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**ST. MARY'S UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**

**EFFECT OF VISUAL MERCHANDIZING ON CONSUMER IMPULSE BUYING  
BEHAVIOR**

**(In case of Addis Abeba)**

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**February 2022**

**Addis Ababa**

# **EFFECT OF VISUAL MERCHANDISING ON CONSUMER IMPULSE BUYING BEHAVIOR IN CASE OF ADDIS ABABA**

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A thesis submitted to **ST. MARY'S UNIVERSITY**, School of Graduate Studies  
for Partial fulfillment of Requirement for the Degree of **MASTER OF ART IN  
MARKETING MANAGEMENT**

**February 2022**

**Addis Ababa, Ethiopia**

## DECLARATION

I, am Nahome Tesfaye the under signed, declare that this thesis entitled: **Effect of visual merchandising on consumer impulse buying behavior (A Case of Addis Ababa, Ethiopia)** is my original work. I have undertaken the research work independently with the guidance and support of the research advisor. This study has not been submitted for any degree or diploma program in this or any other institutions and that all sources of materials used for the thesis has been duly acknowledged.

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### CERTIFICATE OF APPROVAL

This is to certify that the thesis prepared by **Nahome Tesfaye**, entitled **Effect of visual merchandising on consumer impulse buying behavior (A Case of Addis Ababa, Ethiopia)** and submitted in partial fulfillment of the requirements for the Degree of Masters of Art in Marketing Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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## ACKNOWLEDGEMENTS

Before and above all, I would like to thank “Almighty GOD” for making me healthy and happy in order to carry out this Research in his power to finish this project.

I would like to thank my dissertation supervisor **Mohammed.M (Ass.prof)** who provided me guidance, assistance, and advice on this dissertation and his support was invaluable throughout this dissertation process.

I would like to take the opportunity to acknowledge the support and help of all who have support me in this study. Without their contribution and advice, I would have never been able to progress with the work in the project. I wish to express my sincere gratitude to all my precious friends who are involved in the data collection. I am grateful to those who agreed to participate in this research by completing the questionnaire, conducting the survey, data capturing, analysis and editing. Words cannot express enough my appreciation to my family for their love, patience and support during the entire period.

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## LIST OF ABBREVIATION

VM.....	Visual Merchandising
WD.....	Window Display
SL.....	Store layout
PS.....	Promotional Signage
PR.....	Price
LI.....	Lighting
IB.....	Impulse Buying
VIF.....	Variance inflation factor
ANOVA.....	Analysis of Variance



## LIST OF TABLE

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## ABSTRACT

The main aim of the study was to determine the effect of visual merchandising on impulsive buying behavior. In the fast moving world, the competition and challenges have been increased in the retail sector. Every retailers have aim to maximize profit through increasing sale. Retailers are using visual merchandising as a tool to attract the attention of customer in order to sale. Visual Merchandising is a technique to visually making the brand attractive and highlights the unique features of the store. The study focuses on Six important factors of visual merchandising and the hypotheses are based on these i.e. store layout, window display, mannequin, promotional signage, Pricing & Lighting and how it influences the impulsive consumer buying behavior. This study was based on primary data which was collected through the questionnaire. Our target respondent is the respondent that consumes the product in the mall in bole sub city. Simple Random (Probability) sampling technique was used to conduct this research and a structured questionnaire was designed to collect responses. 116 individual responses were collected with their contact details to have an authentic individual feedback results. In this study we analyze the Demographic profile, Descriptive Analysis and Inferential Analysis including correlation and regression analysis. The major finding we got in this study is that the independent variable mentioned is the model has significance influence on the dependent variable (Impulse Buying).Retailer Manger should invest in improving the store environment to increase the level of impulse buying in their stores.

**Keywords:** Visual merchandising, impulse buying, consumer behavior, window display, store layout, Mannequin, promotional signage, Pricing and Lighting

## CHAPTER ONE

### 1. INTRODUCTION

#### 1.1 BACKGROUND OF THE STUDY

All businessmen and traders are trying to equip themselves with modernization, improvement, differentiation and innovation at any cost due to red ocean rivalry in the markets and to distinguish themselves from competitors. They want to get big share in the markets and to increase their profits, but it is only possible by using different store atmospheric elements and its components (Bhatti & Latif, 2014). According to (Bhatti & Latif, 2014) differentiation become tough for retailers grounded in marketing mix such as price, product, place and promotion. So, visual merchandising has become more operative for differentiation. In stores, lighting, color and window display are different elements that have direct effects on consumer's impulse buying behavior. Visual merchandising is an art of creating visual displays and arranging merchandising assortments within a store to improve the lay out and presentation to increase the sales and profitability (Amandeep Kayr, 2013). Visual merchandising can be defined as everything that is designed in the retail store to attract the customers. Visual merchandising is the best tool for the retailers to take the attention, interest or desire of the customers and it helps to impact positively on consumer impulse buying behavior. According to Alexandra.et.al (2010) et.al in his book. Mehta and chugan, (2012) has studied the contact of visual merchandising on shopper.

(Garvey 2010) Visual merchandising is all about making the customer feel how the marketer wants them to feel. It takes months of planning before a window is ready for display. It is the merchandise on display that makes money for a store. Visual merchandising is the arrangement of props, fixtures, mannequins and backdrop to influence a customer to enter the store and make a purchase.

Merchandise fixtures help to show the merchandise to consumers besides playing a secondary role of aesthetic function. It deals with what product line to be carried to particular shelf space and emphasize on combining visual and other sensory elements to capture attention, awaken the senses through music, scents and provides the customer a wonderful buying experience to achieve sales. It covers all areas from façade of the store to the location of each product inside the store.(Sebastian2008) Traditionally visual merchandising was always associated with store windows and sales floor display with companies hiring specialists for efficient layout for floor space for optimization of retail space.

Dr Tausef, (2011) has determined the impulse buying of consumer for FMCG products his dependent variable was impulse buying behavior for FMCG product and independent variables were classification by gender, classification by age, classification by education, classification by income. He has taken sample of 160 respondents of Jodhpur, a city in India. He used (SPSS Version 16) Factor analysis as a statistical tool. His findings were impulse purchasing and the customers of different age group were significantly different, impulse buying behavior and the customers of different genders were significantly different, and significant difference in education.

Bashar and Irshad, (2012) has considered impact of form display, window display, promotional signage and floor merchandising by taking sample size of 250 Indian respondents by applying Pearson correlation. His findings are that window display and impulsive purchasing are positively correlated. Impulse buying and store display are not correlated. Floor merchandising is also correlated with impulse buying

According to Alexandra.et.al (2010) et.al in his book. The Golden rules of Visual Merchandising” defines “Visual Merchandising as promotion of goods through attractive and engaging product display design to encourage the sale of a product or service. VM doesn’t just refer to a special promotion display; it refers to the presentation of an entire store.” Display or visual merchandising is showing” merchandise and concepts at their very best, with the purpose of making sale. It may not always result in selling the displayed merchandise, but it conveys to the customer, the message of store image/ Brand image, Sales promotion or idea through window display or in-store display, the concept behind the display.

This includes combining products, environments and spaces into a stimulating and engaging display to encourage the sale of a product or service. It has become such an important element in retailing that a team effort involving the senior management, architects, merchandising managers, buyers, the visual merchandising director, designers and staff are needed.

**Visual merchandising** is the practice in the retail industry of optimizing the presentation of products and services to better highlight their features and benefits. It is also presenting or displaying products in a way that makes them visually appealing and desirable

The purpose of such visual merchandising is to attract, engage, and motivate the customer towards making a purchase.

Visual merchandising traditionally occurs in brick and mortar stores using a blend of lighting, color combinations, and articles of decor to stimulate an observer and generate interest. However, many e-commerce retailers have begun to apply the techniques as well.

When the giant nineteenth century dry goods establishments like Marshall Field & Co. shifted their business from wholesale to retail, the visual display of goods became necessary to attract the general consumers. The store windows were often used to attractively display the store's merchandise. Over time, the design aesthetic used in window displays moved indoors and become part of the overall interior store design, eventually reducing the use of display windows in many suburban malls.

In the beginning of twenty-first century, visual merchandising is forming as a science. Nowadays, visual merchandising became one of the major tool of business promotion which is widely used to attract customers and increase sales.

Window swear is a community and database of visual merchandising from around the world.

Visual merchandising contributes to a brand's personality and the characteristics associated with the brand. The design of the store should reflect this as part of their retail brand strategy. This includes the in-store environment and brand communications used, such as signage and images displayed in-store. These visual elements play a part in building a retail brand and therefore they help a brand differentiate itself from its competitors, create brand loyalty, and allows for a brand to place premium pricing on their products. Part of the brand strategy used in visual merchandising is research into the brand's target market to find out what their customers' values and self-images are. This information can allow the retailer to cater the design of a store and their advertising to match their consumers.

Visual merchandising supports retail sales by creating an appealing and enticing environment for the customer that will further maximize company growth and profit by educating the customer with strategic product placement that will highlight and easily stretch the brand image.

## 1.2 Statement of the Problem

In order to attract customer, differentiate themselves from competitors in their respective sector and providing consumers with a magnificent shopping experience, retailers in Addis Ababa need to control factors influencing customer's impulse buying behavior. However often retailers fail to utilize those factors without sound approach and standards, thereby not differentiate their offering from others and expected results. If retailers do not improve and change their presentation mechanism and practices they will probably loss significant opportunity to increase impulse buying by converting visitors into shoppers and shoppers ultimately in to buyers. On the other hand, customers do not perceive the effect of the applied factors there by level of sales forecast will not be achieved.

Now a day, retailers are facing intense competitive environment in the markets. They are facing many difficulties to classify their outlets from their competitors. In the past, they may discriminate themselves based on price, people, products, place and promotions. In the present literature many outlets fundamentals like window display, mannequin, store layout, and signage which element have immediate effects on the buying decision of consumers. In the fast moving world, the competition and challenges have been increased in the retail sector. Every retailers have aim to maximize profit through increasing sale. Retailers are using visual merchandising as a tool to attract the attention of customer in order to sale. Many researchers inquire on this topic and find out that visual merchandising has direct effect on consumer behavior.

In retail businesses it is Necessitate to conduct this research by what impulse buying behavior does make purchase. The motive for this research comes first from my past experience of unplanned buying products. Most of peoples tend to buy another item of product but by looking price discount, promotional signage, store layout and so on they change their mind with their current feeling. The research is conducted in Addis Ababa Bole sub city in the selected malls.

The aim of this study was to find out how visual merchandising influences impulse buying behavior of consumers and to determine those factors that have most impact on buying behavior and also designed to add more to the previous research, regarding effect of visual merchandising on consumer's behavior.

