

Pham Hung Cuong

Article

Antecedents of store management strategies and visual merchandising on the in-store engagement of consumer good buyers: An empirical study

Global Business & Finance Review (GBFR)

Provided in Cooperation with:

People & Global Business Association (P&GBA), Seoul

Suggested Citation: Pham Hung Cuong (2019) : Antecedents of store management strategies and visual merchandising on the in-store engagement of consumer good buyers: An empirical study, Global Business & Finance Review (GBFR), ISSN 2384-1648, People & Global Business Association (P&GBA), Seoul, Vol. 24, Iss. 4, pp. 76-89,
<https://doi.org/10.17549/gbfr.2019.24.4.76>

This Version is available at:

<https://hdl.handle.net/10419/224437>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.



<https://creativecommons.org/licenses/by-nc/4.0/>



Antecedents of Store Management Strategies and Visual Merchandising on the In-Store Engagement of Consumer Good Buyers: An Empirical Study

Pham Hung Cuong[†]

Foreign Trade University, Vietnam

ABSTRACT

Visual merchandising is a presentation of merchandise as well as the store in order to attract the customer. In addition, it is an eye-catching technique by which the seller can appeal to more customers and convey the message to the customer what the store represents and offers to its potential customers. Currently, retailers are using various merchandising techniques to differentiate themselves from other competitors and to achieve market dominance by attracting the customers more effectively. Thus, the main purpose of this study is to analyze the antecedents of store management strategies and visual merchandising techniques on the in-store engagement of consumer goods buyers. The study was conducted to test how visual merchandising and exterior factors impact the store image and customer buying behavior. It is found that window display, fixture, color, and lightning are significantly associated with consumer buying behavior. Hence, in order to survive in a highly competitive market, it is important for retailers to use creative designs to efficiently present their stores to customers. The sample size of 1200 respondents was collected through primary and secondary data sources and was analyzed to achieve the aims of the study.

Keywords: Visual merchandising, Consumer buying behavior, Windows display, Mannequin, Fixtures, Signage

1. Introduction

The store is known as an important component of managing materials. Since it is a place that keeps the materials in a way by which the materials are kept safe and maintained and are available when they are required (Yoon, 2013). In addition, the storage of materials can be viewed as one of the important parts of store management that contributes to the

overall success of the store. Generally, the store mainly refers to the place where various materials are stored. Typically the stores have a special space for storage of goods. The store process mainly includes receiving the incoming materials, keeping the material as long as they are required for use and can be sold. As a result, it can be said that the store is to follow a certain type of activities which are managed with the help of various resources. Store management is concerned with ensuring all those activities which are involved in storekeeping and stock control are carried out efficiently and economically with the help of the store personnel. Other functions of the store

Received: Oct. 18, 2019; Revised: Dec. 22, 2019; Accepted: Dec. 28, 2019

[†] Pham Hung Cuong

E-mail: phamhungcuong.cs2@ftu.edu.vn

include storing consumer goods and products and providing services to the buyers and users of these goods and products effectively. With the help of proper management of the store system, it provides flexibility to absorb the shock variation in demand and enables the purchasing to be planned ahead (Satyendra, 2015).

In order to make focus on the various antecedents which are related to the store management strategies, it mainly includes product assortment which is defined as the number of products that are offered within a single product category (Rook & Hoch, 1985). It also indicates the perception of the customer that is highly influenced by three factors such as the number of unique products, total space, and availability (Pham, 2019). In addition to this, product availability is another antecedent when it comes to the out of stock problem. Store management practices or strategies also include the pricing of the product that highly influences the image of both consumer's beliefs and consumer behavior. It also affects how the consumer perceives the level of the price given by the store and how fair the price is. The product presentation is another type that denotes that merchandise is sold. As a result, the in-store presentation of products also defines the level of the strategic need for the retailer and storekeeper to adapt to the changing preferences of the consumers (Baker, Parasuraman, Grewal, & Voss, 2002). Customer service quality is described as consisting of friendliness knowledge of goods sold availability of goods advice, respect, and responsiveness without being too pushy (Park, 2018). Finally, the customer satisfaction refers to antecedents that are cleared up by the store management strategies which are important and relevant because it highly influences the level of satisfaction and future customer behavior (Ramanathan & Sonia, 2018).

In order to engage the customer with the store, there is the process used as visual merchandising planning (Pillai, Iqbal, Umer, Maqbool, & Sunil, 2011). Visual appeal is an important element in the success of any retail store. For a successful business owner, it is essential to understand the impact of visual appeal which cannot be overstated in the retailing. Visual merchandising strategies include evaluating overall

