Impact of Visual Merchandising on Apparel Impulse Buying Behavior of females

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Abstract
The Indian fashion retail market has become third most attractive destination market for apparel retailers while witnessing corporatization of retail businesses. With the growth of organized retail sector, the number of players is also increasing; giving customers an abundance of choice in relation to selection of a retail stores and purchase of merchandise. The retailers especially in clothing segment can create differentiation by making effective use of visual merchandising techniques to attract customers, hold their attention and aid the process of selling. This paper attempts to identify the visual merchandising factors that influence apparels impulse buying behavior of females. This learning was based on primary data and which was composed through the questionnaire and was administered to 185 females in the age group 21-40 who were visiting three selected apparel stores namely, Shoppers Stop, Lifestyle and Westside in Jaipur city of India. The hypotheses were tested by using Statistical Packages for Social Sciences (SPSS) software. The Pearson Correlation test was conducted to see the relationship between the apparel impulse buying behavior (dependant variable) and interior and exterior visual merchandising factors (independent variables). Further, regression analysis was conducted for testing of hypothesis. A significant association was found between window display setting, store architecture, store ambience & aesthetics, store layout & designing, service staff & promotional offers (independent variables) and apparel’s impulse buying behavior of females (dependent variable).

Keywords: Visual Merchandising, Impulse Buying Behavior, Apparel Buying Behavior