

Visual Merchandising Effects on Imitating Jewellery among Impulse Buying Behavior on the Consumers

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ABSTRACT

Visual merchandising is the current scenario that is appealing to the eyes of the consumers ultimately to buy the products. Due to increasing competition, impulse buying is an amazing promotional tool to influence consumer's buying behavior of imitating jewellery products. This study aims to exact the impacts of visual merchandising on impulse buying behavior among consumers. Further, the research focuses on accessing the impulse buying behavior of women. The primary purpose was to determine the emotions of window displays, hedonic product displays, involvement consumptions of fashion trends, pricing and offers, of consumers for the main study a sample of 124 respondents we utilized from Chennai city. A well-structured questionnaire developed to collect responses with their authentic feedback. A convenient sampling technique is also observed for selecting the respondents. Statistical tools like Descriptive statistics and multiple regression analysis were used. SPSS was used to analyze the data. The results show that Price and offers to play a vital role in visual merchandising factors followed by Product display. It is also observed that Product display, Price and offers, Window display, and Fashion trends are having a significant positive effect on Impulse buying behavior.

Keywords: Impulse buying, Visual Merchandising, Imitating Jewellery, fashion trends, hedonic products.

Introduction

The modern marketing concept occupies on consumers is the center positions of a business unit to reach the target. Visual merchandising can also manipulate cues such as higher-level support and the largest consumer purview of marketing. In response to changing consumer buying among imitating jewellery products are used continuously for the new retail sector.

Designer's strategies and new models are related to the supply chain management system was induced the people to think about a product appearance. Retailing environment has focused predominantly on introduced various kinds of metals and ornaments used the appearance of Jewellery, a customer quickened the phase of trade which is the best of marketing is the heart of consumers. Visual merchandising, which involves purchasing the various items, is greatly used as a tool to create impulse buying behavior in the mind of customers. Impulse buying can be defined as a suddenly buy without any idea and persistent craving for buying some items inside a store without any prior shopping intentions to buy particular products. There are many component factors that influence consumer impact like emotions of the window display, hedonic product display, involvement consumption of pricing, offers, and fashion trends, etc. These components generally influence the impact of visual merchandising on impulse buying behavior among consumers. This objective is also to focus on the access to the impulse buying only the women respondents. It is important to highlights the best way to achieve various products or more brands at the point of an immediate sale. Visual merchandising is the communication in the designing of an environment by placing the different marketing tools in order to ensure that customers come back to purchase the ornaments again and again.

Importance of the study

The main focus of this research is to examine the consumers' reactions to find out the right products through visual merchandising with the help of impulsive reactions. Visual merchandising is one of the major external factors of marketing tools used by retailers to improve the desirability of imitating jewelry products to attract consumers' interest. The research focuses on the effects of five variables used as predictors in these studies like a window display, product display, advertising, fashion trends, prices, and offer to sell the merchandising is the main technique commonly and rightly in order to call "silent salesman" of impulse buying behavior.

Literature Review

The visual merchandising is one of the components which are used by the businessman and retailers to attract the consumers. Already the various study conducted so many journals, research, articles on the related topics among the visual merchandising and support of impulse buying by their perspective few of them are,

Mrs. K. R Mahalaxmi and Akila.T(2017). The study explores the effectiveness of visual merchandising and its impact on impulse buying behavior of consumers towards the retail sector. The main objective of this study finds out the effects of visual merchandising and the variables based on how they attracted by window display and stores in mannequins forms like interior design and product displays are influenced by impulse buying behavior. KomaldeepRandhawa and RajniSaluja(2017).The study aims, Does visual merchandising effects on consumer impulse buying behavior towards the customers to attract them to purchase apparels. Store layout and mannequin display perceived Positive impact of impulse buying and visual merchandising could also practice satisfying by the influence of customer's purchasing power. Arshdeepkaur and Dr.Ruchijain (2016). The study explored the impact of visual merchandising on impulse buying in retail stores. The purpose of this study based on dimensions of visual merchandising and to examine the effectiveness and relationship of selected variables like Window Display, In-Store Display, Product Self Position, and Promotional Signage, which affects visual merchandising. The major factors provoked that there is a positive relationship between visual merchandising and impulse buying behavior in retail stores. MeysamMoayery et al. (2014). The study tried to find out the investigated structural model that affects the relationships among visual merchandising and apparel of impulse buying behavior of 150 young adults in Iranian. The study correlated to retailers should pay attention to visual merchandising. Neha P. Mehta and Pawan K. Chugan(2013). The study exhibited two parts of visual merchandising have exploratory and descriptive in nature of the shopping mall. The component of the mannequin display has a negative impact on the customers' impulse marketing. The other variable component of visual merchandising has a positive impact on impulse marketing. The final part of the study suggested the vital role of merchandising is properly used, and innovatively moved to the retailers to increase the sales drastically. Kim Jiyeon (2003). The Thesis revealed that the fashion industry is a special goal to buy the products to create a purchase decision of impulse buying the American lifestyle and distinctive phenomenon has been considered a pervasive, receiving attention from impulse buying. They provide some information regarding new products and fashion trends or related to the impulse buying behavior of college students. (Youn& Faber -2000, Pg. 179). Visual merchandising is the setting up of retail store which presented a color synchronized, accessorized related to props and products, self- explanatory, etc. It is one of the attractive and appealing stages in the final process of a retail store (Bhalla&Anurag - 2009).