### 1.3 Research Hypothesis

According to Selamat (2008) hypothesis are tentative, intelligent guesses posited for the purpose of directing one's thinking and action towards the solution of a problem. A research hypothesis can be defined as a predication or conjecture about the outcome of relationship among attributes or characteristics. In this study buyers impulse purchase tendency and selected visual merchandising technique are meant to be the variables which allowed us to define the hypothesis of our research.

After reviewing the literature, it was noticed that chosen seven visual merchandising techniques are influencing customers' impulse buying to a certain extent. Therefore the following hypothesis have been stated to investigate the relation between the seven variables: Promotional signage, pricing, Window display, Mannequin and Persuasive selling. The Hypothesis of the study based on extensive literature review and framed using the objective of the study are mentioned below

According to Levy and Weitz (2002) promotional signage gives information about special offers and price discount offered in the store. Yu and Bastin (2010) investigated the influence of point of purchase (POP) posters in supermarket and stated that instore promotion techniques such as in-store settings, reduced price promotion and coupons increase consumer's impulse buying tendency (cited Muruganatham, 2013)..

Therefore the following hypothesis was formulated

***H<sub>01</sub> promotional signage has significant effect on customer tendency of impulse buying***

Product characteristics including product category, price, and the related symbolism of product is the reason that affects consumer impulse buying. Therefore some products will attract more consumers because of such influencing factors. Price has always been considered as important factor in impulse buying (Zhou & Wong, 2003). Specially, when they face the price discount, consumers are more prone to impulse buying behavior. Prior literature shows that different forms of price presentation will also have different effect on consumers purchase intention. The form based on the amount of money is more intuitive than the form based on percentage –off, so that it is easier for consumers to develop a lower price discount perception in their mind, so as to stimulate their impulse buying desire.

### ***H01pricing has significant effect on customer tendency of impulse buying***

Window Display are used in the façade of the store through which retailers use to draw the customer in to the store and provide message about the products offers inside the store (Levy and Weitz, 2002). According to Cornelius (2010), well-designed storefront window displays are regarded as useful technique to attract the attention of new customers and motivate them to visit the store (cited in Levy and Weitz, 2002). Findings of the research conducted by Mehta (2014) suggested that there are positive relationship between window display and impulse buying.

### ***H01 Window Display has significant effect on customer tendency of impulse buying***

Window Display are used in the façade of the store through which retailers use to draw the customer in to the store and provide message about the products offers inside the store (Levy and Weitz, 2002). According to Cornelius (2010), well-designed storefront window displays are regarded as useful technique to attract the attention of new customers and motivate them to visit the store (cited in Levy and Weitz, 2002). Findings of the research conducted by Mehta (2014) suggested that there are positive relationship between window display and impulse buying.

### ***H01 Mannequin display has significant effect on customer tendency of impulse buying***

The art of persuasive selling has involved from the days of the fast-talking salesman and the three-martini lunch. No longer is product selection and supplier choice a simple matter of personal preference and price.

Each selling situation has its own individual dynamics. In today's business climate, there are several element that need to be considered in constructing and executing a successful sales strategy. The art of persuasive selling is linked to identifying, understanding, and assessing the relative value of each of these element to the customer. At the heart of any sales strategy is the ability to show that your company and its products/services can deliver identifiable value to the company and ultimately value them can bring forward to its customer. To sell a product/service, persuading others to switch from their current supplier to your company involves using tactics that are individual to the company being targeted. Due to this concept they have relation to impulse buying behavior.



### ***H01 Lighting has significant effect on customer tendency of impulse buying***

The importance of illumination in store design has received some attention in the marketing literature its effect of on consumer impulse buying behavior has yet to be examined empirically.

Mehrabian (1976) has interpreted the influence of lighting in terms of its ability to arouse individual. An individual who is highly aroused will become stimulated jittery alert but people in a non-arousing environment will feel relaxed calm sluggish or sleepy.

Butler and Biner (1987) asked undergraduate students to rate combination of household setting and behavior (i.e. bedroom-sleeping bathroom- brushing teeth, etc.) in terms of their illumination preference (i.e. very dark, dark, bright, and very bright). They found significant difference in preferred lighting levels across behaviors, setting and individual. In this context findings suggest that shoppers are visually oriented activities.

### ***H01 There is significant relationship between Lighting selling influence and the customer tendency of impulse buying in apparel stores.***

Lighting should fulfill aesthetic, emotional and functional requirements in interior spaces, especially in commercial building. Lighting design in commercial establishments should be oriented towards product sales and satisfying the consumers taking into consideration the health, well-being and purchasing behavior of consumers. A major challenge in recent times in the illumination field has been to define how light affects health, not only in aspects related to purchasing behavior but also related to shopping attitude and mood. The objectives of the study mainly to explore the influence of lighting in retail cloth stores on consumer purchasing behavior. For the study, ten retail cloth stores were selected in Hyderabad and Secunderabad, the twin cities of Andhra Pradesh. The study was conducted on 100 consumers who visit in these retail cloth stores. The data was collected by using an interview schedule and the results showed that the lighting condition in the retail cloth stores was not a factor that can influence the consumer shopping behavior. Planned purchase, impulse buying, time and money spent towards shopping under lighting was found to be moderate.

## ***H01 store layout has significant effect on customer tendency of impulse buying***

Modern consumers are increasingly seeking superior in-store experience as against product experience (Moore, 2006). The store layout boosts a positive shopping environment and consumer behavioral intentions (Lewison, 1994; Ullal & Hawaldar, 2018). Retail shelves, a key aspect of store layout, when designed efficiently, play a pivotal role in higher shopper satisfaction and improved relationships (Hwang, Choi, & Lee, 2005). Personal space acts as an impetus for the shopping experience. Besides, it influences the actual choices made inside the retail store (Bitner, 1992; Turley & Milliman, 2000; Ullal et al., 2020). The space between the objects can affect customer emotions and decisions (Williams & Bargh, 2008; Hawaldar et al. 2019).

### **1.4 Objective of the study**

#### **1.4.1 General Objective**

- To know effect of visual merchandising on consumer impulse buying behavior.

#### **1.4.2 Specific Objective**

- To Study the effect of promotional Signage on consumer impulse buying behavior.
- To Study the effect of pricing on consumer impulse buying behavior.
- To Study the role Window display on consumer impulse buying behavior.
- To study the effect of Mannequin on consumer impulse buying behavior.
- To study the effect of lighting system on consumer impulse buying behavior.
- To study the effect of store layout on consumer impulse buying behavior.

### **1.5 Significance of the Research**

The behavior of consumers and their involvement in retail stores have gained significant importance from markets as they have growing purchasing power; their money attitude also has been changing with relatively easy access to credit cards. Therefore the consumer behavior of retail consumer in conjunction with visual merchandising is worth to be reached. Retailers very minutely observe the consumer and try to figure out the variables that influence shopper's impulse buying cues and decisions.

With increasing competition, retailers try to ensure that their stores are appealing to their target markets. As retailers are finding it increasingly difficult to create a differential advantage on the basis of merchandise alone the store itself plays an important role for market

differentiation. Visual merchandising is presenting products in an aesthetically pleasing way. It integrates both elements of design and psychology to create eye-catching product displays that will grab the attention of shoppers and arouse positive emotions within them. The study help the retailers who want to increase their profit by attracting more and more consumers through visual merchandising and this study also make an important contribution for new business entries.

The Retailor got vast benefit from the research to build up and increase their market share. And also retailer that are not applying such kind of frame work got a good lesson to increase their market share and also give high alert for the beginner of retailor business man to consider such frame work while launching.

### 1.6 Scope of the study

The effect of visual merchandising in particular store, which cause impulsive buying behavior of customers that visual merchandising is involved to getting more visitors to the store. The paper was trying to explore the effect of visual merchandising by analyzing the perceptions that buyers have towards visual merchandising strategies. Demographic variables such as age, gender, occupation, income, analyzed thoroughly for inference purpose. Geographical location for this study is selected mall in Bole Sub city. This study is delimited to the effect of visual merchandising on consumers' impulsive buying behavior Ababa, it would be best if the study covers all consumers in the country.

### 1.7 Definition of Basic terms

The researcher used the following conceptual definitions throughout this study.

**Visual merchandising (VM):** is as “presentation of goods in an effective manner, which influences customers’ buying behavior “The visual merchandising can be defined as the art of displaying goods and services in a store and decorate stores to grab the attention of customers and to lure them into spending their money in the store. Visual merchandising is a broad concept. It not only concerned with the way goods are displayed in the store but also the layout of the store, lighting in the store, and decoration of different parts of the store.

**Consumer Behavior:** Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for

those actions. Consumer behavior is being studied since the early days of trade, in order to understand why and how consumers react to products, socially, culturally and individually. Consumer buying behavior refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is a study of the actions of the consumers that drive them to buy and use certain products. Study of consumer buying behavior is most important for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer to buy a product. It is important to assess the kind of products liked by consumers so that they can release it to the market. Marketers can understand the likes and dislikes of consumers and design base their marketing efforts based on the findings.

**Impulse Buying Behavior:** Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task. 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, it is usually triggered by emotions and feelings. Impulsive buying can't be categorized for one specific product category. Impulsive buying can be seen in products such as chocolates, clothes, mobile phones and in big-ticket items such as cars, jewelry etc. Impulsive buying means making an unplanned purchase. It is based on an irrational thinking.

**Window Displays:** Window display is the fine art of displaying store merchandise in the store window. Window display is emerging as the new mantra in retail and is fast changing from a dull, uninteresting exhibition of wares in the store window to a dynamic form of advertising. Retailers are recognizing the importance of window display as the first point of contact between the store and the customer and a chance to create the most critical first impression on the customer. Developed countries look at window display as a critical tool of marketing; however, in India, it is still an emerging concept.

Most commonly called shop window is a window in a shop displaying items for sale or otherwise designed to attract customers to the store. It is also the fine art of displaying store merchandise in the store window. Window display is emerging as the new mantra in retail and is fast changing from a dull, uninteresting exhibition of wares in the store window to a dynamic form of advertising.

**Mannequin Display:** The artificial dolls used by the retailers to display their merchandise (can be anything) are called as mannequins. The mannequins help the customers to know about the latest trend the store offers without sometimes even bothering the sales representative. It is the attractive mannequin which pulls the customer into the store.

This kind of display allows customers to visualize outfits and gives an idea about how it will look like on. Moreover, mannequins enhance the visual appeal of displayed products which is an important factor stimulating purchases.

**Promotional signage:** Promotional signage is designed to attract attention and leave a lasting impression. Our range of branding solutions are designed for exhibitions, trade shows, events or as part of your current marketing arsenal. Promotional signage is defined as a “wording used either alone or in conjunction with in-store display to convey product or promotional information to customers with the purpose of informing and creating demand for the merchandise.

