

STUDY ON IMPULSE BUYING BEHAVIOR OF FASHION-ORIENTED INDIAN YOUTH WITH RESPECT TO VISUAL MERCHANDISING

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Abstract

Effective & trendy display of merchandise known as window display is one of the most exciting aspects of visual merchandising. It is considered as a best talking tool for present generation youth about brand, style, trend, price, which leads to the success of brands. Visual merchandising aspects are usually based on themes, seasons, colors that convey current mood of the season. All brands are working on varieties of props, types of display & frequency of display change, colors, etc. to attract the youth & convey the message effectively. In India, youth are one of the most attractive segments as they have their own personality, attitudes, likes & dislikes, beliefs, based on their experience. These traits are the most appreciated tools for marketers to bind this growing sector. They can be exciting, emotionally stimulus, seductive, evoking & provoking of all the senses, the brands believe in winning over the psychology of the youth for their ensured success. The purpose of this study is to examine the relationship between the impacts of visual merchandising to that of the impulse buying behaviour of fashion-oriented Indian youth. The study involves the collection of primary data from youth respondents & analysing the same. Suitable conclusions are drawn based on the findings.

Key Words: *Visual Merchandising, Impulse Buying Behaviour & Psychology.*

1. Introduction

Visual merchandising is a technique commonly and rightly called “Silent Salesman” and is widely used in market to increase footfalls and attract shoppers and make shopping a pleasant experience to one and all. Impulse buying is an unplanned purchase decision of fashion products made by youth with no explicit recognition of a need for a purchase, prior entering into the store. The retailers are today struggling to get maximum attention of youth using various innovations to induce them to make more and more unplanned purchases because the power of impulse buying is immense. It suggests that window display associating with consumer’s purchasing attitude has physical charisma and charm of a store influences customer choice of store.

2. Objectives of Study

The present study was conducted with following objectives,

1. To study the factors affecting youth impulse buying behaviour.
2. To study the impact of visual merchandising on impulse buying behaviour of youth.

3. Review of Literature

Kunwar, Pooja, (2010) “Visual Merchandising: A Silent Salesman of Retailers,” Marketing Mastermind, vol - X, no.2 pp.29 - 33, opined that “the presentation of a store/brand and its merchandise to the customer through the teamwork of the store’s advertising, display, special events, fashion coordination, and merchandising departments in order to sell the goods and services offered by store”

Seounmi Youn and Ronald J. Faber (2000), "Impulse Buying: Its Relation to Personality Traits and Cues", in NA - Advances in Consumer Research Volume 27, UT: Association for Consumer Research, Pages: 179-185. abided “Impulse Buying: Its Relation to Personality Traits and Cues”

Rook, D. W. (1987), “The Buying Impulse”, Journal of Consumer Research, 14(2), 189 - 197. abided “Impulse buying involves making spontaneous purchases is frequently based on the presence of an immediate stimulus object & is often accomplished by feelings of excitement & pleasure and / or a powerful urge to buy.”

4. Research Methodology

Research Instrument: A questionnaire has been developed to understand the responses of the respondents towards the visual merchandising.

Sampling Design: Population of the study comprised the youth from Bangalore.

Sampling Technique: Convenience sampling.

Sample Size: About 130 Nos.

Table 1: Demographics Profile of Respondents

RESPONDENTS		Impulse Buyer	Not Impulse Buyer	Total (%)
Age Group:	18-20	53	23	76(100%)
	21-24	20	4	24(100%)
Gender:	Female	34	12	46(100%)
	Male	36	18	54(100%)
Education	UG	55	22	77(100%)
	PG	16	7	23(100%)

5. Data Analysis and Interpretation

Responses are measured using a five-point Likert-type scale, which ranged from never=1 to Always=5, a respondent scoring above three (3) on this scale in section 1 through 5 is considered to support the variables. Microsoft Excel software has been used for data analysis.

Table 2: Descriptive Statistics for Variables

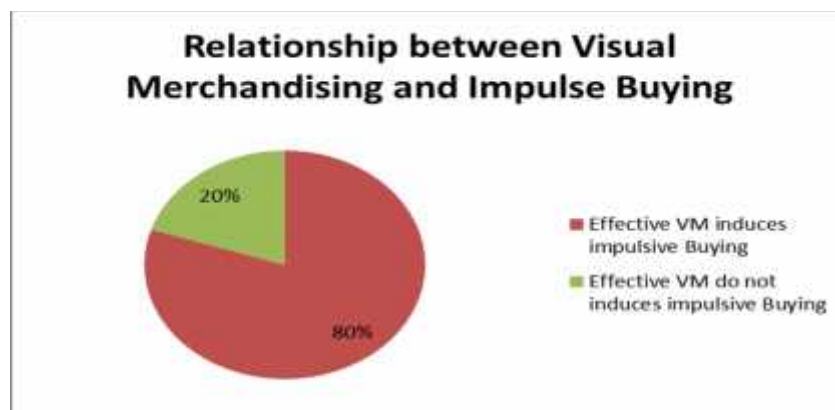
Variables	No of Cases	Mean	Standard Deviation
Impulse Buying	100	3.32	0.7944
Influence of Window Display	100	3.35	0.9486
Influence of Form/Mannequin Display	100	3.49	0.7826
Influence of Floor Merchandising	100	2.62	0.7673
Influence of Promotional Signage	100	3.89	0.7654

Scale values: Never=1 to Always=5

1. Relationship between Visual Merchandising and Impulse Buying

During the study, it is observed that was 80% youths are of the opinion that effective visual merchandising induces impulsive buying. Remaining 20% of youths opined that visual merchandising does induce impulsive buying.

