THE EFFECT OF VISUAL MERCHANDISING ON CONSUMER IMPULSE BUYING BEHAVIOR AT THE EXECUTIVE STORE MANADO

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ABSTRACT

The marketplace nowadays is having tight competition between stores or companies which is a new comer or the long-time one. Stores or companies have to utilize strategies especially merchandising tools in order to attract consumer's attention to survive in the competition. The strategy of visual merchandising is often used by stores or companies to stimulate consumer's want towards their product. The aim of this study is to analyze the effects of visual merchandising on consumer impulse buying behavior with particular emphasis on these variables: window displays, form displays, floor merchandising, and promotional signage uses quantitative method. The data used in this research is primary data obtain through questionnaire. The population observed is people in Manado who buy from The Executive store as many as 100 respondents. Results and conclusion are from all variables of visual merchandising such as: window displays, form displays, floor merchandising, and promotional signage, not all variables have a significant influence on consumer impulse buying behavior. Floor merchandising has no significant influence and the most significant influence comes from promotional signage. The recommendation for the store is maintains and improves the promotional signage that can turn the window shopper into real buyer.

Keywords*: window display, promotional signage*

INTRODUCTION

Research Background

Nowadays, the marketplace is having tight competition between stores or companies which is a new comer or the long-time one. Stores or companies have to utilize strategies especially merchandising tools in order to attract consumer's attention to survive in the competition. As the time goes, the consumer's wants is also developed. By that, the similarity of merchandise is reducing the consumer's attention.

In other hand, consumers do not always buy products that they need, sometimes consumers will buy product that they don't necessarily need. They will also influenced by many factors in buying products. But also, sometimes they don't even realize what they need until the moment when they see it in stores. There are various institutes in the country providing courses on visual merchandising. Retailers by incorporating innovative usage of store space can match the consumers' expectations and give strong competition. Hence, it becomes important to study visual merchandising in apparel industry and help the marketers to understand the way they can differentiate themselves from competitors.

In order to get consumer's attention, many stores utilized visual merchandising to improve the visibility and desirability of the product. Visual merchandising helps to attract the customer's attention, towards the displayed products by giving the customer a different feel to the product and presenting it in a variant way. The impulse buying behavior is recognized by stores and they use it to make an attractive interior, good ambience, choosing good color, make a good lighting, etc. so that the consumer tends to make an impulse buying which generates revenue to the store.

Consumers who don't have intention to buy certain product at the first time, sometimes when they see a different and unique product that displayed in stores will be influenced by the apparel of the product then will buy it even they have no plan to buy it. The strategy of visual merchandising is often used by stores or companies to stimulate consumer's want towards their product.

This study is to analyze which factors of visual merchandising which are window displays, form displays, floor merchandising, and promotional signage that influence the consumer's impulse buying behavior the most. The impulse buying behavior is recognized by stores and they use it to make an attractive interior, good ambience, choosing good color, make a good lighting, etc. so that the consumer tends to make an impulse buying which generates revenue to the store.

Research Objective

There are five main objectives in this research, including to analyze the effect of:
1. Window Displays, Form Displays, Floor Merchandising, and Promotional Signage on Consumer Impulse Buying Behavior simultaneously.
2. Window Displays on Consumer Impulse Buying Behavior partially.
3. Form Displays on Consumer Impulse Buying Behavior partially.
4. Floor Merchandising on Consumer Impulse Buying Behavior partially.
5. Promotional Signage on Consumer Impulse Buying Behavior partially.

THEORETICAL REVIEW

Marketing Mix

Kotler et al (2008:52) stated that marketing mix is the set of controllable tactical marketing tools that the firms produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. Many possibilities can be collected into four groups of variables known as the "four Ps": product, price, place, promotion. Kotler et al (2008:52) defined that marketing mix is the set of controllable tactical marketing tools: product, price, place, and promotion – that the firm blends to produce the response it wants in the target market. But author such as Meyers and Gerstman (2005:3) argue that a sixth 'P' exists, which stands for packaging. Ambrose and Harris (2011:47) stated that some might not agree that packaging should have a specific place in the marketing mix, it is still perhaps one of the key elements in a marketing strategy for a product and will promote, be recognized and sought out by the customer.