**Pricing:** The attractiveness or Impulse buying to consumer primarily reflects in price, and therefore it is necessary to find out the underlying cause of what contexts the different price promotion presentations will bring better results. However, how different implementations of the same price promotion affect consumers’ perceptions of the promotion and their impulsive purchase decision.

**Lighting:** Lighting should fulfill aesthetic, emotional and functional requirements in interior spaces, especially in commercial building. Lighting design in commercial establishments should be oriented towards product sales and satisfying the consumers taking into consideration the health, well-being and purchasing behavior of consumer. Lighting and illumination will bring your store’s colors to life and highlight the features of your products. For example, you can install spotlights to illuminate key attributes and drive sales.

### 1.8 Limitation of the Study

This study is limited to involve the effect of visual merchandising on impulsive consumers buying behavior located in the Addis Ababa City Administration of the country. It would be better for this study to include many consumers located in the different part of the country. This study also used convenience sampling techniques to get the respondent. It suggest future studies to test the external validity of these research findings. The study was also limited by the lack of researches conducted on this topic, especially in the county's context in which this study is undertake.

### 1.9 Organization of the study

The remainder of this thesis is organized as follows. The second chapter presents a review of the existing literature (theories and findings) on the area of Visual Merchandising and summarizes key findings of studies to show the linking of the existing literature to the present study. The third chapter outlines the research methodology. This is followed by data analysis and discussion of the results in chapter four. The last chapter summarizes the results, draws the conclusions, and offers recommendations.

## CHAPTER TWO

### INTRODUCTION

Visual merchandising is purely aesthetics of science, and it is the backbone of the retail industry. Visual merchandising plays a highly major role in retail industry. Visual merchandising is a silent selling technique that helps to reduce the employee mix and increase per square feet returns and can further helps in reducing marketing budgets. The activity and profession consists of developing the floor plans and three-dimensional displays in order to maximize sales. Visual merchandise is the presentation of a store and its merchandise in such a manner that will attract the attention of potential customers. It involves decorating the store keeping the interior presentation the same as what is promised on the outside. People can be easily swayed by their surroundings i.e. odours, sounds or colors have a substantial effect on the positive buying behavior of consumers.

### 2 REVIEW OF RELATED LITERATURE

Visual merchandising is purely aesthetics of science, and it is the backbone of the retail industry. Visual merchandising plays a highly major role in retail industry. Visual merchandising is a silent selling technique that helps to reduce the employee mix and increase per square feet returns and can further helps in reducing marketing budgets. The activity and profession consist of developing the floor plans and three dimensional displays in order to maximize sales.

Today's fierce and cut throat competition and the similarity of merchandise have forced each segment of the fashion industry to utilize visual merchandise have forced each segment of the fashion industry to utilize visual merchandising as a tool to increase the allure of products. Visual merchandise is the presentation of a store and its merchandise in such a manner that will attract the attention of potential customers. It involves decorating the store keeping the interior presentation the same as what is promised on the outside. People can be easily swayed by their surroundings, i.e. odours, sounds or colors have a substantial effect on the positive buying behavior of consumers.

The review of literature has enabled to carve out the grey area connected with studies relating to visual merchandising and impulse buying behavior. Visual Merchandising can be defined as everything the customer sees both exterior and interior, that creates a positive image of a

business and results in attention, interest, desire and prompt action on the part of the customer. In simpler words, it covers everything both interiors and exteriors of a store such as lighting flooring, wallpapers and shelving, mannequins ,display design, walkways and entries, color combinations , graphics, music stores interiors , window displays, floor merchandising , promotional signing further, store layouts and interior décor, fixture layouts, displaying merchandise on walls and fixtures to grab the attention of the potential customers and prompt them to buy the merchandise to boost sales of the store.

Derry Law, Christina Wong, Joanne Yip, (2012), How does visual merchandising affect customer affective response? An intimate apparel experience is to investigate the relationship between visual merchandising element and consumer affective response by focusing on a function oriented product intimate apparel. The result indicate that when products entail both utilitarian and aesthetic concerns, social and local values should also be addressed as they can affect consumer shopping mood, approach and response purchase decision.

Alireza karabasivar, (2011), evaluating effective factors on consumer impulse buying behavior a study to examine the effect of four external cues (window display, credit card, promotional activities (cash discount, free product)) on consumer impulse buying behavior. The four external variables discussed test indicates that in store form (window display) has strongest effect on buying behavior of consumers and the other factors have weaker effect also free products and ATM facility in the shop was recommended.

C.Selvarj, Dr. M Swami Nathan (2011) Brunt of visual merchandize on retail store penchant. The likely importance of quality and value for money as choice criteria was reinforced by strength of their relationship with satisfaction, variables like window displays, various signage's size differentiation, color and brightness generally believed to be one of the most important in determining store patronization and re patronization.

He concludes that window display, various signage's size differentiation, color and brightness are important factors of visual merchandising.

Aniruddha Akarte, Dr Bharat Meghe, Dr Amishi Arora (2012) study of consumer buying behavior in organized retail apparel sector ( with reference to men's wear), understanding of male consumer buying behavior related to Indian environment and highlights the factors that



highly influence consumer involvement in fashion clothing. Major factors that affect shopping stimulation among fashion shoppers are stimulation/ trial facilities brand reputation personalization possibilities and store attractiveness in reference to products and services, brand value, and price. The decision in the paper emphasize major factor affecting purchase intention of consumer towards fashion apparel in reference to socio cultural detriments and perceived values associated with the product. The study had shown that when fashion cycles were shorter, the brand image and loyalty turned fragile.

## **Empirical Literature**

Impulse buying has been considered a pervasive and distinctive phenomenon in the American lifestyle and has been receiving increasing attention from consumer researchers and theorists (Youn & Faber, 2000, p.179)". Despite the negative aspects of the impulse buying behavior from past research, defining impulsive behavior as an irrational behavior (Ainslie, 1975; Levy, 1976; Rook & Fisher, 1995; Solnick, Kannenberg, Eckerman, & Waller, 1980), resulting from a lack of behavioral control (Levy, 1976; Solnick et al., 1980), impulse purchases account for substantial sales across a broad range of product categories (Bellenger et al., 1978; Cobb & Hoyer, 1986; Han, Morgan, Kotsiopoulos, & Kang-Park, 1991; Kollat & Willet, 1967; Rook & Fisher, 1995; Weinberg & Gottwald, 1982). A study found that impulse purchases represented between 27% and 62% of all department store purchases (Bellenger et al., 1978). Rook and Hoch (1985) assert that most people have experienced an impulse purchase. Other research findings support this assertion revealing almost 90% of respondents have made grocery purchases on impulse occasionally (Welles, 1986), and between 30% and 50% of all purchases can be classified by the buyers themselves as impulse purchases (Bellenger et al., 1978; Cobb & Hoyer, 1986; Han et al., 1991; Kollat & Willett, 1967). Early studies on impulse buying were more concerned with the definitional issues distinguishing impulse buying from non-impulse buying and attempted to classify the types of impulse buying into one of several sub-categories (Bellenger et al., 1978; Kollat & Willet, 1967; Stern, 1962), rather than to understand impulse buying as a trait of consumer buying behavior. Therefore, this approach generated a theory that ignores the behavioral motivations of impulse buying for a large variety of products and, instead, focuses on a small number of relatively inexpensive products. However, this type of approach did not provide sufficient explanations as to why so many consumers appear to act on their buying impulse so frequently. Therefore, researchers began to re-focus attention on impulse buying

behavior and to investigate the behavioral motivations of impulse buying (Cobb & Hoyer, 1986; Hausman, 2000; Piron, 1991; Rook, 1987; Rook & Gardner, 1993; Rook & Fisher, 1995; Weun, Jones, & Betty, 1998). The pervasiveness of impulse buying, even for relatively expensive products, led researchers to look at impulse buying as an inherent individual trait, rather than a response to inexpensive product offerings (Cobb & Hoyer, 1986; Rook, 1987). Recently, researchers appear to agree that impulse buying involves a hedonic or affective component (Piron, 1991; Puri, 1996; Rook & Fisher, 1995; Wenn et al, 1998). Today's research suggests that impulse buying behavior is much more complex than previously conceptualized; that this behavior stems from the desire to satisfy multiple needs that underlie many types of buying behavior (Hausman, 2000). Rook (1987) identified impulse buying behavior with descriptors such as a spontaneous, intense, exciting, urge to buy with the purchaser often ignoring the consequences. While more recent research in this area discusses impulse buying as a trait rather than as a classification of a purchase decision, researchers agree that consumers vary in their impulse buying tendency (Puri, 1996; Rook & Fisher, 1995). Without having prior information of a new product or intention to purchase a certain item, a consumer is exposed to stimuli, suggesting that a need can be satisfied through the purchase. Youn and Faber (2000) identify several different types of internal states and environmental/sensory stimuli that serve as cues for triggering impulse buying. Internal cues include respondents' positive and negative feeling states. Environmental/sensory cues encompass atmospheric cues in retail settings, marketer-controlled cues, and marketing mix stimuli (Youn & Faber, 2000). Instore browsing is the in-store examination of a retailer's merchandise for recreational and informational purposes without an immediate intent to buy" (Bloch, Ridgway, & Sharrell, 1989, p.14). Jarboe and McDaniel (1987) found customers who browsed in a store made more unplanned purchases than non-browsers in a 34 Abu Bashar & Irshad Ahmad regional mall setting. As a customer browses longer, she/he will tend to encounter more stimuli, which would tend to increase the likelihood of experiencing impulse urges. This supports Stern's (1962) conceptualization of impulse buying as a response to the consumer's exposure to instore stimuli. Shoppers may actually use a form of instore planning to finalize their intentions (Rook, 1987). The store stimuli serves as a type of information aid for those who go to the store without any predetermination of what they need or buy, and once they get into the store, they are reminded or get an idea of what they may need after looking around the store. The more the store stimuli, such as visual merchandising, serves

as a shopping aid, the more likely the possibility of a desire or need arising and finally creating an impulse purchase (Han, 1987; Han et al., 1991).

## 2.1 Definition and Concept

### **Visual Merchandizing**

(Walters & White, 1987). Visual merchandising is referred to as the art of displaying goods in a retail store to boost sales and to attract the attention of customers. Products are presented in such a way so that their features and qualities can be highlighted. The visual merchandising can be referred to like everything that customers see inside as well as outside of a retail store for example, stacks of goods, decorations, the layout of space, and sign boards. Visual merchandising is also coined as the Art of Retailing. Related the world of apparel and fashion visual merchandising has great impact and utmost relation in retailing. Retailers make use of visual merchandising to attract customers and make them spend their money in the store. Everything which is presented in a retail store and the overall atmosphere of the store is part of visual merchandising. The visual merchandising starts from the exterior of the retail store and ends at the interior of the store. In the competitive world, visual merchandising is so important that people in business spend thousands of dollars on decorating their stores and on designing stores in such a way that their store looks better than their competitors' store.