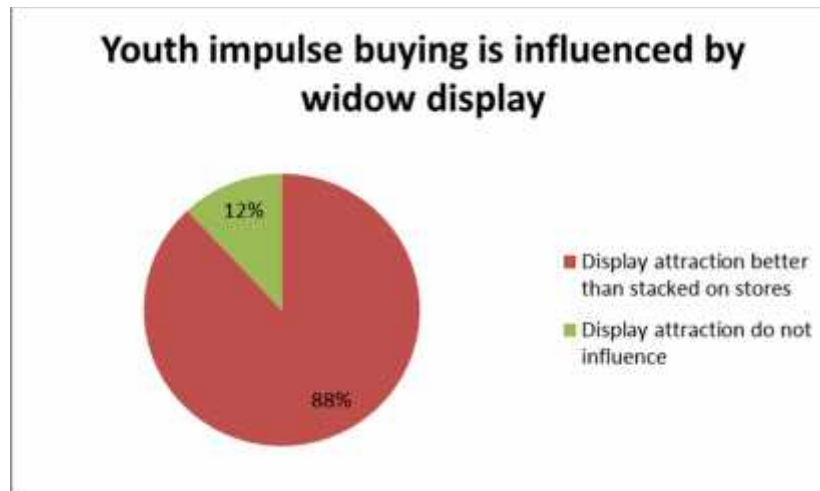
Effective VM induces impulsive Buying	80%
Effective VM do not induces impulsive Buying	20%



2. Youth Impulse Buying is Influenced by Window Display

Study revealed that 88 % of respondents are of the opinion that things which are on display attract more attention, thus the display should be attractive as the youth gets an idea what to buy. But only 12% of the youth are of the opinion that they are not bothered about any display. Hence attractive window displays bring the majority of the respondents to the store.

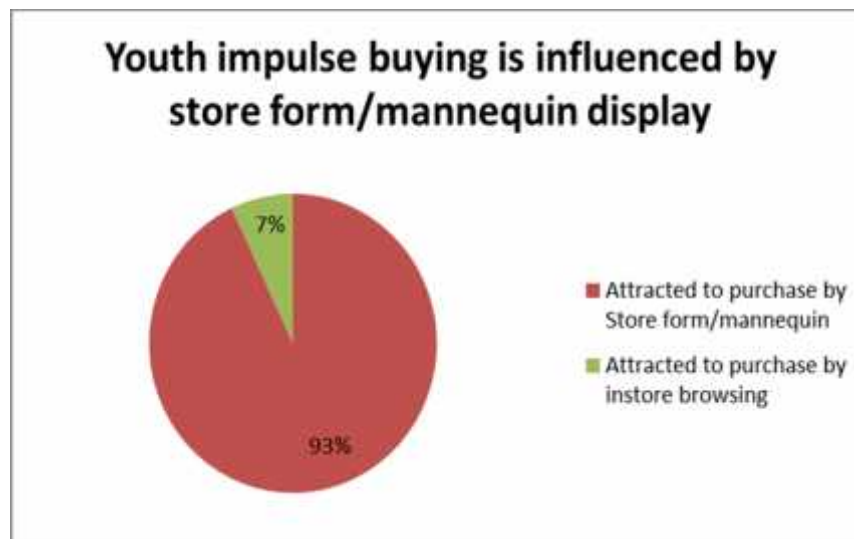
Display attraction better than stacked on stores	88%
Display attraction do not influence	12%



3. Youth Impulse Buying is Influenced by Store Form/Mannequin Display

Respondents while shopping give lot of attention to the in-store form and display on the mannequins. The survey says that 93% respondents are attracted to purchase the apparels by seeing the apparel on the store form/mannequin display & only 12% of the respondents go for in-store browsing for purchase of apparels.

