A Study on the Impact of Visual Merchandising on Impulse Purchases and Customer Loyalty Intentions with Special Reference to Chennai Silks, Tiruchirappalli

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Abstract
This study aims to examine the impact of visual merchandising on impulse buying behaviour and customer loyalty intentions, with special reference to Chennai Silks, Tiruchirappalli. A descriptive research design was adopted for this study. Primary research was conducted by collecting data from customers through a structured questionnaire. The results were analysed using appropriate statistical methods. The analysis results revealed that factors of visual merchandising, such as storefront, interior, lighting, and signage, play a significant role in influencing customers' emotions, creating excitement, and improving impulse buying behaviour and customer loyalty intentions. Thus, the study concluded that effective visual merchandising is essential for attracting customers, influencing their emotions, and improving store performance. Further, the study suggests that the scope of the research can be extended to other types of products, such as electronics and supermarkets, modern malls compared to conventional stores, and demographic and cultural differences in the effectiveness of visual merchandising techniques. The data were analysed using several approaches, such as reliability tests, factor analysis, multiple regression analysis, and structural equation models. The software used was IBM SPSS statistics 20.0. The dataset had a highly reliable reliability coefficient of 0.941, as revealed by the reliability tests. Factor analysis was also conducted to confirm the factors used in the research. Multiple regression analysis was used to determine the effect of the factors on the dataset.

Keywords: Visual Merchandising, Impulsive Buying, Customer Patronage, Promotional Signage, Design & Layout of the Store, Corporate Identity, Merchandise display, Lightning.

Introduction

Presenting products in a way that attracts potential customers is the main objective of visual merchandising. Visual merchandising is a tactic that places items in a way that is not only visually appealing from a distance but also handy for customers, well-accessorized, and color-coordinated. In a well-designed store, customers are likely to spend more time looking at items and selecting what to buy. By creating an enticing retail environment that promotes impulsive purchases, Widyastuti (2018) in Does visual merchandising, store atmosphere and private label product influence impulse buying? found that visual merchandising and store atmosphere had a significant impact on impulse

buying behavior. In a similar vein, Iberahim, H., Zulkurnain, N. A. Z., Raja Ainal Shah, R. N. A., & Rosli, S. Q. (2019). Visual merchandising and customers' impulse buying behavior: a case of a fashion specialty store noted that by boosting visual attractiveness and engagement, components including window displays, store layout, and advertising cues greatly affect consumers' impulsive purchasing behavior in fashion retail settings.

Importance of Visual Merchandising in Branded Apparel Stores

Increasing sales and drawing customers into the business are the primary goals of visual merchandising. Increasing the number of consumers, keeping them, and enhancing the entire shopping experience all depend on the "Silent Salesman" strategy. In order to create a setting that stimulates desire, maintains client interest, and draws attention, visual merchandising is essential. In support of this, Jhawar and Kushwaha (2017) in Visual merchandising and impulse buying behavior with special reference to retail industry noted that by drawing customers' attention and promoting impulsive purchases in retail environments, effective visual merchandising strategies have a major impact on impulse buying behavior.

Tools used for Visual Merchandise

Some of the commonly used techniques are:

- Promotional signage
- Design &layout of the store
- Corporate identity
- Merchandise display
- Lightning

Statement of the Problem

However, as competition is rising, it is becoming more difficult for retailers to ensure that their shops are "destinations that are appealing and engaging to their target customer." It is no longer enough for retailers to differentiate their products. It is essential for retailers to understand the importance of their presence in the market. The aim of this study is to offer significant insights regarding a range of visual merchandising techniques that may influence consumers' impulse buying behavior and brand loyalty intention.

Research Gap

Although previous studies have investigated the impact of visual merchandising on the purchasing behavior of consumers, especially concerning impulse buying, there is still a need to understand its role in encouraging impulse buying and building customer loyalty. This research will fill the gap by investigating the impact of visual merchandising on customers' impulse buying and repeat visits.