Visual Merchandising

Giacoma (2011) defined: The Visual Merchandising is a marketing technique that uses visual communication. It brings to life the product at the point of sale by making it the "speaking" protagonist. It is providing right product to right customer at right time. It is defined as "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". This means everything that customer sees, exterior or interior, creates a positive impact on customer. Retailers are gradually realizing that only selling the product is not important, but customers' satisfaction and convenience is also important for shopping.

Consumer Behavior

McDaniel and DeSimone (2003) stated that Consumer behavior indicates how consumer decisions are made, how the goods or services are used. Pndyck and Rubinfeld (2001:62) explained: Consumer behavior is best understood in three distinct steps: (1) finding way to describe the reasons why people prefer an information to another, (2) taking into the fact that consumers do not maintain all information given in the environment, (3) the consumer choice; consumer only select the information that maximize personal identification.

Impulse Buying Behavior

Solomon et al (2011:389) defined that Impulse buying is a process that occurs when the consumer experiences a sudden urge to purchase an item that he or she cannot resist. Bengtsson (2007:259) concluded that: Impulse buys are generally not based on solely on need, but rather on identity and symbols associated with the item. Yang et al (2010) defines that: The factors which influence impulse buying, such as external stimuli (buying frequency, store displays, promotions and advertising, atmosphere in the store and retailers), internal perceptions (lifestyle, personality, emotion, money and time pressure), buying behavior (price, the time of purchasing, payment) and demographic variables (age, gender, income, occupation, marital status, education, household income, and social status). It is important for marketers to be aware of these four factors so that they can make a complete and functional marketing plan.

Previous Research

Mehta and Chugan (2013) in their study about The Impact of Visual Merchandising on Impulse Buying Behavior of Consumer: A Case from Central Mall of Ahmedabad India. The result, all variables have significant influence on consumer impulse buying. Khandai et al (2012) in their journal about Visual Merchandising as An Antecedent to Impulse Buying: An Indian Perspective shows that all variables have significant influence. Kaur (2013) in his study about Effects of Visual Merchandising on Buying Behavior of Customers in Candigarh, the result is also all variables have a significant influence on consumer impulse buying behavior.

Research Hypothesis

H_1: There is a significant influence of window displays, form displays, floor merchandising, and promotional signage on impulse buying simultaneously.
H_2: There is a significant influence of window displays on impulse buying partially.
H_3: There is a significant influence of form displays on impulse buying partially.
H_4: There is a significant influence of floor merchandising on impulse buying partially.
H_5: There is a significant influence of promotional signage on impulse buying partially.

Conceptual Framework

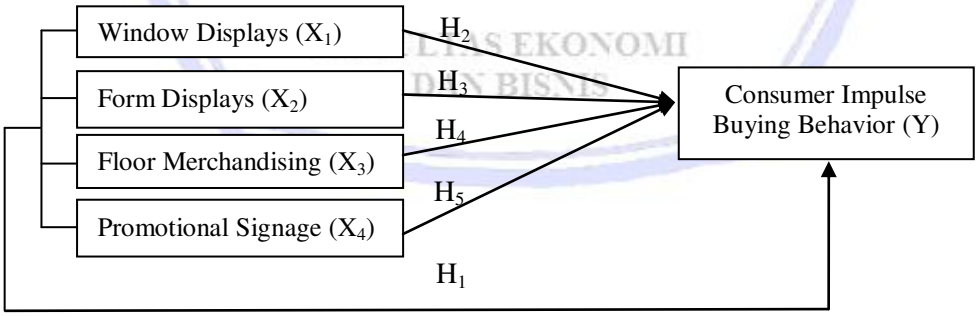

Figure 1. Conceptual Framework
Source: Data Processed, 2014

RESEARCH METHOD

Type of Research

This research is a causal type of research. This type of research also determines if one variable causes another variable to occur or change. In this research is to analyze the effect of Window Displays, Form Displays, Floor Merchandising, and Promotional Signage on Consumer Impulse Buying Behavior.

Place and Time of Research

The study was conducted in Manado during July to September 2014.

