



EFFECT OF VISUAL APPEARANCE OF PRODUCT ON IMPULSE BUYING/PURCHASE IN GROCERY ITEMS

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Abstract

In present Post-Modern Era, the competitive situation in the business is characterized by a cut throat competition, which subsequently results in companies and retailers to pay almost anything for undifferentiated merchandising. This merchandising tool is being used by today's retailer to distinguish him from other competitors, to be prominent in the market and become a source of attraction for the customers. A few researchers contribute in this field by exploring the reasons which causes the customers impulsive buying, but still there is more to be determined. Purpose of this study is to identify the relation between the consumer impulsive buying and visual merchandising on buying behavior of customers.

Keywords: Impulse Buying Behavior, Visual Merchandising, Consumer Buying Behavior, Promotional Strategies, and Purchase Behavior

Introduction

We can describe visual merchandising “everything the customer sees both exterior and interior that creates a positive image of a business and result in attention, interest, desire and action on the part of the customer Mehta and chugan, (2012). Visual merchandising ranges from window displays including forum display and floor merchandising along with promotion signage Mills . As presentation of goods is often the most crucial factor in decision making Oakley, (1990). Four dimensions of store atmosphere i.e. visual (sight) aural (sound) olfactory (smell) and tactile (touch) which are significant in customers' choice of products, Mc Goldrick, (2002).

Now visual appearance has become itself a sale promotion tool. The consumer buying behavior is accelerated by packaging quality, coloring, cover and other characteristic of packaging. Packaging is a whole package that becomes an extreme selling proposition which accelerate impulse buying behavior. Attracted visual appearance increase sales and market share and take customer attention towards product and reduce market and reduce promotional cost. Smart packaging further also helps customers to have an emotional attachment towards the brand. Icon is the most important element in successful packaging that is brand icons create memories and customers feelings are linked with it which creates a long term relationship between the brand and the customer Bashar and Irshad, (2012). Moreover design and color of packaging is also important as nowadays if it attracts one customer it is shared on social media that creates free publicity.

When customer is attracted toward product/brand its increase product image and stimulate consumer's opinion about product. Bundling functions as an instrument for separation, and encourages customers to choose the item from extensive variety of parallel items (Cordell, Drangert, & White, 2009).. Brand picture and commercial have solid positive impact

and significant association with Consumer's purchasing conduct. Individuals see the brand picture with inspirational frame of mind. Concentrate portrayed that young people are more aware about their position so they favor marked items and notice influences on their Consumer Buying Behavior empathically. Consumer buying behavior is impacted by different factors. Environment of the store is very important in changing the mind of the customers (Henard&Dacin, 2010).. Refreshing environment forces the customer for impulse purchasing. Promotions on different product are also a good strategy in boosting impulse buying. Consumer buying behavior is directly linked with triggering customer's emotions and feelings. When a customer is emotionally attracted they end up buying unintentionally. Process impulse buying is increased as customers grab attention and result in buying items.

Customers are provided wide variety under one roof that makes them stay at that place for longer resulting in shopping. (Parboteeah, 2005) stated that impulse purchasing is unplanned, the result of an exposure to a stimulus, and is decided on the spot. (Geens, Goeyens, & Covaci, 2011) Customer visits a store with no intention of buying but gets attracted by the appearance once enters the store and eventually buys the product without searching for information or alternatives. In this a customer becomes impulse buyer and it depends that whether the experience has a positive impact or negative on impulse buying. Literature suggests that 27-62% of all departmental purchase is impulse buying and there is a huge difference between East and West regarding impulse buying (Rook, 1987). It can be further analyses that which grocery item stimulates maximum for impulse buying or which factors affects the most in impulse buying. Seasonal marketing affects the impulse buying of the particular product, its display matters whereas behavior of sales man sometimes has negative impact on impulse buying. In this research work I will find the effects of visual appearance of impulse buying/purchase of grocery items.

