

CHAPTER V

CONCLUSIONS, LIMITATION, RECOMMANDATION AND RECOMMANDATION

This chapter provides conclusion and discussion from findings, potential limitations and recommendation for the next research. The thesis is summed up to answer the research objectives that aim to see in what extend the Impact of Visual Merchandising to Shopping Mall's Customer Impulse Buying Behavior.

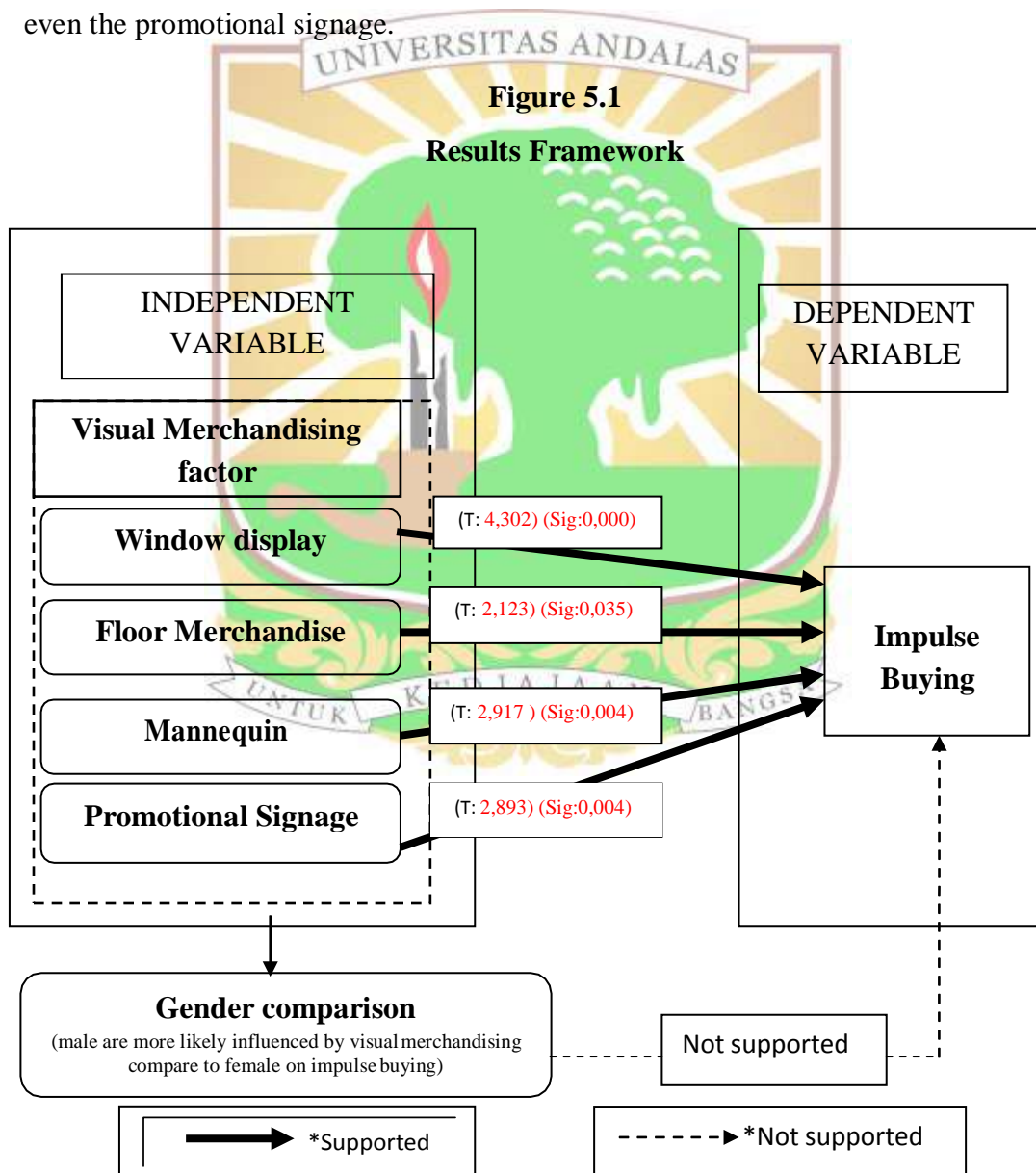
5.1 Discussion of finding

This research provides several objectives to be discussed in this section. As introduced in section 1.3 and developed throughout this thesis, the five research objectives are:

1. To investigate the significant relationship between shopping mall's customers impulse buying behavior and window display.
2. To investigate the significant relationship between shopping mall's customers impulse buying behavior and floor merchandising.
3. To investigate the significant relationship between shopping mall's customers impulse buying behavior and in-store mannequin.
4. To investigate the significant relationship between shopping mall's customers impulse buying behavior and promotional signage.
5. To investigate the difference of impact on visual merchandising between male and female shopping mall's customer impulse buying behavior.

