

IMPACT OF VISUAL MERCHANDISING, STORE
ATMOSPHERICS AND SALE PROMOTION ON
IMPULSE BUYING BEHAVIOR



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CERTIFICATE

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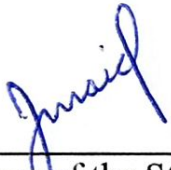

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Primarily, I would like to thank God Almighty for giving me the strength, knowledge, ability and opportunity to undertake this research study and to persevere and complete it satisfactorily. Without his blessings, this achievement would not have been possible.

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ABSTRACT

Visual simulation has been there and is significant aspect of retailing by Experts and academic equally for a long time. It is attached with both how the brand or product is aesthetically conveyed to the shoppers. The current study is performed to explore the impact of visual simulation elements such as visual merchandising, store atmospherics and sales promotion on impulse purchasing behavior of shoppers in apparel stores of commercial market Rawalpindi. In addition to that, the moderating role of hedonic motivation was also investigated. A total of 290 respondent's data were collected from customers in commercial market Rawalpindi using convenience sampling and questionnaire adopted from literatures to meet the respective research objective. Likert scale was applied and the data were then handled using the Statistical Packages for Social Sciences (SPSS) where basic statistical tools such as frequency distribution of demographics were highlighted. Descriptive statistics was then applied on focused variables where the key focus was on mean, standard deviation, skewness and kurtosis. In final step of analysis, simple regression was applied on the variables that were constructed from different constructs used to identify the prescribed values. Outcome of the data revealed that six of the visual merchandising and store atmospheric elements namely, windows display, color, scent, music, promotional signage and mannequin display were responsible in triggering impulsivity of consumers. While the remaining visual merchandising elements such as lighting, store layout, assortment and floor merchandising did not lead to have significant impact on customer's impulse buying behavior. The result also revealed that sales promotion has significant impact on consumer's impulsivity. By putting more emphasis on these visual merchandising elements, the business sector can persuade more customers into their retail outlet, inevitably resulting in enhanced impulse purchase.

Keywords: Visual Merchandising, Impulsive Buying, Store atmospherics, Sales Promotion, Windows Display, Color, Scent, Music, Promotional Signage And Mannequin Display, Store Layout, Lighting, Assortment, Floor Merchandising.

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LIST OF ABBREVIATIONS

PIDE	Pakistan institute of development and economics
VM	Visual merchandising
SPSS	Statistical Package for the Social Sciences
S-O-R	Stimulus organism response
ANOVA	Analysis of variance
SA	Store atmospherics
SP	Sales promotion
IB	Impulse buying

CHAPTER 1

INTRODUCTION

1.1 Introduction

Visual merchandising is the finesse of exposing customers to different merchandises in such an aesthetically pleasing way that it attracts them towards the retail outlets (Dash & Akshaya, 2016). By displaying merchandize in a unique manner, visual merchandising not only attract shoppers toward displayed merchandize abut also enhances customers shopping experience by sending them the right message about their products (Ali et al., 2019a). Potential buyers, even the ones with limited time may stop and look into these attractive displaying of products in the retail outlets. These pleasing presentation of merchandises motivates customers to come inside the store and explore different offerings which sometimes results in unplanned purchase (Soomro et al., 2017), VM act as a major attention seeking tool for fashion retailers. More often than not, it's not the uniqueness of product but the way it is presented makes customers purchase the products immediately (Singhal & Gupta, 2019). Once a customer steps in, it is necessary that they enjoy their first engagement with the store. There is more chance of repeat visit if the first encounter of a customer with the store is a memorable one (Santosh & Sharan, 2017b). According to Ahmed and Riaz (2018) VM is a discreet selling technique which help increase return on per square feet, decrease employee mix and further helps in reduction of marketing budget.

Visual merchandising act as a backbone of retail industry. Retailers are applying visual merchandising practice to stand-out themselves from competition they face and to be a front-

runner in the market and to appeal to customers (Park et al., 2015). It acts as a stimulus that can provoke a shopper's desire which can ultimately lead to unplanned purchased/impulse purchase while inside the store (Sahni et al., 2014). Customers can easily be affected by their surroundings. Store atmospherics such as colors, odors and sound have positive effect on consumer buying behavior, which may turn into impulse purchase.

Sales promotions are incentives or marketing communication activities practiced by manufacturers and marketers to insist on consumers to make a purchase (Memon et al., 2019). It is a compilation incentives that are for short term, planned to persuade the purchase of a product or service more quickly by doing eye catching promotions and offering eye catchy discounts, marketers can urge customer's participation and eventually their purchase intentions (Bhatti & Latif, 2014). The determination of this strategy is to boost the short-term sales magnitude by applying the appropriate sales promotion actions to persuade impulsivity. A shopper will be very much into an endorsed product if they believe that the occasion to attain a financial gain. But economic welfares are not the only useful benefits that shoppers obtain from their encouraged purchases. Advertising in some way helps customers maximize and efficiency of their buying (Akram et al., 2016). Store atmospherics, which can make shoppers relaxed while inside the retail store and promotions offers that have the ability to attract shopper's attention, it can influence shoppers to make buying outside their plan (Singh, 2015).

Impulse purchase is a purchase that has been made without much thought. This kind of purchase is performed without the consideration of things like price, need affordability etc. (Merugu & Vaddadi, 2017). Impulse buying further separated into four forms, namely pure impulsive purchase, reminder impulse purchase, suggested impulse purchasing and planned impulse purchasing. Pure impulse, as the name suggests is a purchase that is considered the classic form of impulse purchase where the shopper would react emotionally and will purchase the product regardless of the rationality and need of the purchase. In reminder impulse buying,

the shopper will purchase a product due to the triggering of a memory by seeing a product the shopper might need. In suggested impulse purchase, a buyer sees a product for the very first time and an urge to make a purchase. The product arises devoid of any prior information of the product. While in planned impulse purchase a shopper already has a pre-determined product in his mind but the actual purchase will depend upon factors like coupon offers, price specials (Stern, 1962). A number of factors such as location, time, personality, economics and culture can trigger impulsive buying. These factors vary not only among different customers while shopping the same product but also for the same buyers while they are shopping the same product under different buying circumstances. As per product purchased on impulse are not always necessary or considered functional in the lives of shoppers. As per Mehta and Chughan (2013) Impulse buying can not only be affected by external factors but internal factors as well, such as perception, personality traits and hedonism. Hedonic motives are an individual characteristic which are derived from perceived playfulness or fun of shopping and is often performed to fulfill one's intrinsic motivations (Lowry et al., 2012). About 85% of respondents point out that, a good mood is more likely to urge shoppers to buy impulsively than a bad mood. As the purpose of shopping becomes to satisfy hedonic needs, the products that are purchased are often without pre-planning and categorized as impulse purchase (Dey & Srivastava, 2017).

1.2 Background of the study

Since the beginning of time, humans have been involved in trading. Traders of earlier times would arrange their goods in such a way that would attract customers. Visual merchandising gradually began to evolve around 18th century. At the time store managers could care less about the aesthetics of their stores. Very little goods were displayed inside the store, in fact shoppers would ask the retailers about the items they need and the retailer would fetch them the required item from the back room of the store. The thing, which was of importance,

was 'sales talk', the ability of the storeowner to persuade the shoppers and convincing the shoppers of the quality of products to finally make a sale. Retailers gradually realized that arranging their merchandize in a more sophisticated and aesthetically pleasing way they can be more successful. With the evolution of store design, the technique of verbal engagement with customers was no longer the pinnacle, but 'sensory experience' became the new way. Retailers deliberately displaying their best offerings became an important part of their stores. While unattractive stores with little sensory attraction to shoppers began to crumble. Early 19th century witnessed visual merchandising revolution. Industrialization meant more and more retailers became aware of the fact that visual display of items was critical to the success of their stores. Windows in the stores were no longer considered or used as a storage space for their stock but they became a source of attraction (Bhalla & Anuraag, 2010). In recent years, fierce competition has led retail store owners to increasingly apply visual merchandising technique to stand out their merchandize from other competitor's which would ultimately help recall ability of their brand in the mind of customers (Dash & Akshaya, 2016). Fashion retailers simply could not depend solely upon product, promotion, price and place to win over its competition. Visual merchandising is essential in gaining them edge over competition (Park et al., 2015). According to Pakistan (2019), retail market in Pakistan is set to grow at rapid pace in the next five years with the retail market set to grow into world fastest retail market as revealed by Euro monitor, an international research group. As per Mehta and Chugan (2013) Visual merchandising is one of the methods to generate euphoria in apparel retail segment by store exhibition.

1.3 Problem statement

As the competition among retailers is getting fiercer, it is hard to differentiate their offering from rest of the competition. Many tools have been used to get an edge over the competition amongst which visual merchandising, store atmospherics and sales promotions are the most

recognizable ones. This research is planned to learn the most impactful factor which may urge shoppers to buy impulsively in apparel stores. Impulse buying is not only affected by external factors such as store atmosphere and store characteristics but rather it can also be affected by internal factors such as mood or hedonic motives. So below are the research questions that needs to be addressed.

- Which elements of visual merchandising and store atmospheric characteristics are the most impactful on impulse buying actions of shoppers?
- Does sale promotion have an impact on impulsivity?
- Does internal factor (hedonic motive) moderates the relationship between visual merchandising and store atmospherics on impulse buying behavior?

1.4 Objectives of the study

Objective of the research is to examine following objectives

- To study various visual merchandising characteristics (windows display, promotional signage, mannequin display, floor merchandising and assortment color, scent, lighting, music, layout) impact on impulse purchasing in the context of apparel segment.
- To study the impact of various store atmospheric characteristics (color, scent, lighting, music, and layout) on shopper's impulsivity.
- To find out influence made by sales promotion to encourage impulsive buying behavior.
- To find out how impulse buying behavior is influenced by age.

1.5 Significance of the study

Finding of current research will offer information's to retailers as well as marketers about various factors, which are influencing shopper's impulse buying behavior. The study will also provide information about the areas where the retailers need to improve in their apparel retail outlets. The outcome of the study will also be useful for the retailers to help comprehend

various elements that are of visual merchandising and store atmospherics, which are responsible in triggering impulse buying behavior in shoppers, based on which they can develop various marketing strategies which ultimately leads to increased sales. The study will provide information about impulse buying tendency of shoppers as related to their age which in turn helps marketers and retailers understand the type of shoppers who will make a purchase impulsively. This study will further point out the most affecting element, which triggers impulse buying behavior of shoppers.

1.6 Research Gap

Communication and Visual simulation have been there and reflected significant aspect of retailing by Experts and academic equally for a long time. It is attached with both how the brand or product is aesthetically conveyed to the shoppers. The buying practice, made available by the store setting plays a significant role in creating positive psychological outcome, which ultimately leads to purchase. Several studies have already been conducted on the current topic but what makes the study unique is that it is being performed on a unique area where there has no such study been performed and it also seeks to analyze connection between visual merchandising and impulse purchasing in the presence of internal motivator i.e. individuals hedonic motivator (Chang et al., 2011). This study also aims to detect the impact of sales promotion on impulsive purchasing behavior in apparel segment of Pakistan which will further add to the literature (Widyastuti, 2018).

1.7 Theoretical model

Theoretical framework of the current study is built on STIMULUS-ORGANISM-RESPONSE model (Mehrabian & Russell, 1974). In S-O-R model, *stimulus* are those features which affect inner conditions of consumers and it can be theorized as an influencer that simulates the consumer (Eroglu et al., 2001). In this study, stimulus is sales promotion,

characteristics of visual merchandising and store atmospherics. While the *organism* part will consist of hedonism as it represents sense of pleasure. The *Response* in the S-O-R model, it represents the products or final decision of the customer that can either be avoidance or approach behavior (Donovan & Rositter, 1982). This study emphasis on approach behavior that represents progressive actions. Impulse buying in the current study represent approach behavior. Lastly, individual characteristics of hedonic motivator is applied as a moderator amongst retail features and buyer positive emotional reactions as recommended by previous researches (Massara & Pellosso, 2006).

