AN ANALYTICAL STUDY ON THE IMPACT OF CURRENT MARKET PRACTICES THROUGH VISUAL MERCHANDISING ON IMPULSE BUYING BEHAVIOUR OF COLLEGE STUDENTS WITH SPECIAL REFERENCE TO APPARELS IN ROHTAK CITY, HARYANA

Parveen (Research Scholar)
Shri Jagdishprasad Jhabarmal Tibrewala University
Jhunjhunu, Rajasthan.

Dr. Ajay Kumar Sharma (Asst. Professor)
Technological Institute of Textile & Sciences
Bhiwani, Haryana.

ABSTRACT

Visual Merchandising is the final stage in setting up of a retail store and making it attractive and appealing enough for the customers to get attracted by it. Appealing visuals comprises of various fascinating tools of display which converts the shoppers in the stoppers who buy the products. It is a presentation of all kind of merchandise at its best color coordination, accessorized and illustrative to increase footfall and volume of sales of the store. Creating an attractive window display can attract the customer in the store, promotes an item and announce a sale or welcomes a season. Visual Merchandising (VM) is usually based on themes, seasons and colors that conveys current mood of the season. All brands works on varieties of props, displays, lighting, colors, etc. to attract college students or youth and conveys the message more effectively. And in India College students are one of the most attractive segments as they have their own attitude, personality, perception and beliefs based on their prior shopping experiences. And these are the most important stimuli’s for the marketers to bind this fastly growing sector and leads to impulse buying behavior. The aim of this study is to investigate the impact of current market practices through visual merchandising on impulse buying behavior of college students. In this study primary data have been collected from the college students.

Keywords: Impulse buying behavior, Visual Merchandising, Apparels.

Introduction

Visual Merchandising commonly known as VM is a technique of preparing window and product displays in market to increase footfall and to attract potential customers for purchasing the displayed merchandise and make shopping a wonderful experience for them. Visual merchandiser plays an important role in setting up of a retail store at
its final stage and its merchandise in such an appealing way which customers would then find highly attractive and leads to sale in the store. As per the Robert Colborne VM is a commercial art that enables a retail sales associate to work in all art media to communicate information such as price, promotion, newness, style, trend, use, quantities of stock, mood and lifestyle to the customers. A Visual merchandiser determines what a customer sees. It is said that eighty percent of our impressions are created by sight - and this is the reason that a visual presentation is more effective and elaborate and acts as a catalyst and leads to Impulse buying behavior which is totally unplanned. It suggests that window displays are associated with consumers buying behavior and has physical charisma and charm of a store which influences customer’s choice of a store.

Visual Merchandising
It is defined as the presentation of any and all merchandise at its best: (i) Color coordinated (synchronized colors); (ii) and (iii) self-explanatory (descriptive/illustrative). Accessorized (related products/props) "The universe of visual merchandising is about intriguing instruments of show which change customers into plugs; walk-bys into walk-ins; and passers-by into passers-who-purchase. VM is an instrument to accomplish deals and focuses on, a device to upgrade stock on the floor, and a system to convey to a client and impact his choice to purchase. VM utilizes season based showcases to acquaint fresh debuts with clients and in this manner increment transformation through an arranged and efficient approach by showing stocks accessible.

Visual Merchandising is everything the client sees, both in the outside and the inside of a store, that makes a positive picture of the business and brings about getting the consideration of the client – making interest and longing, persuading the client of the estimation of the items lastly prompts to deal. A visual merchandiser figures out what a client sees. It is said that 80 percent of our impressions are made by sight – and that is the reason words generally cannot do a picture justice! In a store both inside and outside should be facilitated utilizing the store's subject. And the different components of VM which helps a Visual merchandiser are Merchandise, Fixtures, Sound, Odor, and Visual.
Impulse Buying

Impulse buying is an unplanned buying by a customer in a store. A customer when involved with an unexpected incentive to buy something without any evaluation and act based on his urge only. And the organizations or the big retail; formats are making money out of it because impulse is a psychological state of a person wherein the customer leads to an unplanned purchasing of a product. There are many internal and external factors which lead to impulse buying behavior and these are the external and the internal cues. Internal cues refers to a person’s mood, emotional state and self-feelings whereas the external cues refers to marketing mix stimuli, in-store form display, visual merchandising, economic and promotional effects. As per Muruganatham and Bhakat "Impulse purchasing is an activity attempted without beforehand having been deliberately perceived or a purchasing expectation framed preceding entering the store". This phenomenon is defined as less planned and more stimulating. Because here the mental state of the customer arouses his or her interest in purchasing a product or a service.