6. To see propensity of visual merchandising that impacts customer's impulse buying behavior on each malls in Padang.

The key objective of this research was to identify the impact of visual merchandising to consumer's impulse buying behavior in Padang shopping malls. The overall results proved the customer impulse buying behavior was significantly influenced by the windows display, floor merchandising, in-store mannequin, and even the promotional signage.



Discovered each dimensions of visual merchandising based on the analysis and discussion, it can be concluded as follows:

5.1.1 Research objective 1

As identified in Research Objective 1 (Section 1.3), it aims to *understand the significant relationship between shopping mall's customer impulse buying behavior and window display*.

From the result in chapter IV, window display has positive and significant relation to shopping mall's customer impulse buying. This means when window display is well performed to the customer, it creates impulse to do an unplanned purchase. As consistent with the previous study which agreed on an effective and attractive window display resuscitated the curiosity of customer that only few seconds should get customers attention when visited the store (Soundharya & Satyan, 2015).

The result also found that window display has direct relation with impulse buying. As stated in Rahma & Purwanegara (2013) as retailing fashion industry, window display is important visual communication technique and marketing tools that has big impact to customers' first impression of store image and customer decision to enter a store when they do not set out with specific purpose of purchasing a certain item in a store.

When the window display well performed to the customers and caught customer's attention in a good way that increased the customer's walks-in to the store. This is shown by the research done in Padang's Malls that mostly entertaining stores have more visitors. Once the customer enter the store then the next encounter

only happens if the previous buying experience was memorable for the customer (Mehta & Chugan, 2013). As many people walks- in to the store, it increased the possibility of people to have an unplanned buying because visual stimulation works to influence them. It gives more effort to create a good window display of store that stimulates the customer to do impulse buying.

It has different results compared to another research in India retail Industry, there was not significantly result between windows display to the impulse buying behavior of customer. From this study windows display was not influence young customer's impulse buying because they were more likely get influenced by the promotional signage and in-store mannequin. Hence, respondents were not able to empathize with the mannequin display that was not generate the impulse buying (Mehta & Chugan, 2013). Otherwise in Padang's Mall, windows display is not dominantly influence the impulse buying. Customer are likely get influenced by the appearance and style of the store together with in-store mannequin generates more customer's impulse buying.

5.1.2 Research objective 2

As identified in Research Objective 2 (Section 1.3) that aim to *understand the significant relationship between shopping mall's customers impulse buying behavior and floor merchandising.*

Since floor merchandising result in this research showed positive and significant relation to customer's impulse buying but comparative less. It means this can be a visual stimulation to influence/create unplanned purchases of customers.

In another case the floor merchandising was over performed that makes people avoids to listen to and feel disturbed also limits the customer impulsively (Bhatti & Latif, 2013).

Retailers should be careful on designing floor merchandising because more or less impact badly to the store. The layout design also should not be complicated that make customers confuse while walking to the store. As stated in Sahni et al., 2014, retailers are better to elaborate the store's merchandise near by the isle to increase customer's attention when they passed the store. Retailers also suggested to design floor merchandising by plan-o-gram/zone-o-gram. Therefore, there ware concerning section for young consumers' buying behavior that influenced by floor merchandising (merchandise hanging on the hangers/racks or folded on tables).

Floor of the store should be clean and comfort the customers when they walks-in to the store as well as to remove discolored and perished products from the store products. This also enable the customers to easily access the products without any unpleasant feeling as consistent with previous study of Kouchekian & Gharibpoor, (2012).

