THE IMPACT OF VISUAL MERCHANDISING ON IMPULSIVE BUYING AT AVENUE STORE MANADO TOWN SQUARE

PENGARUH VISUAL MERCHANDISING TERHADAP PEMBELIAN IMPULSIF PADA TOKO AVENUE MANADO TOWN SQUARE

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Abstract: Visual merchandising plays important role in retail stores as a tool being used by retailer to extend and increase the sales volume over their competitors, to be prominent in the market and become a source of attraction for the customers. Visual merchandising elements such as window display, mannequin display, floor merchandising, and promotional signage serve as the strong stimuli to impulsive buying that attract, engage, and motivate customer to buy. The purpose of this study is to analyze the impact of visual merchandising toward consumer's impulsive buying on Avenue store in Manado Town Square at Manado. This study uses quantitative research method in cross sectional study and Multiple Linear Regression as the tool for analysis. The study's findings reveal that four elements of visual merchandising have positive relationship and significant influence on impulsive buying behavior. From this finding, the management consider factors to attract customer's attention, interest, desire, and action by frequently change of window display and mannequin display, rearrange the merchandise fixtures and props as well as the corridor space for customer's comfortable and experience, and to increase promotional events that notice to customer's interest by providing effective information on promotional messages and price discounts in the promotional signage.

Keywords: visual merchandising, window display, mannequin display, floor merchandising, promotional signage, impulsive buying.

Abstrak: Visual merchandising memiliki peranan penting pada bisnis ritel, di mana peritel dapat memanfaatkan elemen visual merchandising guna memperbesar dan menambah volume penjualan terhadap pesaing mereka dan memimpin pada segmen pasar yang memiliki daya tarik besar bagi pelanggan. Elemen visual merchandising seperti tampilan etalase toko, tampilan patung pajangan, tampilan penataan pajangan produk, dan tampilan tanda promosi memberikan rangsangan kuat bagi pembelian impulsif yang menarik, memikat, dan mendorong pelanggan untuk membeli. Tujuan penelitian adalah menganalisa pengaruh visual merchandising terhadap perilaku pembelian impulsif pelanggan di toko Avenue Manado Town Square di kota Manado. Penelitian menggunakan metode riset kuantitatif pada suatu waktu tertentu. Penelitian ini menggunakan analisa model Regresi Linier Berganda. Hasil penelitian mengungkapkan bahwa empat elemen visual merchandising memiliki hubungan yang positif dan berpengaruh signifikan terhadap perilaku pembelian impulsive. Dari hasil penelitian ini, pihak manajemen Avenue diharapkan menggunakan empat faktor ini lebih efektif karena terbukti mampu menarik perhatian, memikat, memperbesar keinginan, dan merangsang tindakan pelanggan pada pembelian impulsif. Secara teratur mengubah tampilan etalase toko dan patung pajangan guna menarik perhatian dan menginformasikan ketersediaan produk baru atau model terbaru. Menata ulang tampilan pajangan produk sehingga menciptakan ruang gerak yang luas guna memberi pengalaman dan kenyamanan suasana berbelanja. Juga, menambah sesi promosi dengan memberi informasi efektif pada tampilan tanda promosi yang memuat pesan promosi dan potongan harga yang menarik perhatian pelanggan

Kata kunci: Visual merchandising, tampilan etalase toko, tampilan patung pajangan, tampilan pajangan produk, tampilan tanda promosi, perilaku pembelian impulsif.

INTRODUCTION

Research Background

In the today's competitive world, visual merchandising plays a very important role in the retail stores to increase and extent the sales volume over their competitors dan become prominent in the market since it became a source to attract, engage, and motivate the customers to buy. In the fashion retail industry, the similarity of merchandising offers and the fierce competition force the retailers to utilize visual merchandising to improve the visibility and desirability for their products, to differentiate their offering from others' competitors, and to increase sales. It creates attractive display using store exterior and interior display which stirred-up the feeling and emotion of the customers so that allowing their imagination about the product, remaining them about products need and want that affect to customer buying behavior and stimulate impulse buying (Gudonaviciene and Alijosiene, 2015).