## 2.2VM Impact on Consumers & Businesses

Many consumers believe they are purchasing products when they shop, but in fact they are often purchasing the experience of shopping. The way products are displayed and promoted can have a major impact on consumer reactions to them and on how much merchandise is sold. By displaying products in ways that are appealing, accessible and attractive, retailers can increase sales and improve their profit margins.

Hence, consumers benefit from Unforgettable shopping experiences influenced purchasing behavior while businesses gain Increase in sales & profit brand loyalty & attraction from consumers.

## 2.3 Visual Merchandising Element

### 2.3.1 Window Display

Window display is the fine art of displaying store merchandise in the store window. Window display is emerging as the new mantra in retail and is fast changing from a dull, uninteresting exhibition of wares in the store window to a dynamic form of advertising. Retailers are recognizing the importance of window display as the first point of contact between the store and the customer and a chance to create the most critical first impression on the customer. Developed countries look at window display as a critical tool of marketing; however, in India, it is still an emerging concept.

Window displays, most commonly called shop window is a window in a shop displaying items for sale or otherwise designed to attract customers to the store. Putting a window display of merchandise in a store's window is called "window dressing", which is also used to describe the items displayed themselves. Window display is a creative method to present the products with the brief information that attracts the customer to buy the products. Window display is most important and plays a vital role for the firm and retailer as well because it is the first meeting place with the consumer on store that creates a quick impression about the Brand and Store. Customers acquire and utilize decision-relevant information as an integral part of decision making. From this perspective, window displays constitutes a key source of decision-relevant information in the external retail environment. Some researchers suggest that consumers may seek out store windows primarily as a leisure activity, to have fun and feel good. Window displays silently announce what customer can expect inside the store. It attracts attention, creates interest, and invites the customer into the business. It gives the brief introduction about the brands and retailer. More importantly, certain types of information collected from window displays are likely to be diagnostic to the store-entry decision. Consumers may enter a store based on its window displays for several different reasons. For instance, they may enter the store to obtain further information about a specific line or item of merchandise that they saw displayed in the store window, whether or not they intend to purchase that item at that time in that store. Elatedly, consumers' may enter the store to learn more about or take advantage of the sale they saw announced in the window display. More generally, store entry may result from consumers' affinity for the types of merchandise a store displays in its windows.

“The display window is accepted as the most important part of the store design because it is the first meeting place the customer has with a brand and it gives passerby a quick impression of the store. A passerby can hold an opinion about the type of merchandise sold inside. The layout of the display windows should not take focus away from the clothes and it should suggest a feeling” (H&M Official Website, 2010).

Morgan (2008: 11) states that with the advent of new technology in the 1840s that allowed the production of large panes of glass, department stores were perhaps responsible for taking the art of window display to a higher level, using their large windows as stages, some of them as theatrical as a Broadway show.

### 2.3.2 Store layout

Store layout, also known as floor layout (Davies & Tilley, 2004), refers to how the different sections and aisles of a store are organized with the basic and simple objective of getting customers shop longer and buy more. According to Bitner (1992) and spies' et.al (1997) good store layout enables customers to find the product that they need in quick manner (cited) in Mohan, 2013). Moreover, Baker (2012) stated that well organized store layout enhances the process of shopping by creating convenience for customers (cited in Mohan, 2013). However, in most supermarket daily needed products through the store, consequently, increasing the cases of impulse buying (Levy and Weitz, 2002).

### 2.3.3 Mannequin

Clark (2007) discusses that mannequin industry is crucial to any retail/visual merchandising. It has undergone drastic changes with the mannequins being realistic before, abstract then, headless later and now switching back to the realistic concept, associated with the human touch. The artificial dolls used by the retailers to display their merchandise (can be anything) are called as mannequins. The mannequins help the customers to know about the latest trend the store offers without sometimes even bothering the sales representative. It is the attractive mannequin which pulls the customer into the store. It is a model of human body used by retail store owners to display their merchandise. Retailers use various techniques to display their products so as to attract the potential buyers. Mannequins, help the retailers to draw the customers to their stores. For a layman mannequins are dolls or dummies that showcase the latest trends of the store. They are important tools of retail business. They first communicate with the customers through visual merchandising. Displaying fashion apparels of the store is the first step to entice the probable

customers to the store. Further, it gives free publicity of the store's collection. Retailers put up the best clothes on the mannequins to allure the customers to their stores.

#### 2.3.4 Promotional Signage

Promotional signage is defined as a “wording used either alone or in conjunction with in-store display to convey product or promotional information to customers with the purpose of informing and creating demand for the merchandise” (Jiyeon, 2003). Promotion or promotional information to customers with the purpose of informing and creating demand for the merchandise. Regarding the different element that can lead to an impulse buying, low prices including price reduction, sales promotion and discount are considered as having direct effect on consumer buying decision. Retailers use signage for promotional purpose, initially, the purpose was to provide basic information. Signage is considered as integral part of the retail environment.

Promotional Signage is not a new concept and is used for promotional purposes by merchants. Initially, the purpose was to provide basic information. Today, it is considered as an integral part of the retail environment because it plays a growing role in creating the unique image and atmosphere. Today, technology allows us to use from digital signage. Digital Signage is one of the important tools in store design. Digital signage is a form of electronic display. Customers can show information, advertising and other messages concerning the brand. The aim is to convey a message or information to customers and digital signage displays are most usually controlled by basic personal computers.

#### 2.3.5 Lighting

Lighting is another elements of visual merchandising. The choice of the right lighting in fashion stores should be well considered. There are numerous products that offer many choices for shopping environment. Lighting deals with create an ambiance and make environments visually pleasing. The right utilization of light is highly important for shopping environments. Light reflections and energy requirements should be well analyzed. Pegler (2006) advices that the cheapest and most effective starting place in getting attention and recognition is with good lighting.

### 2.3.6 Pricing

(Goldsmith, Kim, Flynn, Kim, 2005)The attractiveness or Impulse buying to consumer primarily reflects in price, and therefore it is necessary to find out the underlying cause of what contexts the different price promotion presentations will bring better results. However, how different implementations of the same price promotion affect consumers' perceptions of the promotion and their impulsive purchase decision. Consumer purchase behavior are significantly and positively influence by price and consequently sales and profit of the firm are affected by price too (Han, Gupta, and Lehmann, 2001)

### 2.3.7 Consumer buying behavior

(Anderson, 2005).It is broadly the study of individuals, or organizations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society. Consumer behavior is the actions and the decision processes of people who purchase goods and services for personal consumption. Consumer buying behavior refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is a study of the actions of the consumers that drive them to buy and use certain products.

### 2.3.8 Impulse buying

(Kacen, 2002).Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task. In which customers are engaged in impulse buying behavior. It is also 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, it is usually triggered by emotions and feelings. According to Zeb (2016) impulsive decision are sudden and spontaneous where no prior purchase decision made to purchase specific products. Consumer impulsive purchase occur with prior information search and evaluation of alternatives.

## 2.4 Empirical Literature

Several studies have suggested that impulse purchase accounts for a substantial proportion of sales. Retailers are increasingly studying how to use visual merchandising themes to attract customers to make impulse purchases. The following is a review of some of the recent literature in the field.

Saini, Gupta and Khurana (2015) studied visual merchandising and impulse buying behavior: A case of retail industry showed visual practices as a factor is capable of influencing unplanned buying behavior of a customer. The results of their research show that in-store form and promotional signage showed a positive relationship with unplanned purchasing. However, window display and floor merchandising showed a negative relationship. Their study was basically qualitative. In the same vein, Asuquo and Igbongidi (2015), on retail store merchandising assortment and display and their influence on consumer impulse buying behavior in the North-West Nigeria (University of Nigeria, Nsukka and Ahmadu Bello University, Zaria) revealed that retail store merchandising and display played significant roles in influencing consumers' impulse purchase. In addition, Han, Morgan, Kotsiopoulos and Kang-Park (in Luniya and Varghese, 2015) on a study on impulse buying and its determinants: A literature review submitted that the greater the store stimuli in term of visual merchandising, the more the possibility of a desire which invariably capable of creating unplanned purchase behavior.

Raju and Kumar (2016) said that organized Retail Sector is expanding at a rapid pace in India and it is leading to the phenomenon of Impulse buying by the customers at these stores which are not seen in the previous decade. The purpose of conducting the research was to find the Impact of Effective Visual Merchandising (VM) on the impulse buying behavior of customers at various retail stores in Andhra Pradesh. The objectives were to find the satisfaction attributes of Customers at Organized retail Outlets and how visual merchandizing is affecting impulse decisions of the customer. Bell and Ternus (1952) state that the factors of visual merchandising, such as window and interior display, store layouts & interior design, promotional signing, fixture layouts, displaying merchandise on walls and fixtures. Window displays plays the most vital visual communication tool which helps to build a store image as stated by Lea-Greenwood (1953). Edwards and Shackley (1954) reported that sales increase when window displays are used, especially for new products, and well-known brands. Gerard (1957) states that in general, warm colors (red and yellow) have produced opposite psychological effects than cool colors



(blue and green), which are opposite on the color spectrum. For example, red or warm colors have been found to be associated with increased blood pressure, respiratory rate, eye blink frequency (Cited in: Bellizzi and Hite, 1959).

### **Visual Merchandising in relation to Impulse Buying behavior**

In store browsing is the in-store examination of a retailer's merchandise for recreational and informational purposes without an immediate intent to buy" (Bloch, Ridgway, & Sharrell, 1989, Jarboe and McDaniel (1987) found customers who browsed in a store made more unplanned purchases than non-browsers in a regional mall setting.

**Color:** Bellizzi et al. (1983) investigated the effects of color in retail store design. The results indicated that despite color preferences, subjects were physically drawn to warm color (yellow and red) environments, but they paradoxically found red retail environments to be generally unpleasant, negative, tense, and less attractive than cool color retail (green and blue) environments.

**Product display:** In a study carried out by Abratt and Goodey (1990) product display has been identified as an in store stimuli. Simonson and Winer (1992) found that purchase behavior can be modified by the way in which inventory is arranged. Kumar and Leone (1988) maintain that point of purchase displays can be very useful in stimulating sales.

### **Window display in relation to impulse buying behavior**

It refers to the decorated display of a stores window to attract customers to the products. Usually, the term refers to larger windows in a shop arcade displaying items for sale or otherwise designed to attract customers to the store. A prospective customer when enters a mall is most attracted by the creative, elegant or stylish window displays. It often includes the merchandise displayed, props, theme display, as well as accessories on plinths or hanging from special display equipment. This tends to unplanned buying decision.

