

Project Dissertation Report on

**A STUDY ON THE IMPACT OF VISUAL
MERCHANDISING ON IMPULSE BUYING BEHAVIOR**

(An exploratory study for apparel industry)

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2K19/DMBA/59

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled ‘A study on the impact of visual merchandising on impulse buying behaviour (An exploratory study of apparel industry)’, is an original and bonafide work carried out by Ms. Neha Shreya of MBA 2019-21 batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfilment of the requirement for the award of the degree of Master of Business Administration.

Signature of Guide

Dr. Deep Shree

Signature of Department Head

Dr. Archana Singh

DECLARATION

I, Neha Shreya, student of MBA Batch 2019-21 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 declare that Project Report on 'A study on the impact of visual merchandising on impulse buying behaviour (An exploratory study of apparel industry)' submitted in partial fulfilment of Degree of Master of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report has not been submitted to any other university for the award of any other degree, diploma and fellowship.

Neha Shreya

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ACKNOWLEDGEMENT

I gratefully acknowledge my profound gratefulness towards my esteemed guide, Dr. Deep Shree, Assistant Professor, Delhi School of Management, DTU, for her invaluable guidance, excellent supervision and constant encouragement during the entire duration of the project work. I am thankful to her to provide me with useful references and information, which were of significant importance for the completion of this study. Her valuable insights and attention to detail made this exercise a great learning experience. I strive to use the skills and knowledge gained here in the best possible way and will continue to work on further improvement, in order to attain my desired career objectives. The project would never have been possible without her guidance and supervision.

I also express my sincere gratitude to Dr. Archana Singh, Head of Department and all the faculty members of Delhi School of Management, DTU, Delhi. I extend my sincere gratitude and thanks to my friends and family for their help and assistance during my project, without whom it would not have been possible for the project to take its final shape. Apart from above, I would like to extend my sincere thanks to all those who filled my questionnaire and helped me in my research.

EXECUTIVE SUMMARY

Impulse buying can be defined as a “spontaneous, immediate purchase without pre-shopping intentions either to buy a specific product category or to fulfil a specific need or desire”. The topic has been a key research concern among marketers as it is a pervasive aspect of consumer behaviour, also due to its potential in the marketing world. As a result of a number of researches and studies, impulsive buying is now recognized as a significant behaviour in apparel industry and possess a major determinant of sales and purchases at retails.

Purpose: The primary objective of the study is “to explore, analyze and explain the relationship between respondents’ impulse buying behavior and various types of visual merchandising namely in-store form/mannequin display, window display, floor merchandising, and promotional signage” used by retailers. Because of swelling competition and therefore the merchandise resemblance at retail stores, retailers nowadays are leveraging visual merchandising to distinguish their products from others’ or furthermore to attract the customers to the retail shops and create a desire among them to purchase the product. The study aims to “identify and analyze the relationship between four types of visual merchandising and impulse buying of customers” qualitatively and quantitatively with the help of well-structured research methodology.

Methodology/approach: Descriptive Research Methods have been used for this paper. Both Qualitative as well as Quantitative approach have been used. Qualitative approach helped in understanding the in- depth emotions and perception of the customers while Quantitative approach provided a statistical and mathematical aspect to the study and helped in providing empirical validation to the result. The research is based on primary data collected from a sample of 127 respondents through a well-structured questionnaire. The tool that was administered for the analysis and interpretation of data is SPSS. Going through the previous studies and papers, “respondents’ impulse buying behavior has been taken as dependent variable while the four types of visual merchandising namely in-store form/mannequin display, window display, floor merchandising, and promotional signage have been taken as independent variable.”

Findings: The research was conducted primarily “to understand the relationship between respondents’ impulse buying behavior and various types of visual merchandising taken as independent variable”. The study outcomes statistically established that there is a significant and strong affiliation between customers’ impulse buying behavior and floor merchandising and promotional signage. The statistical outcome from regression analysis indicated that although, “in-store form/mannequin display and window display do not significantly influence customers’ impulse buying behavior”, the results still proposed correlation between all the four independent variables and consumers’ impulse buying behavior.

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1. INTRODUCTION

The scope of visual marketing is developing swiftly with advancement in innovation and technology and growing competition in the marketing world. Apparel retail owners therefore need to ensure that their visual merchandising has more grounded sway, as rivalry in the current situation is high, and retailers are prepared to spend more on visual marketing to pull in clients. Visual merchandising has hence become an instrument which can be utilized by apparel retailers to separate themselves from others and hence enhance their sales by inducing and inciting impulse buying behavior among customers to make purchases out of those impulse behaviors.

1.1. Background of the study

In the age of growing expectations of customers and intense competition, marketing managers and retailers are always seeking for ways to increase their customers' revenue share, depending on additional sales. And, of course, the fierce competition of today and the similarity of sales in every store compels all segments of the style retailers to use and promote visual merchandising in order to enhance the volume of the sales. Visual marketing is one of the best ways to create euphoria in the clothing industry with a store presentation. Visual merchandising is a "process in which the introduction of a retail space is made attractive, engaging, and tempting for the client, not only as a stimulus to enter the store, but also to make impression in the consumer's mind". It is a tool where the store can convey the style and feel of the design that can attract clients. The core purpose of visual merchandising is to improve the sales environment and make the client experience easier and better, encouraging them to buy more items in the store. Clothing retailers especially give a prime value on visual merchandising with the purpose of differentiating their products from others'. Retailers, today, therefore focus on customer preferences, their needs and their desire for the purpose of growing it. Customer behaviour is the most complex marketing problem, as it is heterogenic and powerful in nature. One of the most important and well-known customer behaviours is impulse buying. Since impulse buying can be a

pervasive factor in behaviour of customers and it entices the focus of marketing planners (Rook, 1987), it is very important for marketers to understand those aspects that trigger impulse behaviour response among customers. Retailers can then help customers search for the right product through targeted marketing, organized store style and planning, and a variety of visual marketing techniques, such as product display, product wrapping, and collection (Abrams, 1996).

Described as an unintentional and automatic purchase of a product (Rook, 1987), This practice is based on the desires that start consumers 'wishing to buy or buy' the product immediately (Rook, 1987). According to the study by Bellenger et al. (1978), impulse buying has been considered as a major determinant of 62% purchases in retail stores; however, few product lines remain unpretentious this phenomenon. Rook (1987) emphasized that different consumers experience purchasing power in a different way, especially in terms of the emotional power accompanying the impulse purchase and a customer's ability to control those desires.

1.2. Research Objectives

In this competition prone era among retailers and traders, it is highly imperative for retailers and traders to have an understanding of the consumer behavior and various associated facets so as to make informed decisions regarding marketing and promotion strategies. The prime objective of the study is to explore, analyze and explain the relationship between respondents' impulse buying which is an vital and pervasive element of consumer behavior and a key driver to consumer purchase behavior and few categories of visual merchandising used by retailers as it helps to enhance retail presence and to make the client's experience simpler and better, to encourage them to purchase items from the store. The study therefore aims to identify and analyze the relationship between visual merchandising techniques that is taken as independent variables and DV i.e., impulse buying of customers qualitatively and quantitatively with the help of well-structured research methodology.