Review of Literature

Manuere, F., & Martha, K. (2023)This research investigated the impact of consumer behavior and the visual merchandising elements of window mannequins, store layout, and promotion signs on the Chinhoyi Central Business District, where many fashion retailers are located. The use of structured questionnaires and multiple regression analysis in studying the relationship between visual merchandising and impulse buying was the main focus of the study. The study had a total of 200 respondents. The study established a very strong positive relationship between visual merchandising and impulse buying. Based on the findings of this study, this study concludes that fashion retailers in Chinhoyi use efficient visual merchandising strategies for sales and customers.

Akhilendra, S. P., &Aravendan, M. (2023) The effect of visual merchandising on consumer perception and the role of visual merchandising in shaping the brand image of a store was the central theme of this review. The link between fashion branding and visual merchandising, as well as its influence on prevailing fashion trends, was also explored. The review also pointed out some gaps that need to be addressed, suggesting that new research could focus on the unexplored use of visual merchandising in the fashion apparel industry.

Diputra, K. B. C., &Sanica, I. G. (2023),This study aimed to examine the impact of visual merchandising practices, trust in online shopping platforms, and shopping lifestyle on impulsive buying behavior among online shoppers of the Shopee online shopping platform. The study was conducted in Denpasar City, targeting Shopee online shopping platform users, with data collected from 125 respondents using purposive sampling. The results,

obtained using the PLS-SEM method, showed that impulsive buying behavior was mainly affected by a shopping lifestyle focused on personal value and self-image enhancement. Positive user experiences also played an important role in impulsive buying behavior during promotional activities. On the other hand, the results showed that there was no significant relationship between visual merchandising practices and trust in online shopping platforms and impulsive buying behavior. Additionally, user experience was not found to moderate the relationship between the variables. These results indicate that impulsive buying behavior on online shopping platforms is more influenced by shopping lifestyles than visual merchandising practices and trust in online shopping platforms.

Udawaththage, B. R., Lawrence, T. N. A., Kulasinghe, G. R. S., & De Zoysa, R. T. T. (2023) The study identified key visual merchandising elements such as store layout, lighting, color schemes, product displays, and overall store ambiance as significant factors influencing consumer purchasing decisions. The findings revealed that these in-store stimuli create positive emotional responses among customers, thereby encouraging unplanned or impulse purchases. The study further concluded that effective visual merchandising not only enhances the aesthetic appeal of retail stores but also plays a crucial role in increasing sales and improving customer engagement in a competitive retail environment.

Thomas, A., Louise, R., & Vipinkumar, V. P. (2018) examined the impact of visual merchandising on the impulse buying behavior of retail customers. The study emphasized that elements such as window displays, store layout, lighting, product arrangement, and promotional signage significantly influence consumers' in-store experiences. It was found that attractive and well-organized visual merchandising stimulates customers' emotions and attention, leading to spontaneous purchase decisions. The authors concluded that effective visual merchandising not only enhances the overall shopping environment but also serves as a strategic tool for retailers to increase unplanned purchases, customer satisfaction, and sales performance in a highly competitive retail sector.

Mondol, E. P., Salman, N. A., Rahid, A. O., & Karim, A. M. (2021) examined the effects of visual merchandising on consumers' willingness to purchase in fashion retail stores. The study identified key elements such as window displays, store layout, lighting, color combinations, and product presentation as critical factors influencing customer perceptions and buying intentions. The findings revealed that effective visual merchandising creates an appealing store environment, enhances customer engagement, and positively impacts purchase willingness. Furthermore, the study highlighted that visual cues and aesthetic presentation play a significant role in shaping consumer attitudes, thereby encouraging both planned and unplanned purchases, ultimately contributing to improved retail performance and customer satisfaction.

Purpose of the Study

The study seeks to investigate the effects of visual merchandising in terms of customer patronage intention and impulse purchase, with Chennai Silks in Tiruchirappalli as the research focus. In addition, the study will also investigate the external factors that are normally present in the retail store and relate to visual merchandising.

