



INFLUENCE OF VISUAL MERCHANDISING ON KIDS IMPULSE BUYING BEHAVIOUR - PERSPECTIVE OF PARENTS

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ABSTRACT

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This research explores the impact of visual merchandising on children's impulse buying behavior within retail environments. With a growing emphasis on marketing to children, understanding the role of visual cues in shaping their purchasing decisions is crucial for both retailers and parents. The study employs a mixed-methods approach, combining observational analysis of children's reactions to visual stimuli in-store with surveys administered to parents to gauge the extent of impulse buying.

The research aims to identify specific visual merchandising elements, such as color schemes, product placement, and interactive displays, which significantly influence children's impulsive purchasing tendencies. Additionally, the study examines demographic factors, such as age and gender, to assess variations in the susceptibility to visual merchandising techniques. Insights gained from this research can contribute to the development of ethical guidelines for marketing to children and help retailers create environments that balance engaging displays with responsible consumer practices. Ultimately, this research contributes to a broader understanding of the intricate relationship between visual merchandising and children's impulse buying behavior, providing practical implications for both industry stakeholders and policymakers.

KEY WORDS: Visual Merchandising, Window Display, Floor Display, Promotional Signage, Mannequin Display

INTRODUCTION

Visual merchandising strategically targets children with indirect methods to drive product sales and influence parents' decisions towards making impulse purchases. By utilizing vibrant colors, engaging displays, and themes that resonate with children, retailers create an environment that captivates young consumers. This not only triggers impulsive desires in children but also puts parents in a position where they must navigate the influence of these visual tactics on their children's preferences. Ultimately, the goal is to create a

compelling shopping experience that not only appeals to kids but also prompts parents to make spontaneous buying decisions, contributing to increased sales for the products strategically displayed through visual merchandising techniques.

Visual merchandising utilize vibrant colors, whimsical designs, and playful characters on product packaging to capture a child's attention. It create in-store displays or product sections based on popular children's themes, characters, or trends. This encourages a sense of

excitement and familiarity. Even incorporate interactive elements like touch screens, buttons, or demonstrations that engage children and make the product experience more enjoyable.

Visual Merchandising bundles related products together, creating a package deal that appeals to both kids and parents & can increase the perceived value of the purchase. Design advertising campaigns that directly target children through channels like children's TV programs, online platforms, or kid-friendly magazines are part of visual merchandising techniques. Placing the products at eye level for children to ensure visibility and accessibility, Introducing limited edition or collectible versions of products, creating a sense of exclusivity and encouraging kids to collect or ask their parents for these special items can be the strategies to attract & retain the kids.

IMPORTANCE OF THE STUDY

- Research helps in understanding consumer behavior, preferences, and responses to visual stimuli.
- retailers can identify the most effective store layouts and product placements
- contributes significantly to shaping a brand's image
- Research enables businesses to identify trends, innovative display techniques, and customer preferences that can be leveraged for a competitive advantage

SCOPE OF THE STUDY

The Study concentrates on Visual Merchandising which is a subset of marketing that involves designing and displaying of the merchandise in retail outlets that appeals to the kids especially. As the kids are playing a vital role in buying the products ranging from groceries to durables the study confines itself to the retail store visual merchandising strategies. The study was carried out in Hyderabad & Secunderabad and the outcomes can be used in the industries of similar sort & enhances the knowledge in terms of Window display, floor display, Promotional signages and Mannequin display through which the kids are influenced to a greater extent.

REVIEW OF LITERATURE

Malathi Gottumukkala, Naga Sundari Kalvakolanu in ‘**Impulse Buying Behaviour Of Consumers: An Empirical Study**’ Said that Impulse buying is a buying situation in which the customer makes a spur-of-the-moment purchase and the decision to buy a product is made just a moment before the purchase is done without any pre-planning or process. Impulse buying happens because of an emotional or psychological trigger which

entices a customer to make a spontaneous purchase to fulfil an urge. The customer does not do any research or planning before buying and simply buys the product which did not intend to buy in the first place. Emotions often play a decisive role in impulse buying and is encouraged by a well-designed promotional message. Impulse purchases are not just confined to small items but also includes costly items. The proposed study was focused on identifying and analyzing the impact of the factors like sales promotion, price, ratings on social media platforms, and reference group influence and credit facility on impulse buying behaviour of consumers in the city of Vijayawada.

