



Effect Of Store Displays On Consumer Impulsive Buying Behaviour In Coimbatore

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ABSTRACT

Impulse buying is defined as an occurring when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences. Impulse buying is purchasing of the instant, unplanned decision to buy is constantly made immediately before a purchase. Impulse buying is a rapid convincing, hedonically compound purchase behaviour in which the quickness of the impulse purchase decision precludes any thoughtful, intentional contemplation of alternatives. The visual merchandising is a marketing-based terminology which represents the most important marketing tools and also represents the most direct mean of publicise a product. Impulse purchases can strain budgets and lead to debt, especially if they are frequent or for expensive items whereas bills and planned purchases can be pushed aside to cover unplanned impulse buys. Also, impulse buying can lead to overspending, debt accumulation, and dissatisfaction with unplanned purchases. So, this study aimed to analyze the effect of store displays on consumer impulsive buying behaviour in Coimbatore. The researcher has undertaken this study among consumers who buying products in store in Coimbatore district, Tamilnadu, which has status of fast-growing location in India. The nature of this study has adopted with descriptive. This study has utilized both primary and secondary data sources. The researcher has selected around 240 consumers by implementing convenience sampling method. The questionnaire has been developed and issued among population to understand their impulsive buying behaviour in the study area. The statistical techniques such as percentage analysis, mean, standard deviation, ANOVA, correlation analysis and multiple regression analysis are applied for data analysis purpose. The result indicated that high level effect of store displays on consumer impulsive buying behaviour is perceived by the consumers who belong to below 30 years of age category, male, above Rs.30000 of monthly income, who visit stores daily, who taking upto 30 minutes for purchasing and spend above Rs.3000 for purchasing products.

Keywords : Consumer, Impulsive buying behaviour, retail store, unplanned decision, store layout, window display, forum display and floor merchandising.

1. INTRODUCTION

Consumers are the source of revenues and profits for the retail stores. Impulse buying is an appealing aspect of consumer behavior for companies because consumers end up buying more than what they originally had planned for. The additional sale, to retailers and companies, entices them to encourage impulse purchases by means of soothing store atmosphere Irrespective of consequences of impulse buying, it continues to attract researchers around the world to conduct researches on its phenomenon. Normally impulse buying is considered to take place in the presence of extrinsic factors which lure customers into unplanned buying.

Means of promotional signatures like billboards, banners, posters, panaflexs, buntings, placards, pamphlets, shop boards, shelf markers and hand bills of any company, shop or brand which a buyer can see or come across are considered during his shopping. Visual merchandising is not only about what is stated earlier but it also includes the layout of stores which includes shelving styles, sections, atmosphere the store possess and the brands available. It is visual product identification, brand concept and the means of establishing relationship between a consumer and the product to generate sales. Among the many marketing strategies visual merchandising is the one which establishes a direct interaction and a closer communication with a consumer. This impulse buying behaviour is recognized by the shopkeepers and they design their shop's layout, shelving, branding etc. to attract the consumer or customer in order to influence him to carry out impulse buying. This phenomenon has been tremendously increased during the last decade and the solitary reason behind this is a sturdy connection linking mass merchandising and the impulse purchase. Now marketers and retailers are working on how to attract the shoppers to upscale impulse buying or unplanned purchases.

2. REVIEW OF LITERATURE

The researchers Pallikkara et al. (2021) indicated in their study that impulse buying at the retail checkout was weak. The identified important determinants of impulse buying in the store were price and value-conscious and less impulsive among Indian customers while waiting in the queue at the checkout area. Further, the customers often made healthy product choices at the checkout and were more focused on queue rather than on the retail shelves at the checkout area. **In view of Sree Lakshmi and Uma Kumari (2022)** explored first priority factors that were influencing impulse buying products price, availability of time & cash, quality, guarantee and warranty and utility of the product. Also, second priority factors that were influencing impulsive buying products as store layout, reference group, store environment and discount offers whereas third priority factors were influencing impulsive buying products was mood of the consumer. **The result from Anant Jyoti Badgaiyan and Anshul Verma (2015)** mentioned that all the selected situational variables apart from store music significantly impacted impulsive buying behaviour. With regard to the construct 'urge to buy impulsively', results showed significant positive association with situational variables money availability, friendly store employees and credit card use. Moreover, gender did not impact impulsive buying behaviour while age was found to have significant negative association with impulsive buying behaviour.