The Study's Objectives are as Follows

1. To examine the impact of visual merchandising on impulsive purchase and intent to return, especially with regard to Chennai Silks located in Tiruchirappalli.
2. To identify the factors that shape the impact of visual merchandising with regard to impulsive purchase and intent to patronize, especially with regard to Chennai Silks located in Tiruchirappalli.
3. To examine the link that exists between impulsive purchase of apparel and different variables of visual merchandising.
4. To make suggestions regarding how visual merchandising of apparel retail stores could be improved, along with suggestions regarding how intent to patronize could be increased.

Hypotheses

There is no relationship between the application of Retail Visual Merchandising techniques and Impulse Buying.

There is no relationship between the intentions of the customer in terms of patronage and impulse buying.

Materials and Methods

The descriptive research design was used to achieve the objectives of the study since it would enable the researcher to make a precise description of the subject of study. This research design was also found to be appropriate for the collection of in-depth data directly from the respondents through the use of a questionnaire. A questionnaire was used to collect the primary data since it would ensure consistency, reliability, and ease of data analysis. The questionnaire was carefully crafted to ensure that it answered the research questions and provided the required information from the respondents. Apart from the primary data, credible sources such as journals, newspapers, articles, and books were used to collect the secondary data to support the study.

Sample Size

For the sample size, 193 was used in the data analysis. Other parameters were a confidence level of 95%, a margin of error of 5%, and an estimated proportion of 50%. For the questionnaire to be reliable, a pilot study was done using 15 people.

Sample Elements

The sample for this study includes those individuals who visit and shop at Chennai Silks in Tiruchirappalli.

Sampling Technique

The sampling technique used for this study is Judgmental Sampling. Judgmental sampling is a non-probability sampling method in which the researcher uses his or her own judgment and knowledge to select the sample members, usually targeting those individuals who best represent the population or for a specific purpose.

Statistical Apparatus

In this study, reliability test, factor analysis, and multiple regression analysis were done using IBM SPSS Statistic version 20.0 software.

Test of Reliability

A Cronbach's alpha value of 0.939 was obtained after conducting a reliability test to determine the dependability of the data. This is a very high value for reliability. Cronbach's alpha values above 0.5 are acceptable for reliability.

Table-2 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.939	25

Factor Analysis

Table-3 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.826
Bartlett's Test of Sphericity	Approx. Chi-Square	2.4624
	Df	861
	Sig.	.000

Inference

The value of KMO indicates the appropriateness of the data for factor analysis. The value should lie between 0.5 and 1.0. In the present study, it has been found that the value of KMO is 0.826. Therefore, it can be stated that the sample size is sufficient. Moreover, the Chi-Square statistic and correlation matrix of determinants are used for conducting Bartlett's Test of Sphericity. The fact that Bartlett's Test has produced a value of 2.4634 indicates that there are many correlations between the variables, thereby supporting the application of factor analysis for conducting this research.

Table 4 Rotated Component Matrix[a]

	Component										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**
Clearance or instant offer signs draw my attention and encourage me to browse through the clothing.	.065	.035	.047	-.016	-.037	.111	.068	.770	.041	.157	-.041
When I see a special promotion sign, I feel motivated to look at the clothing.	-.006	.015	.140	.176	-.094	.215	.772	.048	.038	.085	-.084
I am more likely to make an impulse purchase when there is a sale or clearance sign on the clothing.	.358	.404	.741	.047	.128	-.053	.618	-.004	.118	.046	.137
Seeing an attractive promotional offer on in-store signs makes me feel urged to make a purchase.	.203	.207	.016	.051	.221	.065	.628	.207	-.021	.209	.192
The merchandise is showcased in a creative and distinctive manner.	-.196	.368	.164	.099	.206	.009	.152	.606	.059	.112	.119
The store's design and layout have a major impact on my overall shopping experience.	.051	.717	.193	-.015	.106	.098	.217	.034	.231	.258	.059
I can easily locate the product I'm looking for without delay.	.269	.769	-.045	.051	.158	.061	.021	.074	-.049	.060	-.007
I enjoy shopping in retail stores that offer ample floor space for easy movement.	.232	.556	.262	-.196	.074	.167	.185	.158	.077	.203	.051
I can easily recognize the store's logo or symbol.	.160	.452	-.070	.068	.512	.042	.326	.187	.156	.037	.118
The employees provide reliable and consistent customer service and support.	.645	.165	.035	.056	.301	.009	.059	.242	.066	.602	.147
The store's use of corporate colors is visually appealing and grabs my attention.	.340	.318	.309	.071	.352	.736	-.092	.026	-.006	-.018	.305
The store's advertisements have a uniform and cohesive appearance.	.251	.141	.069	.110	.205	.177	.056	-.025	.128	.136	.781

