THE INFLUENCE OF VISUAL MERCHANDISING AND BRAND EQUITY TOWARDS CONSUMER BUYING BEHAVIOR IN PEDRO STORE MANADO

PENGARUH VISUAL MERCHANDISING DAN EKUITAS MEREK TERHADAP PERILAKU MEMBELI KONSUMEN DI PEDRO STORE MANADO

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Abstract: Fashion retail has an important role in the business development process in every country. Every company maintains and develops their products from all aspects. The application of visual merchandising and brand equity is an important aspect in the sustainability of a fashion retailer and introducing their brand to customers. This study aims to analyze the influence of Visual Merchandising (X1) and Brand Equity (X2) towards Consumer Buying Behavior (Y) in Pedro Store Manado. The researcher conducted this research through quantitative methods. The multiple linear regression analysis method is used to analyze the effect of the independent variable on the dependent variable. This technique using purposive sampling and conducts with 100 respondents and processed using SPSS program. The result proved that visual merchandising and brand equity have a significant and positive influence towards consumer buying behavior in Pedro Store Manado partially and simultaneously.

Keywords: visual merchandising, brand equity, consumer buying behavior

Abstrak: Ritel fashion memiliki peran penting dalam proses perkembangan bisnis di setiap negara. Setiap perusahaan memelihara dan mengembangkan produknya dari segala aspek. Penerapan visual merchandising dan brand equity merupakan aspek penting dalam keberlangsungan sebuah fashion retailer dan memperkenalkan brand mereka kepada pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh Visual Merchandising (X1) dan Ekuitas Merek (X2) terhadap Perilaku Membeli Konsumen (Y) di Pedro Store Manado. Peneliti melakukan penelitian ini melalui metode kuantitatif. Metode analisis regresi linier berganda digunakan untuk menganalisis pengaruh variabel bebas terhadap variabel terikat. Teknik ini menggunakan purposive sampling dan dilakukan dengan 100 responden dan diolah menggunakan program SPSS. Hasil penelitian membuktikan bahwa visual merchandising dan ekuitas merek berpengaruh signifikan dan positif terhadap perilaku pembelian konsumen di Pedro Store Manado secara parsial dan simultan.

Kata Kunci: visual merchandising, ekuitas merek, perilaku membeli konsumen

INTRODUCTION

Research Background

Growth in fashion one of which is shoes has always fascinated buyers. This growth creates opportunities for business people to continue developing their innovation in retail fashion. One of the basic needs that are the target of consumer purchasing decisions is fashion products. These conditions make the fashion business one of the most promising business opportunities today, especially in modern retail. This type of modern retail is currently preferred by consumers, both urban consumers and consumers in the regions. When we enter a mall, we usually go to a fashion store to see what kind of fashion trends people are currently interested in, or we have thought about buying them. Purchasing decision is certainly based on a number of factors: search, use, and evaluate the products to meet needs and wants.

Basically, people will be interested in buying a fashion product if they can see the appearance of a product on display in front of the store. This is called Visual Merchandising, which means to communicate store's fashion value and quality image to prospective customers (Madhavi, 2013). The effect of mindset triggers consumers to get more value in fulfilling their desires. So that they will try to find the things they want, which they used to buy an item that is bought due to their needs can now turn into buying goods because of a desire arising from a stimulus. Products that have a strong brand equity will be able to meet consumer expectations in their buying behavior. Consumers will make several stages to make their shopping decisions. One way to increase brand strength is by paying attention to every detail in the products they sell, starting from introducing the brand to consumers, creating high-quality products and having distinctive features that make this brand more memorable to people to reduce consumer decisions to switch to another brand. With a good base of knowledge about buying behavior, it helps marketers to understand why consumers choose the brand and how they make decision to buy a brand. A good visual merchandising is becoming more important because nowadays there is tendency to change one's motives for shopping, where shopping is not only an activity functional to buy items only but as time-filling, recreational, entertainment or even leisure activities stress.

