



IMPACT OF VISUAL MERCHANDISING ON IMPULSE BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT, KERALA

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ABSTRACT

The purchasing process starts with need recognition – the buyer recognizes a need. This recognized need can be triggered by internal or external stimuli. Once the need is recognized, the consumer will begin looking for information. Impulse behaviour is a basic human trait which could vary from person to person. Impulse behaviour is seen as a combination of attributes like a sudden and spontaneous desire to get something, a state of psychological disequilibrium, the onset of psychological conflict representing an inner battle of thoughts, a reduction in rational evaluation and lack of regard or denial for consequences in behaviour

Keywords: Window display, Retailing, Consumer impulse buying.

INTRODUCTION

Throughout the history of marketing, there have been several attempts to focus on consumers, their preferences, needs and expectations which are to be scrutinized by the business so that the business can maximize their sales, profit, market share and customer loyalty. Retailers use a variety of marketing approaches and promotional tools to entice consumers and increase their number of sales. Retailers make use of a variety of marketing strategies, one of which is known as visual merchandising.

In order to display goods to potential customers, visual merchandising uses presentational strategies that are appealing and eye-catching. It presents the products in a way that will turn window shoppers into prospects, and ultimately buyers, of the product. The merchandise is placed in an aesthetically pleasing context. This emerging art might give a creative and talented retailer new inspiration for his store. To be a competent visual merchandiser, you must have a passion for design and creativity as well as a grasp of how investments can bring returns

STATEMENT OF THE PROBLEM

After a thorough assessment of the literature, it was discovered that there aren't many studies on visual merchandising which indulge customers in impulsive purchasing behaviour from an Indian perspective.

The purchasing power of Indians has significantly increased, and their spending habits have significantly changed. Most individuals buy things on impulse because they feel compelled to, even when they may not actually need them. Despite the fact that most impulsive purchases are made by customers while they are in a store, less effort has been made to identify the triggers of this tendency. This study aims to investigate consumer purchasing patterns and the effect of visual merchandising and demographic factors on impulsive purchasing. In order for the business to utilize this advantage, several tactical changes in their marketing strategies can be made. This study aids the firm in understanding the impulsive buying tendency of clients and the variables leading to it.

OBJECTIVES OF THE STUDY

This study is designed for achieving the following objectives:

- To examine impulsive buying behaviour among consumers of Malappuram.
- To find the impact of window display on consumer Impulse buying.
- To study the relation between floor merchandising and Consumer impulse buying.

REVIEW OF LITERATURE

1. **Iberahim, Hadijah & Zulkurnain, Nur & Raja, Ainal & Rosli, Siti & Mara, Universiti & Alam, Shah. (2019)** in their article Visual Merchandising and Customers' Impulse Buying Behaviour: A Case of a Fashion Specialty Store as the initial visual indication that influences customers' purchasing decisions, visual merchandising is a crucial component. The goal of this study is to pinpoint the visual merchandising variables that affect consumers' impulsive purchasing decisions. Five visual merchandising components—window display, mannequin display, floor merchandising, promotional signage, and lighting—are the subject of this study.