### **Mannequins in relation to impulse buying behavior**

Mannequin are used by retail stores. They are tool used to show consumers where their merchandise look like a person. The Mannequin are commonly being styled to match trends as well as to display the latest products available. The visual stimuli can change the opinion of the consumer.

### **Store layout in relation to impulse buying behavior**

It refers to the technique used to capture the attention of the customer inside the store. If these factors are applied successfully to a store, they meet the needs of the consumer and provide a positive purchasing environment. If interior displays are done exceptionally well, they enable customers to make a selection without the assistance of sales personnel.

### **Pricing in relation to impulse buying behavior**

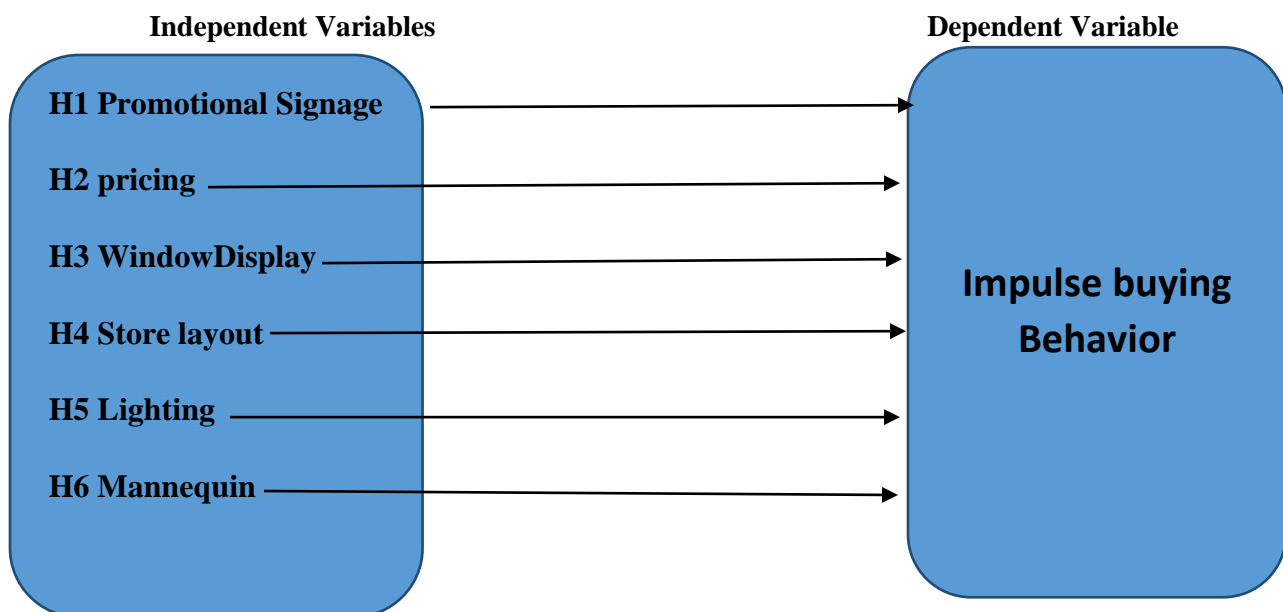
In previous research price and the related symbolism is the reason that affect consumer impulse buying. Therefore, some products will attract more consumers because of such influencing factors. Price has always been considered as an important factor in impulse buying (Zhou & Wong, 2003). Specifically, when they face the price discounts, consumers are more prone to impulse buying behavior. Prior literature shows that different forms of price presentation will also have different effects on consumers' purchase intention. The form based on the amount of money is more intuitive than the form based on percentage-off, so that it is easier for consumers to develop a lower price discount perception in their minds, so as to stimulate their impulse buying desire.

### **Lighting in relation to impulse buying behavior**

Aesthetic emotional and functional requirement in interior spaces especially in commercial building. Lighting design in commercial establishment should be oriented towards product sales and satisfying the consumer taking in to consideration the health well-being and purchasing behavior of consumers. A major challenge in recent times in the illumination filed has been to define how light affects the impulse buying.

## 2.5 Conceptual Frame work

Based on the above theoretical and empirical literatures the researcher has developed the following conceptual framework and hypothesis. The model below explained the relationship between the two observable variables in the study. From the hypothesized relationship of the model, window display, store layout, Mannequin and Promotional signage were independent variables while impulse consumer buying behavior represents dependent variable. Considering the model, it shows that impulse buying behavior is contingent on the independent variables. In other words, the presence of these independent variables are capable of influencing the customers to buy impulsively



Source Author (2020)

## CHAPTER THREE

### 3. Research Methodology

#### 3.1 Research Design

According to John W. Creswell (2009) research designs are plans and the procedures for research that span from broad assumptions to detailed methods of data collection and analysis. Research design usually refers to the blue print of the research. A cross sectional descriptive and casual research designs (Explanatory) were used in this study with mixed research approach. For the purpose of internal comparison and triangulation, both quantitative and qualitative research approaches were applied.

#### 3.2 Research approach

Research approaches are plans and the procedures for research. That span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. Quantitative research design is used in this research.

#### 3.3 Target Population, sample size and Sampling technique

##### 3.3.1 Target Population

John W. Creswell (2009) point out that, “Population is the group of interest to the researcher, the group to whom the researcher would like to generalize the results of the study.” Jankowicz (1995) points out that in order to draw a sample; you have to know how many people are in the population, and how this total is made up from people falling into various subgroups in which you might be interested. There are eleven sub cities and 118 wereda as a general population all over Addis Ababa. We are selecting Top malls that are in Bole sub city the target populations who consume different product done in the Apparel industry presented by visual merchandising. On Average most of the malls have shops up to 4<sup>th</sup> floor. Also have an average 15 shops per floor. A sample size of 116 is derived for the survey. The targeted mall is selected from Bole sub city that have high transaction of consumer.

##### 3.3.2 Sample Size

Determining sample size varies for various types of research designs and there are several approaches in practice. A general rule, one can say that the sample must be of an optimum size i.e., it should neither be excessively large nor too small (Kothari, 2004).

The researcher has taken Zikmund and Babin (2010) sampling technique by determining the sample proportion success and not success based on the experience from previous survey research response rate. For this research purpose confidence of successfully collect or return rate

is expected to 88% because the respondents are located in Addis Ababa and researcher itself will participate in distribution and collection of questionnaires and the remaining defected or non-response.

The sample size is determined at 95% confidence level.

Determine the size of the sample size for population (Kothari, 2004):

$$n = \frac{z^2 \cdot p \cdot q \cdot N}{e^2 (N - 1) + z^2 \cdot p \cdot q}$$

**Where:**

- **z = z score level of confidence of the estimate (in the case of 95% = 1.96);**
- **e = marginal error, 5%**
- **P = proportion of the sample successfully collected (p=0.8)**
- **q = failure of sample (1-0.8= 0.2)**
- **N = population of the sample (900)**

$$n = \frac{1.96 * 1.96 * 0.8 * 0.12 * 900}{0.05 * 0.05 (900 - 1) + 1.96 * 1.96 * 0.8 * 0.2}$$

$$n = 116$$

### 3.3.3 Sampling Technique

Sampling is related with the selection of a subset of individuals from within a population to estimate the characteristics of whole population. The two main advantages of sampling are the faster data collection and lower cost (Kish, 1965 and Robert, 2004). For this study, the researcher use simple random (Probability) sampling technique method to administer questionnaires. The primary benefit of this method is each unit included in the sample will have certain pre assigned chance of inclusion in the sample. This sampling provides the better estimate of parameters in the studies in comparison to purposive sampling (Singh & Masuku, 2006). Bole sub city is selected because of having more building than other sub cities. The shops were selected regarding with apparel products. The apparel products is selected that they have a tendency influenced by visual merchandising so the consumer tends to have impulsive buying decision.

### 3.4 Data source

The source of the data of this research employs both primary and secondary data. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand (Malhotra, 2005). There are a number of ways to collect primary data like through questionnaires, interview, focus group discussion, etc. as deemed necessary per the research design undertaken. For the research primary data was obtained questionnaires from respondent. Secondary data are data that are collected for some purpose other than the problem at a hand (Malhotra, 2005).

### 3.5 Data collection Method

Administered questionnaire will be disseminated to gather primary data that used to address relevant consumers. Primary data will be gathered through the use of highly structured self-administrative questionnaires. The reason why self-administered questionnaire will use is to help as a prompt and relatively low cost strategy for obtaining information in the context that will likely to establish a good rapport with respondents and easier to answer for the respondents. In addition to this self-administrative questionnaire, interview questions will be used. A questionnaire were developed to collect primary data for the study and it was prepared in English and Amharic Version. Refers to the questionnaires that was designed specifically to be completed by respondent without intervention of the researches collecting the questionnaire method will be appropriate in this study because all the samples individuals are expected to be liberate.

### 3.6 Method of Data Analysis

#### 3.6.1. Data processing

The findings was presented in the form of tables and Figure based on their types and appropriateness for presentation. Regression and Correlation analysis was applied in this study to reveal relationships among variables in the findings from the data.

Data collected from questionnaires were analyzed by using SPSS 20 version. Both descriptive and inferential statistics are to analysis data; descriptive statistics such as frequency and percentage are consuming to describe the respondents' characteristics. Regarding inferential statistics, Pearson correlation coefficient were show the degree of linear relationship between independents and dependent variables.

### 3.7 Ethical Considerations

Each discipline should have its own ethical guidelines regarding the treatment of human research participants (Vanderstoep and Johnston, 2009). Research ethics deals with how we treat those who participate in our studies and how we handle the data after collected. The researcher has kept privacy (i.e. leave any personal questions), anonymity (i.e. protecting the identity of specific individual from being known) and confidentiality (i.e. kept the information in secret) (Saunders et.al, 2007). Besides, the questionnaire will distributed to voluntary participant, it also have clear introductory and instruction part regarding to the purpose of the research.

### 3.8 Reliability and Validity

**Testing validity:** many social science studies use an indirect measurement which creates an issue of validity. In general validity refers to the meaning of the measure, the accuracy with which it can be assessed, and the range of inference that can be made from knowledge of the scores. The validity is measured by instrument (Questionnaire) whether the question met the objective or not and discussing with the advisor. The questionnaire design is formulated for the variables from literature review.

**Testing Reliability:** simply how the questionnaire are reliable. Reliability is an indication of the extent to which a measure is free of variable random error i.e. errors that affect outcomes from observation to observation (Kirk & Miller 1986). To ensure instrument reliability, the researchers will exert every effort in writing items clearly, providing clear instructions, ensuring fair administration and the like. In addition to that based on a pilot sample, the reliability of the questionnaires was tested using Cronbach's alpha.