According to Khurram L. Bhatti and Seemab Latif (2014) assumed that window display, forum display, floor merchandising and shop brand name were significantly associated to consumer impulse buying behavior. Also, forum display was negatively related to consumer impulse buying and window display; however, floor merchandising and shop brand name were positively related to consumer impulse buying behavior. **The study of Manas Dixit and Singh (2018)** noticed that window display, fixture, signage, mannequin, colors and lighting were significantly associated with consumer buying behavior. Also, promotional signage played an important role in establishing a store image. Moreover, the in-store signage and product information displayed over the aisle and shelves helped the retailers to attract customers and increase sales whereas visual merchandising played an important role in building the store image. **The authors Ajith K. Thomas et al. (2018)** observed that impulse buying accounts for substantial sales across a broad range of product categories in the stores. Also, all the four visual merchandizing factors affected the impulse buying behavior, but the effect of Promotional offerings at the entrance was comparatively very high. Additionally, retailers helped customers to find the right products through focused merchandising, intelligent store design and layout, and other visual merchandising practices, such as product displays, packaging, and signage.

3. STATEMENT OF THE PROBLEM

This refers to unplanned purchases driven by emotions and immediate desires rather than pre-meditated needs. These purchases are often influenced by external factors and can lead to financial strain or buyer's remorse. These are visual arrangements of products and marketing materials within a retail space designed to attract customers, communicate brand identity, and ultimately influence purchasing decisions. The problem lies in the potential for store displays to act as triggers for impulse buying behavior, leading consumers to deviate from planned purchases and make unplanned, potentially unwanted acquisitions. Consumers may keep making unplanned purchases they can't afford, impacting their financial health. Impulse purchases often end up unused or unwanted, leading to clutter in the home. This can create a stressful environment and contribute to a feeling of being overwhelmed. Frequent impulsive purchases contribute to a more wasteful consumption pattern. It can lead to throwing away unused items or having them sit unused, taking up resources. Hence, this study aimed to analyze the effect of store displays on consumer impulsive buying behaviour in Coimbatore.

4. OBJECTIVES OF THE STUDY

- To describe the demographic profile of the selected consumers.

- To understand the effect of store displays on consumer buying behavior, specifically focusing on impulsive purchases.

5. HYPOTHESIS OF THE STUDY

- Selected variables have positively associated with the effect of store displays on consumer impulsive buying behaviour.
- There is significant relationship with the effect of store displays on consumer impulsive buying behaviour among selected variables.

6. RESEARCH METHODS

This section has explored about the research methodology followed by this study. The researchers have approached descriptive research method through questionnaire survey. They have collected both primary and secondary sources for this study objectives. For understanding the effect of store displays on consumer impulsive buying behaviour, a questionnaire held 5 points Likert's scale has been administered among population of this study. The sample size has consisted of 240 consumers by approaching convenience sampling method. The collected sample data were analyzed by implementing the statistical tools such as percentage analysis, mean score, standard deviation, ANOVA, Correlation analysis and Multiple regression analysis with the help of SPSS 22.0 software.

7. RESULT AND DISCUSSION

7.1 Demographic Profile of the Consumers

The collected information of demographic profile of the selected consumers are given in the following table.

Table 1 : Demographic Profile and Effect of Store displays on Consumer Impulsive Buying Behaviour

No.	Demographic Variables	Frequency	%	Mean	SD
	Age				
1	Below 30 Years	54	22.5	4.03	0.28
2	30-40 Years	84	35.0	3.74	0.41
3	41-50 Years	70	29.2	3.60	0.42
4	Above 50 Years	32	13.3	3.86	0.38
	Total	240	100.0		
	Gender				
1	Male	145	60.4	3.83	0.39
2	Female	95	39.6	3.66	0.42
	Total	240	100.0		
	Monthly Income				
1	Below Rs.10000	29	12.1	3.63	0.48
2	Rs.10001-Rs.20000	64	26.7	3.82	0.42
3	Rs.20001-Rs.30000	106	44.2	3.74	0.40
4	Above Rs.30000	41	17.0	3.83	0.34
	Total	240	100.0		
	Frequency of Visiting				
1	Daily	33	13.8	3.93	0.32
2	Weekly	51	21.3	3.82	0.34
3	Monthly	64	26.7	3.67	0.36
4	Whenever necessary	92	38.2	3.74	0.48
	Total	240	100.0		
	Time Spent				
1	Upto 30 Minutes	114	47.5	3.85	0.39
2	30 minutes to 1 hour	74	30.8	3.65	0.40
3	Above 1 hour	52	21.7	3.73	0.43
	Total	240	100.0		
	Purchasing Amount				
1	Upto Rs.1000	34	14.2	4.00	0.35
2	Rs.1001-Rs.2000	60	25.0	3.73	0.41
3	Rs.2001-Rs.3000	92	38.3	3.69	0.42
4	Above Rs.3000	54	22.5	3.78	0.36
	Total	240	100.0		