Population and Sample

Sekaran and Bougie (2009:262) defined population as the entire group of people, events, or things that the researcher desire to investigate. Population of this research is people who buy from The Executive store in Manado. The sample of this research is 100 The Executive consumers. Hair et al (2010:35) mention that the ratio should never fall below five observations for each independent variable, but to avoid making the result specific to the sample, at least 15-20 respondents per variable is desirable ratio. Since there were three variables in this research, the sample of 100 respondents gave a ratio approximately 25 respondent per independent variable, which proved that a more than sufficient sample size was achieved to allow generalizability.

Data Collection Method

This research uses primary and secondary data. Sekaran and Bougie (2009:183) stated that the primary data obtained directly from the source, taken and recorded for the first time. Sekaran and Bougie (2009:184) defined the secondary data as that have already been gathered by researchers, data published in statistical and other journals and information available from any published or unpublished source available either within or outside the organization, all of which might be useful to researcher.

Operational Definition of Research Variables

1. Window displays (X_1) is a window in a shop displaying items for sale or otherwise designed to attract customers to the store. Usually, the term refers to larger windows in the front facade of the shop.
2. Form displays (X_2) is also known as mannequin which is a life-size full or partial representation of the human body, used for the fitting or displaying of clothes; a dummy.
3. Floor merchandising (X_3) is when a piece of equipment placed in a retail shop's sales area in a unique way for display purposes. Floor models are taken out of their packaging and displayed how they would be used.
4. Promotional signage (X_4) is the design or use of signs and symbols to communicate a promotional message to a specific group, usually for the purpose of marketing or a kind of advocacy.
5. Consumer Impulse Buying Behavior (Y). Jones et al (2003) defined that impulse buying behavior occurs when an individual makes an unintended, unreflected, and immediate purchase.

Data Analysis Method

Validity and Reliability Tests

Validity test is the degree to which a test procedure accurately measures what it was designed to measure. Sekaran and Bougie (2009:201) explained consistency indicates how well the items measuring a concept hang together as a set, Cronbach‟s alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Since reliable scales are not necessarily valid, researchers also need to be concerned about validity. Hair et al (2010:76) explained it assesses whether a scale measures what is supposed to be measured. Thus validity is a measure of accuracy in measurement.

Multiple Regressions

The method of analysis used in this study is multiple regression models to approach the return. To find out the influence of dependent variable with independent variables used multiple linear regression with the formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Whereas:
Y : Consumer Impulse Buying Behavior
X_1 : Window Displays
X_2 : Form Displays
X_3 : Floor Merchandising
X_4 : Promotional Signage
β : The regression coefficient of its variable

RESULT AND DISCUSSION

Result

Validity

Table 1. Validity Result

Variables and Indicators	Pearson Correlation
X_1Window Displays	
$X_{1.1}$	0.807
$X_{1.2}$	0.840
$X_{1.3}$	0.762
X_2Form Displays	
$X_{2.1}$	0.887
$X_{2.2}$	0.877
$X_{2.3}$	0.827
X_3Floor Merchandising	
$X_{3.1}$	0.946
$X_{3.2}$	0.695
$X_{3.3}$	0.866
X_4Promotional Signage	
$X_{4.1}$	0.842
$X_{4.2}$	0.813
$X_{4.3}$	0.852
Y Consumer Impulse Buying	
Y_1	0.946
Y_2	0.695
Y_3	0.866

Source: Data Processed, 2014

Table 1 shows the validity test of variable X_1, X_2, X_3, X_4, and Y. All the indicators are above 0.3 means that the indicators are valid.

Reliability

Table 2. Reliability Result

Variable	Cronbach's Alpha
X_1 Window Displays	.725
X_2 Form Displays	.829
X_3 Floor Merchandising	.794
X_4 Promotional Signage	.781
Y Consumer Impulse Buying	.727

Source: Data Processed, 2014

Table 2 shows the Cronbach's Alpha > 0.6, indicated that all research instrument indicators of variable are reliable.