Hence, the main objectives may be highlighted as:

- To identify and analyse antecedent factors acting as major determinant of impulsive buying behaviour among buyers.
- To determine the relative significance of various factors of visual merchandising in relation to customers' impulse buying quantitatively.
- To develop a framework for retailers to leverage the opportunity by making profits out of customers' impulse buying behaviour.

The results can prove to be helpful for retailers in developing strong strategies for marketing and merchandising by gaining meaning insights from consumer impulse behavior in relation with visual merchandising at retail spaces.

1.3. Rationale/significance of the study

Customer behaviour is the most complex issue of marketing, as it is heterogenic and dynamic in nature. One such specific and significant customer behaviour is impulse buying behaviour. Considering impulse buying indeed is a prevalent facet of consumers' behaviours and hence requires focus of strategic marketing planners (Rook, 1987) and it's highly noteworthy for retailers to recognize those factors that induct impulsive reactions among customers. Sellers use visual merchandising to distinguish their products from others 'or more to attract customers to retail stores and create a desire among themselves to buy the product. Also, intense competition and similar sales in all stores compel all segments of the style retailers to use and develop visual sales to enhance the attractiveness of the sale. Therefore, "it calls for the need to study of the topic for understanding *"the relationship between impulse buying behavior"* evident among customers and different types of visual marketing techniques and tools" so that retailers can make it easier for customers to seek the right purchase through targeted marketing, structured shopping style and planning, and different viewing of marketing practices, such as product.

1.4. Scope of the study

Since impulse buying behavior was firmly recognized with emotional responses and regardless of the possible fact that it may have been more probable impacted by external variables, the kind of impact/reaction was fairly hard to decide by the review surveys. Therefore, “a mix of quantitative and subjective exploration strategies (e.g., observational or test research techniques) is suggested for future examination”. Also in this particular study, we have taken only four elements of visual merchandising. Further research can be done on more elements of visual merchandising. Also, it is highly recommended that in future for gaining more deep insights and firm findings, a blend of both “quantitative and qualitative research methods e.g., observational or experimental research methods should be taken into consideration”.

Further studies can be carried out to understand the influence of various other attributes of visual merchandising as well including store layout and design in particular.

2. LITERATURE REVIEW

This chapter comprises of exhaustive review of literature regarding impulse buying. It consists of the definitions and characteristics of impulse shopping and characteristics and relationship between visual merchandising and impulse buying.

2.1. Impulse Buying

“Impulse buying is considered a prevalent and distinguishing advancement in the consumer behavior study and has been getting growing deliberation from researchers with time (Youn & Faber, 2000)”. Rook and Hoch (1985) assert that the majority of folks have feeling o experiencing an impulse desire to purchase a product while shopping.

Rook (1987) defined impulse buying as an inadvertent and spontaneous purchase of a product. It is recognized as one of the most important mechanisms in the industry of retail (Stern, 1962). The emergence of this phenomenon may be attributed to the impetuses that initiate the shoppers’ ‘desire to purchase’ a specific merchandise instantaneously (Rook, 1987). Kacen (2002) identified impulse buying as a “quick considerable, complex purchase behaviour in which any considerate, deliberate inspection of substitutes are precluded while making purchase decisions”. Retailers, today, therefore focus on customer preferences, their needs and their desire for the purpose of growing it. Customer behaviour is the most complex marketing problem, as it is heterogenic and powerful in nature. One of the most important and well-known customer behaviours is impulse buying (Lee, J. I., Ren, T., & Park, J., 2021). Since impulse buying can be a pervasive factor in consumer behaviour and it entices the focus of marketing planners (Rook, 1987), it becomes imperative for marketers to understand those factors that trigger impulse behaviour response among customers. For this the organizations are revamping and modifying the stores environment by gathering data and exploring on how they can impact buyers' buying behaviour for their brands using innovative techniques like visual merchandising.

2.2. Visual Merchandizing

Various researches and studies have revealed that impulse purchase accounts for a significant proportion of retail sales. Retailers are gradually focussing on how to use visual merchandising themes for attracting customers to make impulse purchases. Visual merchandising encompasses the presenting a store and its goods in such a manner that can lure the potential customers.

Often described as the “the art and science of products/items/merchandise presentation at stores or retail in a way that is visually appealing to the customers, visual merchandising is a powerful tool used by retailers to interconnect with and attract customers” (Ebster and Garaus, 2011). It consists of the decoration and presentation of retail stores in a creative and attractive manner. Window display plays a key role to “create first impression in customer’s mind to enter the store”. The store interior includes orienting factors; signage. Kotler deliberated ‘atmospherics’ can also be a crucial strategy which often includes store arrangement and designing, merchandise, techniques of presentation, and ambient settings.

Hence, the room for visual marketing is developing swiftly with advancement in innovation and technology and growing competition in the market. Apparel retailers therefore must safeguard that their visual merchandising has more grounded sway, as rivalry in the current situation is high, and retailers are prepared to spend more on visual marketing to pull in clients. Visual merchandising has hence become an instrument which can be utilized by apparel retailers to separate themselves from others and hence enhance their sales by inducing and inciting impulse buying behavior among customers to make purchases out of those impulse behaviors.

2.3. The connection between impulse buying and visual merchandising

According to Diamond & Diamond (1996), “visual merchandising can be demarcated as the presentation of a store and its products in a way that is aimed at attracting potential customers and encouraging them to shop”. Bastow-Shoop et al., (1991) in their research work emphasized that a well-implemented visual merchandising method can aid in increasing products sales that will quite certainly sell themselves.

Hence, concluding from various researches and studies, it is revealed that impulse purchase accounts for a significant proportion of retail sales and retailers are gradually focussing on how to use visual merchandising themes for attracting customers to make impulse purchases. Visual merchandising encompasses the demonstration of a store and its merchandise in such a manner that can entice the consideration of probable customers so that they can make impulse purchases and contribute to revenue-generation for the retail owners. Apparel retailers therefore need to ensure that their visual merchandising has more grounded sway, as rivalry in the current situation is high, and retailers are prepared to spend more on visual marketing to pull in clients. Visual merchandising has hence become an instrument which can be utilized by apparel retailers to separate themselves from others and hence enhance their sales by inducing and inciting impulse buying behavior among customers to make purchases out of those impulse behaviors.

3. RESEARCH METHODOLOGY

This chapter includes “the research hypotheses, independent and dependent variables definition, development of instrument for conducting survey and data collection, data analysis methods, and research limitations and simultaneous findings and recommendations”.

