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EFFECT OF EMERGING TRENDS IN RETAIL SECTOR ON IMPULSE BUYING BEHAVIOR-WITH REFERENCE TO CHHATTISGARH REGION

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ABSTRACT

Consumer is attracted by the way of allure of a product. Buying is all about fascinating, by making consumer visualize the product in a store by window display, Mannequin display, Floor merchandising and Promotional signage. These types of visual presentation of merchandising in store shall increase the veneer in attracting consumer and eventually to enter the store. Retail sector is fundamentally focusing on such factors to exert a pull on customers. The present paper is an endeavor to find out the relationship between consumers impulse buying tendency and four types of visual merchandising.

KEYWORDS: Consumer, visual merchandising, impulse buying behavior, window display

INTRODUCTION

Literature review

Expensive clothing, electronic equipment, and books might be considered non-impulse items, yet their purchase can involve impulsive behavior. Consumer impulse buying is widespread, both across the population and across product categories. Bellenger, Robertson and Hirschman (1977) found that almost 40% of consumers' department store purchases fell into the impulse category, ranging from 27% to 62% of all purchases for each line. Few product lines were unaffected by impulse buying.

Past efforts at defining impulse buying have suffered because they have not incorporated the psychology underlying consumers' impulsive episodes. A theme dominating most of the work in marketing depicts impulse buying essentially as "unplanned-' purchase behavior (Applebaum 1951; Bellenger et al. 1977; Kollat & Willet 1967; Stern 1962). This is an easily observable and operational definition but it is quite limited (Levy 1970).

Marketing and consumer researchers over the period of forty years have tried to grasp the concept of impulse buying and defined this terminology in their own perspectives, for which some research findings are discussed here.

In a research conducted by Cobb and Hoyer (1986), impulse buying was defined as an unplanned purchase and this definition can also be found in the research of Kollat and Willett (1967).

In another research by Rook (1987) reported that impulse buying usually takes place, when a consumer feels a forceful motivation that turns into a desire to purchase a commodity instantly. Beatty and Ferrell (1998) defined impulse buying as instantaneous purchase having no previous aim or objective to purchase the commodity. Stern (1962) found that products bought on impulse are usually cheap. Shopping lifestyle is defined as the behavior exhibited by purchaser with regard to the series of personal responses and opinions about purchase of the products as reported by Cobb and Hoyer (1986). Fairhurst et al. (1989) and Seo et al. (2001) found a direct association among fashion involvement and apparels purchase.

Visual merchandising represents most direct means of communication to the product target it highlights the visual product identification, the brand concept and acts as the means of managing the relation between the consumer and the product influencing the sales.

Window display is so designed that reflects of what the store represents and so the mannequin's inside the store enhances communication with consumer and a direct interaction. Demetresco and Sen et al said the shop window should be designed to reflect the essence of what the stores represents.

OBJECTIVE OF STUDY

Research on situational influences can be described by investigating the relationship among various shopper characteristics and the features of retailing or point of purchase situations. Shopper's characteristics might include involvement, attitude and ethnicity, while retailing features could encompass store size, retail format and store personality. In this study, customer's impulse purchasing tendency serving as a shopper characteristic and visual merchandising serving as an external cue are determined to be variables.

The main objective of this study is to see the effect of dependent variables on independent variables that is consumer's impulse buying tendency on the four types of visual merchandising: Window display, In-store form/Mannequin display, Floor merchandising and, Promotional signage.

The study is based on two types of variables dependent variables and independent variables. The dependent variable of this study is consumer's impulse buying tendency and independent variables are the four types of visual merchandising it is hypothesized that these variables influence shoppers to buy on impulse buying behavior.

HYPOTHESES

The hypotheses are developed to investigate relationships between customer's tendency to purchase on impulse and four types of visual merchandising:-

- Window display
- In-store form/Mannequin display
- Floor merchandising and
- Promotional signage.
- H1 = customer's impulse buying behaviour are influenced by window displays.
- H2 = customer's impulse buying behaviour are influenced by In-store form/Mannequin display
- H3 = customer's impulse buying behaviour are influenced by Floor merchandising
- H4 = customer's impulse buying behaviour are influenced by Promotional signage.

METHODOLOGY

The majority of respondents were expected to be women. The previous research found women to be the major purchasers of soft goods such as apparel and household textiles. Therefore, this demographical limitation is considered not to be a negative factor for this study.

The Pearson correlation test is been conducted to see the correlations of consumers impulse buying tendency and each of four types of visual merchandising practices, and the Hypothesis will be tested by regression analysis to find out the relationship between consumers impulse buying tendency (dependent variable)and four types of visual merchandising (independent variable).

DATA ANALYSIS

A descriptive analysis was conducted to examine whether or not there was an error in data entry. In addition, frequency tables were generated to describe the samples in terms of respondents' impulse buying tendency and the influence of four types of merchandising on their buying behaviors. The frequency table included frequency, percent, valid percent, cumulative percent as well as mean and standard deviation for each data set.