Classical Assumption

Multicollinearity Test

Table 3. Multicollinearity Result

Model	Collinearity Statistics	
	Tolerance	VIF
X_1	.152	6.574
X_2	.536	1.864
X_3	.196	5.110
X_4	.216	4.639

Source: Data Processed, 2014

Table 3 shows the calculation of Multicollinearity. Moreover, it can be known through the VIF and tolerance, whereby if the value of VIF and tolerance to be around the number <10 then the regression model id free from multicollinearity. Based on the results in the table above can be seen by SPSS output does not occur because the symptoms of multicollinearity VIF value of Window Displays (X_1), Form Displays (X_2), Floor Merchandising (X_3), and Promotional Signage (X_4) was below numbers < 10 or has a value of 6.574, 1.864, 5.110, and 4.639, this means that there is no connection between the independent variables. Thus, multicollinearity assumptions are met (free of multicollinearity).

Heteroscedasticity Test

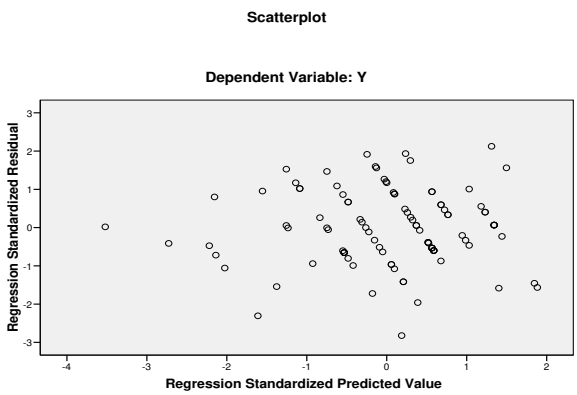

Figure 2. Heteroscedasticity Test
Source: Data Processed, 2014

From Figure 2 it can be seen that there is no established pattern, in other words the graph describing the plot spread above and below the number 0 (zero) on the Y-axis. This proves that the independent variable Window Displays (X_1), Form Displays (X_2), Floor Merchandising (X_3), and Promotional Signage (X_4) are free of Heteroscesdastisity.

Normality Test

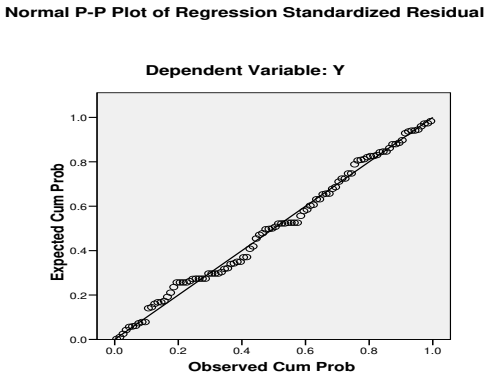

Figure 3. Normality Test
Source: Data Processed, 2014

From Figure 3 it can be seen that the points spread and spread around the diagonal line in the direction diagonal lines. This proves that the model Regression of The Influence of Window Displays (X_1), Form Displays (X_2), Floor Merchandising (X_3), and Promotional Signage (X_4), and Consumer Impulse Buying (Y) of The Executive store in test normality assumption was met.

Multiple Linear Regression Analysis

Table 4. Coefficient Beta

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.147	.127		3.158	.250		
	X_1	.364	.082	.359	4.420	.000	.152	6.574
	X_2	.203	.045	.195	4.515	.000	.536	1.864
	X_3	.077	.067	.083	2.153	.252	.196	5.110
	X_4	.410	.066	.423	6.204	.000	.216	4.639

a. Dependent Variable: Y
Source: Data Processed, 2014

The linear regression equation is :

$$\mathbf{Y = 0.147 + 0.364\ X_1 + 0.203\ X_2 + 0.077\ X_3 + 0.410\ X_4}$$

With interpretation as follows :

1. Constant value of 0.147 means that if the variables in this research of Window Displays (X_1), Form Displays (X_2), Floor Merchandising (X_3), and Promotional Signage (X_4) simultaneously increased by one scale or one unit will increase the Consumer Impulse Buying (Y) of The Executive store in Manado of 0.147.
2. Coefficient value of 0.364 means that if the variables in this research of Window Displays (X_1) increased by one scale or one unit it will improve and increase Consumer Impulse Buying (Y) of The Executive store in Manado of 0.364.