2. **Thomas, Ajith. (2018)** in their article *The Impact of Visual Merchandising, on Impulse Buying Behaviour of Retail Customers* This study investigates how women choose their apparel based on how it is arranged on mannequins or in store windows and displays. It offers empirical findings on the connection between women's impulsive purchases, product choice, and the aesthetics of clothing displays. In order to get the majority of the data, a questionnaire survey was given to 150 women in the Delhi/NCR region of India. The outcome demonstrates that the clothing is on mannequins inside the store.
3. **Jain, Vinamra & Sharma, Ashok & Narwal, Pradeep. (2012)** in their article *Impact of Visual Merchandising on Consumer Behaviour towards Women's Apparel* the major goal of this article is to identify the aspects of visual merchandising that have the biggest impact on customer purchasing decisions. What visual merchandising components matter most to Lithuanian consumers when they buy for specialist apparel and footwear is the topic of this article's study question. According to the findings of the empirical study done in clothes and footwear stores and reported in this article, window displays and in-store design had the largest influence on impulse buying in Lithuanian clothing and footwear retailers.
4. **Moavery, Meysam & Zamani, S. & Vazifehdoost, H.. (2014)** in their article *Effect of Visual Merchandising on Apparel Impulse Buying Behaviours among Iranian Young Adult Females* aims to examine the association between Iranian adult women's clothes shopping habits and visual merchandising. A questionnaire about impulsive buying, window displays, in store forms/model display, store display, promotional signage, and cross merchandising design is completed by a sample of 150 adult women in Iran for this purpose. According to the study's findings, there is a strong correlation between Iranian adult women's impulsive purchasing behaviour and three different visual marketing techniques: window displays, in-store forms and mannequins, and advertising signs.
5. **Dash, Mihir & L., Akshaya. (2016)** in their article *A Study on the Impact of Visual Merchandising on Impulse Purchase in Apparel Retail Stores* study the development of technology, the visual merchandising field is expanding quickly. Due to the intense competition in the market at the moment and the willingness of shops for spending very high on visual merchandising in order to draw in customers, apparel retailers need to make sure their visual merchandising has a larger impact. Thus, visual marketing has developed into a strategy that garment merchants may use to set themselves apart from rivals. The current study looks at how customers' impulse buying behaviour in clothing retail stores is affected by visual merchandising, including store design, in store products displays, model displays and advertising signage. 201 clients who shop at clothing stores participated in the survey as respondents. A structured questionnaire was used to collect the information. The study's findings imply that visual merchandising components do indeed have a substantial.

RETAIL INDUSTRY

Retailing was a completely different idea from how it is regarded today. The first actual clothing business in the world, the Bon Marche, was established in Paris in 1852 by Aristide Boucicault. By the early 1900s, the self-service supermarket revolution had gained prominence, thanks in large part to Michael Cullen, who had opened the King Kellen Store in Jamaica in the 1960s. As soon as groups of neighbourhood shops were disbanded, supermarkets were built everywhere, and by the 1950s, they were well-known throughout America.

Before India gained independence, retail in the country first emerged. The Indian retail sector was founded by Mom-and-Pop stores and Karana stores. The breadth of retail businesses in India included discount stores, street vendors, supermarkets, hypermarkets, department stores, etc. They were all done in conventional fashion. The second-largest employer in India is the retail sector, which also accounts for 10% of its GDP. The factors that propel the retail sector have gotten stronger over time. Due to expanding urbanisation, more female labour force participation, shifting consumer preferences, and increased personal consumption spending, the retail sector in India has grown.

VISUAL MERCHANDISING

The marketing strategy known as "visual merchandising" uses things like floor plans, colour, light, technology, and displays to get customers' attention. The ultimate objective is to use the shop area to boost sales. A visual merchandiser lies beneath all the magic. A visual merchandiser lies beneath all the magic. They employ the space and layout of the store by combining marketing strategies, retail merchandising expertise, and creativity to present the store's inventory in a favourable light.

TYPES OF VISUAL MERCHANDISING

Important components of visual merchandising are:

Interior display: Interior displays are set up inside the store and might include both merchandise and decorations.

Store layout: Visual merchandising encompasses everything from specific product placement to the movement of merchandise from front to back, the location of points of sale, and the location of changing rooms in a store.

Mannequins: Mannequin types, styles, and placement can send information to your customers.

Point of purchase display: The physical layout, decorations, and signs at points of sale all fall under the category of visual merchandising.

Bundling: As order to demonstrate to buyers how several products may be used together, products are displayed in bundles.

Store environment: Your brand's tone can be set by the ambiance of your physical location or online presence, which may be jovial or calm.

Window displays: Visual elements are an essential feature of visual branding that can draw passenger's attention, which could result in more consumers.

Outdoor signage: Outdoor signs identify your company and establish the mood of your area.

Exterior fixtures: Customers get their initial impressions of your store from exterior decorations like marquees, banners, and awnings.

Seasonal displays: Seasonal displays can draw attention, promote add-on purchases, and showcase new items.