One of the well-known brand stores in the city of Manado is Pedro. The Pedro brand from Singapore operates as a shoe, bag and other accessories retailer located at Manado Town Square, offering products that have value by combining comfort, quality and up-to-date trends. On the other hand, Pedro does not stand alone, but there are several other competing brands that sell similar products that is Charles and Keith, Everbest. The basis of this research is the intense competition that occurs in the fashion business which then causes consumers to become more selective in choosing the products to be purchased. Customers usually visit stores with a good display and comfortable store design. On the other hand, customers will consider with various aspects such as product quality, price, and up-to-date products. Here, the several of products offered by Charles and Keith is greater than that of Pedro, which allows customers to choose to visit the store. Therefore, offerings of similar products create existing competition between those brands. Here there has to be more effort from the Pedro brand in retaining its existing customers. Pedro implemented several strategies that aim to be able to compete with other competitors, such as implementing visual merchandising and brand equity. These two strategies are closely related where Pedro creates a clean and modern room concept so that customers are not only captivated by the overall visuals, but also Pedro is able to provide products that prioritize comfort and following the trends.

Research Objectives

The objective that is going to be accomplished by this research is:
1. To identify the influence of Visual Merchandising on Consumer Buying Behavior in Pedro store Manado partially?
2. To identify the influence of Brand Equity on Consumer Buying Behavior in Pedro store Manado partially.
3. To identify the simultaneous influence of Visual Merchandising and Brand Equity on Consumer Buying Behavior in Pedro store Manado.

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Amstrong (2006), marketing as the process by which companies create value for customers and build strong customer relationship in order to capture value from customer in return. Cronje,

et al. (2007) define marketing as consisting of management tasks and decisions directed at successfully meeting opportunities and threats in a dynamic environment, by effectively developing and transferring a need-satisfying market offering to consumers, in such a way that the objectives of the business, the consumer and society will be achieved.

Visual Merchandising

According to Pegler (2012), Visual merchandising is the practice in the retail industry of optimizing the presentation of products and services to better highlight their features and benefits. The purpose of such visual merchandising is to attract, engage, and motivate the customer towards making a purchase. Visual merchandising traditionally occurs in brick and mortar stores using a blend of lighting, color combinations, and articles of decor to stimulate an observer and generate interest.

Elements of Visual Merchandising

Visual Merchandising is commonly accepted as a merchandising technique that uses the visual elements effectively. There are four elements of visual merchandising: window display, colors, lighting, and signage. In short, they are the visual communications in the designing of an environment (Taskıran, 2012).

1. Window Display. The art of displaying the products in a manner that increases consumer attention. Marketers are using this as a technique to increase footfall in store by exhibiting the products creatively. Good window display also leads to unplanned buying. Marketers also use this as a strategy to convey promotional messages to their consumers (Soomro, Kaimkhani, and Iqbal, 2017).
2. Colors. Pegler (2006) suggests that color psychology is very important in visual merchandising. Colors can immediately create a mood. Most of us have colors that tend to cheer us up when we are feeling down and colors that calm us. Each of us also has colors that can make us physically feel hotter or cooler. As an instance, orange, green and purple are the colors used in the windows display of a brand in below picture.
3. Lighting. Quartier, Christiaans, and Van Cleempoel (2008) also suggest that lighting has an influence on the mood and hence the behavior of humans in retail environments. Lighting has an influence on how spaces are perceived. It can arouse positive or negative feelings in the perception of that space. Lighting in retail environments encourage people to stay longer in that retail environment and increase the sales numbers.
4. Signage. Signage related to various product sections are put up clearly to demarcate areas, allowing customers a clear understanding of what is stocked where. Signage is the "silent salesperson" for the retailer and must reflect the correct brand image (Choudhary, 2016).

Brand Equity

Brand equity refers to a value premium that a company generates from a product with a recognizable name when compared to a generic equivalent. Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability. According to Knapp (2001), brand equity is the totality of brand perception, covering the relative quality of products and services, financial performance, customer loyalty, satisfaction and overall brand appreciation. Aaker (2010) defines brand loyalty as the attachment that a customer has to a brand.

Consumer Buying Behavior

Kotler and Keller (2011) state that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. There are four major factors that influence consumer's buying behavior according to Singh (2013), these are cultural, social, personal, and psychological. According to Khaniwale (2015), Consumer behavior involves the study of individuals and the method they employ to choose, utilize, and set out products and services to fulfill their wants and the effect that these method have on the consumer and the society as a whole.