color themes. In respect to this, it is essential for the retailer to create a plan related to the color used when painting the retail space by assenting focal points that can draw the customer to the specific area (Pham, 2019). It also coordinates the featured items to provide the course structure for a visual merchandising plan. There are various store themes that define the product and use dominant product color in strategic areas such as entryway and exit. In addition, it also includes developing a merchandising theme which is considered as a theme of the product and also includes holidays and special occasions into item grouping. For instance, in spring the use of floral arrangements with the product can be a way to engage the customer. It also includes the offer information for activities like outdoor parties for summer and fall displaying the use of the product effectively. The third step mainly includes the features sale product creatively which makes the product display at the showcase of sale products (Pillai *et al.*, 2011). It may be used with the help of vibrant color that flows naturally with the color theme of the store. For example, the place every item that a customer would need to create the effect of display within the group. It also includes the use of light for the featured product because light attracts the attention of the customer. At last, the visual merchandising strategy includes keeping a fresh perspective because it is known as a challenging way in the present time. In respect to this, the use of advertisements to guide display creation and enhance the experience of the customer with the new product that serves to update the old standards are necessary for the retailer (Yoon, 2013). In respect to this, retailers use the effect of entertainment to educate the customer who can appreciate learning how to use the product effectively (Davis, 2019).

In the present time, there is a competitive world. Due to globalization, it is essential for marketers and retailers to maintain their store so that they will be able to attract more customers towards their products and services (Yoon, 2013). In respect to this, it is known that the price sensitivity plays an important role in influencing the perception of the customer

regarding the product or service. Furthermore, the delivery chain process also affects the growth of the store in the market which is highly competitive. Due to the emergence of different formats of the store such as independent stores, traditional stores, flea market, supermarkets, and departmental stores, there is a high level of competition among the retailers. In addition, to enter into an organized retailer such as manufacture retailing, it is essential for the store to manage all the activities by making a focus on consumer preferences according to the market segment effectively. As a result, the process of visual merchandising helps the store to engage the customer in a large scale with the help of various ideas such as window decorations, fixtures, design planning, and pricing strategies that enable the retailers to attract customers towards their stores (Solnick, Kannenberg, Eckerman, & Waller, 1980).

The main purpose of the study is to analyze the antecedents of store management strategies and visual merchandising on the in-store engagement of prospective customers and buyers. The study strives to provide and generate a comprehensive understanding of the concept of store management and types of antecedents regarding in-store management strategies. It also discusses how the process of visual merchandising in the stores helps in engaging the customers (Weun, Jones, & Beatty, 1998). Furthermore, the study highlights the antecedents of store management strategies and visual merchandising in the engagement of customer goods buyers. The antecedents of store management strategies and visual merchandising on the in-store engagement of consumers are examined. Finally, the study examines the role of visual merchandising in-store engagement of customer which highly depends on the type of retail store and importance which depends on the role of visual merchandising. The study focuses on the various factors such as sales assistance sales ambiance, store attractiveness, store pricing policy, store promotion and store convenience that highly affect the decision of consumer and it is based and incident of store management strategies and visual merchandising effectively (Pillai *et al.*, 2011). Specifically, the aims of this study are:

- To explore the antecedents of store management strategies and visual merchandising on the in-store engagement of consumer good buyers;
- To evaluate the antecedents of store management strategies and visual merchandising on the in-store engagement of consumer good buyers;
- To understand the proposed implications.

To achieve the aims of the study after the introduction part, the literature review is conducted to identify the gaps in the previous research; the next section that is research methodology describes the data collection, sampling, and analysis used in the study; the results of the analysis are presented in the data analysis and findings part; and finally, conclusions part talks about conclusions of the study, practical implications and suggestions for the future research.

II . Literature Review

According to Mehta and Chugan (2013), Walters and White (1987), Mills, Paul, and Moorman (1995) visual merchandising refers to the effective presentation of the product that impacts the purchase of the customer. It provides the right product to the right customer at the right time (Mehta & Chugan, 2013). It is also defined as a presentation of the store and brand to the customer with the help of teamwork of staff working in the stores. Advertising displays are used to promote the sale of the goods and services offered by the store to its customers. Hence, it can be said that visual merchandising includes all the things related to the store exterior, which help to create a positive impact on the customer (Pillai *et al.*, 2011).

Darden, Erdem, and Darden (1983), Kim (2003), Omar (1999), McGoldrick (1990) noted that visual merchandising includes both store exterior and interior. Stores display their products through windows that serve as a medium which creates the first impression and attracts the customers to enter into the store.

In the same way, the exterior of the store attracts customers to the store. There are mainly three types of interior displays such as a merchandising display, point of sales display, and an architectural display. As a result, it can be said that a good store interior is very important when it comes to attracting the customer into the store. The store exterior also includes signage, layout, fixtures, merchandise presentation, and an atmosphere that can be viewed as important factors that define the expectations of a customer regarding the store design (Pham, 2019). Visual merchandising includes other factors such as sensory pleasure, effectiveness pleasure, and cognitive pleasure of customers who may make purchases in the store and would not spend as much time or money on unplanned impulse purchases (Chung, 2019).

Loudon and Della (1993), Schiffman and Kanuk (2007), Blackwell, Miniard, Engel, and Ching (2001) stated that consumer behavior is known as interest in the perception of the customer to their product and services customers are viewed as rational decision-makers who are not only concerned with their self-interest. Previous studies that analyzed the behavior of customers mainly focused on the range of factors that influenced customers such as reorganization of information, search evaluation of the alternative building, purchase intentions, act of purchasing consumption, and final disposal of all the stages by applying various methodologies through focusing on the definition of consumer behavior (Budiman & Wijaya, 2016). Moreover, existing studies focused on the process when an individual or a group selects purchase used for disposing of product services to satisfy their needs and desires. Customers do not always buy what they want. Due to the customers' unconscious needs, there will be some products that they will buy even if they do not need them.

