

Affects of In-Store Vibe and Aesthetics on Consumer Impulse Buying Behaviour with special reference to Vadodara City of Gujarat

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Abstract: Today's customers are more enlightened and not just look for product in form of solution to their problem but they have wish to enriched and overwhelmed while buying and using of a product. In present scenario, marketing strategy and lifestyle of customers trigger the impulse buying behavior. Impulse buying is having strategic importance in the eyes of retailers as far as modern marketing world and sophisticated as well complex consumer behaviour is concern. As specially Modern society basically powered by materialistic and mall culture where people feel pleasure and have psychological influence on their mind which leads to impulse buying. As such, a challenge for retailers is to enhance sales to stimulate impulse buying. So that the study focuses at identifying the factors that influence and motivate impulse buying and help retailers in deciding, designing, implementing, modifying and re-modifying marketing techniques and strategies to inject the customer's mind towards impulse buying. Visual merchandising strategies are one of the most suitable tactics that retailers can use to attract customers and enhance impulse purchase. Thus the study tries to analyse the impact of seven in-store visual merchandise strategies (background music, fragrance, cleanliness, lightning, space availability, temperature inside and waiting time at billing counter) related to the in-store ambience and aesthetics was considered. Thus, result indicated that among the factors background music, fragrance and temperature inside (store ambience) cues influenced impulse purchase.

Keywords: Aesthetics, Customer, Impulse buying, Visual merchandising, Vibe.

1. INTRODUCTION

'The consumer is everything,' as the adage goes in marketing. Even now, it does seem to be true, since customers are the primary benefactors of the retailing growth. Because of generational, qualitative, and socioeconomic considerations, the whole idea of commerce has been reinterpreted in terms of both architecture and underlying shifts in customer behavior. This paradigm change has also been seen among Indian customers. A few decades ago, the Indian customer kept the majority of his money, bought just what he needed, and seldom engaged in impulsive purchasing. However, in the current scenario, the Consumer has been paying not only to fulfill needs – but also to meet hedonic necessities to a large degree [1], thanks to increased income, the accessibility of borrowing cards, exposure to western shopping culture, and an eagerness to enhance benchmark of residing. As a result, organized retail, with its wide range of items and abundance of malls and supermarkets, has fueled this addiction and spawned a new attitude, fueling the rise of organised department stores in India. Customers and inclinations, as well as general customer behavior, have always affected trends and, as a result, the history of organised commerce in India. There are a variety of signals or triggers that have a behavioral effect on consumers' minds and cause them to make impulsive purchases. As a result, each advertiser must pay focus in order to keep consumers [2]. This phenomenon will result in a shift in customer attitudes, culminating in benefits for the organised commerce business [3]–[6].

1.1 Buying on the spur of the moment:

Customer behavior research reveals what people purchase, why they buy, how they buy, and why people purchase. This implies that the phenomena has to do with comprehending the patterns of behavior. Impulsive purchase throws off the brain's usual judgment processes [7]. Nevertheless, not each customer follows the same trend, and there is a departure from traditional judgment theories in that the rational sequencing of the customers' activities is substituted with an identity instantf. This unforeseen choice to acquire an item or services shortly before a purchase is the outcome of this temporary divergence. Impulsive spending is linked to disordered workplaces, according to researchers from

the Université of Nova Scotia and the Hong Kong Postgraduate University of Management. According to the findings, being surrounded by disorder hinders a person's capacity to accomplish other activities that need 'brain' power, posing a danger to one's feeling of personal control. Marketers must recognize that impulsive purchasing is a separate kind of customer behavior in order to support it in the organised retail sector. In today's advertising environment, impulse purchase is both a conundrum and a research topic. While advertisers are keen to find a solution to declining sales, individuals are seeking to strike a compromise between their purchasing habits and their budgets. The objective of this article is to look at the aspects that impact customers' impulsive purchasing behavior in stores. The present research looks at the factors that influence impulsive purchases made in-store, such as aesthetic marketing components, aesthetic cues- background music, fragrance, cleanliness, lightning, space availability, temperature inside and waiting time at billing counter are considered.