5.1.3 Research objective 3

As identified in Research Objective 3 (Section 1.3), seeks to *understand the significant relationship between shopping mall's customer impulse buying behavior and In-store mannequin.*

In-store mannequin is the variable with the highest impact to customer impulse buying behavior. The result addressed in positive and significant correlations. The result of this study clearly represented strong relationship of In-store mannequin to

stimulate people by visual and make a desire customer's unplanned buying. The more interesting, attractive and well performed mannequin is the more impulse buying created. This shown in-store mannequin had a vital role to influence customer to do unplanned purchases. When the customers walks-in to the store and see the varieties of products that represents by the mannequin attack the customer to purchase to do unplanned purchases. That why mostly stores in the Malls exhibit a new or the best products on mannequins, in purpose to catch customer intentions that lead to an unplanned purchases. According to Lanjewar, 2014 mannequins are essential for enhancing the appeal of the merchandise, make it easier for customers to visualize how clothing will look on them. Traditional life-size mannequins offer a flattering look to clothing and are most effective way to sell merchandise. Mannequin such as torso forms, dress forms, and shirts forms are very effective.

This founding is consistent with the previous study of (Lanjewar, 2014)) that a mannequin is the most valuable asset in the store, a 'silent salesperson' which speaks the clearest fashion message of the store. A mannequin stands tirelessly for hours and days, in the same place, position, always smiling, fresh, the same attitude and pleasant (Soundhariya & Sathyan, 2015).

5.1.4 Research objective 4

As identified in Research Objective 4 (Section 1.3), it aims to *understand the significant relationship between shopping mall's customers impulse buying behavior and promotional signage.*

The investigation result of promotional signage to impulse buying is positive and significant. This means promotional signage is impacted and influenced people to

do unplanned purchases. Promotional signage makes people curious and wants to look at the product/ directly buys the product when appear in a store. The consumers are likely to buy impulsively when they see free products or price discounts offered by the stores. This condition is happened in Padang's malls with discount signs or other promotional signage that used to be eyes destination. This is consistent with the previous study of Vishu and Raheem (2013).

Promotional signage is not always about the physical product's detail, it could be a brand or price of the products. According to Gambaro (2010) that agreed on liking and buying products are more than just sensory details. Those non physical things could influence the customer to do unplanned purchases such a brand that has been cited among the "most important non-sensory factors affecting consumers" choice decisions.

Moreover, the different elements that lead customers impulse buying such as low prices (including price reductions), sales promotion and discounts are considered as having direct effects on consumers' buying decisions (Asim & Saf, 2011). Those things are the facts that found in this research. Consumers are likely to visit a store that have a special sign and lead them to buy a product without a further thought of regrets after buying the product.

5.1.5 Research objective 5

As identified in research objective 5 (Section 1.3), *to investigate the difference impact of visual merchandising between male and female shopping mall's customer's impulse buying behavior.*

The result showed compatible values between male and female that there were some differences between both genders on how does the visual merchandising impacts impulse buying behaviour. In this result, females are more impulsive than male on doing unplanned buying. The possible reason of why does female are more likely to do unplanned purchases is because females are more easily get influenced by the appearance of the products that attract them to spend more time for shopping. In this research, the majority of customers are college students with the range of age 20 – 24 who are intensively hangout to several malls with friends and buy some products. This situation enlarges the possibility of unplanned purchases happen. This discussion is consistent with previous study by James Cho, (2014) who found different impacts of visual merchandising for male and female.

This research slightly found a higher level on female consumers' impulse buying behaviour rather than male. The possible reasons of why females are more likely to do unplanned purchases is because women hold almost responsibility for daily shopping tasks and enjoy shopping in leisure time than mens do. However, as they are often perceived as family oriented and frequently do shopping activities that make them more careful to serve the utilitarian benefits of the family. When it comes to the buying task, females have more experiences on bargaining, seeking and generating more alternative efforts than males.

Furthermore, young people in both genders are increasingly exposed to inter-cultural media and highly influenced by movies, Western culture, fashion trend and modern lifestyle; thus the level of acceptance to try new things, especially hedonic commodities, increase alongside the pursuit of fashion and self-

indulgent. Therefore, it is understandable that both young female and male consumers reflect impulsiveness in their buying habit (James Cho, 2014)

This discussion data suggested the visual merchandising dimensions; windows display, forum display, in-store mannequin and promotional signage to serve strong stimulations, remind and inspire the customers to do unplanned purchases when the customer entered the store. When customer are exposed to the visual stimulations, they will more likely to have purchases.