Modern stores are self-administered and have an enormous retail location (Park & Kim, 2003). They are places where all kinds of products are available for the customer to satisfy their needs and preferences. The visual promotions are one of the fundamental showcasing methods that are utilized by retailers to attract customers to the stores. There are various

factors that influence customers' decisions when it comes to selecting a store. Specifically, those factors include the ambiance of the store, location, product varieties, lightning, music, ground, children play area, store pricing, policy, store promotion, store convenience, and other factors (Pillai *et al.*, 2011; Pham, 2019). It was examined that the majority of people prefer those stores that are easy to reach and located nearby. Additionally, most people highly prefer those stores which provide playing areas for children so that they are able to do the shopping while their children are playing. Similarly, the availability of parking area affects customers when choosing a store. It is due to the fact the majority of customers prefer stores that provide convenient parking areas for cars. In addition to this, the store ambiance is another factor that highly affects the choice of the customer while choosing a store. Store ambiance refers to the area of the store and a variety of products. There are many stores that provide a variety of products, but due to the mismatch of the products, the customer is not able to find the right product at the right time. That is why the ambiance of the store such as a proper outlet, proper management of the product with the proper category and name of the product affect customer choice. Moreover, the store price policy is another factor that affects the choice of the customer because the customer is known as 'a king' and it is essential for the retailers to price their products according to the needs and preferences of the customer. Customers prefer purchasing good quality products at a reasonable price. Store promotion is yet another factor that affects the decision of the customer. It mainly includes various marketing strategies such as advertisements, pamphlets, online marketing strategies which are widely used to attract the customer (Chung, 2019). The store promotion helps retailers to attract more customers by providing information about their products effectively. Lastly, customer service and store attractiveness such as the color, layout, and architecture designs also affect the choice of the customer. For example, the dark background with the black shades on the walls is used when displaying products to customers in NIKE stores.

Visual merchandising can include factors such as online marketing, fixture, color, design, effective pricing policy, and offering higher quality products than other competitors in the market (Solomon, Bamossy, Askegaard, & Hogg, 2009). As a result, all these factors affect customer satisfaction and product promotion in the market which are considered to be strong projectors that highly influence the repurchase intention of the customer. Due to the highly competitive environment, it is essential for retailers to make an effective marketing plan so that they will be able to attract the customer effectively. On the other hand, there are many instances when retailers adopted a poor marketing strategy that led to a poor brand image and a low level of customer satisfaction which had a negative impact on their success. Thus, the study analyzes the gap between the visual merchandising and store management strategies and preferences of the customer which creates a mismatch because of the application of the wrong strategy in order to increase the sales (Rook, 1987). It is essential for retailers to apply effective techniques so that they will be able to satisfy the demand of their consumers with the help of a promotional strategy. The hypotheses of the study are as follows:

- H1:** There is no significant difference in the opinion of the respondents regarding retail customer satisfaction.
- H1:** There is a significant difference in the opinion of the respondents regarding retail customer satisfaction.
- H2:** There is no significant difference in the opinion of the respondents regarding visual merchandise.
- H2:** There is a significant difference in the opinion of the respondents regarding visual merchandise.
- H3:** There is no significant difference in the opinion of the respondents regarding the store choice decision.
- H3:** There is a significant difference in the opinion of the respondents regarding the store choice decision.

III. Research Methodology

The research methodology is defined as a process by which various kinds of tools and instruments related to the research helps the investigator to examine the various kinds of facts based on the study (Peffer, Tuunanen, Rothenberger, & Chatterjee, 2007). It is a process that helps and enables the researcher to find the best way of collecting and analysis the different facts and figures in an ethical manner.

A paradigm denotes a basic set of beliefs of a researcher that guides the research in taking a course of action in conducting the research (Welman, Kruger, Mitchell, & Huysamen, 2005). A research paradigm is nothing but a threefold framework that is interpretive in nature and is developed basically depending upon three major assumptions, namely ontological assumption, epistemological assumption, and methodological assumption, respectively. In the current study, the positivist research paradigm is to be used that carried out in a scientific way to study the antecedents of store management strategies and visual merchandising in-store engagement of consumer good buyers.

The term research approach, in general, is the method of collecting, analyzing and interpreting the collected data to understand the problems and particular processes involved to find it. The research approach is also referred to as a decision making process by which the researcher will be able to take a correct decision that is totally based on philosophical assumptions. All these kinds of assumptions help to make the research process which is relational and coherent in nature (Newman, Benz, & Ridenour, 1998). In the current study, the researcher uses quantitative research approaches that provide all the information related to the evaluate, analyze and understand the various antecedents of store management strategies and also evaluate the process of visual merchandising in-store engagement of consumer good buyers. The quantitative research approach enables to quantify all the acquired information covering all the objective aspects of the current study

The research design is the blueprint for the research

which is framed in such a way that all the factors that were responsible for the conduction of the research study could be controlled in an effective manner. The research design provides a detailed description of the gathered information in such a way that all the facts and figures are easily readable by the reader. In the current study, research has been adopting a descriptive research design by adopting the descriptive study of various facts that are published in the articles. The sample size of the study included 1200 respondents. In respect to this, various magazines, books, e-books, articles, and journals published in the international journals and networking sites have been examined.

