

## THE EFFICACIOUS INFLUENCE OF VISUAL MERCHANDISING ELEMENTS ON CONSUMERS ATTENTION OF RETAIL OUTLETS

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### **Abstract:**

Over the past decade, visual merchandising has emerged as a key promotional strategy for retailers. Researchers set out to document the positive impact that good visual merchandising may have on the retail sector. The determination of this study is to examine the relationships between demographics and visual merchandising factors such store layout, mannequin placement, impulse purchases, and shoppers' mentalities. Participants in the study were given instructions on which stores to shop at and given general descriptions of those businesses. SPSS was used to do an analysis of variance on the collected data (ANOVA). The outcomes of the study designate a positive correlation between the demographic variables of the respondent pool and the visual merchandising component, both of which have been shown to influence consumer behavior and shopping intentions.

**Keywords:** Visual Merchandising, Consumer attention, retail store

### **1. Introduction**

Modern shopping has become more enjoyable as the economy grows. Urbanization and economic growth increased consumer buying power. Due to demand and brand recognition, retail market boosts global economy. India's retail industry has many alternatives. Indian retail will expand more quickly because of the country's sizable middle class and mostly untapped retail sector, which are the primary draws for global retail behemoths looking to enter emerging countries. Branded clothing, footwear, beverages, watches, foods, cosmetics, and even jewelry

are quickly rising in popularity among urban Indian customers because of their increased purchasing power. According to a recent report by the Boston Consulting Group, India's retail industry is projected to reach a startling US\$ 2 trillion by 2032. (Ibef.org, BCG). The visual merchandising (VM) displays that exhibit environmental stimuli at retail outlets that may influence consumers' perceptions, according to Du Plessis and Rousseau (2003), demonstrate that the person actively watches, chooses, organizes, and responds to environmental stimuli. Visual merchandising (VM) has a reputation for acting as sensory stimulation that can start feelings and behaviours that can then affect buying decisions (Doyle & Broadbridge, 1999; Mills, P. D., (1988).; Nobbs, McColl, & Shearer, 2013). Along with drawing in the target audience and moulding a favourable impression in the client's mind (Jain, Takayanagi, & Malthouse, 2014). There is little research on the various components of the VM tool for merchants, despite the fact that VM consists of a number of components. (Nobbs et al., 2015). To attain milestones, the visual merchandiser must create new and better ways to construct a generation customer. Retail entertainment, which incorporates sensory components like music, scent, touch, and mood, also evolved. Retailers supplied various services under one roof. Visual merchandising dimensions have minimal literature.

Visual merchandising involves maintaining a consistent retail atmosphere (Kotler, 1974). Youn and Faber (2000) observed that American impulse purchases are seen as universal and unique, and shopper researchers and philosophers are paying more attention to them. Displaying merchandise, signage/graphics, and store environment did not affect buying behavior, according to Mehta, N., and Chugan, P. K. (2014). Hence, buyers are unaware of these factors. The study found that window displays excite and increase buyers' drive to buy. Mehta, N., and Chugan, P. K. (2016) recommend suitable signage for guidance to segments, price tags, offers, brands, sections, etc. Maintain a relaxing store atmosphere. M. Dhaurya Naik, (2019), the study assumes that the research and passion variables are unusually pleased with assessments like object appearance, window show, and veiling plan of accomplishment towards visual promotion are fundamental is seen, as it is stated in the study.

Customers are verbally cued by promotional signs in retailers, which affects their tendency to enter the store (Durai & Stella, 2020; Lick et al., 2020). Signage can direct customers through the business, identify different sections, and promote sales and products (Flegar et al., 2020). One of the most powerful VM tools is benefit signals, or a benefit and price combo (Arulalan & Fields, 2021; Youn & Faber, 2000). Maharani, N., Helmi, (2020), It affects customer value and purchasing intent. Floor merchandising, marketing signage, and customer impulse buying were found to be linked. Bist, S. S., & Mehta, N. (2022), it implies that the retailers, marketers, and VM can employ VM features to improve the presentation of merchandise and the atmosphere of the store, giving customers a different shopping experience that will assist build an unusual store positioning in their minds.

This study examines visual merchandising's effects on impulse buying. VM encourages impulse buying. Visual appeal influenced customer attention and corporate sales. It helps retailers build a positive brand image. The study will examine the effects of many VM dimensions on consumer attention, as many retail environments already have them. In order to help retailers operate smarter, merchandising analytics may provide meaningful information into visual merchandising displays and category planning by the elements of VM.