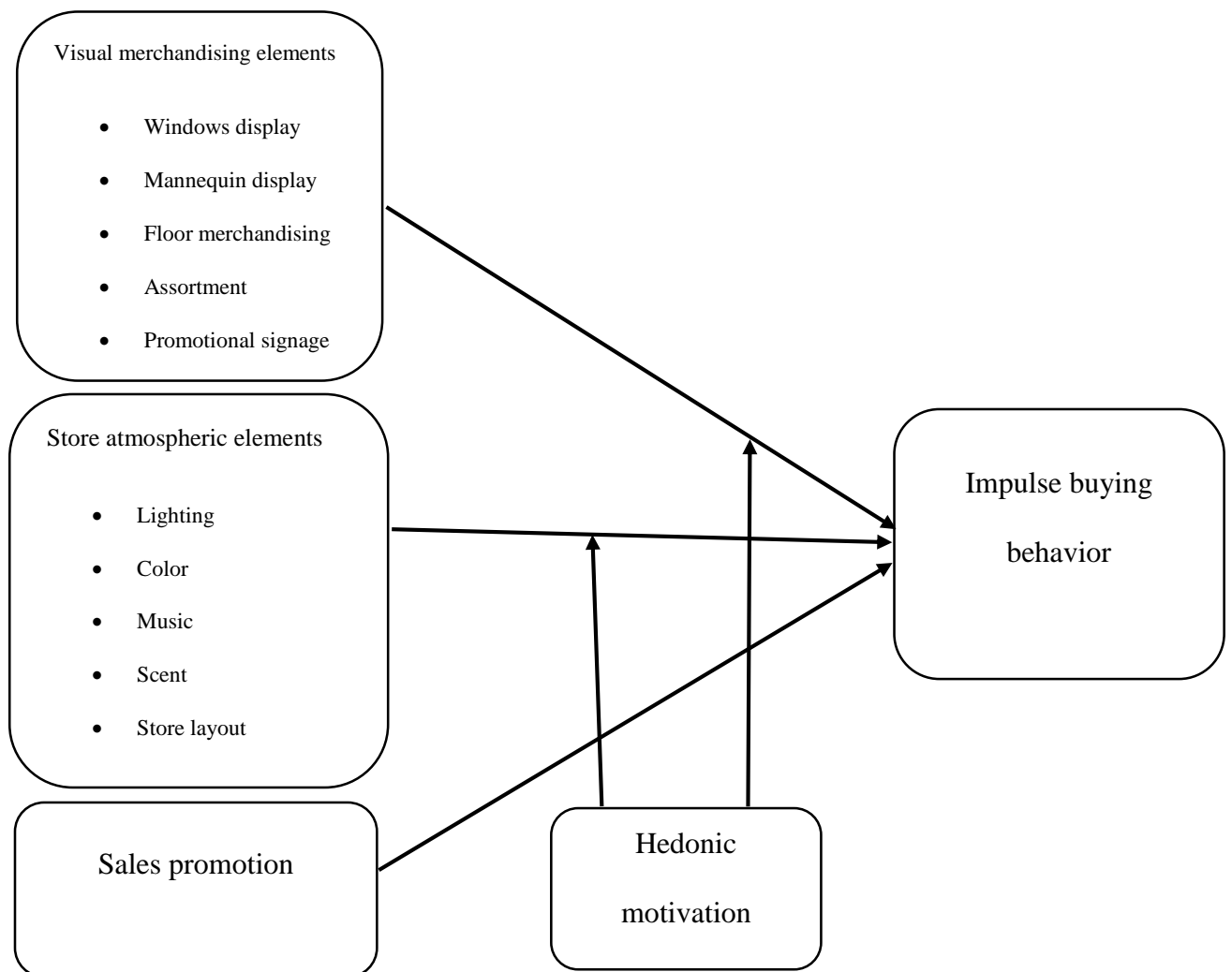


Figure 1.1: Theoretical framework

1.8 Organization of the Study

The objective of current research is intended to discover out the most influencing factor, which urge shoppers to buy impulsively in apparel stores. The study has been divided into five sections. After introductory section, next section will elaborate the previous studies related to topic and construct. Research methodology is discussed in chapter 3. Chapter 4 will briefly elaborate the results of study while final section will be on conclusion, policy recommendations and limitation of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Chapter overview

This chapter briefly highlights previous studies on the topic and related constructs conducted by different researcher around the world and build hypothesis based upon them. In literature search, the researcher is focused on collecting research articles and study materials, that are been published most recently. The brief discussion of available research on the topic and constructs are now given as follows.

2.2 Visual Merchandising

Visual merchandising is an effective marketing tool used by sellers to get the attention of customers, which may result in unplanned purchase. High level of interest and excitement can reduce the ability of the shopper to act rationally, as result may increase the probability of impulse purchase (Gudonavičienė & Alijošienė, 2015). While the exact number of elements of visual merchandising and store atmospheric elements are unknown Randhawa and Saluja (2017) but the elements that have been pre-determined for this research are as follow.

2.2.1 Windows display

Bhatti and Latif (2014) has a done a research on various elements of visual merchandising and took a sample size of 350 out of which 345 were filled and the result found out that windows display was strongly related to the cause of buying impulsively in shoppers. The study was conducted by Gudonavičienė and Alijošienė (2015) intended to find out which element of visual merchandising has the highest impact on impulse buying. He did an empirical

survey and the result were that in-store design and windows display were the element having the most impact on impulsivity of shoppers.

The drive of the study by (Palikhe) was to inspect the relationship of the consequence of windows display has on spontaneous purchasing conduct of the customers in the apparel segment customers in Pokhara. This research is constructed on descriptive and analytical investigation design from the gathering of primary data applying structural questionnaires conveniently from approximately 120 respondent in Pokhara. The obtained data were Primary data. The aimed population for this research were individuals from Pokhara (aged 18 to 37) who were engaged in spontaneous purchasing of apparels products. The Convenience sampling technique was applied to get answers from pre-determined cluster of individuals. After that, Correlation and regression was put into use to inspect the relation of in windows display and spontaneous purchasing trend of shoppers in Pokhara. The outcome revealed that there is in fact substantial relationship in-between windows display and the spontaneous purchasing behavior of shoppers concerning apparel buying. Windows display plays a vital part in the spontaneous buying choices of shoppers regarding apparel segment.

H₁: 'There is significant relationship in-between windows display stimuli and the customer's trend of impulse purchasing in apparel stores'.

2.2.2 Floor merchandising

Widyastuti (2018) has done a research work to find out the influence of store atmospherics, visual merchandising and private label products has on impulse buying. He collected data from 125 respondents and used structural educational model and partial least square for hypothesis testing. The result showed that windows display and floor merchandising had a highly affirmative and significant impression on impulse buying.

Ali and Hasnu (2013) explicate the position of having a beautiful visual can be serious for stores. Actually, clients will compensate more devotion to a visual, within 3 to 8 seconds, which can actually be the time required for them to launch curiosity in a displayed product. Academics have confidence in that, the products placed at consumers' eye get extra care and have an advanced possibility of being nominated than earnings placed whichever beyond or below. 4 out of five questionnaire applied in the research try to see the impulse purchasing occurrence together with the 4 visual merchandising methods elected for this research (i.e. product display, store layout, promotional signage, in-store, and product shelf exhibition in grocery outlets).

H₂: 'There is significant relationship between Floor merchandising influences and the customer's tendency of impulse buying in apparel stores'.

2.2.3 Promotional signage

A study was done on influence of visual merchandising on fashion products impulse buying by Fernando et al. (2019) where he took a sample size of 100 in Colombo district by taking convenience as sampling method. Statistical tools such as regression analysis and correlation coefficient technique was put into use to analyze data. The results revealed that there was indeed strong and positive relation between impulse buying and promotional signage.

This project by Adam (2020) proposed to examine the outcome of various Visual merchandising on client impulse purchasing conduct in retail outlets of Sudan. The study engaged in descriptive method, applying the sampling technique of convenience, method of non-probability sampling technique. Around a number of 168 questionnaires were directed to responders inside Alanfal mall to survey the numerous features of visual merchandising, and its impact on consumers' impulse purchasing conduct. Pearson correlation test is applied to form the associations amongst impulse purchasing tendency and almost each of the 4 categories of visual merchandising applies, and compound regression analysis was piloted for hypothesis challenging to discovery of the dealings amongst impulse purchasing tendency, and every and

each of the 4 kind of visual merchandising applies. The results presented that there was in fact a positive connection in between visual merchandising and buyers' impulse purchasing conduct. The study also showed that the solidest correlation happens in-between impulse purchasing conduct and, window display right beside to floor merchandising shadowed by Promotional signage and in retail store method.

The research by Maharani et al. (2020) purposes to cultivate suggestions about visual merchandising, purchase intention and purchaser value of private tag products. This study technique, applied an article literature evaluation by particularizing on several previous researches that have been printed in indexed by Scopus and Google scholar. The outcomes displayed there was an intention and connection between visual merchandising, purchase intention and customer value, where optical merchandising formed consumer value, consumer value molded the purchase target, and visual merchandising stimulated purchasing intentions.

H₃: 'There exist a significant relationship between promotional signage influences and the shopper's tendency of impulse purchasing in apparel outlets'.

2.2.4 Mannequin display

A study conducted by Iberahim et al. (2019) on the first important cues that affects impulse buying behaviors in shoppers, aiming at determinants of visual merchandising. The study consisted of 150 feedbacks by customers from Kuala Lumpur, Malaysia. After statistical analysis of the data, the result revealed that out of five determinants of visual merchandising three were effective in causing impulse-purchasing behavior in women fashion domain store among it was mannequin display. Another study by Bashar and Ahmed (2012) on the significance of visual merchandising has on improved overall image and amplified sales. After analyzing, the data using Pearson correlation test along with multiple regression it discovered that there is in fact, a substantial relationship in-between promotional signage and mannequin display.

The main purpose of this study by Doung & Khoung(2019) was to prove how in-retail store marketing incentives effected the impulse purchasing conduct through the intermediary of tourists' optimistic emotion. The Quantitative tactic was engaged with questionnaires straight delivered to about 327 local tourists existing in Ho Chi Minh City, Vietnam. For analysis the SPSS software with statistical methods were applied; exploratory correlational investigation, multiple correlation, and Path Analysis were put into work to analyze and process the information extracted. The practical discoveries hinted that an increased specialization in retail store atmosphere and packaging scheme would make for far more considerations and sentiment of domestic tourists, which could impact the sales progress positively. Furthermore, other features comprising of video promotion and commercials have both expressively indirect and direct effects on impulse purchasing conduct through the intermediating role of positive sentiment. Recommendations were projected to improve the brand image and to reintroduce marketing operation which, sequentially, would encourage the purchasing power from tourists progressively. In the end, this study could converse and show the entire determination as an expectation. so as to measure in-retail store marketing incentives effecting on tourists' impulse purchasing actions to strengthen efficiency and growth for tourism spots, independent variables together with store ambiance, advertisement, video advertising and packaging also as tourists' positive sentiment must be assessed and applied consequently. Additionally, this learning is additionally indicating the linking amongst variables to confirm the disadvantages, weakness and also because the significance level of each and every problem, and solve rapidly to fulfill tourist's needs and accelerate their impulsive purchasing power. After the samples of 327 replies, the study could manner a meaningful outcome supported customers' needs at tourism locations. Now in reference to those conclusions, some propositions are projected, which can specifically improve positive properties of tourists' sentiment and tourists' impulse purchasing actions. The material in the study can cause appreciated assistances for long-term progress

strategy in tourism sector. Outcome also validates that positive emotion structures have a robust effect on impulse purchasing actions. The tourists feel far more positively when spending, there is a real greater probability that they may make purchase choice. The hypothesis shaped to pursue out the effect and command of positive sentiment on impulse purchasing is thus authenticated. This outcome is in line with another research Gudonavičienė and Alijošienė (2015) which supports that personalities who are in a very good mood, often make an impulsive obtaining's to recompense themselves.

Patil et al. (2021) did a study with advent of new and novel competition in retail sector prompt for exploring new elements in influencing the customer buying behavior. The larger retail brands are embarking on those factors to spice up footfall and switch that traffic into sales. Purpose: The study is meant to seem into the effect of store atmosphere on consumer buying behavior in Bengaluru retail stores. Investigative the approaches for retailers to boost store atmospheres and to differentiate a store's appearance from that of its rivals, causing customers to spend more time and money and return thereto store. Methodology: Current study uses is causal and quantitative approach, wherein the first data was obtained and analyzed statistically from customers in Bengaluru This study examines the effect of atmospheric variables like crowd density, store floor space, and merchandise assortment on consumer buying behavior. Non-random convenience sampling was wont to select sample respondents, and data was collected employing a questionnaire that used the Likert Scale to quantify responses. Marketing and Theoretical implication: the shop ambience viz., lighting and music pave the way for The store need to have crown management facility and other hedonic competence to convert to sales. The inference would be for better human and other elements certainly influence the customer buying behavior in retail stores. During this research chi-square test of association utilized to work out the association of store ambience on consumer purchasing behavior, and gathered primary data from 108 customers via a

questionnaire designed specifically for this study. Google forms forwarding via online platforms were used to contact respondents. A stimulus-response model (SOR) was utilized to empirically estimate the model. We discovered that the retail environment had an impression on many phases of a shopper's cognitive activity, such as focus, interpretation, categorization, and information science, based on the replies. Each component of the store environment influences consumer behavior and has a beneficial impact, according to research collected.

H4: There is significant connection between mannequin display influences and the customer's tendency of impulse purchasing in apparel outlets.

2.2.5 Assortment

Asuquo and Igbongidi (2015) did a study to find out assortment of merchandise has on consumer impulsivity. Two questions were set up for two specific purpose. He took two null hypotheses and verified them at 0.05 significance. The Structured questionnaires were applied to get the required information. Instruments were already validated by three of the expert in business education from university of Nigeria. After analysis the data the outcome proved that assortment has noteworthy influence on impulse purchasing trend.