1.2 Defining the issue:

Marketers believe that shoppers are less spontaneous once they first visit a store and becomes increasingly spontaneous as they remain later and make purchases. Internal moods and contextual signals, according to research, might help to activate the purchasing urge. It's tough to comprehend and forecast consumer behavior trends, and they're hard to describe using broad ideas. As a result, finding fair and reliable responses to the elements that encourage impulsive purchase is a difficulty for behavioral investigations. The original study goal is to look at in-store aesthetic marketing aspects that impact customers' impulsive purchases. The present research looks at the factors that influence impulsive purchase made in-store, such as aesthetic marketing components, aesthetic cues background music, fragrance, cleanliness, lightning, space availability, temperature inside and waiting time at billing counter are considered.

1.3 Benefit of in store shopping:

- *Try out your product:*

When you go shopping in a local store, you get to view and touch the asset(s) you wish to purchase before you spend your money. Want to be sure that stunning gown you're planning to wear on New Year's Eve will fit? You'll never know till you try it on. This is not a possibility with online purchasing. Sure, you can return your product, but why go to the trouble? You'll also have to return or purchase a new outfit. You also avoid the shipping and/or return costs that come with online purchases when you shop in-store.

- *Individualized service:*

Many online retailers use emails, chatbot, and how-to videos to try to replicate the in-person buying experience. It's not the same as having a salesman answer your questions and/or demonstrate how something works to you. Furthermore, if you can't find precisely what you're looking for, the customized attention provided by physical and mortar establishments may assist you in finding the ideal product or showing you alternatives.

- *Obtaining immediate satisfaction:*

One of the biggest advantages to buy in-store is that you can instantly take your items home. While there are few exceptions, you can expect to await at least a few days or more for most internet transactions.

- *No delivery price:*

Whenever we go to the neighborhood shop, you quickly get what you need and come home. If the same items were bought over the web, this would not be the case. Because you will have to charge for shipping, this is the case. If you purchase from various nations, the cost would be greater.

2. LITERATURE REVIEW

S. Modi [8] Discusses the one of the most important aspects of human behavior is the development of rational thinking among customers. Alternatives for manufacturers and marketers to fulfill emerging customer needs are described in this framework integrated paper. A study was conducted to look at the five aspects that influence customer automotive purchasing behavior: family necessities, fuel economy, car pricing, improved road safety, and status symbol. To choose 50 automobile buyers, a systematic random sample from five residential neighborhoods in metropolitan Jaipur was conducted. To obtain data on these parameters, an investigator-created questionnaire was employed. The data

was analyzed using the chi-square test to define the sample's characteristics and to evaluate the null hypothesis that automobile purchase decisions are evenly distributed across five criteria. Factors are shown to have a significant impact on purchase decisions. Marketers may employ a variety of relevant criteria to promote their goods effectively.

G. Hanus [9] Discusses the one of the fastest-growing kinds of trade is e-commerce. The Internet allows customers to purchase nearly anything. According to many research, internet grocery shopping is becoming more popular. In this regard, there are several distinctions between online and conventional purchasing. In grocery e-shops, customers get around the limitations of location and working times. They can buy things more fast and easily. In the view of consumers, however, the potential to save labor is the greatest major advantage of online food shopping. However, due of the poor display on the website, online grocery shopping offers a danger of erroneously valuing specific items. Furthermore, internet customers miss out on the ability to prioritize their purchases based on product expiration dates. It should be recognized that certain personal demands, such as sensory stimulation and social needs, are restricted while purchasing online. Consumers are generally happy with their internet food shopping experiences, according to study, and their sentiments about it are favorable. Despite this, many customers are still wary regarding digital transactions and disclosing private data.