- The above table mentions that 22.5% of the consumers are in the age of group of below 30 years, 35.0% of the consumers belong to 30-40 years of age category, 29.2% of the consumers as 41-50 years of age segment and 13.3% of the consumers are belong to age group of above 50 years.
- The analysis indicates that 60.4% of the consumers are male and 39.6% of the consumers are female.
- The analysis measures that 12.1% of the consumers have below Rs.10000 as monthly income, 26.7% of the consumers belong to Rs.10001 - Rs.20000, 44.2% of the consumers as Rs.20001 - Rs.30000 and 17.0% of the consumers are belong to above Rs.30000.
- The analysis notices that 13.8% of the consumers make store visiting daily for purchasing, 21.3% of the consumers as weekly, 26.7% of the consumers as monthly and 38.2% of the consumers visiting store whenever necessary.
- The analysis infers that 47.5 of the consumers spent upto 30 minutes for purchasing, 30.8% of the consumers utilize 30 minutes to 1 hour and 21.7% of the consumers as above 1 hour.
- The analysis asserts that 14.2 of the consumers purchase for upto Rs.1000 in store, 25.0% of the consumers buy for Rs.1001-Rs.2000, 38.3% of the consumers purchase for Rs.2001-Rs.3000 and 22.5% of the consumers as above Rs.3000.

7.2 Effect of Store displays on Consumer Impulsive Buying Behaviour

The analysis explores that the effect of store displays on consumer impulsive buying behaviour of selected consumers. For this purpose, the author has taken eight statements related to effect of store displays on consumer impulsive buying behaviour to analyze the effect of store displays on consumer impulsive buying behaviour of the consumers. The reliability of the eight statements is 0.869 which confirmed that high reliability of the data also validated for further analysis.

Table 2: Effect of Store Displays on Consumer Impulsive Buying Behaviour

No.	Factors	Mean Score	SD
1	Form / Mannequin Display	3.90	1.03
2	Influence of Creative floor display	3.83	1.02
3	A sudden and spontaneous desire to act	3.58	1.29
4	Eye-catching window display	4.52	0.92
5	Promotional offerings at the entrance	3.93	1.16
6	Impulse Buying Tendency	3.87	1.02
7	Often buy things without thinking	3.40	1.07
8	Store has attractive colors and designed structure	3.08	1.28

From the above analysis, it is mentioned that eye-catching window display with the mean score and standard deviation of 4.52 and 0.92 respectively. It is followed by promotional offerings at the entrance and form / mannequin display with the mean score and standard deviation of 3.93 and 3.90 respectively among selected eight factors on effect of store displays on consumer impulsive buying behaviour.

TESTING OF HYPOTHESIS (ANOVA)

7.3 Relationship between Demographic Profile and Effect of Store displays on Consumer Impulsive Buying Behaviour

This section has discussed that the relationship between the demographic profile and effect of store displays on consumer impulsive buying behaviour of selected consumers. In order to analyse the relationship between selected independent variables and effect of store displays on consumer impulsive buying behaviour, a hypothesis has been developed and tested by using ANOVA.

Age and Effect of Store displays on Consumer Impulsive Buying Behaviour

H_{01} : There is no significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to age of the consumers.

Table 3: Age and Effect of Store displays on Consumer Impulsive Buying Behaviour

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	4.709	3	1.570	10.575	0.000*
Within Groups	35.029	236	0.148		
Total	39.737	239			

Note: * - Significant at 1% level

From the analysis, it is justified that the 'p' value is lesser than 0.05 therefore the null hypothesis is rejected. So, there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to age of the consumers.

Gender and Effect of Store displays on Consumer Impulsive Buying Behaviour

H_{01} : There is no significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to gender of the consumers.

Table 4: Gender and Effect of Store displays on Consumer Impulsive Buying Behaviour

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	1.585	1	1.585	9.884	0.002*
Within Groups	38.153	238	0.160		
Total	39.737	239			

Note: * - Significant at 1% level

From the analysis, it is measured that the 'p' value is lesser than 0.05 therefore the null hypothesis is rejected. Therefore, there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to gender of the consumers.