3.1. Hypotheses Formulation

Going through the previous studies and papers, “respondents’ impulse buying behavior has been taken as dependent variable while for independent variable. the four types of visual merchandising: window display, in-store form/mannequin display, floor merchandising, and promotional signage” have been taken for research.

Likert scale was used for response measurement, which ranges from “*Strongly disagree=1 to strongly agree=5*”.

Dependent Variable

3.1.1. Impulse Buying

Impulse buying has been taken as dependent variable of this study. The impulse buying behaviour is based on stimuli that arouse the shoppers’ ‘desire to purchase’ product instantaneously (Rook, 1987). The signifiers of impulse buying behaviour include “*unplanned, powerful and stimulating urge to buy*”.

Independent Variable

The four types of visual merchandising namely, “*window display, in-store form/mannequin display, floor merchandising, and promotional signage*” have been taken as independent variables for this study. For null hypothesis, it was assumed that “these independent variables have significant influence on shoppers to buy on impulse”.

3.1.2. Window Display

“Window display” has been taken as the first independent variable. Window Display is a vital component of Visual merchandising which plays a key role in amplifying the physical appeal of a retail store to influence customers while choosing the store for shopping (Alireza & Hasti 2011). Therefore, retailers can enhance and improve the unplanned purchase in retail stores by appealing displays Peak & Peak, (1977). Now a days, retailers give a major focus on ‘window displays’ to attract the customers’ contemplation and ultimately to turn the visitors into the final buyers (Maiksteniene & Auraskeviciene 2008).

Ha4. *“Respondents’ impulse purchases are significantly influenced by window displays”.*

3.1.3. In-store form/mannequin display.

“Mannequins are widely used by clothing retailers to display their products in store and window displays”. They are a modern tool used by marketers to capture customer attention. Usually, mannequins are labelled with the latest styles to showcase the latest products available. Research has shown that retailers display a positive image to consumers in the size and size of mannequins to attract consumers.

Ha5: *“Respondents’ impulse purchases are significantly influenced by in-store form/mannequin display”.*

3.1.4. Floor merchandising

Visual marketing is a marketing practice that uses low-end designs, color, lighting, display, technology and other items to attract customer attention. Its main purpose is to use the sales space to generate more sales.

Ha6. *“Respondents’ impulse purchases are significantly influenced by floor merchandising”.*

3.1.5. Promotional signage

Promotional signage is referred to as the signboards used for the marketing of the business, both indoor and outdoor. Promotional signages are an exciting way to spread the product's message visually and graphically. Using traditional signposts to date, businesses can successfully develop their visual marketing. It is a powerful tool for advertisement and promotion and grabbing customers' attention.

Ha7. *“Respondents’ impulse purchases are significantly influenced by promotional signage”.*

Table 1: Empirical Support for the Questionnaire

Questionnaire	Empirical Support
Section 1: Impulse buying	Youn & Faber, 2000 (1-3) Han, 1987; Rook & Hoch, 1985;
1. I go shopping to change my mood.	Weun, Jones, & Betty, 1997; Youn &
2. I feel a sense of excitement when I make an impulse purchase.	Faber, 2000 (4) Beatty &
3. After I make an impulse purchase I feel regret.	Ferrel, 1998; Youn, 2000
4. I have difficulty controlling my urge to buy when I see a good offer.	
5. When I see a good deal, I tend to buy more than that I intended to buy.	
Section 2: Influence of window display	
6. I tend to enter a store when I am attracted by an eye-catching window display.	These items developed by the researcher.
7. I feel compelled to enter the store when I see an interesting window display.	
8. I tend to choose which store to shop in depending on eye catching window displays.	
Section 3: Influence of in-store form/mannequin display	
9. I get an idea of what I want to buy after looking through in-store form/mannequin displays.	
10. When I see clothing featuring a new style or design on display, I tend to buy it.	
11. When I see clothing that I like on in-store form/mannequin display, I tend to buy it.	Han, 1987
12. I tend to rely on store displays when I make a decision to purchase clothing.	
Section 4: Influence of floor merchandising	
13. When I see clothing that catches my eye, I tend to try it on without looking through the whole section.	Rook & Fisher, 1995
14. When I walk along the aisle, I tend to look through the clothing close to me.	
15. I tend to try on clothing that catches my eye when I pass by.	
Section 5: Influence of promotional signage	
16. If I see an interesting promotional offer (reduced price, sales promotion, and etc.) on in-store signs, I tend to buy.	Rook & Fisher, 1995
17. Sale/clearance signs entice me to look through the clothing.	Beatty & Ferrel, 1998; Youn &
18. When I see a special promotion sign, I go to look at that clothing.	Faber, 2000 (16) Han, 1987; Rook & Hoch, 1985;
19. I am more likely to make an unintended purchase if the clothing has a sale or clearance sign.	Weun, Jones, & Betty, 1997; Youn & Faber, 2000

Table 2: Research hypotheses, and planned preliminary and hypothesis statistical tests.

Hypothesis	Planned Statistical Tests	
	Preliminary Tests	Hyp. Test
Ha1. There is significant relationship between Gender of the respondents and their impulsive buying tendency	Frequency Table	Cross-tabulation Analysis
	Cross Tables	
Ha2. There is significant relationship between Gender of the respondent and From Where The Respondent Buy Apparel Impulsively	Frequency Table	Cross-tabulation Analysis
	Cross Tables	
Ha3. There is significant relationship between the buyers' impulse buying behavior and From Where the Respondent Buy Apparel Impulsively".	Frequency Table	Cross-tabulation Analysis
	Cross Tables	

Table 3: Research hypotheses, and planned preliminary and hypothesis statistical tests.

Hypothesis	Planned Statistical Tests	
	Preliminary Tests	Hyp. Test
Ha4. There is significant linear relationship between Impulsive Buying and Influence of / Window Display/Online Display.	Frequency Table	Regression Analysis
	Cross Tables	
	Reliability Test	
	Pearson Correlation	
Ha5. There is significant linear relationship between Impulsive Buying and in-store form/mannequin display.	Frequency Table	Regression Analysis
	Cross Tables	
	Reliability Test	
	Pearson Correlation	
Ha6. There is significant linear relationship between Impulsive Buying and floor merchandising.	Frequency Table	Regression Analysis
	Cross Tables	
	Reliability Test	
	Pearson Correlation	
Ha7. There is significant linear relationship between Impulsive Buying and promotional signage.	Frequency Table	Regression Analysis
	Cross Tables	
	Reliability Test	
	Pearson Correlation	

3.2. Survey Development

For Data collection, a “well-structured questionnaire” was prepared to record and measure responses of respondents and the questionnaire was administered to the respondents through google forms via social media tools like WhatsApp, Facebook, LinkedIn, and mails. The survey format was used as an instrument for collecting data for study (Annexure 1).

