

A Study On The Effect Of Visual Merchandising On Consumer Behaviour Towards Cosmetics In Their Retail Outlets In Bangalore

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Abstract: Visual Merchandising is growing in importance for retail stores especially in the cosmetic sector due to the high competition and appearance factors involved in the industry. Factors such as product arrangement, lighting, music and categorisation of products especially play a part in affecting consumer behaviour. The purpose of this research is to identify the extent to which it affects consumer behaviour and its effect on different demographic segments.

The study was conducted through the use of a structured questionnaire distributed to a diverse sample size of 130. The demographic factors were taken into consideration while determining the effect. It was important to note that product arrangement was identified as the primary factor that tends to consciously affect buying behaviour. Moreover, age had a strong association to the perception that the individual holds of the importance of visual merchandising.

Keywords: Visual merchandising, Cosmetics, Retail outlet, buyer behaviour

1. INTRODUCTION TO MARKETING FUNCTION

Marketing Cosmetics

One of the first few steps in marketing tend to be determining the target market segment. In the case of cosmetics, the segmentation generally tends to be on the basis of demographics such as age, gender and income, psychographic or behavioural segmentation in terms of whether the person believes in the use of cosmetics. The target market is then chosen on the basis of what the product offers. For example, if the product is an anti-ageing variant, then the target segment is bound to be of a higher age group.

Visual Merchandising

Visual Merchandising is a growing trend given much importance in retail sector in various industries. It refers to the aesthetics and the manner in which merchandise is arranged and displayed in a store in order to “elicit a positive” response and purchasing behaviour. It may use all five senses in doing so; Lighting can be used to highlight certain products and bring them into sight. Different kinds of music have been scientifically proven to improve a shopper’s mood or focus. The presence of testers can allow the customer to touch and feel the product while determining whether they purchase it. Fragrances can also bring seasonal touches and can induce certain characteristic behaviour. Free tasters can also be provided in certain cases, however now in the case of cosmetics.

Consumer Behaviour

It is the study that leads to the understand of what leads a consumer to purchase or consume a product, the processes involved in its usage and disposal and other actions taken place in the marketplace. It can vary due to age, income, geographical factors, psychographic factors, trends in the market and differences in lifestyles. It varies from consumer to consumer in the way that various characteristics are combined to form the consumer behaviour of an individual. It can also differ on the basis of the type of product that is being consumed. For example, technological investments do on occur on a daily or weekly basis whereas, perishable good are consumed regularly in short intervals.

Cosmetics Industry Profile

The industry under study is the Indian cosmetics industry which includes products categorised under skin care, hair care, oral care and fragrances. It is expected to grow to USD 20bn from a current 6.5bn standing by 2025 with a CAGR of 25%, constituting a solid 5% to the global market belonging to the top 5 markets. The popularity of the cosmetics industry in India started to grow from the liberalization in 1991 after the growth in frequency of beauty pageants. Both, print media and electronic marketing has played a significant role in spreading awareness and developing “fashion consciousness” within the market. The consumption of television content and films and such productions also act as catalysts to this growth.

Various multi-national companies such as L’Oreal, Unilever, Procter & Gamble Co., Estee Lauder and Lancome, hold majority of the control over the global cosmetics industry. L’Oreal, as the market leader, owns most leading personal care brands and has 314 patents registered in its name as of 2015.

Components of the Cosmetics Industry

The cosmetics industry comprises of skin care, hair care, colour cosmetics, fragrances and oral care segments. Skin care is the largest and most profitable category mounting to 36% of the global cosmetics industry, hair care to 23% and make-up to 18.2% as of 2016. Between 2016 and 2021, it has been predicted that the Asia Pacific beauty market is likely to grow by \$14.9 billion in sales.

2. REVIEW OF LITERATURE

Takor, M. and Prajapati, S.M. in their research, “*Factors that encourage impulse purchase & impact of visual merchandising on the purchase decision of women for beauty products in Gujarat*”, have studied the booming cosmetics market in India, growing at 15-20% annually, owing to the growing trends in importance given to appearances. The research looks at the effect that visual merchandising has on store selection and purchase decisions for beauty products. 68% of the sample belongs to the age group 18-25 and were college students and other demographic factors such as income and lifestyle aspects were also taken into consideration. The study mentions that when initially coming across the store layout, it may leave the consumer confused in terms of their reaction, however, the visual merchandising can also pose a positive influence on the consumer’s decision making, thus creating impulsive purchasing behaviour.