While making a focus on the data collection method, it can be said that it is a main integral part of the research methodology. Data can be collected by using two methods such as primary data collection method and secondary data collection method. The way of collecting the data totally depends upon the features and characteristics of information (Marczyk, DeMatteo, & Festinger, 2005). In order to make focus on the primary data collection method, it can be said that the primary data collection method involves the collection of data directly from the related people. Questionnaires can be used to get relevant information from concerned people. The researchers can also collect data by conducting semi-structured interviews with supervisors and managers in the respective fields. For the study, the researcher also directly asked questions to the people that were related to the study. The questionnaires must be filled by the concerned people in an appropriate manner. Hence, it is also known as first time collected data because it includes those facts and information which are collected first time by the researcher (Mackey & Marsden, 2015). On the other hand, the secondary data collection method includes the collection of data by indirect means. This involves the collection of data by the work already done by previous scholars and intellectuals. The information that is present in the form of documentaries, journals, articles, and books can be used. Moreover, the usage of the digital medium can enable to collect information from different search engines like Google. This can ensure the study to

collect a wide range of data that can be effectively used for the study process (Mackey & Gass, 2015). In the current research study, the research includes primary data collection based on the number of samples to fulfill the objectives of the research. The data collection includes around 1200 numbers of the respondents. Questionnaires are an effective means to control the respective agenda and direct the proceedings by asking relevant questions (Litosseliti, 2018). Therefore, a 5 point Likert scale (ranging from 0-never to 5-always) will be added for presenting the answer and feedbacks on surveys performed.

Sampling is the technique wherein a small number of respondents are selected randomly to give the views of the big population (Stevens, Lewis, & Johnson, 2015). In the current study, simple random sampling is used to collect data from customers. The study focuses on Vietnamese customers and a sample size of 1200 respondents were collected through surveys by questionnaire distribution. The results are presented in the form of pie charts, bar diagrams, and charts. This helps to presents the facts and information in a simple manner so that it will be easily understandable by the viewers. Statistical analysis is very much essential for testing the hypotheses in an empirical deductive research approach. Descriptive analysis and T-test are used in the study.

Ethical behavior denotes the adaptation of certain principals by the researcher, in such a way that the research does not create any harm to the participants, preserves the privacy of the respondents who contributed to the researcher in offering primary data through their participation in the survey and finally getting proper consent from the respondents by informing them the reason behind the data collection and the purpose of the research. The research has taken all the permission from the governing bodies and authorities to carry out the research process in an adequate manner. In addition to this, research ethics as the appropriateness of the behavior exhibited by the researcher in terms of preserving the rights of the respondents who actually turned out to be the subjects of the research work. In the current study, written consent has been taken from the respondents

in which it is mentioned that the participants had been informed about the aims and objectives of the research study beforehand and there is no undue pressure any of the respondents (Lin, Choy, Ho, Chung, & Lam, 2014). The respondents had the full authority to leave the research process and withdraw whenever they felt like.

IV. Data Analysis

A. Descriptive statistics

Table 1 shows that about 32.8% of the respondents are aged between 36-40 years. Figure 1 also shows similar results.

Table 2 shows that about 60.0% of the respondents are females. Similar results can be seen in Figure 2 below.

Table 3 shows that about 33.8% of the respondents were educated up to graduation. Figure 3 shows similar results.

From Table 4, we can observe that about 64.7% of the respondents were married. Figure 4 shows similar results.

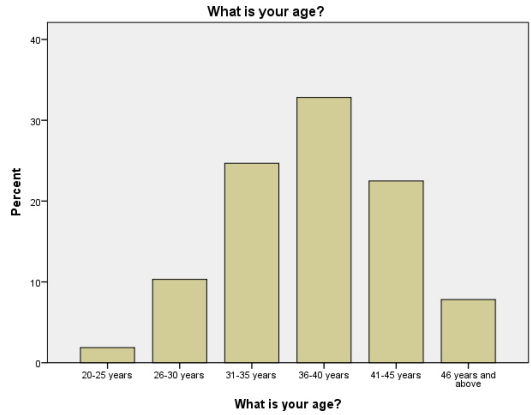


Figure 1. Socio-demographic characteristics (Age)

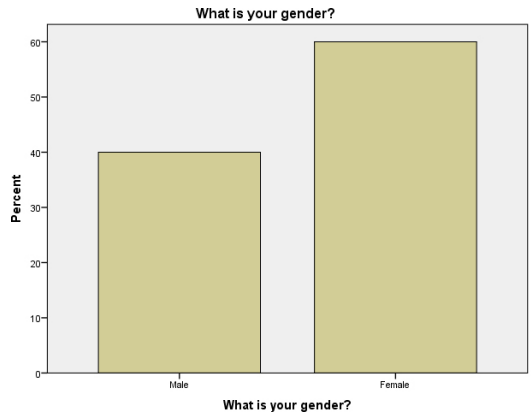


Figure 2. Socio-demographic characteristics (Gender)