Melaku Alemu and Shimels Zewdie in their study ‘Consumers’ Impulse Buying Behavior: Structured Systematic Literature Review’ found that to be successful in business the marketers must have understanding of how consumers behave on every occasion during an implicit or explicit need for a Product. The knowledge of consumer behavior involves both the physical, mental and emotional process is helpful and worthwhile for the marketing institutions to recognize how the buyer thinks, feels, and selects products from a given alternatives and how those consumers are influenced by different factors. The consumers can purchase products either through planning or impulsively on the spot decisions. Therefore, this study aimed to identify the factors that determine consumers’ impulse buying behavior. To achieve the stated objectives the study has employed structured systematic literature review by identifying and obtaining the per-reviewed article published since 2011 from Google scholar, Research Gate, science direct, winey online, Taylor & Francis and emerald Database. From totally extracted 176 articles, 29 articles were satisfied the inclusion criteria and further reviewed for this article analysis purpose. The outcome of this study has shown that store environment related factors, demographic factors, personality traits and situational factors are influencing consumer impulse buying behavior.

A Review of Impulse Buying Behavior, G. Muruganatham & Ravi Shankar Bhakat said Researchers and Practitioners have been interested in the field of impulse buying for the past sixty years (Clover, 1950; Stern, 1962; Rook, 1987; Peck and Childers, 2006; Chang et.al, 2011). The purpose of this paper is to provide a detailed account of the impulse buying behavior by compiling the various research works in the field of Retailing and Consumer Behavior. It gives a broad overview of the impulse buying construct and the various behavior related aspects. A wide range of journal databases and books were referred to review the works of various researchers. The content analysis of the

various research works led to the classification of literature into different factors influencing impulse buying and further development of research framework. The multiple aspects of the subject are categorized for future research works in the area of impulse buying with the suggestions. The paper will be useful for marketing practitioners and researchers towards comprehensive understanding of the consumer’s impulsiveness.

A Study on Consumer Impulse Buying Behavior in Facebook Commerce With Reference To Demographic Variables by Veenu Mohan Muthukattu, Dr. Mohan P. Philip, and Facebook is becoming a powerful promotional platform for sellers that often attracts its users and stimulates

Impulse buying among them. Purchase behaviour of each and every consumer is driven by individual differences. This research was conducted to find out the degree of relationship between F-Commerce based impulse buying behaviour and the major demographic variables (Age, Gender, and Occupation). The research is focused on a well-designed questionnaire and the data was collected from 156 respondents residing in the City of Bengaluru. Data was collected, tabulated, coded, and analyzed through SPSS software. The ANOVA results revealed that there is significant difference across different age groups, gender and occupation in impulse buying behavior in facebook commerce

‘Impulse Buying Behaviour among Female Consumers’ Chitrali Chhabra, Harshvardhan Todi, and Shantam K Handa: The purpose of this research is to study the

impulse buying behaviour and women buying behaviour, separately and together. We find and study the main factors which influence these behaviours. To test our study, we use methodologies such as observation, interviews and questionnaire survey. We correlate the communication and emotional element to the buying behaviour of women. Different factors vary from the aura of the store to the visual merchandising.