## CHAPTER FOUR

### 4 ANALYSIS OF DATA AND INTERPRETATION OF THE RESULT

#### **Chapter Overview**

This section of the chapter dedicated to describe the major finding and analysis of the sample population based on the data gathered from the respondents. All the data collected through self-administered questionnaires and contain closed ended questions. 116 were selected as a sample respondent by using simple random (probability) sampling method. The information obtained from the respondents is summarized using frequency distribution by using SPSS version 20. The summarized data is then analyzed by applying descriptive analysis method using table following detailed explanations. Finally, interpretation was made to demonstrate the relationship of dependent and independent variables using correlation analysis and multiple regression method.

#### 4.1 Demographic profile of Respondent

This section outlines the findings on the demographic characteristics of the sample, which includes age of the respondent, gender, Marital Status, education level, Employment status and income level.



Table 1 Demography Characteristics

		Frequency	Percent	Valid Percent	Cummualtive percent
Age	18-24	26	22.4	22.4	22.4
	25-30	37	31.9	31.9	54.3
	31-40	53	45.7	45.7	100
	Total	116	100	100	
		Frequency	Percent	Valid Percent	Cummualtive percent
Gender	Male	50	43.1	43.1	43.1
	Female	66	56.9	56.9	100
	Total	116	100	100	
		Frequency	Percent	Valid Percent	Cummualtive percent
Marital	Single	63	54.3	54.3	54.3
	Married	53	45.7	45.7	100
		Frequency	Percent	Valid Percent	Cummualtive percent
Employment	Full Time	57	49.1	49.1	49.1
	Part Time	22	19	19	68.1
	Unemployed	2	1.7	1.7	69.8
	Student	3	2.6	2.6	72.4
	Bussiness/others	32	27.6	27.6	100
	Total	116	100	100	
		Frequency	Percent	Valid Percent	Cummualtive percent
Qualification	UnderGraduate	33	28.4	28.4	28.4
	Gradaute	48	41.4	41.4	69.8
	PostGraduate	15	12.9	12.9	82.8
	Professional	9	7.8	7.8	90.5
	Other	11	9.5	9.5	100
	Total	116	100	100	
		Frequency	Percent	Valid Percent	Cummualtive percent
Income	5000-10,000	50	43.1	43.1	43.1
	Above 10000	49	42.2	42.2	85.3
	Other Income	17	14.7	14.7	100
	Total	116	100	100	

## 4.2 Demographic characteristics of the respondent

According to the above table the age of the sample respondent was largely dominated by the age range comprising 31-40, 45.7% of the total respondents, between 25- 30, 31.9%, between 18-24, 22.4%. Among the Distributed Questionnaire 43.1% of the respondent were Male and the rest of 56.9% were Female as shown above. As shown in the above table of the respondent's marital status which was measured by two items, single and married. Among the distributed questionnaires 54.3% of respondent were single and the rest 45.7% were married as shown above. The employment status of the respondent presented and discussed in the above table through the use of five levels, Full-time, Part-time, Unemployed, Student and Business/others. Regarding employment most of customers are full time employees which account 49.1% of the total sample population, part time employee's account 19% of the total respondent. Business/other 27.6% of the total respondent. This shows that most customers are working full time. Regarding the education status of the respondent the student researcher used five items to measure their educational level i.e., under graduate, graduate, Post graduate, Professional and other the result presented in the following table. Educational status of the respondent's shows that most of customers are Graduate (41.4%) followed by customers who are undergraduate (28.4) and Post Graduate (12.9). Professional (7.8) Out of the total sample respondent 9.5% other qualification. Regarding the income of the respondent the student researcher used three items to measure their monthly earning i.e. below 5000- 10,000, above 10,000 and others income and the result presented in the following table. 43.1% of the respondent having monthly income be 5000-10,000 and customers who have monthly income above 10,000 which account 42.2% and Other income which account 14.7 % the total sample population respectively. We can understand from this data most of the respondent ranges between 5000-10,000. It means that the customer having more income are more impulsive in their buying decision. A person income is directly related to the kind of products they will purchase. (Basher et, al.150)

### 4.3 Reliability Test

Reliability test is mainly concerned on the internal constancy. It is also a characteristic of measurement concerned with accuracy, precision and consistency. This study, carried out the pilot testing study to find out whether the questionnaires can obtain the outcomes which the study required for meeting objectives and hypotheses of the inquiry. The reliability coefficient applied in this research allowed to identify the stability, consistency and also enhance the accuracy of assessment of the data instrument used in this research.

In the above Reliability test results 0.753 this indicates the data is in Acceptable level.

Table 6 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.753	7

### 4.4 Descriptive Analysis

Table 2 Descriptive statistics

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
Consumer Buying Behaviour	116	2.40	1.00	3.40	2.0569	.46499
Influence of Window Display	116	2	1	3	2.08	.359
Influence of Mannequin Display	116	2	1	3	2.11	.403
Influence of Store layout	116	3	1	4	2.15	.478
Influence of promotional Signage	116	2	1	3	2.02	.380
Influence of Pricing	116	6.50	1.00	7.50	2.1767	.73056
Influencing of Lighting	116	3.25	1.00	4.25	2.1983	.62946
Valid N (listwise)	116					

Descriptive statistics are used to describe the basic features of the data in a study. The above descriptive statistics table shows that the very relevant information of the data. N- Tells us the research respondent of the study. Minimum value indicates the smallest value in the Data set.

**Statistics**

		Consumer Buying Behaviour	Influence of Window Display	Influence of Mannequin Display	Influence of Store layout	Influence of promotional Signage	Influence of Pricing	Influencing of Lighting
N	Valid	116	116	116	116	116	116	116
	Missing	0	0	0	0	0	0	0
Mean		2.0569	2.08	2.11	2.15	2.02	2.1767	2.1983
Median		2.0000	2.00	2.25	2.00	2.00	2.0000	2.0000
Mode		1.80	2	2	2	2	2.00	2.00

The range indicates that the difference between the Maximum and Minimum value of the data set. The mean value tells us the average of the date which is the sum of all the observation divide by the number of observation. As we see in the above table the mean, mode and median can be used to figure out if they have positively or negatively skewed distribution. If the mean is greater than the mode, the distribution is positively skewed. If the mean is greater than the median, the distribution is positively skewed. In the above table we conclude more impulsive influencing of lighting and influence of pricing (with the mean of 2.1983 and 2.1767) and the least promotional signage, store layout and Mannequin has the least likely purchase on an impulse. Influence of pricing and influence of Lighting have the highest standard deviation that indicate that the consumer are behaving in an extreme manner that they feel strongly and differently towards impulsive buying.

## 4.5 Inferential Analysis

### 4.5.1 Correlation Analysis

Table 3 Correlation Analysis

		<b>Correlations</b>							
		CB	WD	MD	SL	PS	PR	LI	IB
CB	Pearson Correlation	1	.375**	.438**	.179	.023	.023	.242**	.406**
	Sig. (2-tailed)		.000	.000	.001	.011	.003	.009	.000
	N	116	116	116	116	116	116	116	116
WD	Pearson Correlation	.375**	1	.638**	.407**	.207*	.235*	.448**	.260**
	Sig. (2-tailed)	.000		.000	.000	.026	.011	.000	.005
	N	116	116	116	116	116	116	116	116
MD	Pearson Correlation	.438**	.638**	1	.383**	.126	.223*	.392**	.215*
	Sig. (2-tailed)	.000	.000		.000	.020	.016	.000	.020
	N	116	116	116	116	116	116	116	116
SL	Pearson Correlation	.179	.407**	.383**	1	.571**	.295**	.623**	.541**
	Sig. (2-tailed)	.005	.000	.000		.000	.001	.000	.000
	N	116	116	116	116	116	116	116	116
PS	Pearson Correlation	.023	.207*	.126	.571**	1	.282**	.385**	.346**
	Sig. (2-tailed)	.004	.026	.003	.000		.002	.000	.000
	N	116	116	116	116	116	116	116	116
PR	Pearson Correlation	.023	.235*	.223*	.295**	.282**	1	.498**	.365**
	Sig. (2-tailed)	.003	.011	.011	.001	.002		.000	.000
	N	116	116	116	116	116	116	116	116
LI	Pearson Correlation	.242**	.448**	.392**	.623**	.385**	.498**	1	.455**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	116	116	116	116	116	116	116	116
IB	Pearson Correlation	.406**	.260**	.215*	.541**	.346**	.365**	.455**	1
	Sig. (2-tailed)	.000	.005	.020	.000	.000	.000	.000	
	N	116	116	116	116	116	116	116	116

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 Field (2005). A correlation analysis with Pearson's correlation coefficient ( $r$ ) was conducted on all variables in this study to explore

the relationships between variables. To interpret the strengths of relationships between variables, the guidelines suggested by Field (2005) were followed, mainly for their simplicity

Correlation analysis results showed that the correlation coefficient between the independent and dependent variable are significant. (Sig<0.05). as mentioned in the above table they have positive relationship among the variables That means it exists when one variable tends to decrease as the other variable decreases, or one variable tends to increase when the other increases. The correlation is significant by 0.05. The P value is <0.05. it indicate strong evidence that to reject the null hypothesis the strong correlation is between window display and Mannequin display (0.638). Store layout and Impulse buying has a correlation with the result of (0.541). Store layout and promotional signage has correlation with the result of (0.571).

#### 4.6 Regression Analysis

##### 4.6.1 Test of Normality of the Data

In statistics, normality tests are used to determine if a data set is well-modeled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed. Gujarati (2002)

Table 4 Normality test

	Tests of Normality					
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Impulse Buying	.230	116	.000	.906	116	.000

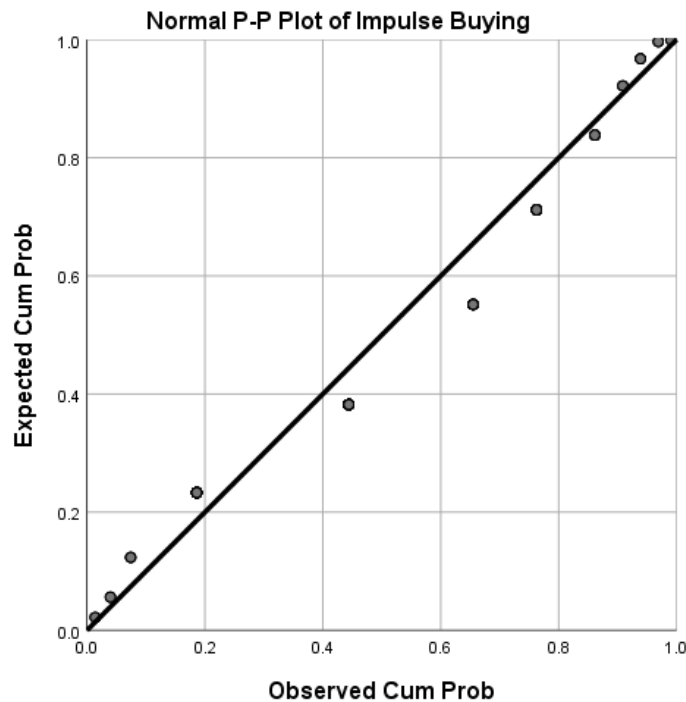
a. Lilliefors Significance Correction

	Descriptive Statistics					
	N	Mean	Skewness		Kurtosis	
			Statistic	Std. Error	Statistic	Std. Error
IB	116	2.17	.986	.225	1.544	.446
Valid N (listwise)	116					

In the above Normality test the skewness 0.986 that means the data is symmetrically. More the values are concentrated. Kurtosis value is 1.544 means more data are peaked than normal.

