

The Influence of Visual Merchandising Elements on Shopper's Impulse Buying Motives

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ABSTRACT

Visual Merchandising is showing merchandise and concepts at the retailer's very best with the end purpose of making sales. The primary purpose of this study was to examine what visual merchandising elements are the most influential on shoppers in the Sports Direct Sunway Pyramid when shopping in sports, fitness, fashion and lifestyle fascia's & brands. A total of 100 respondents participated in the survey. The study used a non-probability sampling technique which is convenience sampling. The respondents were customers of a Sports Direct Sunway Pyramid. The data were processed using the Statistical Packages for Social Sciences (SPSS) version 23. The researchers have identified three main elements of visual merchandising: window display, mannequin display and floor merchandising. The value of the correlation coefficient is 0.695. The outcomes showed that shopper's impulse buying is significantly influenced by window displays, mannequin displays and floor merchandising. The study also concludes that the Mannequin display had the highest positive influence on shoppers' impulse buying and floor merchandising has the least significant effect on shoppers' impulse buying motives in the Sports Direct Sunway Pyramid. To entice customers into their store, the merchant must thus comprehend the demands and wishes of the shoppers and produce the ideal exhibition of the shoppers' expectations.

Keywords: Visual Merchandising, Window Display, Mannequin Display, Floor Merchandising, And Impulse Buying Motives

INTRODUCTION

Visual merchandising includes the layout of store facilities and the placement of the merchandise in the store to stimulate customer desire. In this age, many buyers and retailers apply visual merchandising elements in their practice more widely and inventively. 2022 has been a transformative year in retail. A converting retail panorama method retailers need to step up their strategies if they need to thrive in 2023. The year 2022 is sure to be the comeback year for physical stores, despite the aftermath of Covid-19.

Nowadays, shoppers have adopted a new shopping behavior during the pandemic, switching from online to physical stores. With the modifications in market trends and consumer behavior, present-day buyers have advanced a brand-new set of expectancies, and outlets should cautiously consider every nook of their shop area, so they can strategize accordingly. The most effective manner to do this is with visually attractive in-keep displays. Once shoppers enter the shop, they view, touch, and engage with merchandise they don't forget to purchase. A striking window display that is clearly

presented will help customers decide in a few seconds whether to come in and buy the products or not (Masterson 2019).

Visual merchandising enables customers to interact with the product in various ways, leading to increased sales. When mannequin displays are such important tools of retail business and LED lighting, motion graphics, and catchy content find their way into these displays to attract customer attention. Otherwise, promotional signage is one of the most powerful tools to ensure that the desired message comes through about the merchandise that is available in many retail stores. Rajeshwari and Ragunatham (2019) discussed the satisfaction level of customers towards the selected elements of visual merchandising.

An impulse purchase is an important element in retail business strategies. It drives an additional demand for the products. Additionally, it boosts customer traffic to the store. Impulse buying motives usually involve the behavior of the customers to buy unwanted items without having a demand for them. Emotions are regularly decisive in impulse buying and are encouraged through well-designed promotional messages. Impulse buying happens due to an emotional or psychological trigger that entices shoppers to make an immediate purchase to fulfill an urge.

From the observation, the customer of Sports Direct Sunway Pyramid does not do any research or planning before buying the merchandise from the shop. There are several factors that trigger an impulsive purchase from a customer. So, the focal point of this study is to investigate what visual merchandising elements are the most important for shoppers in the Sports Direct Sunway Pyramid when shopping in sports, fitness, fashion, and lifestyle fascia's & brands. The researcher identified the problem of the study which is that there is a very limited number of studies available on visual merchandising elements on shoppers' impulse buying motives. Otherwise, there are few scholars who analyzed just a few elements of visual merchandising.

LITERATURE REVIEW

A straightforward definition of visual merchandising is the physical display of goods. The purpose of such visual merchandising is to attract, engage, and motivate the customer to make a purchase. Visual merchandising is defined as "Silent Selling". In modern retail, visual merchandising is a key to encouraging a customer to purchase the products. Visual merchandising components and elements that contribute to creating an overall effective in-store environment and store image include window display, lighting, signage and store layout (Madhavi & Leelavati, 2013; Merugu & Vaddadi, 2017).