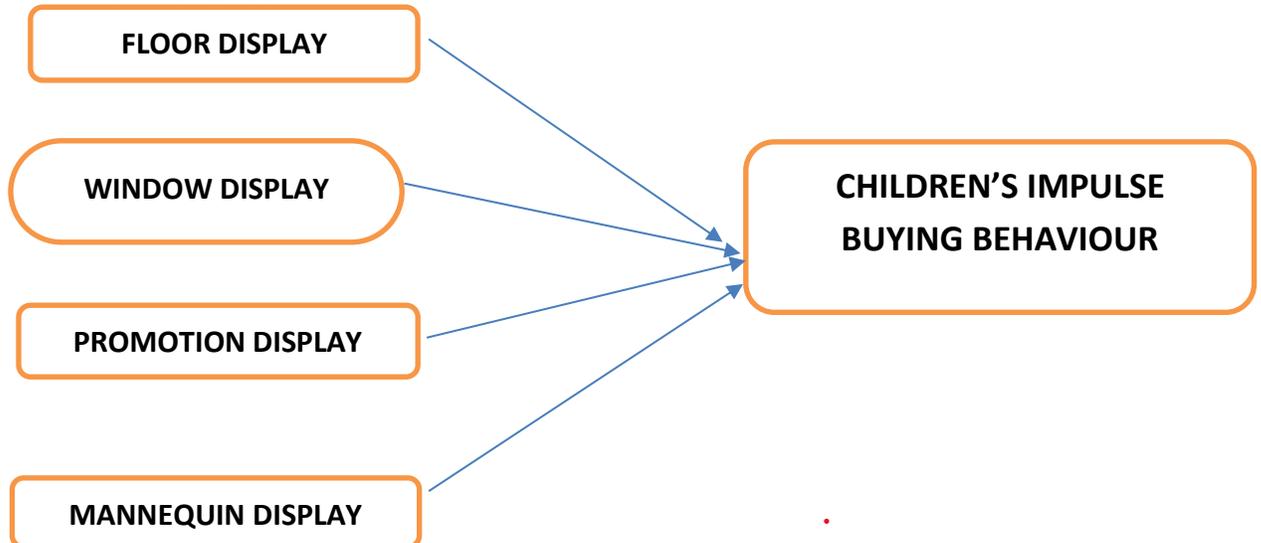
OBJECTIVES OF THE STUDY

1. To study the impact of Window display on Kid’s Impulse Buying behaviour
2. To study the impact of floor merchandising on Kid’s Impulse Buying behaviour
3. To study the impact of Promotional Signage on Kid’s Impulse Buying behaviour
4. To study the impact of mannequin display on Kid’s s Impulse Buying behaviour

HYPOTHESES OF THE STUDY

- H1: There is a significant relationship between the window display and Kid’s impulse buying behavior.
 H2: There is a significant relationship between the floor merchandising and Kid’s impulse buying behavior.
 H3: There is a significant relationship between the Promotional Signage and Kid’s impulse buying behavior.
 H4: There is a significant relationship between the mannequin display and Kid’s impulse buying behavior.

**CONCEPTUAL FRAMEWORK
VISUAL MERCHANDISING**



RESEARCH METHODOLOGY

Sampling Plan: The Respondents were chosen through the Non Probability sampling techniques and a convenient sampling method was used.

Data Collection Methods: The Primary data is obtained by a Survey with 19 items representing the elements of umbrella branding on consumer purchase behavior. A sample size of 210 was considered based on confidence level, margin of error, and population size. The Likert

scale is used in the questionnaire to measure the responses. Secondary sources include text books, websites and Journal Articles relevant to the topic

Data analysis method: Cronbach Alpha for Reliability and Correlation for studying the relationship between the independent variables of Window display, Floor display, Promotional signage and Mannequin display in relation to the dependent Variable of kids’ Impulse buying behavior from parents’ perspective were used through SPSS.

ANALYSIS & RESULTS

Cronbach Alpha

Variables	Numbers of Items	Cronbach Alpha
Visual Merchandising	5	.786
Window Display	4	.947
Floor Display	4	.927
Promotional Signage	3	.915
Mannequin Display	3	.884

(Table -1: Reliability Analysis of Variables)

The reliability statistics pertaining to five distinct variables concerning retail displays, as assessed by Cronbach's Alpha, are displayed in this table. Cronbach's Alpha quantifies the degree of internal consistency, or the degree to which a group of items are significantly related. An increased value signifies a more robust degree of internal consistency. Cronbach's Alpha for the Visual Merchandising scale, which comprises five items, is 0.786, suggesting satisfactory levels of reliability. Window Display and Floor Display, both

consisting of four items, exhibit exceptional reliability, as evidenced by their respective Alpha values of 0.947 and 0.927. The reliability of the promotional signage, which consists of three items, is also found to be high (Alpha = 0.915). Finally, the three-item Mannequin Display has an excellent Alpha value of 0.884. In general, the internal consistency of these variables is substantial, suggesting that the items comprising each variable are highly correlated.

