

THE IMPACT OF VISUAL MERCHANDISING TO CONSUMERS IMPULSE BUYING BEHAVIOR IN PADANG SHOPPING MALLS

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Abstract

The research has the purpose to find out and analyze the impact of visual merchandising (VM) to consumer's impulse buying behavior in Padang shopping malls. The questionnaires were distributed to 210 consumers in three malls in Padang (Basko Grand Mall Padang, Plaza Andalas Padang and Rocky Plaza Padang) using quota sampling and purposive sampling method to get the accurate data. The data analyzed using SPSS 20. There are four dimensions of Visual Merchandising (VM); window display, floor merchandising, in-store mannequin and promotional signage. The research found that window display, in-store mannequin and promotional signage are strongly influence the customer's impulse buying behavior and have positive correlation, but floor merchandising comparatively less influence the customer's impulse buying behavior and has positive correlation. There is a different between male and female on perceiving visual merchandising, this research found that female customers in Padang malls are more likely influence by visual merchandising dimensions rather than male