## Graphical Method

Graphical tool for assessing normality is the normal probability plot of the standardized data against the standard normal distribution. For a normal data the points plotted in the QQ plot should fall approximately on a straight line. Gujarati (2002). For this study a normality test has been conducted and the result on graph 4.3.2.1 shows the most of the lines are fall in straight line.



### 4.6.2 Test for Multicollinearity

In a statistics, Multicollinearity (also collinearity) is a phenomenon in which two or more predictor variables in a multiple regression model are highly correlated, meaning that one can be linearly predicted from the others with a non-trivial degree of accuracy. O'Brien (2007).

In this study Variable Inflation Factor (VIF) technique is employed. The VIF is a measure of the reciprocal of the complement of the inter-correlation among the predictors:  $(VIF=1/(1-r^2))$ . The decision rule is a variable whose VIF value is greater than 10 indicates the possible existence of Multicollinearity problem. Tolerance (TOL) defined as  $1/VIF$ , It also used by many researchers to check on the degree of collinearity. The decision rule for Tolerance is, a variable whose TOL value is less than 0.1 shows the possible existence of Multicollinearity problem. (Gujarati, 2002)

Table5 Multicollinearity test

Model		Coefficients					Collinarity tolerance	Statistics VIF
		Undstandar dized B	Coefficient std error	Standardized Coefficient Beta	t	sig		
1	Constant	0.023	0.325		0.316	0.9		
	IB	0.539	0.1	0.43	5.383	0	0.748	1.337
	WD	0.433	0.154	0.164	0.541	0.041	0.533	1.877
	MD	0.564	0.139	0.194	3.131	0.056	0.52	1.924
	SL	0.429	0.125	0.426	4.137	0	0.451	2.218
	PS	0.402	0.133	0.061	0.712	0.054	0.639	1.566
	PR	0.541	0.065	0.275	3.352	0.001	0.709	1.41
	LI	0.014	0.094	0.016	0.154	0.021	0.463	2.16

Multicollinearity is generally occurs when there are high correlations between two or more variables. Multicollinearity can be tested in two ways by Pearson correlation and VIF. In this case as we see in the above table the Multicollinearity among the variable is calculated by VIF. The VIF result shows that all the result is less than 10. The VIF result are between 1 and 5 that means they have moderate collinearity among the variable. They have low correlation among the variable. Among the result store layout has high collinearity among the variable.

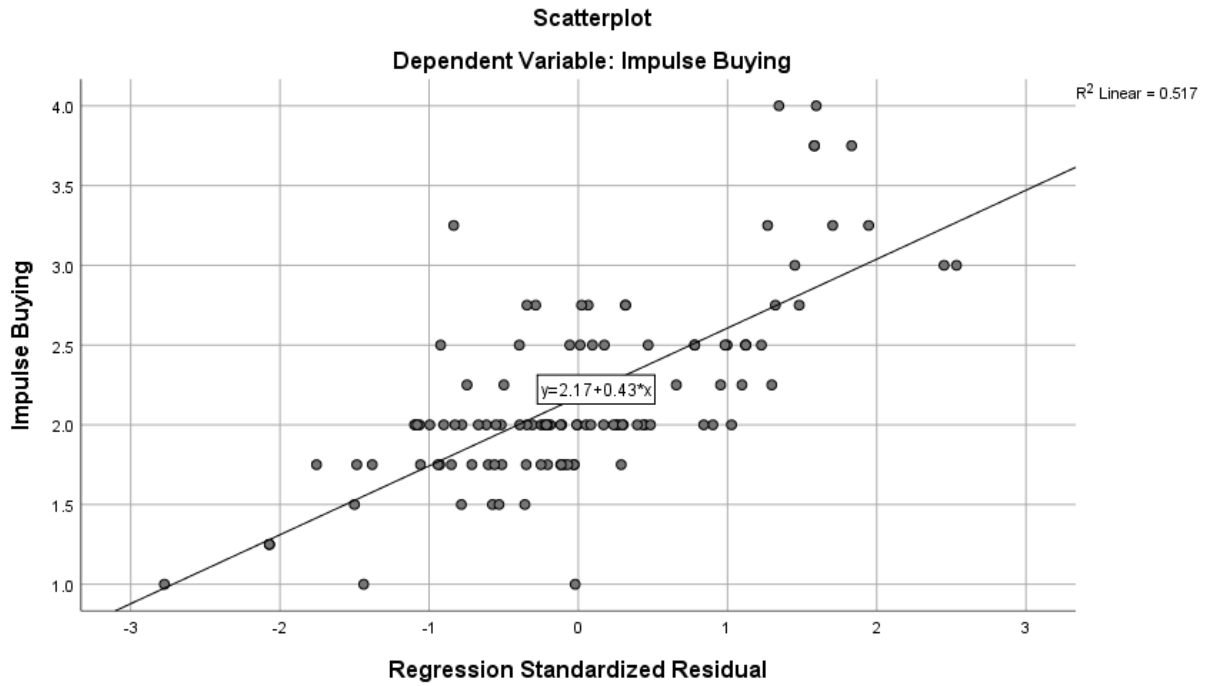
#### 4.6.3 Test of Linearity and Homoscedasticity

##### **Homoscedasticity**

In statistics a sequence or vector of random variables is homoscedastic if all random variables in the sequence or vector have the same finite variance. This is also known as homogeneity of variance Gujarati (2002) both (linearity and homoscedasticity) can be checked.

In the Figure below both the homoscedastic and linearity test met because the scores are Most of them scattered evenly around the prediction line for each value of X.





#### 4.6.4 ANOVA Result

Table 7 ANOVA Table

<u>ANOVA*</u>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	297.854	4	74.463	363.966	.000 <sup>b</sup>
Residual	72.629	355	.205		
Total	370.483	359			

In the above table ANOVA explains the joint impact of Independent variables on the dependent variables. Since from the above analysis that F value is 363.966 with a significance value of .0000. Therefore it we can reject the Null Hypothesis.

#### 4.6.5 Model Summary

Table 8 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 <sup>a</sup>	.804	.802	.45231

The results of multiple regressions, as presented in the above table revealed that the visual merchandising (Consumer buying, window display, store layout, promotional signage, pricing, lighting Mannequin) combined significantly influence impulse buying. The R square of 80.4% that means 80.4% its dependent variable that is influenced by the independent variable. The rest 20% is not influenced by this model it is rather by other variable not included in this study.

Table 9 Coefficient of each variable

Model		Coefficients					Collinearity tolerance	Statistics VIF
		Unstandardized B	Coefficient std error	Standardized Coefficient Beta	t	sig		
1	Constant	0.023	0.325		0.316	0.9		
	IB	0.539	0.1	0.43	5.383	0	0.748	1.337
	WD	0.433	0.154	0.164	0.541	0.041	0.533	1.877
	MD	0.564	0.139	0.194	3.131	0.056	0.52	1.924
	SL	0.429	0.125	0.426	4.137	0	0.451	2.218
	PS	0.402	0.133	0.061	0.712	0.054	0.639	1.566
	PR	0.541	0.065	0.275	3.352	0.001	0.709	1.41
	LI	0.014	0.094	0.016	0.154	0.021	0.463	2.16

Based on the above table, show the un standardized beta coefficient, which tell us the unique contribution of each factor to the model. A high beta value and a small p value ( $<.005$ ) indicate the predictor variable has made a significance statistical contribution to the model. On the other hand, a small beta value and a high p value ( $p >.005$ ) indicate the predictor variable has little or no significant contribution to the model. (George et al., (2003)also indicates that Impulse buying,

Window display, Mannequin display store layout, promotional signage, pricing and Lighting elements of visual merchandising have a significant influence on customers' impulse buying at 95% confidence level.

The significant visual merchandising factors have been included for the establishment of the function. The established regression function is:

In multiple regressions we use an equation of

$$Y = (\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n) + C$$

Y = Estimated dependent variable (Impulse Buying)

$\beta_0$  = the coefficient of the first predictor ( $X_0$ )

$\beta_1$  = Regression Coefficient ( $X_1$ )

$\beta_n$  = the coefficient of the  $n^{\text{th}}$  predictor ( $X_n$ )

X = Score on the independent variable

C = Constant

Where  $X_1$  = Impulse Buying

$X_2$  = Window display

$X_3$  = Mannequin Display

$X_4$  = Store layout

$X_5$  = Promotional Signage

$X_6$  = pricing

$X_7$  = Lighting

$$Y = 0.023 + 0.539X_1 + 0.121X_2 + 0.5412X_3 + 0.429X_4 + 0.402X_5 + 0.564X_6 + 0.014X_7$$

## **Discussion and Interpretation**

The constant value is 0.023 is meaning if the variable visual merchandising are not included in the study the variable tends to increase by 0.023%.

The coefficient meaning if the visual merchandising raised. Assuming the variable impulse buying will increase by 0.539%.

The coefficient meaning if the window display with different arrangement. Offering your customer an inside look in to the stores assumed. The consumer impulse buying behavior will increase by 0.433%

The coefficient meaning if the Mannequin display has creative visualization of product arrangement affirmed the desire to have and subsequently bring about the intention to purchase the product. The impulse buying will increase by 0.564%

The coefficient meaning if the store layout a well-designed store layout can contribute a positive shopping atmosphere and placement of items within that store. The impulse buying will increase 0.429%.

The coefficient meaning if the promotional signage may be designed to persuade receivers of the merits of a given product or service. Signage is distinct from labeling, which conveys information about a particular product or service. The impulse buying will increase 0.402%.

The coefficient meaning if the price and the related symbolism is the reason that affect consumer impulse buying. Some products will attract more consumers because of such influencing factors. Price has always been considered as an important factor in impulse buying. Specifically, when they face the price discounts, consumers are more prone to impulse buying. The impulse buying will increase 0.541%

The Coefficient meaning if the. Lighting design in commercial establishment should be oriented towards product sales and satisfying the consumer taking in to consideration the health well-being and purchasing behavior of consumers. The impulse buying will increase 0.014%.