Theoretical Understanding of visual appearance of product on impulse buying

Over the period of time shopping has become the most essential part of our daily routines replacing planned purchase with impulse purchasing. Impulse buying is unplanned decision to buy a product, choices are sudden and emotions where feelings play an important part in decision making (Saarijärvi, Kuusela, & Rintamäki, 2013).

Customers buy products as they are encouraged by using senses that relate with customers on an emotional level. This marketing strategy allows them to touch the products by clear and visible information about special deals that help them remember their needs. Sometimes buyers regret them a few hours later (Elliot & Church, 1997) Due to this consumption pattern has been changed for retailers of consumer products and services. Shopping with family is the new trend as it saves time hence providing more time together.

Modern retailers are now offering all options under one roof giving a new experience of shopping to consumers', it combines shopping with fun and experience (Bhatti&Latif, 2014). During customers shopping there are four dimensions that play an important part in customers choice of product those are; visual (sight), aural (sound), olfactory (smell) and tactile (touch) (Power et al., 2002). All in all, gender has no effect on the impulse buying behavior of the consumers. Price and discounts majorly influence the purchase intentions of the customer. Seasonal and festive sales attract customers and it leads to a major factor of impulse buying. It has also been concluded that "Sight" was the most important factor in influencing the buying behavior of consumers. For this marketing plays a major role in grabbing customer's attention. Even if consumers do not need a product they will buy a product (Bhatti&Latif, 2014) A consumer buying behavior is affected by all the senses hence olfactory has limited impact on consumers purchase. On the other hand sound and touch play an important role and the amount of time customers spend in a shop depends on this. The more the environment is good and the music is relaxing customer will like to spend much more time in the store than usual ultimately influencing customers to purchase products (Sonali&Sunetra, 2012).

Implication of visual appearance

Two recent studies (Creusen&Schoormans 2005, Person 2007) have described six implications of product appearances. These implications are communication of aesthetic product value, communication of symbolic meaning, communication of functional product value, communication of ergonomic product information, attention drawing ability and establishing

recognition for the brand. Visual appearance of a product conveys its aesthetic information to consumers. A consumer may value the look of a product without consideration of utility (Bamossy et al.1983). The values can be such as ugly, beautiful, interesting, simple and modern. As the most essential feeling and emotional response, aesthetic response cannot be objectively judged as right or wrong. In consumer mind there is a product with good visual effect is more suitable to purchase. There is a two product with same function and price customer want to buy that one product they consider aesthetically attractive. We also find that there is also social and personal impact on consumer design taste. The functional product information involves the product's utilitarian functions. Consumers may feel the its use directly from a product's appearance. For example a product look like good and reliable it means that this is good product customer thin that good quality or good packaging product is good and those product give them post purchase pleasure. Consumers can recognize the products that from the same time period, life style segment, or brand based on the visual appearance it means that attraction of product is grab attention of customers; it may help to make purchase. This is very important factor of this.

