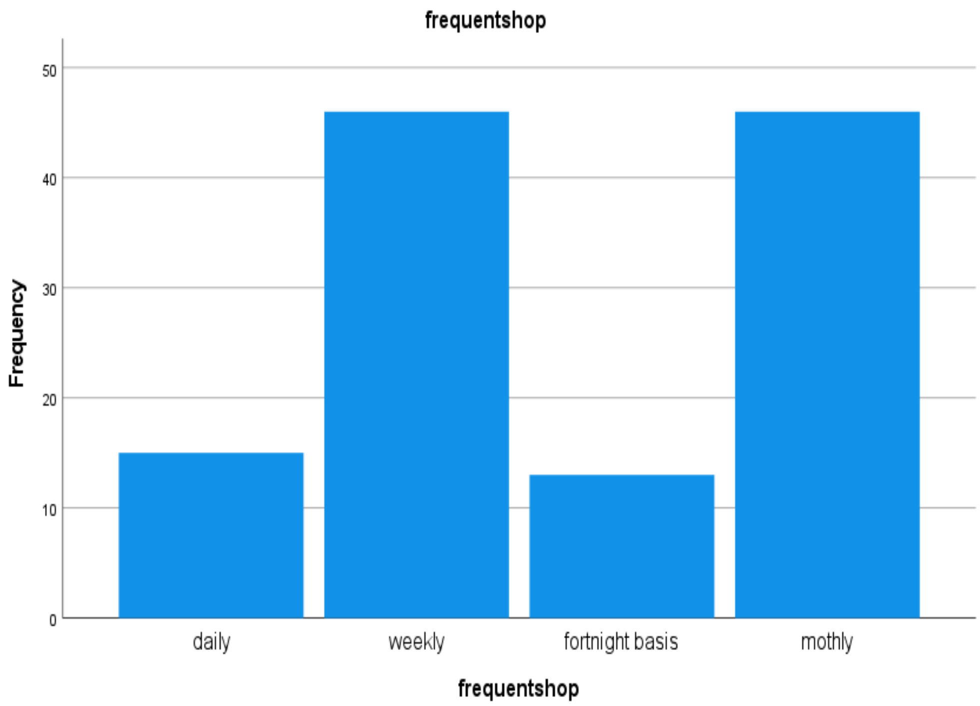
Table No: 9

Table Name: Frequency distribution on frequent shop

Frequent shop					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	daily	15	12.5	12.5	12.5
	weekly	46	38.3	38.3	50.8
	fortnight basis	13	10.8	10.8	61.7
	mothly	46	38.3	38.3	100.0
	Total	120	100.0	100.0	

Figure No: 9

Figure Name: Frequency distribution on frequent shop



INTERPRETATION

The above table 9 shows that 10.8% of the respondents are fortnight basis.38.3% of the respondents are weekly. 38.3% of the respondents are monthly. 12.5% of the respondents are daily.

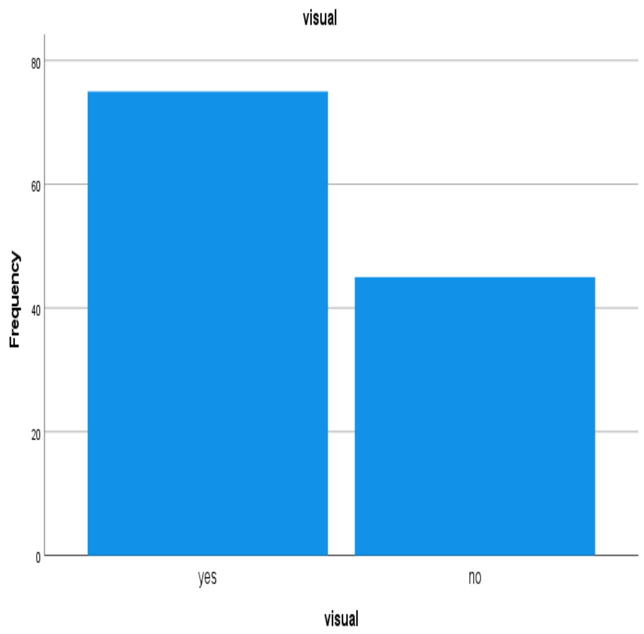
Table No: 10

Table Name: visual merchanding of the respondents

Visual					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	75	62.5	62.5	62.5
	no	45	37.5	37.5	100.0
	Total	120	100.0	100.0	

Figure No: 10

Figure Name: visual merchanding of the respondents



INTERPRETATION

The above table 10 shows that 62.5% of the respondents are influenced visual merchandising yes.37.5% of the respondets are influenced visual merchandising no.

FINDINGS

1. 50.8% of the respondents are female. 48.3% of the respondents are male. Majority of the respondents are female
2. 66.7% of the respondents are 21-30. 23.3% of the respondents are 31-40. 5.0% of the respondents are 20 and below. 4.2% of the respondents are 41-50. .8% of the respondents are 51 and above. Majority of the respondent are 21-30age group.
3. 14.2% of the respondents are married. 85.8% of the respondents are unmarried. Majority of the respondents are unmarried.
4. 39.2% of the respondents are private. 29.2% of the respondents are students. 23.3% of the respondents are government. .8% of the respondents are others. 6% of the respondents are business. Majority of the respondents are private.
5. 37.5% of the respondents are none. 27.5% of the respondents are 15001-30000. 14.2% of the respondents are 15000 and below. 1.9% of the respondents are 45001-60000. 4.2% of the respondents are above 60001. Majority of the respondents are none.
6. 68.3% of the respondents are nuclear family. 29.2% of the respondents are joint family. Majority of the respondents are nuclear family.
7. 33.3% of the respondents are semi urban. 19.2% of the respondents are urban. 25.0% of the respondents are city outskirt. 22.5% of the respondents are rural. Majority of the respondents are semi urban.
8. 36.6 % of the respondents are super market.26.9% of the respondents are provisional store. 26.9% of the respondents are provisional store. 19.4% of the respondents are departmental store. 3% of the respondents are green grocer. majority of the respondents are super market.

9. 10.8% of the respondents are fortnight basis.38.3% of the respondents are weekly. 38.3% of the respondents are monthly. 12.5% of the respondents are daily. Majority of the respondents are weekly and monthly.
10. 62.5% of the respondents are influenced visual merchandising yes.37.5% of the respondets are influenced visual merchandising no

CONCLUSION

The main purpose of the study was to know the reason behind Visual Merchandising And Impulse Buying Behavior In Retail Sector Trichy environmentalist were likely to be gender, age,marital,occupation ,income,family,locality,visual merchanding were most of the have completed their post graduation degree and most of the respondents were purchasing Visual Merchandising And Impulse Buying Behavior.

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