Derry Law and others conducted their study “*How does visual merchandising affect consumer affective response? An intimate apparel experience*”, with the purpose of identifying the effect that visual merchandising has on the female consumer’s response induced from a function-oriented product such as intimate apparel. The study not only looks at the visual merchandising factors but also the purpose and symbolic nature of the product from an Eastern perspective. The samples used for gathering primary data are women between the age of 25 and 35 hailing from Hong Kong. The articles describes Hedonism as one of the main factors affecting the product perception and the effect that visual merchandising has on enhancing the femininity of product thus focussing on the nature of the product itself. It looks at the merchandising factors as a mere means to achieving the emotional factor that affects consumer behaviour, thus becoming an indirect influencer.

Sherman, Elaine and others in their study “*Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions*” use a stimulus-organism-response framework to study the role of visual merchandising in enhancing consumer emotions to induce purchase behaviour, using a large sample for primary data collection. The main emotions identified are pleasure and arousal. The research concludes that emotional factors are more vital for inducing non-planned purchasing behaviour while cognitive factors have more of an effect on store selection and planned purchases. This research confirms that although cognitive factors may largely account for store selection and for most planned purchases within the store, the environment in the store and the emotional state of consumers may be important determinants of purchase behaviour. It results in extra time spent in a store and unplanned buying.

Mehta N.P. and Chugan, P.K. conducted the study “*The Impact of Visual Merchandising on Impulse Buying Behavior of Consumer: A Case from Central Mall of Ahmedabad India*” which explores the effect of window display, in-store mannequin display, floor merchandising and promotional signage in a mall retail outlet on the impulsive purchasing behaviour of customers of apparels. The research used mall intercepts as a method of sampling to collect primary data, resulting in a productive sample size of 84. A positive correlation between the visual merchandising factors and impulsive purchasing behaviour was identified. However, a varying level of impact was identified for each of the methods of visual merchandising.

Baker, Julie in her study “*The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions*” attempts to study the result of environmental cues on consumers’ store choices related to perceived merchandise value and shopping experience costs. The kinds of store environmental cues were divided into social, design and ambience with store choice criteria having been chosen as the mediating construct. The hypothesis being tested was that as the perceptions of store design becomes more favourable, the time and effort costs associated will also be lowered. The result of the study was that these perceptions and environmental cues may not impact how consumers assess merchandise value but does have an influence on store patronage intentions.

Yang, Huang and Feng in their study “*A Study of the Factors that Affect the Impulsive Cosmetics Buying of Female Consumers in Kaohsiung*” analyse the factors that determine impulse buying in Taiwanese females towards cosmetics. It distinguishes the factors that affect it for different demographic variables and categorises it into four, external stimuli, internal perceptions, buying behaviour and demographic variables. The study was conducted in the form of focus groups and questionnaires, using cluster and variation analysis to analyse the data. The study concludes that women above the age of 41 are more likely to partake in impulse buying behaviour and respond more to promotional activity, and impulse buying intention is positively affected by the factors affecting impulse buying behaviour and characteristic impulsivity.

“*A Study On Impact Of Visual Merchandising In Selected Retail Outlets In Bangalore City*” was a study conducted by **Krishna, Murali** studies in specific the impact of atmospherics and in-store product displays on shopping behaviour. He further takes mixed trends in shopping due to demographics to examine the effect that the visual merchandising cues have. Three patterns emerged from the results of the study; Firstly, the participants agreed to a limited influence on their buying behaviour. Secondly, the quality of the displays has a lesser impact. Thirdly, personal preferences of the consumer has a much lower influence. The research then concludes that women are more attentive to the entire experience while men tend to be more perceptive to visual merchandising elements that guides them to what they are looking for.