## **Hypothesis Testing**

Hypothesis testing is based on standardized coefficients beta with 95% confidence level to test whether the hypotheses are rejected or not. Hypotheses were developed to investigate relationships between customers' tendency to purchase on impulse and six types of visual

merchandising: Window display, Mannequin display, store layout, pricing, promotional signage and Lighting.

H01 promotional signage has significant effect on customer tendency of impulse buying

H01 pricing has significant effect on customer tendency of impulse buying

H01 Window Display has significant effect on customer tendency of impulse buying

H01 Mannequin display has significant effect on customer tendency of impulse buying

H01 There is significant relationship between Lighting selling influence and the customer tendency of impulse buying in apparel stores.

H01 store layout has significant effect on customer tendency of impulse buying

The null hypothesis is rejected there is significant relationship of dependent with independent variable. So the researcher accept the hypothesis.

## CHAPTER FIVE

### 5. Summary, Conclusion and Recommendation

#### 5.1 Summary of Major Findings

Research was conducted to examine the effect of visual merchandise on the consumer

Impulse buying behavior in Case of Addis Ababa. To investigate the relation further, the study attempted to elucidate the relation between the customer's unplanned purchase behavior and different types of visual merchandising.

The questionnaire consisting of 116 Sample Respondent Conveniently in Addis Ababa.

- ☞ The Result of Background information of respondent indicated that from the total respondent 56.9% of the respondent was male and the rest of 43.1% were female. The largest group of respondent which contains 45.4% was range with 31-40. The largest employment status were 49.1% are Full-time employed. With regard to educational level the entire respondent were Graduate 41.4%.
- ☞ The Result of Descriptive shows the very relevant data in the study. Which indicate the mean, median and mode and also figure out the minimum, maximum, standard deviation and range. The mean is greater than the mode which indicate the distribution is positively skewed. The mean is greater than the median the distribution is positively skewed. We conclude that the result of Descriptive Analysis shows more impulsive influencing of lighting and influence of pricing (with the mean of 2.1983 and 2.1767) and the least promotional signage, store layout and Mannequin has the least likely purchase on an impulse. Influence of pricing and influence of Lighting have the highest standard deviation that indicate that the consumer are behaving in an extreme manner that they feel strongly and differently towards impulsive buying
- ☞ Correlation analysis results showed that the correlation coefficient between the independent and dependent variable are significant. The Correlation Analysis with Pearson correlation coefficient( $r$ ) was conducted on all variable. The Correlation is significant by 0.05.
- ☞ The Analysis of Normality is conducted with Graphical method more data are peaked than normal and also most of the lines are fall in straight line. The Multicollinearity test indicate that they have low collinearity among the variable which fall  $<10$ . From the result of VIF store layout has high collinearity among the variable.

- ☞ The Reliability test is mainly concerned on the internal constancy. The reliability coefficient applied in this research allowed to identify the stability, consistency and also enhance the accuracy of the assessment of the data instrument used in this research. The Cronbach's alpha tells 0.753. The Cronbach's is in acceptable level as a result.
- ☞ The test of Linearity and Homoscedacity met because the scores are most of them scattered evenly around the prediction line for each value of X.
- ☞ The overall fitness of the model this fact has been confirmed by different types of stastical results. The First is the ANOVA test that is produced F- value 363.966 and P-value of 0.000 which is below the alpha level. That means the overall independent variable have statically significant relationship with that of the independent Variable.
- ☞ The visual Merchandising (consumer buying, window display, store layout, promotional signage, pricing, lighting. Mannequin) combined has significant influence on impulse buying. The R-square 80.4% that means 80.4% of the respondent are influenced by the independent variable. The rest of 20% is not influenced by this model.

## 5.2 Conclusion

Visual Merchandising as a silent salesperson, as its tools does not speak but definitely convey their sales message through visual appeal. In order to fulfill the changing expectations of today's customers, retailers need to place greater emphasis on presentation of merchandise. Retailers have to understand the importance of shopper's expectations and provide the right environment to lure them. Researchers have attempted to determine if consumers' who frequently engage in impulse buying behavior have some common personality traits. This study further investigated some external factors that influence impulse buying behavior. In attempt to examine this relationship, this study primarily tried to explain the relationship between consumers' impulse buying behavior and various types of visual merchandising. An important finding of this study was that visual merchandising practices certainly influence consumers' impulse buying behavior. The results proved that there were significant relationship between consumers' impulse buying behavior and seven types of visual merchandising. When consumers are exposed to these visual stimuli, they more likely make purchase decisions on impulse.

This study concludes that visual merchandising has an impact on consumer attention along with enhancing the consumer behavior. If we conclude the research, it is seen that H1, H2, H3, H4, H5, H6 and H7 were accepted. Getting consumers attention and consideration is something very important for the store managers to increase their buying.

Retail is a competitive business. Even if the product is completely unique it still has a competition as the customer has the limited amount of disposable income, but their choices of where to spend it are infinite. So retailers should make significant attention in visual merchandising to create customer informative and to develop harmony in their shopping environment.



### 5.3 Recommendation

- ☞ This suggests that these visual merchandising practices, serving as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store, significantly influence consumers' impulse buying behaviors.
- ☞ Visually appealing stores and outlets did help the respondents to create an image of the brand in the minds of the customers.
- ☞ Retail managers invest in improving the window display and mannequin in the store environment to increase the level of impulse buying in their stores. Specifically, they need to focus on enhancing friendliness of store employees, presenting appropriate window display and well-arranged mannequin display to encourage impulse buying. Window display should be changed frequently, they should be changed at least once a week. Also should focus on interesting pricing strategies to make consumer impulse buying. Enhancing experience in promotional signage in the store. So Marketers must use these dimension creatively. A bright lighting system in the store should apply for more attractive and appeal can invite customers.
- ☞ This study has revealed usefulness and effectiveness of visual merchandising in understanding consumers' behavior of impulse buying. Reliance trends are giving more importance to visual merchandising to differentiate itself from competitors.

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## APPENDIX

### St. Mary's university



### Master's Degree in Marketing Management

**Name: - Nahome Tesfaye**

Email: [nahomemak2005@gmail.com](mailto:nahomemak2005@gmail.com)

Dear respondent I am currently conducting a research as part of a partial fulfillment of the requirements for the degree of Masters of Art in Marketing Management. The purpose of the research is to find out the factors influencing to the consumer impulse buying behavior. All information obtained will be used for academic purpose only. Hence, be assured that your responses will not be revealed to anyone. Please answer all the questions, as they are vital for the success of this research. Thank you in advance for your utmost cooperation

#### Part-1: General information

1. What is your age?  
A. Under 18    B. 18-24    C. 25-30    D. 31-40
2. What is your gender?  
A. Male                      B. Female
3. What is your marital status?  
A. Single                      B. Married

4. What is your employment status?  
A. Full-time B. Part-time C. Unemployed D. Student E. Business/others
  
5. Qualification  
A. Under Graduate B. Graduate C. Post Graduate D. Professional E. Other
  
6. Income: (Individual Income Per month)  
A. 5,000- 10,000 B. above 10,000 C. Other income
  
7. How often do you buy apparel products?  
A. Rarely B. Frequently C. Very frequently
  
8. Which factor influences you the most while choosing your apparel brand?  
A. Peer group B. Family C. Work place D. Advertisement E. Any Other
  
9. What motivates your purchasing process in terms of apparel?  
A. Discount B. Latest trend C. Advertisement D. Need for the product
  
10. Does celebrity endorsement influence you to buy any apparel product?  
A. Yes B. No C. May be
  
11. From which place you preferred to purchase the apparel products?  
A. Shopping Mall C. Permanent  
B. Co – operative D. Internet

## **Part II**

Please show the extent to which you believe has the feature described by the statement. Indicating ticking (√) to '1' means strongly disagree, '2' disagree, '3' neutral, '4' agree and '5' strongly agree. There are no right or wrong answers; all the researcher interested in is a number that best shows your perception about visual merchandising.

Questionnaire		Response				
	<b>Section:1 Consumer Buying Behavior</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I buy mostly from the shop where the needed items can easily be located (search convenience)					
2.	I buy mostly from the shop which offers fair prices					
3.	I buy mostly from the shop which sells current and fashionable or trendy Goods					
4.	Do you buy something on the spur of the moment at least once a Month					
5.	Do you have excessive buying periods accompanied by overwhelming feeling of generosity?					
	<b>Section 2: Influence of Window Display</b>					
6.	I will enter to the store when I am attracted by Neatness of window Display					
7.	I feel compelled to enter the shop in depending on the window display design					
8.	I feel compelled to enter the store when there is an interesting shelf design?					
9.	I feel attracted by the clearly visibility of the window display					
10.	I feel compelled with posters and signs in the window display					
	<b>Section 3: Influence on Mannequin display</b>					
11.	I get an idea of what I want to buy after looking through in-store.					
12.	When I see clothing features a new design or style on display, I tend to buy it.					

13.	When I see clothing that I like on in-store form/ mannequin display, I tend to buy it					
14.	I tend to rely on store displays when I make a decision to purchase clothing.					
	<b>Section 4: Influence of store lay out</b>					
15.	When I see Apparel products that entertaintend to try it with looking through the whole section.					
16.	When I walk along the isle. I tend to look through the closing close to me.					
17.	I tend to try on Apparel products that catches my eye when I pass by.					
18.	I choose to enter in the store because of different Varity products in front					
19.	Do you attract with good visual Diagrams of the store layout?					
	<b>Section 5: Influence of Promotional Signage</b>					
20.	If I see an interesting promotional offer price discount on in-store signs, I tend to buy.					
21.	Sale/clearance signs entice me to look through the Shops.					
22.	When I see a special promotion sign, I go to look at the Apparel Products.					
23.	I am more likely to make an unintended purchase if the shop has a sale or clearance sign.					
24.	Would you compel to enter to the store if there is exterior promotional signage and graphics?					
	<b>Section 6: Influencing of price</b>					

25.	Would you buy if psychological pricing method is used					
26.	Would you Buy one Get one Free pricing Method					
27.	I feel compelled by seeing a seasonal price Discount tended to buy it?					
28.	Would you buy if there is price skimming strategy used					
	<b>Section 7: Influencing of Lighting</b>					
29.	When you see Ambient Lighting in the shop tended to buy it.					
30.	When you see Task Lighting Method would you tended to buy it.					
31.	When you see Accent lighting highlighting specific areas tended to buy it.					
32.	I feel Compelled with Decorative Lighting in the store					
	<b>Section 8: Impulse Buying</b>					
33.	I have a practice on unplanned buying from shops					
34.	I feel a sense of excitement when you make an impulse purchase					
35.	I am not able to control mu urge to buy when I see good offer					
36.	If I see a good deal, I tend to buy more than that I intended to buy.					