[10] As a consequence of technology breakthroughs, distances among continents, nations, towns, and people have shortened. People nowadays reflect similar preferences, viewpoints, styles, and degrees of accessibility from all over the world. Consumers may buy things from anyplace in the world thanks to internet purchasing, which has aided globalisation. This study creates a global internet purchasing strategy that would assist e-tailers and e-vendors in increasing their global client base. We developed a model connecting Purpose as an independent variable to the number of independent components using exploration trend analyses and multiple regression modeling. Reported Pleasure, Perceived Ease of Use, and Perceived Risk were shown to be statistically significant components in our research. Other variables, such as the legal framework and trust, were statistically insignificant. To cater to a huge number of diverse clients, e-tailers need a worldwide online shopping model. The new study adds to the body of knowledge on consumer acceptance of technology by allowing academics to better understand the numerous elements that influence global internet purchasing acceptability.

Research Questions:

- How to evaluate the effect of graphic merchandise on customer impulse purchasing conduct?
- How to discover the in-store ambience & aesthetics issues moving instinct purchasing?

3. METHODOLOGY

3.2 3.1 Research design:

Research approach based on rationale and the objectives of this study it is very clear that the research design of the research study is 'descriptive' in nature. The study makes an effort to understand impact of store ambience and aesthetics cues on impulse buying behavior.

3.3 Sampling:

- *Sampling Unit:* The sampling unit was 'Retail consumers of vadodara city'.
- *Sampling Media:* 'Personal interviews' used as sampling media.
- *Sampling Size:* Sample size consists of total '100 Retail Consumers' from Vadodara city.
- *Sampling Method:* Researcher used 'Convenience' sampling method.

3.4 Instrument:

- H01: Background music in store has no important influence on instinct procurement behavior
- H02: Fragrance has no significant impact on impulse buying behavior
- H03: Cleanliness has no strong influence on spontaneous purchases
- H04: Lightning has no Impulsive purchase behaviour is significantly influenced.
- H05: Temperature inside has no strong influence on impulsive purchasing.
- H06: Space availability has no strong influence on impulsive purchasing.
- H07: Waiting at billing counter has no strong influence on spontaneous purchases

3.5 Data collection:

Primary data collected through the survey method supported by the personal interview of the retail Consumers in Vadodara city at Gujarat state. For this study secondary data obtained from various magazines, article reviews, research papers, reference books and surfing websites on internet etc.

3.6 Data analysis:

Collected information entered in Excel sheet and analyzed using standard statistical tools. The basic information presented in terms of Frequency and Percentage form. The statistical tests applied for the data analysis was ONE WAY ANOVA as shown in Table 1 with the help of SPSS software. The survey is divided into two sections. The first section contains personal information such as participants' gender, age, wealth, and profession. The questionnaire's next section contains inquiries on how people feel about different shop inside atmosphere and visual elements. Feel cues careful in the education are background music, fragrance, cleanliness, lightning, space availability, temperature inside and waiting time at billing. 30 statements on a 5-point Likert scale spanning from severely disagree=1 to definitely agree=5 were posed to evaluate the purchasing behaviour of customers when they made an unanticipated purchase. Following information collecting, the collected surveys were translated and loaded into the SPSS program for research. According to the ethnic characteristics of the participants, 50% of the survey participants (50%) are woman. Half of the respondents are male i.e.50%. 2% of the respondents are in the age group of below 18, 34% of the respondents are between age group of 18-30, 41% of them are between age group of 31-45, 21% of them are between age group of 46-60 and 2% are 61 & above age group. The 69% respondents are married and 31 % respondents are unmarried. The Annual income of the 11% respondents is up to 1, 00,000, 28% is in the range of 1, 00,001 to 3, 00,000, 26% is in the range of 3,00,001 to 5,00,000 and the rest is getting above 5,00,000. It is revealed that on the basis of percentage frequency distribution, 64% respondents purchased food and grocery items without prior planning. In Table 2 shows the various types of variables with their P value and significance.