The determination of this research by Mubarak and Mufeeth (2020a) intended to discover the relationship in-between purchaser apparel impulse purchasing actions and visual merchandising, which does included elements such as promotional signage, window display, mannequin display and floor merchandising. The study was directed at twenty nominated and famous clothing retail outlets in Amhara District. The answers of 200 fashion cloth clients were gathered through a structured questionnaire. Afterward, multiple regression analysis was put into use, using SPSS 25 to identify the connections in-between shopper impulse purchasing and visual merchandising. The outcome of this existing study demonstrates that the there is a significant ($p < 0.05$) positive connection which is detected amongst purchaser's impulse

ordering behaviors and the taken variable, window display ($\alpha_1 = 0.217$), floor display ($\alpha_3 = 0.448$), promotional signage ($\alpha_4 = 0.478$) and mannequin display ($\alpha_2 = 0.332$). The research also tells that visual merchandising should be considered a critical element of a strategic marketing strategy in backing of boosted sale and positive appearance concerning retailers inside fashion clothing outlets. The understanding to the Sri Lankan fashion outlets about kind of visual merchandising which can effect shoppers' impulse purchasing behaviors.

The study by Jhavar and Kushwaha (2017) turns it is attentions on consequence of Visual Merchandising on shoppers' impulse purchasing conduct and to pursue out key components of Visual Merchandising backing to the leadings for impulse purchasing. This exploration is finalized by monitored review of literature method where general literature has been revised to find out the linking in-between visual merchandising and impulse purchasing in different categories of retail arrangements, comprising of e-retailing. The Study establish that visual merchandising applies definitely influence shoppers' buying trends and outcomes in Impulse purchasing also. The consequences recommend that traits that are connected most sturdily with purchase intents were: presentation, sensory qualities of materials merchandise coloring, path to merchandise, styling, awareness of fixtures, and lighting. This research also propose marketers with treasured insights on how various visual merchandising mixtures are more often than not managed so as to attract in new possible clients and to keep the already existing ones.

H_s: There is significant relationship in-between Assortment influences and the customer's tendency of impulse buying in apparel stores

2.3 Store Atmospherics

2.3.1 Music

A research aimed to explore store environment and two types of individual characteristics has on impulsive buying behavior was conducted by Mohan et al. (2013a). Data were taken from 733 respondents in Chennai mall through structure questionnaire. structural model was tested, with AMOS and results were indicating that retail outlet environment characteristics including music does in fact have significant influence on impulse buying behavior of shoppers.

Pratiwi and Rusfian (2019) Impulse purchasing is a method that makes quicker sales, consequently, MINISO should mark it as a business policy, particularly for a replacement brand mingling around a nation. One of the means amongst the many means the impulse purchasing happens is through visual merchandising. The MINISO can be a brand centered in Japan that is presently growing its market into the parts of Indonesia by forming its retail outlets. The aim of this exploration is to investigate the effects visual merchandising directed towards the impulse purchasing at the MINISO outlet in Mall Artha Gading. This investigation also targets at determining the decisive aspect of visual merchandising that essentially impacts the impulse purchasing at MINISO outlet at Mall Artha Gading. This exploration applies a quantitative method inside the type of a questionnaire that was spread to around 100 defendants. A respondent illustration exploited in this exploration consisted of respondents who visited and bought impulsively inside MINISO retail at Mall Artha Gading. The Sample gatherings were steered by a purposive sampling procedure. The exploration model was verified by a multiple correlation breakdown. The outcomes of this study illustrates that visual merchandising structures have a significant effect directed toward impulse purchasing and consequently the decisive factor that gives the solidest impression from the visual merchandising is that of the

retail interior design and as a result the retail layout is the element which puts customers in the direction of the impulse buying at MINISO store at Mall Artha Grading.

H₆: There is significant relationship in-between music influences and the customer's trend of impulsive purchasing in apparel stores

2.3.2 Lighting and color

A research by Mohan et al. (2013b) was conducted to find the impact store atmospheric has on impulsive purchasing. The data was obtained from 125 respondents through questionnaires. Structural equation model was used for hypothesis testing and Partial least square as statistical tools. The outcome of the study revealed that store atmospheric such as lighting, scent and color had significant impact on impulse buying behavior.

Bhatti and Latif (2014) Visual merchandising, a particularly essential element because the very first optical prompt that distresses purchasing behavior of clients. This study intention was to figure out the determining factor of visual merchandising that effect customers' instinctive purchasing behavior. This research turns its attention on 5 key elements of visual merchandising which are floor merchandising, window display, mannequin display, lighting and promotional signage. Examination was accompanied at a well-known fashion outlet in Kuala Lumpur, Malaysia. A total number of 150 consumers' responses were gathered. Outcomes of statistical data breakdown showed that 3 out of 5 visual merchandising features are necessary in inducing the customers' impulse purchasing conduct. Mannequin display, Window display, and promotional signage are positively linked and recognized as contributing factor of effective visual merchandising for instinctive buying verdict at the lady's fashion outlet. The research result spreads the understanding on the adverse consequence of visual merchandising on purchasers' trends.

The drive of this exploration by ASRINTA (2018) was to comprehend and investigate the impact of store atmosphere and advertisement towards consumers shopping reaction, store atmosphere, advertisement, and shopping emotion in the direction of customer's instinctive purchasing, and consequently the inspiration of store atmosphere and advertisement towards impulse purchasing with spending emotion as prevailing variable. The sample size during this research was of hundred and twenty-five respondents whom were customers of Matahari emporium Purwokerto. A Convenience sampling way was applied inside the determination of this study sample. The Data were then analyzed and interpreted using SPSS, Structural Equational Modeling (SEM) and AMOS statistical program. The outcomes of this research revealed that, and store atmosphere and advertisement have affirmative effect on shopping sentiments and instinctive purchasing. Therefore, store atmosphere and advertisement have positive stimulus on impulse purchasing with sentiment as intervening adjustable at clients of Matahari emporium Purwokerto. There are many ways Matahari emporium are repeatedly used as a reflection to improve the handiness of the shop atmosphere and are increasing their sales, in this way, overall, shoppers in Matahari emporium sense that the inside atmosphere in Matahari emporium outlet has delivered ease for customers when making a purchase within the outlet. There are many ways to improve the convenience of shoppers; some of them are by marketing director of Matahari emporium who can produce the exciting store layout and atmosphere in line with the shoppers' needs and their anticipation. It may be like the addition air conditioning or offer moderate temperature within the retail outlets, because the retail outlets Matahari emporium is widespread enough to qualify for the need temperature controller for shopper's convenience. Executing a neat and clean product organization might even be thought of so to make shoppers more relaxed when trying to catch products they so need, it can also boost shopper emotions to purchase outside of their pre plans.

H7: There is significant relationship in-between lighting influences and the shopper's trend of impulse purchasing in apparel outlets

H8: There is significant relationship in-between color influences and the customer's trend of impulse buying in apparel outlets.

2.3.3 Scent

Šliburytė and Vaitiekė (2019) did a study aimed at analyzing the impact of sense of smell in attracting consumer's attention and encouraging impulse buying behavior. The study was performed theoretically by analyzing foreign and Lithuanian authors with the purpose of explaining coherence between scent and consumer's impulse buying behavior. The result revealed that scent at point of sale act as stimulus, which can evoke consumer's impulse buying behavior.

Andani and Wahyono (2018) concluded that the advertisement has straight positive effect on impulse purchasing. The more the advertisement is performed, the more the speed will be boosted of instinctive buying shoppers. Advertisement presents a positive and noteworthy effect on impulse purchasing through positive sentiments. Affirmative emotions were prepared to facilitate in-between the sales promotion to impulse purchasing. Effective advertisement might create positive emotions and might be able to escalate intrinsic purchasing. Spending while prompt by Hedonic Motivation direct positive effect on impulse purchasing. Namely, the larger the hedonic purchasing enthusiasm on shopper's in house of Smith might cause a very good and affirmative reaction from shoppers and can accelerate impulse purchasing. Hedonic spending motivation consist of an affirmative and noteworthy impression on impulse purchasing through positive sentiments. Namely, positive sentiments were ready to facilitate in-between hedonic purchasing drive to impulse purchasing. The higher hedonic spending drive of customers will shake positive emotions and be able to escalate instinctive purchasing. Fashion contribution landscapes a positive outcome straight against instinctive buying. That is to say, the advanced the immersion in shopper fashion house of

Smith, it may cause a positive and honest response from clients and may rise impulse purchasing. Fashion Immersion has an affirmative and substantial bearing on instinctive purchasing through affirmative sensations. To be exact, affirmative emotions were prepared to mediate in-between fashion immersion against impulse purchasing. The high-fashion shopper immersion will shake positive sentiments and will play an important role to boost impulse purchasing. Positive sentiment consists a positive outcome directly contrary to impulse purchasing. The higher the affirmative emotions of shoppers, it will boost impulse purchasing. Similarly, when affirmative sensations is low so impulse purchasing also decreases.

Parsad et al. (2019) for sellers and retailers, instinctive customers organize a dream fragment. Stimulating substances at the determination of shopping create unexpected urge amongst these consumers and that they look for it right away to attain the products. This craving for spontaneous attainment and instant fulfillment may cause in undesirable consequences, containing post-purchase dissention (regret). This study is an effort to understand and inspect the indirect and direct influences of store atmospherics, desire to spree for spontaneously and spontaneous purchasing on post-purchase dissention within the kind of repentance. The statistics for the research was gathered applying survey technique and structural equation modeling was applied to examine the suggested model. Outcomes of the research conceals that consumers' impulsive purchasing was affirmatively connected to the feeling of regret. The research also distinguished the stimulus of negative and positive affect on desire to shop for thoughtlessly, which additionally is focused to instinctive purchasing. This research has been performed inside India. By integrating cross-cultural features, the research will stand its value for better simplifications and Implications - The research conclusions advise that merchants and mall creators to invest in refining music and in-store light which may inspire store customers to dedicate overtime for look through several products and these factors portrays a positive impression on tumbling regret. Many vast number of research are performed for

investigating store environment influences effect on instinctive purchasing, though little is implicit about how the features encouragements regret ascends from impulse purchasing. This research intends to investigate the encouragements of store environment aspects on regret, later points out that need of filling that exist within the impulse literature. Impulse purchasing means purchasing of products with no pre plan. It contains of pleasurable buying environment activated by merchants through the expressive value of customers. Retailers are generating a positive practice with store atmospherics that effects in hedonic inspiration to customers. Although there have been gigantic changes within the digital marketing, shopper is buying manners to buy in Brick and Mortar Stores does not alter. Brick and mortar outlets puts its effort more on the in-store atmosphere by improving the shoppers spending involvement with inventive ideas, excitement, attractiveness, and pleasure. Store atmospherics can be a material aesthetics of a mercantile formation that want to appeal shoppers. It is a combination of components, which will be heard, touched, or seen which marks in instinctive purchasing within the outlets. The tangible section of an outlet atmospherics contains of store's cleanliness, mural, equipment's, attractive decorations, commodities display, etc. At a corresponding time, the immaterial features comprise the smell, music, lights, etc. Atmospherics contributes to the customer's sentiments to affect the impulse purchasing of shoppers. The conclusions discovered that store exterior atmospherics takes the primary effect on shopper which is followed by visual merchandising, store interior atmospherics, store display and store layout.

The aim of the retailers is to make an atmospherics stimulus to stimulate the consumers to travel shopping and to require action of immediate buying. Consistent with levy and Weitz store atmospherics include the weather of store design, store layout, visual merchandising, store interior and store exterior atmospherics. Thus, within the retail business the retailers has to consider the atmospheric variables to draw in and retain the consumers within the store. The author gathered data from a respondent for the research with a structured questionnaire. The

author used exploratory correlational analysis to work out the essential elements of impulse buying of store atmospherics in bricks and mortar stores. This paper brings out a transparent picture of impulse buying to the foremost influencing factor of store atmospherics in brick and mortar stores (Ozer & Gultekin, 2015).

H₉: There is significant relationship in between scent influences and the shopper's tendency of impulse purchasing in apparel outlets.

2.3.4 Store layout

A study done by Saad and Metawie (2015) to explore personality, store environment factors impact on consumer impulse buying behavior was performed in Egypt. The data was collected through structured questionnaire form 500 respondents with a mix of demographic characteristics working in Cairo Egypt. The results showed that three personality factors (esteem, impulsivity and excitement) and two-store environmental factor (music and store layout) were found out to be positively influencing consumer's impulse buying behavior.

The study by From Sukkur (2013) was directed to spot the relationship amongst young adult consumer's impulse buying behavior and visual merchandising. Five techniques of visual merchandising that were store layout, window display, lighting, promotional signage and name was considered in the research to work out the effect. A convenient sampling technique was wont to gather data. The young adult consumer is including male and female (N=290, age range between 16 to 35 years) was considered for data gathering. Stepwise regression showed that five dimensions of visual merchandising, lighting, window display, promotional signage, store lay out, and name effect young adults consumers' impulse buying behavior directly. Findings also indicates that Visual merchandising has turn to be an important variable nowadays to draw in consumers and to extend sales.