Impulse buying has attracted the interest of academic researchers because the result appear to be a contradiction between what people plan and what they finally do (Gutierrez cited by Mamuaya, 2018). Impulse buying is an act of buying without planned or buying decision which occured in the store in spur of the moment action (Engel *et al.*, 1995). It supported by a study about the state of consumer spending which found about 84 percent respondents agree to "sometimes or always add additional items to their cart when shopping in-store" where clothing is the top category (Firstinsight.com, 2019). Based on the survey, it reveals impulsive buying behavior tend to dominate the customers' purchasing.

Consumers usually act rationally when making purchase by planning it in advance. In fact, the actual purchasing can occur suddenly when seeing attractive product display which encourage a strong urge to buy. Hence, visual merchandising can serve as the strong stimuli to impulse buying.

This study to analyze the elements of visual merchandising which are window display, mannequin display, floor merchandising, and promotional signage that found the most influence on impulsive buying behavior.

Research Objective

1. To identify the significant impact of window display, mannequin display, floor merchandising, and promotional signage on impulsive buying simultaneously.
2. To identify the significant impact of window display on impulsive buying.
3. To identify the significant impact of mannequin display on impulsive buying.
4. To identify the significant impact of floor merchandising on impulsive buying partially.
5. To identify the significant impact of promotional signage on impulsive buying partillay.

THEORETICAL REVIEW

Marketing

Marketing is a business deals with customer's need and want. It is the process engaging customers and managing relationship with the customers so that it can attract new customers and to keep and to grow current customers with value and satisfaction (Kotler and Armstrong, 2018:28).

Retailing

Retailing is a business deals in which the sellers sell small quantities of goods to customers as per their need. According to Levy *et al.* (2014:7) it is the set of business activities that add value to the products and services sold to customers for their personal use. It can defines as the final stage and distribution process not just a selling process but also a process of optimizing satisfaction by obtaining value from the exchange.

Impulsive Buying

Impulsive buying is unplanned buying which not planned before enter into the store, or a spontaneous buying response after see a product which interesting.

Visual Merchandising

Visual merchandising is a visual communication between retailer and customer by using merchandising presentation both exterior and interior to attract customer attention, interest, desire, and action to buy. Like in a

theater, the walls and floors represent the stage, the lighting is the fixture, visual communication such as sign represent the sets, and the merchandise represent the show (Rudra *et al.*, 2017).

Previous Research

Khurram L.Bhatti (2013) The retailers today are using the merchandising tool to differentiate themselves from other competitors and to be prominent in the market and attract the customers. So many researchers give their contribution in this topic by exploring the different things which causes the customer impulsive buying but still there are more to be determined.

Ajith K. Thomas (2018) Visual merchandising has been over the years thought to be marketing tool in retail industries. Research findings suggest that impulse buying accounts for substantial sales across a broad range of product categories in the stores. It is has also been found that all the four visual merchandizing factors affect the impulse buying behavior, but the effect of promotional offerings at the entrance is comparatively very high. A greater importance should be given for visual merchandizing factors by retailers for differentiating themselves from the competitors.

Sumeisey (2014) The strategy of visual merchandising is often used by stores or companies to stimulate consumer's want towards their product. Results and conclusion are from all variables of visual merchandising such as: window displays, form displays, floor merchandising, and promotional signage, not all variables have a significant influence on consumer impulse buying behavior. Floor merchandising has no significant influence and the most significant influence comes from promotional signage. The recommendation for the store is to maintain and improve the promotional signage that can turn the window shopper into real buyer.