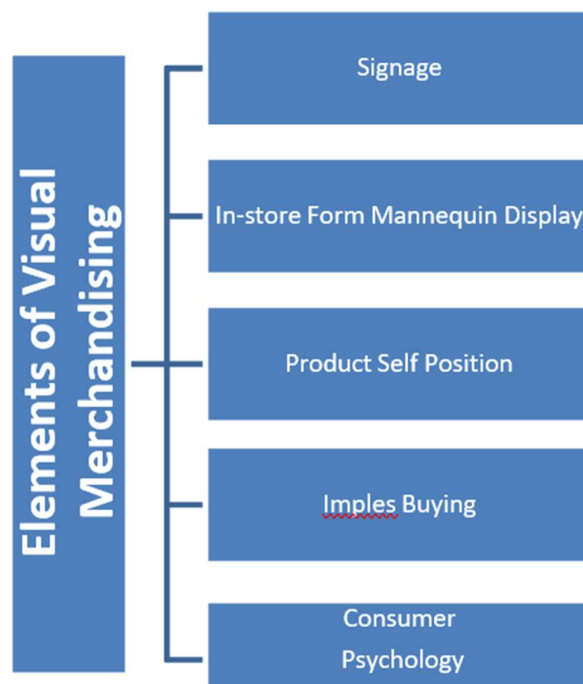


Figure: 1 Elements of Visual Merchandising

The key goals are as follows, and these should be very obvious:

- To determine the influence that different dimensions of visual merchandising have on the attention paid by customers in retail stores.
- To conduct research on the demographic factors and dimensions of visual merchandising aspects pertaining to retail stores.

## 2. Research Design

Current research is descriptive cross-sectional nature. Explanatory and quantitative research strategies were used. Research uses primary and secondary data. Researchers gave randomly selected respondents a survey with two divisions of close-ended items. The respondents' demographic variables—age, education, annual income, and occupation—are in the first section. The second component of the survey covers visual merchandising features such signage, in-store shape, mannequin display, product shelf location, impulsive buying, and consumer psychology, which affect customer sales interest. Vijayawada retail outlets hosted the analysis. 200 respondents shopped in chosen stores. The questionnaire uses the Linkert scale from strongly disagree (1) to strongly agree (5) strongly disagree. The research sample was nonprobability and convenience-based. Data analysis and integrity were done in SPSS using analysis of variance.

## 3 Data Analysis and Discussion

HO: There is no significant difference among demographic variable and elements of VM of retail stores.

**Table:1 ANOVA statistics difference among demographic variable and elements of VM of retail stores**

Dimension	DV	Age		Annual Income		Education		Profession	
		F	"p" Value	F	"p" Value	F	"p" Value	F	"p" Value
Signage	age increases your awareness towards		.318	1.93	.088	4.96	.002	3.64	.006
	highlighted products								
	Signage in form of tags offer you more information about the product	3.91	.020	3.92	.002	3.94	.009	3.26	.012
	Your likelihood of purchasing a thing increases with the amount of knowledge you have about it.	5.00	.007	5.88	.000	12.61	.000	10.29	.000
	Back-lit signs are typically more noticeable.	14.69	.000	4.77	.000	18.52	.000	19.01	.000
	You always take notice of signs	16.21	.000	3.10	.009	11.83	.000	14.00	.000
	If I see an interesting promotional offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy.	.79	.452	.471	.798	1.95	.121	1.16	.325

In-store Mannequin Display	Form	After perusing the mannequin/form displays in-store, I have a general concept of what I want to purchase.	9.79	.000	.697	.626	1.03	.379	.861	.487
		I usually buy apparel when I see it on display, especially if it has a fresh style or design.	1.40	.247	3.95	.002	10.55	.000	8.58	.000
		I usually buy apparel when I see it on a mannequin or form at a store.	10.07	.000	12.47	.000	24.80	.000	28.27	.000
		When deciding what to buy, I frequently look at store displays.	4.55	.011	7.22	.000	2.86	.036	4.24	.002
Product position	Shelf	I regularly make unforeseen purchases when perusing a store's aisles.	16.60	.000	6.73	.000	4.13	.007	6.31	.00
		I usually scan items at eye level.	.98	.37	1.14	.33	.71	.54	3.19	.01

Impulse buying	I often pause and peruse the items on shelves.	1.46	.232	5.40	.000	7.19	.000	9.05	.000	
	I often make impulse purchases of items that are on shelves.	.723	.486	5.41	.000	2.81	.039	1.67	.154	
	I went shopping to lift my spirits.	8.28	.000	5.57	.000	3.11	.026	4.27	.002	
	I get excited whenever I make an impulsive buy.	6.50	.002	6.56	.000	6.28	.000	10.05	.000	
	I have a hard time resisting the impulse to buy when I see a good deal.	1.83	.160	8.38	.000	10.81	.000	7.23	.000	
	When I find a fantastic price, I frequently buy more than I had planned to.	1.83	.160	7.77	.000	9.72	.000	7.39	.000	
I regularly make impulsive purchases.	3.21	.041			1.83	.105	.253	.859	.112	.978

Consumer Psychology	VM aids me in making daily purchase selections.	.245	.783	8.75	.000	10.13	.000	11.09	.000
	VM gives me the knowledge I need to make decisions about routine purchases.	4.57	.011	2.99	.011	3.18	.024	3.61	.006
	VM aids in my product comparisons. I'm thinking of purchasing.	22.31	.000	7.11	.000	4.85	.002	3.18	.013
	VM makes a brand or product stand out from the competition in the store.	6.65	.001	10.72	.000	19.30	.000	16.94	.000