Mubarak and Mufeeth (2020b) conducted a study on the accelerating of web customers and therefore the increasing of e-commerce in the region of Indonesia influence on customer

behavior in relations of shopping. One amongst the representations of shopping networks that are presently being the world's inclination is swapping orthodox shopping schemes that need purchasers to return to shop with a shopping scheme online. This research aimed at working out whether there is effect on spending lifestyle, hedonic shopping inspiration and commercials of impulse buying in Berrybenka customers. The examples on this study are customers who have ever go on a spree at Berrybenka e-commerce through internet or applications. The sampling process applied in this research is non- probability technique using the purposive sampling method. The data analysis applied was confirmatory correlational analysis (CFA) and descriptive analysis. The hypothesis examination outcomes pointed out that shopping lifestyle adjustable upsets impulse buying behavior, on the other hand hedonic shopping enthusiasm and commercials, haven't have any effect on the impulse buying behavior

H₁₀: There is significant relationship in between scent influences and the shopper's tendency of impulse purchasing in apparel outlets.

2.4 Sales promotion

Ali et al. (2019b) did a study on part of SP has on buyer's impulse purchasing trend in the perspective of local and international tourist. Data was gathered from 359 tourist intercepted at 5 premium malls in Malaysia, through self-managed questionnaire. The outcome suggested that both the focus group had different preferences in terms of sale promotion that urge them to make impulse obtaining. Overall sales promotion does in fact influence local tourist to make impulse purchase. Another study by Asrinta(2018) on the topic of investigating stimulus of retail atmosphere and sale promotion effect on impulsivity was executed. 125 respondents were taken from Matahari Department store Purwokerto. Convenience sampling was used and data were analyzed with SPSS with SEM and AMOS arithmetical software. Outcome settled that sales promotion has confident encouragement on both shopping emotion, and impulsivity.

Shukla et al. (2018) The lifestyle set-up of apparel section in retail business has been facing advanced development albeit demanding competitive atmosphere has been predominant, all thanks to the existence of a vast number of sellers. The modern sellers for generating buyers' attention continuously present the customers newer categories of stock. The marketer are implementing gorgeous store design and also as retail store layout they are applying visual applies of merchandising, eye-catching displays, attractive packaging, and suitable habitation for promotional signage's inside the outlet. Visual merchandising currently is considered vital in strategic marketing choices to spread the footfalls and sales of the retail outlets. This investigative study inspects the effects of designated dimensions of visual merchandising inside the town of Vadodara on instinctive purchasing conduct. Effect of four scopes of visual merchandising on spontaneous buying conduct. Floor merchandising, Window display, promotional signage in-store form/mannequin display are deliberated during this investigational study recognitions to their strategic prominence in marketing decisions to spread the sales and footfalls of the retail inside the Vadodara town of the Gujarat State.

Pinto et al. (2020) Proposes to study the impression of ambient factors, store layout, and employees on spontaneous purchasing amongst female clients visiting the apparel retail outlets. The reactions were gathered through a cross-sectional mall intercept survey technique using a structured questionnaire from about 385 defendants in prominent apparel retail stores in pre-determined Tier one and Tier two cities inside the state of Karnataka, India. The replies were examined applying multiple correlation analysis. Elements as if ambience store layout and employees were turn out to be expressively positively associated with spontaneous buying actions. The variables mostly clarify the variation in spontaneous purchasing under store ambience. Excluding 'responsiveness to the window display 'and' approachable staff, all other 12 variables measured within the research turn out to possess noteworthy impression on the spontaneous buying trend. Though retail store ambience, pleasant shopping experience and

well-structured layout are critical determining factor of shopper satisfaction, the research outcomes suggest that the quantity of retail store staff and sales assistances are important features of spontaneous purchasing within the apparel retail business and true possessions to the retail institutions. Furthermore, bad customer communication, high employee and staff shortage attrition could disappoint the retail store's income generation. The fruitfulness of in-store incentives in generating extra sales is of importance to the apparel retailers since it aids to distinguish their store from the contestants' offerings. The research reinforces the literature by evaluating the spontaneous buying performance amongst Indian customers from Southern India. The research presented significant discoveries relating to the part of 3 theories, like store employees, Store layout and store ambiance, and on the purchasers' obtaining intentions. The outcomes of the research stipulate that each one of the 3 constructs meaningfully positively affect spontaneous buying conduct. Additionally, 12 out of 14 factors inspected within the research are found to effect spontaneous purchasing behavior. In distinction, influences like paying attention to the window display, welcoming and cooperative employees didn't demonstrate any relationship with an abrupt desire to shop for or go on and spend extra cash than pre-determined and, therefore, spontaneous purchasing behavior. Throughout the survey, the staffing inside the retail-stores was restricted, which might be the foundation for the scarcity of relationship with spontaneous purchases.

H₁₁: There is significant relationship in between sales promotion influences and the customer's trend of impulse purchasing in apparel outlets.

2.5 Hedonic motivation

A study conducted by GÃ¼ltekin (2012) with the purpose of finding out whether browsing and hedonic motives affect impulse buying. A model was proposed and was applied on shoppers who made purchase impulsively in Ankara. A sample size of 420 was taken. Based on the data available hedonic motives were identified by confirmatory factor analysis as well

as regression analysis was also applied. The results revealed that hedonic motive such as value shopping, idea shopping; adventure shopping does in fact have significant influence on impulse buying behavior.

Another study by Chang et al. (2011) on hedonic motives on impulse buying behavior was performed. To perform the study, STIMULUS-ORGANISM-RSPONSE (S-O-R) model was used where he investigated three characteristics of retail environment, which had effect on affirmative emotional answers, which ultimately resulted in impulsivity. In addition, the moderating effect of hedonic motives on consumer positive emotional response was put into test. Store intercept method of data collection was used. After interpreting data collected from 212 respondents, the result revealed that hedonic motive does moderate the relationship between purchaser's positive emotional reactions and features of retail environment.

A study by Wiranata and Hananto (2020) on the occurrence of online spending also gave enlargement to unreasonable shopping behavior like spontaneous purchasing, which consist of an outsized portion of e-retailer returns. This research objective was to explore the factors that affect spontaneous purchasing (i.e., advertisement, website quality and fashion consciousness) limited inside the environment of apparel/fashion product acquisitions. Moreover, this research also sought after the part of marketing in moderating the association in-between website feature and spontaneous purchasing. An internet survey with a pre-determined sample size of, two hundred and eleven respondents was managed applying Google Forms and examined using multiple correlation analysis (via R Statistical Software) and Confirmatory correlational analysis to examine four hypotheses. The consequence showed that website excellence did not distress spontaneous purchasing, while commercial and fashion awareness was guilty to disturb spontaneous purchasing positively. Nonetheless, the part of website feature was still super important, as it still played a role as a hygiene factor. As soon

as website excellence cooperated with commercial, it did positively affect spontaneous purchasing.

A study by ASRINTA (2018) retailers and supermarkets have apprehended the important of the shop atmospherics in creating better shopping experiences, leading to happier and more satisfied customers. the target of this research study is to explore the effectiveness of mercantile establishment atmospherics on impulsive buying behavior from customers' point of view and analyze its influence on consumer impulsive purchase intention. Within the modern trade context in Sri Lanka Impulse buying is taken into account applicable in today is spending situations, with the advanced commercials, appropriate use of technologies, creative messages and innovative product exhibition within the stores where it is a stylish and multi-layered spectacle, which is responsible for substantial capacity of the general product transactions. A total sample size of one hundred and fifty buyers was designated from five foremost chain supermarket retail outlets, located in the Gampaha district, by putting into effect the convenient sampling technique. The data analysis examined regression and correlation by applying the specific version 20.0 of SPSS software. Outcomes discovered that mercantile establishment atmosphere and spontaneous purchasing are positively associated.

This study by Randhawa and Saluja (2017) predominantly clarified the construction between spontaneous purchasing conduct and numerous types of visual merchandising. It had been discovered from the research that an authentic layout lessens the knowledge frequency, i.e. an authentic layout supports the clients find products and knowledge with ease, dissimilar to a bad layout; though, it is not distinctive to what degree store layout may inspire or hinder spontaneous purchasing. Positive involvements ascend if the retail outlets makes it super easy for the clients to pursue out the products they're trying to catch, by giving out a logical retail store layout and adequate signage. Apparel retail stores are significant since they promote available product collections in a well-organized and positive manner. An authentic layout

may yield and boost positive touch by serving the customers find what they need sooner. An authentic layout can also make the purchasing more pleasurable, by dropping the alleged stress in buying and by inducing positive effects. Additionally, it had been discovered that amongst all the retail shop environment elements, it is store layout that had the very highest effect on spontaneous purchasing. This is frequently a thought-provoking discovery because until lately most Indian retail apparel store attended by tiny and confined with little admittance for the clients to the specific merchandise. Retail Managers must consequently still invest in refining store layouts, for the reason that it would permit customers to devote lengthier in retail stores and look through the products, which can activate spontaneous desires. Spontaneous purchasing happens when a shopper practices an abrupt, commanding and protracted desire to get something straightaway. The instinct to shop for that approximately is hedonically difficult. To fulfill their hedonistic desires, customers wish to buy, by looking through in retail stores, which persuades in them a positive emotional state. Likewise, while looking through, clients automatically are exposed to incentives in retail surroundings. Visual merchandising, therefore have the bearing of influencing buyers' spontaneous purchasing trend by giving information's or serving as a cue of unattended needs also as giving positive state of mind. Retailers, lookout to display their products effectually using mannequins and Window display.

H₁₂: Hedonic motivation moderates, the relationship in between visual merchandising and impulse purchasing behavior.

H₁₃: Hedonic motive moderates, the relationship between store atmospherics and impulsivity

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research philosophy

Research methodology is like a backbone of any study, as it is the technique to obtain the objectives of the said research. So having an appropriate and strong methodology will lead to outcome more easily and accurately. This research followed interpretivism philosophy as we followed what the data said. The following will highlight the reason behind considering the taken research methods and will be followed by analyzing technique to get the required data.

3.2 Research strategy

The current research followed quantitative based inductive research strategy as this approach is used to generate meaning from data collected and will identify relationships and pattern to help build a theory. As for using quantitative approach, the method is used to collect numerical data, which were further analyzed statistically.

3.3 Research methods

The data of the research is primary and is collected through a questionnaire adopted from literatures. Distribution of questionnaire among participants were self-administered. A Likert scales used which have five points extending from strongly disagree, to strongly agree. Likert scale also have a mid-point e.g. neutral.

3.4 Sampling plan

3.4.1 Sampling Method

Non-probability, convenience-sampling technique was used to extract needed information from participants that were present on the spot, keeping in mind the limited resources and time, as it is time and cost efficient and relatively easy to gather samples.

3.4.2 Sampling Unit

The population of the study chosen for the study were customers and consumers whom were shopping for themselves or someone else's at Apparel stores in Commercial Market Rawalpindi. The study area was chosen because as it consist customers/consumers of many different cultural backgrounds which may help in generalization of outcomes.

3.4.3 Sample Size

As the data regarding the size of the population was incalculable so a total of 290-sample size is taken by multiplying total number of items by five, as there is the constraint of both time and resource.

3.5 Time horizon and analysis

The data is cross-sectional, as the data is obtained at a specific point of time. The information regarding whether there is a significant difference in impulsive buying tendency among consumers with regard to various demographic variables is also extracted.

3.6 Data Analysis:

The current study explores the relationship between impulse buying behavior with visual merchandising, store atmospherics and sale promotion. The data is collected with a prepared questionnaire from the respondents at researcher convenience. The collected data is then converted into excel spreadsheet where coding and decoding of the data took place. After coding and decoding, the collected data is transformed into SPSS where basic statistical tools and techniques are applied to extract the useful information. In basic statistical tools, frequency distribution of demographics and key features of the questions is highlighted. Descriptive statistics is applied on focused variables where the key focus was on mean, standard deviation,

skewness and kurtosis (for average behavior and normality nature of the data). In final step of analysis, simple regression is applied on the variables that were constructed from different constructs use to identify the prescribed values.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 Chapter Overview

The current study relies on statistical measure to pursuit the impact of visual merchandising and sales promotion, which exist, upon the impulse buying behavior in the presence of hedonic motivators. Therefore, multiple regression model is being used in the current study. In our considered regression model, we have three different tables representing the effectiveness of regression results in the current study i.e. model summary, ANOVA and coefficient tables. Model summary table tell us about how much the predictors (independent variables) explain the disparities in the dependent variable. ANOVA table tell us about the complete significance of the model. Final table, coefficient table shows the results of coefficient of independent variables, showing that how unit factor change in the independent variables will lead to change the dependent variable.

4.2 Demographics

The demographics features are the personal feature of the respondents like age, gender, marital status etc. The demographic feature delivers the information and characteristics regarding the frequencies or occurrence of distinctive values representing the sample participants. It is considered the easiest way to describe basic features of respondents using graph or table (Lawler & Molluzzo, 2016).