Objectives of the study

The objectives of the study are as follows

1) To study the impact of current market practices through visual merchandising on impulse buying behavior of college students.

2) To study the various factors affecting impulse buying behavior of college students.

Review of Literature

Visual merchandising is the apparatus which is utilized by the organizations or retailers to draw in the clients or customers to do the spontaneous purchasing. In which the advertisers and the retailers organize their shops or do limited time exercises that draw in the customers by observing the shop, advancements, their sign loads up, air, rack course of action, segment divisions, cleanliness and numerous different variables which pull in the customers to do drive or spontaneous purchasing. Numerous others analysts direct the exploration on the visual promoting or motivation purchasing by their viewpoint some of them are:

1) Applegate, Jane. (1998) the significance of visual promoting in his article 'Visual marketing'
inconspicuous however vital Make your client feel great. The article incorporates saying of some eminent individuals. "If not for visual promoting, you would stroll into a store and everything would simply be lying on the floor," says Keith Walton, CEO of Propaganda, which has 12 workers and numbers Polo Ralph Lauren, Talbots, banana republic and Nordstrom among its 40 or so real retail customers.

2) Marsh, 1999, Retail location components, for example, shading, lighting and visual promoting have dependably been considered as immediately affecting the purchasing basic leadership prepares. The accentuation has moved far from in-store item shows, towards components that energize the faculties of customers, for example, level screen recordings or design, music, notices, lighting and ground surface that tend to catch the brand picture or identity and make a novel situation and shopping knowledge.

3) Surrendar. (2001) in the article, ‘Visual merchandising –the synergy to show, tell and sell’ `states that Marketing brings horse to the water but visual merchandising makes the horse drink. He believed that visual merchandising is the most impactful communication tool which drives the customer in and also plays a role of silent salesman. He further stated that visual merchandising had two aspects, one is commercial part and other is aesthetic done within the store to immediately arrest customer’s attention.

4) Skaredoff Lisa (2004) Display design can be a major brand differentiator in a competitive marketplace and 80% of what a person perceives is visual. The writer further states that ‘Fragrance brands that understand the limits of traditional advertising are creating excitement at the counter and pulling in the profits’.

5) Clare Dowdy (2006) States that making a restorative brand emerge in-store when it is encompassed by its rivals is an extreme test. He likewise discovers that how inventive heads would separate items without overburdening clients with data.
6) Singh D. (2008) discussed about a mini survey done by NIFT Delhi, whose objective was to find out how visual promoting impacts mentality, recognition, inspiration, learning and memory psychology of a consumer. He interviewed 38 customers in New Delhi. He discussed about the findings of this survey where 67% of women go to shop with a pre decided product in mind and out of that 70% do come out with that specific product plus some additional products or something totally different. And in the case of males 33% do that as they are motivated from the window display.

7) Mehta and Chugan, (2012) of visual marketing on customer drive purchasing conduct. He took test size of 84 clients going to the retail locations of India and find that window show has coordinate connection with drive purchasing. However no huge connection is found between shape show and motivation purchasing yet floor promoting indicates coordinate connection.

8) Bashar and Irshad, (2012) has considered effect of frame show, window show, limited time signage and floor marketing by taking example size of 250 Indian respondents by applying Pearson connection. His discoveries are that window show and indiscreet acquiring are emphatically corresponded) Impulse buying and store display are correlated. Floor merchandising is also correlated with impulse buying.

9) Sonali and Sunetra, (2012) has studied the unplanned purchasing triggering the senses in retail stores. His dependent variable was frequency of shopping and independent was gender of customers. He has taken sample of 100 customers visiting Indian shopping malls and used chi-square as a statistical too. His findings were not significantly associated with gender of customers and frequency of shopping.
Research Methodology
Sample Population: Population of the study comprises of the college students of Rohtak City, Haryana. Sampling Technique: Judgment and convenience sampling technique. Sample Size: 130. Research Instrument: Questionnaire (Refer Table 1)

Data Analysis and interpretation
Collected data from the respondents have been measured using a five-point Likert scale, which ranged from never= 1 to Always = 5, respondents who scored above 3 (three) on the scale in section 1 through five (5) is considered to support the variables. (Refer Table 2)