Conceptual Framework

Source: Data processed, 2021
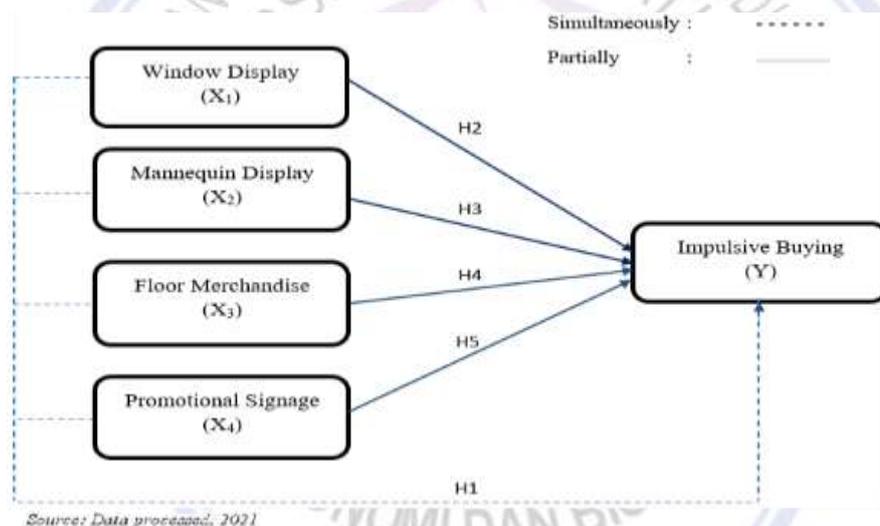
Research Hypothesis

H1 : Window display, mannequin display, floor merchandising, and promotional signage have significant impact on impulsive buying simultaneously.
H2 : Window display has significant impact on impulsive buying partially.
H3 : Mannequin display has significant impact on impulsive buying partially.
H4 : Floor merchandising has significant impact on impulsive buying partially.
H5 : Promotional signage has significant impact on impulsive buying partially.

RESEARCH METHOD

Research Approach

This study using quantitative research approach that explaining the phenomena by collected data from survey to examine relationship among variables and analyzed using statistical method. A survey conducted to collected the primary data by distributing questionnaires to explain correlation between variables of the independent variables (X) which are window display, mannequin display, floor merchandising, and promotional

signage on the dependent variable (Y) which is impulsive buying. It using cross sectional study and multiple linear regression as a tool for analyze it.

Population, Sample, and Sampling Techniquies

The population of this research are female customers who visiting and buying in Avenue store at Manado Town Square. The sample size when the population is infinite determined by using Purba (2016) formula as follows:

$$n = \frac{Z^2}{4\,(moe)^2} = \frac{1.96^2}{4(0.1)^2} = 96.04 \approx 100$$

where n is amount of sample, Z is the score of normal distribution at the significant level of 95% or 1.96, and moe is the maximum margin of error, determine 10%.

Based on the result above, 100 females respondents were taken as samples using purposive or judgemental sampling. Purposive sampling is one of a non-probability sampling type that using judgemental to select the sample that will best enable to answer research questions and to meet reseach objective.

Data Collection Method

Primary data collection was acquaired using survey through distribution of questionnaires. A questionnaires is a reseach instrument consisting a series of questions to gather information.

Operational Definition of Research Variables

Table 1. Variable Definition

No	Variable	Definition	Indicator
1	Window Display (X_1)	A creative method to presentation the products that attract the customer to buy. It attracts attention, create interest and invites the customer into the store (Niazi *et al.*, 2015)	1. Attractive 2. Encourage to buy
2	Mannequin Display (X_2)	Merchandise presentation by using mannequin to attract customer's attention and impact customers' apparel buying behavior by showing how it look when put on (Niazi *et al.,* 2015; Wanniachchi and Kumara, 2016)	1. Idea to wear 2. Suggestion to buy
3	Floor Merchandising (X_3)	Merchandising arrangement on the store in a unique way for display purposes that influence customers' perceptions and purchase decision. It will persuade customer to stay longer in the store (Sumeisey, 2004; Iberahim *et al.*, 2019)	1. Merchandise arrangement 2. Browsing
4	Promotional Signage (X_4)	Promotional signs is use of signs and symbols to communicate a promotional message which should be unique, noticeable and readable for customers' attention and also act as silent salesperson which what its intents to sell (Sumeisey, 2014; Iberahim *at al.*, 2019)	1. Readable 2. Recommendation to buy
5	Impulsive Buying (Y)	Any purchase which a shopper makes but has not planned in advanced under different impulse buying situation which classification as pure, reminder, suggestion, and planned (Stern, 1962)	1. Pure Impulse Buying 2. Reminder Impulse Buying 3. Suggestion Impulse Buying 4. Planned Impulse Buying

Source: Data processed, 2021

Data Analysis Method
Validity and Reliability Testing

Validity test measures validity of data obtained and in-line with the research concept. It describes about how good the results of a test can trust as the measurement tool. Pearson product moment (Pearson correlation) is used to analyze the validity. A question categorize as valid question if the value of Pearson correlation is positive and the sig. value < 0.05. Reliability test measures the stability dan consistency to which the instument measure

the same way across time and across various items (Sekaran and Bougie, 2016:223). Cronbach's alpha used to measure an adequate reliability consistency test. The closer Cronbach's alpha to 1, the higher internal consistency.