Table 1. What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 years	6	1.9	1.9
	26-30 years	33	10.3	12.2
	31-35 years	79	24.7	36.9
	36-40 years	105	32.8	69.7
	41-45 years	72	22.5	92.2
	46 years and above	25	7.8	100.0
	Total	320	100.0	100.0

Table 2. What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	128	40.0	40.0
	Female	192	60.0	100.0
	Total	320	100.0	100.0

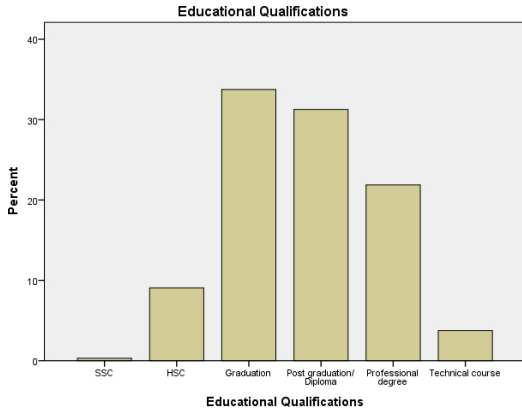


Figure 3. Socio-demographic characteristics (Educational Qualifications)

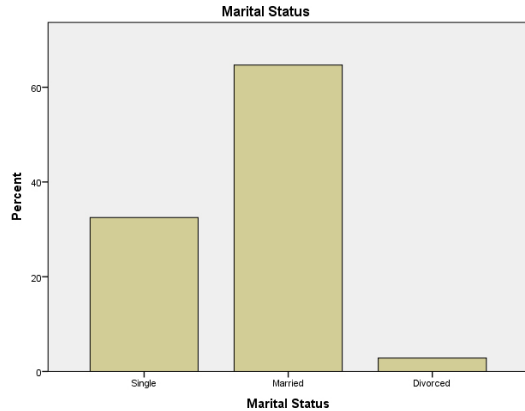


Figure 4. Socio-demographic characteristics (Marital Status)

Table 3. Educational Qualifications

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC	1	.3	.3
	HSC	29	9.1	9.4
	Graduation	108	33.8	33.8
	Post graduation/ Diploma	100	31.3	74.4
	Professional degree	70	21.9	96.3
	Technical course	12	3.8	100.0
Total	320	100.0	100.0	

Table 4. Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	104	32.5	32.5
	Married	207	64.7	97.2
	Divorced	9	2.8	100.0
	Total	320	100.0	100.0

Table 5 shows that about 50.9% of the respondents visit a retail store 3 - 4 times a week. The following Figure 5 also shows similar results.

Table 6 shows that about 36.6% of the respondents have availed baby areas. Figure 6 presents similar results.

Table 7 shows that the statement “The ambiance attracts me to the store” had a high mean value of 2.77 with a standard deviation of 0.439 and statement “I am satisfied there is a hassle-free exchange of items” had a low mean value of 1.2 with a standard deviation

of 0.49.

Table 8 below shows that the statement “The more information I get about the product through display along with signage the more likely I will buy it” had a high mean value of 2.89 with a standard deviation of 0.733 and statement “The use of lights in different brightness to decorate the store would stimulate purchase” had a low mean value of 2.5 with a standard deviation of 0.598.

From the following Table 9 we can observe that, statement “A well-planned store with proper layout”



Figure 5. Frequency of Visits

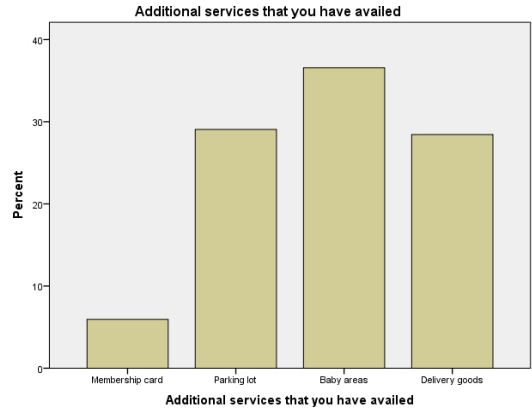


Figure 6. Additional Services Used

Table 5. How often do you visit a retail store?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost daily	13	4.1	4.1
	1 - 2 times a week	95	29.7	33.8
	3 - 4 times a week	163	50.9	84.7
	Monthly	49	15.3	100.0
	Total	320	100.0	100.0

Table 6. Additional services that you have availed

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Membership card	19	5.9	5.9
	Parking lot	93	29.1	35.0
	Baby areas	117	36.6	71.6
	Delivery goods	91	28.4	100.0
	Total	320	100.0	100.0