Positive impulse buying experiences contribute to establish store loyalty, customers perceived value and satisfaction influence for future buying decision. Effective visual merchandising practice can influence the customer's impulse buying experiences.

5.1.6 Research Objective 6

The final Research Objective in this study was posed in objective 6 (Section 1.3) *to see propensity of visual merchandising impacting customer's impulse buying behavior on each mall.*

The discussion of visual merchandising to impulse buying to each mall in Padang; Basko Grand Mall Padang, Plaza Andalas Padang, Rocky Plaza Padang aims to see which visual merchandising dimensions are more influencing. After checking the significant level of visual merchandising dimensions on these three malls in Padang, arose several discussions as follow:

1. Basko Grand Mall Padang, the data indicated promotional signage is the most influencing dimensions of visual merchandising that makes customers of Grand Basko doing unplanned purchases compared to the other malls.

Look at the Floor Merchandising of Grand Basko that has lowest impact to make unplanned purchase of customer, this mall suggested to has more interesting floor merchandising design / layout design that concerning to young people. By seeing layout of Grand Basko that quite boring which only has 3 floors and the store/shops lined up around the mall with a formed like U letter, this condition is monotone and not really push customer to explore more around the mall.

2. Plaza Andalas Padang, in this mall in-store mannequin is the most impactful dimension of visual merchandising to get customers impulse buying happened. It can be seen from the real implementation of mannequins in Plaza Andalas. This mall has many small cloth stores inside the mall compared to Basko Grand Mall and Rocky Plaza that requires Plaza Andalas to have more mannequins to show their clothes. The cloth stores in this mall have many various of types; branded cloth, distro, and boutique stores. Therefore, in-store mannequins really influence the customers to have unplanned purchases.
3. Rocky Plaza Padang, this mall is really good in terms of window display to create customer impulse buying compared to Grand Basko and Plaza Andalas. This mall is quite small which makes it more focus on the windows display. Besides windows display, this mall also good in maintaining the floor merchandising in order to influence their customer's impulse buying behavior. This mall is not that big compared to the other mall in Padang that makes it only require them to have a simple floor merchandising design.

5.2 Conclusion

Visual merchandising of mall is really impacting to the customer's impulse buying behavior. There are four dimensions of visual merchandising; window display, floor merchandising, in-store mannequin, and promotional signage, from all of the dimensions in-store mannequin is the highest influence tools to make customer doing impulse buying. Today's people life style required more attractive and interesting dimensions of visual merchandising to create more impulse buying on mall and gain more income.

5.3 Limitation, Recommendation and Implication

5.3.1 Limitation

Researcher found some limitations when conducted this research. Those are as follows:

1. Sample size in this research is 210 respondents that divided into 70 per each malls. The next researchers suggested to have 100 respondents obtained or more for each malls to get more accurate result.
2. The respondents in this research are majoring by collage students with more than 100 respondents. This situation makes the variety of research data became not diverse, for the next research hopefully the research could reach more segmented varietive.
3. This study only considers the variable of visual merchandising as independent variables. The future research is expected to add some other variables that may affect impulse buying behavior of consumers.

4. The instrument was limited to a quantitative method. The survey asked participants to answer the questions based on their recent impulse buying experiences as long as they were aware of their behaviors and influences. However the qualitative research method may bring difference results.

5.3.2 Recommendation

The current study is investigated the impact of visual merchandising to shopping mall's customer impulse buying behavior. The study found Visual merchandising impacted customer impulse buying behavior. It is recommended for management Basko Grand Mall Padang, Plaza Andalas Padang and Rocky Plaza Padang to concern about each variable of visual merchandising: window display, floor merchandising, in-store mannequin and promotional signage to increase the possibility of customer on buying products because of visual impulse that can increase the sales of the malls.

The stores that mostly visited by females are more attractive in presenting their products because females are aggressively influenced by visual merchandising and more likely to spend their time for shopping.

The result of this research is expected to encourage and become references to conduct a further research with some recommendations are as follow:

1. Further research is suggested to investigate the effects of other independent variables such as selling force of the producer of special brand in the store, store atmosphere like the lighting, music, color, smell or even hedonic shopping behavior of customer that can give an impact to impulse buying.