4.2.1 Gender

The first question asked from the respondents were the gender. Among 290 respondents 218 respondents were male, which is about 75% of the respondent, and 72 respondents were female which accounts for 25% of the respondent as shown in figure 4.1.

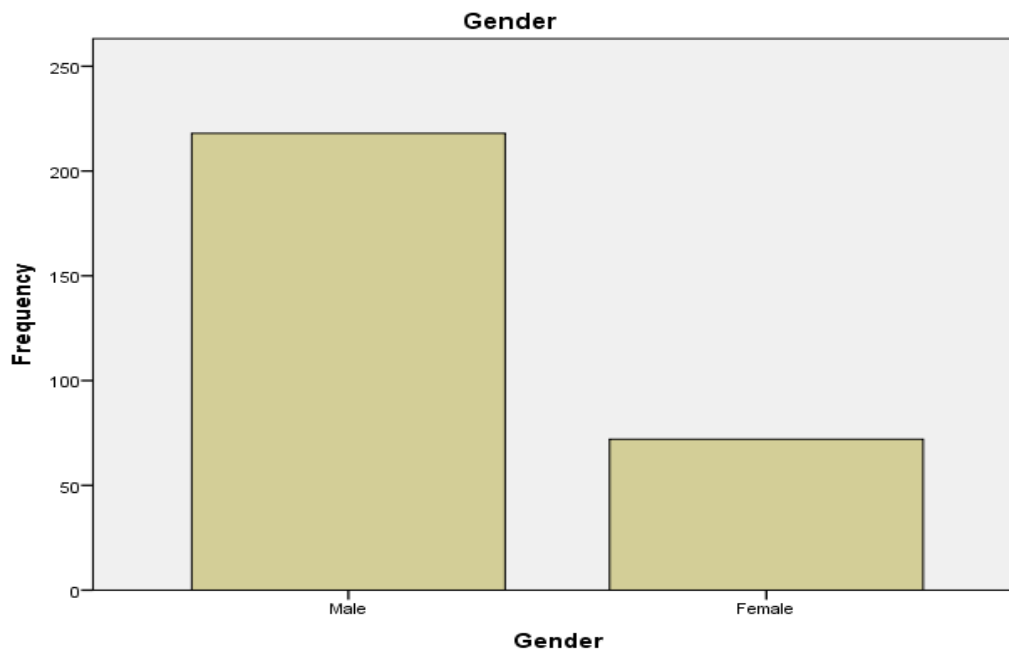


Figure 4.1: Gender of respondents

4.2.3 Age group

The second question asked was the age of the respondents. 122 respondents out of 290 were in between the age group of 16 to 26, which is 42.1% of the total respondents. While 32.8% respondents were in the age cluster of 27 to 35. About 11.7% of the respondent laid in the age group of 36 to 45. Out of 290, 23 responders were lying in the age cluster of 46 to 55, which accounts for 7.9% of the total population and lastly only 16 respondents were lying in the age collection of 56 or above.

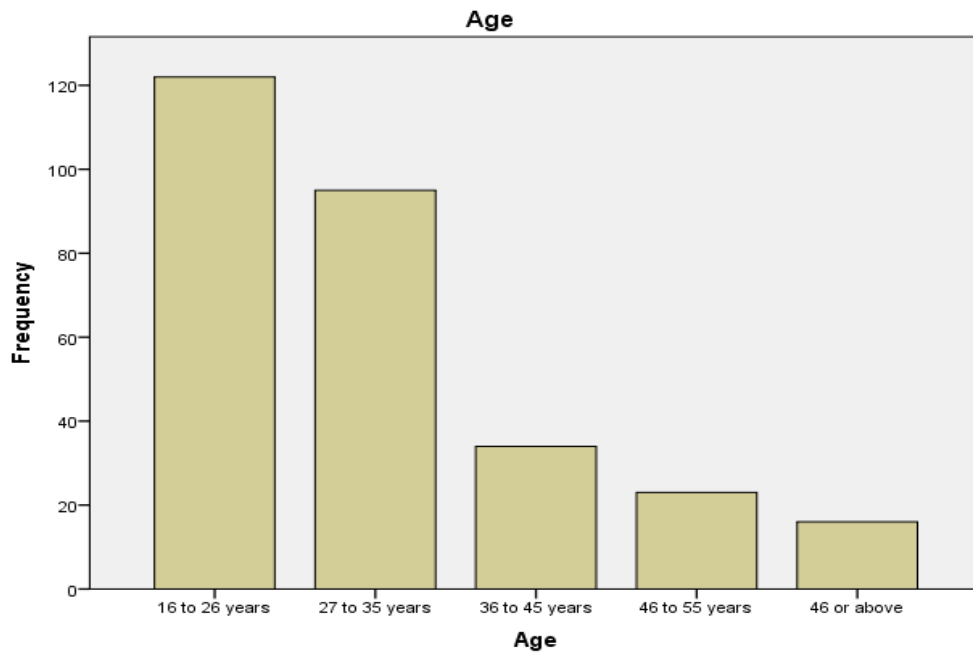


Figure 4.1: Age group of the respondents

4.2.4 Marital status

The third question was about the marital status of the respondents. From 290 respondents 196 were singles, which consisted of 67.6% of the over-all respondents and the last 94 respondents, were married which accounts for 32.4% of the total sample.

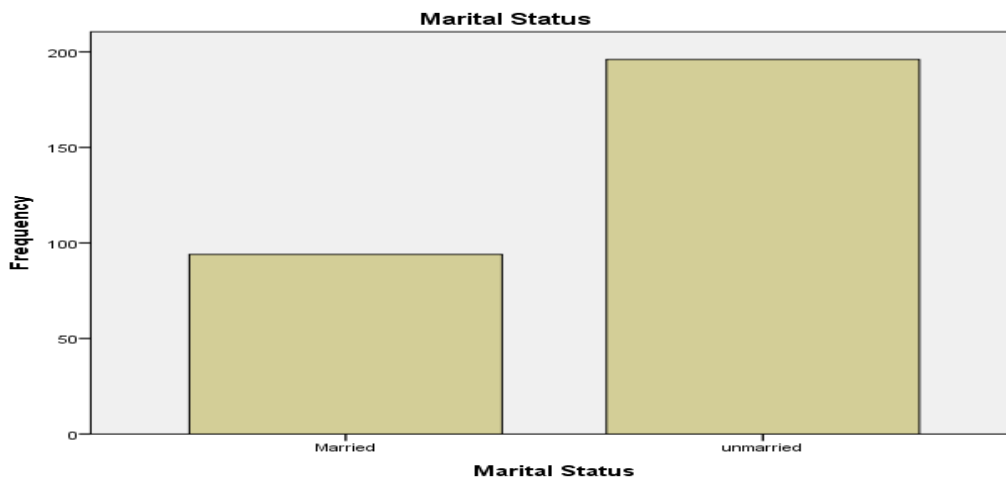


Figure 4.3: Marital status of the respondents

4.2.5 Income level

The fourth demographic asked was the income level of the respondents. 126 respondents earned 30,000 or less monthly which is 43.4% of the total respondents. While 33.4% of the respondents had the income between 30,001 to 60,000 monthly. 29 respondents out of the total 290 had the monthly income in between 60,001 and 100,000. 9.3% of the respondents earned about 100,001 to 150,000 monthly. Lastly 3.8% of the respondent earned 150,001 or more

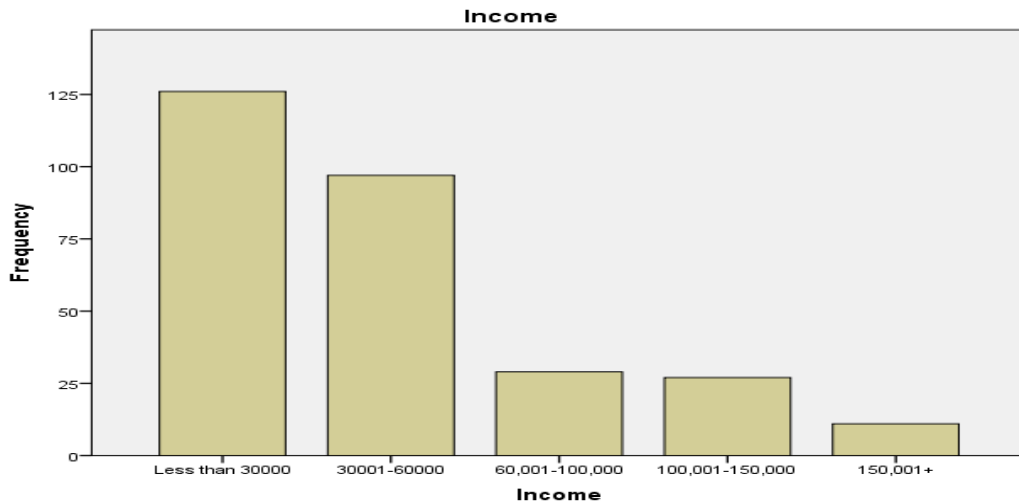


Figure 4.4: Income level of the respondents

4.2.6 Education

The last question asked about demographics were about their education level. In education category 29.3% of the respondents were with the education level of below bachelors. While a total of 100 respondents were bachelors which represent 34.5% of the entire, respondents. 36.2% of the respondents had an education level of masters or above.

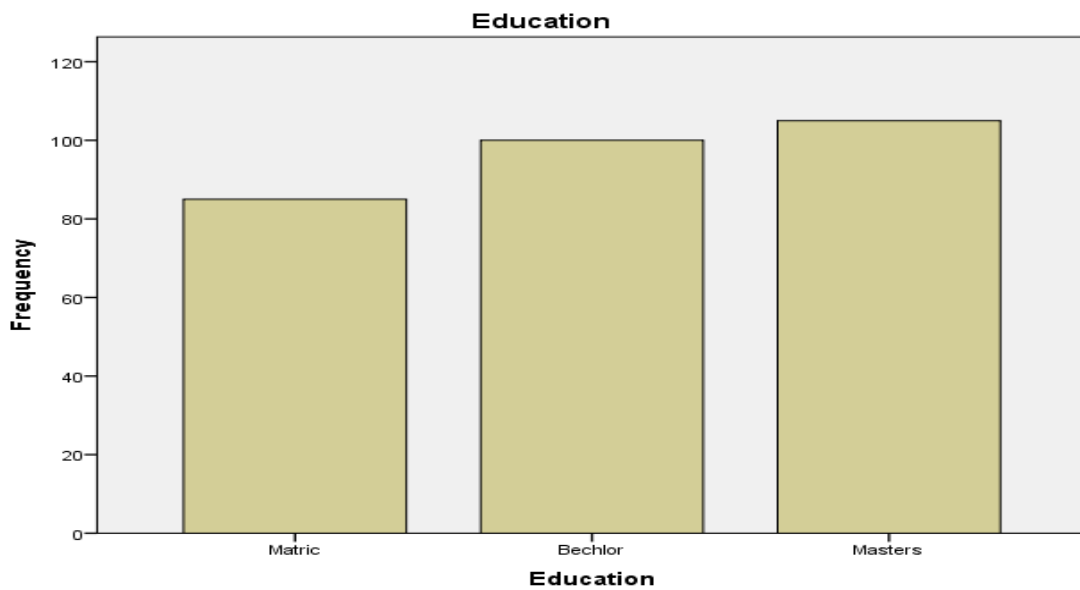


Figure 4.5: Education level of the respondents

4.3 Age on Impulsivity

In the below cross tabulation table 4.1, group age of 16 to 26 years old showed the most agreeableness to impulsivity with a total number of 98 showing affirmation out of the total 117 respondents which represent 83.7% of the respondents. While the age group consisting of

respondents within age limit of 27 to 35 were also prone to impulsiveness with a total of 50 respondents showing agreeableness to impulsivity which represent 70% of the respondents in the age group. As we go up the age limit with age group consisting of respondents from 36 to 45 years' old 31 out of total 41 showed agreeableness to impulsivity which accounts for 75% of defendants in the age collection. The age collection of 46 to 55 a total of 24 out of 36 showed agreeableness to impulsivity which represents 66% of the total in the considered age group. Lastly, respondents having 56 or more age only 13 out of the total 25 showed urge of impulsivity which is 52% of the total respondents in the considered age group.

Table 4.1: Age on impulsivity

	Disagree	Neutral	Agree	Strongly Agree
16 to 26 years old	3	16	44	54
27 to 35 years old	3	18	24	26
AGE 36 to 45 years old	2	8	18	13
46 to 55 years old	0	12	13	11
Above 56 years	4	8	10	3
Total	12	62	109	107

4.4 Reliability statistics

For the purpose of validity and reliability of any quantitative study, the reliability statistics plays a significant role in the determination of repeatability or internal consistency in scale measurement (Eroglu et al., 2001). Cronbach's alpha investigates the reliability statistics to examine internal consistency of the scale used in the questionnaire (Dash & Akshaya, 2016). The value of the Cronbach's alpha lies between zero and one in which the value nearer to zero indicates low internal consistency while the value nearer to one indicate high internal consistency. If the value is greater than 0.6, then it indicates acceptable internal consistency.