The store provides a wide selection of merchandise.	-.004	.039	.131	.267	.193	.123	-.040	.521	.394	-.182	.013
The shelf displays and racks are visually appealing.	.133	.104	.218	.263	.127	-.033	-.018	.077	.742	.072	.024
The merchandise is arranged in an attractive way.	.763	-.045	.132	-.073	-.034	.157	.059	-.021	.126	.186	-.022
The arrangement of displayed brands follows a coherent and logical order.	.331	-.068	.303	-.028	.281	.475	.213	.090	.088	.149	.372
The merchandise is arranged in a neat and orderly manner.	.328	.285	.335	.035	.372	.368	.164	-.173	.344	-.094	-.184
The lighting establishes a welcoming ambiance and a visually attractive setting.	.287	.261	.440	.233	.432	.226	.050	.131	.000	-.007	.179
I consistently notice items that are illuminated effectively.	.081	.076	.100	.803	.090	.188	.146	.052	.193	.005	.024
Varying levels of lighting intensity influence my preference for specific products.	-.115	-.021	.335	.656	.061	.081	-.034	-.181	.171	.104	.208
Colors and lighting play a crucial role in supermarkets.	.635	.069	.051	.187	.223	.343	.217	-.103	-.112	-.081	-.005
A shopper's attention is instinctively attracted to the brightest item or area.	.111	.088	.046	.079	.742	-.058	.026	.047	.139	.231	.114
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization											
. a. Rotation converged in 11 iterations											

The Factors are

First Factor

The merchandise is arranged in an attractive way.

Second Factor

I can easily locate the product I'm looking for without delay.

Third Factor

I am more likely to make an impulse purchase when there is a sale or clearance sign on the clothing..

Fourth Factor

I consistently notice items that are illuminated effectively.

Fifth Factor

A shopper's attention is instinctively attracted to the brightest item or area.

Sixth Factor

The store's use of corporate colors is visually appealing and grabs my attention.

Seventh Factor

When I see a special promotion sign, I feel motivated to look at the clothing.

Eight Factor

Clearance or instant offer signs attract me to browse through the clothing.

Ninth Factor

The shelf displays and racks are visually appealing

Tenth Factor

The employees provide reliable and consistent customer service and support

Eleventh Factor

The store's advertisements have a uniform and cohesive appearance

Inference

Each of the factors has eleven values, representing the different kinds of variations, with the total contribution of the factors defined. This is achieved through the application of exploratory factor analysis, which is essential in the validation of principal component analysis. This technique is used to analyze the total variance in the data, identifying the minimum factors that can define the maximum variance.

Multiple Regression:

Hypotheses 1:

There is no relationship between the application of Retail Visual Merchandising techniques and Impulse Buying.

Table-5

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.818a	.754	.618	.58355

a. Predictors: (Constant), The merchandise is arranged in an attractive way. I can easily locate the product I'm looking for without delay. I am more likely to make an impulse purchase when there is a sale or clearance sign on the clothing.I consistently notice items that are illuminated effectively.A shopper's attention is instinctively attracted to the brightest item or area.The store's use of corporate colors is visually appealing and grabs my attention.When I see a special promotion sign, I feel motivated to look at the clothing. Clearance or instant offer signs attract me to browse through the clothing.The shelf displays and racks are visually appealing. The employees provide reliable and consistent customer service and support. The store's advertisements have a uniform and cohesive appearance.

Inference

The model summary indicates that the multiple correlation coefficient (R) is 0.818, which reflects a strong positive relationship between the observed and predicted values of the dependent variable. The coefficient of determination (R^2) is 0.754, indicating that approximately 75.4% of the variance in the dependent variable is explained by the independent variables included in the model. This suggests that the model has substantial explanatory power, while the remaining 24.6% of the variance is attributed to other factors not included in the study.