“A Study On Effect Of Visual Merchandising Influence On Buying Behaviour Of Consumer In Retail Store”, a study conducted by **Naveena and Suganya** in Coimbatore, attempts to determine the important factors of visual merchandising that influence consumer buying behaviour. A sample size of 220 was arrived at by adopting convenience sampling method. The research design involved analysing the respondents opinion on attraction towards various components of visual merchandising. Finally, colour was determined to be the main aspect that leads to stimulation.

Tirpathi, Chaubey et al. conducted a learning on the “Factors Identification For Merchandising Of Cosmetics Products Using Cluster Analysis” to explore the main drivers for the Indian consumer to buy cosmetics and to evaluate the role of visual merchandising to stimulate such buying behaviour. Through factor analysis, five factors were determined, I.e. Creative Assortment, Attractiveness, Interesting, Desirability and Merchandising stimulant. Merchandising attractiveness however was determined as most important in cosmetics.

According to **Jain’s** study on “Impact of Visual Merchandising on Consumer Behaviour towards Women’s Apparel” shows empirical relation between impulse buying behaviour in women and the visual appeal of displays, especially mannequins in store and on window displays. It was conducted through a survey that was produced to 150 women in the Delhi region of India. This helped conclude that these mannequins help the women decide what they want before they enter the store and that these window displays are looked at even if the customer does not plan to purchasing or entering the store.

“Objects, Decision Considerations and Self- Image in Men's and Women's Impulse Purchases”, an article by **Dittmar, Beattie and Friese**, fills the knowledge gap that exists due to existing theories’ inability to explain the underlying driver for impulsive buying especially for certain types of products. The article aims to build a social psychological model through a preliminary questionnaire of sample size 61. The results were that the gender differences in such behaviour was subtle while “perceived self-discrepancies” had significant importance in determining impulse buying since the object was perceived to be a status symbol.

According to **Novia’s** research in “The Effect Of Visual Merchandising On Impulsive Buying With Impulsive Buying Tendency As Moderating Variable”, the visual merchandising has an effect on impulsive buying even with the tendency being the moderate variable. For the sake of the study, customers’ thought process could be categorised into: “the way of the world, sufficient money, and promotions.” The study used a sample size of 100 from the customers of Gaudi in Taman Anggrek Mall and the conclusion was that the majority fell under the first category of people.

Upadhayaya and Srivatsava conducted a study, “Consumer’s Emotional Influence & Visual Merchandising Effects: Shopping Malls”, which attempts to evaluate the involvement of emotions in evaluating and understanding purchasing decisions specifically in shopping malls. Emotions was studied in particular due to its subjective nature and thus, understanding such an influence may be imperative in remaining competitive. The study also included variables such as brand value, reference groups amongst other decision making factors while empirically studying its impact. The researchers conclude that emotion does have a primary influence on decision making and even on the time taking to arrive at a decision. Furthermore, “intuitive decisions driven by emotions, provide more post purchase satisfaction”.

The purpose of the article “A study on Consumer Buying Behavior towards Cosmetic Products”, written by **Bhatt and Sankhla**, is to understand consumer behaviour towards cosmetics with a sample of 100 taken from Gujarat. The results of the study lead to the conclusion that consumers tend to associate price levels as an indicator of quality and quality was considered a major factor that induces switching from one brand to another. Apart from quality, reference groups and cultural factors also impact the purchasing decisions. There exists a pre-conceived notion that a consumption of cosmetics leads to one being more attractive. Furthermore, 51% of the consumers of cosmetics in the Gujarat market were found to be using herbal cosmetics.

Hill’s study “Consumer Behaviour As A Response To Luxury Retail Visual Merchandising” closely studies effect of visual merchandising techniques on consumer interactions with store displays in a retail environment specific to luxury fashion. This study was conducted through the conception of a model that consists of three techniques in particular- repetition, iconic and colour focus, and was applied to 100 behavioural responses.

“Dimensions of point of purchase factors in impulsive buying of women’s skincare cosmetics in India”, an article by **Prakash and Sharma**, discusses the importance of point of purchase factors in physical retail outlets. It examines the degree to which it can positively induce impulsive buying of skincare products. It studies women in particular as this demographic segment is more associated with the usage of skin care products for various purposes, using twenty two constructs. A sample of 229 was used as a representation of the state of Uttarakhand, India. Six factors related to visual merchandising such as displays, visual communications and ambience amongst others were found to have high significant relationship with impulsive buying in a store.