Monthly Income and Effect of Store displays on Consumer Impulsive Buying Behaviour

H_{01} : There is no significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to monthly income of the consumers.

Table 5: Monthly Income and Effect of Store displays on Consumer Impulsive Buying Behaviour

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	0.913	3	0.304	1.850	0.139 ^{NS}
Within Groups	38.824	236	0.165		
Total	39.737	239			

Note: NS - Not Significant

From the analysis, it is noted that the 'p' value is greater than 0.05 therefore the null hypothesis is accepted. Hence, there is no significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to monthly income of the consumers.

Frequency of Visiting and Effect of Store displays on Consumer Impulsive Buying Behaviour

H_{01} : There is no significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to frequency of visiting of the consumers.

Table 6: Frequency of Visiting and Effect of Store displays on Consumer Impulsive Buying Behaviour

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	1.711	3	0.570	3.540	0.015**
Within Groups	38.026	236	0.161		
Total	39.737	239			

Note: ** - Significant at 5% level

From the analysis, it is evaluated that the 'p' value is lesser than 0.05 then the null hypothesis is rejected. Hence, there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to frequency of visiting of the consumers.

Time Spent and Effect of Store displays on Consumer Impulsive Buying Behaviour

H_{01} : There is no significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to time spent of the consumers.

Table 7: Time Spent and Effect of Store displays on Consumer Impulsive Buying Behaviour

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	1.896	2	0.948	5.936	0.003*
Within Groups	37.842	237	0.160		
Total	39.737	239			

Note: * - Significant at 1% level

From the analysis, it is confirmed that the 'p' value is lesser than 0.05 then the null hypothesis is rejected. So, there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to time spent of the consumers.

Purchasing Amount and Effect of Store displays on Consumer Impulsive Buying Behaviour

H₀₁: There is no significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to purchasing amount of the consumers.

Table 8: Purchasing Amount and Effect of Store displays on Consumer Impulsive Buying Behaviour

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	2.524	3	0.841	5.337	0.001*
Within Groups	37.213	236	0.158		
Total	39.737	239			

Note: * - Significant at 1% level

From the analysis, it is pointed out that the 'p' value is lesser than 0.05 then the null hypothesis is rejected. Hence, there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to purchasing amount of the consumers.

7.4 Degree of Relationship between selected variables and Effect of store displays on consumer impulsive buying behaviour (Correlation Analysis)

The below analysis has examined that the relationship between the selected variables and dependent variable effect of store displays on consumer impulsive buying behaviour by using correlation analysis.

H₀₆: Selected variables have positively associated with effect of store displays on consumer impulsive buying behaviour.

Table 9: Degree of Relationship between selected variables and Effect of store displays on Consumer Impulsive Buying Behaviour (Correlation Analysis)

No.	Variables	Age	Monthly Income	Time Spent	Purchasing Amount	Effect of store displays on consumer impulsive buying behaviour
1	Age	1.000				
2	Monthly Income	-0.038 (0.555 ^{NS})	1.000			
3	Time Spent	0.107 (0.098 ^{NS})	0.111 (0.086 ^{NS})	1.000		
4	Purchasing Amount	-0.152 (0.019 ^{**})	0.005 (0.943 ^{NS})	0.043 (0.510 ^{NS})	1.000	
5	Effect of store displays on consumer impulsive buying behaviour	0.000 (0.995 ^{NS})	0.374 (0.000 [*])	0.153 (0.018 ^{**})	0.142 (0.028 ^{**})	1.000

Note: * - Significant at 1% level; ** - Significant at 5% level; NS - Not Significant

It is depicted that among the selected four variables, three variables namely monthly income, time spent and purchasing amount are having positive correlation with the effect of store displays on consumer impulsive buying behaviour of the consumers. On the other hand, the variable age is not associated with the effect of store displays on consumer impulsive buying behaviour of the selected consumers. The analysis mentioned that whenever monthly income, time spent and purchasing amount increases their effect of store displays on consumer impulsive buying behaviour also positively increases.

7.5 Relationship of Effect of store displays on consumer impulsive buying behaviour

The relationship of effect of store displays on consumer impulsive buying behaviour among selected variables is discussed in the following analysis.

H₀₆: There is significant relationship with effect of store displays on consumer impulsive buying behaviour among selected variables.