3.3. Sample

A total of 107 respondents participated in the survey. Considering the responses received, most of the respondents belonged to ‘students’ category.

3.4. Survey Administration/Data Collection

The survey questionnaire (Annexure 1) was created according to the guidelines of the University. The questionnaire comprised of information describing the topic and aim of the study and clause ensuring confidentiality of respondents.

Data were collected by a convenience sampling method. The questionnaire was administered to the respondents through google forms via social media tools like WhatsApp, Facebook, LinkedIn, and mails. The survey completion time was approximately fifteen minutes.

3.5. Sampling Procedure

Simple Random Sampling Method is used with Convenience Sampling Technique to represent the entire population and obtain a more scientific result.

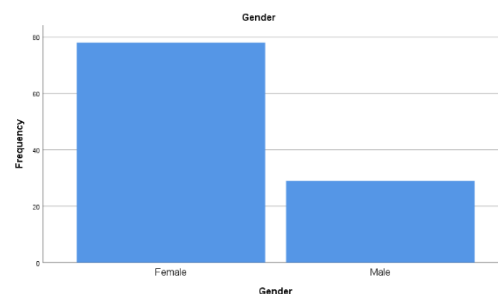
3.6. Duration of the Study

The study period of this particular study extends for a period of two months starting from February 2021 to April 2021 during which the questionnaire was designed, the respondents were reached out and analysis was done.

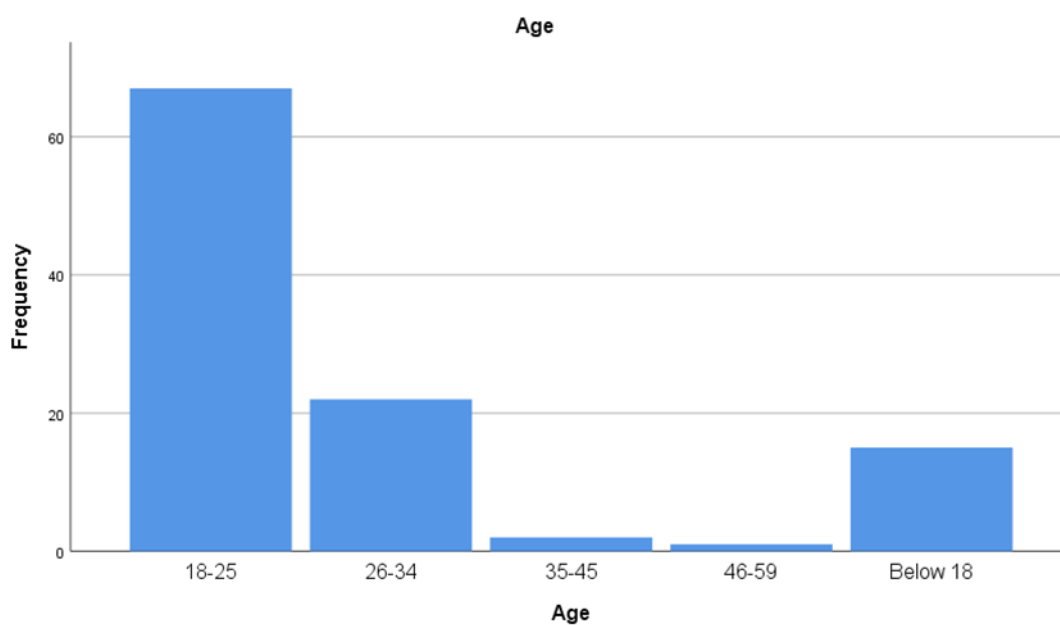
4. ANALYSIS AND DISCUSSION OF FINDINGS

4.1. Frequency Analysis

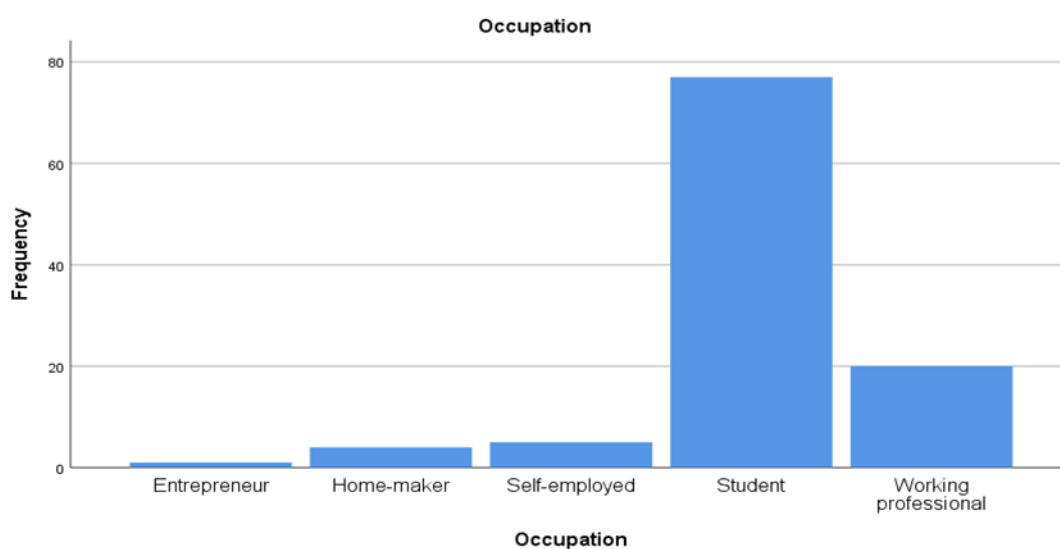
Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Female	78	72.9	72.9	72.9
Male	29	27.1	27.1	100.0
Total	107	100.0	100.0	



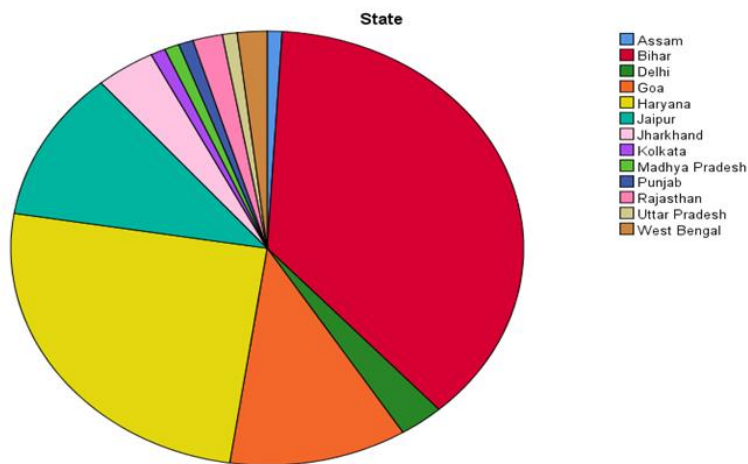
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	67	62.6	62.6	62.6
	26-34	22	20.6	20.6	83.2
	35-45	2	1.9	1.9	85.0
	46-59	1	.9	.9	86.0
	Below 18	15	14.0	14.0	100.0
	Total	107	100.0	100.0	