3. Coefficient value of 0.203 means that if the variables in this research of Form Displays (X_2) increased by one scale or one unit it will improve and increase Consumer Impulse Buying (Y) of The Executive store in Manado 0.203.
4. Coefficient value of 0.077 means that if the variables in this research of Floor Merchandising (X_3) increased by one scale or one unit it will improve and increase Consumer Impulse Buying (Y) of The Executive store in Manado 0.077.
5. Coefficient value of 0.410 means that if the variables in this research of Promotional Signage (X_4) increased by one scale or one unit it will improve and increase Consumer Impulse Buying (Y) of The Executive store in Manado 0.410.

Table 5. Coefficient Correlation (r) and (r^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.951(a)	.905	.901	.20387	1.670

a. Predictors: (Constant), X_4, X_1, X_2, X_3
b. Dependent Variable: Y
Source: Data Processed, 2014

The analysis of correlation (r) is equal to 0.951 indicating that the Correlation of the influence of Window Displays (X_1), Form Displays (X_2), Floor Merchandising (X_3), and Promotional Signage (X_4) on Consumer Impulse Buying (Y) of The Executive store has a strong relationship.

Hypothesis Testing

Table 6. Simultaneously Test Analysis (F-test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.430	4	9.357	225.143	.000(a)
	Residual	3.948	95	.042		
	Total	41.378	99			

a. Predictors: (Constant), X_4, X_1, X_2, X_3
b. Dependent Variable: Y
Source: Data Processed, 2014

Value of 225.143 of F_{Count} significant 0.000. Because the sig <0.05 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Therefore H_0 is rejected and accepting H_a. Thus, the formulation of the hypothesis that Window Displays (X_1) Form Displays (X_2), Floor Merchandising (X_3), and Promotional Signage (X_4) on Consumer Impulse Buying (Y) of The Executive store in Manado simultaneously, accepted.

Table 7. Partially Test Analysis (t-test)

Model	t	Sig.
X_1	4.420	.000
X_2	4.515	.000
X_3	2.153	.252
X_4	6.204	.000

Source: Data Processed, 2014

Partial test is used to test the effect of each independent variable Window Displays (X_1), Form Displays (X_2), Floor Merchandising (X_3), and Promotional Signage (X_4) in Partial Impact of Consumer Impulse Buying (Y) of The Executive store in Manado, by performing comparisons between the t_{count} values with t_{Table} value at α

= 0.05 or compare the probability of the real level 95% of the partial coefficient (r) so that it can be seen the influence of the independent variables individually. Using the criteria of hypothesis testing by t test as follows:

1. $t_{count} \leq t_{tabel}$ (0,05), then H_0 is accepted and rejecting H_a.
2. $t_{count} > t_{tabel}$ (0,05), then H_0 is rejected and accepting H_a.

Based on the calculations in the table above, the interpretation as follows:

1. t_{count} for Window Displays (X_1) 4.420 is greater than the value of 1.984 t_{table} means Window Displays (X_1) in partial influence on Consumer Impulse Buying (Y) of The Executive store in Manado. The sig. value at 0.000 means that prediction of Window Displays (X1) influence Consumer Impulse Buying (Y) of The Executive store in Manado doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore, H_a received.
2. t_{count} for Form Displays (X_2) 4.515 is greater than the value of 1.984 t_{table} means Form Displays variable (X_2) in partial influence on Consumer Impulse Buying (Y) of The Executive store in Manado. The sig. value at 0.000 means that prediction of Form Displays influence on Consumer Impulse Buying (Y) of The Executive store in Manado City doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore, H_a received.
3. t_{count} for Floor Merchandising (X_3) 2.153 is greater than the value of 1.984 t_{table} means Floor Merchandising variable (X_3) in partial influence on Consumer Impulse Buying (Y) of The Executive store in Manado. The sig. value at 0.252 means that Form Displays influence on Consumer Impulse Buying (Y) of The Executive store is not significant.. Therefore, H_a rejected.
4. t_{count} for Promotional Signage (X_4) 6.204 is greater than the value of 1.984 t_{table} means Promotional Signage variable (X_4) in partial influence on Consumer Impulse Buying (Y) of The Executive store in Manado. The sig. value at 0.000 means that prediction of Form Displays influence on Consumer Impulse Buying (Y) of The Executive store in Manado City doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore, H_a received.