Previous Research

Yasir Ali Soomro, Sana Abbas Kaimkhani, and Javeria Iqbal (2017) focused on four important factors of visual merchandising and the hypotheses are based on these i.e. store layout, window display, color & lightning and store interior, and how it influences the attention of consumers. Non probability sampling technique was used to conduct this research and a structured questionnaire was designed to collect responses. 280 individual responses were collected with their contact details to have an authentic individual feedback. Since

store layout had a negative but significant impact on gaining consumer attention, the hypothesis for store layout was rejected. The rest of the hypotheses for window display, color and lightning and store interior have been accepted that they have a positive and significant impact on consumer attention.

Anshu Singh Choudhary (2016) studied the influence of visual merchandising, especially the one related to the shop-windows, on consumer buying behavior. The way products are displayed and promoted in apparel retail stores can have a vast impact on consumer responses and how much merchandise the retailer sells. The results of this research will mainly demonstrate the differences not only in the store attributes valued by consumers but also in consumer buying behavior according to the merchandising techniques used.

Madhobi Hossain and Kazi Md Fahim Ahmed (2018) investigated whether brand equity dimensions as per Aaker's model of 1991 have any relation with the buying behavior of consumers who belong to the millennial generation. Data of 154 respondents in total were analyzed by conducting a factor analysis, followed by a correlation analysis using SPSS. Eventually, the results state that there is positive correlation between all the factors, including the four brand equity elements and consumer buying behavior. However, it is also notable that in the smartphone market, there is a weaker relationship between one of the brand equity elements (i.e. brand awareness) and the buying behavior of millennial.
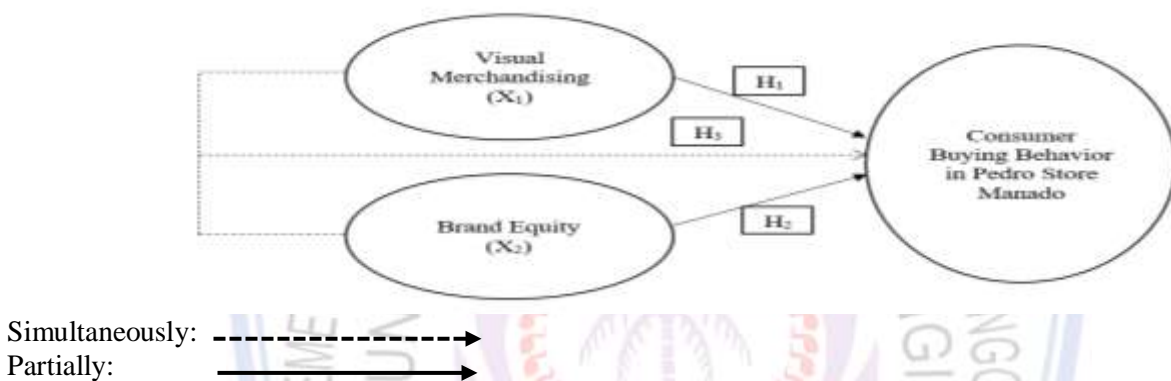
Conceptual Framework

Simultaneously: - - - - - - - - →
Partially: ————————→

Figure 1. Conceptual Framework
Source: Literature Review (2021)

Research Hypothesis
H1: There is a significant influence of Visual Merchandising on Consumer Buying Behavior in Pedro Store Manado.
H2: There is a significant influence of Brand Equity on Consumer Buying Behavior in Pedro Store Manado.
H3: There is a significant simultaneous influence of Visual Merchandising and Brand Equity on Consumer Buying Behavior in Pedro Store Manado.

RESEARCH METHOD

Research Approach
This research is a causal study within quantitative research method to find the influence of Visual Merchandising and Brand Equity on Consumer Buying Behavior. According to Sekaran (2003), causal study is a study in which the researcher wants to delineate the cause of one or more problems. Causal uses when the researcher is interested in delineating the important variables associated with the problem. Causal study is necessary to establish a definitive cause and influence relationship. Quantitative is a survey research studies about large and small population (or universe) by selecting and studying samples chosen from the population to discover the relative incident, distribution, and interrelations of sociological (Kerlinger in Sugiyono, 2013).