		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Entrepreneur	1	.9	.9	.9
	Home-maker	4	3.7	3.7	4.7
	Self-employed	5	4.7	4.7	9.3
	Student	77	72.0	72.0	81.3
	Working professional	20	18.7	18.7	100.0
	Total	107	100.0	100.0	

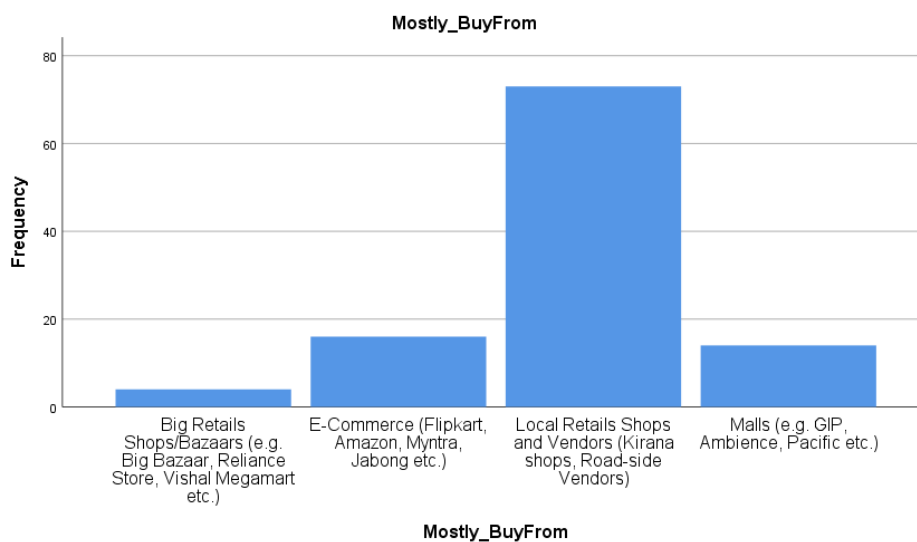


		State			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Assam	1	.9	.9	.9
	Bihar	40	37.4	37.4	38.3
	Delhi	3	2.8	2.8	41.1
	Goa	12	11.2	11.2	52.3
	Haryana	27	25.2	25.2	77.6
	Jaipur	12	11.2	11.2	88.8
	Jharkhand	4	3.7	3.7	92.5
	Kolkata	1	.9	.9	93.5
	Madhya Pradesh	1	.9	.9	94.4
	Punjab	1	.9	.9	95.3
	Rajasthan	2	1.9	1.9	97.2
	Uttar Pradesh	1	.9	.9	98.1
	West Bengal	2	1.9	1.9	100.0
	Total	107	100.0	100.0	



Mostly_BuyFrom

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Big Retails Shops/Bazaars (e.g. Big Bazaar, Reliance Store, Vishal Megamart etc.)	4	3.7	3.7	3.7
	E-Commerce (Flipkart, Amazon, Myntra, Jabong etc.)	16	15.0	15.0	18.7
	Local Retails Shops and Vendors (Kirana shops, Road-side Vendors)	73	68.2	68.2	86.9
	Malls (e.g. GIP, Ambience, Pacific etc.)	14	13.1	13.1	100.0
	Total	107	100.0	100.0	



4.2. Cross-tabulation Analysis

4.2.1. Hypothesis Formulation 1

H01: “There is no relationship between **Gender of the respondents** and **their impulsive buying tendency**”.

Ha1: “There is significant relationship between **Gender of the respondents** and **their impulsive buying tendency**”.

Table: 4.2.1.1. Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Buy_impulsivity	107	100.0%	0	0.0%	107	100.0%

Table: 4.2.1.2. Gender * Buy_impulsivity Crosstabulation

Count

		Buy_impulsivity		Total
		No	Yes	
Gender	Female	22	56	78
	Male	3	26	29
Total		25	82	107

Table: 4.2.1.3. Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.766 ^a	1	.052		
Continuity Correction ^b	2.835	1	.092		
Likelihood Ratio	4.248	1	.039		
Fisher's Exact Test				.071	.041
N of Valid Cases	107				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.78.

b. Computed only for a 2x2 table

Table no. 4.2.1.3 indicates that, we can see that Pearson chi-square is 0.052(i.e., $p > 0.05$). This shows “there is no significant relationship between Gender of the respondents and their impulsive buying tendency”. Hence, we accept the null hypothesis.

4.2.2. Hypothesis Formulation 2

H02: “There is no relationship between **Gender of the respondent** and **From Where The Respondent Buy Apparel Impulsively**”.

Ha2: “There is significant relationship between **Gender of the respondent** and **From Where The Respondent Buy Apparel Impulsively**”.

Table:4.2.2.1. Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Mostly_BuyFrom	107	100.0%	0	0.0%	107	100.0%

Table:4.2.2.2. Gender * Mostly_BuyFrom Crosstabulation

Count

		Mostly_BuyFrom				Total
		Big Retails Shops/Bazaars	E-Commerce platform	Local Retails Shops and Vendors	Malls	
Gender	Female	2	7	56	13	78
	Male	2	9	17	1	29
Total		4	16	73	14	107

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.302 ^a	3	.010
Likelihood Ratio	11.117	3	.011
N of Valid Cases	107		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.08.

From the above table, we can see that Pearson chi-square is 0.010 (i.e., $p < 0.05$). This indicates “a significant relationship between gender of the respondents and from where the respondent buy apparel impulsively which implies that we reject the null hypothesis (H02)”.

We can also observe that a significant segment of women buy impulsively from Local retail shops and vendors.

4.2.3. Hypothesis Formulation 3

H03: “There is no relationship between **the buyers’ impulse buying behavior** and **From Where the Respondent Buy Apparel Impulsively**”.

Ha3: “There is significant relationship between **the buyers’ impulse buying behavior** and **From Where the Respondent Buy Apparel Impulsively**”.

Table:4.2.1.1. Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Impulse_Buying_tendency * Mostly_BuyFrom	107	65.2%	57	34.8%	164	100.0%

Table:4.2.1.2. Impulse_Buying_tendency * Mostly_BuyFrom Crosstabulation

Count	Mostly_BuyFrom				Total
	Big Retails Shops/Bazaars	E-Commerce platform	Local Retails Shops and Vendors	Malls	
Impulse_Buying_tendency Yes	4	13	56	9	82
No	0	3	17	5	25
Total	4	16	73	14	107

Table:4.2.1.3. Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2.603 ^a	3	.457
Likelihood Ratio	3.410	3	.333
N of Valid Cases	107		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .93.