3. METHODOLOGY

Statement of the problem

The current situation of research conducted in the visual merchandising field is mostly oriented towards the apparel industry. While a few articles were found studying the effect that visual merchandising has on the consumer behaviour towards cosmetics and beauty products, it was limited to other markets and did not study Bangalore, a popular metropolitan city with a diverse population. Furthermore, they did not examine the effect that it has with reference to certain demographic characteristics apart from gender, such as age. Hence, this study aims to establish the impact that it has on such a diverse sample, thus establishing a strong correlation or lack thereof between the factors being studied.

Objectives of the study

The overall objective of this study is “to analyse the association between visual merchandising on consumer behaviour based on their demographic characteristics towards cosmetics and perfumes and their retail outlets in Bangalore.” The specific objectives that need to be fulfilled to meet the overall objective are:

1. To determine the statistical association between demographic characteristics and visual merchandising of cosmetics in Bangalore.
2. To evaluate the association between demographics, visual merchandising components and consumer behaviour towards such products.

Scope of the study

The scope of the study will be restricted to the geographical location of Bangalore, aiming to study the consumer behaviour towards various cosmetics, with no emphasis on brand and stores present in various malls and individual retail outlets. However, the study will not include the products being a part of a departmental store in order to avoid the hindrance of the departmental store's visual merchandising strategies and store's consumers' behavioural attributes in this study.

Hypothesis

The study includes four sets of hypothesis that will be tested using the sample collected through a survey. These hypothesis suggest the effect that the demographic characteristics of the consumers have on their perception of visual merchandising and certain components of visual merchandising. The demographics were also compared to the importance that people project on visual merchandising and also on whether the respondent is prone to enter a store on the basis of the exterior and how it looks.

H1a: The age does have an effect on the respondent's perception of the importance of visual merchandising.

H2a: Gender does have an effect on the respondent's perception of the importance of visual merchandising.

H3a: Age does have an effect on whether the respondent chooses to enter a cosmetic store based on the exterior of the store.

H4a: Gender does have an effect on whether the respondent chooses to enter a cosmetic store based on the exterior of the store.

Population and sampling techniques

The study will use stratified random sampling technique amongst different groups and will aim to gather about 130 responses. This sample size was chosen for a confidence level of 95% and 8.59 confidence interval. Furthermore, the data being gathered will not be restricted to a sample population of any particular age group or gender so as to effectively study the impact of the demographics on the association between visual merchandising and consumer behaviour. The sample of respondents will be representative of the general population in terms of both gender and age, and will exhibit varying demographic characteristics. Thus stratified random sampling technique will aid in collecting representative data from all strata's of the population.

Data collection method

The methodology involved collecting primary data with the use of a structured online survey. Although the data collected was through the use of multiple choices and the options were qualitative in nature, the data was converted and coded numerically for the purpose of analysis and interpretation. The coding was done using SPSS and the key for the coding has been provided along with each table of analytical results. The survey will also be distributed to a wide sample to gauge the effect that it has on customer behaviour with respect to visual merchandising.

It would also involve collecting secondary data through literature reviews of previously written academic articles on visual merchandising and the effect it has on consumer behaviour. The other source of secondary data would be news articles, cosmetics websites and academic journals.

Statistical tools for analysis

Chi-Square analysis was conducted on the data collected. The normality of the data will also be checked for all factors and variables. As a non-parametric test, chi-square will be suitable for proving association between categorical variables despite the type of distribution.

The study will also include interpreting histograms and distributions curves, along with other descriptive statistics using frequency tables and percentage analysis.

Limitations of the study

The main limitation of this study would be the time constraints in collection of data and conducting the research. The prospective sample size chosen for the study may not be an accurate representation of the entire population and each demographic category, however, the time constraints limit the sample size that can be studied. The geographical limitation also limits the convenient availability of diverse sample, although this was minimized by using the snowball sampling technique.

Another limitation is that the unconscious aspect of the process might be ignored. The use of surveys rather than scientific more reliable methods of gathering data regarding visual cues and decision making process. The study focuses only on the conscious understanding that the consumer has of visual merchandising, which may be biased or may skew the studies. The online survey,

with very few open ended questions, also restricts the respondent from expressing more opinions and perspectives on the topic at hand. Nevertheless, options to add further to the options provided was present to minimize this limitation.