Table 7. Descriptive Statistics

	N	Min.	Max.	Mean	SD
I buy more as the retailer introduces new products and upgrades existing brands	320	1	5	1.34	.676
I visit a particular retail store due to its product quality	320	1	3	1.32	.606
I often visit the store due to the affordable price of the products	320	1	3	1.23	.545
Staff behavior at the store makes me loyal to a store	320	1	5	1.32	.587
The quality of service makes me visit the store	320	1	3	1.25	.550
I visit the store as I do not find a long queue	320	1	3	1.23	.531
I am satisfied there is a hassle-free exchange of items	320	1	3	1.20	.490
I visit the store due to increased product assortments	320	1	3	1.23	.548
Sales promotion increases my store engagement	320	1	3	2.54	.524
The ambience attracts me to the store	320	1	3	2.77	.439
Valid N (listwise)	320				

had a high mean value of 2.17 with a standard deviation of 1.071 and statement “I prefer to shop only in those retail outlets which have good space to move in with

broad aisles and proper layout” had a low mean value of 2.03 with a standard deviation of 0.943.

Table 8. Descriptive Statistics

	N	Min.	Max.	Mean	SD
A product being placed like a mess indicates the cheapness	320	2	5	2.84	.946
Visibility of the product due to proper lighting and fixtures increases the visibility of products and helps in choice decision	320	2	5	2.71	.717
The use of lights in different brightness to decorate the store would stimulate purchase	320	2	5	2.50	.598
I generally pick up styles and color which are put up on mannequins or are wore by the models in the visual display	320	2	5	2.79	.732
I like to buy the products in an environment which allows me to touch and check the product	320	2	5	2.79	.706
Product arranged according to their shades, color, design, and size attracts your attention and helps you in making the right choice	320	2	5	2.87	.716
I don't mind picking up your fashion item you like the most even from a mess	320	2	5	2.83	.661
Products with heavy discount at one place stimulate purchase intention	320	2	5	2.80	.708
When I am in a queue for payment I pay attention to product items placed at the counter which helps me in buying the missed out products	320	2	5	2.77	.654
I pay attention to different window displays which gives me the idea and information about the merchandise available	320	2	5	2.68	.602
Frequent changes of the window display arouse your interest towards products of that store and also help you to learn about new merchandise arrivals	320	2	5	2.72	.731
The more information I get about the product through display along with signage the more likely I will buy it	320	2	5	2.89	.733
I prefer to shop only in those retail outlets which have good space to move in with broad aisles and proper layout	320	2	5	2.76	.741
Cross merchandising increases impulse buying	320	2	5	2.73	.702
Valid N (listwise)	320				

Table 9. Descriptive Statistics

	N	Min.	Max.	Mean	SD
The good ambiance of the retail outlet	320	1	5	2.15	1.040
A well-planned store with proper layout	320	1	5	2.17	1.071
A well-arranged display counter	320	1	5	2.13	1.041
I prefer to shop only in those retail outlets which have good space to move in with broad aisles and proper layout	319	1	5	2.03	.943
I prefer to choose the retail having proper parking	320	1	5	2.09	.975
I prefer the retail outlet located away from heavy traffic	320	1	5	2.09	.998
I select the store which is at my convenience	320	1	5	2.05	.970
I select the store based on product variety and quality	320	1	5	1.99	.955
Value-added services offered by the store	320	1	5	1.98	.932
I select the store based on my friend's suggestion	320	1	5	2.14	.986
Valid N (listwise)	319				

Hypothesis 1

H01: There is no significant difference in the opinion of the respondents regarding retail customer satisfaction.

H11: There is a significant difference in the opinion of the respondents regarding retail customer satisfaction.

In order to test hypothesis 1, a one-sample T-test was applied by using SPSS. The results of the test are presented in Table 10 below.

T value corresponding to the mean difference in retail store customer satisfaction and a fixed mean value of 3 was 145.686 and its corresponding p-value was $0.000 < 0.05$. Since the p-value is less than 0.05, we can conclude that there is a significant difference in the opinion of the respondents regarding retail customer satisfaction.

Hypothesis 2

H02: There is no significant difference in the opinion of the respondents regarding visual merchandise.

H12: There is a significant difference in the opinion

of the respondents regarding visual merchandise.

In order to test hypothesis 2, a one-sample T-test was applied. The results can be seen in Table 11.

T value corresponding to the mean difference in visual merchandise and a fixed mean value of 3 was 21.071 and its corresponding p-value was $0.000 < 0.05$. Since the p-value is less than 0.05, we can conclude that there is a significant difference in the opinion of the respondents regarding visual merchandise.

Hypothesis 3

H03: There is no significant difference in the opinion of the respondents regarding the store choice decision.

H13: There is a significant difference in the opinion of the respondents regarding the store choice decision. The results of the analysis can be seen in Table 12.

T value corresponding to the mean difference in-store choice decision and a fixed mean value of 3 was 50.641 and its corresponding p-value was

Table 10. One-Sample Test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Retail store customer satisfaction	-145.686	319	.000	-1.46688	-1.4867	-1.4471

Table 11. One-Sample Test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Visual Merchandise	-21.071	319	.000	-.23772	-.2599	-.2155

Table 12. One-Sample Test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Store choice decision	-50.641	319	.000	-.91823	-.9539	-.8826

$0.000 < 0.05$. Since the p-value is less than 0.05, we can conclude that there is a significant difference in the opinion of the respondents regarding the store choice decision.