2. The future research is suggested to have more samples for better accuracy data and refine the resercah material.
3. The future research is suggested to distribute questionnaires in a longer period to get more accurate perceptions of the respondents.

5.3.3 Implications of the Research

5.3.3.1 Implication for Theory

By using a multiple regression and compare mean to analyze 210 respondents' data, this study found 2 specific contributions to be discussed as follow:

First, this study provides an in-depth understanding of the four dimensions of visual merchandising. By taking a multiple regression, this study demonstrated that visual merchandising dimensions influence customers to do unplanned purchases. All of dimensions have correlations to impulse buying behavior especially window display and in-store mannequin.

Second, the comparison between male and female customers is proved that visual merchandising has different impact on male and female customer's impulse buying. Females are more attractively buy products on impulse.

5.3.3.2 Implication for Practice

The research creates several implications for improvement of better management of visual merchandising in Basko Grand Mall Padang, Plaza Andalas Padang and Rocky Plaza Padang. The more implications of proper strategy on exterior factors, the more visual stimulations for the customers created. The three main specifics contributions are discussed:

First, mall's management in Padang is suggested to pay more attentions and understand in what extent does visual merchandising can influence customer to have unplanned purchases performed as well as develop strategies in order to influence and increase the intensity of customer impulse buying behavior.

Mall's management is suggested to have more attentions to attract people by the display of their stores and the mannequins to increase the sales that creates more impulse buying. The results present window display and mannequin are correlated to impact the impulse buying. Furthermore, effective floor merchandising with effective layout and cleanness should get different attentions because when floor merchandising was performed too much on customers, they either avoid to listen to or feel disturbed (Bhatti and Latif, 2014).

In today's competitive environment store image and atmosphere are recognized by retailers as important factors influencing customers' decision making processes (Hartman and Spiro, 1995). This study also suggested mall's management to use Promotional signage dimensions creatively and effectively to increase the sales. Retailers should consistently reinforce the usage of window display, floor merchandising, in-store mannequin display and promotional signage to create the favorable shopping environment and experience proactively influence customers in store responses and future choice decision.

Second, by comparing between male and female researchers found that female are more aggressively stimulated by visual and do the unplanned purchases, it should be a concern of mall's management to have more attractive visual merchandising on store which more visited by female customer. This statement consistent with article

of a 2000 report, in the U.S. state of New York, women purchase 80% of all consumer goods and influence 80% of health-care decisions.

The third is when a retail store wants to establish a new store, it is better to considered more about what kind of visual merchandising will be created and maximized in that new store and in this case, the marketing consultants should pay precise attention to design visual merchandising. Since visual merchandising played an important role in a competitive environment of retail industry in Padang, it should get more attentions to integrate marketing communication technique. Marketing consultant also must use those dimensions of visual merchandising creatively to upgrade a new thing on mall.

This thesis supported that Visual situation/ visual stimulations as something matters to increase the sales because it could entertain customers to buy products without planning. This is suggested by previous studies which found that Visual merchandising is one of technique which drives customer to spend more their time and feel joy of the place when they visit a store in purpose of purchasing some goods. The key objectives of visual merchandising are to get customers' attention and attract customers' impression to sell the products (Soundharya & Satyan, 2015). In addition, aother study of (Kotler, 1973, p.50) was the first that define the term atmospherics as "... the conscious designing of space to create certain effects in buyers. More specifically, atmosphere is an effort to design buying environment to produce specific emotional effects in the buyer that enhance his purchase probability". Moreover, the term atmospherics refers to the stimulations in the store environment which have a direct influence on customers purchase behavior.

Fourth implication for Basko Grand Mall Padang is suggested to keep their attention on promotional signage due to the results present this dimension is really impactful to customers in Basko Grand Mall to do impulse purchase. Basko Grand Malls are suggested to create new ideas for floor merchandising because this dimension as thought it wasn't influenced the customer to do unplanned purchases when they visited this mall, reverse to the data presented in Table 4.41. There are two possibly reasons why floor merchandising doesn't influence costumers well to the impulse buying first reason it seems like customers that hadn't disturbed because the floor merchandising was perform too much or second customer feel bored by that. For the in-store mannequin and windows display which has low influence to customer impulse buying, management of this mall suggested to re-fresh the concept do to increase impact of impulse buying on consumers. Those suggestions are coming from the data analyzed see Table 4.41.