Table:4.2.1.3. indicates that that Pearson chi-square is 0.457 (i.e., $p > 0.05$). This implies that “there is no relationship between buyers’ impulse buying tendency and from where the respondent buy apparel impulsively which implies that we accept the null hypothesis (H03)”. We can also observe that most respondents buy impulsively mostly from Local retail shops and vendors

4.3. Reliability Test Analysis

Table:4.3.2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on	
	Standardized Items	N of Items
.974	.977	5

Table:4.3.1. Case Processing Summary

		N	%
Cases	Valid	107	100.0
	Excluded ^a	0	.0
	Total	107	100.0

a. Listwise deletion based on all variables in the procedure.

From Table:4.3.2, we can see that Cronbach's alpha is 0.974 the acceptable lower limit for it is 0.7 Hence it signifies that “the level of internal consistency for our scale with our data is high and hence, reliable”.

4.4. Simple Linear Regression

4.4.1. Hypothesis Formulation 4

H04: “There is no linear relationship between **Impulsive Buying** and **Influence of Window Display/Online Display alone**”.

Ha4: “There is significant linear relationship between **Impulsive Buying** and **Influence of / Window Display/Online Display alone**”.

Table:4.4.1.1. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.242 ^a	.059	.050	.65489	.758

a. Predictors: (Constant), Window Display

b. Dependent Variable: Impulsive_Buying

Table:4.4.1.2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.808	1	2.808	6.548	.012 ^b
	Residual	45.033	105	.429		
	Total	47.841	106			

a. Dependent Variable: Impulsive_Buying

b. Predictors: (Constant), Window_Display

Table:4.4.1.3. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.515	.406		8.649	.000
	Window_Display	.258	.101	.242	2.559	.012

a. Dependent Variable: Impulsive_Buying

From Table 4.4.1.2, the $p=0.012$ i.e., $p < 0.05$, indicates that we will reject the null hypothesis which implies “that there is a significant relationship between impulse buying and window display”. The prediction model is:

Impulse Buying = 3.515+0.258*Influence of Window/Online Display

4.4.2. Hypothesis Formulation 5

H05: “There is no linear relationship between **Impulsive Buying** and **Influence of in-store form/mannequin/online model display alone**”.

Ha5: “There is significant linear relationship between **Impulsive Buying** and **Influence of in-store form/mannequin/online model display alone**”.

Table:4.4.2.1. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.082 ^a	.007	-.003	.67274	.746

a. Predictors: (Constant), Instore_form

b. Dependent Variable: Impulsive_Buying

Table:4.4.2.2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.320	1	.320	.706	.403 ^b
	Residual	47.521	105	.453		
	Total	47.841	106			

a. Dependent Variable: Impulsive_Buying

b. Predictors: (Constant), Instore_form

Table:4.4.2.3. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.350	.238		18.309	.000
	Instore_form	.058	.069	.082	.841	.403

a. Dependent Variable: Impulsive_Buying

From Table 4.4.2.2, the $p=0.403$ i.e., $p > 0.05$, indicates that, we will accept the null hypothesis i.e., “there is no significant relationship between impulse buying and Influence of in-store form/mannequin/online model display alone”.

4.4.3. Hypothesis Formulation 6

H06: “There is no linear relationship between **Impulsive Buying** and **Influence of merchandising alone**.”

Ha6: There is significant linear relationship between **Impulsive Buying** and **Influence of merchandising alone**”.

Table:4.4.3.1. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.333 ^a	.111	.102	.63647	.711

a. Predictors: (Constant), Merchandising

b. Dependent Variable: Impulsive_Buying

Table:4.4.3.2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.306	1	5.306	13.098	.000 ^b
	Residual	42.535	105	.405		
	Total	47.841	106			

a. Dependent Variable: Impulsive_Buying

b. Predictors: (Constant), Merchandising

Table:4.4.3.3. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.894	.459		6.301	.000
	Merchandising	.384	.106	.333	3.619	.000

a. Dependent Variable: Impulsive_Buying

From Table 4.4.3.2, the $p=0.000$ i.e., $p < 0.05$, indicates that “there is a significant relationship between the DV and IV that is impulse buying and Merchandising respectively which means that we will reject the null hypothesis”. Also, the r-square value is 11.1%, we can infer that approximately 11.1% of total variability in Dependent Variable (Impulse Buying) is explained by Independent Variable (in-store form/mannequin/online model display). The Equation for this prediction model is:

Impulse Buying = 2.894+0.384* Influence of merchandising.

4.4.4. Hypothesis Formulation 7

H07: “There is no linear relationship between **Impulsive Buying** and **Influence of promotional signage**”.

Ha7: “There is significant linear relationship between **Impulsive Buying** and **Influence of promotional signage**”.

Table:4.4.4.1. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.291 ^a	.085	.076	.64576	.979

a. Predictors: (Constant), Promotional_Signage

b. Dependent Variable: Impulsive_Buying

Table:4.4.1.2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.055	1	4.055	9.723	.002 ^b
	Residual	43.786	105	.417		
	Total	47.841	106			

a. Dependent Variable: Impulsive_Buying

b. Predictors: (Constant), Promotional_Signage

Table:4.4.1.3. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.896	.531		5.450	.000
	Promotional_Signage	.376	.121	.291	3.118	.002

a. Dependent Variable: Impulsive_Buying

From Table 4.4.4.2, the $p=0.002$ i.e., $p < 0.05$, indicates that we will reject the null hypothesis meaning “there is a significant relationship between impulse buying and promotional signage”. Also, the r-square value is 8%, we can infer that approximately 8% of total variability in Dependent Variable (Impulse Buying) is explained by Independent Variable (Influence of promotional signage). The Equation for this prediction model is:

Impulse Buying = 2.896+0.376* Influence of promotional signage.

4.5. Multiple Linear Regression

4.5.1. Hypothesis Formulation 8

Dependent Variable	Independent Variable
Impulse Buying	1. Window Display 2. In-store form/Mannequin/Online Model Display 3. Merchandising 4. Promotional Signage

It has been assumed for null hypothesis that “the taken independent variables do not have any significant impact on which is our dependent variable and in contrast of it, under alternate hypothesis, we assumed the IVs to have significant impact on DV taken”.

Hypothesis Formulation:

Hypothesis	Test
H08: There is no significant prediction of impulsive buying by influence of window display, influence of in-store form/mannequin/online model Display, influence of merchandising, influence of promotional signage.	Anova (Multiple Regression)
Ha8: There is significant prediction of impulsive buying by influence of window display, influence of in-store form/mannequin/online model Display, influence of merchandising, influence of promotional signage.	