Relationship between Visual Merchandising and Impulse Buying behavior
In this study the researcher observed that 79% of the college students opined that they were influenced by the visual merchandising displays and leads to impulse buying behavior. And remaining 21% college students opined that VM does not induce impulse buying.

| Visual Merchandising induces Impulse Buying | 79% |
| Visual Merchandising do not induces Impulse Buying | 21% |

It means that the effective visual merchandising displays puts a great impact on the customer’s mind and their emotional states instead of the folded merchandise in the racks and nesting tables, because the researcher observed during the research study that the displayed merchandise gives an idea to the customer about their physical appearance in the said merchandise.
Impact of Floor Merchandising on Impulse Buying Behavior

Floor Merchandising comprises of attractive visuals, lighting, ambience, and color inside the store. As per the study 95% of the respondents (College students) spend more time in store while 5% respondents (college students) feels that the various attributes of floor merchandise don’t have any relation with the time spent in the retail stores.

| Floor Merchandising leads to Impulse Buying | 95% |
| Floor Merchandising don’t leads to Impulse Buying | 5% |

As per the findings the researcher opines that floor merchandising induces impulse buying. Because the attractive visuals, colors, lighting and ambience always lures.

Impact of promotion signage on impulse buying behavior.

It has been observed during the study that 78% of the respondents pay attention towards the promotion signage. Only 22% don’t pay attention to promotion signage.

| Influence of Promotion signage on impulse buying | 78% |
| Promotion Signage didn’t influence impulse buying | 22% |
Impact of Form display on impulse buying

As per the survey 77% college students are attracted to purchase the apparels by seeing the apparels on the store form/mannequin display and only 23% of the college students go for in store browsing for purchasing apparels.

| Store Form Displays and Mannequin displays attracts customers and leads to impulse buying | 77% |
| Attracted to purchase by In store browsing | 23% |

Impact of Window display on Impulse buying

The study revealed that 76% respondents opines that the displayed merchandise attracts more attention of the visitors in the store and increases the footfall because these given an idea to the customers about what to buy. But 24% college students are of the opinion that they are not attracted by the window displays.

| Displayed Merchandise in windows attracts more than the stacked merchandise | 76% |
| Window display do not attract | 24% |
Conclusion
In this fast changing retail environment visual merchandising is like a dew drop for the various brands because it acts like a silent salesman who conveys message to the customers by its visual effects and helps in boosting sales. So keeping in view the moods of the young generation and various occasions the visual merchandisers are climbing the ladder of creativity and display it in the form of VM Displays at the respective stores.

Bibliography
- V. Prof.Rashmi,” Study on impulse buying behavior of fashion oriented Indian youth with respect to visual merchandising,” IJMSRR Vol-4,pp 235-239.

LIST OF TABLES:

Table-1: Demographic Profile of Respondents

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Impulse buyers</th>
<th>Non-Impulse buyers</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>36</td>
<td>18</td>
<td>54 (100%)</td>
</tr>
<tr>
<td>Female</td>
<td>34</td>
<td>12</td>
<td>46 (100%)</td>
</tr>
<tr>
<td>Age Group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-20</td>
<td>20</td>
<td>4</td>
<td>24 (100%)</td>
</tr>
<tr>
<td>21-24</td>
<td>53</td>
<td>23</td>
<td>76 (100%)</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UG</td>
<td>16</td>
<td>7</td>
<td>23 (100%)</td>
</tr>
<tr>
<td>PG</td>
<td>55</td>
<td>22</td>
<td>77 (100%)</td>
</tr>
</tbody>
</table>

Table-2: Descriptive Statistics for Variables of Visual Merchandising

<table>
<thead>
<tr>
<th>Variables</th>
<th>No. of Cases</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impulse Buying</td>
<td>100</td>
<td>3.32</td>
<td>0.7944</td>
</tr>
<tr>
<td>Impact of Floor Merchandising</td>
<td>100</td>
<td>3.35</td>
<td>0.9486</td>
</tr>
<tr>
<td>Impact of promotion signage</td>
<td>100</td>
<td>3.49</td>
<td>0.7826</td>
</tr>
<tr>
<td>Impact of Form Display</td>
<td>100</td>
<td>2.62</td>
<td>0.7673</td>
</tr>
<tr>
<td>Impact of Window Display</td>
<td>100</td>
<td>3.89</td>
<td>0.7654</td>
</tr>
</tbody>
</table>

Scale Values: Never= 1, Always=5