Population, Sample and Sampling Technique
The population of this research are those who have made at least a purchase at Pedro store Manado. According to Purba (1996), the following formula can be used to determine the sample:

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

Rounding = 100

n = sample

Z = the rate of normal distribution at the significant level of 5% (1.96)

Moe = maximum margin of error (10%)

      Based on the formula above, the sample size of the research will be 100 respondents in this case are those who have made at least a purchase at Pedro store Manado.

Data Collection Method

      To collect the research data, primary data collection was used through questionnaires. A questionnaire is a research instrument consisting of a series of questions (or other type of prompts) for the purpose of gathering information from respondents.

Operational Definition of Research Variables

1. Visual Merchandising (X1). Its presentation and it is attractive and eye catching techniques to display merchandise to potential customers.
2. Brand Equity (X2). A set of assets and liabilities linked to a brand, its name and symbol that adds to or subtracts from the value provided by a product or service to a firm and/or to that firm's customers.
3. Consumer Buying Behavior (Y). The process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants.

Data Analysis Method
Validity and Reliability Test

      Validity test uses to see the validity of the questions, whether the questions within the questionnaire are valid and in-line with the research. Reliability test refers to the degree to which a test is consistent and stable in measuring what it is intended to measure. Most simply put, a test is reliable if it is consistent within itself and across time. Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another.

Multiple Regression Analysis Model

      Multiple Regression is a correlation coefficient indicates the strength of relationship between two variables, it gives us no idea of how much of the variance in the dependent or criterion variable will be explained when several independent variables are theorized to simultaneously influence it (Sekaran, 2003). The formula of multiple regression models in this research are shown below:

$$Y = \alpha + \beta 1 X1 + \beta 2 X2 + \varepsilon$$

Description:

Y   = Consumer Buying behavior

α   = Intercept

β1 β2   = The regression coefficient of each variable

X1   = Visual Merchandising

X2   = Brand Equity

e   = Standard Error

RESULT AND DISCUSSION

Result
Validity Test

      All the total value for each indicator for independent variables and dependent variables are above 0.196. It means all the indicators are valid.

Reliability Test
Table 1. Reliability Test

Cronbach's Alpha	N of Items	Status
0.789	3	Reliable

Source: Data Processed (2021)

Visual Merchandising (X1) consists of 4 statements or indicators, Brand Equity (X2) consists of 7 statements or indicators, and the dependent variable Consumer Buying Behavior (Y) consists of 6 statements or indicators. Based on the table 4.2 shows the Cronbach's Alpha of theses 3 variables that consists of 17 statements or indicators of the total is 0.789 which is more than 0.60 and close to 1, based on the result has shown that this instrument (questionnaire) is reliable and can be used for future analysis.

Classical Assumption Test
Normality Test
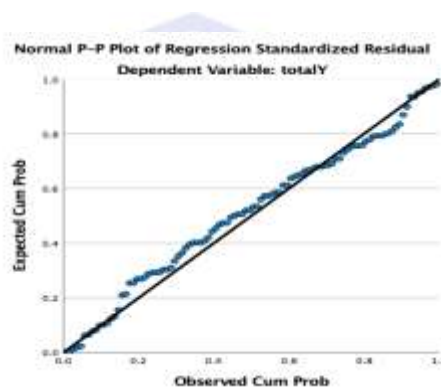
Figure 2. Normality Test
Source: Data processed 2021

This figure shows that the data in form of dots that spreads near the diagonal line and follow the direction of the diagonal line, which means data can be concluded as normally distributed.

Multicolinearity Test
Table 2. Multicolinearity Test

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Visual Merchandising	0.747	1.339	No Multicollinearity
Brand Equity	0.747	1.339	No Multicollinearity

Source: Data Processed 2021

From the table above it can be seen that the tolerance value of the two independent variables is more than 0,10 and the VIF value of the two independent variables are below 10,00. The result means it can be stated that the regression model does not have a multicollinearity problem.