Discussion

This research has been conducted to analyze the factors that manipulate consumer's unplanned buying behavior. The results show that there are relationships between consumer's impulse buying with visual merchandising factors such as window displays, form displays, floor merchandising, and promotional signage. Window displays has a significant relationship with consumer impulse buying behavior. The attractive window display arouses their urge to do impulse buying. This suggested that there was a directional relationship where window display significantly influenced consumer impulse buying behavior.

Consumer impulse buying behavior also influences by form displays. The results proved that form displays have a significant relationship with consumer impulse buying behavior. Respondents are able to empathize with the mannequin display, which is generating impulse buying behavior from this particular dimension. The result shows that floor merchandising and consumer's impulse buying behavior are not significantly correlated. The regression analysis proves that floor merchandising has not significantly influenced consumer's impulse buying behavior. Hence, respondents are not able to empathize with the floor merchandising, which is not significantly generating impulse buying behavior from this particular dimension.

The consumer impulse buying behavior and promotional signage has a very strong relationship because when the store succeeded in developing its promotional signage then whenever the customer saw that brand he/she wants to purchase it unplanned. It can be agreed that all four types of visual merchandising (i.e., window displays, form displays, floor merchandising, and promotional signage) are interrelated and that relationship generates the influences on consumer's impulse buying behavior. Mehta, et al. (2013) stated that this suggests that these visual merchandising practices, serving as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store, significantly influence consumers' impulse buying behaviors. In-store browsing appears to be positively affected by consumers' impulse buying tendency, and in turn, has a positive impact on consumers' positive feelings and impulse buying urges.

This study investigated some external factors that influence impulse buying behavior as it is immediate with no pre-purchase decision. The results proved that there is a pivotal relationship between consumer's impulse buying behavior and window displays, form displays, floor merchandising and promotional signage. Even though, floor merchandising did not significantly lead to customers' impulse buying behavior, the results still suggested that this variable and consumers' impulse buying behavior are correlated. When consumers are exposed to these visual stimuli, they more likely make purchase decisions on impulse. This suggests that these visual merchandising practices, serving as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store, significantly influence consumers' impulse buying behaviors.

Promotional signage appears to be positively affected by consumer's impulse buying tendency, and in turn, has a positive impact on consumer's positive feelings and impulse buying urges. Marketers must use this findings efficaciously to increase sales of their store and innovate themselves in terms of display. Since, window display is the first touch point of store with the customers. Hence, it should be very attractive which should be able to generate impulse buying. Promotional signage and form display will enhance the experience of the store. Promotional signage should be clear so that customers do not have problem and also does not require salesperson's help. This study has revealed usefulness and effectiveness of visual merchandising in understanding consumers' behavior of impulse buying.

CONCLUSION AND RECOMMENDATION

Conclusion

There are five constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Window displays, form displays, and promotional signage have a significant influence on consumer impulse buying.
2. Window displays have significant influence on consumer impulse buying.
3. Form displays have significant influence on consumer impulse buying
4. Floor merchandising has no significant influence on consumer impulse buying.
5. Promotional signage has significant influence on consumer impulse buying.

Recommendation

There are four recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. The window displays arouse the urge of consumers to make an unplanned buying. It has various benefits like displaying best merchandize, providing information about new arrivals and attracting price sensitive consumers by displaying promotional merchandise therefore retailers should put up an attractive and informational display.
2. The feature like the display on mannequins can also attracts the consumer to make an impulse buying. It's important to convert the window shoppers into the real buyers.
3. Appealing store and its promotional signage is also reasons for the consumers to make an impulse buying if the promotional signage is attractive and persuasive enough.
4. Among the various features of the store like the lightening, display on the mannequins , staff behavior , cleanliness were important to convert the window shoppers into the real buyers. The shop managers should always supervise these personally so as to increase the footfalls.

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