The responses are measured using a five point Likert-type scale. The descriptive statistics for each variable is shown in table below:

Variables	Number of cases	Mean	Standard deviation	
Impulse buying behavior	119	1.7	0.3974	
Influence of Window display (Y1)	119	1.75	0.4744	
Influenceof form/Mannequin(Y2)	119	1.32	0.3837	
Influence of Floor Merchandising (Y3)	119	1.84	0.3914	
Influenceof Promotional Signage(Y4)	119	1.94	0.3828	

The Mean score (1.7) for the first section of the survey, measuring consumers' Impulse buying tendency, suggested respondents tended to purchase on impulse. Section two through section five measured influences of four types of visual merchandising on consumers' shopping behaviour. As long as customers were aware of the influences on their buying decision from their recent shopping experience, it appeared that they tended to be influenced by window display. Floor merchandising and promotional signage when they made a purchase decision for the fifth section of the survey, measuring influence of in-store form /mannequin display on consumers buying behaviour, the mean scale exhibited (1.32); in-store form /mannequin display was not rated as strongly as the in-store visual merchandising variables.

1. Impulse buying behavior (X) influenced by Window display (Y1).

Х	X	dx	dx * dx	Y1	\overline{Y}	dy	dy * dy	dx dy
8.5	1.7	6.8	46.24	5.25	1.75	3.5	12.25	23.8

$$r = \frac{\sum(X - \overline{X}) (Y - \overline{Y})}{\sqrt{\sum(X - \overline{X})^2 \sum(\overline{Y} - \overline{\overline{Y}})^2}}$$

$$r = \frac{\sum(68) (35)}{\sqrt{4624 \cdot 1225}} = \frac{238}{238} = 1$$

The answer is 1 which is perfect positive correlation.

Probable error (P.E) = $0.6745 \frac{1-\gamma^2}{\sqrt{N}} = 0.0$ The value of r is greater than the P.E, i.e 1 > 0.0 so the value of r is said to be significant. Regression analysis:-Y: on X = Y- 1.75 = $\frac{1.35(85-17)}{68}$ Y = 5.24

X	X	dx	dx * dx	Y2	Ŧ	dy	dy * dy	dx dy
8.5	1.7	6.8	46.24	5.28	1.32	3.96	15.68	26.93

$$r = \frac{\sum(X - \overline{X}) (Y - \overline{Y})}{\sqrt{\sum(X - \overline{X})^2 \sum (Y - \overline{Y})^2}}$$

$$r = \frac{\Sigma(68)(396)}{\sqrt{4624}1568} = \frac{2693}{2693} = 1$$

The answer is 1 which is perfect positive correlation. Probable error (P.E) = $0.6745 \frac{1-\gamma^2}{\sqrt{N}} = 0.0$ The value of r is greater than the P.E, i.e 1 > 0.0 so the value of r is said to be significant.

Regression analysis:-

Y: on X = Y- 1.32 =
$$\frac{1 \cdot 396(85 - 17)}{68}$$

Y = 5.29

3. Impulse buying behavior influenced by floor merchandising.

Х	$\overline{\mathbf{X}}$	dx	dx * dx	Y3	\overline{Y}	dy	dy * dy	dx dy
8.5	1.7	6.8	46.24	5.52	1.84	3.68	13.54	25.02

$$r = \frac{\sum(X - \overline{X}) (Y - \overline{Y})}{\sqrt{\sum(X - \overline{X})^2 \sum(\overline{Y - \overline{Y}})^2}}$$
$$r = \frac{\sum(68) (368)}{\sqrt{46241354}} = \frac{2502}{2502} = 1$$

The answer is 1 which is perfect positive correlation.

Probable error (P.E) =
$$0.6745 \frac{1-r^2}{\sqrt{N}} = 0.0$$

The value of r is greater than the P.E, i.e 1 > 0.0 so the value of r is said to be significant.

Regression analysis:-

Y: on X = Y- 1.84 =
$$\frac{1\cdot 368(85-17)}{68}$$

Y = 5.52

4. Impulse buying behavior influenced by promotional signage.

Х	$\overline{\mathbf{X}}$	dx	dx * dx	Y4	\overline{Y}	dy	dy * dy	dx dy
8.5	1.7	6.8	46.24	7.76	1.94	5.82	33.87	39.57

$$r = \frac{\sum(X - \overline{X}) (Y - \overline{Y})}{\sqrt{\sum(X - \overline{X})^2 \sum(Y - \overline{Y})^2}}$$
$$r = \frac{\sum(68) (582)}{\sqrt{46243387}} = \frac{3957}{3957} = 1$$

The answer is 1 which is perfect positive correlation.

Probable error (P.E) = $0.6745 \frac{1-r^2}{\sqrt{N}} = 0.0$

The value of r is greater than the P.E, i.e 1 > 0.0 so the value of r is said to be significant.

Regression analysis:-

Y: on X = Y- 1.94 =
$$\frac{1.582(85-17)}{68}$$

Y = 7.76

CONCLUSION

In the entire four hypothesis the result of a Pearson correlation test, a significant correlation was seen between Impulse buying and Window display

Impulse buying and In-store form/Mannequin display

Impulse buying and Floor merchandising and

Impulse buying and Promotional signage.

As regression analysis is greater than the Pearson co efficient this shows strong relationship between consumers' impulse buying tendency (dependent variable) and four types of visual merchandising (independent variable) the hypothesis are accepted.

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