Table 4.2: Cronbach's Alpha table

Measures	Cronbach's Alpha	Number of item
Windows display	0.672	3
Mannequin display	0.781	4
Floor merchandising	0.616	3
Promotional signage	0.694	4
Color	0.619	4
Lighting	0.787	4
Store layout	0.612	3
Scent	0.661	3
Music	0.621	3
Sales promotion	0.842	4
Assortment	0.628	3
Hedonic motivation	0.632	4
Impulse buying	0.866	6
Overall	0.762	48

From the above table 2, we can see that windows display has a Cronbach' value of 0.672 for three item scale, which is greater than 0.6. Thus suggesting acceptable internal consistency. While Mannequin display gave a Cronbach's value of 0.781 for four items. Hinting towards the scale used in the study has good internal consistency. When it comes to floor merchandising, it has Cronbach's value of 0.616 for 3 items, which shows the scale that was used for the variable had satisfactory internal consistency. Promotional signage gave a Cronbach's value of 0.694 for four items, which indicates good internal consistency as the value is greater than 0.6. To check the reliability of color, four items were used which gave Cronbach's alpha value of 0.619, showing good internal consistency. For lighting, four item were used. The result gave a value of 0.787, indicating excellent internal consistency. For store layout a total of three item scale were used. The result gave Cronbach's alpha value of 0.612, which is more than 0.6, indicating acceptable consistency. Scent gave a Cronbach's Alpha value of 0.661 for a total of three item scale, the result suggesting good internal consistency. Three item scale was used for Music. The Cronbach's Alpha value output is 0.621 which hints toward a weaker internal consistency. When it comes to sales promotion, four item scale was used. The Cronbach's Alpha value it gave is 0.842, which shows exceptional internal consistency. For Assortment three item scale was used, with the result of Cronbach's Alpha being 0.628, which is greater than 0.6. For Hedonic motivation 4 items were used, giving the Cronbach's value of 0.632, showing acceptable internal consistency. Lastly, Impulse buying behavior gave a Cronbach's Alpha value of 0.866 for six items, showing very high internal consistency.

The overall reliability value is 0.762 from 48 items scale. These findings suggest that the scale applied in the research represents higher internal consistency.

4.5 Descriptive analysis

Descriptive statistics represents the average behavior of the sample values. It overlays the sample data features such as mean, skewness, standard deviation kurtosis minimum and maximum value (Lambert & Lambert, 2012). The standard deviation represents the deviation from the sample mean while the mean value represents the average behaviors of the factors. Kurtosis is used to check the steepness and flattens of the normal distribution curves while skewness represents the normal distribution of factors.

Table 4.3: Descriptive Statistics table

Variables	Mean	Std. Deviation	Skewness	Kurtosis
Impulse Buying Behavior	3.934	.4687	-.373	-.063
Window Display	4.389	.4673	-.583	.782
Mannequin display	3.578	.4834	-.592	.712
Floor Merchandising	3.356	.4631	-.088	.478
Promotional Sale	4.445	.4754	-.245	-.282
Color	3.991	.4175	-.141	-.021
Lightning	3.343	.3946	-.089	-.480
Store Layout	3.378	.5325	.086	-.186
Scent	3.954	.5278	-.126	-.085
Music	3.834	.5256	-.138	-.235

Sale Promotional	4.526	.4623	-.157	-.164
Assortment	3.666	.5356	.114	-.084
Hedonic Motivation	4.043	.5367	-.567	.159

The mean score of the factors have been recorded as 3.934523, 4.389800, 3.578867, 3.356567, 4.445567, 3.991867, 3.343654, 3.378976, 3.954676, 3.834578, 4.526569, 3.666782 and 4.043540 for Impulsivity, Window Display and Mannequin display, Color, Floor Merchandising, Store Layout, Promotional Sale, Lightning, Scent, Music, Sale Promotional, Assortment and Hedonic Motivation correspondingly. While the standard deviation for the given variables have been recorded as recorded .4687882, .4673432, .4834323, .4631246, .4754453, .4175323, .3946435, .5325778, .5278865, .5256577, .4623554, .5356788, and .5367876 for impulsivity, Window Display, Sale Promotional, Mannequin display, Color, Floor Merchandising, Promotional Sale, , Lightning, Store Layout, Scent, Music, , Assortment and Hedonic Motivation respectively. The value for kurtosis and skewness can be seen in between -1 and 1, which indicates that the data is normally distributed.

4.6 Frequency Distribution

Frequency is a representation, which shows the number of observations inside a given interval (Memon et al., 2019). Researchers, often practice frequency distribution to envision or show the data gathered in the sample (Cassie, 1962).

Table 4.4: Windows display

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Windows display	I feel compelled to enter the store when I see an interesting Window display	0	0	6	119	165
	I tend to enter a store when I am attracted by an eye-catching Window display	2	21	60	110	97
	I tend to choose which store to shop in depending on eye-catching window displays	0	8	33	114	134

In table 4.4 when people were asked whether windows display lure them into the store, 284 respondents which is 91% of the total respondents agreed, suggesting strong relationship between windows display and purchase intention.

Respondents were asked the question ‘I tend to enter a store when I am attracted by an eye-catching Window display’. 207 respondents, which is 71% of respondents, showed agreeableness.

The third question was asked, whether they chose store depending on eye-catching windows display, 248 respondents showed agreeableness which accounts for 85.5% of the respondents.

Table 4.5: Mannequin display

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Mannequin display	I get an idea of what I want to buy after looking through in store Form/mannequin displays	0	4	38	130	118
	When I see clothing featuring a new style or design on display, I tend to buy it	0	28	98	103	61
	When I see clothing that I like on in-store form/mannequin display, I tend to buy it	8	57	76	79	70
	I tend to rely on store displays when I make a decision to purchase clothing	0	21	100	115	54

In table 4.5 when asked whether they get the idea from mannequin displays, 248 respondents showed agreeableness, which is 85% of the respondents.

When asked, ‘When I see clothing featuring a new style or design on display, I tend to buy it’, 164 respondents which is 56.5% of the respondents showed agreeableness indicating a positive relationship between new design on display and purchase intention.

When asked about whether they purchase the clothing on display in mannequins, 169 respondents, which is 58.27% of the total, showed agreeableness.

Table 4.6: Floor merchandising

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Floor merchandising	When I see clothing that catches my eye I tend to try it on without looking through the whole section	1	16	85	117	71
	When I walk along the aisle, I tend to look through the clothing close to me	0	34	91	99	66
	I tend to try on clothing that catches my eye when I pass by	2	78	94	76	40

In table 4.6 when participants were asked whether clothing that attracts them, they tend to ignore other sections. 188 respondents agreed to it, which represents 64% of the total sample.

People were asked when they walk along merchandise did they look at clothing close to them.

In response, 165 respondents agreed to this, which is 56.8 % of the total respondents.

When asked whether they try the clothing on when they like it when they pass by it, 116 respondents showed agreeableness which is 40% of the total sample.

Table 4.7: Promotional signage

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Promotional signage	If I see an interesting promotional offer on in-store signs, I tend to buy	0	7	64	113	106
	Sale/clearance signs entice me to look through the clothing	0	7	43	119	121
	When I see a special promotion sign, I go to look at that clothing.	0	2	41	131	116
	I am more likely to make an unintended purchase if the clothing has a sale or clearance sign	0	11	61	120	97

In table 4.7 Participants were asked whether they buy when they see an attractive promotional offer, 219 respondents which is 75.5% of the total showed affirmation.

Respondents were asked whether sale encourage them to look through item, 240 participants that is 83.7% of the total respondents showed agreeableness.

When asked about whether promotional s make them go through clothing's, the response of 247 respondents which is 85.7% of the respondents showed agreeableness.

When asked whether sale sign makes them to purchase impulsively, 217 participants, which is 74.8% of the total, showed affirmation.

Table 4.8: Lighting

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Lighting	Brightly lit stores are more attractive than dimly lit stores	4	33	55	111	87
	Good Lightning encourages consumers to visit the store	0	11	47	126	106
	Good Lightning encourages consumers to visit the store	0	5	33	96	156
	Good lightning impacts the atmosphere of the store	0	9	67	112	102

In table 4.8 Respondents were asked whether they find brightly lit store over dim one. 232 respondents, which represent 80%, showed agreeableness.

People were asked whether good lighting help them observe the label more clearly. 115 respondents showed affirmation, which represent 76.7% of the total respondents.

Respondents were asked whether good lighting affects the store atmosphere. 252 respondents agreed which represents 86.8 % of the sample.

Respondents were asked whether they purchase items based on looking around completely. 214 respondents showed affirmation, which represents 83.7% of the total respondents.

Table 4.9: Color

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Color	Color coordination creates an appealing store atmosphere	0	10	73	101	106
	I prefer to enter a store with good color sense	0	0	51	116	123
	Product items are placed according to color allow me to find them more easily	0	39	39	119	93
	The choice of color used in the store influences by purchase choice	0	59	67	103	61

In table 4.9 when respondents were asked whether color coordination makes store atmosphere more appealing, 207 respondents, which is 71% of the total sample, showed agreeableness.

When participants were asked whether they prefer to enter store with good color sense, 239 respondents, which is 82.4% of the total, showed positive intentions.

Respondents were asked if they find products much easily with good color placement, 212 respondents, which is 73.1% of the total, showed affirmation.

Respondents were asked whether the choice of color used in store influence their purchase decision. 164 respondents, which is 56.5% of the total, showed agreeableness.

Table 4.10: Store layout

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Store layout	I buy products based only after looking around completely	4	35	86	103	62
	I buy products based on the selection provided in the store	0	2	39	129	120
	I end up purchasing for products that I did not intend to buy when I am in the store primarily for planned purchase	0	46	113	89	41

In table 4.10, Responders were asked whether they buy products after fully searching around. 165 responder showed agreeableness, which represent 56.8% of the total sample.

Respondents were asked whether the buy products based on selection provided in store. The response of 249 people showed agreeableness, which stands for 85.8% of the total respondents.

Respondents were asked whether they purchase products impulsively even though they planned a purchase already. Only 130 respondents showed agreeableness, which represent only 44.8% of the respondents.

Table 4.11: Scent

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Scent	Scent in retail chain outlet encourages me to purchase more	15	118	106	38	13
	Scent in the store makes me to revisit retail chain outlet.	0	25	99	117	49
	Fragrance of the retail chain outlets makes me to stay more time	0	3	78	140	69

In table 4.11, when people were asked whether scent inside the store urge them to purchase more. The response of 51 respondents were affirmative which is 17.5% of the total respondents.

When respondents were asked whether scent inside the outlets makes them visit again. The response of 166 were positive which represent 57.2% of the total sample.

When people were asked about whether scent inside the store makes them stay more inside the store. The response of 209 respondents were positive which represent just 72% of the respondents.

Table 4.12: Music

Variable	Scale	Strongly disagree	disagree	Neutral	Agree	Strongly disagree
Music	Listening to music creates a relaxed atmosphere while shopping	0	68	106	64	52
	Music in store motivates me to buy more	5	115	112	52	6
	Pleasant environment created by music makes me spend more time in the store	0	11	63	108	108

In table 4.12, when respondents were asked whether music creates ideal atmosphere while shopping. The response of 116 respondents were positive representing only 40% of total respondents.

When respondents were asked about whether music urges them to buy more. 58 respondents showed affirmation, which is 20% of the total respondents.

When people were asked whether pleasant music inside the store makes them stay inside the store more. The response of 216 respondents were positive which represents 74.3% of respondents.

Table 4.13: Sales promotion

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Sales promotion	Products at discount induces me for impulsive buying	0	8	55	104	123
	Promotional activities like "Buy one get one" frequently attract me to buy things impulsively	0	4	54	98	134
	Point of sale events like demonstrations, discussions can induce my unplanned purchases	0	18	96	110	66
	Free product (sales promotion) can be a reason for me to buy impulsively	0	21	73	97	99

In table 4.13 when respondents were asked whether products on discounts urge them to purchase impulsively. The response of 227 respondents were positive which accounts for 78.2% of the total respondents.

When people were asked whether offer like buy one get one free makes them purchase out of plan. The response of 232 respondents were positive which shows 80% of the respondents.

Respondents were asked whether events like demonstration or discussion urges them to purchase impulsively. The responses of 176 people were positive which represents 60.6% of the sample.

When people were asked whether sales promotion causes an urge to buy impulsively. 196 respondents showed affirmation, which is 67.5% of total respondents.

Table 4.14: Assortment

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Assortment	Merchandise is neatly arranged	0	0	65	88	137
	New items are presented noticeably to draw the customers' attention	0	78	57	94	61
	Merchandise arrangement is attractive	0	72	51	96	71

In table 4.14 when respondents were asked whether neatly arranged merchandise urges them to make a purchase. 225 respondent showed agreeableness, which represents 77% of the sample

When respondents were asked whether new merchandise that are neatly arrange get their attentions. 155 respondents agreed to it which is 53.4% of the total respondents.

