

VISUAL MERCHANDISING: CATALYST FOR IMPULSE BUYING

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ABSTRACT

The retail industry in India has emerged as one of the most dynamic and rapidly growing industries with several domestic and foreign players entering into the market. With increasing competition, retailers strive to ensure that their stores are appealing to their target markets. Retailers are finding it increasingly difficult to create a differential advantage on the basis of merchandise alone. Since, Indian consumers have diametrically changed in terms of their shopping behavior and impulse buying is emerging as a highly noticeable behavior, the role of impulse buying plays a significant role for modern retailers and hence for researchers. Understanding the factors that cause consumers to make impulse purchasing has become more important than ever. The present paper tries to study the impact of Visual Merchandising techniques on impulse buying behavior of consumers as Visual Merchandising is one of the major tactics used by retailers to attract customers to the stores. Findings of this study suggest that Visual merchandising techniques like Product Shelf Position Product Display & Promotional Signage significantly influence impulse buying behavior. The role of these visual merchandising techniques is to serve as external motivator influencing customers and creating a desire to make unplanned purchases.

KEY WORDS: Impulse Buying, Retailing, Store Environment, Visual Merchandising.

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