B. Findings and Discussion

In order to test the hypothesis 1 which defines the relationship between the difference in the opinion of the respondents regarding retail customer satisfaction, it was examined that T value corresponding to the mean difference in retail store customer satisfaction and a fixed mean value of 3 was 145.686 and its corresponding p-value was $0.000 < 0.05$. Since the p-value is less than 0.05, we can conclude that there is a significant difference in the opinion of the respondents regarding retail customer satisfaction. To test hypothesis 2 which defines the significant difference in the opinion of the respondents regarding visual merchandise showed the T value corresponding to the mean difference in visual merchandise and a fixed mean value of 3 was 21.071 and its corresponding p-value was $0.000 < 0.05$. Since the p-value is less than 0.05, we can conclude that there is a significant difference in the opinion of the respondents regarding visual merchandise. To test the hypothesis 3, which defines the significant difference in the opinion of the respondents regarding store choice decision showed the result that T value corresponding to the mean difference in-store choice decision and a fixed mean value of 3 was 50.641 and its corresponding p-value was $0.000 < 0.05$. Since the p-value is less than 0.05, we can conclude that there is a significant difference in the opinion of the respondents regarding the store choice decision.

The descriptive statistics showed that about 32.8% of the respondents are aged between 36-40 years and about 60.0% of the respondents are females. Furthermore, the study showed that about 33.8% of the respondents were educated up to graduation. In addition, there were 64.7% of the respondents who were married and 50.9% of the respondents visited a retail store 3-4 times a week. To make focus on

the services that are availed showed the result that about 36.6% of the respondents have availed areas for their children, the statement "The ambiance attracts me to the store" had a high mean value of 2.77 with a standard deviation of 0.439 and the statement "I am satisfied there is hassle-free exchange of items" had a low mean value of 1.2 with a standard deviation of 0.49. In order to test the statement "The more information, I get about the product through display along with signage the more likely I will buy it" had a high mean value of 2.89 with a standard deviation of 0.733 and statement "The use of lights in different brightness to decorate the store would stimulate purchase" had a low mean value of 2.5 with a standard deviation of 0.598. To observe that, statement "A well-planned store with proper layout" had a high mean value of 2.17 with a standard deviation of 1.071 and statement "I prefer to shop only in those retail outlets which have good space to move in with broad aisles and proper layout" had a low mean value of 2.03 with a standard deviation of 0.943.

V. Conclusions and Implications

This study investigated some external factors that influence impulse buying behavior as it is immediate with no pre-purchase decision. The study focused on Vietnamese customers. The results proved that there is a pivotal relationship between customers' impulse buying behavior and window display, floor merchandising, and promotional signage (Baker et al., 2002). Even though in-store form/mannequin display did not significantly lead to customers' impulse buying behavior, the results still suggested that this variable and consumers' impulse buying behavior are correlated. When consumers are exposed to these visual stimuli, they are more likely to make purchase decisions on impulse. This suggests that these visual merchandising practices, serving as stimuli provoke a desire that ultimately motivates a consumer to make

an unplanned purchase decision upon entering the store, and significantly influence consumers' impulse buying behaviors (Pillai *et al.*, 2011; Budiman & Wijaya, 2016). In-store browsing appears to be positively affected by consumers' impulse buying tendency, and in turn, has a positive impact on consumers' positive feelings and impulse buying urges (Beatty & Ferrell, 1998). Marketers must use these findings in order to increase sales of their store and innovate themselves in terms of display. Since the window display can be viewed as the first meeting place with the customers, it should look attractive to generate impulse buying in the customers. Promotional signage and floor display can help to enhance the shopping experience at the store (Yoon, 2013). Promotional signage should be clear so that customers do not have a problem reading it and also do not require a salesperson's help. Racks, gondolas, focal points, and walking space must give shoppers ease while shopping. Hence, floor display and promotional signage should be utilized effectively. Moreover, marketers must use all the above-mentioned factors to attract more customers into the store.

This study has revealed the usefulness and effectiveness of visual merchandising in understanding consumers' behavior of impulse buying. It also provides a brief overview of visual merchandising and its impact on engaging the customers. In addition, the study offers valuable facts and findings based on the experience of the customers so in the future industry professionals are able to use the study findings as a reference to make a proper decision. Nevertheless, since the study focused only on Vietnamese customers the results of the study should be interpreted carefully. Future research that attempts to shed more light on the topic by conducting replication studies through incorporating other samples of customers is highly encouraged.