Table 6 ANOVA (b)

ANOVA[b]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	18.063	31	1.806	5.295	.000a
	Residual	30.054	162	.327		
	Total	48.117	193			

a. Predictors: (Constant), The merchandise is arranged in an attractive way. I can easily locate the product I'm looking for without delay. I am more likely to make an impulse purchase when there is a sale or clearance sign on the clothing.I consistently notice items that are illuminated effectively. A shopper's attention is instinctively attracted to the brightest item or area. The store's use of corporate colors is visually appealing and grabs my attention.When I see a special promotion sign, I feel motivated to look at the clothing.Clearance or instant offer signs attract me to browse through the clothing.The shelf displays and racks are visually appealing. The employees provide reliable and consistent customer service and support. The store's advertisements have a uniform and cohesive appearance.

b. Dependent Variable: Impulse Buying

Inference

The F value, which assists in developing a link between the independent and dependent variables, is included in the ANOVA table above. The variances are proportional to the F value. From the table above, the F ratio is 5.295 and the sig. value is 0.000. The regression coefficient is considered statistically significant if the sig. value is below 0.05. This means that changes in the independent variables have a significant impact on the changes in the dependent variables. It can be concluded that the impact of retail visual merchandising on impulse buying is influenced by changes in the predictors/constant variables.

The regression model includes 31 predictor variables representing different dimensions of the study constructs (e.g., visual merchandising elements such as window display, lighting, store layout, product arrangement, and promotional signage). These variables were derived from the measurement scale used in the questionnaire. Each item was treated as an independent variable in the regression model to examine its influence on the dependent variable.

Responses Considered Valid:

The group of participants included in the final data set based on all the necessary conditions is called the valid responses included in the study. The total valid responses included were only 193, which were considered for the final analysis of the data through the ANOVA test.

Table 7 Coefficients(a)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.544	.640		.849	.398
	The merchandise is arranged in an attractive way.	.006	.062	.119	-.099	.002
	I am more likely to make an impulse purchase when there is a sale or clearance sign on the clothing.	.205	.079	.232	2.609	.001
	I consistently notice items that are illuminated effectively.	.048	.079	.054	.604	.005
	A shopper's attention is instinctively attracted to the brightest item or area.	.094	.079	.112	1.184	.004
	The store's use of corporate colors is visually appealing and grabs my attention.	.020	.094	.019	.211	.004
	When I see a special promotion sign, I feel motivated to look at the clothing.	.248	.094	.259	2.638	.000
	Clearance or instant offer signs attract me to browse through the clothing.	.069	.080	.076	.861	.002
	The shelf displays and racks are visually appealing.	.350	.091	.333	3.854	.000
	The employees provide reliable and consistent customer service and support.	-.066	.101	-.063	-.651	.541
	The store's advertisements have a uniform and cohesive appearance	.432	.090	.454	.991	.000

	I can easily locate the product I'm looking for without delay.	-.067	.083	-.077	-.809	.671
a. Dependent Variable: Impulse Buying						

Inference

Factors that have a Considerable Influence on Shopping Behavior

It is clear from the above table that a number of factors have a considerable influence on shopping behavior. For example, the neat arrangement of items, which allows them to be easily identified at a quick glance, has a beta coefficient of .119 and is statistically significant at a p-value of .002. The display of sale or clearance prices on clothing items, which will induce impulse buying, has a beta coefficient of .232 and a statistically significant p-value of .001. A well-lit item will always attract attention, as is clear from the fact that the p-value is .005, which is statistically significant, and the beta coefficient is .054. Similarly, the attention of the shopper is inevitably diverted to the brightest items or the brightest spot, as is clear from the fact that the beta coefficient is .112 and the p-value is .004, which is statistically significant.The use of corporate colors is visually appealing and grabs the eye's attention, as supported by the statistical significance of the results with a p-value of .004 and a beta coefficient of .019. I find myself checking out the clothes when I see the special promotion sign, which has a beta coefficient of .259 and is statistically significant with a p-value of .000. A consumer is enticed to look at the clothes when they see the clearance or immediate offer sign, which has a beta coefficient of .076 and is statistically significant at a p-value of .002. The visually appealing display of the clothes on the shelves and on the clothes racks is supported by the results with a beta coefficient of .333 and statistical significance at a p-value of .000. The advertisements have a beta coefficient of .454 and are statistically significant at a p-value of .000, which is due to the consistency of their advertisements.