Multiple Linear Regression

Multiple regression analysis is a technique to observed value of more than one independent variables to estimate or predict corresponding dependent variable value to assess the relationship between them. The relationship data between dependent and indipendent variables usually plot in a scatter diagram. The formula of multiple regression model in this research is shown as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Description:
Y   = Impulsive buying
α =   Constant, when all independent variables equal to 0
$\beta_1, \beta_2, \beta_3, \beta_4$ = The regression coefficient of each variable
X_1 = Window display
X_2 = Mannequin display
X_3 = Floor merchandising
X_4 = Promotional signage

The Goodness of Fit Testing

Correlation of coefficient (R) measures the relationship between all independent variables (X) to dependent variable (Y). It shows the strength and direction of the relationship between two variables. Positive correlation represented by 1.0 indicate the relationship and both variables move in the same direction. Negative correlation represented by -1.0 indicate no relationship and both variables move in the opposite direction (Sekaran and Bougie, 2016:287).

Coefficient of determination shows the percentage of variance in dependent variable that can be explained by the variation in independent variables. The value of R^2 is 1 means the regression model fits the data perfectly, and 0 means none of the variation in dependent variable can be attributed to independent variables (Sekarang and Bougie, 2016:313). Therefore, the more variation of the dependent variable explained by the independent variables, the higher the coefficient of determination (Lind *et al*, 2019:394).

Hypothesis Testing (F-test and T-test)

F-test determine whether the independent variables simultaneously influence the dependent variable. If the value of F_{count} is greater than F_{table} as confidence level of 95% ($\alpha = 0.05$) means that all the independent variables have the significant impact on the dependent variable simultaneously, therefore, the original hypothesis H_0 is rejected and the alternative hypothesis H_1 is accepted. Otherwise, the original hypothesis H_0 is accepted and the alternative hypothesis H_1 is rejected.

T-test determine the effect of each independent variable to dependent variable individually, considering the other variables remain constant. If the value of T_{count} is greater than T_{table} as confidence level of 95% ($\alpha = 0.05$) means that independent variable has the significant impact on the dependent variable partially, therefore, the original hypothesis H_0 is rejected and the alternative hypothesis H_1 is accepted. Otherwise, the original hypothesis H_0 is accepted and the alternative hypothesis H_1 is rejected.

RESULT AND DISCUSSION

Result
Description object of research

The object of research is Avenue store which one of national-wide brand fashion focus on female fashion category for the middle class located at Manado Town Square which provided quality to meet customer satisfaction by using tagline "Avenue: A Perfect New U" to produce quality clothing and design the most fashionable, trend setting appeared that makes customer feel special.

Validity Test

Table 2. The Validaty Test

	X_1	X_2	X_3	X_4	X_5	TOTAL
Window Display (X_1)	1	,384	,278	,293	,611	,687
Mannequin Display (X_2)	,384	1	,338	,397	,546	,729
Floor Merhandising (X_3)	,278	,338	1	,272	,408	,625
Promotional Signage (X_4)	,293	,397	,272	1	,486	,720
Impulsive Buying (X_5)	,611	,546	,408	,486	1	,841
TOTAL	,687	,729	,625	,720	,841	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	
** Correlation is significant at the 0.01 level (2-tailed)						

Source: Primary data processed, 2021

From Table 2 above, it can be seen that the correlation between Window Display (0.687), Mannequin Display (0.729), Floor Merchandising (0.625), Promotional Signage (0.720) with Impulsive Buying (0.841) show a positive relationship with correlation index values are greater than 0.30 and below significant level of 5%. Therefore the data is considered as valid.

Reliability Test

The value of Cronbach's Alpha is more than 0.60 indicated that all research instrument indicators of all variables are reliable.