Autocolerration Test
Table 3. Autocorrelation Test

d	dl	du	4-dl	4-du
1.777	1.634	1.715	2.366	2.285

Source: Data Processed 2021

Based on the table above the Durbin – Watson value is 1.777 which is higher than 0.05 based on the autocorrelation test result shows the du<d and for 4-du>d or (1.715 < 1.777 < 2.285). So, it can be concluded there is no autocorrelation in the regression.
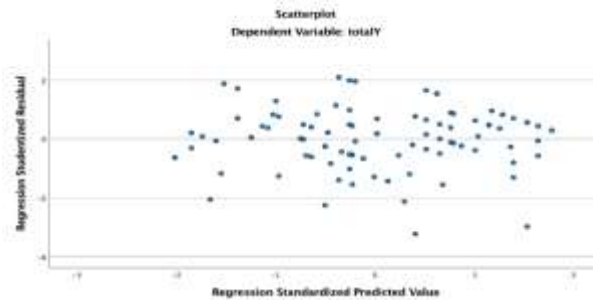
Heteroscedasticity Test

Figure 3. Heteroscedasticity Test
Source: Data Processed 2021

Figure 3 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression

Multiple Linear Regression Analysis
Table 4. Multiple Linear Regression Analysis

Model	Unstandardized	Coefficients Std. Error	Standardized Coefficients			Collinearity	
	B		Beta	t	Sig.	Tolerance	VIF
1 (constant)	4.637	1.997		2.323	.022		
totalX1	.298	.124	.191	2.410	.018	.747	1.339
totalX2	.533	.069	.620	7.779	<.001	.747	1.339

Source: Data Processed 2021

The result in Table 4 can be expressed in regression equation as:
$$Y = 4.637 + 0.298X1 + 0.533X2 + e$$
The interpretation of the equation is:
- The constant of the multiple linear regression equation is 4.637 means Visual Merchandising (X1) and Brand Equity (X2) have a positive influence towards Consumer Buying Behavior (Y). If those independent variables increase or affected in certain of numbers, then the dependent variable will be affected.
- The value of regression coefficient of Visual Merchandising (X1) is 0.298. This result shows that if Visual Merchandising (X1) increases in one unit, then Consumer Buying Behavior (Y) is increasing at 0.298 or 29.8%. The performance of Visual Merchandising affecting Consumer Buying Behavior, assuming the other variables are constant (ceteris paribus).
- The value of regression coefficient of Brand Equity (X2) is 0.533. This result shows that if Brand Equity (X2) increase in one unit, then Consumer Buying Behavior (Y) is increasing at 0.533 or 53.3%. The performance of Brand Equity affecting Consumer Buying Behavior, assuming the other variables are constant (ceteris paribus).

Hypothesis Testing
Table 5. F-test Output

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	461.370	2	230.685	56.964	<.001[b]
Residual	392.820	97	4.050		
Total	854.190	99			

a. Dependent Variable: totally
b. Predictors: (Constant), totalX2, totalX1
Source: Data Processed 2021

Table 5 shows that in this research the Fcount is higher than Ftable, Fcount =56.964 > Ftable =3.090, can be concluded that the Visual Merchandising (X1) and Brand Equity (X2) are simultaneously have significant

influence on Consumer Buying Behavior (Y) in Pedro Store Manado. Therefore, the alternative hypothesis is accepted.

T-Test
Table 6. T-test Output

Model	t	t table	Sig.
1 (constant)	2.323		.022
Visual Merchandising	2.401	1.984	.018
Brand Equity	7.779	1.984	.001

a. Dependent Variable: Consumer Buying Behavior
Source: Data Processed 2021

Table 6 shows that the t count value of Visual Merchandising (X1) is 2.401 with a significant value 0.018, which below the value of significant level 0.05. The value of t count is 2.401 that is greater than t table value which is 1.984, thus can be concluded that Visual Merchandising (X1) has a significant influence on Consumer Buying Behavior (Y) in Pedro Store Manado partially is accepted.

Table 6 shows that the t count value of Brand Equity (X2) is 7.779 with a significant value 0.001, which below the value of significant level 0.05. The value of t count is 7.779 that is greater than t table value which is 1.984, thus can be concluded that Brand Equity (X2) has a significant influence on Consumer Buying Behavior (Y) in Pedro Store Manado partially is accepted.