4. ANALYSIS AND INTERPRETATION

The survey was divided into three main sections, with each section aiming to understand various aspects of the respondent's behaviour in a cosmetics store. The first section dealt with the demographic characteristics of the respondent.

Results of Chi-Square test conducted for Age and Whether they would choose to enter a store based on the Exterior

Table. No 4.1 Age and Exterior Cross tabulation

Count		Exterior			Total
		0	Yes	No	
Age	12-17 years old	5	1	0	6
	18-24 years old	12	19	11	42
	25-34 years old	8	11	7	26
	35-44 years old	12	7	3	22
	45 and above	9	18	7	34
Total		46	56	28	130

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.804 ^a	8	.119
Likelihood Ratio	13.157	8	.107
Linear-by-Linear Association	.075	1	.784
N of Valid Cases	130		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.29.

As shown in the tables above, it can be observed that the significant level at .119, is higher than the expected 0.05 and thus indicates that the alternate hypothesis must be rejected. Thus, the age group that the respondent belongs to does not have an effect on whether the respondent chooses to enter a cosmetic store based on the exterior of the store. As shown in the crosstabulation of the responses, there are varied proportions of yes, no and 0 which stands for maybe, substantiating the same.

The second test conducted tested the same variable against gender as the demographic characteristic. Once again, due to the variables being categorical in nature, a Chi-Square test could be used.

The hypothesis being tested for the Chi-Square test was-

H₀- Gender does not have an effect on whether the respondent chooses to enter a cosmetic store based on the exterior of the store.

H₁- Gender does have an effect on whether the respondent chooses to enter a cosmetic store based on the exterior of the store.

Results of Chi-Square test conducted for Age and Whether they would choose to enter a store based on the Exterior

Table No 4.2 Gender and Exterior Cross tabulation

		Exterior			Total
		0	Yes	No	
Gender	Male	7	8	8	23
	Female	39	48	20	107
Total		46	56	28	130

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.915 ^a	2	.233

Likelihood Ratio	2.670	2	.263
Linear-by-Linear Association	1.669	1	.196
N of Valid Cases	130		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.95.

As shown in the tables above, it can be observed that the significant level at .233, is significantly higher than the expected 0.05 and thus indicates that the alternate hypothesis must be rejected. Thus, Gender does not have an effect on whether the respondent chooses to enter a cosmetic store based on the exterior of the store. As shown in the crosstabulation, while the proportion of yes to no for women is higher than it is for men, nevertheless the “maybe” is high as well which balances out the imbalance in the proportion towards the affirmative.

The results of the Chi-Square test were-

Results of Chi-Square test conducted for Age and perceived importance for Visual Merchandising

Table No 4.3 Age and Perceived Importance of visual merchandising

		Perceived Importance					Total
		Not Important	Less Important	Important	Very Important	Most Important	
Age	12-17 years old	0	0	0	3	0	3
	18-24 years old	0	2	8	17	6	33
	25-34 years old	0	0	6	4	5	15
	35-44 years old	1	0	2	10	0	13
	45 and above	0	2	13	9	1	25
Total		1	4	29	43	12	89

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.030 ^a	16	.024
Likelihood Ratio	30.235	16	.017
Linear-by-Linear Association	5.584	1	.018
N of Valid Cases	89		

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .03.

Considering that the degree of freedom is high with a value of 16, and the minimum expected count is 0.03, the significant level at .024 indicates that the alternate hypothesis must be accepted. Thus, age does have an impact on the perception of the importance of visual merchandising up to 29.030 as the chi-square value which is moderately significant. As seen from the crosstabulation of responses, the younger age group is more likely to perceive it as being more important while the older age group perceives it neutrally or, although on a small scale, likely to think of it as unimportant.

The second test was conducted to check the association between the importance given to visual merchandising and gender. For the purpose of this test as well, the sample was reduced to 89 as the remainder of the respondents had not been aware of the concept of visual merchandising to be able to provide a reliable perception of importance to it. Here too, Chi Square test was used to test the association between two categorical variables.