Table 3. The Reliability Test

Cronbach's Alpha	N of Items
,783	6

Source: Primary data processed, 2021
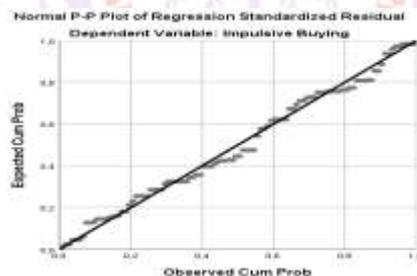
Normality Test

Figure 1. The Normality Test
Source: Primary data processed, 2021

The Figure 1 above shows data represented by the dots are spreading near and follow the diagonal line, therefore the regression model data is normal distribution.
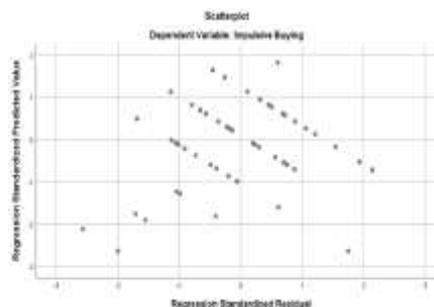
Heteroscedasticity Test

Figure 2. The Heteroscedasticity Test
Source: Primary data processed, 2021

The Figure 2 shows that the pattern of the dots are spreading and does not create a clear pattern. The dots are spreading above and below 0 (zero) in the Y axis. It concludes that the model is free from heteroscedasticity.

Multicollinearity Test

Table 4. The Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Window Display	.811	1.233
	Mannequin Displan	.731	1.369
	Floor Merchandising	.844	1.184
	Promotional Singage	.804	1.243

a Dependent Variable: Impulsive Buying

Source: Primary data processed, 2021

The Table 4 above shows the result of multicollinearity test using Variance Inflation Factor (VIF) which the tolerance values are greater than 0.10 and VIF value are below 10, therefore it concludes that there is no symptoms of multicollinearity.

Multiple Linear Regression Analysis

Table 5. The Multiple Linear Regression

Coefficients[a]

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,550	1,353		2,623	,010
	Window Display	,458	,085	,408	5,374	,000
	Mannequin Display	,267	,085	,250	3,122	,002
	Floor Merchandising	,155	,078	,148	1,993	,049
	Promotional Signage	,185	,062	,227	2,980	,004

a Dependent Variable: Impulsive Buying

Source: Primary data processed, 2021

Multiple linear regression model is used to determined the effect of several independent variables on a dependent variable. The computation was done by using SPSS 25 software. The computerized calculation ensure the accuracy of the analysis. From the result in the Table 5 above, the model define as:

$$Y = 3.550 + 0.458X_1 + 0.267X_2 + 0.155X_3 + 0.185X_4$$

With interpretation as follows:
1. Constant value of 3.550 means that in a condition of ceteris paribus, of all independent variable equal to zero, then the impulsive buying variable (Y) will be 3.550.
2. Window display coefficient value of 0.458 means if there is one unit increase in window display variable (X_1), then the impulsive buying variable (Y) will be increased by 0.458.
3. Mannequin display coefficient value of 0.267 means if there is one unit increase in mannequin dislay variable (X2), then the impulsive buying variable (Y) will be increased by 0.267.
4. Floor merchandising coefficient value of .155 means if there is one unit increase in floor merchandising variable (X3), then the impulsive buying variable (Y) will be increased by 0.155.
5. Promotional signage coefficient value of 0.185 means if there is on unit increase in promotional signage variable (X4), then the impulsive buying variable (Y) will be increased by 0.185.

The Goodness of Fit Test

Table 6. The Value of R and R^2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Model Summary^b				
1	,746^a	,556	,538	,801

a. Predictors: (Constant), Promotional Signage, Floor Merchandising, Window Display, Mannequin Display
b. Dependent Variable: Impulsive Buying

Source: Primary data processed, 2021

The Table 6 shows the coefficient of correlation (R) is 0.746 means there are a strong relationship between window display, mannequin display, floor merchandising, and promotional signage with impulsive buying variable. The coefficient of determination (R2) means impulsive buying variable can be explain 55.6% of variation in independent variables, while the remaining 44.4% explained by the other factors outside the model or not discussed in this study.