Table:4.5.1. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.436 ^a	.190	.158	.61633	.970

a. Predictors: (Constant), Promotional_Signage, Instore_form, Merchandising, Window_Display

b. Dependent Variable: Impulsive_Buying

Table:4.5.2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.094	4	2.274	5.985	.000 ^b
	Residual	38.746	102	.380		
	Total	47.841	106			

a. Dependent Variable: Impulsive_Buying

b. Predictors: (Constant), Promotional_Signage, Instore_form, Merchandising, Window_Display

ANOVA TABLE helps in the assessment of significance of one or more variables by comparing their means. The statistical significance of the model can be validated with the help of “sig.” value of the regression model that was run on SPSS.

Here, “ $p=0.000$ i.e., $p < 0.05$, indicates that, overall, the regression model significantly predicts the outcome variable (i.e., it is a good fit for the data)”.

Table:4.5.3. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.371	.665		2.063	.042
	Window_Display	.177	.102	.166	1.731	.086
	Instore_form	-.035	.067	-.049	-.517	.606
	Merchandising	.308	.107	.267	2.870	.005
	Promotional_Signage	.288	.118	.223	2.440	.016

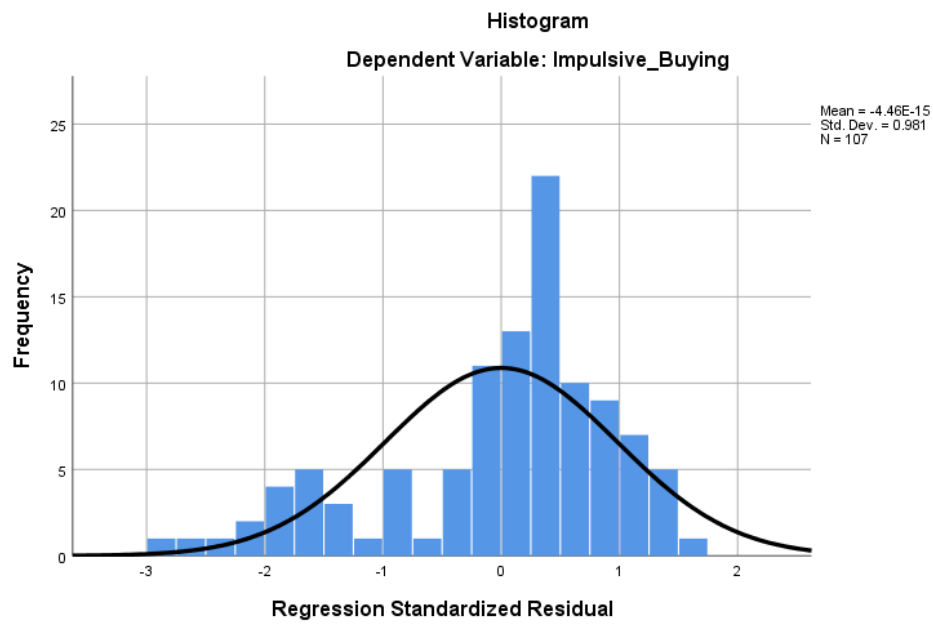
a. Dependent Variable: Impulsive_Buying

Table:4.5.4. Descriptive Statistics

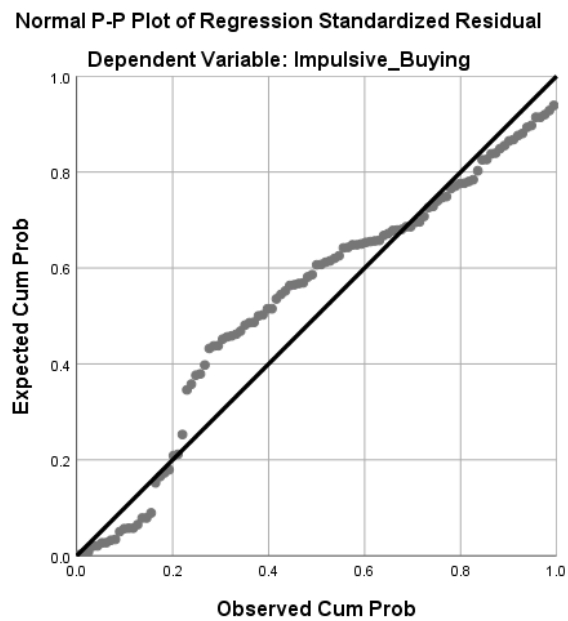
	Mean	Std. Deviation	N
Impulsive_Buying	4.5421	.67181	107
Window_Display	3.9813	.63085	107
Instore_form	3.3294	.95203	107
Merchandising	4.2960	.58336	107
Promotional_Signage	4.3762	.52008	107

On the basis of P-values, the result shows that “variables Merchandising and Promotional signage are statistically significant in influencing the impulse buying”. On the other hand, “window display and in-store form are not that significant to influence impulse buying tendency among customers”. The Beta-value (as shown by coefficient table:4.5.3) very well indicates that “Merchandising is the most powerful variable followed by promotional signage and widow display when it comes about their effectiveness”.

Graph:4.5.1



Graph:4.5.2



4.6. Findings & Recommendations

The research was carried out to examine some external factors of visual merchandising that control the Buyers' impulse buying behavior. The important and key finding of this dissertation is the visual merchandising is indeed a prominent technique to influence the customers' impulse buying behavior.

4.6.1. Findings

In attempt to examine “the relationship between visual merchandising and impulse buying”, this study primarily tried understand the correlation between taken dependent and independent variable quantitatively based on survey conducted and responses received from the respondents. The most vital outcome of this study was that “visual merchandising practices certainly influence the consumer to make purchases impulsively”. The cross-tabulation analysis outcome also revealed that the impulse buying tendency of customers has no relationship with gender. The analysis results also showed that the type of marketplace doesn't influence impulse buying behaviour among customers meaning the urge to buy spontaneously is felt despite of any marketplace. The linear regression analysis proved that “there is significant relationship between consumer impulse buying behaviour and merchandising and promotional signage”. The statistical outcome from regression analysis indicated that although, “in-store form/mannequin display and window display do not significantly influence customers' impulse buying behavior, the results still proposed correlation between all the four independent variables and consumers' impulse buying behavior”.

4.6.2. Recommendations

The study provided sufficient evidence for strong relationship between customers' impulse buying behavior and various visual merchandising practices. However, a strong and statistically significant relationship was observed between merchandising and promotional signage. Floor merchandising is often considered as a powerful sales tool especially for apparel industry because it allows retailers to implement new market strategies via designing of store layouts and visual display practices. Floor merchandising thus can help apparel and fashion retail houses as a “new look attracts customers; current customers buy more”; and thus, there is an increase in impulse sales, seasonal items sales, etc. It is highly recommended for retailers to continuously renovate and innovate their stores in a creative way so as to appeal and charm customers to enter the store and explore the products and also, give a prime attention to the layouts, product-placements and displays and focus on promotions as well by highlighting major promotional campaigns like: discounts, stock-clearance sale, etc. For apparel industry and stores, looks and appeal is very important and even the first impression and a beautiful merchandising can do this job very well. It is also important to keep window displays decorated and in-line with trend so as to attract the customers.