Discussion
Visual Merchandising on Consumer Buying Behavior

Mehta and Chugan (2014) said that Visual merchandising or visual display is communicating the product retailers' wants to sell by effective presentation of the same which creates an impact on the customers in terms of their purchase and builds a positive image of store in customer's mind. Based on result of this research shows that the independent visual merchandising variable has an influence on consumer buying behavior, visual merchandising is a very important variable because it can influence consumer's emotions and behavior. Basically, Pedro has a good layout store, neatly organized, and arranges all the products according to their function. As explained earlier, indicator window display, floor merchandising, and promotional signage are showing positive contribution to consumer buying behavior. This results have a similarity with previous studies conducted by Mehta and Chugan (2014) that shows visual merchandising has a significant influence on consumer buying behavior,

Brand Equity on Consumer Buying Behavior

In this study, variable brand equity is an important thing because it is used by every company to thinks of the important components in each product. There are three indicators of the Brand Equity namely brand awareness, perceived quality, and brand association. These indicators are used in the questionnaires to find out what respondents answer of this variable. From the results of the questionnaires above, it can be seen that the most of respondents show they answers are agree about brand equity of Pedro, which in my opinion the brand of Pedro can show their characteristics, easily recognize by consumers, providing the best quality and up to date style, which attract consumers to buy the products. This is similar to the previous research by Hossain and Ahmed (2018). The higher brand equity of Pedro store, the buying behavior to purchase Pedro products..

Visual Merchandising and Brand Equity on Consumer Buying Behavior

The last discussion, is how Visual Merchandising and Brand Equity influencing Consumer Buying Behavior. In this discussion, we will discuss the impact of Visual Merchandising and Brand Equity towards Consumer Buying Behavior in Pedro Store Manado. All the results of the tests that have been carried out show that both variable Visual Merchandising and Brand Equity has a positive and significant effect on consumer buying behavior in Pedro store Manado. Value of R square is 0.540, it can be explained both independent variables Visual Merchandising (X1) and Brand Equity (X2) can influence dependent variable Consumer Buying Behavior (Y) at 0.540 or 54%, and the rest of it about 46% are influencing by the other variables which not explained on this research. If the value of F count is greater than F table (56.964 > 3.090) it can be concluded that the Visual Merchandising (X1) and Brand Equity (X2) are simultaneously have significant influence on Consumer Buying Behavior (Y) in Pedro Store Manado. Therefore, the alternative hypothesis is accepted. This

can be concluded that both variable Visual Merchandising and Brand Equity have a significant and positive influence towards Consumer Buying Behavior in Pedro Store Manado. The result of this study indicate that visual merchandising and brand equity have and influence on consumer buying behavior in Pedro store Manado. It can be said the better of visual merchandising and brand equity, the process of consumer buying behavior in Pedro store Manado will also increase.

CONCLUSION AND RECOMMENDATION

Conclusion
Based on the result of analyzing and discussing, the conclusion is:
1. The result of this study shown that the Visual merchandising have a positive and significant influence on consumer buying behavior in Pedro store Manado. It can be said that Visual merchandising makes consumer more interested when purchasing a product from Pedro Manado.
2. The result of this study have shown that Brand equity have positive and significant influence on consumer buying behavior in Pedro store Manado partially. It can be said that Brand equity has an important role and provide a best quality to consumers who buy the product in Pedro Manado.
3. The result of this study have also shown that both variable Visual merchandising and brand equity have significant influence on consumer buying behavior in Manado simultaneously. It can be said that when these two variable comes together, it can improve the quality of the store, products, and the services of the store.

Recommendation
Based on the conclusions obtained in this study, suggestions made as a complement to the research results that can be given are as follows:
1. Visual merchandising is a variable that have a good contributed on consumer buying behavior. Pedro have to considering their store design, maintain and develop a visual merchandising strategy, and it can also implement other strategies such as point of purchase, and provide some promotional in order to increase the selling products of Pedro.
2. Due to the limitation of this research, it is hoped that further researchers can use other variables that affect consumer buying behavior such as price, location, and brand image.

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