Hypothesis Test

F-Test

Table 7. The Simultaneously Test

Model		Sum of Squares	df	Mean Square	F	Sig.
ANOVA^a						
1	Regression	76,418	4	19,104	29,781	,000^b
	Residual	60,942	95	,641		
	Total	137,360	99			

a. Dependent Variable: Impulsive Buying
b. Predictors: (Constant), Promotional Signage, Floor Merchandising, Windows Display, Mannequin Display

Source: Primary data processed, 2021

Based on F-test above where value of F_{count} (29.781) is greater than F_{table} (2.468) or the sig. value 0.000 < 0.05 means there is simultaneously significant impact of independent variables to dependent variable.

T-Test

Table 8. The Partially Test

Model		t	Sig.
Coefficients^a			
1	(Constant)	2,623	,010
	Window Display	5,374	,000
	Mannequin Display	3,122	,002
	Floor Merchandising	1,993	,049
	Promotional Singage	2,980	,004

a Dependent Variable: Impulsive Buying

Source: Primary data processed, 2021

Based on T-test above where value of each of T_{count} are greater that T_{table} (1.985) or the sig. value < 0.05 means there is partially significant impact of each independent variable to dependent variable.

Disscussion

The result from F-test and regression analysis found the four elements of Visual Merchandising have positive and significant impact to Impulsive Buying simultaneously. The magnitude contribution of 55.6% means they sucessful serve as stimuli that able to provoke emotion and desire so that motivate a customer to make an unplanned buying decision. Therefore the hypothesis H_1 is accepted.

The result from T-test and regression analysis of Window Display element found have positive and significant impact to Impulsive Buying partially. The eye-catching display can attract the customers and arouse their urge to encourage customer to buy impulsely. Window Display is the biggest contribution factor (5.374) to impulsive buying since it is the first part of visual merchandising element that interact with customers to get customer's attention, interest, desire, and invite them in the store for buying impulsely. Therefore the hypothesis H_2 is accepted.

The result from T-test and regression analysis of Mannequin Display element found have positive and significant impact to Impulsive Buying partially. Mannequin Display is the second biggest contribution factor (3.122) to impulsive buying since it enchances the visual appeal of display product that inform about new style or design and influence customers in visualized about how it look when put on their body which is important factor to stimulate unplanned buying. Therefore the hypothesis H_3 is accepted.

The result from T-test and regression analysis of Floor Merchandising element found have positive and significant impact to Impulsive Buying partially. A good merchandising arrangement and allocated space in store layout help customers for easy to see, move, and stay longer in the store. It forces the customer to select a specific way throughout the store which affect in maximize customers association with products as they pass through every corridor so that boost the chances of unintended buying. Floor Merchandising is the least contribution factor (1.993) since the limited store's space might reduces the presentation of floor merhandising and browsing activity. Based on the test result above, the hypothesis H_4 is accepted.

The result from T-test and regression analysis of Promotional Signage element found have positive and significant impact to Impulsive Buying partially. It provides information about available promotional messages and price discounts and entice customer to buy more unplannedly. It shows the moderate contribution (2.980) explaining by the store might has not in its promotional season yet. Based on the test result above, the hypothesis H_5 is accepted.

CONCLUSION AND RECOMMENDATION

Conclusion
1. There are significant impact of Window Display, Mannequin Display, Floor Merchandising, and Promotional Signage on Impulsive Buying simultaneously.
2. There is significant impact of Window Display on Impulsive Buying partially.
3. There is significant impact of Mannequin Display on Impulsive Buying partially.
4. There is significant impact of Floor Merchandising on Impulsive Buying partially.
5. There is significant impact of Promotional Signage on Impulsive Buying partially.

Recommendation
1. The management should utilized the visual merchandising to improve visibility and desirebility for their products offering since it contributes to impulsive buying behavior.
2. The magnitude amount of contribution is 55.6% means the store's current practices are quite good to maintain and improve such as using minimalist and aesthetics display, frequently changes of position, and colorful, any shapes and sizes of promotional messages.
3. Some others factors contribute to 44.4% considered impact to the impulsive buying behavior. For examples, color, lighting, store's ambience, store's cleanness, friendliness of store's personnel, and atmospheric which are not discussed on this study should become management's interest.

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