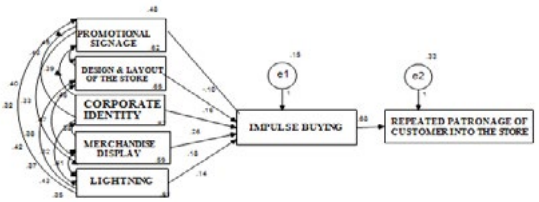
Factors that does not have a Considerable Influence on Shopping Behavior

It is clear from the above table that a number of factors does not have a considerable influence on shopping behavior. For example, the employees provide reliable and consistent customer service and supporthas a beta coefficient of -.063andunstandardized Coefficients B-Value is also -.066.Statistically also it is not significant at a p-value. Since the p-value is .541. Which means that the factor does not have a considerable influence on shopping behavior.

I can easily locate the product I'm looking for without delay has a beta coefficient of -.077 and unstandardized Coefficients B-Value is also -.067. Statistically also it is not significant at a p-value. Since the p-value is .671. Which means that the factor does not have a considerable influence on shopping behavior.

Conceptual Frame Work Model

Impact of Visual Merchandising on Impulsive Purchase of Apparel



H0: The model is good fit

Test for Model Fit	Values
Chi-square (Probability value)	0.000
RMSR (Root Mean Square Residual)	0.031
GFI (Goodness of Fit)	0.961
AGFI(Adjusted Goodness of Fit)	0.920
CFI (Comparative Fit Index)	0.937
NFI (Normal Fit Index)	0.972

Inference

The chi-square test was used to check the model's assumption with the required significance probability less than 0.05. In this model, the significance probability is 0.000, which shows the model has a very good fit. The square root of the average squared differences between the estimates of the sample variances and covariances is referred

to as the Root Mean Square Residual (RMSR). In an acceptable fit, the RMSR should be less than the significance level of 0.050. In this model, the RMSR is 0.031, which shows the model has a very good fit. The Goodness of Fit (GFI) should be above 0.9 to show the model has a good fit. In this case, the GFI is 0.961, which shows the model has a very good fit. Similarly, the Adjusted Goodness of Fit Index should also be above 0.9. The value of AGFI for this model is 0.920, which is a good fit. To ensure a good fit for the model, the value of the Comparative Fit Index should also be above 0.9. The value of CFI for this modelis 0.937, which is greater to 0.9. This further proves the acceptable fit for this model. The value of the NFI should be above 0.9. The value of the NFI is above 0.972 for this model, which further proves the good fit for this model.

Findings, Suggestions and Conclusion

Findings

Multiple Regression Analysis

Furthermore, the regression analysis results show a strong relationship between visual merchandising factors and consumer behavioral outcomes. The model has substantial explanatory power, indicating that a large proportion of variations in impulse buying behavior and customer loyalty intentions are influenced by visual merchandising practices. This indicates that storefront design, lighting, and other visual merchandising factors decisively influence consumer behavior. From a managerial point of view, it is also important to note that visual merchandising is not just an aesthetic practice, as it significantly contributes towards influencing impulse buying behavior and customer loyalty towards the store. However, it is also important to note that a large proportion of variations in impulse buying behavior and customer loyalty is not influenced by visual merchandising factors, and personal preferences and situational factors may also influence consumer behavior.

Structural Equation Modelling (SEM)

The overall fit of the proposed model is confirmed by the findings of the SEM, validating the conceptual framework of the relationships between visual merchandising, emotions, impulse buying, and loyalty intentions. The overall fit of the proposed model is confirmed by the findings of the SEM, validating the conceptual framework of the relationships between visual merchandising, emotions, impulse buying, and loyalty intentions. This confirms that, apart from directly impacting consumer behavior, visual merchandising is also responsible for evoking emotions, thereby validating the experiential perspective of retailing. The findings of the research validate the stimulus-organism-response (S-O-R) framework, where visual merchandising is considered as a stimulus for evoking emotions, resulting in behavioral outcomes such as impulse buying and loyalty.