The hypothesis being tested for the Chi-Square test was-

H₀- Gender does not have an effect on the respondent’s perception of the importance of visual merchandising.

H₁- Gender does have an effect on the respondent’s perception of the importance of visual merchandising.

The results of the Chi-Square test were-

Table No 4.4 Results of Chi-Square test conducted for Gender and perceived importance for Visual Merchandising**Gender and Perceived Importance**

Count

		Perceived Importance					Total
		Not Important	Less Important	Important	Very Important	Most Important	
Gender	Male	0	2	7	3	2	14
	Female	1	2	22	40	10	75
Total		1	4	29	43	12	89

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.770 ^a	4	.100
Likelihood Ratio	7.286	4	.122
Linear-by-Linear Association	2.754	1	.097
N of Valid Cases	89		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .16.

The significant level at .100, is higher than the expected 0.05 and thus indicates that the alternate hypothesis must be rejected. Thus, gender does have an impact on the perception of the importance of visual merchandising. As seen from the cross tabulation of responses, both genders seem to share similar proportions on the varying degrees of importance assigned by them to visual marketing. However, the values themselves do not match due to difference in sample representation.

Thus, the Chi Square tests all suggest that the only two factors that are associated to one another is the age group that the respondent belongs to and the level of importance at which he/she perceives visual merchandising to be for a store.

Furthermore, certain questions were asked regarding the store attributes that are most likely to induce a positive purchasing behaviour as opposed to negative purchasing behaviour. The following was observed through histograms exhibiting the responses.

Furthermore, Derry Law's study on identifying the effect of visual merchandising on intimate apparel concluded that the nature of the product itself matters and the level of hedonism that is attributed to the product category. Cosmetics too, are products that are associated with the concept of hedonism and can thus follow Law's theory that the visual merchandising must enhance the emotional factor (hedonism) of the products being sold. Nevertheless, are seen from the study, cosmetics is a product category that has male consumers too and thus, the hedonistic factor must tend to all genders.

5. FINDINGS AND SUGGESTIONS**5.1 Findings**

- The age groups that the respondent belongs to can be associated with the respondent's perception of the importance of visual merchandising for a cosmetics store.
- On the other hand, gender plays no part in the respondent's perception of the importance of visual merchandising.
- The age group that the respondent belongs to and the gender of the respondent, is not associated to whether the respondent would choose to enter a cosmetics store based on the exterior.
- Product arrangement is the main factor that affects the conscious purchasing behaviour of the respondent.
- Effective product arrangement is extremely crucial in creating an environment conducive to positive purchasing behaviour.
- Availability of space may not cause potential customers to make a purchasing decision consciously.
- Lack of availability of space can hinder conscious purchasing behaviour.
- The hedonistic factor and nature of cosmetics as a product should also be considered while deciding level of visual merchandising.

5.2 Suggestions

- The stores must pay more attention to the age of their target audience and accordingly determine the level of visual merchandising required to consciously induce purchasing behaviour.

- The stores must also pay attention to product arrangement and further study can be conducted on the arrangement layout that is most likely to be effective in encouraging impulse purchases.
- The stores must also invest and spend on the exterior of the store- the window displays, the mannequins, the posters and store board etc. as it is clearly a factor that positively influences the frequency of unplanned store visits.
- The visual merchandising should not be targeted only towards females and must be inclusive as to increase purchasing behaviour from the other genders as well.

Conclusions

While the demographic characteristics have very little or no influence on the consumer's perception of visual merchandising and its importance or whether they would enter a store based on the exterior of the store, there are clear differences in perspectives and majority would be influenced by the exterior. This implies that visual merchandising does have an effect on the consumer behaviour of an individual. Although the factors that encourage impulse purchasing behaviour might include store attributes that subconsciously influence the customer as well.

Thus, there is more scope for further study on the impact that visual merchandising in cosmetics would have on the hedonism of the consumer and in turn consumer behaviour and also in which factors may affect the individual subconsciously. Nevertheless, factors such as product arrangement and space availability still consciously affect the purchasing behaviour of a consumer. Therefore, it can be concluded that visual merchandising does have an effect on consumer behaviour towards cosmetics in retail outlets in Bangalore.

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