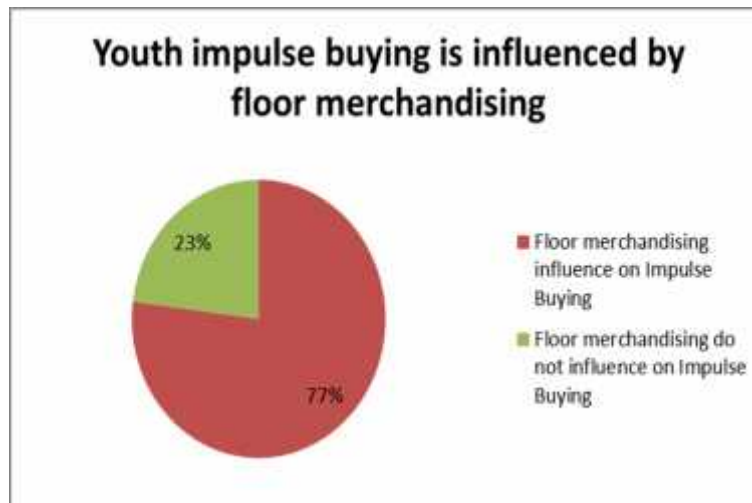
Attracted to purchase by Store form/mannequin	93%
Attracted to purchase by instore browsing	7%



4. Youth Impulse Buying is Influenced by Floor Merchandising

Floor merchandising is implied of colour, lighting, ambience and attractive visuals inside the store. 77 % of the respondents spend more time in store while 23% respondents feel that various attributes of visual merchandising do not have any relation with the time spent in the stores.

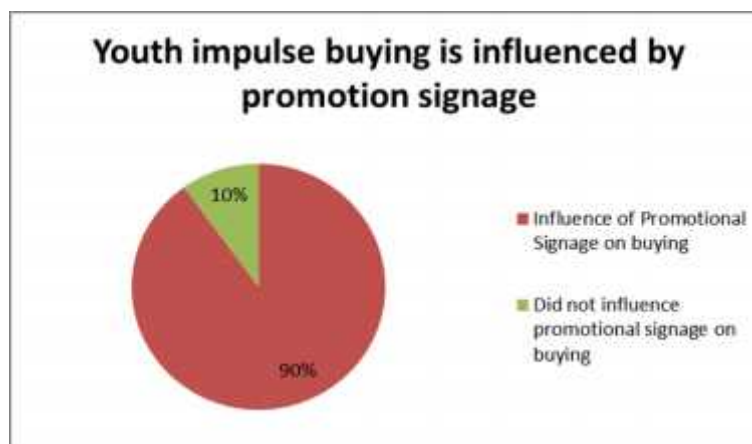
Floor merchandising influence on Impulse Buying	77%
Floor merchandising do not influence on Impulse Buying	23%



5. Youth Impulse Buying is Influenced by Promotion Signage

It was observed that 90 % of the respondents look at the promotional signage, the easy way to grab the respondent's attention and drag them towards the store. Only 10% do not pay any attention to displays or signage.

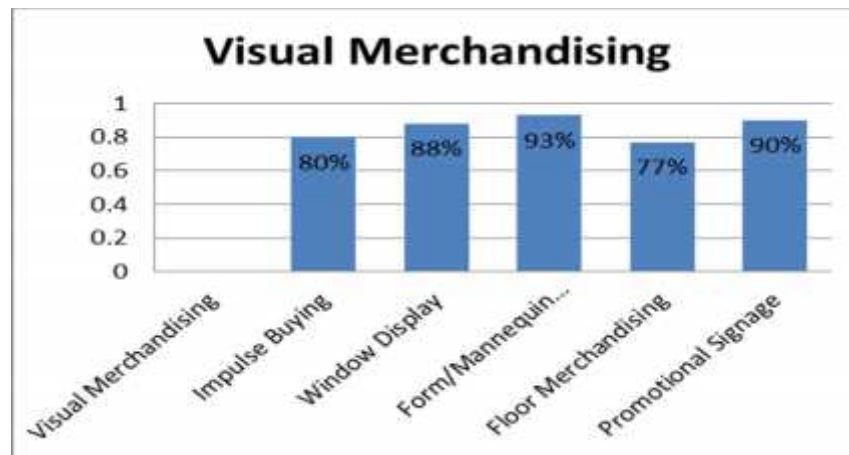
Influence of Promotional Signage on buying	90%
Did not influence promotional signage on buying	10%



6. Results & Discussions

From the findings it is observed that 80% respondents are of the opinion that effective visual merchandising induces impulsive buying. 88 % of respondents are attracted towards eye-catching window display. 93%

respondents are attracted to purchase the apparels by seeing the apparel on the store form/ mannequin display. 90 % of the respondents look at the promotional signage.



7. Suggestions

In visual merchandising, window display, colors & lighting create a psychological impact on the minds of the youths and can capture attention. They reflect one's moods and thus, add meaning. Therefore colors & lights play a vital role in creating a positive shopping experience. Hence, retailers should be careful at the time of selecting the lighting & color scheme. The shop managers should always supervise these personally so as to increase the footfalls.

8. Conclusion

Visual Merchandising as a silent salesperson, as its tools does not speak but definitely convey their sales message through visual appeal. In order to fulfil the changing expectations of today's youths, retailers have to understand the importance of shopper's expectations and provide the right environment to lure them. It was known from the research that visual merchandizing has direct relation with the sales performance. The results proved that there are relationship between youths' impulse buying behaviour and in-store form/mannequin display, promotional signage and window display. Hence, Visual merchandising has become an important variable in present scenario.

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Books

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