Objectives of the study

1. To access the visual merchandising factors that influence the impulse buying behavior.
2. To study the impact of visual merchandising on impulse buying behavior among the consumers with reference to women in Chennai city.

Scope of the study

The present study focuses on the women respondents in Chennai city only. The study could be conducted in different models of imitating jewelry items are describing the various components of visual merchandising. This study helps to identify the consumers as to how to differentiate the marketers can be exercised in order to attract the consumers with the help of impulsively.

Definition of variables

Dependent variable

The dependent variable of the study based on consumer's impulse buying behavior and tendency. Most of the questions measuring consumer's unplanned buying habits were included in the data survey. These questions were well developed through journals; articles references to previous studies on impulse buying like all responses were utilized by statistical tools and analysis.

Independent variable

The independent variable of this study were five types of visual merchandising like advertising, product display, window display, prices and offers, fashion trends. It was hypothesized that these all variables influence consumers to buy on impulsively.

Research Methodology

This study focuses on exploratory nature. The survey questionnaire measures consumer perceptions and buying behavior towards selected visual merchandising factors with their

most recent shopping intensity. The variables related to five dimensions of visual merchandising such as window display, prices and offers, fashion trends, product display, and Advertisements influence the impulse buying behavior. A sample size of 124 women respondents was selected for this study, and the study focused descriptive in nature. Convenience sampling, non-random sampling techniques are used. The variables are measured with strongly agree, agree, neutral, strongly disagree, and disagree are used 5-point Likert scales. The exploratory factor analysis is used to conformity with the objectives to identify the factors that influence the impulse buying behavior of imitating jewellery items. Paired t-test and f-test is adopted to find the influence of visual merchandising. The statistical tools like IBM SPSS V23.0 used to analyze the data.

Data Analysis and Discussion

A sample of 124 women respondents was selected for the study; The above co-relation tables mentioned that there is a strong relationship between impulse buying behavior of consumers. More than 92% of the respondents are interested in both fashion trends and prices& offers.77% of respondent's predictors in product display and window display compare to other variables while there is a weak association of advertising.

Table - I

Descriptive measures of visual merchandising factors

Factors	Mean	SD
Advertising	3.44	0.775
Product display	3.55	0.771
Prices and offers	3.83	0.919
Window display	3.53	0.822
Fashion trends	3.28	0.914

Table-I describes the descriptive measures of the visual merchandising factors that influence the impulse buying behavior of women for imitating jeweler products. The results show that Price and offers to play a vital role in visual merchandising factors followed by Product display. However, women give the least importance to Fashion trends. Moderate responses were given by the women towards the Product display and Window display.

This section displays the effect of visual merchandising factors on impulse buying behavior. In this case, visual merchandising factors are considered as independent variables, and impulse buying behavior is considered as a dependent variable. The result of multiple regression analysis is displayed in the Table-II.

Table-II

Visual merchandising factors effect on impulse buying behavior

	Beta	F-value	t-value	p-value
(Constant)	0.411	18.325	3.621**	.001
Advertising	0.039		0.163	.794
Product display	0.297	R²-value	3.234**	.001
Prices and offers	0.429	0.521	5.052**	.000
Window display	0.125	Adjusted R²	2.233*	.021
Fashion trends	0.396	0.501	3.769**	.000

*Significant at 1% level ** Significant at 1% level

It is noted from the above table that the F-value 18.325 is significant at a 1% level, and the R² value of 0.521 denotes the variability of 52.1% of independent variables over the dependent variable. It is also observed that Product display, Price and offers, Window display, and Fashion trends are having a significant positive effect of Impulse buying behavior and improve impulse buying behavior by 0.297, 0.429, 0.125, and 0.396 units respectively. Prices and offers followed by Fashion trends predict the impulse buying behavior more. However, advertisement is not having a significant effect on the impulse buying behavior.

Limitation of the study

1. The study has focused only on women respondents from Chennai city only and does not include other cities or states.
2. The sample size is limited to 124 women respondents only; in order to gain a better insight on the impact of visual merchandising on consumers' shopping intensity, a large sample size can be taken for our future studies.

Findings

The findings of the study indicated some variables that influence impulse buying behavior. In an attempt to analyze that the majority of respondents constituting 92 percent of them are interested in prices and offers, above 91 percent of product display is also plays a vital role in merchandising. Even though the window display and fashion trends have appeared, 83 percent of respondents significantly lead to consumers' impulse buying behavior. The results till suggested that these variables are significantly correlated. It can be agreed that four types of visual merchandising like product display, window display, fashion trends, and prices and offers are significantly interrelated to each other with impulse buying behavior. When consumers are exposed, advertising is no significant relationship between impulse buying. The finding of the study suggests that practices serve as various stimuli for the consumers to provoke to make an impulse buying decision upon entering the store to desire that ultimately motivates consumers to make a purchase decision upon impulsively.

Conclusion

The results and discussion the Price and offers to play a vital role in visual merchandising factors followed by Product display. However, women give the least importance to fashion trends. Moderate responses were given by the women towards the product display and window display. It is also observed that product display, price and offers, window display, and fashion trends are having a significant positive effect on impulse buying behavior. Prices and offers followed by Fashion trends predict the impulse buying behavior more. However, advertisement is not having a significant effect on the impulse buying behavior.

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