Product information: Your Organization's image might be impacted by the spots and strategies you decide to impart item data, like typography, tone, and mark and sign size.

Design decisions: Flooring, textiles, and other design choices can produce a tangible image of your brand identity.

IMPULSIVE BUYING BEHAVIOR

What the client purchases, how and when they get it, and most critically, why they get it, are undeniably uncovered through an investigation of human way of behaving. Incautious buys upset clients' typical utilization situated conduct. This kind of exchange, which is described by speedy direction and an inclination for moment ownership, is otherwise called "an incidental buy." It very well may be said that this sort of purchasing conduct is more alluring and less cognizant.

Somewhere around two essential parts of imprudent buying are the personal response and the absence of forward arranging. The inclination that went before the buy might have been a quick need to purchase, which might be portrayed as a minor kind of longing. Because of various variables, including the inefficient assets spent on the purchasing and stresses over it, one might feel lament subsequent to making an indiscreet buy.

DATA ANALYSIS AND INTERPRETATION

AGE OF RESPONDENT

Table 4.1: Table showing the age distribution of respondents

PARTICULARS	FREQUENCY	PERCENTAGE
Below 20	12	20
20-35	34	56.7
35-50	9	15
Above 50	5	8.3
Total	60	100

Source: Primary data

INTERPRETATION

The table 4.1 depicts that 56.7% of the respondents are the age group of 20-35 which is followed by 15% which comprise 35-50 aged respondents. 20% of the respondents are below 20 years and 8.3% of the respondents are above 50 years.

MARITAL STATUS OF RESPONDENT

Table 4.2: Table showing the marital status of respondents

PARTICULARS	FREQUENCY	PERCENTAGE
Single	39	65
Married	21	35
Total	60	100

Source: Primary data

INTERPRETATION

It is evident from the table 4.2 that majority of the respondents are single and the percentage is 65%. 35% of the respondents are married.

AVERAGE MONTHLY INCOME OF RESPONDENT

Table 4.3: Table showing the average monthly income of respondents

PARTICULARS	FREQUENCY	PERCENTAGE
Less than 10000	27	45
10000-50000	18	30
50000-100000	12	20
More than 100000	3	5
Total	60	100

Source: Primary data

INTERPRETATION

It is evident from the table 4.5 that 45% of the respondents earn less than Rs.10000 monthly and 30% of the respondents earn between 10000-50000 monthly.20% of the respondents earn 50000-10000 and only 5% of the respondents earn above Rs.100000 monthly

FACTORS URGING TO MAKE AN IMPULSE PURCHASE

Table 4.4: Table showing the factors urging to make an impulse purchase

PARTICULARS	FREQUENCY	PERCENTAGE
Window Display	18	30
Floor merchandising	7	11.7
Atmospherics	14	23.3
Interior Display	3	5
Brand image	8	13.3
Total	60	100

Source: Primary data

INTERPRETATION

It is evident from table 4.8 that 30% of the respondents make an impulse purchase because of window display and 23.3% of the respondents make an impulse buying because of atmospherics. 11.7% of the respondents buy something on impulse as a result of the floor merchandising. Based on the brand name, 13.3% of the respondents are make an impulse buy. Only 5% of the respondents make an impulse purchase because of interior display.

CONCLUSION

Visual merchandising functions as a silent salesman because its tools only use visual attractiveness to communicate instead of speaking. Retailers must emphasize product presentation more in order to meet the evolving demands of today's customers. The relevance of a customer's expectations must be understood by retailers, who must also create the ideal environment to entice them. Given that many businesses have begun implementing this idea, one must be creative enough even in brand image to get better outcomes. From small to large players, everyone actively participates in marketing operations by making presentations in their store that include eye-catching windows, product display, alluring deals, clearance signs, and a combination of colour, lights, fragrance, and sound. Visual merchandising and sales performance are directly related, according to study. An apparel store should be created such that it has a welcoming appearance that encourages customers, especially women, to feel at ease and want to make a purchase. The study also highlighted how visual merchandising may encourage customers to visit the store and shape their purchasing habits.

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