Research Model

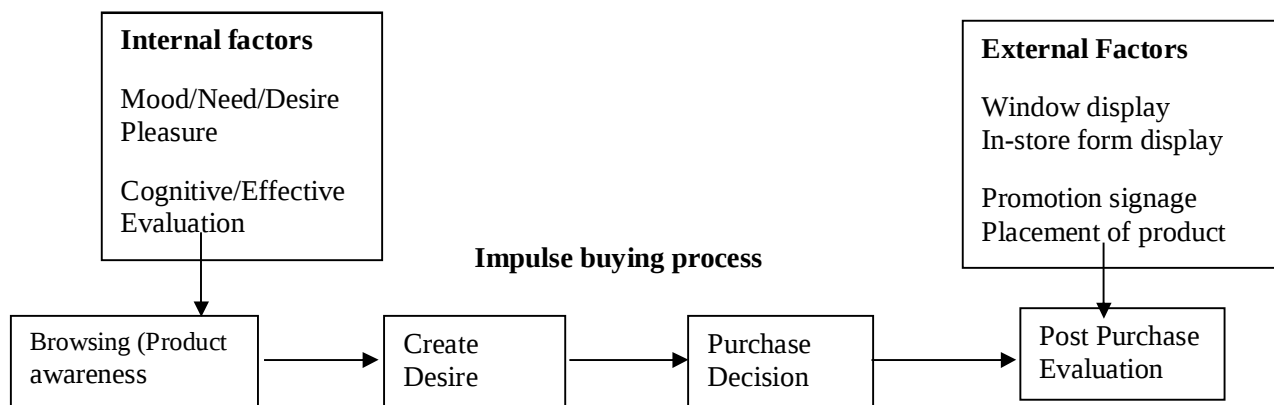


FIG 1: Research Model

This stage of the impulse buying process, consumers feel an irresistible urge to buy regardless of their prior intention. Then, consumers may experience positive or negative consequences by the post-purchase evaluation after the purchase on impulse. In fact some consumers have reported dissatisfaction with a product, but maintain satisfaction that the purchase was made (Maclinnis & Price, 1987; Sherry, 1990). In this process, consumers are influenced by internal states and external factors that trigger their impulse purchase behavior. Since impulse buyers do not set out with a specific goal to buy a certain product or visit a certain store, while browsing and being exposed to the stimuli, impulse buyers feel the desire for the products by being aware of the products, and this desire can be created by internal statement/mood or/and external stimuli. The awareness of the products, which can satisfy the desire, can be achieved by attractive visual presentation of merchandise that provides information regarding new products, fashion trends, or coordination tips.

Theoretical Framework

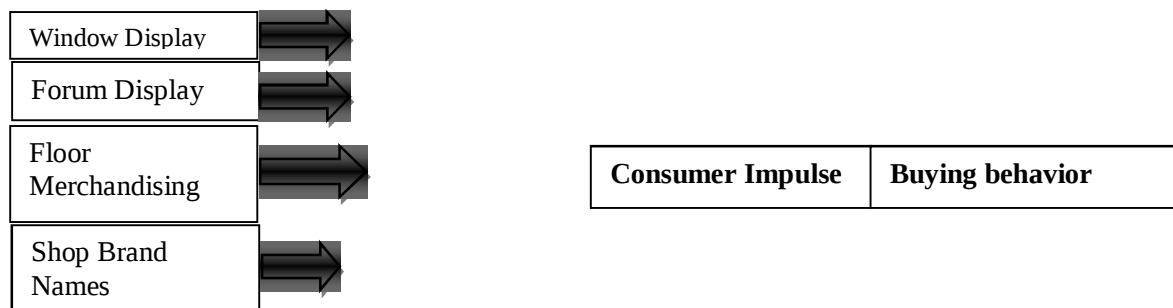


FIG 2: Theoretical framework

Problem Statement

“HOW VISUAL MERCHANDISING INFLUENCES THE CONSUMER IMPULSE BUYING BEHAVIOUR”

Consumers who do impulse buying are significantly influenced by window display

Consumers who does impulse buying is significantly influenced by forum display

Consumers who does impulse buying is significantly influenced by floor merchandising

Consumers who does impulse buying is significantly influenced by shop brands name

Conclusion

This research was conducted to inspect some exterior factors that manipulate the consumer unplanned purchase behavior. To investigate the relation further the learning attempted to explicate the affiliation among the customer's unplanned purchase behavior and the different types of visual merchandising. The key discovery of this learning was the visual merchandising positively manipulates consumer impulse buying behavior. The floor merchandising also has a relationship with consumer impulse buying but according to the data it was moderate because when the customer was in the store for shopping they want to do it with concentration and interest and when the floor merchandising was performed the people avoid to listen to them and feel odd for being disturbed so when the floor merchandising was performed the consumer hesitate a bit to shop impulsively. The consumer impulse buying behavior and the shop brand name has a very strong relationship because when the shop succeeded in developing its loyal customers of its brands then whenever the customer saw that brand he/she wants to purchase it unplanned. All this data effectively suggest that visual merchandising like window display, forum display, floor merchandising and shop brand name serve as strong stimulus, reminding and inspiring the customer to do impulse buying choice while stepping into the shop. Efficiently this study shows value of visual merchandising in considerate impulse buying.

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