When respondents were asked whether new merchandise that are neatly arrange get their attentions. 167 respondents agreed to it, which is 57.5% of the total respondents.

Table 4.15: Hedonic motive

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Hedonic motive	Shopping is a way I like to spend my leisure time	4	36	41	117	92
	Shopping is one of my favorite activities	0	28	56	117	89
	Shopping in general is fun	0	9	67	80	134
	I am a person who is looking for more fun and enjoyment of shopping	0	1	60	101	128

In table 4.15 when people were asked whether they like to spent their leisure time shopping. The response of 209 respondents were positive which is 72.6% of the total respondents

When respondents were asked whether shopping is one of their favorite activities. The responses of 206 people were positive which 71.4% of the respondents is.

When people were asked whether they find shopping to be fun. 214 respondents showed agreeableness, which is 73.7% of the total respondents.

When respondents were asked whether they are the type of person who were looking to have fun while shopping. The answer of 229 respondents showed affirmation, which is 78.9% of the total responses.

Table 4.16: Impulse buying

Variable	Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Impulse buying	I often buy things spontaneously	0	8	61	111	110
	I often buy things without thinking	3	9	60	116	102
	I see it, I buy it describes me	0	6	46	129	109
	Sometimes I feel like buying things on the spur of the moment	0	24	89	110	67
	I buy things according to how I feel at the moment	1	17	57	134	81
	I carefully plan most of my Purchases	1	18	87	110	74

From the above table 4.16, we tried to know the consumer behavior towards buying things spontaneously. 221 respondents agreed that they buy things spontaneously, which were 76.7% of total respondents. So we can say that most of the customers in study area buy things spontaneously.

When respondents were asked whether they purchase without much thinking, 218 respondents out of 290 agreed which represent 75% of the total respondents. Hence we can say that customer often buy products without much thought.

In table 4.16, respondent were asked that, whether ‘they see it and buy it’, 238 respondent agreed to it, to which is about 82% of the total respondents hence indicating impulsiveness.

In table 4.16 when asked ‘if they buy things in the spur of the moment’ 177 respondent agreed to purchase items in the spur of the moment, which is 61% of the respondents, hinting towards impulse purchase.

In table 4.16 when respondents were asked whether they buy things with according to their feeling of the moment, 215 respondent agreed to it, which accounts for 74.2% of the respondents.

In table 4.16 people were asked whether they purchase their item carefully, 184 respondent agreed which accounts for 63.4% of the respondents. Therefore, we can conclude that most of the respondents does not consider their purchase carefully.

4.8: Regression analysis

The Regression analyses was applied to test the hypothesis regarding, if the relationships amongst the variables occur. The regression analysis, is a statistical measure that assist us to predict the possible variations in the outcome (dependent variable) due to variations in the predictor (independent variable) (Sato et al., 2016). Multiple linear regression modelling is suggested to find the regression results with having many independent variables with one dependent variable (Singh, 2015). SPSS outcome of multiple linear regression model consist of three different tables i.e. model summary, coefficient table and ANOVA table.

4.8.1 Model summary

Model summary table communicate us about how good fitted the regression model used in the research. Adjusted r-square and r-square has been used for goodness of model (Jhawar & Kushwaha, 2017). The r-square tell us about how the independent variable are responsible for change in the independent variable while adjusted r-square points out the relevance of inclusion of independent variables (Akossou & Palm, 2013).

Table 4.17: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.229 ^a	.562	.424	.4762264

R= correlation between predicts and dependent variable as $r=0.229$, which shows that the predictors and dependent variables have positive low correlation

R-square= shows that how much predicts explain the variations in the impulse buying behavior. The result of r-square shows that independent variables that are, window display, color, store layout, mannequin display, scent, lighting, music, assortment, promotional signage, floor merchandising and sales promotion are responsible for 56.2% variations in impulse buying behavior. The results also show that the independent variable explains good sum of variations in the dependent variable.

4.8.2 ANOVA

The analysis of variance table or ANOVA table tells about the significance of overall model. ANOVA table assists to explore either the independent variables in the model explains better variations in the dependent variables as compared to their absence (Santosh & Sharan, 2017a). The F-statistic is used to investigate the significance of ANOVA test. If the probability value is less than 5%, then we can conclude that the model is significant.

Table 4.18: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1.750	12	2.462	9.128	.004 ^b
Residual	32.136	137	.284		
Total	33.886	149			

H0: the overall model is not significant

H1; the overall model is significant

From the above ANOVA table, the F-statistics value is 9.123 with the probability of ANOVA is less than 5% i.e. .004 which means the null hypothesis is overruled and H1 is approved, we can say that the overall model is significant. This indicates that the independent variables significantly explore the changes in the impulse buying behavior.

4.8.3 Coefficient table

The coefficient table summarizes the results of coefficient of independent variables and their significance (Chang et al., 2011). The values in the coefficient tables tell us about how much deviation can be anticipated in the dependent variable, due to a unit variation in the independent variables. T-test is used to check the significance level. If the value happens to be greater than 5%, then there occur no significant association between dependent, and independent, variables. But if the figure is less than 5%, then there occur a substantial relationship between dependent and independent variables. The hypothesis testing will also be carried out based upon the outcomes of coefficient values of multiple linear regression model. And if the probability figure is less than 5% of the coefficient table, then we will reject the null hypothesis and vice versa.

Table 4.19: Coefficient table

Model		Unstandardized Coefficients		T	Sig.
		B	Std. Error		
	(Constant)	3.075	1.091	2.820	.006
	Window Display	.352	.092	3.690	.003
	Mannequin display	.298	.091	3.388	.003
	Floor Merchandising	.088	.024	2.733	.125
	Promotional Signage	.445	.098	5.679	.000
	Lightning	.094	.104	1.147	.253
	Store Layout	.064	.085	.782	.436
	Scent	.168	.007	8.802	.000
	Music	.153	.009	7.891	.000
	Sale Promotional	.489	.094	4.640	.034
	Assortment	.066	.073	.918	.360
	Color	.212	.106	2.128	.011
	Hedonic motive	.382	.071	2.463	.000

Window display

When windows display factor increases by one factor the consumer's impulse buying behavior increase by 0.352 unit factors. The result is statistically substantial because the probability value is less than 0.05 or 5%. Hence we can say that windows display have positive impact on consumer impulse buying.

Mannequin display

When mannequin display factor increase by one factor, consumer's impulse buying behavior increases by 0.298 unit factors. As the probability value is less than 0.05 we can conclude that mannequin display, has affirmative and significant association with shopper impulse buying.

Floor merchandising

Studying the connection between floor merchandising, and impulsivity. The results show the probability figure of 0.88, which settles that there is affirmative insignificant connection in-between, the two. Therefore, we can say that floor merchandising has no significant impact on consumer's impulse buying behavior.

Promotional signage

When promotional signage factor increase by one factor the consumer's impulsivity increases by 0.445 -unit factor. The result is statistically weighty because the probability figure is less than 0.05 or 5%. We can conclude that promotional sale has positive and significant impact on consumer's impulsivity.

Lighting

While studying the relationship between lighting and consumer's impulsivity, the outcome, concludes that there is positive insignificant affiliation between the two. As the probability is greater than 0.05, we can say that lighting has no substantial impact on impulsivity.

Store layout

The consequences reveal that there is affirmative insignificant relationship in-between store layout and impulse buying behavior as the probability is 0.05. Hence, we can conclude that there is no significant relationship, between store layout and purchaser impulsivity.

Scent

When scent factor increase by one factor the consumer impulse buying behavior increase by 0.168 unit. As the probability figure is less than 0.05, it can settle that there is positive significant affiliation between consumer impulse buying and scent.

Music

When music factor increase by one unit factor the impulsivity of consumers increases by 0.153 unit. In addition, the probability value is less 0.05, we concludes, that there is indeed positive and significant relationship in between consumer's impulsivity and music.

Assortment

The outcome reveal that there is in-fact positive insignificant relationship between assortment and consumer impulsivity as the probability value is greater than 0.05 or 5%. We can determine that there is no significant relationship in-between consumer impulse purchasing behavior and assortment.

Color

When color factor increase by one unit factor the impulsivity of consumer increases by 0.212 unit. The probability value is also less than 5% hence we can affirm that there is indeed positive and substantial relationship between buyer's impulse buying trend and color.

Sales promotion

When sales promotion factor increase by one factor, the consumer impulse buying behavior increases by 0.489 unit factors. The results are also statistically significant because the probability value is smaller than 0.05. Hence, it can be settled that there is positive and significant impression of sales promotion on shopper's impulse purchasing behavior.

Hedonic motive

The result of hedonic motive is significant because the probability figure is smaller than 0.05, i.e. 0.00. Hence, we can conclude that hedonic motive moderates the relationship between dependent variable and predictors.

4.9 Moderation results

The moderation outcome tells us about the association between two variables in the existence of the third variable (Hussain & Ali, 2015). The influence of the moderating variable is branded as an interaction, which marks the direction or strength of the affiliation between predictors and the dependent variable. In current study, Hedonic motivation is being considered as moderator, which may affect the relationship of visual merchandising and store atmospheric with impulse purchasing. To find out the moderation influence, the process is being completed in two processes. In the earlier step, simple linear regression is been applied to search the association between visual merchandising and store atmospherics with impulse purchasing behavior individually, while taking all other independent variable as controlled. In the later step, the considered moderator is being utilized as another independent variable with both store atmospherics and visual merchandising using multiple regression model and later, matched the two outcomes that portray the moderation influence of considered variable.

Table 4.20: Relationship between visual merchandising and impulse purchasing in the presence of hedonic motivation

Model		B	Std. Error	t	Sig.	R-Square	F-stat	Prob >F
1	(Constant)	4.610	0.282	16.358	0.000	0.21	3.943	0.048
	Visual Merchandising	-0.145	0.073	-1.986	0.048			
Model 2	Visual Merchandising	-0.146	0.073	2.000	0.046	0.315	4.139	0.20
	Hedonic motivation	-0.024	0.040	2.586	0.558			
	(Constant)	0.121	0.008	14.440	0.000	0.315	21.364	0.000
	Visual Merchandising Moderator	-0.006	0.001	5.820	0.009			

a. Dependent variable: Impulse buying

From table 4.20, we can observe that visual merchandising explains about 21% of variation in impulse purchasing behavior and also gives a significant and positive affiliation with dependent variable. When hedonic motivation (moderator) is introduced in the study, we can observe that both visual merchandising and moderator explains around 31% of the

variation in impulse purchasing behavior. Thus concluding that there is positive moderation.

Table 4.21: Relationship between store atmospherics and impulse purchasing in the presence of hedonic motivation

Model 1		B	Std. Error	t	Sig.	R-Square	F-Stat	Prob >F
	(Constant)	4.361	0.343	12.718	0.000	0.283	8.16	0.000
	Store atmospherics	0.082	0.009	9.033	0.000			
Model 2	Store atmospherics	0.082	0.009	9.005	0.000	0.337	5.434	0.000
	Hedonic motivation	0.021	0.004	5.233	0.002			
	(constant)	0.054	0.010	5.286	0.001	0.342	6.084	0.000
	Store atmospherics Moderator	-0.007	0.001	6.344	0.000			

a. Dependent variable: Impulse buying

From table 4.21, we can observe that store atmospherics explains about 28% of variation in impulse purchasing behavior and also gives a significant and positive affiliation with dependent variable. When hedonic motivation (moderator) is introduced in the study,

we can observe that both store atmospherics and moderator explains around 34% of the variation in impulse purchasing behavior. Thus concluding that there is in fact a positive moderation.

4.10 Hypothesis testing

The aim of the research was to explore the influence of visual merchandising, store environment and sales promotion on impulsivity of shoppers, in apparel outlets, commercial market Rawalpindi. To meet the objectives of the study thirteen hypothesis were developed. Multiple linear regression model has been used to testify the developed hypothesis. The table below provide information regarding the rejection or acceptance of the hypothesis with respect to alternative and null hypothesis.