Table 1: Diagrammatic Representation of One Way anova.

Variables		Sum of Squares	Df	Mean Square	f	Sig.
Background music in store	Between Groups	14.054	2	7.027	6.105	.003
	Within Groups	111.656	97	1.151		
	Total	125.710	99			
Fragrance	Between Groups	9.068	2	4.534	3.264	.042
	Within Groups	134.722	97	1.389		
	Total	143.790	99			
Cleanliness	Between Groups	1.601	2	.801	.818	.445
	Within Groups	94.989	97	.979		
	Total	96.590	99			
Lighting	Between Groups	1.884	2	.942	1.216	.301
	Within Groups	75.156	97	.775		

	Total	77.040	99			
Temperature inside	Between Groups	10.490	2	5.245	4.308	.016
	Within Groups	118.100	97	1.218		
	Total	128.590	99			
Space Availability	Between Groups	5.390	2	2.695	2.668	.075
	Within Groups	98.000	97	1.010		
	Total	103.390	99			
Waiting at billing counter	Between Groups	2.944	2	1.472	1.568	.214
	Within Groups	91.056	97	.939		
	Total	94.000	99			

Table 2: Diagrammatic Representation of the various types of variables with their P value and significance.

VARIABLES	P Value	Significance
Background music in store	.003**	Significant
Fragrance	.042**	Significant
Cleanliness	.445	Not significant
Lightning	.301	Not significant
Temperature inside	.016**	Significant
Space availability	.075	Not significant
Waiting at billing counter	.214	Not significant

Source: SPSS (Questionnaire)

4. RESULT AND DISCUSSION

The result from the above table describes that p value of variable background music in store is Important at 5% level of significance ($P\text{-value} = 0.003 < 0.05$). So it indicates there is significant impact of background music in store on impulse buying behavior of retail consumers. p value of variable Fragrance important at 5% level of significance ($P\text{-value} = 0.042 < 0.05$). So it indicates there is significant impact of fragrance in store on impulse buying behaviour. p value of variable cleanliness is not Significant at 5% level of significance ($P\text{-value} = 0.445 > 0.05$). So it indicates there is no significant impact of cleanliness on impulse buying behavior of retail consumers. p value of variable lightning is not important at 5% level of significance ($P\text{-value} = 0.301 > 0.05$). So it indicates there is no significant impact of cleanliness on impulse buying behavior. p value of variable temperature inside is Significant at 5% level of significance ($P\text{-value} = 0.016 < 0.05$). So it indicates there is significant impact of temperature inside on impulse buying behavior of retail consumers. p value of variable space availability is not significant at 5% level of significance ($P\text{-value} = 0.075 > 0.05$). So it indicates there is no significant impact of space availability in store on impulse buying behavior. p value of variable waiting at billing counter in store is not Significant at 5% level of significance ($P\text{-value} = 0.214 > 0.05$). So it indicates there is no significant impact of waiting at billing counter in store on impulse buying behavior. On the basis of above analysis researcher can able to suggest that retailers should pay attention towards the three ambience factors viz. which are able to inject the mind of consumer at large at the time of impulse purchase and having possibilities of enhancing market share of a particular product in today's competitive, demanding and ever changing marketing world.

5. CONCLUSION

The Study analysed the factors of store ambience and Exterior window displays aesthetics and impulse buying behaviour in Baroda city's organised retails. The study aimed to interpret the relationship among unexpected buy behaviour by consumers and several kinds of internal visually marketing such as background music, aroma, sanitation, lighting, room available, temperatures inside, and time spent standing at the bill station. The research's key conclusions were that store atmosphere and aesthetics had an impact on consumer impulsive purchasing behaviour. Customer impulsive purchasing behaviour is substantially affected by store design, according to the findings. background music in store, fragrance and temperature inside. The remaining factors for e.g. cleanliness, lightning, space availability at store and waiting time at billing counter has no or least impact on impulse buying behaviour.

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