VISUAL MERCHANDISING AND CONSUMER IMPULSE BUYING BEHAVIOR: AN EMPIRICAL STUDY OF DELHI & NCR

ABU BASHAR & IRSHAD AHMAD
Assistant Professor, Brown Hills College of Engineering & Technology, Faridabad, Haryana, India

ABSTRACT

The current scenario of retailing is characterized by huge cut throat competition and almost undifferentiated merchandise on sales. Today retailers are utilizing visual merchandising to differentiate their offerings from others’ as well as to improve the visibility and desirability of products. Too many researchers have been performed for defining and measuring the concept. The various factors which affect impulse buying have not been determined much.

The purpose of this research is to examine the relationship between consumer impulse buying behaviors and visual merchandising. Efforts have also been employed to understand the visual merchandising technique that influences the consumers at most. This study also intends to provide information on why visual merchandising should be considered an important component of a strategic marketing plan in support of sales increase and positive store/company image. The finding of the current study reveals that there is a very strong association between consumer impulse buying behaviors and two types of visual merchandising practices: instore form/mannequin display and promotional signage. This study also provides insights to retailers about types of visual merchandising that can influence consumers’ impulse buying behaviors.

KEY WORDS: Impulse Buying Behavior, Visual Merchandising, Consumer Buying Behavior, Promotional Strategies, Purchase Behavior