Table 10: Relationship of Effect of store displays on Consumer Impulsive Buying Behaviour (Multiple Regression Analysis)

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	3.976			
1	Age	-0.001	0.027	-0.047	0.963 ^{NS}
2	Monthly Income	0.086	0.019	4.526	0.000*
3	Time Spent	0.072	0.033	2.169	0.031 ^{**}
4	Purchasing Amount	0.057	0.027	2.109	0.036 ^{**}
	R Value	0.812			
	R² Value	0.659			
	F Value	72.768*			

Note: * - Significant at 1% level; ** - Significant at 5% level; NS - Not Significant

From the above table, it is noticed to be statistically fit as R^2 is 0.659 that indicates the present model has good fit. The regression coefficient values of monthly income as 8.6 percent, 7.2 percent of time spent and 5.7 percent of purchasing amount related significantly with the effect of store displays on consumer impulsive buying behaviour of the consumers.

8.FINDINGS

- It is indicated that most of the consumers are belong to age category of 30-40 years. The result found that consumers who belong to below 30 years of age category are having high level effect of store displays on consumer impulsive buying behaviour.
- It is showed that most of the consumers are male. The analysis inferred that male consumers are having high level effect of store displays on consumer impulsive buying behaviour.
- It is illustrated that most of the consumers have Rs.20001-Rs.30000 as family income. This study explored that consumers who have above Rs.30000 of monthly income are having high level effect of store displays on consumer impulsive buying behaviour.
- It is observed that most of the consumers are visiting stores whenever necessary. This study proved that consumers who visit stores daily are having high level effect of store displays on consumer impulsive buying behaviour.
- It is found that most of the consumers have spent upto 30 minutes for purchasing in store. It is obtained that most of the consumers who taking upto 30 minutes for purchasing have high level effect of store displays on consumer impulsive buying behaviour.
- It is found that most of the consumers are purchasing for Rs.2001-Rs.3000 in store. It is illuminated that most of the consumers who spend above Rs.3000 for purchasing have high level effect of store displays on consumer impulsive buying behaviour.
- From the mean score analysis, it is noticed that eye-catching window display has effect with the mean score and standard deviation of 4.52 and 0.92 respectively.
- The 'F' test asserted that there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to age of the consumers.
- From the 'F' test analysis, it is found that there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to gender of the consumers.
- The ANOVA test showed that there is no significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to monthly income of the consumers.
- It could be observed from ANOVA that there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to frequency of visiting of the consumers.
- From the 'F' test, it is displayed that there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to time spent of the consumers.
- It is divulged from ANOVA that there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to purchasing amount of the consumers.
- The Correlation analysis assumed that whenever monthly income, time spent and purchasing amount increases their effect of store displays on consumer impulsive buying behaviour also positively increases.
- The regression analysis confirmed that monthly income with 8.6 percent, time spent with 7.2 percent and purchasing amount with 5.7 percent related significantly with the effect of store displays on consumer impulsive buying behaviour of the consumers.

9. SUGGESTIONS

- This study observed that consumers who belong to below 30 years of age category are having high level effect of store displays on consumer impulsive buying behaviour. So, retailers have to understand the importance of consumers' expectations and provide the precise environment to lure them.
- This study assumed that consumers who visit stores daily are having high level effect of store displays on consumer impulsive buying behaviour. Hence, it is suggested that the store may implement bright colors, interesting textures and creative layouts to grab attention and make products stand out.
- It is obtained that most of the consumers who taking upto 30 minutes for purchasing have high level effect of store displays on consumer impulsive buying behaviour. Therefore, quality, well package and highly attractive products should be displayed where customers can easily view them.
- It is mentioned that most of the consumers who spend above Rs.3000 for purchasing have high level effect of store displays on consumer impulsive buying behaviour. So, the retail stores should concentrate on the product quality, loyalty, convenience, operational quality, price and provide their consumers experimental goods which are according to the recent trend.

- Further, retailers should facilitate methods of easy storage in order to make customers opt for impulse purchases of these products.

10. CONCLUSION

The main objective of this study was to find the effect of store displays on consumer impulsive buying behaviour in Coimbatore. The result noticed that eye-catching window display play an important role in establishing the effect of store displays on consumer impulsive buying behaviour. Then, it is followed by promotional offerings at the entrance and form / mannequin display in the effect of store displays on consumer impulsive buying behaviour. Further, this study confirmed from 'F' test that there is a significant mean difference in effect of store displays on consumer impulsive buying behaviour with regard to selected variables like age, gender, frequency of visiting, time spent and purchasing amount of the consumers. This study stated that greater concern should be given to the product displayed in windows and promotional offering at the entrance as they are drivers of impulsive buying behaviour of consumers.

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