Overall, in this era of cut-throat competition and fierce rivalry, retail owners and fashion houses have to stay in-line, updated and trendy and to stay ahead to pull in more customers, a significant investment in visual merchandising is very crucial and it is imperative for the fashion and apparel retail owners to give attention to these small details to bag bigger profits and market share.

4.7. Limitations of the Study

- The sample size was limited to 107. This sample size may not be considered as a true representation of the overall population.
- The overall study has been conducted over the months of Feb to April 2021.
- This survey is limited to certain regions of India. Therefore, the inferences cannot be generalized.
- Some customers were unwilling to participate in the survey and were hesitant to give their certain parts of the reviews. Hence, they have not been represented in the sample size.
- The method used for collection of data is Random Sampling. There might be some degree of biasness in the randomness of the sample, since the data has also been collected from friends, families, relatives and acquaintances.
- The scale in the instrument was defined and limited to a quantitative method only. Qualitative method can also be significant.

5. CONCLUSION

The scope of visual marketing is developing swiftly with advancement in innovation and technology and growing competition in the market. Retail owners especially those in apparel sectors therefore need to ensure that their visual merchandising has more grounded sway, as rivalry in the current situation is high, and retailers are prepared to spend more on visual marketing to pull in clients. Visual merchandising has hence become an instrument which can be utilized by apparel retailers to separate themselves from others and hence enhance their sales by inducing and inciting impulse buying behavior among customers to make purchases out of those impulse behaviors.

The research was conducted primarily to understand “the relationship between respondents’ impulse buying behavior and various types of visual merchandising taken as independent variable”. The study outcomes statistically established that “there is a significant and strong affiliation between customers’ impulse buying behavior and floor merchandising and promotional signage”. The statistical outcome from regression analysis indicated that although, “in-store form/mannequin display and window display do not significantly influence customers’ impulse buying behavior, the results still proposed correlation between all the four independent variables and consumers’ impulse buying behavior”.

Therefore, we also can comprehend that customers are more likely to make purchase decisions based on impulses if and when exposed to external stimuli. Marketers and retail owners can use the findings and strategies in an effective manner to increase sales of their store and enhance innovations at their stores in terms of visual displays making it more appealing to customers. Therefore, marketers must use these attributes in the most creative manner so as to use it to gain competitive edge among its competitors in the market and needless to say, for apparel industry, the store appearance, merchandising, displays, promotion signage play a significant role to pull customers to the stores and this is the industry where most impulse purchases are made.

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ANNEXURE 1

A STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON IMPULSE BUYING BEHAVIOR FOR APPAREL INDUSTRY

I am conducting a survey to understand customer's impulsive buying behavior for apparel industry. Kindly help in completing the survey by filling the questionnaire. All the data entered will be kept confidential and used for academic purpose only. Thank you.

Basic Understanding of impulsive buying: Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment.

Basic Principle: See --> Want --> Buy

* Required

1. Gender *

Mark only one oval.

☐ Female

☐ Male

2. Age *

Mark only one oval.

☐ Below 18

☐ 18-25

☐ 26-34

☐ 35-45

☐ 46-59

☐ 59 and above

3. Education level *

Mark only one oval.

- ☐ High school
- ☐ Graduation
- ☐ Post-graduation
- ☐ Other: _____

4. Occupation *

Mark only one oval.

- ☐ Working professional
- ☐ Home-maker
- ☐ Self-employed
- ☐ Entrepreneur
- ☐ Student
- ☐ Other: _____

5. Which state you belong to? *

6. Current Salary *

Mark only one oval.

- ☐ I currently do not have a job
- ☐ Less than or equal to Rs. 10,000 per month
- ☐ Less than or equal to Rs. 20,000 per month
- ☐ Less than or equal to Rs. 30,000 per month
- ☐ Less than or equal to Rs. 40,000 per month
- ☐ Less than or equal to Rs. 50,000 per month
- ☐ Less than or equal to Rs. 60,000 per month
- ☐ Less than or equal to Rs. 70,000 per month
- ☐ Less than or equal to Rs. 80,000 per month
- ☐ More than Rs. 80,000 per month

7. Current pocket money *

Mark only one oval.

- ☐ I currently have a job and answered accordingly in previous question
- ☐ Less than or equal to Rs. 2,000 per month
- ☐ Less than or equal to Rs. 4,000 per month
- ☐ Less than or equal to Rs. 6,000 per month
- ☐ Less than or equal to Rs. 8,000 per month
- ☐ Less than or equal to Rs. 10,000 per month
- ☐ Less than or equal to Rs. 15,000 per month
- ☐ Less than or equal to Rs. 20,000 per month
- ☐ Less than or equal to Rs. 30,000 per month
- ☐ More than Rs. 30,000 per month

8. Do you ever buy things impulsively *

Mark only one oval.

- ☐ Yes
☐ No

9. Where do you mostly buy products impulsively? *

Mark only one oval.

- ☐ Local Retails Shops and Vendors (Kirana shops, Road-side Vendors)
☐ Malls (e.g. GIP, Ambience, Pacific etc.)
☐ E-Commerce (Flipkart, Amazon, Myntra, Jabong etc.)
☐ Big Retails Shops/Bazaars (e.g. Big Bazaar, Reliance Store, Vishal Megamart etc.)

10. Does impulsive buying depend on the price of the product? *

Mark only one oval.

- ☐ Yes, I buy only if price is genuine.
☐ No, If I like it, I buy it.

11. Section 1: Impulse Buying *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
I do shopping to change my mood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of excitement when I make an impulse purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After making an impulse purchase I feel regret	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have difficulty controlling my urge to buy on seeing a good offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On seeing a good deal, I tend to buy more than that I intended to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Section 2: Influence of Window Display *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I tend to enter a store when I am attracted by an eyecatching window display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel compelled to enter the store when I see an interesting window display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to choose which store to shop in depending on eye-catching window displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Section 3: Influence of in-store form/mannequin/online model display *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I get an idea of what I want to buy after looking through in-store form/mannequin/online model displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I see clothing featuring a new style or design on display, I tend to buy it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I see clothing that I like on in-store form/mannequin/online model display, I tend to buy it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to rely on store displays when I make a decision to purchase clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Section 4: Influence of merchandising *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
When I see clothing that catches my eye I tend to try it on without looking through the whole section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I walk along the aisle, I tend to look through the clothing close to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to try on clothing that catches my eye when I pass by	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Section 5: Influence of promotional signage *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
If I see an interesting promotional offer (reduced price, sales promotion, and etc.) on in-store signs, I tend to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sale/clearance signs entice me to look through the clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to make an unintended purchase if the clothing has a sale or clearance sign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I see a special promotion sign, I go to look at that clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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ANNEXURE 2

5/24/2021

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