Suggestions

Kaur, A., & Jain, R. (2016) in their "The impact of visual merchandising on impulse buying behaviour in organised retail stores" highlighted that visual merchandising elements such as store layout, lighting, product displays, and promotional cues have a significant impact on consumers' impulse buying behavior by creating an engaging and emotionally appealing retail environment. The study further emphasized that effective visual presentation enhances customer attention and increases the likelihood of spontaneous purchases.

With inputs from the above cited and based on the findings of the research study conducted, the following recommendations have been proposed. As the regression analysis showed significant influence on impulse buying behavior and customer loyalty, retailers can focus on improving these aspects of visual merchandising. The significant influence of store aesthetics indicates that retailers can use window displays of themes related to cultural and seasonal events such as Pongal and Diwali festivals to attract customer attention. As the findings of the study using SEM confirmed the influence of emotions on impulse buying, retailers can incorporate dynamic elements such as moving mannequins to create excitement and induce impulse buying.

The results also point to the significance of the layout in influencing consumer behavior; thus, designing the layout in a way that consumers pass through various sections can result in more exposure to products. Products that are frequently purchased can be placed at the end of sections to take advantage

of consumers' tendency to engage in impulse buying behavior as identified in the study. Well-designed and attractive signage can be used to reinforce consumers' buying decisions towards special collections. Furthermore, since there is a relationship established between visual merchandising and customer loyalty through the model, various strategies such as cross-merchandising (e.g., sarees and jewelry), personalization of visual merchandising, and loyalty programs should be adopted for better customer engagement and loyalty. Inclusion of regional culture and themes related to Tamil Nadu would also help in creating more emotional connections, as suggested by the S-O-R framework. Feedback and improvements in various aspects of visual merchandising and personalization by employees would also help in creating better customer experiences and loyalty.

Conclusion

The present study was conducted with the objective of examining the impact of visual merchandising on impulse buying behavior and customer loyalty intentions with special reference to Chennai Silks, Tiruchirappalli, as per the above objectives. In this study, it was found that the elements of visual merchandising play an important role in influencing impulsive buying behavior and customer loyalty intentions. This study has also identified the important elements of visual merchandising that influence consumer behavior.

Further, the results confirm the strong association between the variables of visual merchandising and impulse buying behavior. This suggests that visually appealing stimuli have the power to elicit emotional responses from the customers, thereby encouraging them to make impulse purchases. At the same time, the satisfactory shopping experience contributes to the development of higher levels of customer loyalty. In this manner, the importance of visual merchandising is revealed not only as an antecedent of immediate purchasing decisions but also as an essential component of strategic retail management.

Finally, the study concludes that the significance of effective visual merchandising is an essential determinant of both short-term sales performance and long-term customer patronage. In this manner, the research objectives are fulfilled.

Scope for Further Study

To make a comparison of the effectiveness of different visual merchandising techniques, the study can be extended to cover other product categories, such as the electronics, lifestyle, and supermarket segments. The effectiveness of visual merchandising techniques in modern malls compared to conventional stores can be compared. The relationship between visual merchandising and consumer behavior, considering different demographics like age, gender, income, and educational levels, can be studied. It can be found out whether certain techniques of visual merchandising are more effective with certain demographics. To understand the role of culture and regional differences in the application of visual merchandising, the study can be conducted in other parts of the country.

Limitations of the Study

1. Due to the cultural background of the Chennai Silks in Tiruchirappalli, where the study is to be conducted, the results may not be the same in other stores or locations.
2. Since the study is based on the culture of the people in the area, the results may not consider the impact of the use of visual merchandising on customers from other cultures, especially those who do not come from the area but still shop at the Chennai Silks.
3. It may be difficult to measure the emotional and biological response, such as the production of dopamine and the emotional association with the use of visual merchandising, as it is subjective and may vary from person to person.

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