The window display refers to the decorated display of a store's window to attract customers to the products. Usually, the term refers to larger windows in a shop arcade displaying items for sale or otherwise designed to attract customers to the store. Window displays are visual merchandise elements that communicate style, content, and price and may also be used to advertise seasonal sales or inform passers-by of other current promotions (Naveena & Suganya, 2018). The window display is a medium that creates a first impression in the customer's mind to enter the store. The physical attractiveness of the store impresses customers highly for store selection (Darden, W.R., Erdem, O. & Darden, D.K. 1983).

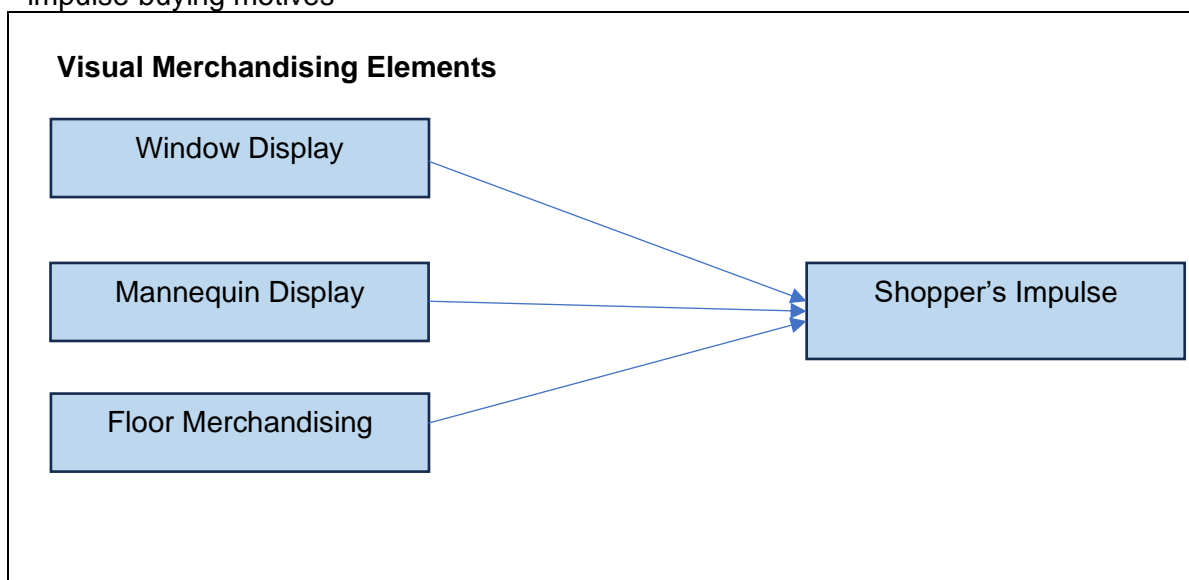
Mannequins are a crucial part of effective visual merchandising, which is why using them is so important for retail success. A mannequin display uses mannequins to present items and draw in clients (Kim, 2003). Creating displays and styling display mannequins that are exciting and comforting to customers and trendy and easy to translate

throughout multiple seasons will enable the retailer to sell to target customers easily. Mannequin displays are found to impact customers' apparel impulse purchases (Mehta & Chugan, 2016).

Retail floor merchandising includes efforts to keep the store always looking orderly. Floor merchandising is an important element that will influence customers' impulse purchases in the store traffic patterns, shopping atmosphere, and operational efficiency (Thomas, Louise & Vipinkumar, 2018). Customers can browse for extended periods without feeling rushed, and they appreciate the experience because of the store's ample size, straightforward layout, and simple access from the outside. This technique can be used to establish and enhance the overall image of a store.