Source: Primary data

### 3.1 Respondents Age and elements of VM

According to the ANOVA findings, there is a connection between age and the "signage" components of visual merchandising in a retail environment. The analysis shows that the F values are (3.91), (5.00), (14.69), and (16.21) at the significant levels of (.020), (.007), (000), and (000) for age and signage in the process of tagging that provide you additional proof about the product. You will feel inclined to purchase a product if you have learned a lot about it. You always look at signs, and backlit signs are usually easier to see. This element directs more consumer interest in purchases toward retail establishments. Thus, it was asserted that the "P" values of the consumer age and the signage variables are less than 0.05, which has a positive effect on customer attention and retail store sales.

Additionally, it discovered that F value is (9.79) and (10.07) at age and dimension significance of (.000) and (.000), respectively "The statements "The customer gets a sense of what he or she wants to buy after looking through in-store form/mannequin displays" and "When I see clothing that I like on in-store form/mannequin displays, He or She tends to buy it are" have an impact on customer attention on retail store sales. The age-product self-position factor F value is 16.606 at significance level 1000 as well Ages and "Product Self-position Factor" have a F value of 16.60 at.000 significance. Customers frequently make unintended purchases in retail aisles. Customer attention is greatly influenced by consumer age and product shelf position, which causes customers to buy unwanted goods.

According to a study, a customer's favorable decision to buy a product, made unbiasedly before a purchase, can be influenced by age and impulsive buying variables. When a consumer makes an impulsive purchase, he or she feels ecstatic, and this happens rather frequently. Using F values of (1.578), (22.311), and (6.659) at (.011), (.000), and (.000), the researcher observed a strong link between respondents' ages and the consumer psychology of visual merchandising and its components (.001). Customers can compare products thanks to visual merchandising (VM), which may also help buyers tell one brand from another in the store.

### **3.2 Respondent annual income and elements of VM**

According to analysis of variance, there is a significant relationship between the amount of money made at a store and its visual signs. At the significance levels of (.002), (.000), and (3.101), respectively, the F values are (3.929), (5.887), (4.773), and (3.101). (.009) There is a positive correlation between annual income and aspects related to signage, such as the use of backlighting to make signs pop out and the fact that customers are more inclined to buy things for which they have a greater level of interest. The analysis also found that there is a significant relationship between annual income and in-store form/dummy display factors, with F values of (3.954), (12.476), and (7.226) at the (.002), (.000), and (.000) levels of significance, respectively. A customer's annual income and the elements of the product shelf position dimension are the likelihood that he or she will make an impulsive purchase while shopping the aisles of a supply store, the likelihood that he or she will stop to look at a product displayed on a defer, and the likelihood that a user will buy a product from a sight. A consumer's disposable money has a direct impact on their response to visual marketing, impulse purchases, and consumer psychology. When the significance level is lower than 0.05, the null hypothesis is rejected. Hence, discretionary spending and consumer psychology in visual merchandising are influenced by annual income.

### **3.3 Respondents education and elements of VM**

Respondent education and retail visual merchandising aspects were significantly correlated by ANOVA. F values at 0.000 are 4.962, 3.941, 12.612, and 11.834. Hence, respondent education affects signpost aspects. Furthermore, the difference between respondent education and in-store form effects was found to be significant at (.000), (.000), and (.036), with corresponding F values of (10.555), (24.808), and (2.867). "When buyer view clothing having a new style or design on display, he tends to buy it," "When customer see clothing that he likes on in-store form/mannequin display," and "consumer tends to rely on store displays when he decides to purchase clothing," respectively. When looking at the visual merchandising factor of store form/mannequin display, customer education is found to be substantially related. The significant levels of the F values between consumer education and product shelf location were .007, .000, .039, and .026, respectively (out of a total possible 1.000).

In addition to that 'I buy unplanned items when I explore the aisles of a supermarket, I halt and examine products on shelves, I buy stuff on sight, and I go shopping to brighten my mood'. As for the significance of the relationship between respondent education and the impulse purchase factor, the F values are (6.288), (10.813), and (9.721) at the (.000) level. I get excited when I make an impulse buy, and when I see a fantastic price, I buy more than I planned. Hence, responder education affects retail store visual merchandising impulse buying. P values below



0.05 reject the null hypothesis. Respondent education is strongly correlated with consumer psychology in visual merchandising.

### 3.4 Respondents profession and elements of VM

ANOVA results showed that responder profession and visual merchandising dimensions. Accept the alternative hypothesis if the P-value is below 0.05. Hence, respondent occupation is associated with visual merchandising features such signage, in-store form, mannequin display, product shelf location, impulse buying, and consumer psychology toward retail outlets. Hence, client occupation influences retail store product purchases.

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