Table 4.22: Hypothesis testing table

s.no	Null Hypothesis	H1	t-stat	P-Value	Decision
1	Windows display does not have an impact on impulse buying behavior	Windows display have positive and significant impact on impulse buying behavior	3.690	0.003	H0 rejected H1 accepted
2	Mannequin display does not have an impact on impulse buying behavior	Mannequin display have positive and significant impact on impulse buying behavior	3.388	0.003	H0 rejected H1 accepted
3	Floor merchandising does not have impact on impulse buying behavior	Floor merchandising have positive and significant impact on impulse buying behavior	2.733	0.125	H0 accepted H1 rejected
4	Promotional signage does not have impact on impulse buying behavior	Promotional signage have positive and significant impact on impulse buying behavior	5.679	0.000	H0 rejected H1 accepted

5	lighting does not have impact on impulse buying behavior	Lighting have positive and significant impact on impulse buying behavior	1.147	0.253	H0 accepted H1 rejected
6	Store layout does not has an impact on impulse buying behavior	Store layout has positive and significant impact on impulse buying behavior	0.782	0.436	H0 accepted H1 rejected
7	Scent does not have an impact on impulse buying behavior	Scent has positive and significant impact on impulse buying behavior	8.802	0.000	H0 rejected H1 accepted
8	Music does not have an impact on impulse buying behavior	Music has positive and significant impact on impulse buying behavior	7.891	0.000	H0 rejected H1 accepted
9	Assortment does not have an impact on impulse buying behavior	Assortment has positive and significant impact on impulse buying behavior	0.918	0.360	H0 accepted H1 rejected
10	Color does not have an impact on impulse buying behavior	Color has positive and significant impact on impulse buying behavior	2.128	0.11	H0 rejected H1 accepted
11	Sales promotion does not have impact on impulse buying behavior	Sales promotion has positive and significant impact on impulse buying behavior	4.640	0.034	H0 rejected H1 accepted
12	Hedonic motivation does not moderate the relationship between visual merchandising and impulse buying behavior..	Hedonic motivation does moderate the relationship between visual merchandising and impulse buying behavior.	0.463	0.000	H0 rejected H1 accepted
13	Hedonic motivation does moderate the relationship between	Hedonic motivation does not moderate the relationship between store	0.373	0.000	H0 rejected H1 accepted

	store atmospherics and impulsivity	atmospherics and impulsivity			
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From the above table 4.22, it can be concluded that besides store layout, floor merchandising, assortment and lighting all the hypothesis have been accepted with decent significance level, which indicates there exist significant relationship among the considered variables.

Moderation Analysis

As to explore the moderating role of hedonic motives in the relationship between visual merchandizing and impulse buying behavior. The below figure confines that the hedonic motives positively moderate the relationship between visual merchandising and impulse buying behavior.

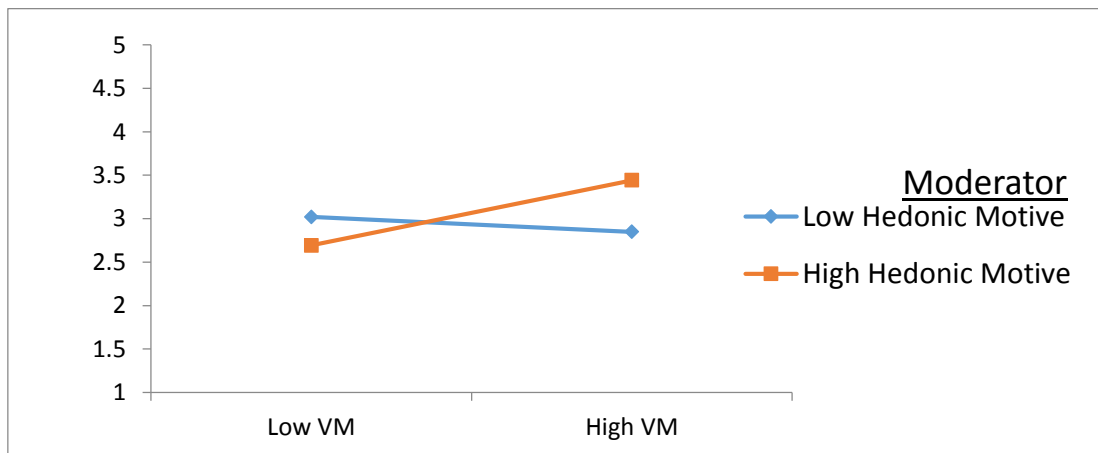


Figure 4.6: Hedonic motives in the relationship between visual merchandizing and impulse buying behavior

(Here IMBB represents impulse buying behavior, VM visual merchandising and hedonic motives is moderator variable)

It can be seen that along with high hedonic motives, the increasing level of visual merchandising with impulse buying behavior also increases, which means that hedonic motives significantly and positively moderates the relationship between visual merchandising and impulse buying behavior.

The second figure shows the moderation role of hedonic motives in the relationship between store atmospherics and impulse buying behavior.

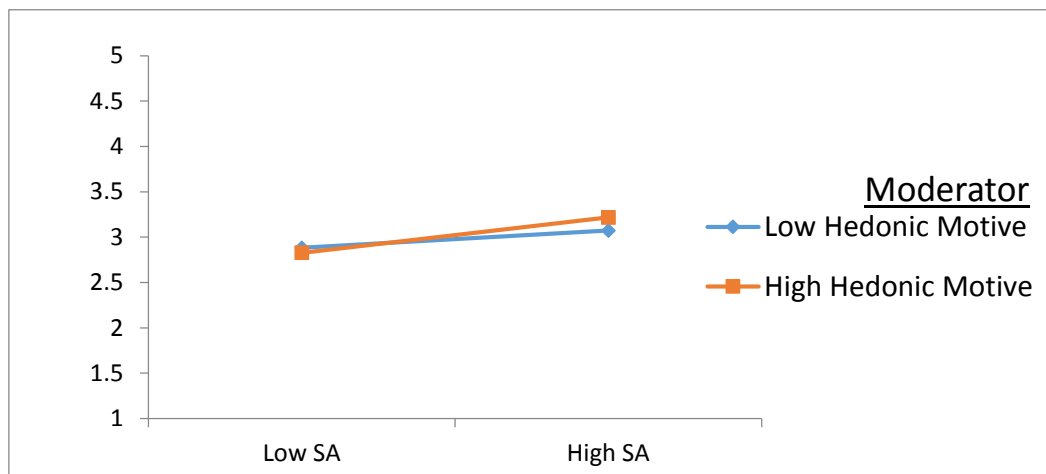


Figure 4.7: Hedonic motives in the relationship between store atmospherics and impulse buying behavior

(Here IMBB represents impulse buying behavior, SA is store atmospherics, and hedonic motives is moderating variable)

From the above figure, the results suggest that low hedonic motives moderate the relationship at lower level but increasing the moderating role significantly moderates the relationship. Both moderator and independent variables move in same direction, which mean

the moderator variable play significant positive moderating role in the relationship between sale promotion and impulse buying behavior.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Impulse buying is an important and pervasive aspect of consumers buying behavior (Hausman, 2000). The research was aimed to examine this behavior and aspects, which are inducing it in the environment of apparel stores located in Commercial market Rawalpindi. The study covered the influence of ten diverse visual merchandising features and store atmospherics on buyer's impulse purchasing behavior. Visual merchandising basics taken were windows display, floor merchandising, mannequin display, assortment and promotional signage. While store atmospherics taken were color, scent, music, store layout and lighting. On top of that, the impact of sale promotion on impulse purchasing of shopper was also examined while taking into consideration hedonic motivators acting as a moderator.

Results revealed that visual merchandising elements namely, windows display, promotional signage and mannequin display were responsible in triggering impulsivity of consumers as is the case in research done by SHREYA (2021). While in store atmospherics, elements such as color, scent, music, display were responsible in triggering impulsivity of consumers as the research by Ndengane et al. (2021) does align with the result. While the enduring visual merchandising fundamentals, as such, assortment, and floor merchandising, did not lead to have significant impression on customer's impulse purchasing conduct. While Store atmospherics characteristics such as store layout and lighting also, did not lead to have significant impression on customer's impulse purchasing conduct.

The age group that showed the most vulnerability to impulsivity was between ages 16 to 26, which was the lowest in the age group taken. Thus revealing that moving up the age

group ladder roughly decreases the vulnerability to impulsivity on individuals which is also supported by a study performed by (Steinberg et al., 2008).

The results in consensus with previous researches also revealed that sales promotion has significant impact on consumer's impulsivity which did aligned with previous research conducted by Santini et al. (2015). Hedonic motivation also played a part as a moderator on the connection between visual elements and impulsivity and also in store atmospherics and impulsivity which lead to consumer positive emotional response which is in consensus with previous researches (Raza et al., 2020),(Virvilaitė et al., 2011). That is hedonic motivator interacts with visual elements and store atmospherics in retail environment to influence customer's positive emotional responses.

After analysis, the outcome also revealed that visual merchandising element having the most significant influence on consumer's impulsivity is promotional sale closely followed by windows display, mannequin display. While in store atmospherics, color, scent and music were the most impactful on impulsivity respectively.

5.2 Policy recommendation

The findings suggest that visual merchandising, store atmospherics and sales promotion play significant role in impulse buying behavior. The following policies are recommended to trigger impulse buying behavior in shoppers.

- Promotional sale, windows display, mannequin display are found to be the most important elements responsible in triggering impulse buying behavior. By putting more emphasis on these visual merchandising elements, the business sector can encourage more customers into their shops, ultimately resulting in accelerated impulse purchase.

- Apparel retail sector must also put emphasis on store atmospheric characteristic's such as color, scent and music to maximize impulsive potential in shoppers as these characteristics have shown high level of impact in customer's impulsivity
- Sales promotion showed higher coefficient value than any of visual merchandising elements and store atmospheric characteristics, which indicates that with proper use of sales promotional techniques in combination with visual merchandising and store atmospherics elements, retailers, can significantly boost impulsivity in shoppers.
- Age group 16 to 26 were found out to be the most impulsive followed by the age group 36 to 45. Apparel retailers can put their product related to these age groups in windows display or mannequins as these visual merchandising elements were also found out to be the most effective. Hence creating an effective combination to trigger impulsivity in customers.

5.3 Limitations of the Study

The study provides insights into research problems and research objective but still. There are limitations, which can be overcome in future researches. The key limitation can be unidentification of customers and consumers, the study could not establish who would be more impulsive. The sample size being small may affect the study result. The study is conducted on apparel segment only; other category of product may have different outcome. Another modification in the current study can be made by the insertion of retailers in the respondents list such that by knowing their aims, budget and perceptions towards visual merchandising factors. The addition of a retailer may aid us consider how fascinatingly the retailers are promoting various visual merchandising and business advertisement aspects.

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APPENDIX

QUESTIONNAIRE ITEMS

Windows display

I feel compelled to enter the store when I see an interesting Window display.

I tend to enter a store when I am attracted by an eye-catching Window display.

I tend to choose which store to shop in depending on eye-catching window displays.

(Sahni et al., 2014)

Mannequin display

I get an idea of what I want to buy after looking through in store Form/mannequin displays.

I tend to rely on store displays when I make a decision to purchase clothing

When I see clothing that I like on in-store form/mannequin display, I tend to buy it.

When I see clothing featuring a new style or design on display, I tend to buy it.

(Sahni et al., 2014)

Floor merchandising

When I see clothing that catches my eye I tend to try it on without looking through the whole section

When I walk along the aisle, I tend to look through the clothing close to me

I tend to try on clothing that catches my eye when I pass by.

(Sahni et al., 2014)

Promotional signage

If I see an interesting promotional offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy.

When I see a special promotion sign, I go to look at that clothing.

I am more likely to make an unintended purchase if the clothing has a sale or clearance sign.

Sale/clearance signs entice me to look through the clothing.

(Sahni et al., 2014)

Color

Color coordination creates an appealing store atmosphere.

The choice of color used in the store influences my purchase choice

Product items are placed according to color allow me to find them more easily.

I prefer to enter a store with good color sense

(Merugu & Vaddadi, 2017)

Lighting

Brightly lit stores are more attractive than dimly lit stores

Good lightning impacts the atmosphere of the store.

Proper lighting of the store helps consumers to easily observe the labels and details of the desired product

Good Lightning encourages consumers to visit the store.

(Soomro et al., 2017)

Store layout

I buy products based only after looking around completely

I end up purchasing for products that I did not intend to buy when I am in the store primarily for planned purchase

I buy products based on the selection provided in the store

(Soomro et al., 2017)

Scent

Scent in retail chain outlet encourages me to purchase more

Scent in the store makes me to revisit retail chain outlet.

Fragrance of the retail chain outlets makes me to stay more time

(Hussain & Ali, 2015)

Music

Listening to music creates a relaxed atmosphere while shopping
--

Pleasant environment created by music makes me spend more time in the store

Music in store motivates me to buy more

(Hussain & Ali, 2015)

Assortment

Merchandise is neatly arranged

Merchandise arrangement is attractive

New items are presented noticeably to draw the customers' attention

(Mehta & Chugan, 2014)

Sales promotion

Products at discount induces me for impulsive buying
--

Free product (sales promotion) can be a reason for me to buy impulsively
--

Point of sale events like demonstrations, discussions can induce my unplanned purchases

Promotional activities like "Buy one get one" frequently attract me to buy things impulsively

(Santini et al., 2015)

Hedonic motivation

Shopping is a way I like to spend my leisure time

Shopping is one of my favorite activities

Shopping in general is fun

I am a person who is looking for more fun and enjoyment of shopping

(Chang et al., 2011)

Impulse buying

I often buy things spontaneously

I carefully plan most of my Purchases

I buy things according to how I feel at the moment

Sometimes I feel like buying things on the spur of the moment

"I see it, I buy it" describes me

I often buy things without thinking

(Dash & Akshaya, 2016)