Hypothesis Testing Using Correlation

	Visual Merchandising	Window Display	Floor Display	Promotional Signage	Mannequin Display
Visual Merchandising	1				
Window Display	.807**	1			
Floor Display	.750**	.816**	1		
Promotional Signage	.587**	.566**	.701**	1	
Mannequin Display	.684**	.732**	.844**	.763**	1

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

H1 (Window Display and Visual Merchandising)

The relationship between Visual Merchandising and Window Display is highly positive, with a correlation coefficient of .807. This indicates that modifications in visual merchandising methods are closely associated

with alterations in window display strategies.H2 (Floor Display and Visual Merchandising)

An even more pronounced positive correlation (.750) is identified with respect to floor display, suggesting a substantial association between floor display arrangements and visual merchandising.

H3 (Promotional Signage and Visual Merchandising)

The correlation between visual merchandise and promotional signage is moderate (0.587), indicating a weak but still significant association.

H4 (Mannequin Display and Visual Merchandising)

The correlation between Visual Merchandising and Mannequin Display is moderate (0.684), suggesting the existence of a significant association.

DISCUSSION & CONCLUSIONS

Hypothesis 1 (H1) - The Impact of Window Display and Visual Merchandising: The theory of the favorable correlation between Visual Merchandising and Window Display is highly substantiated. The correlation coefficient of 0.807 suggests a strong positive relationship between the two variables. These findings indicate that alterations in visual merchandising are strongly correlated with modifications in window display tactics, indicating that these two components of retail display are mutually dependent and frequently change together.

Hypothesis 2 (H2) - The impact of floor display and visual merchandising: The idea proposing a direct relationship between Floor Display and Visual Merchandising is also corroborated. The correlation coefficient of 0.750 indicates a strong positive a connection. This suggests that the organisation and design of floor displays have a close relationship to the tactics and changes in visual merchandising. It implies that effective visual merchandising is often accompanied by well-matched floor display techniques.

Hypothesis 3 (H3) focuses on the impact of promotional signage and visual merchandising. This hypothesis is substantiated to some extent. The correlation coefficient of 0.587, albeit relatively smaller compared to the other correlations, nonetheless signifies a substantial association between visual merchandising and promotional signage. It implies that although these two elements of retail display are connected, the correlation is not as robust as with window or floor displays.

Hypothesis 4 (H4) - The Impact of Mannequin Display and Visual Merchandising: The idea that there is a substantial connection between Visual Merchandising and Mannequin Display is substantiated by a moderate correlation coefficient of 0.684. This suggests a significant, though not as powerful as window or floor displays, correlation between the two. This suggests that alterations or tactics in visual merchandising are expected to be mirrored in the mannequin displays, emphasizing a significant correlation between both elements of store presentation.

LIMITATIONS OF THE STUDY AND DIRECTIONS FOR FUTURE RESEARCH

- The study may face challenges in obtaining a large and diverse sample of parents, potentially affecting the generalizability of the findings.
- The study may unintentionally reflect the biases of a specific region or culture, limiting its applicability to a broader context.
- Parents might provide socially desirable responses, underreporting or over reporting their influence on their children's purchasing decisions.
- Younger children, especially those in the pre-school age range, may have limited verbal expression, making it challenging to accurately capture their feelings and perceptions.
- Findings may be specific to certain types of retail environments, and the applicability to various settings (e.g., online vs. brick-and-mortar stores) might be limited.

Looking ahead, future studies should delve into the intricacies of children's spending behavior and shopping habits, offering a more profound insight into their role as the emerging consumer market. By understanding the evolving consumer characteristics of children and the factors influencing their purchasing decisions, retailers can proactively adapt their visual merchandising strategies to cater to the evolving needs and preferences of this significant market segment. This forward-looking research would not only contribute to academic knowledge but also provide actionable insights for industry professionals aiming to navigate the ever-changing landscape of children's consumer behavior.

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