Impulse buying motives are defined as the shoppers planning on the spot in the retail shop. A very immediate process that does not involve any pre-thought and intention (Bhatti and Seemab, 2013). In a study published in 2015, Bashar and Irshad found that form displays, window displays, advertising signs, and floor merchandising affected impulse purchases. When a customer is unfamiliar with a business, has run out of time, or reminds themselves of what is in the store, they may choose to make an impulsive or unexpected purchase (Xuefei & Peiwen, 2014). According to studies (Priyanka & Rooble, 2012; Minal, Sanjay & Urvashi (2012)), between 27 and 62 percent of all department store purchases are made on impulse, and around 40 percent of customers have engaged in this type of behavior.

Figure 1: The relationship between the visual merchandising elements on shoppers impulse-buying motives



RESEARCH METHOD

The survey method was used to collect data from shoppers. This study used a non-probability sampling technique which is convenience sampling. We selected 100 respondents who have visited and shopped at stores for the purposes of the study. The respondents were customers of a Sports Direct Sunway Pyramid. The data were processed using the Statistical Packages for Social Sciences (SPSS) version 23.

The questionnaire was developed and adopted by Neha and Pawan (2013). The questionnaire was prepared in English for easy answering. This questionnaire was

divided into two sections: Part A and Part B. Part A was designed based on the demographic details of the respondents such as age, gender, residence, living arrangement, disposable income, and job status while Part B was designed based on the independent and dependent variables. In this part, the respondent needs to respond on a 5-point Likert scale to score the data. In this study, choose a 5-point Likert scale because a 5-point scale reduces the level of frustration among respondents, and increases the rate and quality of the responses.

Table 1: Reliability of the questionnaire

Factors	Number of Items	Cronbach's Alpha Actual Survey	Cronbach's Alpha Pilot Study
Window display	3	0.844	0.866
Mannequin display	4	0.828	0.800
Floor Merchandising	3	0.881	0.847
Impulse Buying	6	0.900	0.936

The alpha value of reliability analysis for Window Display, Mannequin Display, Floor Merchandising, and Impulse Buying was 0.866, 0.800, 0.847 and 0.936 respectively. Cronbach Alpha values of all the variables were calculated ranging from .8 to .9 which is more than 0.5 and proves that variables are reliable and acceptable (Nunnally 1978).

RESULTS AND DISCUSSION

Multiple Regression Results

Table 2: Model Summary of Visual Merchandising Elements

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.695 ^a	.513	.462	.832

Regression was used to determine the extent to which a set of independent variables (Window Display, Mannequin Display, Floor Merchandising) predicted the dependent variable (Impulse Buying). The results from Table 2 showed that a combination of Window Display, Mannequin Display, and Floor Merchandising significantly predicted up to 51.3 % of the variation in impulse buying indicated by ($R^2 = .513$). The remaining 48.7 % unexplained variation in impulse buying is caused by other variables outside the regression model. The result from Table 2 also indicated the value of adjusted R-Square. The adjusted R Square value was calculated which considered the number of variables in the model and the number of observations the model was based on. The adjusted R-square value (.462) gave the most useful measure of the success of the model.

Table 3: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1	140.000	3	45.000	62.145	.000 ^b
Regression	125.190	124	.730		
Residual	265.190	127			
Total					

The table shows the combination of independent variables has a significant effect on impulse buying. This can be explained by the F-Value 140.000 and p-value (.000).

Table 4: Coefficients data of Visual Merchandising Elements

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
(Constant)	.366	.296		1.239	.204
Window display	.311	.058	.344	4.908	.000
Mannequin display	.557	.058	.523	6.040	.000
Floor Merchandising	.247	.058	.163	3.527	.002

CONCLUSION

The outcomes showed that shopper's impulse buying is significantly influenced by window displays, mannequin displays and floor merchandising. The study also concludes that the Mannequin display had the highest positive influence on shoppers' impulse buying and floor merchandising has the least significant effect on shoppers' impulse buying motives in the Sports Direct Sunway Pyramid. To entice customers into their store, the merchant must thus comprehend the demands and wishes of the shoppers and produce the ideal exhibition of the shoppers' expectations.

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