References

- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66(2), 120-141.
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169-191.
- Blackwell, R. D., Miniard, P. W., Engel, J. F., & Ching, P. D. (2001). *Consumer Behavior* (10th ed.). Cengage Publication.
- Budiman, S., & Wijaya, T. (2016). Communication Pattern of Indonesian Parents-Children and Its Role in Buying Decision. *Global Business and Finance Review*, 21, 102-108.
- Chung, H. S. (2019). What Kind of Product Does the Person Who Feel Nostalgia Buy? Examine the Effect of Product Types. *Global Business and Finance Review*, 24(3), 43-50.
- Darden, W. R., Erdem, O., & Darden, D. K. (1983). A comparison and test of three causal models of patronage intentions. *Patronage behavior and retail management*, 29-43.
- Davis, S. S. (2019). The Five Steps to Visual Merchandising Planning. <https://smallbusiness.chron.com/five-steps-visual-merchandising-planning-10915.html>. (Accessed December, 2019).
- Kim, J. (2003). *College students' apparel impulse buying behaviors in relation to visual merchandising*. Doctoral dissertation, uga.
- Lin, C., Choy, K. L., Ho, G. T., Chung, S. H., & Lam, H. Y. (2014). Survey of green vehicle routing problem: past and future trends. *Expert systems with applications*, 41(4), 1118-1138.
- Litosseliti, L. (Ed.). (2018). *Research methods in linguistics*. Bloomsbury Publishing.
- Loudon, D. L., & Della, B. (1993). *Consumer Behavior Concepts and Application* (4th ed.). McGraw Hill.
- Mackey, A., & Gass, S. M. (2015). *Second language research: Methodology and design*. Routledge.
- Mackey, A., & Marsden, E. (Eds.). (2015). *Advancing methodology and practice: The IRIS repository of instruments for research into second languages*. Routledge.
- Marczyk, G., DeMatteo, D., & Festinger, D. (2005). *Essentials of research design and methodology*. John Wiley & Sons Inc.
- McGoldrick, P. (1990). *Retail Marketing*. McGraw-Hill, Maidenhead.
- Mehta, N., & Chugan, P. K. (2013). The impact of visual merchandising on impulse buying behavior of consumer: A case from Central Mall of Ahmedabad India. *Universal Journal of Management*, 1(2), 76-8.
- Mills, K. H., Paul, J. E., & Moonman, K. B. (1995). *Applied*

- visual merchandising*. Prentice Hall.
- Newman, I., Benz, C. R., & Ridenour, C. S. (1998). *Qualitative-quantitative research methodology: Exploring the interactive continuum*. SIU Press.
- Omar, O. (1999). *Retail Marketing*. Pitman Publishing, London.
- Park, C. H., & Kim, Y. G. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International journal of retail & distribution management*, 31(1), 16-29.
- Park, S. (2018). The Effect of Relationship Quality between Senior Customers and Service Providers on Word-of-Mouth in the Service Industry. *Global Business and Finance Review*, 23, 36-45.
- Peffer, K., Tuunanen, T., Rothenberger, M. A., & Chatterjee, S. (2007). A design science research methodology for information systems research. *Journal of management information systems*, 24(3), 45-77.
- Pham, C. H. (2019). Factors Affecting the Competitive Advantage of Supermarkets: Evidence from Vietnam. *Global Business and Finance Review*, 24, 59-70.
- Pillai, R., Iqbal, A., Umer, H., Maqbool, A., & Sunil, N. (2011). Design, effectiveness and role of visual merchandising in creating customer appeal. *Birla Institute of Technology*, 1, 1-17.
- Ramanathan, V., & Sonia, C. (2018). The Antecedents of Category Management towards Customer Enhanced Services and Effects on Customer Satisfaction in Pharmaceutical Retailing-A Study with special reference to Medical Shops (Drug Stores) at Kanchipuram Town. *Journal of Marketing Vistas*, 8(1), 1-10.
- Rook, D. W., & Hoch, S. J. (1985). Consuming impulse. *Advances in Consumer Research*, 12, 23-7.
- Rook, D. W. (1987). The Buying Impulse. *The Journal of Consumer Research*, 14(2), 189-199.
- Satyendra, S. (2015). Stores Management. <http://www.ispatgur u.com/stores-management/> (Accessed December 20, 2019).
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behavior* (10th ed.). Pearson Publication.
- Solnick, J. V., Kannenberg, C. H., Eckerman, D. A., & Waller, M. B. (1980). An experimental analysis of impulsivity and impulse control in humans. *Learning and Motivation*, 11, 61-77.
- Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. K. (2009). *Consumer Behavior: A European Perspective* (4th ed.). Prentice Hall.
- Stevens, B. L., Lewis, F. L., & Johnson, E. N. (2015). *Aircraft control and simulation: dynamics, controls design, and autonomous systems*. John Wiley & Sons.
- Walters, D., & White, D. (1987). *Retail Marketing Management*. Basingstock: Macmillan Press.
- Welman, J. C., Kruger, F., Mitchell, B., & Huysamen, G. K. (2005). *Research Methodology*. Oxford University Press: Oxford.
- Weun, S., Jones, M. A., & Beatty, S. E. (1998). The development and validation of the impulse buying tendency scale. *Psychological Reports*, 82, 1123-1133.
- Yoon, S. J. (2013). Antecedents and consequences of in-store experiences based on an experiential typology. *European Journal of Marketing*, 47(5/6), 693-714.